Dynamics of Private Sector Support for Education: Experiences in Latin America

August 19, 2009

Kirsten Galisson, AED
Spectrum of Possibilities for Relationships Among Public and Private Sectors

Increasing Degree of Strategic Partnerships

This diagram has been adapted from Eric Rusten’s “Return on Investment (ROI) Relative to Partnership Quality.”
Evolution of Country’s Public Private Partnership Capacity

Maturation of Partnerships

STAGE 1
Sensitization and Motivation

STAGE 2
Partnership Engagement

STAGE 3
Evaluation and Growth
Typology

- “Do-it-Yourself”
- Business Alliance
- Public-Private Partnership / Multi-Sectoral Partnerships
- Hybrid Approaches
The Big Picture: Conceptual Framework for PPPEs
## Trade-offs

**Company A – Book Donation Activity**

| Motive                      | Build reputation in community
|                            | Internal Considerations: high visibility, high control, high flexibility, high risk |
| Scope/Scale                 | Specific input
|                            | Scale: 2 schools |
| Model                       | “Do-it-Yourself” |
| Formation/Implementation    | Company performs participatory needs assessment with community, plans and implements book donation project |
| Success Strategies          | Beneficiary Ownership |
|                            | Personal Interaction |
## Trade-offs

**Company B – Literacy Campaign**

| Motive               | Enlightened self-interest  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Internal Considerations: low visibility, low flexibility, low risk</td>
</tr>
<tr>
<td>Scope/Scale</td>
<td>Advocacy</td>
</tr>
<tr>
<td></td>
<td>Scale: National level</td>
</tr>
<tr>
<td>Model</td>
<td>Business Alliance/Multi-Sectoral Partnership</td>
</tr>
<tr>
<td>Formation/Implementation</td>
<td>Company engages private sector, media and teacher unions in national literary campaign coordinated with Ministry of Education’s teacher training initiatives</td>
</tr>
<tr>
<td>Success Strategies</td>
<td>Shared recognition</td>
</tr>
</tbody>
</table>
## Trade-offs

**Ministry of Education – National Curriculum Council**

| **Motive**                      | Labor Market Knowledge/Links to Economic Development  
|                                | Internal Considerations: alignment/synergy with national goals  
| **Scope/Scale**                 | Public Policy  
|                                | Scale: National level  
| **Model**                       | **Public-Private Partnership**  
| **Formation/Implementation**    | Business leaders participate on National Curriculum Council  
| **Success Strategies**          | Institutional Mechanism  
|                                | Encouraging Synergy  
|                                | Personal Interaction  