

Partnering with the Private Sector to Deliver Sustainable Solutions

ACDI/VOCA's partnerships with the private sector promote nutrition and food security, enhance income generation, support gender equality and social inclusion, and address environmental sustainability challenges in communities around the world. But we don't just partner on paper.

We invest time and resources to help our partners grow their businesses and strengthen the markets in which they operate. We advise on the use of inclusive models, provide technical assistance and/or grants to help scale innovative technologies and business models, and we bring market participants together to achieve business and development goals.

Through our partnerships, sustainable, market-based solutions are created.

We engage with the right local enterprises in the right ways to build their resilience and strengthen the entire market system that supports them—the producers, suppliers, buyers, sellers, regulators, and more. We collaborate with multinational companies, large anchor firms, small and growing businesses, as well as multi-stakeholder alliances like industry associations, public agencies, and influential community groups on transformational partnerships.

ACDI/VOCA is a global development design and delivery partner that has implemented effective economic and social development projects in nearly 150 countries since 1963. Learn more at www.acdivoca.org. To contact our Market Systems team, email marketsystems@acdivoca.org.

PRIVATE SECTOR ENGAGEMENT



Our partnerships have generated over \$753 million in sales and leveraged nearly \$1.6 billion as we co-invest in shared development goals.

ACDI/VOCA uses diverse tactics and tools to anticipate and respond to change across our portfolio of partnerships

UNDERSTAND THE OPPORTUNITY | By understanding how and why local businesses behave the way they do, we engage effectively with the right partners

We analyze the performance of various aspects of the market, paying special attention to the capacity of local firms and the incentives that could encourage them to pursue a market opportunity. We identify local business and decision-making norms, highlight gaps in financing and development, define problems or opportunities rooted in gender and social inequalities, and gauge the community's openness to inclusive business models.

COLLABORATE ON THE SOLUTION | Together with partners, we create plans to make a transformational impact on the market system

We engage our private sector partners in conversation early and often, listening to their perspectives around common opportunities, wants and needs. We work together to design and implement activities that achieve shared business value. We develop joint metrics, milestones, and indicators that ensure we are aligned to meet both our business and development objectives.

RESPOND AND ADAPT | We develop long-term, mutually beneficial solutions through meaningful partnerships

We invest the time, energy, and resources in the relationship with our partners. A healthy partnership allows for flexibility when circumstances change and ensures better, and more enduring, results. We use a diverse set of tactics and tools to help our partners anticipate and respond to change, building the resilience of market participants and systems.

MEASURE AND LEARN | We use what we learn to build our own capacity and that of our partners

We assess the impact of our work on the market using agreed upon milestones, indicators, and metrics. We use what we learn to build our own capacity and that of our partners, and we apply that learning to make evidence-based shifts to improve our impact.

DIVERSE TOOLS | LASTING IMPACT

Understand the Opportunity:

- Private sector landscape assessments
- Due diligence guide

Collaborate on the Solution:

- Co-creation workshop facilitation guides
- Investment facilitation fit checks
- Adaptive partnership mechanisms

Respond and Adapt:

- Results-based partnership processes
- Acceleration diagnostic
- Partnership Health Tool
- Collaboration, Learning and Adaptation Playbook

Measure and Learn:

- Rapid assessments
- Exit interview guides
- Network analysis

