



 **BASICS**

# ***Sustainability Through Public-Private Partnerships***

# Presenters:

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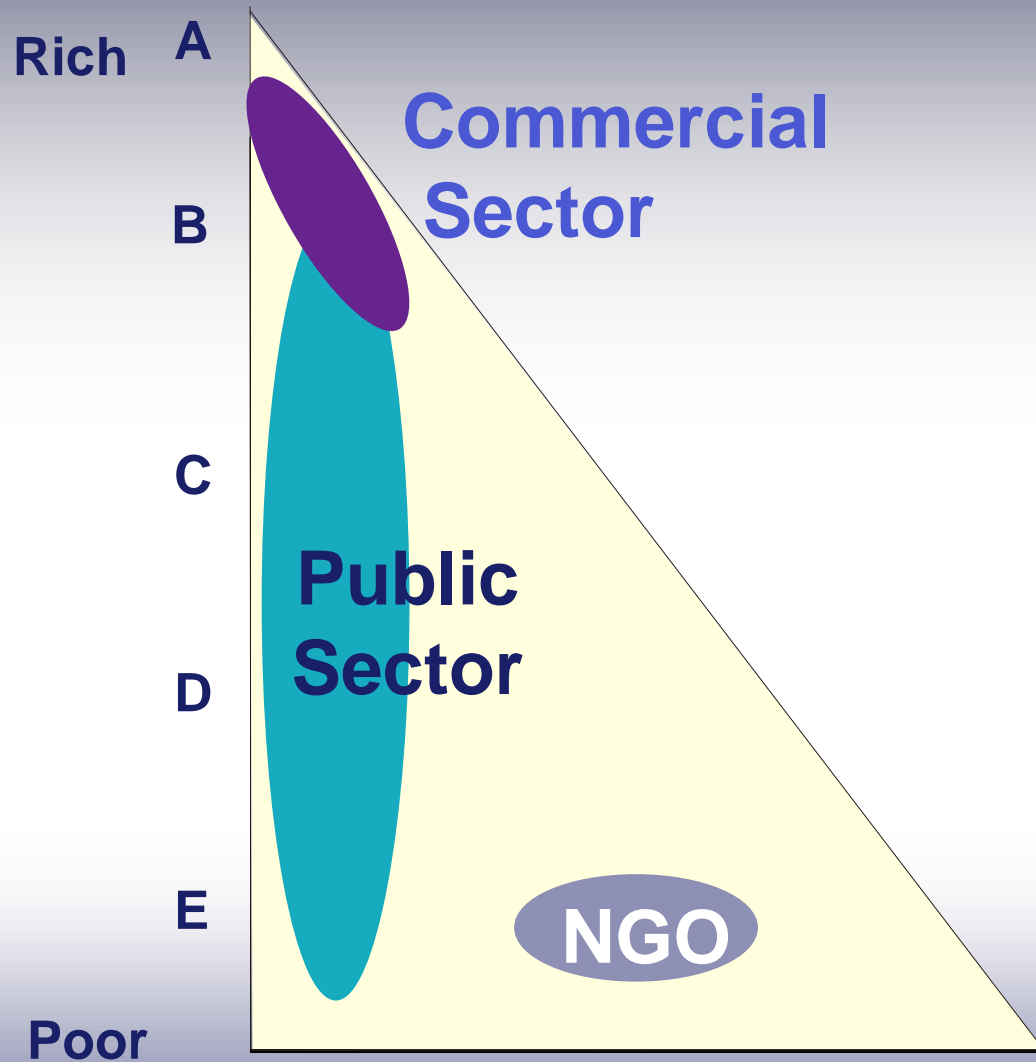
- **Camille Saadé, BASICS Private Sector Coordinator**
- **Massee Bateman, EHP Director**

# Outline

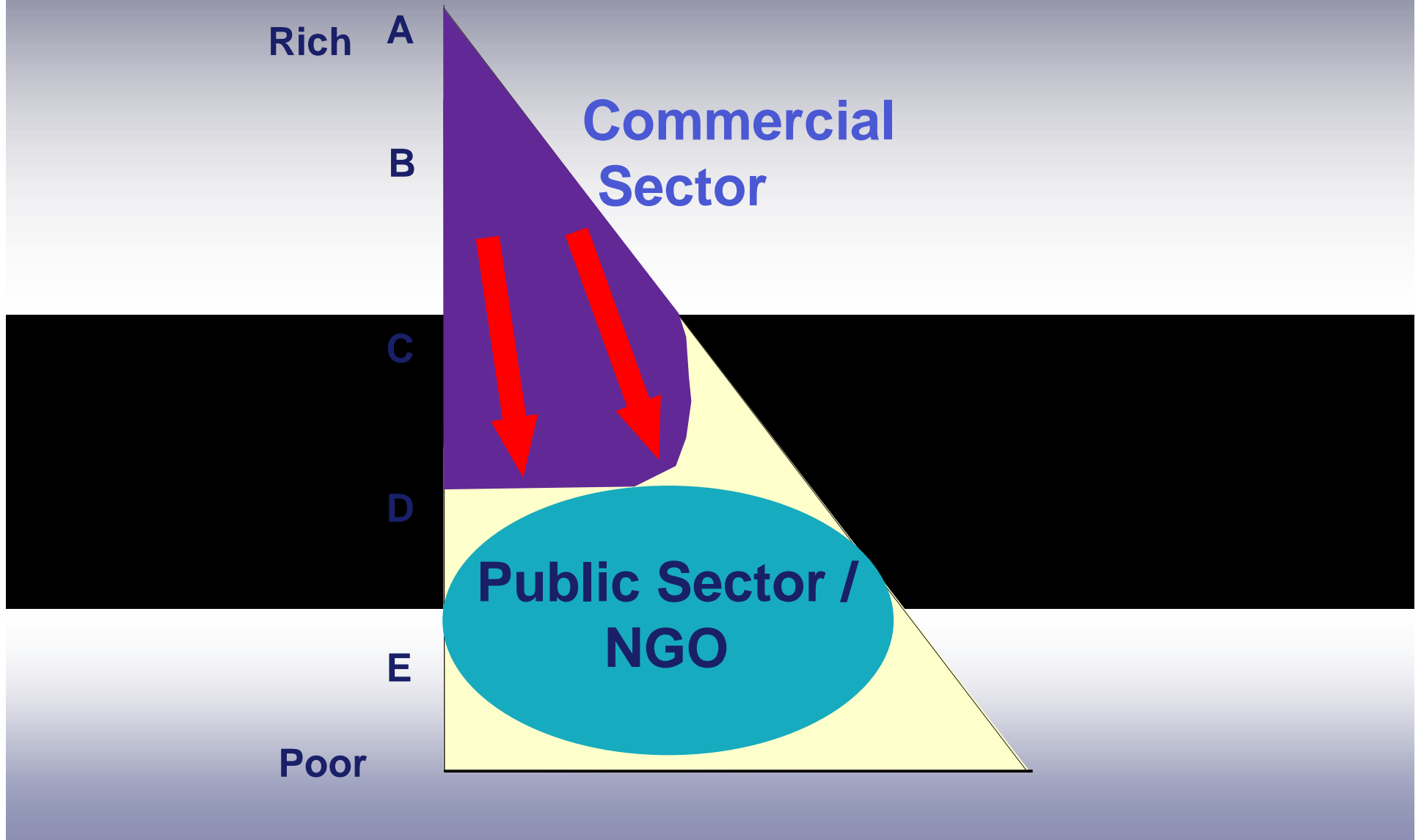
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- **Approach to partnership: win-win**
- **Handwashing initiative in Central America**
- **Ingredients for successful partnership**

# Existing Situation - Poor Coverage



# Expanding Coverage Through Partnerships



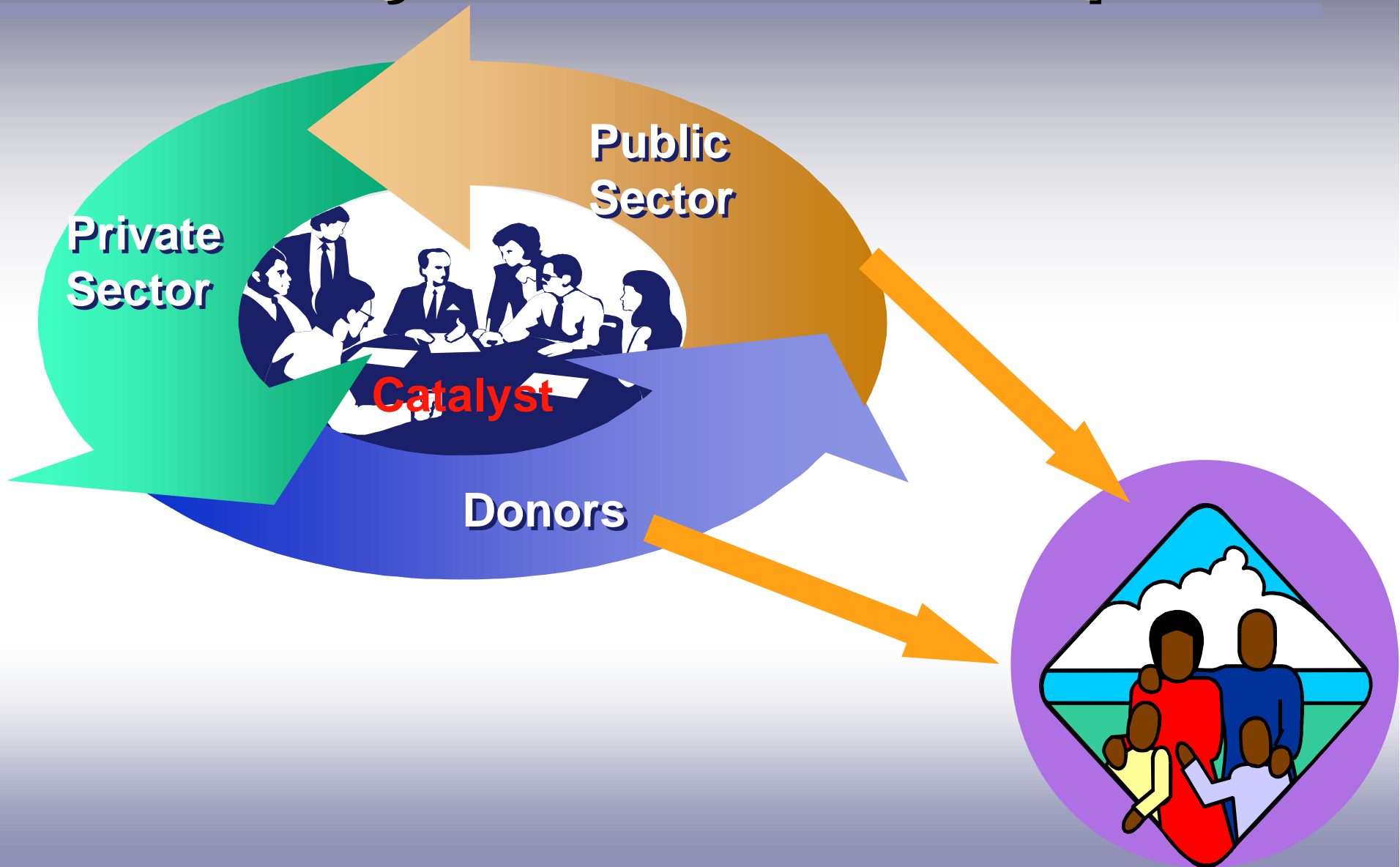
# Benefits For Public Sector

- **Achievement of objectives in less time and for less investment**
- **Sustainable use and adoption of recommended products and behaviors**
- **Improved services to the needy by reallocating resources**
- **Leveraging of donors' resources**

# Benefits For Private Sector

- Shared risk for market development
- Role as global corporate citizen
- Enhanced image
- Improved relations with local authorities
- Competitive advantage

# A Catalyst For Partnership





# Role Of The “Catalyst”

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- **Identify opportunities**
- **Assess and select partners**
- **Act as honest broker**
- **Facilitate marketing plan**
- **Leverage complementary resources**
- **Monitor and evaluate intervention**