



Project designs for Public-Private Partnerships (PPP) in the youth sector

Country: Multi Country (El Salvador, Brazil)
Client: German Technical Cooperation (GTZ)
Year: 2008

While many companies have a long tradition of "Corporate Social Responsibility", the potential of the private sector's involvement for development cooperation has only been recognised quite recently. Donor agencies, such as the German Technical Cooperation (GTZ), are promoting the involvement of private corporations through "Public-Private Partnerships" (PPP). AVEDIS was requested by GTZ to assist in the development of two project designs for PPP in the youth sector. In Brazil, the GTZ and BASF entered into discussions on collaborating in the area of non-formal education for youth from marginalised families in poor urban settings. In El Salvador, GTZ and the pharmaceutical company BAYER started planning for a mobile health and community service. AVEDIS' task was to develop the project designs for these two processes, in order to facilitate the discussions between the partners further and to present a basis for funding.