



Building Public Private Partnerships (PPPs)

GFSI China Focus Day
Shanghai, Nov 2018

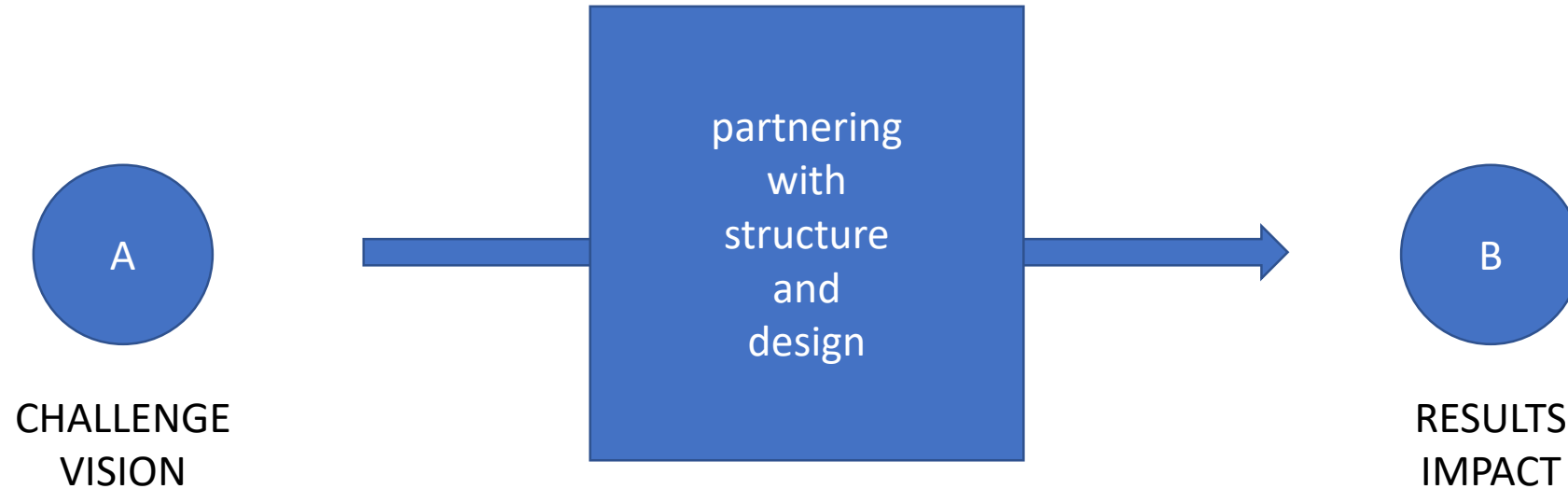
Joseph Scimeca, PhD
VP, Global Regulatory & Scientific Affairs
Cargill

So Why Even Do It?

$$1 + 1 = 3$$

The total is greater than the sum of the parts

What is the “X” factor?



Lots of options – topic, participants, level of formality, duration, politics, resources, etc.

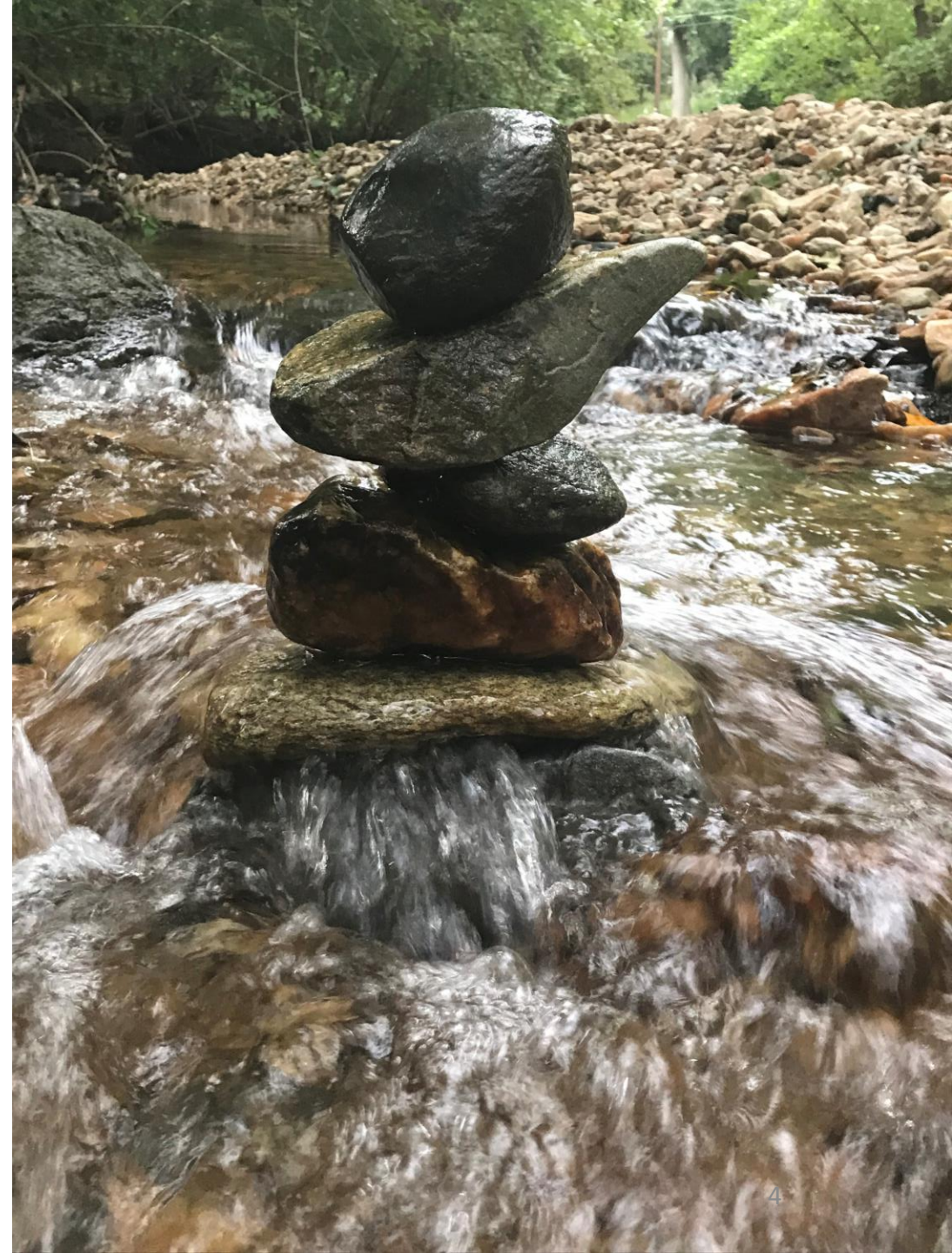
Lots of business decisions – informed views, clear vision, agreed terms, etc.

Lots of room for good choices or poor choices and missed opportunities

There's no one answer – it's all contextual

like rock, like water

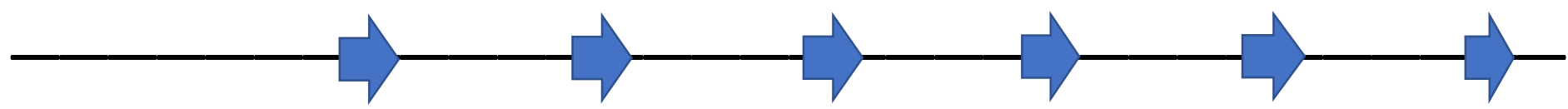
- ✓ organic
- ✓ deliberate
- ✓ iterative



Partnership Life Cycles

CONTENT pilot | results | review | revise | results | repeat | scale-up | etc. | exit

evidence-based, grounded in truth, and reality-checked



STRUCTURE creation | establishment | ops | reporting | review | adjustments | ops | etc. | exit



TOP 10 TIPS FOR SUCCESS

1. Be clear
2. Be clean
3. Be modular
4. Be flexible
5. Be comprehensive
6. Be balanced
7. Be contextual
8. Be ready
9. Be aware
10. Keep it simple

Partnerships are voluntary

motivations



incentives



benefits

see the benefits

sustain the participation

validate the engagement

drivers
skill sets

combined effort

shared goals
shared results

- Everyone has their own motivations
- Partnership is where incentives and benefits converge
- It has to work for everyone. It shouldn't hurt.
- Benefits belong to the whole partnership

Motivations

Specific Interests

private
sector

- Increase sales
- Manage reputational risk
- Improve brand

public
sector

- Ensure safe food
- Avoid market failure
- Benefits > costs

Incentives

Shared Interests

high
compliance

efficient
application

standards

verification

training

prevention

harmonization

Benefits

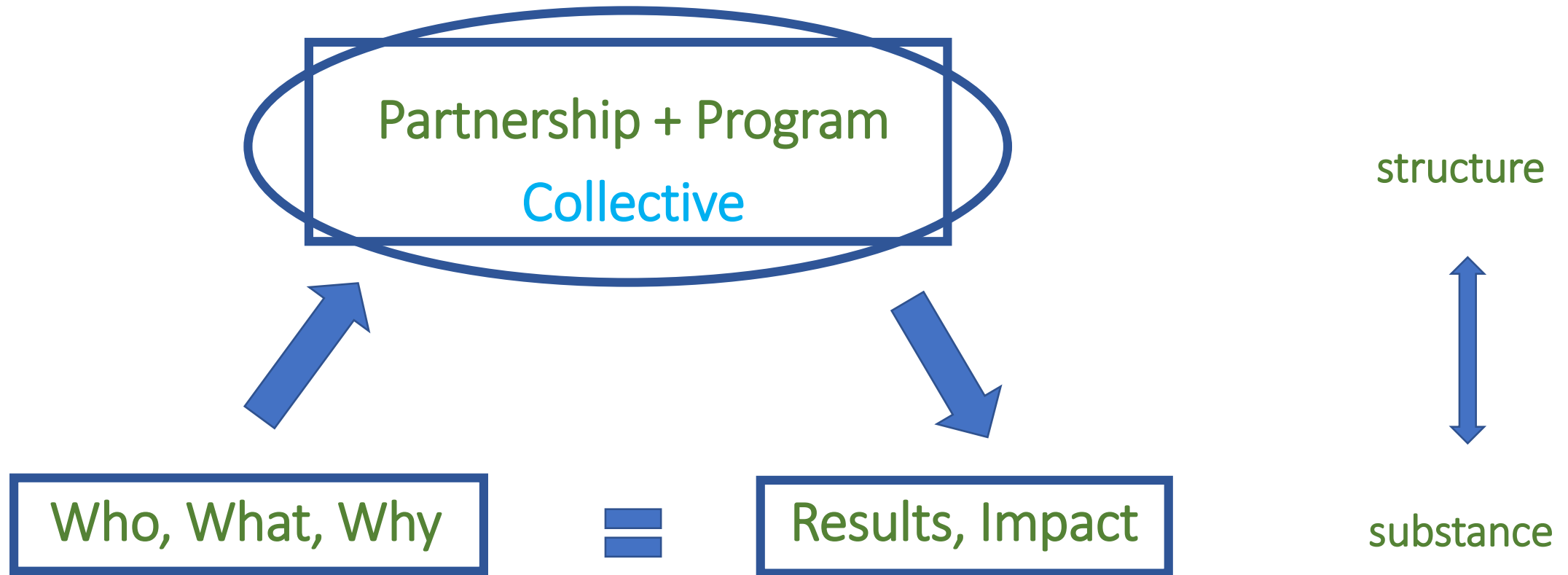
Realized Interests

safe food

consumer
trust

strong
market

Find the sweet spot as partners.



Collectivizing gets you from content to impact

Collectivizing

Partnerships are collectives

They can “collect” around various things:

- ✓ **Decision making:** governing body, working groups
- ✓ **Admin support:** secretariat, legal entity, program head
- ✓ **Knowledge/info:** website, knowledge platform
- ✓ **Activities:** work plan, results framework
- ✓ **Lessons learned:** symposium, papers
- ✓ **Funding:** pooled funds, trust funds
- ✓ **Reputation:** brand, perception, reality

➤ **more or less
collectivized**

➤ **more or less
structured**

➤ **more or less
synergized**

**CONTEXTUALIZE
YOUR
COLLECTIVIZING**



**KEEP
CALM
AND
COLLABORATE,
CONTEXTUALIZE
AND COLLECTIVIZE**



Designing International Partnership Programs: A Primer for Partners

*How to Structure for Sustainability, Efficiency,
and Impact in Development*

A forthcoming book by **Andrea E. Stumpf**
Watch for publication in December 2018, available on Amazon

Partnership programs are found all over the international community. They are crucial to meeting development needs and targets, like the Sustainable Development Goals (SDGs), and have become venues of choice for many international partners seeking to join forces and leverage resources. Name the international challenge, and an array of structured partnerships have been established to promote collaboration, provide support, and flow funds. Many of these are partnership programs with governing bodies supported by international supporting entities and financed by trust funds. The author draws on her extensive experience structuring partnerships at the World Bank, preceded by many years of international private practice in companies and law firms.

- * To partners and business teams, this book can empower them to make sound business decisions based on informed choices.
- * To lawyers and other professionals, this book provides a blueprint for smooth sailing, as you navigate the complex waters of partnership.
- * To innovators, this book invites you to build on solid ground for healthy growth.

* With new vocabulary, clear definitions, handy concepts, helpful comparisons, **brightline** distinctions, analytical tools, checklists, and more, this how-to book has practical guidance for every partner.

* Featuring easy-to-read chapters on basic concepts, business approaches, and deep dive topics, **plus about 100 diagrams**.

* This is not rocket science – it is like rock, like water. The best partnerships are simple, centered and stable, responsive and flexible. They sit on solid ground and flow. They are patient and humble and adaptable. They connect people, connections and ideas as the water connects the rocks.

➤ **Andrea Stumpf** was Lead Counsel in Co-financing and Project Finance Practice Group in the Legal Department of the World Bank from 2004-2015 with a primary focus is on partnership programs