



More Impact with Development Facilities



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1. sequa in a nutshell

Our strengths: Business orientation, service & quality, international experience and worldwide networking

Shareholders



Facts

- Privately owned
- Powerful network
- Non-profit
- Founded in 1991
- Located in Bonn
- Turnover: m12 EUR ('08)
- 30 staff members

Track Record



600 projects in 100 countries

Business Segments

- Business Membership Org.
- Private Sector Dvlpmt.
- VET
- Social Dialogue

Areas of Activity

- Programme Management
- Project Management
- Expert Assignments

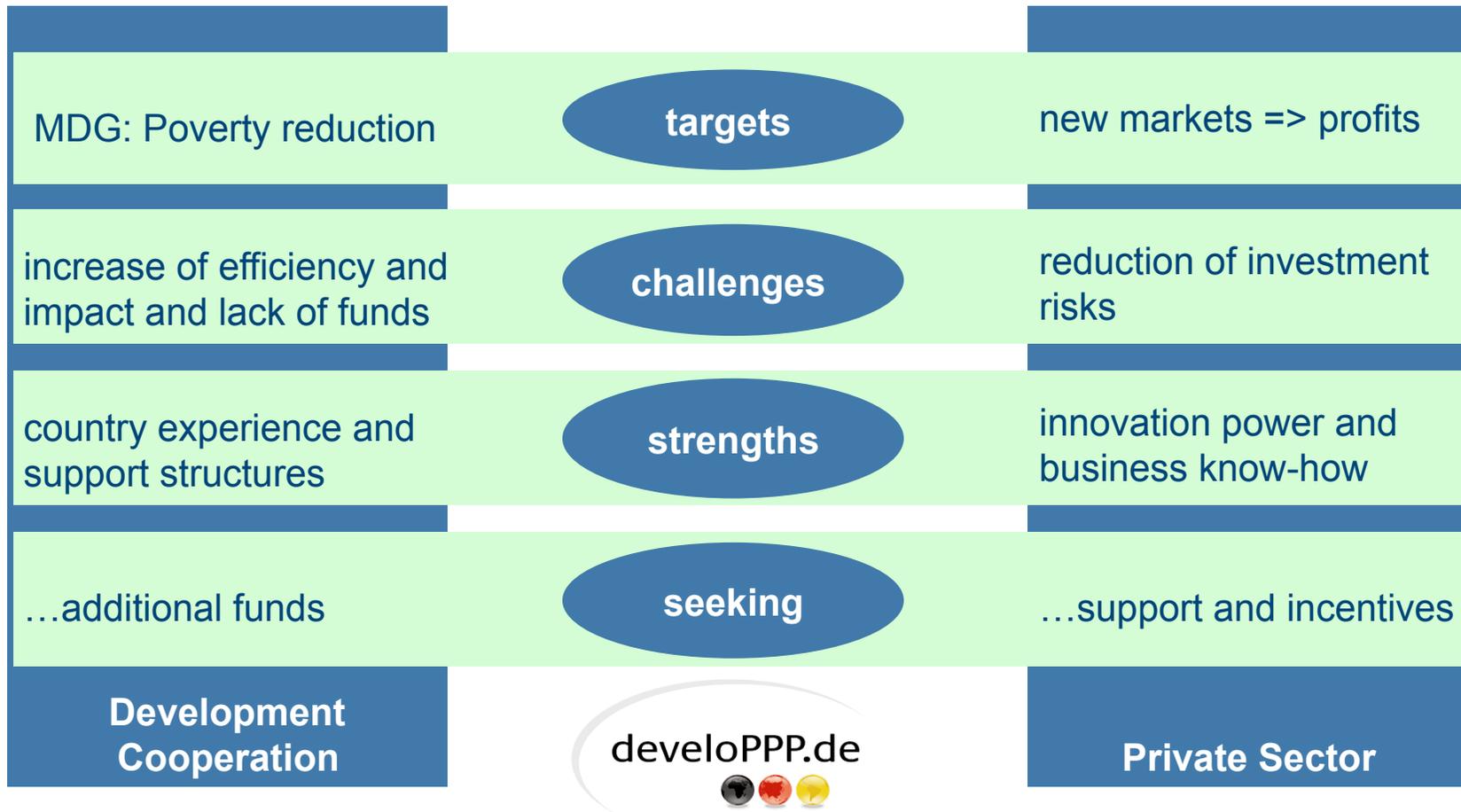
Most Important Clients



Federal Ministry of Economic Cooperation and Development

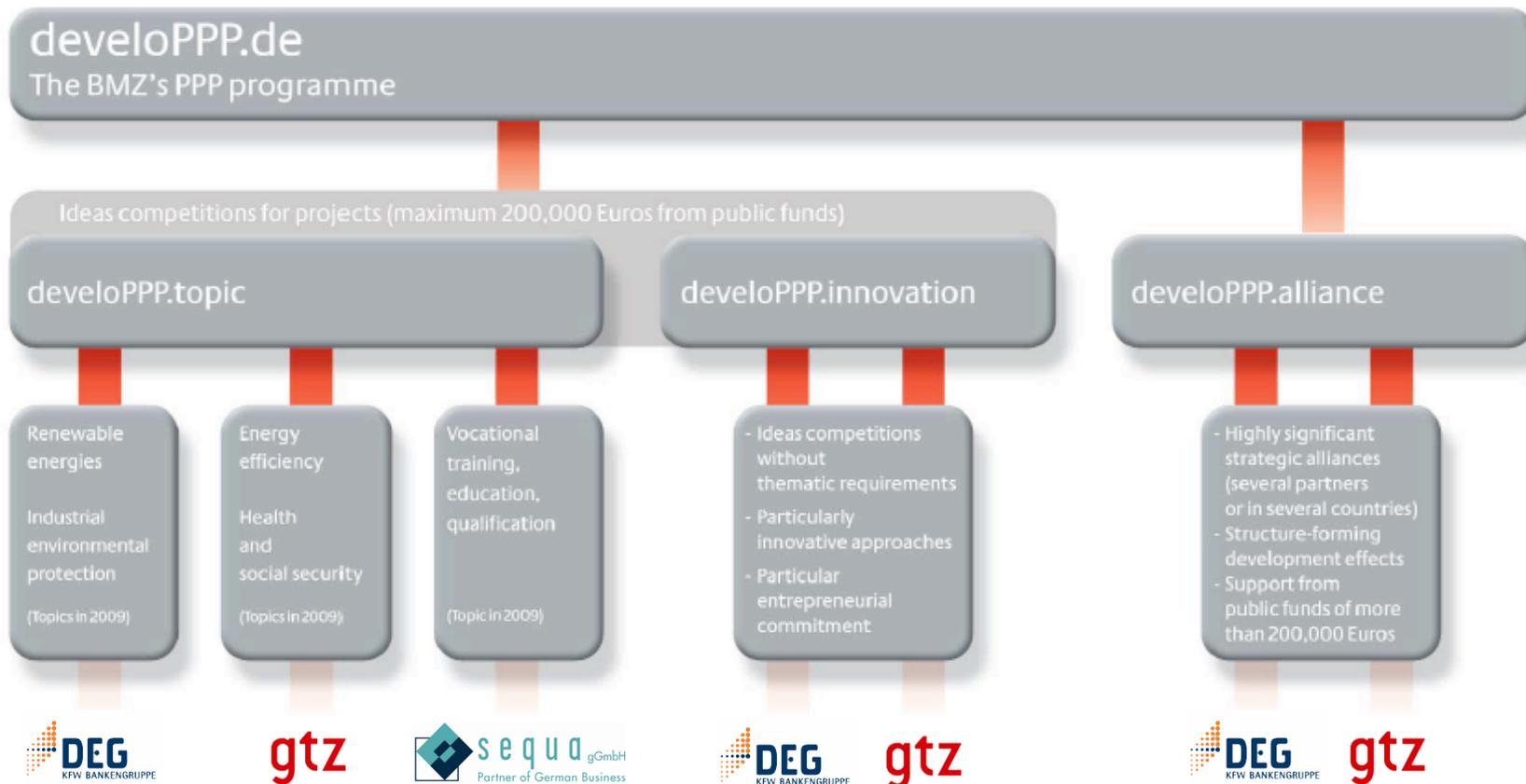
2. The Idea behind the German PPP-Programme

develoPPP.de combines targets, challenges and strengths of development cooperation and private sector



3. develoPPP.de: One Programme – Three Opportunities

develoPPP.de has clear focus, structures and responsibilities



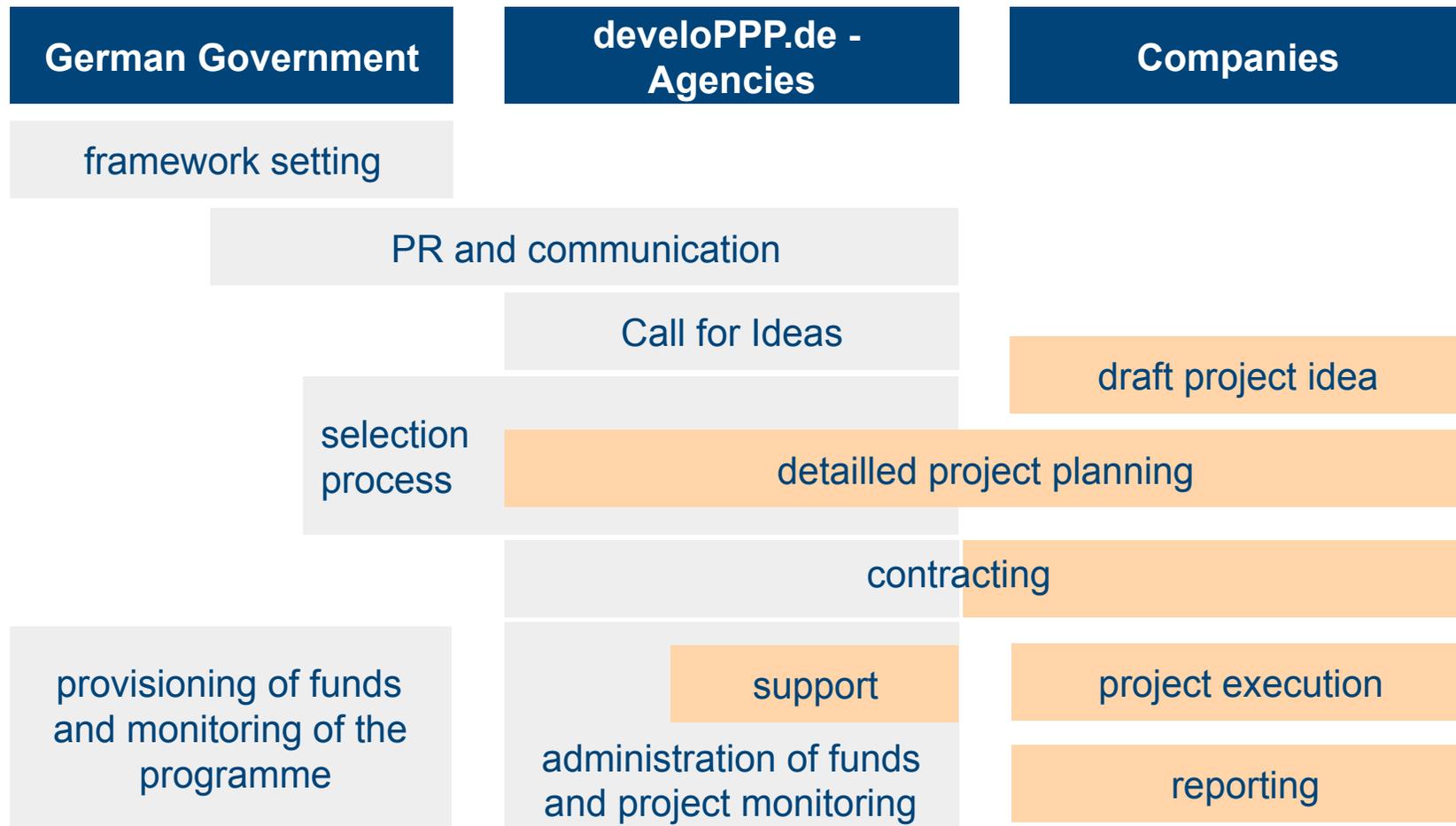
4. develoPPP.topic – Programme Conditions

develoPPP.topic addresses topics of development cooperation

Item	Condition
project duration	up to 3 yrs
co-financing rate	up to k 200 EUR and up to 50% of project costs
award of contract	4 European (beauty) contests of ideas p.a.
project criteria	<ul style="list-style-type: none"> ▪ profit orientation AND development benefit ▪ subsidiarity but no subsidy ▪ project launch after award of contract, only ▪ company contribution: 50% of project costs (min)
company criteria	<ul style="list-style-type: none"> ▪ turnover: > m 1 EUR ▪ staff: > 10 ▪ successful in the market: > 3 yrs

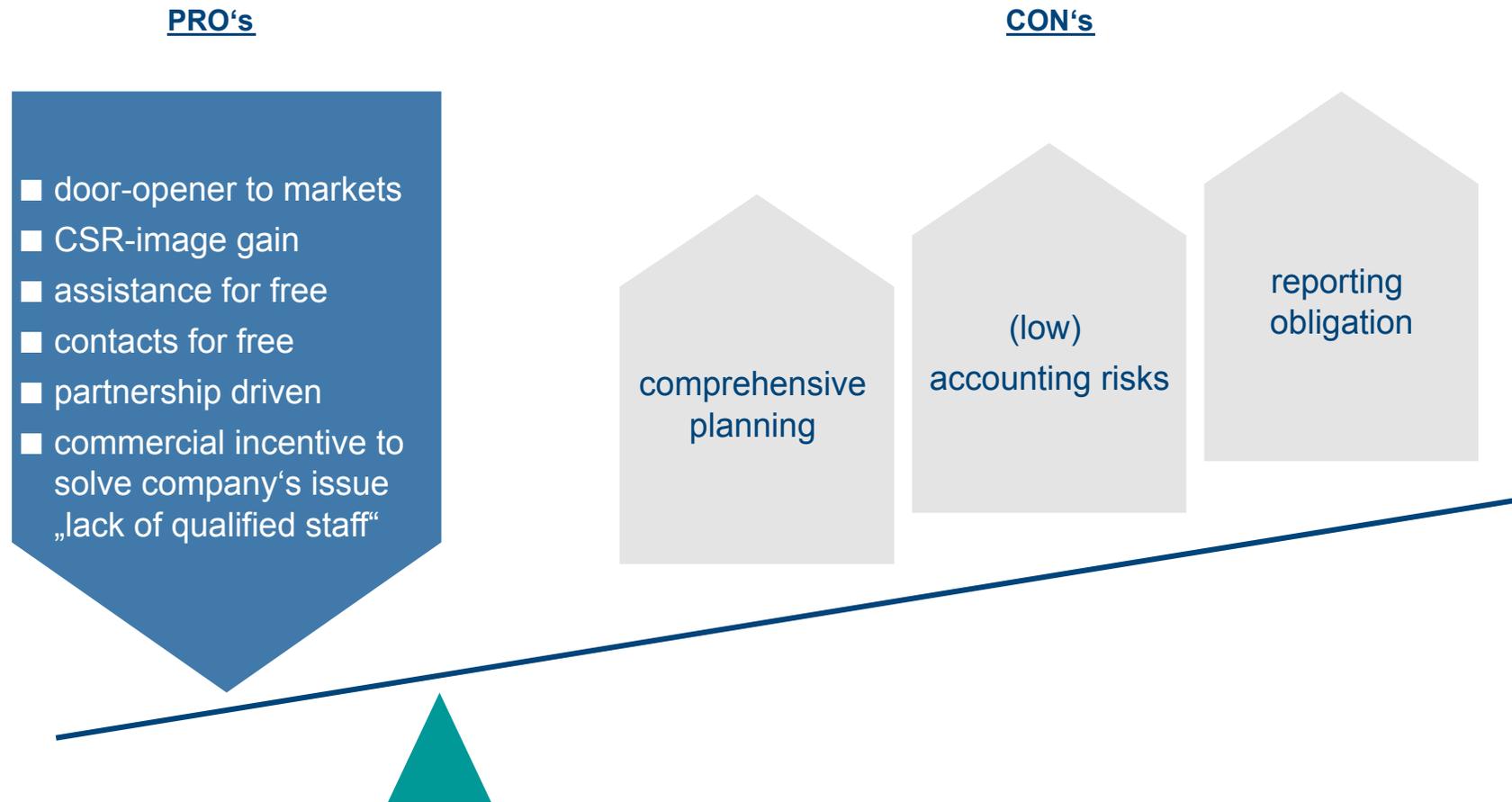
5. Parties, Roles and Tasks

sequa, deg and gtz as develoPPP.de's agencies act both as BMZ's *trustees* and as *partners* of the private sector.



6. Benefit for Companies

develoPPP.de by sequa is pretty attractive to companies



7. Benefit for Development Cooperation

develoPPP.de is pretty attractive to development cooperation

- ✓ total PPP-project costs are ODA-relevant, but only 50% are being carried by public funds
- ✓ benefits from innovation power, know-how and resources of the private sector
- ✓ benefits from companies' **business interests and long-term commitment** for impact-oriented and sustainable projects
- ✓ encourages cooperation between PPPs and other development projects and thus **intensifies impacts**
- ✓ **creates** private sector's **sensitivity** for issues of development cooperation

8. Critical Success Factors of the German PPP Facility

Open communication, a professional management system and private sector commitment are key to the success

- ✓ **Regular communication and open feedback** between public partner (BMZ), executing agencies and private sector (associations, companies) promote mutual understanding and contribute to constant improvement of facility
- ✓ **Clear guidelines, transparent decisions and manageable bureaucratic requirements** contribute to acceptance of facility by the private sector
- ✓ **Implementation agencies** that are “**mentally**” close to the private sector are helpful intermediaries between private sector and public sector interests
- ✓ **Impact and sustainability of PPPs have to be documented and communicated** to the public.
- ✓ Clear **business interests and long-term commitment of the private partner** in partner country are pre-requisites for successful and sustainable projects
- ✓ **Overall economic situation** may affect private sector participation
- ✓ **Involvement of local partners** (public and private) ensures structural effects and multiplication of know-how transfer

9. Requests from the Private Sector: “Facility of the Future”

Expectation: Private sector should be recognized as solid pillar of development cooperation

- ✓ **Private sector** (e.g. through business membership organisations) should be included in **political planning processes and programme designs**.
- ✓ The **principle of subsidiarity** should be applied more consequentially. develoPPP.de is a good example.
- ✓ **Development cooperation and export promotion** should work hand in hand.
- ✓ PPP-facilities should be **flexible, demand-oriented and unbureaucratic** to enable broad participation of SMEs, especially.
- ✓ **Implementation agencies of PPP-facilities** should always be close to the **private sector** and should have attributes such as
 - ✓ business-minded,
 - ✓ fast decision-making,
 - ✓ internationally experienced,
 - ✓ experienced in analyzing business concepts and financial solidity of companies,
 - ✓ understanding of political development targets, and
 - ✓ experienced in executing projects in development cooperation.

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