

The image shows three women in a food processing facility. They are wearing blue hairnets and blue checkered aprons over their clothing. The woman in the foreground is smiling and looking towards the camera. She is wearing black gloves and is working with several bright orange fruits on a stainless steel table. The other two women are in the background, also working with the fruits. The background shows shelves with various colored crates (red, green, blue) and a clean, industrial environment.

Welcome

**Information meeting
Danida Market Development
Partnerships
28 May 2018**



The Sustainable Development Goals shape our development cooperation



Whole of Denmark



- Development needs to go beyond government cooperation
- Involve all skills and resources. Knowledge, competences, experience and financing. Public authorities, private, civil society research
- From risks to possibilities



Danida Market Development Partnerships – objective:

Through broad partnerships, contribute to market driven sustainable growth and employment in development countries and transition economies, within the framework of the Sustainable Development Goals -the SDGs



Broad partnerships mobilizing knowlege, competences, experience and finance – with a focus on SDG 8





Core business – doing business differently

for profit and for development

- Not CSR
- Not research
- Business partner(s) must be ready to invest in the project
- Administrative partner must add value, also for the business partner/s – solid presence in the partner country



The point of departure is a business idea the goal is development and business

- The business idea – part of the core business of the company
- A solid business venture must support the development objective of the partnership project
- A commercially viable business venture – to be pursued on commercial terms after expiration of Danida support
- Innovation - with the potential for scale



Focus on SDG 8: Decent jobs and economic growth

- Build on key, local development challenges
- Through innovation and market development contribute to creating decent jobs, better income possibilities and enhanced economic growth in the partner country
- Meet the requirements of Responsible Business Conduct



Five key indicators

1. Number of decent jobs for women, men and youth
2. Number of beneficiaries with increased income opportunities from improved market linkages
3. Commercial viability of the project's business case (long-term sustainability)
4. Awareness of responsible business conduct and capacity to work with RBC in partnerships
5. Investment leverage (additional capital raised)



Important considerations

- Working in partnerships increase the potential for more comprehensive results
- But also more resource demanding as different mind-sets are brought together
- Therefore important for each partner – commercial as well as non-commercial – that the project-idea is part of the core business of the organisation



Challenge Fund

- Application in competition with others - concept note
- Danida makes overall assessment – based on fixed assessment criteria
- Deadline for submission of concept notes is 16 August 2018



Danida contribution: 5 – 8 million DKK

- Total budget frame in 2018 is 80 million DKK – expected 8-10 partnerprojects
- Danida contribution up to maximum 75% af total budget, maximum 8 million DKK to each partnerproject
- Danida priority countries + countries with GDI below 3,956 USD/cap.



What can Danida support

- Danida provides support to non-commercial partners – expenses of commercial partners are counted in total project budget
- No support to infrastructure and other investments
- Possibility for support to development of full project proposal, maximum up to 500.000 DKK
(Part of maximum Danida support to project)



Proces for project development

Concept

- Partners match up and develop concept note for partnership project

Assessment

- Concept notes assessed by Danida
- Partnerships selected

Development

- Selected partner consortia develop full project proposal
- Danida is consulted in the process

Approval

- Danida approves project

Implementation

- 3-5 years implementation
- Monitoring, reporting, evaluation



THANK YOU

Read more about
Danida Market Development Partnerships
on

<http://um.dk/en/danida-en/Sustainable%20Growth/partnerships/danida-market-development-partnerships/>

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