



USAID
FROM THE AMERICAN PEOPLE

PRIVATE SECTOR ENGAGEMENT

USAID/W RESOURCE GUIDE
FOR USAID STAFF

March 2018

For internal use only

“[There is a] rapidly changing relationship between private enterprise and the development community. Leaders in both sectors are finally figuring out how to take the unique capabilities of each, public and private, and apply them to problems that neither could take on fully alone. And this is making challenges that once seemed insurmountable, very real and very achievable.”

– Administrator Mark Green, Keynote speech for the World Food Prize, October 19, 2017



TABLE OF CONTENTS

1. Why does USAID engage the private sector?
2. Who can I contact at USAID/W for help in engaging the private sector?
3. What mechanisms are available to advance private sector engagement?
4. With what private sector companies does USAID already have relationships?
5. What tools and templates are available for supporting PSE efforts?
6. What kind of PSE trainings are available?
7. Where can I share PSE experiences and learn from others in the Agency?
8. Where can I access talking points and communications materials on PSE for external speeches, presentations and panel discussions?
9. Are there case studies and examples of successful PSE at USAID?
10. Additional resources

WHY DOES USAID ENGAGE THE PRIVATE SECTOR?

The world has changed.

In 1960, more than three-quarters of financial flows from the United States to the developing world were official development assistance. Today, they are less than 10 percent. The private sector now represents 91% of financial flows into emerging markets and drives global capital markets, which are currently estimated at over \$200 trillion.

For the development community, working with the private sector is no longer a luxury, but a necessity. In order to build development that is sustainable and inclusive, and end the need for the foreign assistance, USAID must harness that 91% and engage the private sector in enterprise-driven development.

Business is good for development and development is good for business.

Developing countries are home to some of the fastest growing consumer markets. Addressing global development challenges can be done while meeting consumer needs and generating profits.

Development assistance and vibrant business activity helps level the playing field by developing fair and open markets and reducing the risk for businesses in emerging markets. Business leaders recognize this and are increasingly looking at development as a core strategy issue and working to address global development challenges across a range of issue areas - from economic growth to energy, health, food security and more - all while meeting consumer needs and building profits.

WHO CAN I CONTACT IN USAID/W FOR HELP IN ENGAGING THE PRIVATE SECTOR?



WHO OFFERS PSE SUPPORT AT USAID?*

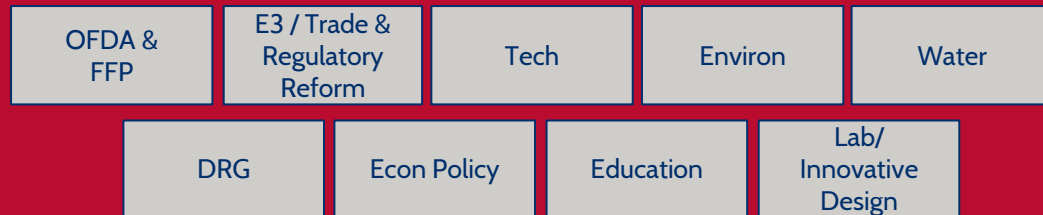
CROSS- SECTORAL PSE SUPPORT



TECHNICAL TEAMS WITH SIGNIFICANT PSE RESOURCES



TECHNICAL TEAMS WITH PSE CONTACTS



REGIONAL BUREAUS W/ PSE RESOURCES



**This resource guide focuses on PSE support from USAID/W. There are also significant and valuable PSE resources available in the field; USAID/W staff can help put you in touch with those resources as well.*

CROSS-SECTORAL AND TECHNICAL TEAMS OFFERING PSE SUPPORT

The following teams have significant resources and staff dedicated to helping Missions & Bureaus engage the private sector in their work.

TEAM	ABOUT	CONTACT
Lab/Center for Transformational Partnerships (CTP)	Contact CTP for support in engaging the private sector across any of USAID's technical areas, including access to PSE training, templates & tools, GDA APS support, and customized PSE support (from CTP Staff and through buy-in mechanisms) in delivering Private Sector Landscape Assessments, integration in CDCS processes, and development of specific private sector partnerships.	<i>CTP has a PoC for each geo & technical bureau. See this list for your PoC or email globalpartnerships@usaid.gov</i>
E3/Office of Private Capital and Microenterprise (PCM)	PCM works with private investors to mobilize private finance and expertise into priority development sectors and regions to increase the sustainability and scale of development results. Specifically, PCM offers: strategic planning and programming assistance to catalyze investment into priority sectors; provides transaction structuring support, delivers training (capital markets, blended finance) and knowledge management tools for engaging private investors; and, can help missions identify and screen new investment partners.	Matt Austin
E3 / Development Credit Authority (DCA)	Contact DCA for support using the Agency's credit guarantee authority to partner with financial institutions and leverage private capital for any of USAID's technical areas. Support includes credit guarantee design and structuring to achieve development objectives, credit guarantee implementation, and monitoring and communicating results.	JP Gibbons
Bureau of Food Security (BFS)	The Bureau for Food Security coordinates the Feed the Future initiative, bringing to bear the expertise and resources of 11 U.S. Government agencies and departments as well as host governments, the private sector, civil society and the global research community. Contact BFS for support in engaging the private sector in agriculture, food security, and nutrition. We manage relationships with U.S. food and agriculture companies and can provide technical advisory services as well as access to several BFS-managed mechanisms for private sector engagement and partnership development, strengthening markets and trade, risk management and finance, and scaling and commercializing agricultural technologies. We can also provide contacts and support on working with relevant interagency partners on food security-related private sector engagement and partnerships.	Katie Garcia
Global Health (GH)	GH has extensive experience developing and scaling a broad range of private sector engagements (PSE). PSE can significantly contribute to GH goals when USAID and corporate interests are strategically aligned, for mutual benefit, and effectively managed. PSE supported by GH aligns with at least one core impact goal; these goals include: greater scale, higher efficiency, more value for money and the ability to enhance sustainability. Contact the individuals listed here for support in engaging the private sector in your GH portfolio.	Susan Ross (MCHN) Mary Jordan (OHA) Jasmine Baleva (PRH) Jennifer Fluder (General)
AFR / Power Africa	The Coordinator's Office brings together 12 USG agencies, more than 130 private sector companies (half are U.S. firms), and 16 development partners who collectively committed more than \$54 billion. Power Africa has Relationship Managers to the private sector and to Development Partners, and Liaison Officers to the Interagency. This private sector-led program facilitates business investments using a toolkit of more than 160 financing, technical expertise, and additional assistance tools to advance energy access and energy	Power Africa Inbox Beth Hain Matt Rees

ADDITIONAL PSE POINTS OF CONTACT

See the list below for PSE points of contact in USAID/W technical & geography teams. These individuals can offer guidance, and share best practices, examples and global programs related to PSE in their areas.

BUREAU / OFFICE	POINT OF CONTACT	EMAIL
DRG	Bama Athreya	bathreya@usaid.gov
Economic Policy	Melissa Rosser	mrosser@usaid.gov
Education	Lisa Blonder	lblonder@usaid.gov
Environment	Lexine Hansen	lhansen@usaid.gov
Lab / Innovative Design	Seema Patel	LabInnovation@usaid.gov
OFDA & FFP	Doug Stropes	ofdapublicprivateengagement@usaid.gov
Technology	Position Vacant	Position Vacant
E3 / Trade & Regulatory Reform	Lori Brock	lbrock@usaid.gov
Water	Ella Lazarte	mlazarte@usaid.gov
General Counsel	Gayle Girod	ggirod@usaid.gov
Management	Ruth Buckley	rbuckley@usaid.gov
M / OAA A&A Lab	Jami Rogers	jrogers@usaid.gov
PPL	Susan Wilder	swilder@usaid.gov
Asia	Mike Monteleone	mmonteleone@usaid.gov
Africa	Scott Kleinberg	skleinberg@usaid.gov
AFR / Young African Leaders Initiative	Jennifer Schneider	jschneider@usaid.gov
E&E	Stephen Little	slittle@usaid.gov
LAC	Christine Pendzich	cpendzich@usaid.gov
Middle East	Bill Baldrige	wbaldrige@usaid.gov
OAPA	David Bailey	dabailey@usaid.gov



WHAT MECHANISMS ARE AVAILABLE
TO SUPPORT YOUR TEAM IN
ADVANCING
PRIVATE SECTOR ENGAGEMENT?

AVAILABLE BUY-IN MECHANISMS (1 of 3)

These mechanisms are available for Missions, Bureaus and Independent offices to buy into and mobilize specific PSE support via these implementers and managing offices

BUY-IN MECHANISM	MANAGING OFFICE / Contractor	SERVICES OFFERED	CONTACT
Promoting Excellence in Private Sector Engagement (PEPSE)	Lab CTP / SSG Advisors	An institutional and technical support mechanism that offers communication, technical, and institutional support services to build and support PSE capacity across the agency. Service offerings include Private Sector Landscape Analyses, Customized 5-day PSE Training course, PSE strategy development, and more.	Jeannette Hanowsky
INVEST	E3 PCM / DAI	INVEST is a buy-in mechanism that allows USAID missions and operating units to quickly and efficiently access the specialized expertise required across industries and geographies to identify, develop, and execute on investments for development impact. INVEST is highly adaptable, allowing for buy-ins for services at any stage in the project design, development, and implementation process; and, operationally efficient, with an ability to quickly respond to diverse Agency needs via a rapid response procurement mechanism.	Lala Faiz
The Investment Support Program (ISP)	BFS / Dalberg	A contracting vehicle through which any USAID Mission or Operating Unit can access advisory services related to promoting and facilitating investment in agriculture and other key sectors, provided by Dalberg Global Development Advisors. At the core of ISP is a market-driven approach to identify investment opportunities, mobilize private capital, and deepen financial sector engagement – all with the aim of catalyzing development impact. ISP can also be used to develop host government capacity to engage the private sector, build Agency finance and investment expertise, and foster developmental learning and dialogue.	Aviva Kutnick
Feed the Future Enabling Environment for Food Security (EEFS)	BFS / Fintrac	EEFS addresses the policies and legal, institutional and regulatory factors, along with informal factors, that support or prevent the ability of private sector actors to function effectively in the agriculture sector. Illustrative examples of support include: an Agriculture Commercial Legal and Institutional Reform Assessment (AgCLIR), Political Economy Analysis (PEA), Facilitated stakeholder engagement among Government, private sector and other stakeholders, Using Enabling the Business of Agriculture (EBA) to inform program design, and using market and trade analyses to inform program design.	Lourdes Martinez
Feed the Future Partnering for Innovation (P4I)	BFS / Fintrac	FTF Partnering for Innovation is a buy-in mechanism through which USAID Missions can develop, implement and manage private sector partnerships that advance food security objectives. This mechanism focuses on results, as it competitively solicits and selects private sector companies for USAID-funded partnerships. The mechanism follows a pay for results approach using milestone-based agreements directly negotiated with the commercial firms thus achieving tangible and sustainable results.	Rana El Hatab

AVAILABLE BUY-IN MECHANISMS (2 of 3)

BUY-IN MECHANISM	MANAGING OFFICE / CONTRACTOR	SERVICES OFFERED	CONTACT (AOR/COR)
Financing Growth (FG)	E3 PCM / Deloitte	FG supports Missions and Operating Units to improve strategies and programs that facilitate the availability of financing for debt and equity investment, especially for micro, small and medium-sized enterprises and high priority/infrastructure projects. The work can entail literature reviews, meta-analyses, ex-ante financial and economic return analyses, field research to design and beta-test projects, or interventions whose effectiveness can be rigorously evaluated. By increasing access to financing, FG contributes to sustainable and inclusive economic growth and employment generation	Autumn Gorman
Trade and Competitiveness Activity (TCA)	E3 TRR / SSG Advisors	TCA is designed to provide support across the full range of trade and competitiveness topics in multiple functional areas. One specific area is private sector partnership development. Illustrative activities could include: • Rapid partnership appraisals • Development of partnership scorecards • Design and implementation of partnership co-creation workshops • Partnership concept and MOU development.	Kristin O'Planick
Marketplace Sustainability	E3 TRR / International Trade Centre	Creates long-term partnerships between upstream farmers and downstream multinational corporation buyers to build transparency, resilience, and sustainable practices within global value chains.	Kathleen Wu
Water and Development Alliance (WADA)	E3 Water / Coca-Cola	WADA is a public-private partnership created in 2005 by USAID and the Coca Cola Company. In conjunction with local USAID Missions, Coca-Cola System partners and the Global Environment and Technology Foundation (GETF), WADA contributes to protecting and improving the sustainability of watersheds, increasing access to water supply and sanitation services, and enhancing productive uses of water (including for agriculture). With a combined investment of over \$50 million to date, WADA operates in over 30 countries. The current five-year phase of WADA began in July 2016. Missions interested in collaborating with Coca Cola and buying into the cooperative agreement are encouraged to contact the AOR	Abbie Jones
Water, Sanitation, and Hygiene Financing (WASH-FIN)	E3 Water / Tetra Tech	USAID's WASH-FIN project will work in collaboration with national governments, development partners, private capital market institutions and local stakeholders in at least eight countries to close financing gaps and improve governance structures to enable access to reliable sources of capital for climate resilient water and sanitation infrastructure. WASH-FIN activities include: (i) developing the financial viability of service providers and enabling increased public and private investment; (ii) tracking and advocating for public WASH expenditure; and (iii) increasing the flow of private finance into the sector through blended financing facilities, local debt financing, development funds, and other scalable and replicable models	Jeff Goldberg

AVAILABLE BUY-IN MECHANISMS (3 of 3)

BUY-IN MECHANISM	MANAGING OFFICE / CONTRACTOR	SERVICES OFFERED	CONTACT (AOR/COR)
Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus)	GH PRH / Abt Associates	SHOPS Plus, a 5-year Cooperative Agreement, seeks to improve and sustain global health outcomes through public-private engagements with the universe of different private sector stakeholders, including multinational corporations and small and medium-sized enterprises across health and non-health related industries. SHOPS Plus offers Missions and Operating Units the following kinds of support: 1) Developing corporate partnerships to increase the provision and financing of health services and products; 2) Private sector assessments focused on working with corporations through corporate social responsibility and shared value efforts; 3) Increasing access to products and services through local partnerships in remote areas; and 4) Promoting policy and regulatory change to enhance the climate for the private health sector by helping governments maximize its contributions and by fostering public-private partnerships.	Lois Schaefer
Aspen Management Partnership for Health (AMP Health)	MCSP / Aspen Institute	Stronger health delivery systems are required to ensure preparedness against future epidemics like Ebola and Zika, to continue the fight against the top killers of children and mothers around the world, and to handle the growing burden of chronic, non-communicable diseases in low-and-middle-income countries. To strengthen health systems, governments need not only technical expertise, but also robust leadership & management skills. AMP Health works with ministries of health (MoH) in Sub-Saharan Africa to build capacity for effective leadership & management practices and serve as a conduit for private sector know-how and resources, with a focus on enabling effective delivery of cost-effective interventions. This partnership includes: GSK, Pfizer, Merck for Mothers, the Bill and Melinda Gates Foundation, Gavi, and the UN Special Envoy's Office	Nikki Tyler
Project Last Mile (PLM)	GH CSL / GETF, ADP, Yale GHLI	PLM is a partnership of USAID, the Coca-Cola Company, the Global Fund to Fight AIDS Tuberculosis and Malaria, and the Bill and Melinda Gates Foundation to improve the delivery of medicines in developing country markets and, in particular, to those citizens residing in and around the last mile of the medical supply chain. PLM utilizes the supply chain expertise and technical capabilities of Coca-Cola. PLM builds the strategic capacities of central medical stores by designing interventions focused on reducing stock-outs and improving operational efficiencies in the delivery of priority healthcare products. This entails transferring relevant Coca-Cola institutional knowledge to develop capabilities around quantification and forecasting, planning and procurement, data collection, distribution, communication and other relevant supply chain and marketing capabilities; Finally, PLM can set up and maintain longer term mentor and advisory relationships between relevant in-country Coca-Cola bottler/distributor personnel and personnel in the country's public health supply chain to sustain long term impact.	Marissa Leffler

WITH WHAT PRIVATE
SECTOR COMPANIES
DOES USAID ALREADY
HAVE RELATIONSHIPS?



EXPLORING CURRENT AND PREVIOUS USAID RELATIONSHIPS WITH THE PRIVATE SECTOR

The Global Relationships Managers Network exists to strengthen USAID relationships with corporate partners and to expand opportunities to collaborate to achieve greater development impact. This network improves intra-agency coordination and efficiency for engaging with a set of corporate partners (not all companies that work with USAID have a designated relationship manager at this time). BFS also maintains focal points for a more extensive list of agriculture companies that is available internally for USAID staff. Reach out to a Relationship Manager if you want to learn about conversations in progress with the company, the company's areas of interest in partnering with USAID, and more!

PARTNER TYPE	RM MANAGER OFFICE	LIST OF PARTNERS / CONTACTS	POINT OF CONTACT
Global Relationship Managers Network	Lab/CTP	Global RM Partners	Prairie Summer
Agriculture	BFS	Agriculture Partners	Katie Garcia
Energy	Power Africa	Private Sector Partners	Power Africa Inbox Naren Chanmugam

**Note: These relationships networks are largely based on USAID/W relationships, and are not necessarily inclusive of the many contacts and networks that exist at the field level*

In addition, if you want to connect with a specific company or better understand USAID's relationship with a particular company, you can also search the publicly available databases to find out if the partner has formally collaborated with USAID. The database will provide a brief description of past and current partnerships.

[Partnerships Database](#)

[DCA Loan Database](#)



WHAT TOOLS AND TEMPLATES ARE AVAILABLE FOR INCREASING PSE EFFORTS?

PRIVATE SECTOR ENGAGEMENT TOOLBOX

The [Private Sector Engagement Toolbox](#) provides a comprehensive resource of best practices for engaging the private sector. These tools are great for teams just starting their engagement process, or for teams looking for specific tools, templates or guidance.

 STRATEGY AND PROGRAM CYCLE	 MISSION APPROACHES	 SHARED INTERESTS	 CHOOSING AND USING THE BEST APPROACH	 LEGAL AND PROCUREMENT	 MANAGING RELATIONSHIPS	 IMPLEMENTATION
<ul style="list-style-type: none"> ▶ Private sector engagement and the program cycle ▶ What roles can USAID play in private sector engagement? 	<ul style="list-style-type: none"> ▶ Staff roles for engaging the private sector ▶ Mission teams and other structures for PSE ▶ Mission policies and procedures 	<ul style="list-style-type: none"> ▶ What is shared value? ▶ USAID's interests in engaging the private sector ▶ Business interests in development ▶ Identifying overlapping interests 	<ul style="list-style-type: none"> ▶ Prioritizing opportunities ▶ Catalyzing investment ▶ Development Credit Authority ▶ Global Development Alliance: A tool for co-creation ▶ Office of Private Capital and Microenterprise 	<ul style="list-style-type: none"> ▶ Gift Authority ▶ MOUs ▶ Due Diligence Guidance ▶ Guidance on Using RFPs/RFAs ▶ Collaboration Agreement ▶ Leverage ▶ Contracting Officer Tools 	<ul style="list-style-type: none"> ▶ Building Trust and Strong Relationships ▶ Networking and Building Private Sector Contacts ▶ Meeting with the Private Sector ▶ Monitoring Partnership Health 	<ul style="list-style-type: none"> ▶ Governance ▶ Work Plans ▶ Communications ▶ Monitoring & Evaluation ▶ Transition Planning

KEY RESOURCES IN THE TOOLBOX:

- MOU Templates
- Due Diligence Guidance
- Sample PSE Mission Orders
- Sample PSE Job Descriptions
- Guidance for Drafting GDA Addenda
- How to count private sector leverage
- Partnership governance
- Communications guidance
- Tools for building private sector relationships

[Building Alliances Sector Guides](#) provide additional insights on partnership building in key sectors

ADDITIONAL TOOLS & TOOLKITS AVAILABLE (1 of 2)

In addition to the Private Sector Engagement Toolbox, there are a variety of other toolkits and resources available

TITLE	TEAM	ABOUT
<u>Global Development Alliance (GDA) APS</u>	Lab / CTP	Explore tools and resources related to the GDA APS on this MyUSAID page. The GDA APS is an invitation to the private sector to jointly design, develop and implement partnerships to achieve sustainable development impact. Funding for alliances under the GDA APS may be provided by any USAID Mission, Bureau or Independent Office. USAID teams may also work with the GDA APS Activity Manager to publish addenda to the APS seeking private sector partners for specific development challenges.
<u>Development Credit Authority (DCA)</u>	E3 / DCA	Explore tools and resources related to DCAs on this MyUSAID page. DCA uses partial credit guarantees to mobilize local financing in developing countries. Guarantee agreements encourage private lenders to extend financing to underserved borrowers in new sectors and regions. By opening up local channels of financing, USAID is empowering entrepreneurs in developing countries at a minimal cost to the U.S. taxpayer.
<u>From Smallholders to Shareholders</u>	BFS	A Guide to Optimizing Partnerships with the Private Sector for Smallholder Impact, October 2014 (<i>This is being updated online for release Spring 2018</i>)
<u>Guidance and Tools for Global Food Security Programs</u>	BFS	<p>The technical guidance provides a shared understanding of key concepts and best practices for designing and implementing Feed the Future programs under the Global Food Security Strategy. Below are the guidance documents most related to markets and private sector engagement</p> <ul style="list-style-type: none"> - <u>Strategy Objective 1: Inclusive and Sustainable Agricultural-Led Economic Growth</u> - <u>Private Sector Engagement</u> - <u>Market Systems and Value Chain Programming</u> - <u>Agricultural Trade</u> - <u>Employment and Entrepreneurship</u> - <u>Private Sector Partnerships in Agriculture Value Chains: Building Effective Relationships to Sustain Results</u> <p>The <u>U.S. Government Global Food Security Toolbox</u> has a tool on "Private Sector and Market Development" that links to tools and resources supported by Feed the Future's interagency partners.</p>
<u>Agricultural Lending Toolkit</u>	E3 / PCM	A process approach to support banks and other finance providers in identifying attractive lending opportunities in agriculture, and assist them in rapidly developing credit programs and products to cost-effective lend to them.
<u>Clean Energy Lending Toolkit</u>	E3 / PCM	A process approach to support banks and other finance providers in identifying attractive lending opportunities in clean energy, and assist them in developing credit programs and products to cost-effective lend to them.
<u>Healthcare Lending Toolkit</u>	E3 / PCM	A process approach to support banks and other finance providers in identifying attractive lending opportunities in health care (private clinics, pharmacies, etc.), and assist them in rapidly developing credit programs and products to cost-effective lend to them.

ADDITIONAL TOOLS & TOOLKITS AVAILABLE (2 of 2)

In addition to the Private Sector Engagement Toolbox, there are a variety of other toolkits and resources available

TITLE	TEAM	ABOUT
<u>EMPEA due diligence guide</u>	E3 / PCM	Guide to support missions with due diligence on private equity funds
<u>Pay for Results primer</u>	E3 / PCM	A guide to the utilization of pay-for-results tools to maximize development impact, as well as to catalyze commercial and impact funding to leverage USAID dollars.
<u>E3 Trade Facilitation MEL Toolkit</u>	E3 / TRR	A suite of tools to develop trade facilitation programming.
<u>Power Africa Toolbox</u>	AFR / Power Africa	Power Africa coordinates and facilitates business investments using a toolkit of more than 160 financing, technical expertise, and additional assistance tools to move projects forward.
<u>Toolkits for Innovation Design Co-Creation</u>	Lab / Innovative Design	Designed to address a problem and to discover, design, test, or accelerate solutions.
<u>Investing for Impact</u>	GH	This interactive report is designed to be an educational resource for USAID staff and development practitioners interested in learning more about recent trends and non-traditional approaches to financing global health.
<u>The Financing Framework</u>	GH	Outlines ways in which additional financial resources and tools can be utilized to support sustainability of maternal and child health programs. The Framework draws on inspiration from best practices used throughout the U.S. Agency for International Development and with our health partners around the world.
<u>Market Shaping Primer</u>	GH	Global health is inextricably linked to the health of the marketplace that delivers life-saving products to low-income populations. A well-functioning health care market requires manufacturers to produce high-quality products, distributors to deliver the necessary quantities and providers to administer them correctly. The unfortunate reality is that a single breakdown in this complex system can keep life-saving products from those most in need. The Market Shaping Primer looks to further the conversation around how the global health community can shape markets to address these breakdowns and support better health outcomes for the poor.

— WHAT KIND OF PSE TRAININGS ARE AVAILABLE?

PSE TRAINING

Are you looking to expand or sharpen your PSE knowledge? Does your team or mission need training resources to hit your annual targets? Explore the options below to see what's available:

TRAINING	OFFICE	CONTENT FOCUS	LEARNING CREDITS	LINK & CONTACT PERSON
5-Day PSE Training (In-Person Course)	Lab / CTP	Provides USAID personnel with skills for engaging the private sector and developing partnerships and other collaborations with external stakeholders. It is designed to communicate the value of, and ways in which, partnering with the private sector can help the Agency expand the impact of our work and implement sustainable solutions to development challenges. Please contact Chason Smith if your mission/team is interested in hosting a training.	40	USAID University <u>Chason Smith</u>
Tailored PSE Trainings & Workshops (In-Person/Online)	Lab / CTP	M/B/IOs can request tailored two-day or five-day PSE trainings, as well as PSE workshops, through the PEPSE mechanism. Can include core PSE training content for USAID personnel and implementers, advanced PSE content, action planning to operationalize PSE, and on-the-job mentoring.	TBD	<u>Jeannette Hanowsky</u>
Brief Introduction to PSE (Online)	Lab / CTP	This one-hour <u>online presentation</u> helps private sector resource partners, such as corporations, foundations, investors, and industry associations, as well as implementers, better understand USAID's approach to PSE.	N/A	Online Course <u>Chason Smith</u>
Mobilizing Finance for Development Training (In-Person Course)	E3 / PCM	PCM offers a five day training on catalyzing financing for investment. Participants will gain an understanding of how financial markets work, what types of capital are available to support development, what risks and costs constrain potential investments, and the range of tools and resources available to Missions, Bureaus and Offices to overcome those hurdles.	40	Mobilizing Finance for Development <u>Lawrence Camp</u>
DCA Online Training (Online)	E3 / DCA	A 6-hour online training designed to familiarize USAID staff, irrespective of their existing financial background, with the requirements and uses of DCA credit guarantees. It provides an overview of how USAID credit guarantees work, and how engaging the private sector in financing key development sectors can enhance missions' programs.	TBD	USAID University <u>Amanda Fernal</u>
Market Development Approaches (MDA) for Prevention Intervention e-learning course (Online)	GH	By addressing the underlying root causes of market failure, a Market Development Approach presents the potential to deliver sustainable health impact at scale. MDA have been widely used in poverty reduction, agriculture, and education for years – this course applies systems thinking within the unique challenges presented by the health sector.	TBD	MDA Online Training <u>Kuyosh Kadirov</u>

WHERE CAN I SHARE PSE EXPERIENCES AND LEARN FROM OTHERS IN THE AGENCY?



PSE COMMUNITIES OF PRACTICE & EVENTS

Looking to stay up to date on the latest developments in PSE at the Agency? Looking for opportunities to build PSE capacity for your team? Want to share and learn from examples and best practices? Take advantage of the various events and Communities of Practice (CoPs) available across USAID

OFFERINGS	OFFICE	CONTENT / TOPICS	LINK/EMAIL TO SIGN UP
Private Sector Engagement Forum	Lab / CTP	Held biannually, PSEF brings together Agency leaders and experienced practitioners in disciplines such as co-creation and building shared value collaborations, leveraging private capital, relationship management, and entrepreneurship and impact investing to share their experiences with their peers, gain awareness of new trends from external thought leaders, and network directly with private sector partners.	Nicole Cavino
Global Partnerships Quarterly all-Agency calls	Lab / CTP	Open Agency-wide, this internal call features speakers from senior leadership and Mission staff to private sector representatives and internal gurus from GC and OAA covering PSE topics, trends, program highlights, and best practices.	Global Partnerships
LAC Regional PSE Community of Practice	LAC	LAC hosts a monthly community of practice (COP) call with Alliance Builders across the region. This call is focused on information sharing and peer to peer mentoring, and typically includes speakers from other parts of the Agency on PSE opportunities and learning, updates from around the region, and updates from Washington about upcoming trainings or policy changes/updates.	Christine Pendzich

PSE NEWSLETTERS AND ONLINE INFO EXCHANGES

Looking to stay up to date on the latest developments in PSE at the Agency? Want to share and learn from examples and best practices? Take advantage of the various newsletters and online platforms available across USAID

OFFERINGS	OFFICE	CONTENT / TOPICS	SIGN UP INFO
PSE Community of Practice Newsletter	Lab / CTP	A community of PSE champions and practitioners from across USAID where lessons learned, partnerships examples, events, announcements, trainings, and other knowledge and opportunities are shared.	globalpartnerships@usaid.gov
Lab Newsletter	Lab	A bi-weekly newsletter with the latest news and updates from the U.S. Global Development Lab.	Link to subscribe
AgTechXChange	BFS	Online platform for private sector firms and development professionals interested in commercializing agricultural technologies to ask questions, find funding opportunities, and learn about relevant research and events.	AgTechXChange
AgriLinks	BFS	A knowledge-sharing platform for agricultural development practitioners that includes webinars, blog posts and resources on a wide range of Feed the Future activities, including PSE and enterprise-driven development. Staff can register on to receive a regular newsletter and updates, and to interact with other users.	Explore this resource here
PCM Newsletter	E3 / PCM	An email newsletter to share the latest news and updates from the Office of Private Capital and Microenterprise.	Link to subscribe
The DCA Newsletter called "Development Finance Link"	E3 / DCA	A quarterly e-newsletter with DCA impact stories, news, development finance publications and events.	You can sign up by scrolling to the bottom of the DCA website
Microlinks	USAID	The https://Microlinks.org platform supports knowledge exchange within the development community on market systems, private sector development, and finance. The platform issues a monthly newsletter opened by 8,000 readers and monthly learning events that average more than 100 participants.	Sign up for the newsletter here .
Asia Bureau Economic Growth Weekly newsletter	Asia Bureau	A weekly e-newsletter to share news and updates on economic, trade, finance, and private sector issues in the Asia region, incl. impact stories and events	If interested, contact asia.ts.eg@usaid.gov
Global Health Innovation and Impact Newsletter	GH / CII	USAID's Center for Accelerating Innovation and Impact (CII) takes a business-minded approach to the development, introduction and scale-up of health interventions. CII invests seed capital and uses forward-looking business practices to transform lab discoveries to field impact. This newsletter offers USAID staff an opportunity to stay up to date on CII's work!	Sign up for the newsletter here .
Power Africa Newsletter	AFR / PA	Power Africa newsletter that is available to public stakeholders	Explore and sign up here

PSE COMMUNICATIONS TOOLKIT

Do you have an upcoming communications opportunity, through which you want to discuss USAID's approach to private sector engagement?

The new [Private Sector Engagement Communications Toolkit](#) is a resource to support USAID staff, as you discuss USAID's approach to private sector engagement - in speeches and at events, in written materials, and as you communicate directly with potential partners.

The toolkit includes:

- Key messages and talking points;
- Examples of USAID's work with the private sector;
- Frequently asked questions;
- Relevant social media; and
- Other communications tools and resources.



This toolkit is updated several times a year. If you have additional messages, examples or materials to add to this toolkit, please contact Nicole Cavino at ncavino@usaid.gov.

ARE THERE
CASE STUDIES
AND EXAMPLES OF
SUCCESSFUL PSE AT
USAID?



USAID
FROM THE AMERICAN PEOPLE

PSE CASE STUDIES

Are you interested in how USAID has worked with the private sector in the past? Are you looking for best practices, lessons learned and other insights? Explore these resources below

- The [Partnering for Impact Report](#) provides examples of USAID partnerships from different regions and sectors
- Mobilizing Finance for Development [Vignette handbook](#) is a catalog of short vignettes on different ways in which USAID has successfully facilitated financing for development priorities.
- "[Public-Private Partnerships in Global Value Chains: Can They Actually Benefit the Poor?](#)" report shares research on USAID-supported partnerships and upgrading trajectories experienced in the cocoa sector in Indonesia, the coffee sector in Rwanda, and the horticulture sector in Kenya.
- The BFS Scaling Agriculture Technologies [Synthesis Report](#) and [Workshop](#) reports highlight lessons learned and examples
- The [DCA Exposure website](#) offers a compilation of DCA impact stories, searchable by sector, segment, region, and fiscal year of DCA obligation

OTHER INDIVIDUAL CASE STUDIES	SECTOR
Hybrid maize in Zambia	Agriculture
Irrigated rice in the Senegal River Valley	Agriculture
Purdue Improved Crop Storage bags in Kenya	Agriculture
Agricultural machinery services in southwest Bangladesh	Agriculture
Kuroiler chickens in Uganda	Agriculture
Kosovo: Credit for Farmers	Finance / Agriculture
Mexico: Fishing for the Future	Agriculture
Uganda: Solar Energy for All	Finance / Energy
India: Pioneer of Municipal Finance	Finance
Scaling Impact: Cambodia	SMEs / Livelihoods
Scaling Impact: Zambia	SMEs / Livelihoods
Ghana: WASH Innovations	WASH
Kenya and Mozambique: Urban Water Services	WASH
The Toilet Board Coalition and Scale	WASH
CrossBoundary Energy Case Study	Energy / Africa

**Do you have a case study that you would like to see reflected here? Not finding what you're looking for? If so, please contact [Nicole Cavino](#) to suggest case studies that could be included, or inquire about specific topics that might already be covered*

ADDITIONAL RESOURCES

CROSS-CUTTING

- The [Insights Catalogue](#) provides a summary of useful external articles, studies and resources on collaborations with the private sector.
- [Private Sector Engagement: A Primer](#) provides guidance on ‘Dos and Don’ts’ to help USAID avoid the pitfalls inherent in using USG resources in collaboration with for-profit firms (geared toward Private Sector Development Officers and part of the 2013 [Engaging the Power of the Private Sector for Development](#) training)
- Read [Partnering with USAID: A guide for companies](#). This is also a great resource to share with external partners.
- Building Alliances [Sector Guides](#) provide insights on partnership building in key sectors
- USAID [Partnerships Database](#)

AGRICULTURE

- [Feed the Future Private Sector Engagement Hub](#) Learn more about how Feed the Future thinks about and approaches enterprise-driven development and partnerships through information housed on this online resource hub. The site provides information for development practitioners as well as private sector parties interested in working with the U.S. Government.
- [Feed the Future Business Partners Map](#) This map (page 3) highlights the partnerships Feed the Future has with U.S.-based businesses. It is an illustrative resource and popular with external audiences as it helps localize the initiative.

Point of Contact

This Resource Guide will be updated on a bi-annual basis, and edits or additions to this document to be incorporated in the next update may be sent to:

Prairie Summer

Lab/Center for Transformational Partnerships
1300 Pennsylvania Ave, NW, Washington, DC
psummer@usaid.gov