

CARE & EDC: Beyond Exports, a Partnership Like No Other

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Overview of CARE



83+

MILLION PEOPLE REACHED

997+

POVERTY-FIGHTING PROJECTS

84

COUNTRIES



Agriculture



Climate Change



Education



Emergency



Health



Microfinance



Water



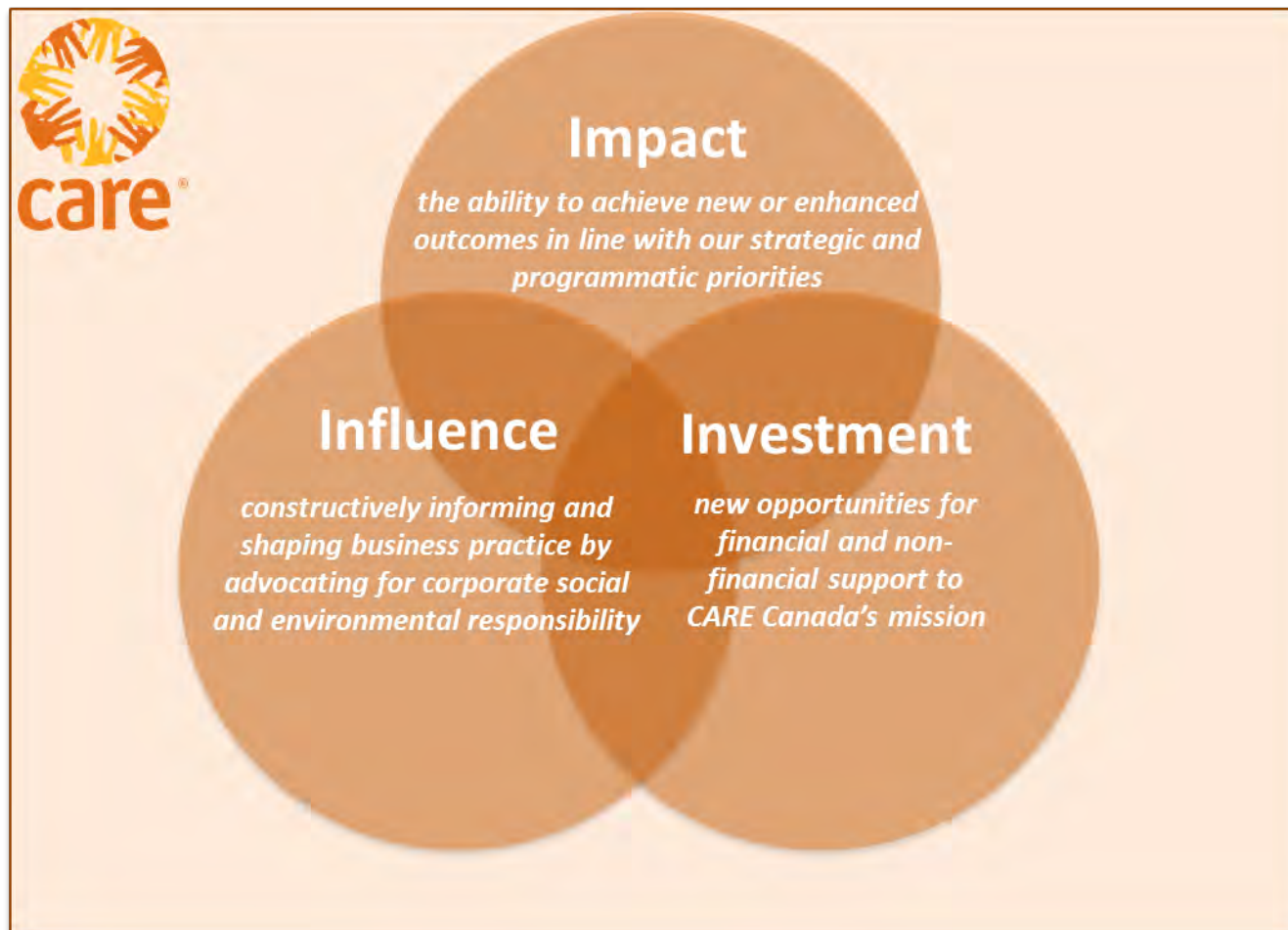
Advocacy



Engaging with the Private Sector: A Strategic Approach



CARE Canada's approach to engaging with the private sector is anchored by **three strategic outcomes**



CARE: A Partner of Choice



- **Credibility**
- **Proven effectiveness**
- **Collaborative** approach to all partnerships
- **Integrated and innovative** approaches to development
- **Truly global brand**
- **Partnerships** and programs that deliver **measurable impact**
- **Global grassroots** connections
- **Dedicated team** to provide quality partner services
- **Strong, coordinated global network**

Global Partnerships



Health/
Pharma

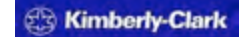
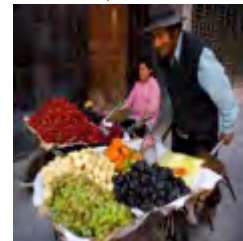
Financial/
Professional
Services

ICT

Ag/Food
Products

Retail /
Apparel

Consumer
Products

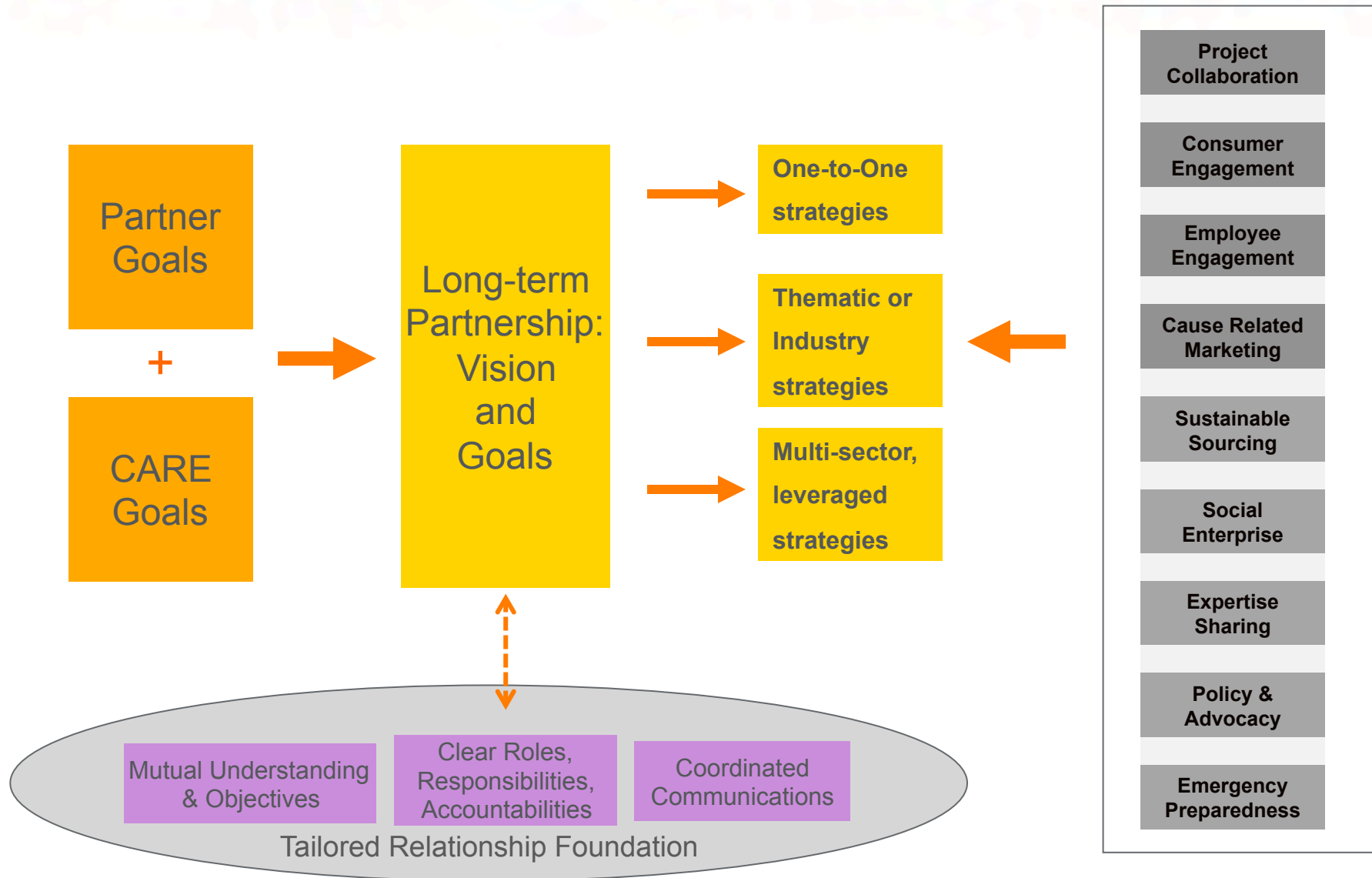


CARE/EDC: Beyond Exports



***CARE/EDC Video
(3 min.)***

Collaborative Approach to Relationships



Building Win-Win Partnerships



Over 20 years of partnering + training in 'best practice'
= there are ingredients to win-win relationships

- Relationships / partnerships have a cyclical lifecycle: **scoping & building**; **managing & maintaining**; **reviewing & revising**; and, **sustaining outcomes**.
- Multiple levels of leadership engagement.
- Due diligence and open channels of communication.
- Not just outcomes: time spent on relationship and shared value/interests.
- Acknowledge and formalize roles, responsibilities, interests, values, accountabilities, etc.
- External communications.
- Strategic account management function, with operational / tactical flexibility.
- Accept limitations and 'no go' zones, but also allow for organic growth and evolution of relationship.
- Annual 'health check' and learning opportunities.