THE NEW ROLE FOR NON-STATE ACTORS IN DEVELOPMENT: IMPLICATIONS FOR COMMUNICATIONS OFFICERS

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Global North resource flows to the global south have shifted radically:
- Foreign direct investment
- Remittances
- Philanthropy

A better way to think about this is “economic engagement” not development cooperation.
Donor Response to Landscape

• One of the first such donor initiatives, the German Federal Ministry or Economic Cooperation & Development (BMZ) launched the BMZ PPP program in 1999

• An initiative of USAID, the Global Development Alliance (GDA) was created in 2001

• Today, 10 out of the 22 OECD DAC donors have established programs including promoting public private partnerships, global development alliances which promote private sector solutions to global development issues

• Similar partnerships in place in almost 20 different organizations within the United Nations system & Bretton Woods institutions

Source: GPPi Research Paper No. 8: Engaging in Business Development
Most actors seek to make a difference. These actors have some *additional* drivers that influence their interests & constraints.

<table>
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<th>Development Actor</th>
<th>“Drivers”</th>
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| Foundations       | • Development risk capital  
                    • Development models others will “pick up” |
| Corporates        | • Business development  
                    • Supply chain development  
                    • Social license to operate |
| Diasporas         | • Stay engaged in home country  
                    • Seek to change country from outside |
Communications Issues

• Explaining partnership in clear language:
  – Roles
  – Resources
  – Impacts
  – Partners

• Branding

• Celebrating Success
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