

LINKAGES AND COOPERATION

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OBJECTIVES

- Use business projects as case studies to inform and influence.
- Encourage copying and broader benefits of projects.
- Develop linkages to expand community and economic benefits.
- Establish linkages to support growth of business projects

APPROACH

- Develop data base of relevant organisations and programs at an early stage.
- Prepare work plan, reporting and tracking processes and allocate resources.
- One to one meetings, presentations, case studies/stories.
- Focus on best prospects for follow up but also continue with broader promotion.

GOVERNMENT/DONORS

- Projects can be useful case studies to positively influence government policy, regulations and programs.
- Donors also interested in practical lessons from projects.
- Potential to work with flagship ventures within donor programs with mutual benefits.

FINANCIAL INSTITUTIONS/ CHAMBERS

- Cooperation with banks and other finance institutions can be mutually beneficial.
- Banks can be source of suitable business projects with potential to grow.
- Business chambers interested in benefits to members and practical lessons.
- Can lobby if business barriers identified and help link company to others and support programs.

TECHNICAL SUPPORT

- Relevant technical support programs can assist companies and learn from case studies.
- Keen to work with well resourced company likely to achieve success.
- Often important for improved supply chains in agriculture/agribusiness projects.
- Microfinance institutions interested and can strengthen supply chain for business.

BUSINESS TO BUSINESS

- Developing linkages with other businesses can assist venture and broaden impacts.
- Customers, sub-contractors, marketing networks.
- SME input suppliers or service providers.
- Can also develop linkages between challenge fund companies.
- Stimulate copying of project.

LESSONS

- Plan, allocate resources, be pro-active, tailor information/tools and follow up.
- More impact once businesses have track record.
- Lessons from both successful and unsuccessful business projects.
- Effective overall program promotion requires person with knowledge of all fund companies.
- Developing strong linkages requires relevant skills and preferably business development experience.