

## Proposal for country selection – some criteria described

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In this document a short description is given on the selection criteria that are of importance for the country choice for the 2 pilots within the Sustainable Match project.

### Selection criteria:

The criteria of MVO NL for the Bangladesh pilot were:

1. **Link to Dutch Policy:** country is on the Private Sector Development-list of Dutch government (DDE and EL&I)
2. **Relevant business lead(s)** present
3. Relatively little direct investments take place, but plenty of opportunities available

Some extra general criteria can be added:

4. **Local network present** that is capable of executing assessments: research on sectors (defining access to market, access to finance and access to knowledge), research on social SMEs (following the methodology defined by consortium), defining local needs and business opportunities (local business consultants through People Connector network, Agrihubs of Agri-ProFocus, partners of Oxfam Novib)
5. Link with **in progress activities** in private sector development. These can be concrete business leads, planned trade missions, programmes of Embassies, programmes of partners of the steering group members etc. All relevant when they are in line with the scope of the sustainable match project and the defined goals.
6. **Language:** preferred language in pilot country is English due to the fact that this will ease the match making with Dutch companies.
7. **Possible finance and investment partners:** based on the scan of the possibilities for additional funding the country selection can be made.
8. **Differentiation in sectors:** preferably not only food en water, but also energy, ICT, textile can be interesting sectors. This criteria has to be seen in the whole scope of the 4 pilots
9. **Geography:** preferably 2 (or more) continents
10. **Diverse country profiles:** preferably pilots in both emerging, developing and fragile countries

### Valorisation of criteria:

Looking at the goals of the project, it is important to make sure that there is some basis of (social) private sector activity in the country of selection. Starting from scratch will not enhance the methodology development, nor the other outcomes. Therefore a ranking in the above mentioned criteria is made, starting with 1 being the most important criteria for the project to succeed are:

1. the presence of local network of consultants
2. visible local business leads or known for the local actors
3. Language, preferably English
4. On list of the Dutch on private sector development focus countries

These criteria are of most influence for making the project successful and reaching the expected results. Based on this and the information that was given earlier by all consortium partners, the following proposed country selection for the 4 pilots is made:

**Pilot 1: Bangladesh (2013):** the MVO NL initiative together with Proportion for a matching project in Bangladesh was very much in line with the Sustainable match project and already in preparation phase. To combine these 2 initiatives an efficient collaboration takes place as well as an up scaling effect for all parties involved. Bangladesh is a developing country with good opportunities for private sector investments. Bangladesh is a partner country of the Netherlands with a so called ‘healthy economic growth’. Based on the local business needs and leads the selection of sector is food security.

1. the presence of local network of consultants		BDCC / Proportion / Nyenrode / .. APF interested in starting Agri-Hub
2. visible local business leads or known for the local actors		Proportion has indicated concrete leads in the CoBang project, former linkages with Dutch business are established
3. Language, preferably English		Official language
4. On list of the Dutch on private sector development focus countries		Food security and water: focus sectors for NL

**Pilot 2: Uganda (2013):** The local network of Agri-ProFocus: Agri-Hub – Uganda is well experienced and has a broad range of members like producers, scientists and businesses. They have executed in depth research in the agro food sector, f.e. on reducing post harvesting losses. These can form a base for the local needs assessments that will define the most important issues related to food security problems (issue based approach) and define propositions for SMEs and other organisations to get involved. Also PeopleConnector has a good local business network. Oxfam Novib is involved in a programme with Philips. The country still has a MDG profile according to the Dutch Development Cooperation Policy, but has experienced a continuous economic growth the last years (6-9% yearly). The Dutch Embassy has shown interest in the Sustainable Match project idea and has asked the Agrihub to develop services for business 2 business matchmaking. This is very well-suited within the project. Also funds can be made available on local level by the Embassy. Based on the possibilities the selection of sector is agriculture.

1. the presence of local network of consultants		Agri-Hub / local network of CSR business / East African social Entrepreneurs / local business consultant indicated / BoP network
2. visible local business leads or known for the local actors		On agro & value chain development a lot of experience in Agri-Hub, projects of EKN (Embassy): oil seeds-coffee-tea, NABC (Dairy programme 2g@there) and other trade missions executed, ‘emerging country’
3. Language, preferably English		Official language

4. On the list of the Dutch on private sector development focus countries		Food security is focus sector (as well as international rule of law)

**Stakeholder involvement per country:**

Country	MVO NL	APF	Oxfam Novib	PeopleConnector	BBO	ProPortion
<b>Fragile countries</b>						
South-Sudan	?	In future	X	X		
<b>Emerging countries</b>						
Bangladesh		Setting up	X			XXX
Mozambique		X	X (water)	In future		
Kenya		X	X	XX		
Indonesia		Setting up	XX			
Ghana?						
<b>Developing countries</b>						
Rwanda		X	XX	X		
Ethiopia		XX	X	XX		
Uganda		XXX	XX	X	XX	
Benin		X	X			
Mali	-	XX	X			
<b>Conflict countries</b>	No go	No go	No go	No go	No go	