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Plan Japan and BOP Business

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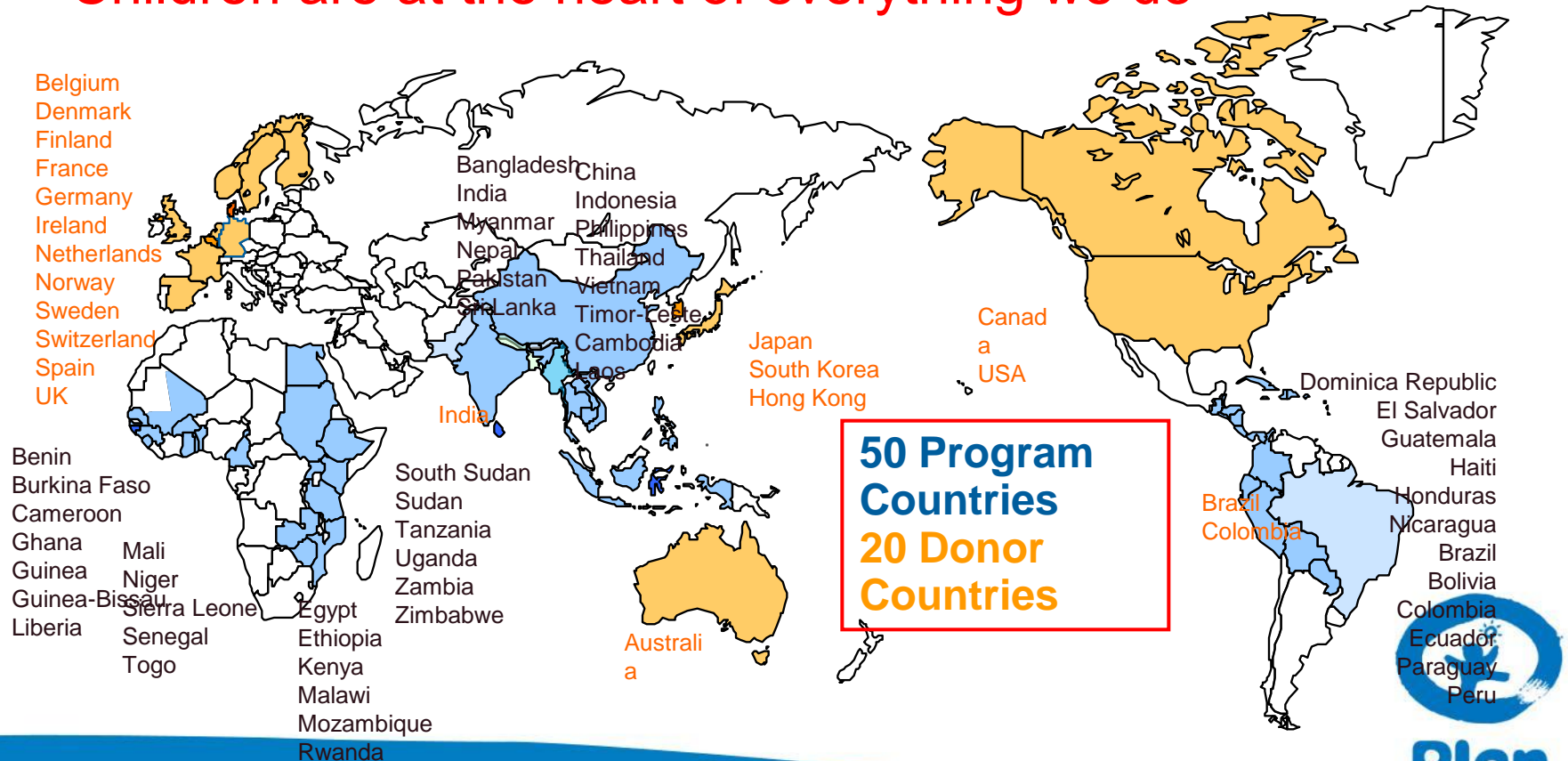


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What is Plan?

Plan is an international humanitarian, child-centered development organisation without religious, political or governmental affiliation.

“Children are at the heart of everything we do”



Plan
プラン・ジャパン

8 Program Areas of Plan

---with particular focus on marginalized/excluded children

Education

Health



Child Participation

Economic Security

Protection

Water and Sanitation

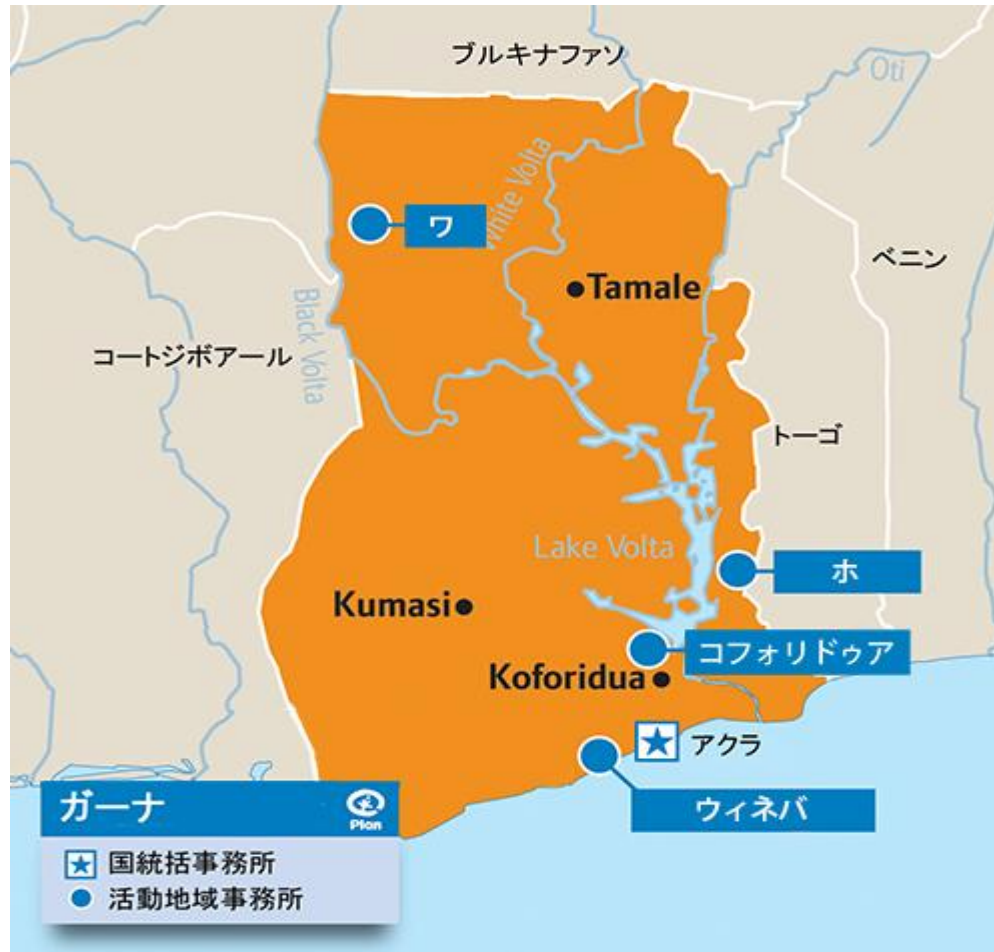


Sexual Health, including HIV

Emergencies



Plan Ghana Program



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Plan Ghana at a glance

- Program started in 1992.
- Has 144 staff members
- 4 regional program units
- 4 main program areas:
 - Quality education for children
 - Improved health of children, including nutrition
 - Improved food security for children
 - Promoting children's rights



Plan and Ajinomoto

- Discussion with Ajinomoto started in 2010.
- Plan Japan/Ghana is currently conducting ‘**Efficacy Study**’ on the product mainly in Plan program area, covering 1,200 children and mothers.
- The study will examine the effect of the nutritional supplement on the growth and health status of children.
- Motive of Plan to join the project: the shared objective of improved nutrition of children



Plan and Corporate Partnership(1)

- Corporations are one of the essential partners of Plan; a number of successful collaborations with CSR activities.
- Corporate donations in Plan income is not large (about 10% of Plan Japan income. Majority come from individual donors).
- Main areas of partnership: Education and Health
- Partnership in BOP business is a new challenge for Plan.



Plan and Corporate Partnership(2)

- Equal Partnership : Shared value, different expertise
- Needs in the fields come first: Plan program work is based on ‘Country Strategic Plan’ .
- Sustainability counts;
Long-term empowerment of community
>
Short-term solution (ex., giveaways)



Role of NGO in BOP business

NGO/Corporate partnership in BOP business has a potential to bring in enhanced thrust to development such as poverty reduction. Namely,

1. Network and local knowledge of NGOs can facilitate BOP business to access untapped markets.
2. NGOs can act as informed advisor to BOP business for community friendly project.
3. NGOs can watch BOP business to prevent possible negative effects on environment and community.



Conclusion: toward a win-win collaboration in BOP business

1. Regular dialogue among partners
2. Agreed, clear roles of each partner
3. Involving communities with due care
4. Involving governments (local/central)

End

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