

PD-AAV-202



Fund for Multinational Management Education  
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THE PVO-MNC COOPERATIVE PROGRAM:

A Project Overview

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The Fund for Multinational Management Education (FMME) is sponsoring a project to improve commercial relationships between private voluntary organizations (PVO's) and multinational corporations (MNC's). The PVO's to be served by FMME are defined as those registered with the U.S. Agency for International Development. MNC's are primarily those headquartered in the U.S.

The Office of Private Voluntary Cooperation of USAID is the primary source of finance. FMME and in-kind contributions of PVO's provide secondary support.

The commercial relationships between PVO's and MNC's that FMME is seeking are in the areas of targeted philanthropy (where a corporate grant to a PVO serves a corporate social responsibility objective), fee-for-service or fee-for-product relationships (in which a PVO sells a service or product to an MNC), joint-ventures (in which the PVO and MNC provide their combined services or products to a third party) and consortia (in which more than two PVO's and MNC's provide their combined services or products to a third party). Traditional philanthropic relationships of unrestricted grants (although valuable) are not the objective of this project.

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FMME believes that the benefits of these commercial relationships are:

- for the PVO's: a new income stream for development purposes.
- for the MNC's: more cost effective ways of doing business in the LDC's.
- for the LDC's: a coordinated flow of PVO and MNC resources for development.

There are four components of the project: a grant fund, technical assistance, briefings and case studies. Following is a brief description of the purpose and methods of each component:

#### The Grant Fund

FMME will make small grants (up to \$7,500 for out-of-pocket expenses and \$2,000 for consultants) to PVO's in order to finance the development of proposals, plans and feasibility studies for commercial relationships with MNC's. FMME will provide interested PVO's with grant guidelines.\* Grant awards are made by a Review Panel representing the PVO-MNC Cooperative Program, FMME as a whole, USAID, the PVO community and the MNC community.

#### Technical Assistance

FMME's staff will counsel PVO's in the overall process of developing commercial relationships with MNC's. That process of product development ranges from strategic planning, to marketing planning, project design and sales negotiations. If it is feasible, as well as desirable, FMME can provide contacts to selected MNC's.

\*The deadline beyond which applications will not be accepted is October 1, 1985.

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Briefings

FMME will establish briefings of groups from the MNC community on the benefits and methods of commercial collaboration with PVO's. FMME will provide primarily MNC and some PVO speakers for groups to be briefed. FMME will also brief individuals from MNC's and development agencies when it is possible.

Case Studies

FMME will write 6-8 case studies of successful PVO-MNC commercial relationships. The cases will be printed and disseminated to interested PVO's and MNC's.

For Further Information:

For information on grant application procedures, types of technical assistance, speakers for briefings and case studies, please contact:

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