



**PPPs for  
Transformational  
Change  
November 2017**

**Thursday November  
30, 2017 @ 09.00AM**

**Venue**

New World Campus  
Sparneplein 2 2515 VK  
The Hague The  
Netherlands

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**On November 30, the PPPLab is organising a practical day of exchange, application and design for those working in public-private partnerships.**

PPPs do catalyse transformational change, but certainly not all the time. What does it mean for a public-private partnership to deliberately target far-reaching behavioural transformation and systemic change? During this day PPP practitioners will explore what targeting transformation implies for ambitions, strategies and collaboration. A day of working with ideas and tools will be fed by experiences – smooth and tough - from fellow practitioners who have set the bar high and are trying to take that leap.

As always with the PPPLab, this is a day built for structured, fun exchange between practitioners generating actionable insights. Next to the full crowd of participants we are drawing on experiences from the following compelling people:

- **Ricardo Bosshard**, Director WWF Chile
- **Richard Piechocki**, Sustainable Business Strategist at Rabobank
- **Charles Abugre**, CEO, Savannah Accelerated Development Agency, Ghana
- **Wouter van Vliet**, Director Larive International
- **Simon Usher**, former CEO Bonsucro the Global Sugarcane Platform
- **Karel Nierop**, Fund Manager, Triodos Investment Management
- **Wilma Roozenboom**, Partnerships for Sustainable Development
- **Jan Willem Molenaar**, Senior Consultant Aidenvironment
- **Marja Thijssen & Gareth Borman**, Integrated Seed Sector Development, Wageningen Centre for Development Innovation

**By the end of the day, you will:**

- **Be better able to assess just how transformational your PPP is**
- **Have worked with tools and approaches that can be applied within your PPP**
- **Have practice-based ideas how you might be able to up your PPP game.**

**The day is open to all, whatever you do in or with public-private partnerships**

**REGISTER AT PPPLAB.ORG**

# Program

## Morning

09:00

### Registration & Coffee

09:30 - 10:30

### Opening session

With WWF-Chile and Rabobank, we set the scene for the day. The heads of both organisations found in each other a desire to contribute to more structural sustainability and together, they chose to transform the salmon industry in Chile. In just 3 years, they have managed to push for new sector sustainability standards and get 25% of the sector to sign up. What does it mean to take on such a transformational ambition; personally, institutionally, and in partnership?

10:30 - 12:00

### What the heck is transformational change?

Easily said, hard to target: systemic and transformational change. This session will work on making “transformational change” an actionable phrase and how to assess that in a meaningful way. You will pull apart and rebuild an assessment approach to figure out the tangible goals of system change. The work of two global platforms with over 15 years of experience trying to transform specific sectors will give plenty of messy lessons to delve into.

### Re-thinking risk to finance boundary-pushing PPPs

Transformative goals imply transforming how PPPs are financed. You will consider innovative finance forms for development oriented PPPs. Two PPPs – one water, one food – will be pitched. Participants will take on different roles in negotiating an innovative financial strategy that corresponds to the far-reaching goals of the PPPs. Investors will reflect on what the session came up with, and what else might have possible.

### Masterclass: Do's and don'ts in partnering with governments for transformational change

Do you want to learn about and exchange effective practices in partnering with governments? In this masterclass, we challenge your understanding of the motivations of governments to partner.

You will jointly formulate insights on how to build an effective collaboration between public and private actors and how this can contribute to transformational change and SDG 17, on partnerships. Assumptions and ideas on what works best will be tested through a case scenario of the Savannah Accelerated Development Agency in Ghana, represented by the CEO.

12:00 - 12:30

### Connecting the morning strands to the central theme

What have we learned so far and what do we take into the afternoon?

12:30 - 14:00 LUNCH

### Make your own sushi

4 long tables, ingredients and a host chef will guide you through an hour of chatting, sharing fun and food.

## Afternoon

14:00 - 15:30

### Masterclass: developing a sound scaling strategy for your PPP

Scaling is a buzzword in the field of international development. It has the connotation of providing a real solution to create breakthroughs for transformational change. However, the popularity of the term is not necessarily matched with a clear understanding on how scaling works in practice. In this session, you will get to grips with the basics of developing a sound scaling strategy for your PPP.

### PPPs for sector transformation?

Sector approaches are the next ‘system level’ at which change is sought for in the agri-food domain. This session looks at what a sector approach implies and how it can tackle issues beyond the scope of an individual value chain. Looking to the role that PPPs can play in supporting sector transformation, the session draws on practical experiences of IIED, Sustainable Food Lab and Aidenvironment which resulted in a novel framework for sector governance, asking what is really needed for PPPs to have the impetus & capability to catalyse sector transformation?

### Partnering for Transformation

Aiming for transformational change is one thing, collaborating in such a way that its even possible to get there is another. In this session, participants will work on how to build and run a partnership so that it can take on systemic change ambitions. Key characteristics will be overlaid on the Rabobank-WWF partnership to explore what makes it work, and what doesn't. These will then be used to reflect on your own PPP, to make you think whether you are actually geared up to achieve the ambitions your partnership may have.

15:30 - 16:45

### Bringing it all back together

Interactive piecing together of the day's key insights to create key take-aways for your work.

Drinks served from 16:45