

Outreach and Advocacy Toolkit: Kampala Principles Case Studies

The Business Leaders Caucus of the Global Partnership for Effective Development Co-operation has released three new case studies that illustrate concrete examples of the Kampala Principles on Effective Private Sector Engagement in Development Co-operation.

Launched in 2019, the [Kampala Principles](#) enhance the effectiveness of development partnerships with the private sector at a national and global level.

We kindly request your support in spreading the word about these inspiring new stories of #CooperationInAction.

How to use this toolkit

1 Share the link to the case studies

Below is a summary of each case study and the link so you can share it directly. If you would like to share all three case studies at once, we request you use the link: bit.ly/KampalaPrinciplesCaseStudies

Case 1: Digital Triage and Testing Booth in Bangladesh for Pandemic Response

Copy the link: bit.ly/KampalaPrinciplesBD

Early in the COVID-19 pandemic, under-privileged Dhaka residents had access to a free COVID-19 testing and triage booth, medical advice, and education materials. The innovative partnership emerged from a collaboration between social enterprise [Digital Healthcare Solutions](#), private foundation the Institute for Developing Science and Health Initiatives, and the public Mugda Medical College & Hospital. The booth was supported by UKAID and Concern Worldwide. This is an inspiring story of how the Kampala Principles can be applied during a time of crisis.

Case 2: Securing Women's Access to Healthcare in Rural Colombia

Copy the link: bit.ly/KampalaPrinciplesCOL

In Colombia's Caldas and Risaralda states, low-income families and rural women now have access to high-quality, affordable healthcare services and preventative health education due to a public-private network led by social enterprise [Bive](#), private healthcare providers, and public hospitals. Further collaboration with the [UNDP Business Call to Action network](#) and its development partners has enabled Bive to conduct an extensive impact assessment of one of its flagship initiatives.


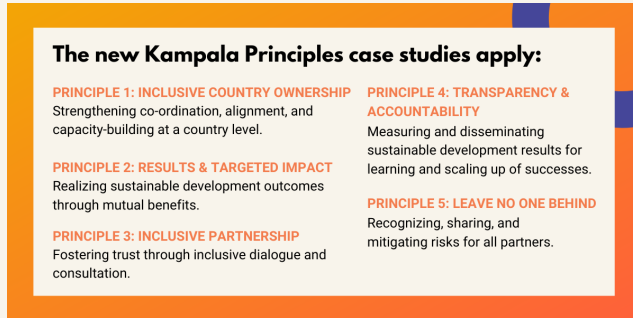

Case 3: Enabling the Digital Inclusion of Smallholder Farmers in Uganda

Copy the link: bit.ly/KampalaPrinciplesUG

In Kalangala District, Uganda, 2,000 small-scale oil palm farmers are using the SAP Rural Sourcing Management mobile solution to connect with producers and local and regional supply chains. The involvement of the German technology company brings digital solutions to a multi-decade partnership between the Government of Uganda, private producers, the International Fund for Agricultural Development (IFAD), and oil palm farmers.

2 Post on social media

Write your own caption or share the sample social media posts below. Simply use the text and images here on Twitter, Facebook, or LinkedIn. Remember to tag the Global Partnership: @DevCooperation (Twitter & Facebook) and Global Partnership (LinkedIn).

Social media post	Visual (click to download)
<p>Recommended reading: Three new #KampalaPrinciples case studies from #Bangladesh, #Colombia, and #Uganda about how the private, public, and development sectors are working together to achieve the #SDGs.</p> <p>Via @DevCooperation: bit.ly/KampalaPrinciplesCaseStudies</p>	
<p>Inspiring and concrete examples from Bangladesh, Colombia, & Uganda of how the #GPEDC #KampalaPrinciples are guiding effective partnership between the private, public, & development sectors.</p> <p>Learn more in the new @DevCooperation case studies: bit.ly/KampalaPrinciplesCaseStudies</p>	
<p>A public-private partnership in #Bangladesh supported by UKAID & @Concern made free COVID-19 screening/testing available to 14,000+ ppl.</p> <p>Inspiring lessons for crisis response + partnership to address national priorities in new @DevCooperation case study: bit.ly/KampalaPrinciplesBD</p>	

In #Colombia, citizens have a right to healthcare. But access to that care and treatment is not guaranteed, especially for rural women. @BiveFundacion is changing that through inclusive partnerships at every level.

A new case study from @DevCooperation: bit.ly/KampalaPrinciplesCOL



Digitizing + commercializing the agricultural sector is a national development priority in #Uganda

A new @DevCooperation case study about how partnership with @SAP and others has brought shared benefits for Ugandan govt & smallholder oil palm farmers: bit.ly/KampalaPrinciplesUG



3 Tell us your #CooperationInAction story

The Global Partnership encourages you to share how your own development co-operation partnerships are aligned with the Kampala Principles. Your stories will contribute to our reflections on private sector engagement in development co-operation in the lead-up to the next High-Level Meeting in 2022. Your experiences may also possibly be featured in a future case study or through another forum.

[Here is the Google Form](#) where you can tell us your #CooperationInAction story. Please circulate this link widely!

Questions? Comments?

Contact the UNDP-OECD Joint Support Team at info@effectivecooperation.org