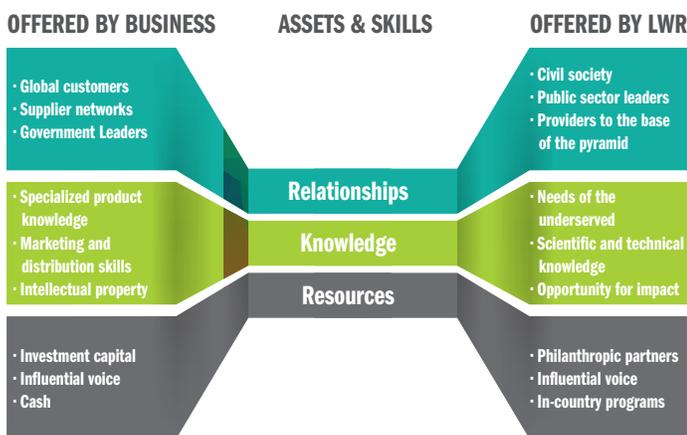


# LWR AND THE PRIVATE SECTOR

## WHY PARTNER WITH LUTHERAN WORLD RELIEF?

### STRATEGIC PARTNERSHIPS BETWEEN CORPORATIONS AND NGOs CAN BE MUTUALLY BENEFICIAL



The image above demonstrates how the private sector may benefit from a relationship with LWR.

## WHY SHOULD YOUR COMPANY ENGAGE WITH LUTHERAN WORLD RELIEF?

**PRESENCE:** LWR maintains offices in 16 countries around the world. LWR focuses its efforts on building the capacity of local organizations that implement programs. This is a very deliberate approach to build local capacity with benefits that will remain long after the project/program comes to an end - with a local organization better prepared to offer more support should it be needed, and better prepared to implement future programs. Our footprint allows us to be flexible and nimble, and to respond quickly when opportunities arise.

**LOCAL CONTEXT:** We understand the rural communities where we work. We help interpret local context and provide links to local and national governments.

**COLLABORATIVE:** LWR is collaborative by nature and by practice. LWR seeks collaboration, and has a long history of working with other NGOs to improve the quality of life for smallholder farming families around the world. LWR has partnered with CRS, FairTrade USA, among other NGO's, with a focus on the long-term impact of its efforts, collaborative or solo.

**DEEP ROOTS:** We have deep roots in the communities and countries where we work. LWR can connect your company with the agricultural producers who form the basis of your value chain, and can help strengthen and shorten that value chain. LWR has significant experience in supporting cooperatives and farmers' associations to achieve organic, fair trade, and other certifications.

**ACCOUNTABILITY:** LWR has strong accountability practices. We will work with your company to monitor the social impact of your work and to measure results in the communities where the project is implemented.

**ACCESS TO BOTTOM OF THE PYRAMID:** LWR reaches the "bottom of the pyramid" — those people living on less than \$2.50 a day — via impact-oriented projects in agriculture and climate change adaptation. These 4 billion people worldwide thus become potential customers. In many places LWR has the trust of the population, knows about market segmentation and understands the needs of the population.

**LEVERAGE:** In addition to our technical expertise and local experience, in some cases LWR can bring additional financial resources towards a goal that is shared with the communities and companies.

**MITIGATE RISK:** By strengthening producer associations, LWR mitigates the risk to creditors and suppliers of those associations, which allows for more viable and vibrant enterprises in the communities we serve.

# HOW CAN YOUR COMPANY ENGAGE WITH LWR?

**SHARED VALUE:** LWR can help companies to meet both their business and social goals by engaging in shared value initiatives, which recognize the tremendous opportunities for innovation and growth that come from tackling social problems as part of a company's core business objectives.<sup>10</sup>

## **CORPORATE SOCIAL RESPONSIBILITY (CSR):**

LWR works with companies seeking to carry out their CSR responsibilities in the communities where they are based to achieve the companies' sustainability goals, whether voluntary or required under national law.

### CASE STUDY

#### **LWR and Agropesa/ECOM – Improving Sustainability in the Cocoa Value Chain in Peru**

##### **Overview**

Co-funding of The Pro-Cocoa Project to improve living conditions and increase incomes of 90 cocoa producing farming families in Huánuco Department over 26 months.

##### **Partnership Details**

- Addresses Agropesa/ECOM sustainability goals embedded in core business strategy.
- Advocacy to increase public investment in basic services such as sewage, roads and electricity.
- WASH and promotion of clean cook stoves addresses social requirements for Rainforest Alliance certification as strategy for increasing farmer incomes.

##### **Results**

- **80%** of targeted households benefited from improved sanitation facilities and training on improved hygiene practices; **100%** access clean water through household water receptacles and treatment.
- Improved farmers' capacity for use of organic fertilizer, and land and pest management.

### CASE STUDY

#### **LWR and Gold Fields – Improving Livelihoods and Promoting Peaceful Communities in Peru**

##### **Overview**

Partnership to strengthen small-scale dairy producers' production and marketing capacities, improve incomes, create sustainable jobs and support citizen's ability to manage and mitigate conflict.

##### **Partnership Details**

- LWR provides technical expertise in agriculture and project management.
- Gold Fields' legal regulations met.
- Gold Fields' reputation with community enhanced.
- Program reduced Gold Fields' conflicts with the community.

##### **Results**

- Gold Fields meets legal requirements to invest in the communities where they operate and builds community trust.
- Increased daily milk production and improved quality for **424 families**; **37 small-business networks** created to improve linkages to commercial markets; **27 cheese production plants** improved to address quality and quantity; more than **30 local leaders** trained in managing and mitigating conflict and promoting citizen participation in municipal affairs.

<sup>10</sup> <http://www.fsg.org/OurApproach/SharedValue.aspx>

## EMPLOYEE ENGAGEMENT THROUGH CORPORATE VOLUNTEERISM:

On a case by case basis, LWR can host a company's technical staff as part of your corporate volunteer program or employee engagement program.

**IN-KIND:** LWR can help companies reach communities affected by disaster, or working in a development context, by receiving and deploying in-kind assistance, ranging from material goods to on the ground personnel.

### CASE STUDY

#### LWR and The Hershey Company – Improved Production and Training for Smallholder Cocoa Farmers in Central America

##### Overview

In-kind support from The Hershey Company provides technical assistance for improved quality cocoa production and processing for smallholder cocoa farmers.

##### Partnership Details

- In-kind services support the Hershey Company's corporate social responsibility agenda.
- LWR offers access to cocoa cooperatives in Central America and their small-scale cocoa farmer members.
- The Hershey Company training and input informed LWR's "Cocoa Toolkit" that helps farmers to improve yields and quality.

##### Results

- More than **800 smallholder farmers** benefiting from improved cocoa quality production and processing techniques through use of the Cocoa Toolkit, and more than **5,000 people** to benefit indirectly from increased earnings, and growing access to markets and information. The Hershey Company has used these achievements in their communication on their corporate social responsibility successes.
- LWR leveraged the relationship to secure subsequent funding (\$247,000) from the U.S. Department of State for LWR's Pathways to Prosperity project in El Salvador, Honduras and Nicaragua.