Private/NGO/public sector partnerships are the new hope

Chair: Jennifer Wayman
Executive Vice President, Social Marketing, Ogilvy Public Relations Worldwide
Private/NGO/public sector partnerships are the new hope

FOR THE MOTION:
John Drummond
CEO, Corporate Culture (UK)
Chris Sorek
Chief Executive, Drinkaware (UK)

AGAINST THE MOTION:
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Dr Jacky Jones Freelance Journalist, Researcher & Health Promotion Consultant

DEBATE 1

If private/NGO/public sector partnerships are the new hope, the future looks bleak

Sameer Deshpande
University of Lethbridge, Canada
THANKS JEFF!

Oxford (2007)
Brighton (2009)
Dublin (2011)

Brutal O'Brien shocks England

Thank you

http://www.espncricinfo.com/icc_cricket_worldcup2011/content/current/gallery/509243.html

Cultural Exchange

Ireland and India
Colonies, Culture and Empire

http://www.irishdemocrat.co.uk/book-reviews/ireland-and-india/

A Company is formed

Traders became Rulers
The spirit of the Company lives on...

Disastrous consequences

- Very little in social benefits
- The weak suffer:
  - Common man
  - Poor
  - Nonprofits
  - Re-Emerging Markets [REMs]
Private sector is from Mars
Public from Venus

Private is West
Public is East
Corporates have head

They are teenagers

Not willing to compromise  Reliable but not valid
Public/NPOs have heart

But passion can be misguided
Mating may be fun

It may yield dividends
But it is risky

Collusion between politics, passion, and greed

- Politics in market, aggressiveness in social welfare
- Replace public inefficiency with corporate monopoly
- Switching brands rather than expanding the condom market
- Nobody owns responsibility
Procedural challenges

- Contractual complexities
- Delays
- Quality of schemes inferior to public tendering
- High levels of corruption (US$ 40 bn 2G Scam in India)
- Increase in prices

Doesn’t make sense

- Strategic misalignment
  - Organizational philosophy
  - Consumer profile
- Economic hardships
Experience across contexts

- Water and electricity
- Health
- Transportation
- Real estate
- Behavior change
- Fundraising

would be a good idea!
with or without you

Better to be Safe than Sorry
Thank you
धन्यवाद
Addressing the major behavioural challenges of our time

ENGAGE
EMPOWER
INSPIRE!

The 2nd World Non-Profit & Social Marketing Conference

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