



Case Study

Corporate Social Responsibility: Public-Private Partnership in Higher Education

BUSINESS CHALLENGE

The Research & Development Lab of a large ICT multinational wants to get ahead of the competition for global technical and engineering talent and strategically align its philanthropic investments in Higher Education Institutions. The company hires DFI to consolidate multi-stakeholder initiatives in Latin America and Africa, by leveraging the international development agencies.

APPROACH

Utilizing DFInsight™, DFI identifies funding flows in the sectors of Higher Education, Science and Technology, and Innovation to six (6) targeted countries in each region from Inter-American Development Bank, World Bank and African Development Bank. Additionally, DFI uncovers centrally managed grant windows of international development agencies.

DFI management tailors and fine-tunes strategic plan, marketing materials, organizational structure and messaging from engineering initiatives to align with priorities and focus of the IFOs sectors.

DFI conducts IFO and country stakeholder mapping using DFInfluence™, and provides a road-map for client to engage with key IFO sectoral, country, and senior management as well as meet relevant players (government, academia, private sector) in-country to develop country specific projects and activities.

DFI writes, supports and advocates key client proposals to the IFOs in Central America and the Caribbean, the Southern Cone, and Nigeria on joint country-client priorities.

DFI TOOLS UTILIZED

DFInsight™ DFInfluence™

DFI EXPERTISE INVOLVED

- Extensive knowledge of international development agencies
- Sub-sector expertise in Higher Education, Science and Technology, and Innovation
- Demonstrated success in communications, positioning and advocacy
- Public-private partnership formation

PARTNERS

- Inter-American Development Bank
- World Bank
- National Governments
- Academic institutions and Private Sector entities

RESULTS

- Client leverages over \$3M (10X) in funding from IFO and local countries to collaborate on relevant initiatives and projects around engineering education and accreditation
- Client positions itself as Thought Leader in this space with opportunities to address and keynote major IFO and country events in Latin America and Africa, enhancing overall visibility and reputation in the process