



Maria Eduarda Magalhães Meireles Camargo Valente

**Standards and Instruments for Private Sector
Engagement through Development Cooperation
in France and Germany**

Dissertação de Mestrado

Dissertation presented to the Programa de Pós-Graduação:
Mestrado Profissional em Análise e Gestão de Políticas
Internacionais: Resolução de Conflitos e Cooperação para o
Desenvolvimento (MAPI) of Instituto de Relações Internacionais of
PUC-Rio in partial fulfillment of the requirements for the degree of
Mestre.

Advisor: Prof. Paulo Esteves

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Rio de Janeiro
April 29th, 2024

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Bibliographic data

Valente, Maria Eduarda Magalhães Meireles Camargo

Standards and instruments for private sector engagement through development cooperation in France and Germany / Maria Eduarda Magalhães Meireles Camargo Valente ; advisor: Paulo Esteves. – 2024.

47 f. ; 30 cm

Dissertação (mestrado)–Pontifícia Universidade Católica do Rio de Janeiro, Instituto de Relações Internacionais, 2024.

Inclui bibliografia

CDD: 327

Abstract

Valente, Maria Eduarda Magalhães Meireles Camargo; Esteves, Paulo (Advisor). **Standards and Instruments for Private Sector Engagement through Development Cooperation in France and Germany**. Rio de Janeiro, 2024. 38p. Dissertação de Mestrado – Instituto de Relações Internacionais, Pontifícia Universidade Católica do Rio de Janeiro.

This article describes the private sector's role in promoting development through cooperation, highlighting the leading institutions committed to investing in global cooperation. Theoretical discourse argues that the private sector is founded on corporate values and seeks to create value for both stakeholders and shareholders when seeking to generate profits. The purpose of this guide is to assist private sector companies in developing international cooperation in line with the standards and instruments for private sector engagement through development cooperation in France and Germany. Objectivity and clear proposals are necessary for effective engagement, both countries are leaders in international cooperation and are open to working with private companies. The article's main point is based on Porter and Kramer's (2011) *shared value* concept, which will be developed in the first session. The concept suggests that empowering the community benefits both the company and the community. The article justifies the need for private sector engagement, with the following section discussing the relevant instruments and standards. The third session involves the private sector as an actor engaged with their representatives in the development camp. The session considers the inclusion of ESG (Environmental, Social and Governance) or other initiatives for the advancement of societies, as developed by the UN Global Compact. The fourth and fifth sessions present the initiatives from France and Germany, along with their respective guides for private sector companies and examples of successful initiatives. In conclusion, the concept of *shared value* serves as a driving force for international cooperation. The final project developed is a dashboard that serves as a guide for the instruments and opportunities available in France and Germany; with this article as supporting material.

Keywords

Cooperation; development; private sector; instruments; France; Germany.

Resumo

Valente, Maria Eduarda Magalhães Meireles Camargo; Esteves, Paulo (Orientador). Normas e Instrumentos para o Engajamento do Setor Privado através da Cooperação para o Desenvolvimento na França e Alemanha. Rio de Janeiro, 2024. 38p. Dissertação de Mestrado – Instituto de Relações Internacionais, Pontifícia Universidade Católica do Rio de Janeiro.

Este artigo descreve o papel do setor privado na promoção do desenvolvimento por meio da cooperação, destacando as principais instituições comprometidas com o investimento na cooperação global. O discurso teórico argumenta que o setor privado se baseia em valores corporativos na busca por criar valor tanto para as partes interessadas quanto para os acionistas quando buscam gerar lucros. O objetivo deste guia é ajudar as empresas do setor privado a desenvolver a cooperação internacional de acordo com os padrões e instrumentos para o envolvimento do setor privado, por meio da cooperação para o desenvolvimento na França e na Alemanha. Objetividade e propostas claras são necessárias para um engajamento eficaz, ambos os países são líderes em cooperação internacional e estão abertos a trabalhar com empresas privadas. O ponto principal do artigo é baseado no conceito de "shared value" de Porter e Kramer (2011), em português, valor compartilhado, que será desenvolvido na primeira sessão. O conceito sugere que o empoderamento da comunidade beneficia tanto a empresa quanto a comunidade. O artigo justifica a necessidade de envolvimento do setor privado com a sessão seguinte trazendo os instrumentos e padrões relevantes. A terceira sessão envolve o setor privado como um ator engajado com seus representantes no campo de desenvolvimento. A sessão considera a inclusão de ESG (Environmental, Social and Governance) ou outras iniciativas para o avanço das sociedades, conforme desenvolvido pelo Pacto Global da ONU. A quarta e a quinta sessões apresentam as iniciativas da França e da Alemanha, juntamente com seus respectivos guias para empresas do setor privado e exemplos de iniciativas bem sucedidas. Em conclusão, o conceito de "shared value" serve como uma força motriz para a cooperação internacional. O projeto final desenvolvido é um painel de informações que serve como guia para os instrumentos e oportunidades disponíveis na França e na Alemanha, com este artigo como material de apoio.

Palavras chave

Cooperação; Desenvolvimento; Setor privado; Instrumentos; França; Alemanha.

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1.

Introduction

This article describes the private sector's role in promoting development through cooperation, highlighting the leading institutions committed to investing in global cooperation. Theoretical discourse argues that the private sector is founded on corporate values and seeks to create value for both stakeholders and shareholders when seeking to generate profits. The private sector could engage with their representatives in the development camp, considering the inclusion of Environmental, Social and Governance (ESG) or other initiatives for the advancement of societies. Objectivity and clear proposals are necessary for effective engagement.

The document Addis Ababa Action Agenda (AAA) developed by the United Nations (2015) address the global challenges related to climate change and biodiversity, emphasizing that rising global temperatures, rising sea levels and ocean acidification are significantly impacting coastal areas and developing countries, particularly small island states. Extreme weather events jeopardize the lives and livelihoods of millions of people. There is an acknowledgement of the necessity to enhance resilience to climate-related disasters, and the sustainable utilization of ecosystems and biodiversity is regarded as vital for sustainable development and poverty alleviation. It also commits to coordinated actions to restore ecosystems and conserve biodiversity.

Additionally, the AAAA document places significant emphasis on the role of the private sector in the promotion of development. In the context of the approval of global agendas in 2015, major institutions have begun to draw attention to the financial gap. This occurs against a backdrop of intensifying geopolitical competition and the growing prominence of Chinese companies on the periphery of the international system. Considering the context, the concept of *shared value* represents an alternative approach to repositioning the private sector for the realization of development objectives. This entails legitimizing the use of Official Development Assistance (ODA) to leverage private sector investment and the incorporation of ESG principles into private sector strategies. The substantial shortfall in international funding has prompted a shift in focus towards the private sector. In other words, the concept of shared value serves to enable the

implementation of an ESG strategy. ESG as a business and market positioning strategy, a considerable number of companies have the financial resources to pursue their strategic objectives, yet they require the appropriate instruments and activities to enhance their operational effectiveness. Furthermore, this will be demonstrated through the dashboard with examples of potential guarantee for companies to invest in underdeveloped countries through international cooperation.

The private sector could serve as a catalyst for global transformation or work as a supplementary entity in public-private partnerships aimed at advancing developmental objectives. The issue of productivity and collaboration across profit/nonprofit boundaries is linked to the decision to cooperate or not globally. Michael Porter and Mark Kramer (2011) proposed that companies must balance their economic success with societal benefits. He advocates that firms should examine their decisions and opportunities through the *shared value* lens. As stated by the author, the private sector is oriented towards fulfilling the purpose of the corporation:

Companies must take the lead in bringing business and society back together [...]. The solution lies in the principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges [...]. We believe that it can give rise to the next major transformation of business thinking [...]. The purpose of the corporation must be redefined as creating shared value, not just profit per se (Porter; Kramer, 2011, p. 4).

The concept of *shared value* rests on the premise that empowering a community benefits business, and vice versa. Employment, wages, consumer purchases, investments, and taxes are all opportunities that arise from the demand for products created by society, resulting in increased work for businesses. Furthermore, according to Porter and Kramer's (2011) argument, marketing can motivate customers to engage more with companies that provide societal advantages through products such as environmentally friendly items. Another opportunity to promote societal benefits is through incentivizing value chain involvement. If companies can cultivate synergistic relationships with local suppliers, they can help these suppliers grow stronger and create more job opportunities. If corporations prioritize the well-being of society, their workers could reap the benefits of reduced health care consumption with wellness programs invested by the company. Johnson & Johnson saved more than \$250 million on health care costs and has benefited from a more present and productive workforce (Porter; Kramer, 2011, p. 11).

According to Paulo Esteves and Frederico Soares (2020), historically, international development cooperation was characterized by the predominance of public actors, including governments and multilateral organizations (such as the United Nations, the World Bank and so forth). Following the Second World War, developed countries initiated the provision of foreign aid programs with the objective of facilitating the reconstruction and development of underdeveloped nations through the utilization of public financing and technical assistance. However, in recent decades, the role of the private sector has been reassessed, particularly considering the advancement of globalization and shifts in economic structures. The private sector was subsequently regarded as a strategic partner, capable of contributing innovation, efficiency, and new financial resources to the field of international development. The United Nations' 2030 Agenda and its Sustainable Development Goals (SDGs) reinforce this concept by underscoring the significance of collaborative endeavors between governmental entities, civil society organizations, and private enterprises.

The primary distinction between *shared value* and *corporate responsibility* (CSR) pertains to the nature of their respective concentric and the objectives they pursue. The term "*corporate responsibility*" (CSR) is used to describe a set of practices that companies engage in to ensure they meet the expectations of various stakeholders. This is primarily focused on philanthropic or compliance practices, whereby organizations implement measures to offset adverse effects and align themselves with social and environmental expectations, typically as a discrete function distinct from their core business. CSR encompasses donations, volunteering, and sustainability initiatives, which are secondary efforts to company profit. CSR is frequently regarded as a means of mitigating risk and enhancing reputation. The concept of *shared value* can be defined with the objective to create economic value that simultaneously generates social benefits. The concept of *shared value* suggests that companies should integrate the resolution of social and environmental issues into their core strategy, seeking market opportunities that allow financial gains while meeting societal needs. In this sense, *shared value* represents a shift in perspective, moving beyond a compensatory approach to aligning social interests with the company's economic growth. While CSR seeks to meet social expectations as a complement to business activities, *shared value*

integrates these issues directly into the company's business model, promoting a deeper and more sustainable impact (Dembek; Singh; Bhakoo, 2015).

In their words, the private sector has significant knowledge to offer society, including providing healthcare training to communities that do not typically use certain products, resulting in increased benefits for them. In some cases, they manufacture these products themselves. Additionally, the private sector can aid in developing local clusters to promote job creation and open markets in areas with limited opportunities. Such workforce initiatives create a positive economic cycle that benefits society's development.

The government and market regulations ought to incentivize firms to seek *shared value* and foster innovation, thereby propelling society's advancement. Such behavior should not be construed as charity, but instead as a self-interested pursuit to reinforce economic value:

[...] shared value offers corporations the opportunity to utilize their skills, resources, and management capability to lead social progress in ways that even the best-intentioned governmental and social sector organizations can rarely match (Porter; Kramer, 2011, p. 17).

A study developed by Robert Eccles, Ioannis Ioannou and George Serafeim (2014) based on the analysis of more than 90 companies presented a reflection: as organizational process and performance can be associated with sustainability companies that are committed to investing in societal benefits. Organizations that integrate voluntary environmental and social policies are considered modern with financial performance and more advanced measurement, including policies related to citizenship commitments, business ethics and human rights. In addition, companies should be able to incorporate sustainability into their daily business activities to achieve sustainable growth. They should also review partnerships and relationships that support sustainability, as well as communication and marketing strategies related to sustainable growth (Eccles; Ioannou; Serafeim, 2014).

As discussed, engagement is crucial to keeping stakeholders involved and making informed decisions in support of these initiatives. To evaluate costs, opportunities, and risks before making a sustainability decision, it is important to allow stakeholders to voice their concerns and provide feedback. A more engaged workforce with sustainability objectives has a greater potential to perform over the long term.

When companies pursue sustainability, it's usually to demonstrate that they are socially responsible [...], policy makers and activists argue that it will take tougher regulations and educated, organized consumers to force business to adopt sustainable practices (Nidumolu; Prahalad; Rangaswami, 2009).

The authors bring the idea to develop sustainability as an improvement for competitiveness through 5 stages: viewing compliance as opportunity; making value chains sustainable; designing sustainable products and services; developing new business models; and creating next practice platforms. The first movement of a company can go through the battles related to regulations: “[c]ompanies in the vanguard of compliance naturally spot business opportunities first” (Nidumolu; Prahalad; Rangaswami, 2009). In addition, the focus on sustainability could reduce costs, create new business opportunities, and improve supply chain efficiencies. Environmentally friendly already mentioned, including the possibility of being the first to develop a new product or service. It could be related to new mechanisms and business models that could be interpreted as innovation initiatives. At the end, “[t]raditional approaches to business will collapse, and companies will have to develop innovative solutions” (Nidumolu; Prahalad; Rangaswami, 2009).

The incentive to increase market visibility could encourage companies to adopt philanthropic practices: "giving back" to the community. It could change the perception of charity as an expense, and public donations could improve the company's reputation with regulators. If they anticipate giving to these causes, they could improve their public image and positive view of the company with customers, suppliers, policymakers, etc. (Brown; Helland; Smith, 2006). Some sectors of the market are currently more involved with these initiatives, such as pharmaceutical and petroleum companies since they are often viewed as being more environmentally harmful.

The corporate practices of sustainability and philanthropic initiatives are supported by the international community and regional economic groups, the private sector is the opportunity to achieve the goals of society. National and international financial institutions provide loans or export credits for private agents looking for a development cooperation. The objective is to work together to reduce poverty and develop societies less favorable with the knowledge and capability from the private companies (Esteves; Soares, 2020).

A public-private partnership provides an incentive and opportunity to aid underdeveloped countries. The Global Partnership for Effective Development Co-operation (GPEDC) working group has established a set of guiding principles for the private sector, donors, and recipients. According to Paulo Esteves and Frederico Soares (2020), the objective is to reintroduce the private sector to the International Development Cooperation field and emphasize the benefits it brings to justify their participation. It is important to engage the private sector in order to aim for societal benefits. Therefore, the second session will focus on presenting the progression of this discussion with a historical overview of the involvement and deep understanding of the actions taken by the United Nations (UN), Kampala Principles, Organization for Economic Co-operation and Development (OECD), Development Assistance Committee (DAC), Official Development Assistance (ODA) and GPEDC.

In conclusion, the text offers a support to the database model through the dashboard developed, which provides access to data and examples of private investment case studies for international cooperation. Despite the continued limitation of aggregated data, as exemplified by the OECD, it remains challenging to extract data through the credit report system. However, the case studies integrate existing instruments, facilitating an understanding of how to develop cross-border cooperation. The database focuses on instruments and differentiates them based on their respective activities, such as the financial instrument that can generate different activities, for instance, mobilization through a donation from a private company or other possibilities.

2. OECD and the Instruments for Private Sector Engagement

After the Second World War, the Organization for European Economic Cooperation (OEEC) was created to support the aid under the Marshall Plan for the reconstruction of Europe. In December of 1960, OEEC was transformed to OECD. Nowadays, OECD has 38 members dedicated to promoting policies to improve the economic and social well-being of people worldwide through forums and meetings that enable them to work together to share experiences and seek solutions to the world's economic, social, and governance challenges.

Since then, the OECD's vocation has been to deliver greater well-being worldwide by advising governments on policies that support resilient, inclusive and sustainable growth. Through evidence-based policy analysis and recommendations, standards and global policy networks, including close collaboration with the G7 and the G20, the OECD has helped advance reforms and multilateral solutions to global challenges (OECD, [s.d.]a).

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Public-private Partnerships (PPPs) is one of the work areas of the OECD that supports countries in their implementation, with local governments:

Private investment has the potential to supplement public investment to meet investment needs. Investors, particularly long-term ones, expect governments to be competent and reliable partners and to promote a stable business climate for investment (OECD, 2019).

The use of PPPs necessitates an assessment of cooperation objectives, associated risks, transparent budgeting and regulations, and other elements that will constitute the institutional structure and competency to bolster this alliance.

The OECD has a Development Cooperation Directorate, which strives to advance progress towards the Sustainable Development Goals (SDGs) in developing countries and boost their financing. Many areas of work can be accessed through their website, some examples: Civil Society Engagement, Effective Development Cooperation, Environment and Development, Financing for Sustainable Development, Gender and Development, Innovation in Development Cooperation, Philanthropy, Results in Development Cooperation, Triangular Cooperation, and others. For our purposes, two areas are noteworthy:

Financing for Sustainable Development with the subarea Development finance standards with ODA.

In 1966, the OECD founded the DAC, which currently has 32 members and serves as an exceptional international forum composed of numerous major aid donors. The objective of the Committee is to promote development cooperation to contribute to implementation of the 2030 Agenda for Sustainable Development¹. DAC is presented to oversee donations and respective donors in fulfilling their commitments to development cooperation and assist members and partners with analysis, data, and guidance. (OECD, [s.d.]b).

The private sector has become the new donor darling. Over the past few years, members of the Organization for Economic Co-operation and Development's Development Assistance Committee (OECD-DAC)—the forum through which donor countries coordinate their aid efforts—have renewed their focus on economic growth and the private sector as driving forces behind development (Kindornay; Reilly-King, 2013, p. 533).

At the same year, the DAC implemented Official Development Assistance (ODA), which is a type of government aid that aims to promote and enhance the economic development and well-being of underdeveloped countries. It continues to serve as the primary source of funding for development to the current time. The Committee is responsible for gathering and verifying data, which is then made available on the OECD's website annually.

The concept of ODA, or aid, was defined over 50 years ago. It refers to financial support - either grants or "concessional" loans from OECD-DAC member countries to developing countries. These funds are provided to advance development in areas such as health, sanitation, education, infrastructure, and strengthening tax systems and administrative capacity, among others. The tracking of ODA is crucial for informed decision making to ensure aid goes where it is most needed. ODA is tracked and monitored by the OECD DAC so that individual donor efforts are measured alongside the wider array of resources that are available to developing countries. We inform donors about where aid should be targeted and provide a clearer picture of the resource flows available to developing countries (OECD, [s.d.]c).

¹ “The 2030 Agenda is an action plan for people, the planet and prosperity. It also seeks to strengthen universal peace more freely and recognizes that the eradication of poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. All countries and all stakeholders, working in a collaborative partnership, pledged to implement the 2030 Agenda, agreed by Brazil and 192 other countries that are part of the United Nations [...] The 17 Sustainable Development Goals (SDG) and 169 goals that make up the 2030 Agenda demonstrate the scale and ambition of this new universal Agenda” (GT Agenda 2023, [s.d.]).

The military aid and promotion of donors' security interests and transactions that have a primarily commercial objectives e.g., export credits are not considered ODA (OECD, [s.d.]c).

There is a list of ODA Recipients eligible to receive the ODA with countries and territories specified. This list is revised every three years, and it is based on the gross national income (GNI) per capita as published by the World Bank, except for G8 members, EU members and countries with a firm date for entry into the EU. This list is used to determine whether an assistance constitutes a cooperation case - as presented by DAC List of ODA Recipients website (OECD, 2022).

A call for a new organization to supplement previous efforts in this field arose at the conclusion of the 2011 Busan High Level Forum (HLF) on Aid Effectiveness. The focus of this meeting was the aid relationship between government donors from developed countries and the government of recipient countries. The final statement of the event recognized the significance of South-South cooperation in underdeveloped countries and welcomed non-governmental actors such as the private sector and civil society to the GPEDC foundation. GPEDC was formally constituted in 2012, its works is driven by a 25-member Steering Committee (GPEDC, c2024).

The GPEDC is the most important stakeholder platform aimed at improving the effectiveness of all forms of development cooperation in achieving sustainable development goals. They are supported by five principles to enhance the effectiveness of work with Private Sector Engagement through development cooperation (PSE), so-called as the Kampala Principles, introduced in 2019, that outline these principles as follows:

Principle 1: Inclusive country ownership, it means, strengthening coordination, alignment and capacity building at the country level;

Principle 2 – Results and Targeted Impact: realizing sustainable development outcomes through mutual benefits.

Principle 3 – Inclusive Partnership: fostering trust through dialogue and consultation.

Principle 4 – Transparency and Accountability: measuring and disseminating sustainable development results for learning and scaling up of successes.

Principle 5 – Leave No One Behind: recognizing, sharing and mitigating risks for all partners.

(...) the GPEDC provides evidence that enables tracking progress and taking action on these principles and related commitments (GPEDC, 2019).

In order to promote more trusting partnerships based on these principles, Private Sector Engagement (PSE) aims to better engage different actors such as governments, business representatives and others seeking sustainable development in line with the 2030 Agenda.

According to the Peer Inventory 1: Private Sector Engagement Terminology and Typology of OECD (2016), there are some definitions for the key terms of the development area: Private Sector Engagement is “an activity that aims to engage the private sector for development results, which involve the active participation of the private sector”, Public-private partnerships is the “arrangements whereby the private sector provides infrastructure assets and services that traditionally have been provided by government [...]” and Private Sector Development are “activities carried out by governments and development organizations with the objective of promoting an enabling environment for the private sector in partner countries”.

Jose Di Bella *et al.* (2013) developed a modality of private sector engagement activities for development, which includes: 1) Policy Dialogue: discussion between or among stakeholders with the aim of bringing about or encouraging a specific change in policy or behavior, or adoption of best practices and specific standards. 2) Knowledge Sharing: reciprocal dialogue between and among actors with the aim of sharing best practices; 3) Technical Cooperation: includes grants to nationals of aid recipient countries receiving education or training, and payments to consultants, advisers, and similar personnel serving in recipient countries (including the cost of associated equipment); assistance of this kind provided specifically to facilitate the implementation of a capital project is included indistinguishably among bilateral project and program expenditures, and not separately identified as technical cooperation in statistics of aggregate flows; 4) Capacity Development: process whereby people, organizations, and society as a whole unleash, strengthen, create, adapt, and maintain capacity over time; 5) Grants/Donations: transfers made in cash, goods, or services for which no repayment is required; and 6) Finance: transfers for which repayment is required (e.g., loans, guarantees, equity, etc.).

Based on that, returning to the definitions for the key terms from OECD (2016), private sector instruments are considered by DAC as “all financial instruments that are used to engage the private sector in development cooperation

to be private sector instruments [...] associated with formal private sector partnerships and create contractual obligations when used”, which includes:

- 1) GRANTS: These include transfers in cash or in kind for which no legal debt is incurred by recipients. In the context of private sector engagement, DAC members provide grants directly to companies, including through challenge or innovation funds, as well as other implementing partners, such as civil society organizations and multilateral organizations, to carry out activities in partnership with private sector partners. Under the Creditor Reporting System, grants include standard grants, interest subsidies and capital subscriptions on deposit and encashment basis.
- 2) DEBT INSTRUMENTS: These include transfers in cash or in kind for which recipients incur legal debt. Debt instruments include standard loans, bonds, asset-backed securities and reimbursable grants.
- 3) MEZZANINE FINANCE INSTRUMENTS: Mezzanine finance can be structured as debt or preferred stock. It includes subordinated loans, preferred equity, and other hybrid instruments.
- 4) EQUITY AND SHARES IN COLLECTIVE INVESTMENT VEHICLES: Refers to investment in a country on the DAC List of ODA Recipients that is not made to acquire a lasting interest. Includes common equity, shares in collective investment vehicles and reinvested earnings.
- 5) GUARANTEES AND OTHER UNFUNDED LIABILITIES: A guarantee refers to a risk-sharing agreement under which the guarantor agrees to pay part or the entire amount due on a loan, equity or other instrument to the lender/investor in the event of non-payment by the borrower or loss of value in case of investment. Other unfunded contingent liabilities refer to other instruments that do not constitute a flow as such but may be also collected in future (OECD, 2016)

Other side instruments could still be included in the portfolio such as Direct Investment, Policy and Regulatory Instruments and Public-Private Partnership (Esteves; Klingebiel, 2021).

The next section will focus on fully understanding the role of Development Agencies from around the world and exploring how private companies can promote development, considering the benefits of *shared value* for global cooperation.

3. UN Global Compact, ESG and SDGs principles

The UN Global Compact is a significant organization for private sector engagement and outlines how to engage them. It is a relevant mechanism for governance. From a business perspective, companies incorporate ESG and SDGs into their strategies, as mentioned in their corporate social responsibility reports. How could the private sector finance the agenda mobilized by the public sector? (Soares, 2023).

With the ambition to accelerate the impact of business by upholding the Ten Principles and delivering the SDGs through companies, the UN Global Compact supports the private sector to align their strategies and operations with Ten Principles² in the responsibility for the values of human rights, labour, environment, and anti-corruption. At the same time, they support strategic actions to advance the agenda of UN Sustainable Development Goals, with emphasis on collaboration and innovation. As previously stated, the SDGs³ are at the core of the 2030 Agenda, and their implementation guides the DAC in advancing development cooperation.

In 2004, the United Nations introduced the term ESG in a report. The report encouraged all business stakeholders to embrace Environmental, Social, and Governance considerations in their strategic planning, with a focus on sustainability practices, workplace diversity, and respect. ESG is measured and reported in various ways to help businesses understand the impact of their financial actions. In summary, the principles related to ESG have been around for over two decades: “ultimately it is all about responsible investing in ethical business practices, and it fluctuates over time depending on what different market generations care about”, as clarified by Dan Byrne (c2024).

Akindele Oluwadara (2023) explains the close relationship between SDGs and ESGs factors. ESG practices, such as improving working conditions and promoting diversity and inclusion, can contribute to achieving many of the

² Ten Principles can be accessed in the UN Global Compact website: <https://unglobalcompact.org/what-is-gc/mission> (Accessed on December 17th, 2023).

³ The 17 Sustainable Development Goals (SDG) can be accessed by the United Nations website: <https://sdgs.un.org/goals#> (Accessed on December 17th, 2023).

SDGs. Additionally, ESG investing can accelerate the achievement of the SDGs. The intersection of SDGs and ESG factors is gaining significance. As businesses, investors, and governments collaborate to achieve the SDGs, ESG will play a crucial role in driving progress. The author discusses the potential for achieving SDG 8, which aims to promote decent work and economic growth, through ESG practices such as the creation of good jobs, which could be done through international cooperation with underdeveloped countries.

It is appropriate to consider the private sector as an actor in global development. There are resources available to achieve the SDGs, which depend on the mobilization and engagement of companies. Cooperation agencies can engage the private sector to promote sustainable development if they are attractive enough to encourage such initiatives. For example, Frederico Soares (2023) proposed the concept of *blended finance*, also known as a public-private partnership, as an opportunity to finance projects with private funds and public guarantees in case of risks.

Companies are increasingly incorporating sustainable initiatives into their business practices, and prioritizing companies that engage with ESG and SDGs could incentivize the market, but it is important to note that indicators depend on each project and there is no universal method of evaluation as presented by Soares (2023). The challenge is directing the vast resources allocated by the private and financial sectors, which are increasingly focused on ESG, towards fulfilling sustainable development goals and supporting the country's most in need. The measurement of private sector involvement in ESG is a challenging task, as Byrne (c2024) also notes.

4.

Germany - Institutions and Initiatives for International Cooperation

After introducing the development global issues, the objective of the fourth and fifth session is to create a manual that engages private companies in international development cooperation. The aim is to map existing cooperation programs dedicated to private companies initiated by the most developed countries, such as France and Germany. A guideline will be developed to check the program and its opportunities, clarifying the categories for each type of work and the type of financing being offered. It will specify the necessary resources, their allocation, and the beneficiaries. Additionally, it will outline the fees and the entities responsible for generating them. It is important to understand private sector engagement and how to apply and contribute.

According to Soares (2023), among the top 30 countries, Germany ranked 22nd in the Doing Business Report of 2020, which measures the local environment for private sector development. Germany is also recognized for its solid financial systems that follow the ESG trend in their portfolio. Since 2008, Germany's development cooperation framework has undergone structural reforms in their management and financing models. Additionally, they have distinct policies to engage companies in development initiatives. Germany is actively participating and mobilizing. They have traditional technical cooperation structures, and their multinationals have a global presence.

Germany is a member of the DAC, and its main objective is to achieve the SDGs while supporting other countries in their efforts to do the same. The country has a dedicated Ministry for International Development Cooperation (IDC) which is the Federal Ministry for Economic Cooperation and Development (BMZ). The BMZ, created in 1961, is responsible for defining and formulating IDC policies and serves as the representative of the German Federal Government on cooperation issues. German Agency for International Cooperation (GIZ) is a federal agency with limited responsibilities that implements projects on behalf of BMZ and other ministries. GIZ is a public-private company that operates independently of the federal budget, Germany is the only country in the world where a company, GIZ, is the primary actor in international cooperation politics.

The ministers of the cooperation project have established a relationship between client and provider with this agency. Also presented by the *Estudio Comparativo* (AMEXCID; GIZ, 2018, p. 49)

GIZ is a limited liability company that is owned by the federal government of Germany. GIZ is a limited liability company that is owned by the federal government of Germany. Many of GIZ's projects are commissioned by BMZ, which establishes the guidelines and concepts of German development policy, as well as long-term strategies for Germany's international cooperation⁴.

The main development bank from Germany is the Credit Institute for Reconstruction (KfW), they are involved with financing of small German companies, public projects, etc. Inside of the bank, there is a dedicated subsidiary to private sector, the German Investment and Development Company (DEG), financing investments for companies with direct financing, loans, or funds. Additionally, Germany has the German Institute for Development Evaluation (DEval), which is one of the German Government's ministerial research institutes. DEval is responsible for monitoring, evaluating, and managing knowledge to promote German cooperation (AMEXCID; GIZ, 2018). The main receivers from Germany cooperation politics are Brazil, India, China, Syria, Morocco, Indonesia, Afghanistan, South Africa and Turkey. GIZ has a tool to inform about the management, “Project Data”⁵ is a database in a graphic format with the details of the projects around the world.

The private sector plays a strategic role in Germany's cooperation efforts. One of the objectives of BMZ is to establish an alliance between the German government and the private sector to promote social responsibility and sustainable business investments. Since 1999, BMZ has developed the Program DeveloPPP⁶ that provides financial and technical support to companies capable of fostering cooperation in their respective countries (AMEXCID; GIZ, 2018, p. 62).

⁴ Translation from the statement in Spanish language: “La GIZ en principio es una sociedad de responsabilidades limitadas y asume la forma legal de empresa. El dueño de la empresa es el gobierno federal de Alemania y gran parte de los proyectos que ejecuta la GIZ se realizan por encargo del BMZ, quien establece las líneas directivas y los conceptos de la política alemana para el desarrollo y las estrategias de largo plazo para la cooperación internacional de Alemania” (AMEXCID; GIZ, 2018, p. 49).

⁵ Project Data can be accessed here: <https://www.giz.de/projektdaten/region/-1/countries/>, (Accessed on December 17th, 2023).

⁶ DeveloPPP can be accessed on the website: <https://www.developpp.de/en> (Accessed on December 17th, 2023).

In line with the classifications discussed in the Second Session, following below the details of some examples supported by the Germany institution with the private engagement:

1) Tea, coffee, spices: Organic producer committed to sustainable supply chains⁷

- Year of the cooperation: 2016-2019
- Instrument type: Public-Private Partnership
- Activity type: Knowledge and information sharing
- Responsible Entity: German Federal Ministry for Economic Cooperation and Development (BMZ) and Ulrich Walter GmbH
- Beneficiary: North Africa, North & Central America, Latin America, South & Central Asia
- Description of the case: The develoPPP project, with a total budget of around 330,000 euros, aimed to (further) develop transparent and effective sustainability management along the value chain. Between 2016 and 2019, differentiated measures were implemented together with local producers for tea (Ambootia, India), coffee (Finca Irlanda, Mexico; Hacienda Cincinnati, Colombia) and spices (Sekem, Egypt).
- Details: Aligning supply chains for the benefit of people and nature is one of the central tasks that companies must master in order to address the issue of sustainability holistically. Ulrich Walter GmbH, a company that produces organic tea, coffee and spices under the "Lebensbaum" brand, is committed to comprehensive sustainability management among its cultivation partners. As part of a joint project with DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH, it was possible to strengthen productivity and improve the living conditions of employees at four of the company's main suppliers. The project was implemented within the framework of the develoPPP-program funded by the German Federal Ministry for Economic Cooperation and Development.

⁷ More information can be accessed through: <https://www.developpp.de/en/projects-success-stories/tea-coffee-spices-organic-producer-committed-to-sustainable-supply-chains> (Accessed on December 17th, 2023).

- Evaluation mechanism: Improvement of agricultural practices; Improved health protection; lower fluctuation due to employee loyalty (community facilities, recreational opportunities); reduction of economic risks; intensification of partnerships with suppliers.

2) German know-how for a draft law for Tunisian waste management⁸

- Year of the cooperation: 2017-2021
- Instrument type: Policy and Regulatory Instruments
- Activity type: Policy dialogue
- Responsible Entity: GIZ and two Germany waste management consulting firms (Cyclo and Envero)
- Beneficiary: Tunisian Government
- Description of the case: German know-how for a draft law for Tunisian waste management - Since 2002, waste management in Tunisia has become less and less efficient, despite the existence of Eco-Lef, a state-run system for the disposal of packaging. Together with (GIZ), two waste management consulting firms, cyclos and envero, have assisted the Tunisian Government in developing a strategy as the basis for a future law and negotiating its agreement between important actors. EUR 375,000
- Details: It has enabled cyclos and envero to increase their participation in international projects in line with their corporate strategies and to expand their international cooperation activities. Increasing volumes of waste and a sharp decline in landfill capacities have underscored Tunisia's need to develop its waste management toward a sustainable circular economy.
- Evaluation mechanism: Key elements of a framework law for the introduction of an EPR system have been agreed and submitted to the national waste authority ANGEd (Agence Nationale de Gestion des Déchets) and the GIZ office in Tunisia. Their inclusion in the legislative process will be pursued as soon as the country's political

⁸ More information can be accessed through: <https://www.developpp.de/en/projects-success-stories/german-know-how-for-a-draft-law-for-tunisian-waste-management>. (Accessed on December 17th, 2023).

situation allows. The project also supported the Ministry in developing an integrated waste management strategy that includes a circular economy with EPR as the main instrument. For their part, the two consulting firms have benefited from the chance to network with key players and expand their country-specific know-how in Tunisia, which they intend to use profitably for future projects in North Africa.

3) Laerdal strengthens maternal and newborn care through simulation-based education⁹

- Year of the cooperation: 2018-2021
- Instrument type: Direct Investment
- Activity type: Technical assistance
- Responsible Entity: GIZ and LAERDAL (Indian branch of the Norwegian simulation solutions provider)
- Beneficiary: Nepal
- Description of the case: The Nepalese Government has set itself the goal of significantly reducing maternal and newborn mortality. One of its aims is to incorporate simulation-based education into the training of midwives, nurses and doctors in order to prevent medical errors and protect the health of mothers and newborns. EUR 400,000
- Details: By providing patient simulators and integrating simulation-based learning into training, the quality of maternal and newborn care can be greatly improved. Companies such as Laerdal can make a contribution here with their products and services and gain access to new markets and trained specialists to help improve quality of care. The framework conditions are favorable: the Nepalese Government made reducing maternal and newborn mortality a health policy priority back in 2014.
- Evaluation mechanism: Simulation-based learning is an integral component at NAMS, KUSMS, many training centers for skilled birth attendants and multiple other educational institutions in Nepal. Over

⁹ More information can be accessed through: <https://www.developpp.de/en/projects-success-stories/laerdal-medical-strengthens-maternal-and-newborn-care-through-simulation-based-education> (Accessed on December 17th, 2023).

85 per cent of prospective birth attendants learn on patient simulators. Four other universities and educational institutions have requested about the training program in simulation-based education.

There are three main options for a company seeking to develop cooperation with Germany. GIZ, DeveloPPP and KfW are available to support this journey through developing countries:

GIZ ([s.d.]a) has the expertise for a range of services as digitalization; rural development; sustainable infrastructure: water, energy, transport; project management; security, reconstruction and peace; social development; governance and democracy; climate, environment, management of natural resources; economic development and employment etc.

For companies, GIZ has a skilled and strategic partner with the focus on developing countries and emerging economies. For example, “GIZ puts you in touch with the right partners in government, business and civil society in more than 130 countries” or “GIZ assumes responsibility for project management on behalf of our cooperation partners, from planning and execution through to evaluation” (GIZ, [s.d.]b).

The main solutions: if a corporate would like to implement projects in developing countries and emerging economies to achieve corporate goals that reflect sustainable local development or to increase the market access with the support of GIZ in the access to governments, networks and other stakeholders around the world (GIZ, [s.d.]b).

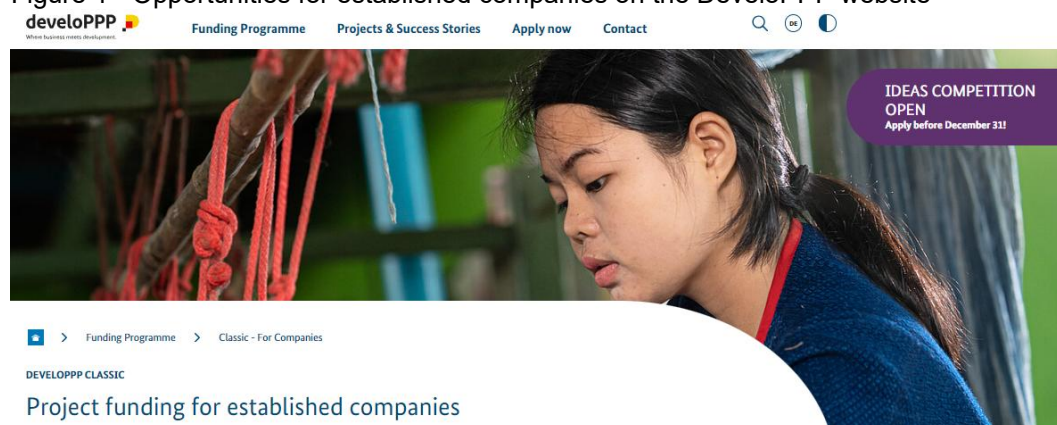
On the same website, you can access 'Market Guides' for selected future markets developed by GIZ, Germany Trade & Invest (GTAI), and the Chambers of Commerce Abroad (AHKs). These guides provide information about the perspectives and future opportunities to support certain countries. The guides are available in German language. Or access the “Lab of Tomorrow”¹⁰, an initiative by the BMZ to promote collaboration with actors in the private sector, as mentioned on the website, “European companies and experts from around the globe work together to develop business ideas aimed at solving problems in developing countries and emerging economies” (GIZ, [s.d.]b).

¹⁰ Lab of Tomorrow can be accessed through <https://www.lab-of-tomorrow.com/> (Accessed on December 17th, 2023).

For Foundations and private sponsors, GIZ's services can support the initiatives of project implementation. Foundations can cooperate with GIZ as a cofinancing with a financial contribution to a current project or direct commissioning. Other forms of cooperation are available. A case study is available below the contact (GIZ, [s.d.]).

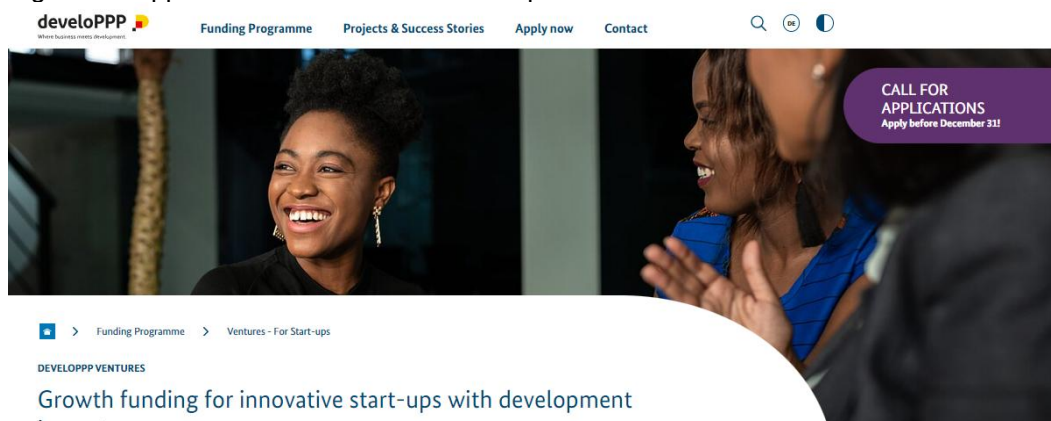
If the company has an innovative business idea that will improve living conditions in a developing or emerging country, DeveloPPP could support the initiative. There is a funding program that provides technical and financial support of up to 2 million euros for suitable projects. Prerequisites for funding are a long-term business interest in the country and a sustainable developmental benefit for the local people. With two different options, develoPPP offers precisely tailored funding opportunities for established companies as well as aspiring start-ups: DeveloPPP Classic or DeveloPPP Ventures (develoPPP, [s.d.])

Figure 1 - Opportunities for established companies on the DeveloPPP website



Source: develoPPP, [s.d.].

Figure 2 - Opportunities for established companies on the DeveloPPP website



Source: develoPPP, [s.d.].

KfW, through the DEG, has the solutions available for Banking, Industries & Services, Infrastructure & Energy. In the same website, it's possible to access the Impact Report 2022, how DEG customers contribute to the SDGs:

We offer financing, advice and support to private sector enterprises operating in developing and emerging-market countries. As an experienced partner, we support our customers with in-depth market knowledge, impact and climate expertise and our international network to advance forward-looking investments (KfW DEG, c2024a).

Other option for Corporates is the Financing provided by DEG only in emerging and developing countries, also the advice on environmental matters. The initiatives are long-term loans, equity investments, mezzanine finance and advice plus support, which are programs that co-finance various accompanying measures; one of them is the DeveloPPP already mentioned in this session (KfW DEG, c2024b).

DEG offers Private equity funds that benefit from their in-depth expertise in funds and co-investment. If the objective is to be a fund manager of a private equity fund investing in companies located in developing and emerging markets, DEG can assist it. DEG is a very experienced investor in developing and emerging-market countries, with a portfolio of more than 130 active fund investments and over 100 direct and co-investments. DEG also count on the staff at our 20 locations in Africa, Asia, Europe and Latin America (KfW DEG, c2024c).

It is important to mention that all the initiatives supported by the German entities are in line with the OCED principles and the list of ODA recipients eligible to receive Official Development Assistance (ODA) with the specified

countries. The same criteria are also applied to the French initiatives, which will be presented.

5.

France: Institutions and Initiatives for International Cooperation

According to *Estudio Comparativo* (AMEXCID; GIZ, 2018), France has a significant history with IDC since World War II. This began with the reconstruction of Free France¹¹ and extended to French colonies, which evolved into the current Agence Française de Développement (AFD) Group. France is a member of the DAC and has a strategic vision for governance systems to combat poverty in fragile countries. This is powered by the France Interministerial Committee on International Cooperation and Development (CICID). The government was one of the most influential actors in the composition of the 2030 Agenda.

France has established the CICID, which is composed of nine ministries, to develop the International Development Cooperation. The main executors for cooperation are the Ministry of Foreign Affairs, the Ministry of Finance and Economy, and AFD (Agence Française de Développement). France has plans to collaborate with Germany through an alliance between AFD and the German Bank for Development KfW. France is the fifth largest international donor, following the United States, Germany, the United Kingdom, and Japan. In relative terms, France allocates 0.434% of its Gross Domestic Product ODA, which puts it in 12th place in the same list of countries (AMEXCID; GIZ, 2018).

The AFD is led by a Director General who is appointed by decree every three years, and a Board of Directors. Additionally, it has a Strategic Orientation Council, which is a consultative body mandated by CICID and meets at least once a year:

AFD is a public institution of the State with an industrial and commercial character. It has its own legal personality and financial autonomy. AFD acts as a financial company, with a permanent mission in the public interest. The mission of this organization is to conduct various financial operations to support the implementation of French CID policy. To achieve its mission, the Agency finances development operations while respecting the environment. It may also perform other activities and services related to its mission. Specifically, the Agency is responsible for providing technical

¹¹ “Free French, in World War II (1939–45), members of a movement for the continuation of warfare against Germany after the military collapse of Metropolitan France in the summer of 1940. Led by General Charles de Gaulle, the Free French were eventually able to unify most French resistance forces in their struggle against Germany” (Britannica, 2023).

expertise services, directly or indirectly, to the beneficiaries of its assistance (AMEXCID; GIZ, 2018, p. 177)¹².

As mentioned, the AFD was established after World War II. In 1977, a financial department was created to focus on private sector financing: Société de Promotion et de participation pour la Coopération Economique (Proparco) is a subsidiary of the AFD Group that focuses on private sector development. For over 45 years, it has been promoting sustainable economic, social, and environmental development¹³. Proparco provides funding and support to businesses and financial institutions in Africa, Asia, Latin America, and the Middle East. Its actions focus on key development sectors, including infrastructure, mainly for renewable energies, agribusiness, financial institutions, health, and education. Its operations aim to strengthen the private sector's contribution to achieving the SDGs adopted by the international community in 2015. Proparco finances companies that contribute to creating jobs, providing essential goods and services, and combating climate change.

AFD's fundraising strategy is limited to receiving funds from the French budget and other sources. other institutions European institutions. AFD does not usually receive donations from the private sector to finance its operations, but usually leverages funds from the private sector in triangular cooperation programs (AMEXCID; GIZ, 2018). When asked why to finance the private sector, Proparco ([s.d.]a) argues:

Companies (small, medium-sized and large) and financial institutions are one of the main drivers of economic growth in developing and emerging countries. They play an active role in job creation and income generation, including for government tax revenues

In line with the classifications discussed in the Second Session of this document, following below the details of some examples supported by Proparco part of Groupe AFD, France Institution with the private engagement:

¹² Translation from the statement in Spanish language: La AFD es una institución pública del Estado con carácter industrial y comercial, personalidad jurídica propia y autonomía financiera. Actúa como una sociedad financiera (un banco), cuya misión permanente es del interés público. Su misión es llevar a cabo operaciones financieras de todo tipo, con el fin de contribuir a la implementación de la política francesa de CID. Para este fin, financia operaciones de desarrollo, respetando el medio ambiente y puede realizar otras actividades y servicios relacionados con su misión. En particular, la Agencia es responsable de proporcionar, directa o indirectamente, servicios de especialización técnica para los beneficiarios de su asistencia.

¹³ Any questions regarding the work done by the AFD website, refer to this link to contact the organization: <https://www.afd.fr/en/contact-afd>. (Accessed on November 13th, 2023).

1) **Meditect: Fighting against counterfeit medicines in west Africa**¹⁴

- Year of the cooperation: 2023
- Instrument type: Loan
- Activity type: Knowledge and information sharing
- Responsible Entity: PROPARCO part of Groupe AFD and MEDITECT company
- Beneficiary: Cameroon, Côte d'Ivoire, Senegal, Multi-country Africa
- Description of the case: Proparco is financing Meditect, a company that fights against counterfeit medicines in West Africa with its solutions for digitizing care pathways. Proparco has allocated a EUR 350,000 loan to Meditect to support its development strategy.
- Details: Meditect is a French start-up company whose mission is to fight against the sale of falsified medicines and the diversion of batches, as well as to strengthen the legal distribution of medicines in developing countries. A real public health issue, trafficking in fake medicines kills at least 100,000 people a year on the African continent and represents up to 7 out of 10 medicines in some countries. Meditect offers an innovative mobile solution that combines blockchain and artificial intelligence to allow pharmacists and patients to scan their medicines to ensure their authenticity.
- Evaluation mechanism: Meditect has already reached over 50,000 patients with its services and mobile application.

2) **Developing industrial recycling in Ghana and Senegal**¹⁵

- Year of the cooperation: 2023
- Instrument type: Loan
- Activity type: Finance - Company building
- Responsible Entity: PROPARCO part of Groupe AFD and Gravita India Limited
- Beneficiary: Senegal and Ghana

¹⁴ More information can be accessed through: <https://www.proparco.fr/en/carte-des-projets/meditect-bridge-da> (Accessed on November 13th, 2023).

¹⁵ More information can be accessed through: <https://www.proparco.fr/en/carte-des-projets/gravita-netherlands> (Accessed on November 13th, 2023).

- Description of the case: Proparco and OeEB are each providing EUR 17m of financing for two new recycling plants in Senegal and Ghana. The project aims to support the Group's international growth and increase its recycling capacity for new waste, such as rubber and copper. Part of the project financing is earmarked for the working capital requirements of Gravita's International Division and for refinancing with local banks.
- Details: Founded in 1992 by the Agrawal family, Gravita India Limited is one of the leading lead-acid battery recyclers in India and abroad. The Group is a fast-growing company operating five production sites in India and seven abroad (Africa, Asia). In recent years, Gravita India Limited has diversified its activity in new sectors (aluminum, plastic) and new geographical areas, with an ambitious international development strategy.
- Evaluation mechanism: The project will contribute to the achievement of SDGs 3 ("Good health and well-being"), 8 ("Decent work and economic growth"), 9 ("Industry, innovation and infrastructure") and 13 ("Climate action").

3) Mobilitas 2014: Developing archiving in Africa¹⁶

- Year of the cooperation: 2014
- Instrument type: Loan
- Activity type: Finance - Company building
- Responsible Entity: PROPARCO part of Groupe AFD and Mobilitas French Company
- Beneficiary: Angola, Senegal and South Africa
- Description of the case: Proparco's loan will allow Mobilitas Group to finance its investment plan in Africa, which is mainly based on its new physical and electronic document management activity. Indeed, Mobilitas plans to develop its archiving activity by building new sites or rehabilitating existing structures, in particular in Angola, Senegal

¹⁶ More information can be accessed through: <https://www.proparco.fr/en/carte-des-projets/mobilitas-2014> (Accessed on November 13th, 2023).

and South Africa. The outsourcing of archiving should allow local companies with extensive storage needs (health facilities, financial institutions, etc.) to be more efficient and ensure optimal security and confidentiality conditions for their clients. Loan of 15M EUR

- Details: MOBILITAS is a French family-owned group set up in 1974. It is continuously diversifying in logistics activities: domestic and international removals, furniture storage, physical and electronic document management. The group operates in 80 countries, including 49 African countries. MOBILITAS achieves over 50% of its turnover at the international level and 35% in Africa. It employs over 3,800 people.
- Evaluation mechanism: This project will contribute to the development of archiving in Africa, where the activity remains underdeveloped and fragmented.

4) Krnovo green energy: A wind farm to reduce the energy deficit in Montenegro¹⁷

- Year of the cooperation: 2015
- Instrument type: Loan
- Activity type: Technical Cooperation
- Responsible Entity: PROPARGO part of Groupe AFD and AKUO France company
- Beneficiary: Montenegro
- Description of the case: Proparco's loan will contribute to financing the construction and operation of a 72 MW wind farm. This farm will be located on a mountain plateau 50 km to the northwest of Montenegro's capital. It will provide electricity to some 30,000 people, representing 5% of the total population of Montenegro. Amount of Funding 17M EUR
- Details: The financing of technical assistance will support AKUO in the implementation of an environmental and social (E&S) risk

¹⁷ More information can be accessed through: www.proparco.fr/en/carte-des-projets/krnovo (Accessed on November 13th, 2023).

management approach, with the prospect of growth in the organization. The project aims to make an external consultant available to (i) optimize its environmental and social management system, and (ii) help build the E&S expertise of its teams.

- Evaluation mechanism: This first wind project will contribute to reducing Montenegro's energy deficit. It will also contribute to promoting renewable energies in the country's energy mix. It will have a positive impact on the climate by avoiding 85,000 teq CO₂ of greenhouse gas emissions every year.

Private Sector & Development (PS&D) is Proparco's magazine that aims to explore the ways in which the private sector can contribute to the development of southern countries. Each issue of PS&D presents the perspectives of experts from various fields, including researchers, private sector professionals, development institutions, and civil society (Proparco, [s.d.]b). Instead of the PS&D contribution, there are other options for a company seeking to develop cooperation with France. AFD is available to support this journey through developing and emerging countries.

AFD offers guarantees to French companies (FASEP) to support the establishment of French SMEs (small and medium-sized enterprises) abroad, through the ARIZ (Support for the Risk of Financing Private Investment in AFD's Areas of Operation). ARIZ is a final loss guarantee offered to financial institutions by AFD to cover 50% to 75% of an individual loan or a loan portfolio for SMEs and microfinance institutions (MFIs) to develop abroad their operations in developing and emerging countries (AFD, [s.d.]a).

Also, through the FASEP guarantee (Private Sector Study and Aid Fund) that supports the establishment and development of French SMEs abroad. It guarantees investments against the economic risk of the failure of their establishment. FASEP guarantees cover: Equity investments made by the French parent company in its foreign subsidiary; Investments by venture capital companies (VCCs) or mutual funds. The funds guaranteed may take several forms: Share subscriptions (or securities convertible into shares); Shareholders' advances blocked for over 3 years; Equity loans. To be eligible, the foreign

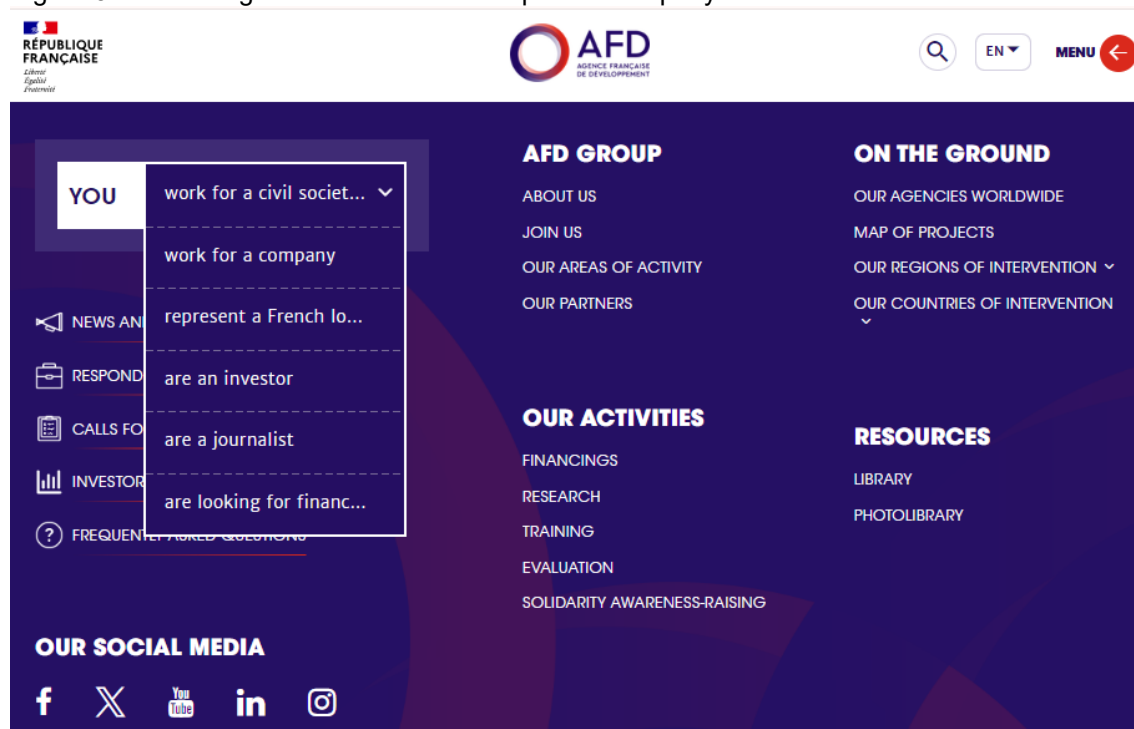
subsidiaries must be established outside the European Union, Norway, Iceland, Liechtenstein and Switzerland (AFD, [s.d.]a).

AFD supports companies through loans with interest rate lower than market rate, considering the initiative from the private sector to cooperate in a developing and emerging countries (AFD, [s.d.]b). All AFD investments are subject to rigorous procedures:

Controls are conducted against corruption, fraud, anti-competitive practices, money laundering and terrorist financing, in accordance with AFD Group's in-house procedures for financial security – which are some of the most demanding among donors [...]. In this respect, Proparco developed an approach to analyze the E&S practices of its clients several years ago. It also conducts a governance review for the projects it finances directly through equity (AFD, [s.d.]c).

To access the AFD website as a private company, refer to the instructions on its first page¹⁸. Navigate through the menu on the right-hand side and select 'your work for a company'.

Figure 3 - Accessing the AFD website as a private company



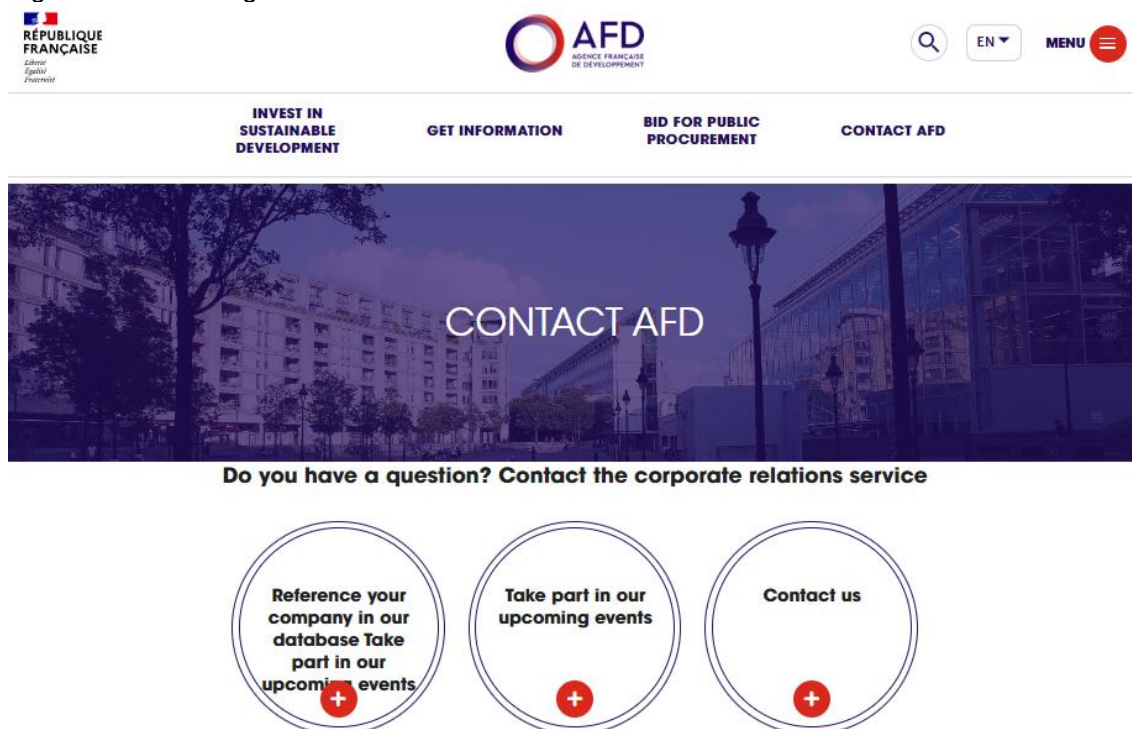
Source: AFD, [s.d.]d.

The following page provides information for companies, banks, and investors interested in contributing to sustainable development. The financial tools available include loans, guarantees, grants, and Proparco initiatives. Private

¹⁸ Through <https://www.afd.fr/en> (Accessed on November 13th, 2023).

sector representatives can find AFD contact information at the end of the page, as well as options to participate in events for this group.

Figure 4 - Contacting AFD on the website



Source: AFD, [s.d.].e.

To access Proparco website as a private company, the instructions are like AFD¹⁹. Navigate through the menu on the right-hand side and select “you are a company”.

Figure 5 - Accessing the PROPARCO website as a private company

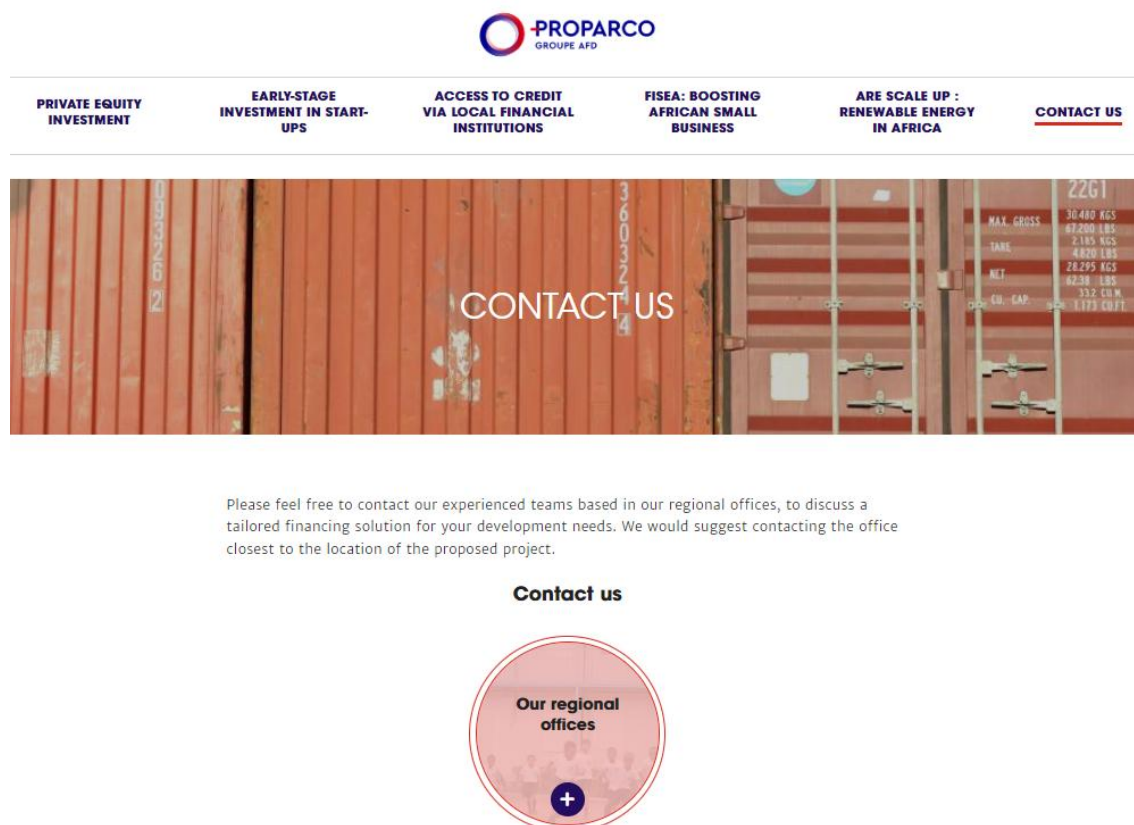


Source: Proparco, [s.d.].c.

¹⁹ More information can be accessed through: <https://www.proparco.fr/en>. (Accessed on November 13th, 2023).

The following page provides information for entrepreneurs and companies. Proparco and AFD aim to finance sustainable business initiatives with a local presence in over 80 countries. Private sector representatives can find AFD contact information at the end of the page to access Proparco's international network.

Figure 6 - Accessing the PROPARCO website as a startup



Source: Proparco, [s.d.].d.

The initiatives supported by French entities align with the OECD principles and the list of countries eligible to receive ODA as per Germany's initiatives.

6. Conclusion

This article aimed to describe the private sector's role in promoting development through international cooperation. Such a description underpins the database model presented in the annexes. The first and second sections address the theoretical foundations mobilized to provide political and technical support for the private sector engagement in/through development cooperation. The main argument is (i) the private sector can produce 'shared value' and (ii) the production of shared value (beyond the narrow profit seeking) legitimate the , private organizations' position the development cooperation system; (iii) such a legitimate position triggers a technical machinery which creates specific instruments enabling private organizations work as players or as Official Development Assistance (ODA) operators.

The UN Global Compact was highlighted as a significant organization for private sector engagement. The discussion focused on how companies could incorporate ESG and SDGs into their principles and values, with the aim of promoting global cooperation.

The fourth and fifth sections focused on the private sector from a practical perspective, drawing on the experiences of Germany and France and their influential institutions that encourage initiatives in this area. From these cases, it was possible to gather and compile initial data for an initial test of the database model. In conclusion, this document is an initial attempt to guide private sector representatives in promoting global cooperation for countries in need.

The distinction between the instruments of international cooperation and the activities of international cooperation pertains to the role each plays in the process. Instruments are defined as the means, mechanisms or tools that facilitate the implementation of projects and actions within the framework of international cooperation. Such resources enable the implementation of activities and may encompass financial, technical, and institutional aspects. In contrast, activities are defined as the specific actions carried out in the context of international cooperation, which are generally aimed at achieving development goals. They are the specific projects and initiatives that are implemented at the local level. In conclusion, instruments are the mechanisms that facilitate the financing and

management of cooperation, whereas activities are the concrete actions carried out with these instruments to achieve development goals. It is for this reason that this article is presented as supporting material for the initiatives outlined in the dashboard. Once fed, we expect that the database model can provide a learning material and actionable knowledge to support private companies willing to explore this new frontier.

7. Annexes

7.1 Annex 1 –

Database excel for Power BI tool.



DataBase Excel_for
Power BI - Maria Edua

7.2 Annex 2 –

Print screens of the database dashboard model in the Power BI tool (6 pictures):

Page 1

Introduction	<h3>Standards and Instruments for Private Sector Engagement through Development Cooperation in France and Germany</h3> <p>This project describes the private sector's role in promoting development through cooperation, highlighting the leading institutions committed to investing in global cooperation.</p> <p>Theoretical discourse argues that the private sector is founded on corporate values and seeks to create value for both stakeholders and shareholders when seeking to generate profits.</p> <p>The purpose of this guide is to assist private sector companies in developing international cooperation in line with the standards and instruments for private sector engagement through development cooperation in France and Germany. Objectivity and clear proposals are necessary for effective engagement, both countries are leaders in international cooperation and are open to working with private companies.</p> <p>The project's main point is based on Porter and Kramer's (2011) <i>shared value</i> concept, which will be developed in the first session. The concept suggests that empowering the community benefits both the company and the community.</p> <p>The article justifies the need for private sector engagement, with the following section discussing the relevant instruments and standards.</p> <p>The third session involves the private sector as an actor engaged with their representatives in the development camp. The session considers the inclusion of ESG or other initiatives for the advancement of societies, as developed by the UN Global Compact.</p> <p>The fourth and fifth sessions present the initiatives from France and Germany, along with their respective guides for private sector companies and examples of successful initiatives.</p> <p>In conclusion, the concept of <i>shared value</i> serves as a driving force for international cooperation. The final project developed is a dashboard that serves as a guide for the instruments and opportunities available in France and Germany; with this article as supporting material.</p>
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FRA and DEU websites	

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Shared Value



Companies must take the lead in bringing business and society back together (...). The solution lies in the principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges (...). We believe that it can give rise to the next major transformation of business thinking (...). The purpose of the corporation must be redefined as creating shared value, not just profit per se. (Porter, Kramer 2011, page 4)

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OECD and the UN (United Nations) Global Compact

The OECD has 38 members dedicated to promoting policies to improve the economic and social well-being of people worldwide through forums and meetings that enable them to work together to share experiences and seek solutions to the world's economic, social, and governance challenges.

There is a list of ODA Recipients eligible to receive the Official Development Assistance (ODA) with countries and territories specified.

Companies Committed to the UN Global Compact

Incorporation of ESG and SDGs into Corporate Strategies

Alignment of Operations with the Ten Principles of the Global Compact

Distribution of Private Sector Investment in Sustainable Development Projects

Evaluation of ESG Indicator Effectiveness

Level of Private Sector Engagement with SDGs in Developing Countries to support Undeveloped Countries

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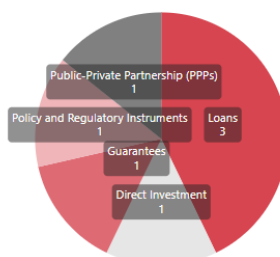
Instruments

- 1) **GRANTS:** These include transfers in cash or in kind for which no legal debt is incurred by recipients. In the context of private sector engagement, DAC members provide grants directly to companies, including through challenge or innovation funds, as well as other implementing partners, such as civil society organisations and multilateral organisations, to carry out activities in partnership with private sector partners. Under the Creditor Reporting System, grants include standard grants, interest subsidies and capital subscriptions on deposit and encashment basis.
- 2) **DEBT INSTRUMENTS:** These include transfers in cash or in kind for which recipients incur legal debt. Debt instruments include standard loans, bonds, asset-backed securities and reimbursable grants.
- 3) **MEZZANINE FINANCE INSTRUMENTS:** Mezzanine finance can be structured as debt or preferred stock. It includes subordinated loans, preferred equity, and other hybrid instruments.
- 4) **EQUITY AND SHARES IN COLLECTIVE INVESTMENT VEHICLES:** Refers to investment in a country on the DAC List of ODA Recipients that is not made to acquire a lasting interest. Includes common equity, shares in collective investment vehicles and reinvested earnings.
- 5) **GUARANTEES AND OTHER UNFUNDED LIABILITIES:** A guarantee refers to a risk-sharing agreement under which the guarantor agrees to pay part or the entire amount due on a loan, equity or other instrument to the lender/investor in the event of non-payment by the borrower or loss of value in case of investment. Other unfunded contingent liabilities refer to other instruments that do not constitute a flow as such but may be also collected in future.

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Instruments



Activities

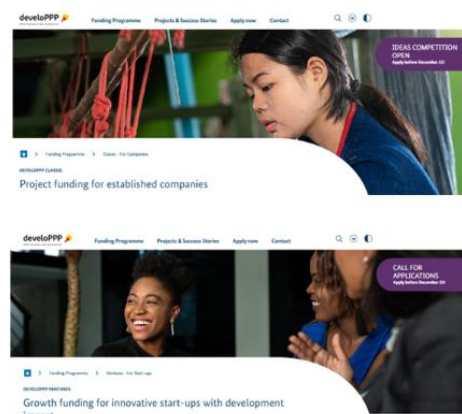
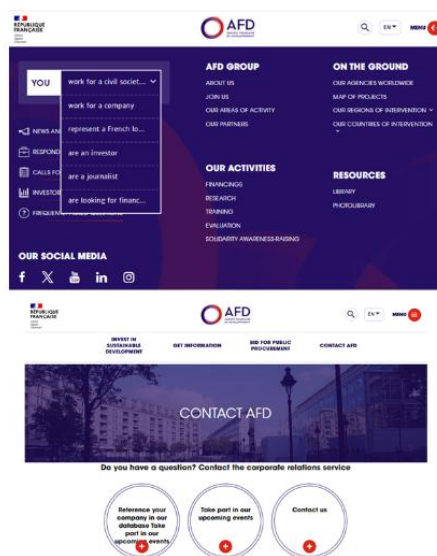
Finance - Company building	2
Knowledge and information sharing	2
Technical assistance	2
Policy dialogue	1

	France	Germany
Responsible Entity	Partnership Example	
German Federal Ministry for Economic Cooperation and Development (BMZ) and Ulrich Walter GmbH	The develoPPP project, with a total budget of around 330,000 euros, all transparent and effective sustainability management along the value chain. In 2019, differentiated measures were implemented together with local partners in India, coffee (Finca Irlanda, Mexico; Hacienda Cincinatti, Colombia) and	
GIZ and LAERDAL (Indian branch of the Norwegian simulation solutions provider)	The Nepalese Government has set itself the goal of significantly reducing mortality. One of its aims is to incorporate simulation-based education for midwives, nurses and doctors in order to prevent medical errors and improve the health of mothers and newborns. EUR 400,000 (2018-2021)	
GIZ and two German waste management consulting firms (cyclus and envero)	German know-how for a draft law for Tunisian waste management - 5 management in Tunisia has become less and less efficient, despite the state-run system for the disposal of packaging. Together with GIZ, two consulting firms, cyclus and envero, have assisted the Tunisian Government in developing a strategy as the basis for a future law and negotiating its agreement by 375,000 2017-2021	
PROPARCO / Groupe AFD and AKUO France company	Proparco's loan will contribute to financing the construction and operation of a power plant. This farm will be located on a mountain plateau 50 km to the northwest of the town of Montenegro. Amount of Funding 17M EUR	
PROPARCO / Groupe AFD and Mobilis French Company	Proparco's loan will allow Mobilis Group to finance its investment plan based on its new physical and electronic document management activity. It will develop its archiving activity by building new sites or rehabilitating existing ones in Angola, Senegal and South Africa. The outsourcing of archiving shows extensive storage needs (health facilities, financial institutions, etc.) to optimal security and confidentiality conditions for their clients. Loan of	
Beneficiary		
	4	1
Africa	Asia	Central America
		1
		Europe

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France	Germany
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