



An insight into the challenges of partnerships between non-profit organisations and multinational companies in Vietnam

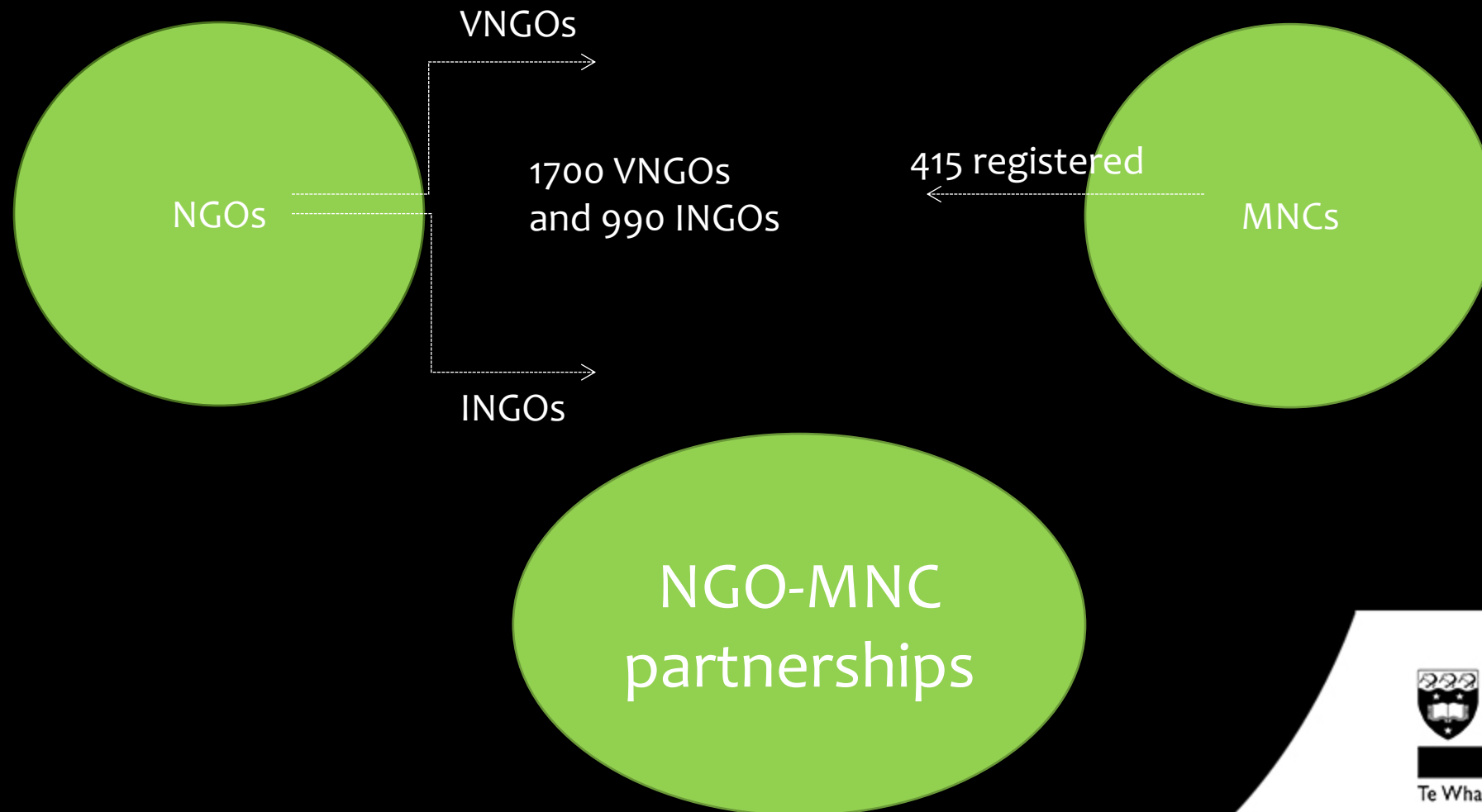
Hang Anh Thi Dinh
MA student in Development Studies

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Outline

- 1 Background
- 2 Research question
- 3 Analytical Framework
- 4 Methodology
- 5 Findings
- 6 Conclusions & implications

Background : Vietnam context



Research Questions

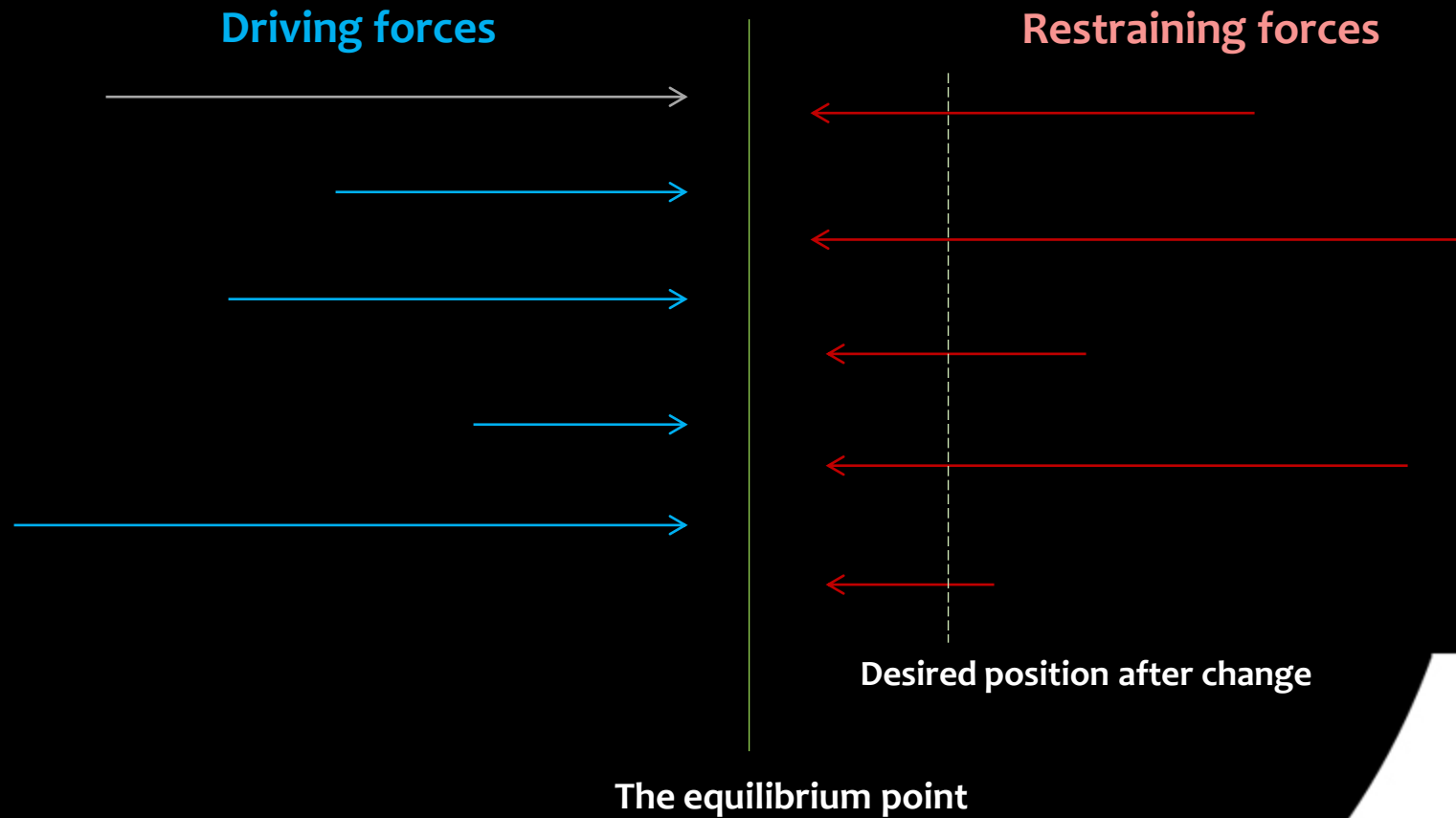


What are the challenges that both non-profit organisations (NPOs) and MNCs encounter during their partnerships?

What motivates them to partner with each other?

Analytical framework

FORCE FIELD ANALYSIS – KURT LEWIN



Methodology



1. Interviews

- Face to face



- Phone



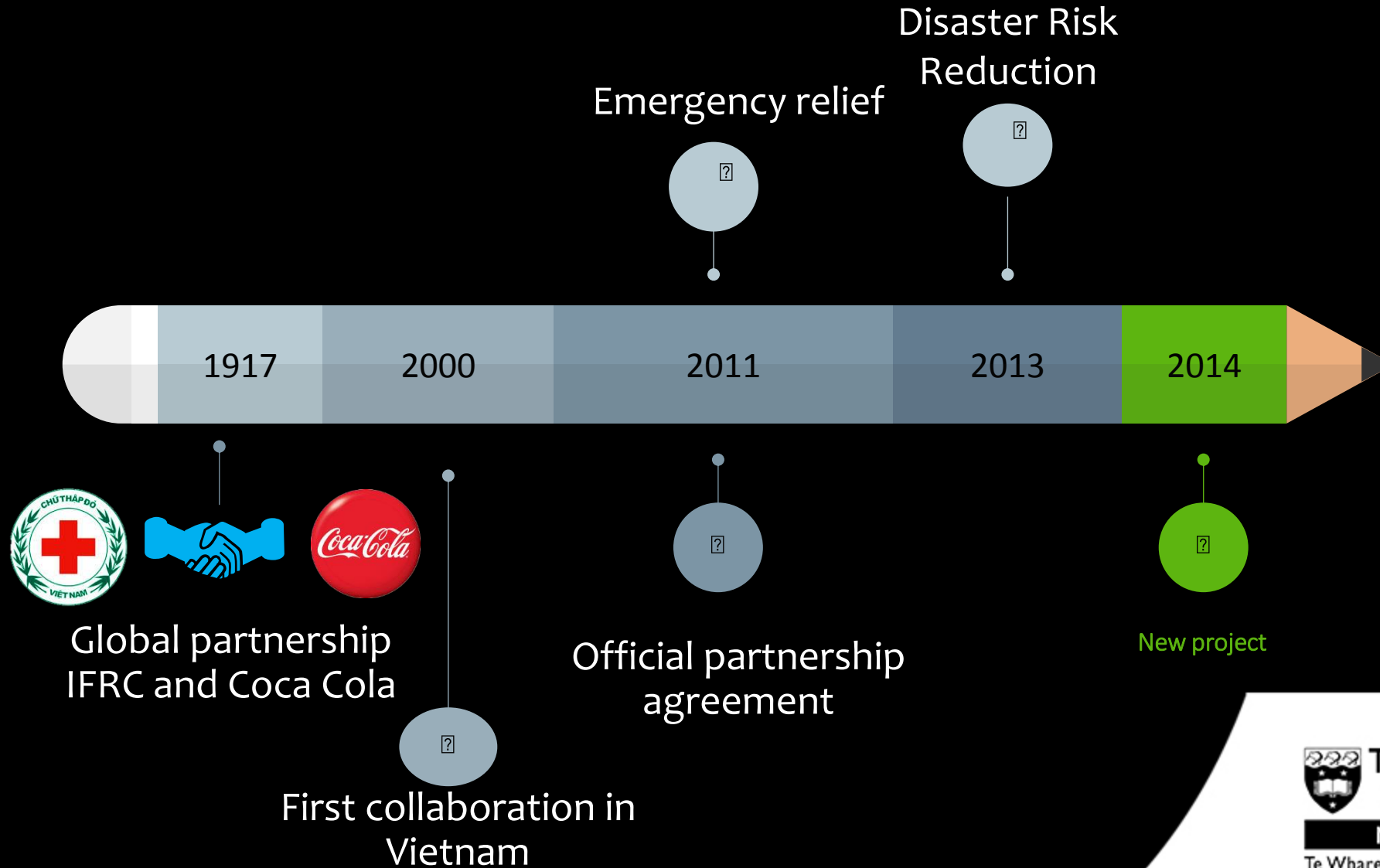
2. Documentation

3. Journal notes

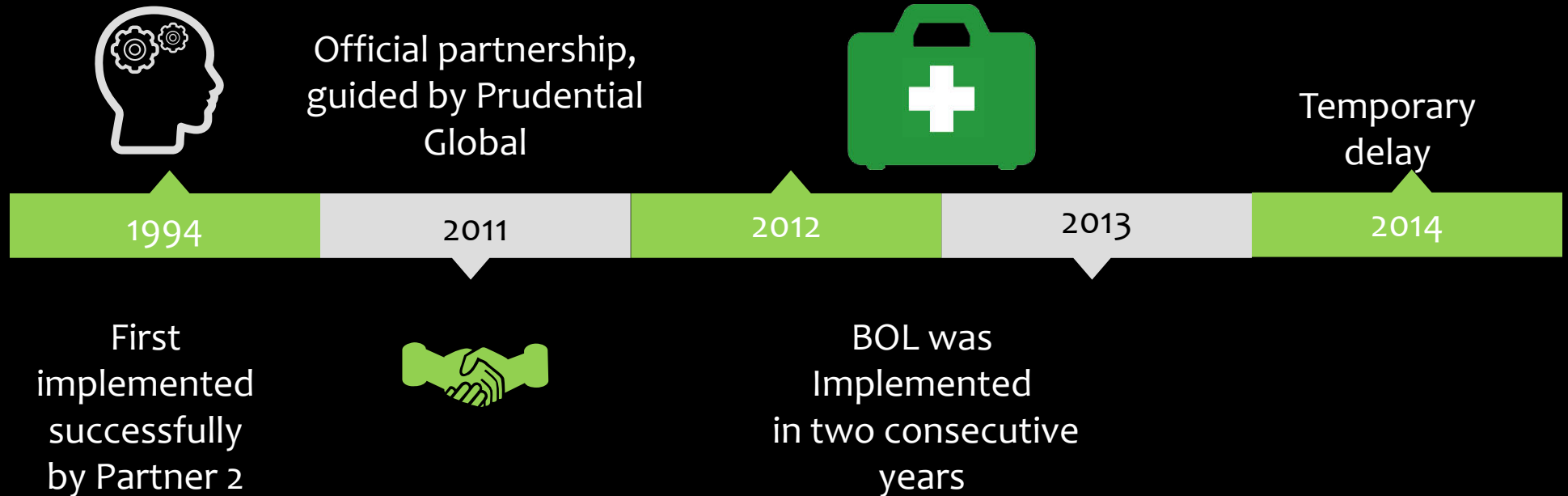
Cases	Interviewees	NPOs	MNCs	Beneficiaries
Vietnam Red Cross - Coca Cola		3	1	1
Partner 2 - Prudential		2	1	2
Asia Injury Prevention Foundation - Ford		3	2	1
TOTAL		16 interviewees		

Findings

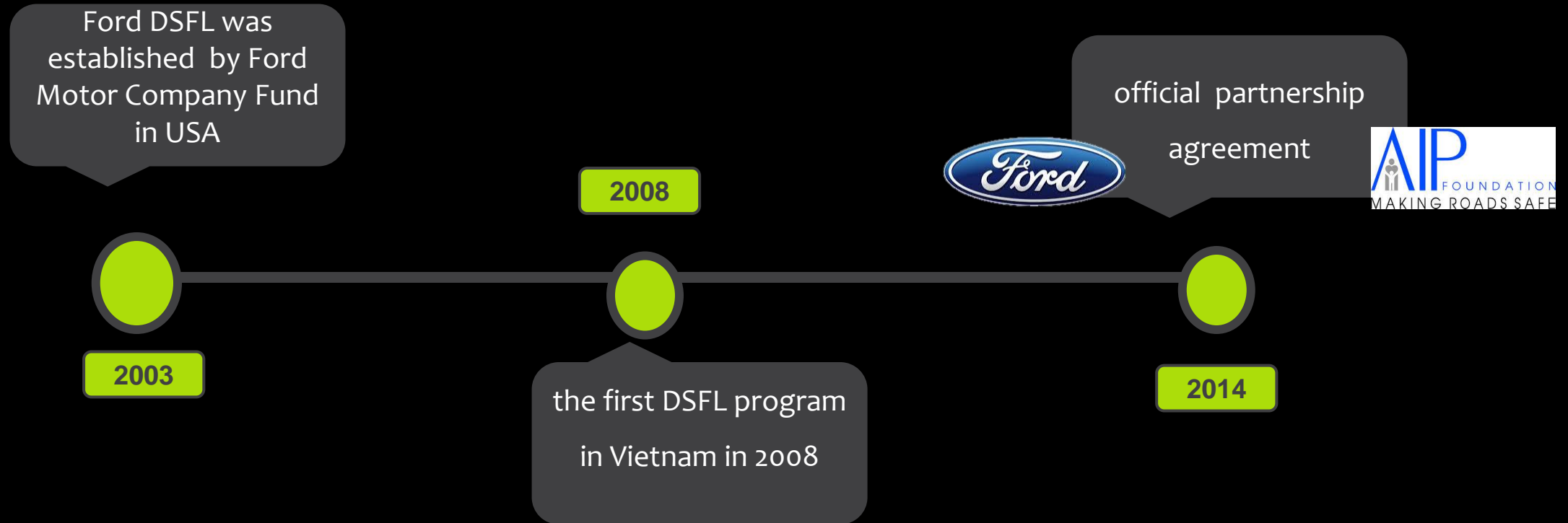
Case 1: Vietnam Red Cross (VNRC) and Coca Cola Vietnam

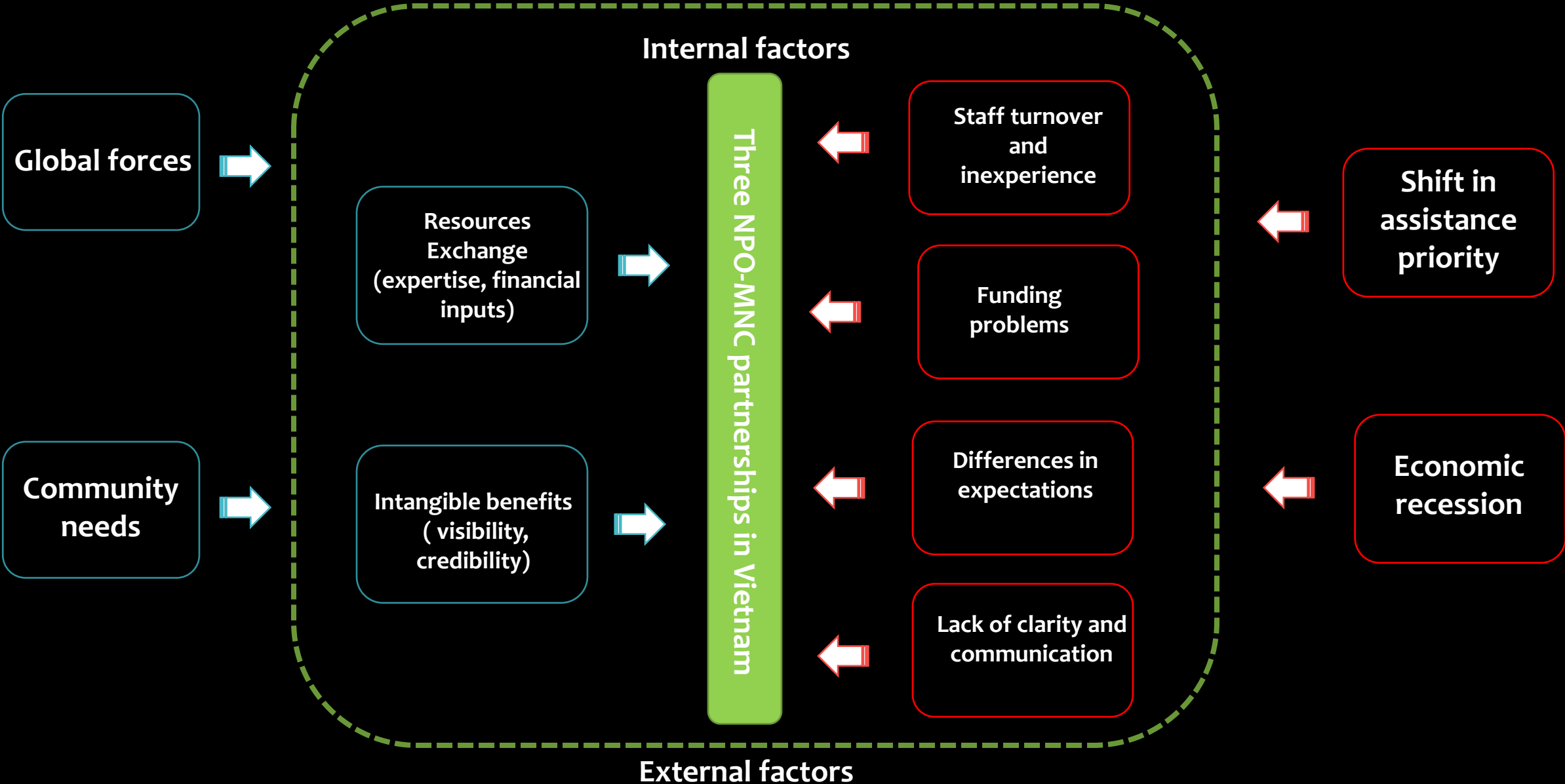


Case 2: Partner 2 and Prudential Vietnam Breath of Life Programme (BOL)



Case 3: Asia Injury Prevention Foundation (AIPF) – Ford Vietnam Driving skills for life Programme





1

Changes in CSR strategy of MNCs at the global level, which encourage them to partner with NPOs.

2

Partnerships are motivated by internal needs of both parties.

3

Most of challenges were found at the early phase of the partnerships

4

Differences in expectations are a source of challenge of NGO-business partnership which persists across three cases.

Conclusions



Implications

A clear understanding and continued learning of partners is important

- ❖ Adjust and align their CSR objectives with non-profit programmes to make the best of the partnership



- ❖ A framework/guideline for working with corporate partners is needed

Thank you !!!