



Workshop on Public-Private Partnership OPEN 1st Symposium, Lisbon 27th November 2014

What key arguments interest the private sector?

We found proof points to answer the partner's question "Why should I support you?"

- Because we, as a programme, are reaching the target groups. We reach a great number of children and families.
- We have data to show you: a sound methodology, decrease of BMI, sustainable change in behavior.
- Because we also have the support from the government.
- We increase your credibility.
- With us you prove that you act with good will.
- We promote health.
- We are part of the right solution.
- Because the industry is 1 piece of the puzzle, it should also be a part of the solution.
- We promote health among the workers too.
- You can use our materials for your employees.
- You will be part of the social life of people.
- Thanks to us you improve the livability of the local environment, of the community.
- You can help us to expand the number of communities involved.
- The programmes that you already develop / support are compatible with us.
- We offer different options of partnership: gold, silver partnership.
- It is not about you sponsoring us, we are going to be partners.

Optimising the Private Partner Engagement Charter

- It depends on who they are
- In any case, there is a need for transparency
- It must be an equal relationship
- They can offer their area of expertise/in-kind offerings eg. venue /Leave options open
- No imposition by private sector, no branding, no advertising campaigns
- Restrict use of logos – not to children or their parents
- **Overall EIN network statement is required for PPP in order to support the individual countries and programmes as they face the challenges and address the debate in their own countries: "Partners participate within guidelines set out in the EPODE Charter of Engagement (epode international network.com/engagement hatter)"**



Number of participants: 43