

# About Pepal



Pepal is a social enterprise that facilitates partnerships between the private and non-profit sectors in order to achieve sustainable change in the developing world. Originally an initiative of the International HIV/AIDS Alliance, today Pepal is an independent charitable group founded with the support of Fondation Hoffmann, a Swiss grant-making institution.

Pepal achieves its mission through designing and implementing innovative international development programmes which strategically pair individuals from the private and non-profit sectors on critical projects that impact the lives of women, children and marginalised groups in developing countries. To prepare the participants for these projects we collaborate with leading academic institutions to create unique training curricula. The training arms participants with the theoretical tools and frameworks they need in order to work together towards successfully accomplishing their project goals.

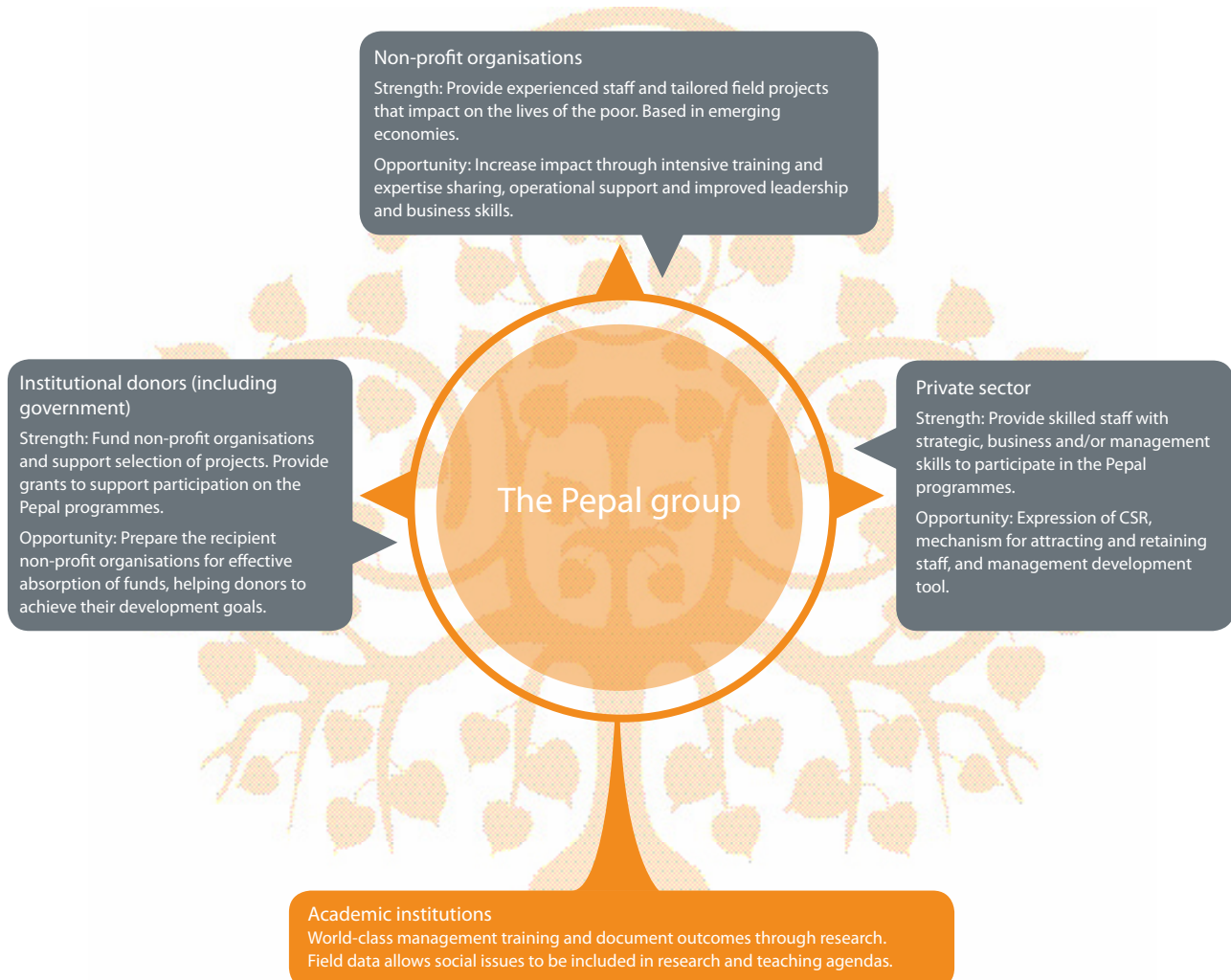
## The Pepal value proposition

Pepal's business model relies on a mix of fee income from participants and donor funding. The value proposition is rooted in the belief that fostering relationships between the corporate sector, non-profit organisations, donor organisations and academia can lead to mutual benefits and result in positive social impact.

BY 2014...

Pepal plans to operate at a scale big enough to make a difference to non-profit and corporate mindsets.

- > We will have partnerships with 350 of the largest non-profit organisations in 50 countries, who together reach thousands of community groups and millions of individuals.
- > We will complete case studies, which will be used in business schools throughout the world and publish academic articles
- > We will have made a difference to the lives of the poor and marginalised communities in developing countries by mobilising skills and resources which were previously difficult or impossible to access, and by making the non-profit world more businesslike.
- > We will have created a new breed of commercial leaders with an awareness of the social world and an ability to engage effectively with it.



# Programme portfolio

**Pilot Executive Development Programme** – In 2009, together with INSEAD, the University of Exeter and the International HIV/AIDS Alliance network of organisations, Pepal piloted its first programme which created nine private/non-profit partnerships in eight countries.

**The Innovation Programme** – Developed together with the London School of Economics and Political Science, the programme creates partnerships to develop new business models which address the needs of people at the bottom of the pyramid.

**International Leadership Challenge** – Professionals from across the globe are paired with community leaders in India and Uganda to work together on a priority change project. During an intensive week, international participants gain field exposure, progress a real-time challenge, as well as participate, alongside their community counterparts, in a leadership training programme.

**Management for Impact: East Africa** – In collaboration with INSEAD and the Rapid Results Institute, the programme pairs corporate executives with skilled individuals from East African civil society organisations working in the field of HIV, malaria and tuberculosis. The programme starts in Kenya's capital, Nairobi.

**Management for Impact: Red Cross** – The programme partners corporate executives with skilled individuals from East African Red Cross societies, creating joint teams which work together on priority International Federation of Red Cross and Red Crescent Society (IFRC) projects in East Africa.

**IMPACT TO DATE:** for non-profit organisations and companies in the pilot partnerships

Employee motivation	<p>95% of all participants found the experience enriching.</p> <p>55% of private sector participants engaged others in supporting their NGO partners.</p>	<p>“We have learned to remain humble, with both feet on the ground and to keep that balance in life between your company and social responsibility, and that gives us the energy to move on.”</p> <p>Piet De Doncker, Strategic Operations Support Leader, Tibotec (Johnson &amp; Johnson).</p>
Learning and development	<p>All participants attended a management training course (average rating 4.4/5).</p> <p>80% of private sector participants reported learning new skills including flexibility and how to make a difference in a resource-constrained environment.</p>	<p>“I have learnt to be flexible. We experienced different situations there, we had to adapt our style, our ways of working and that is very important for senior managers.”</p> <p>Jozef Noben, Head Project Management, Tibotec, (Johnson &amp; Johnson).</p>
Impact on the ground	<p>60% of pilot partnerships led to new initiatives or substantive change processes on the ground.</p> <p>50% of projects in the pilot reported an increase in funding and/or higher profile donors.</p>	<p>“Without having our Pepal partners and without having those tools I think we would not have been able to do this... And it led to two funding contracts from the Global Fund.”</p> <p>Zahed Islam, Director Procurement, Alliance-Ukraine.</p>

## PEPAL STRUCTURE

The Pepal Group is a charitable group which comprises Pepal Foundation, a company limited by guarantee, and its wholly owned trading subsidiary Pepal Ltd. Both companies were incorporated on 2nd July 2009.

**Matthew Cadbury** Trustee of Pepal Foundation. Formerly the Managing Director of Cadbury Schweppes India. Matthew was chosen as a Global Leader of Tomorrow by the World Economic Forum.

**Jon Cooper** Trustee of Pepal Foundation. Jon is a lawyer and currently the Country Director of Marie Stopes International in Kampala, Uganda.

**Dr Banu Golesorkhi** Director of Pepal Ltd. Banu is the Director of Research at Pharos International and teaches at IFL Stockholm School of Economics, Vlerick Leuven Gent Business School and Antwerp Management School.

**Dr Andriy Klepikov** Trustee of Pepal Foundation. Andriy is the Executive Director of the International HIV/AIDS Alliance in Ukraine.

**Eva-Daniela Menzky** Trustee of Pepal Foundation and Director Pepal Ltd. Daniela is a senior HR Executive with over 15 years experience in global blue-chip organisations.

**Gustavo Romano** Director of Pepal Ltd and founding partner of Quanta Corporate Citizenship.

**Julie Saunders** Executive Director of Pepal Ltd. Julie is an MBA and qualified accountant. Formerly, she was Finance Director at the International HIV/AIDS Alliance.

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