

Private Sector Engagement Project with Nestle



Schweizerische Eidgenossenschaft
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Cooperación Suiza en Bolivia

Amparo Ergueta, Bolivia, 12.01.2020



Background

At the end of 2019 Nestle and SDC initiated and jointly fund and steer a project that strengthens INFOCAL Santa Cruz, a private non-profit centre created by the National Enterprise Chamber of Bolivia.

The aim of the project is to contribute to the vocational education and employability of youth and adults in the industrial sector of Santa Cruz, emphasizing the contribution of the private sector to innovation, relevance and quality.



Background (cont.)

INFOCAL will develop and implement an apprenticeship model for two careers: industrial mechanics and industrial electrical mechanics for which there is shortage of skilled labour in the food sector.

Goals:

- 720 young people between 18 and 24 years old will access to vocational education and training, increasing their employability opportunities.
- 240 students will develop an apprenticeship experience, including 10 placements in Nestle.
- 360 adults trained will improve technical competences.
- 1 apprenticeship training model implemented in INFOCAL.



How we started

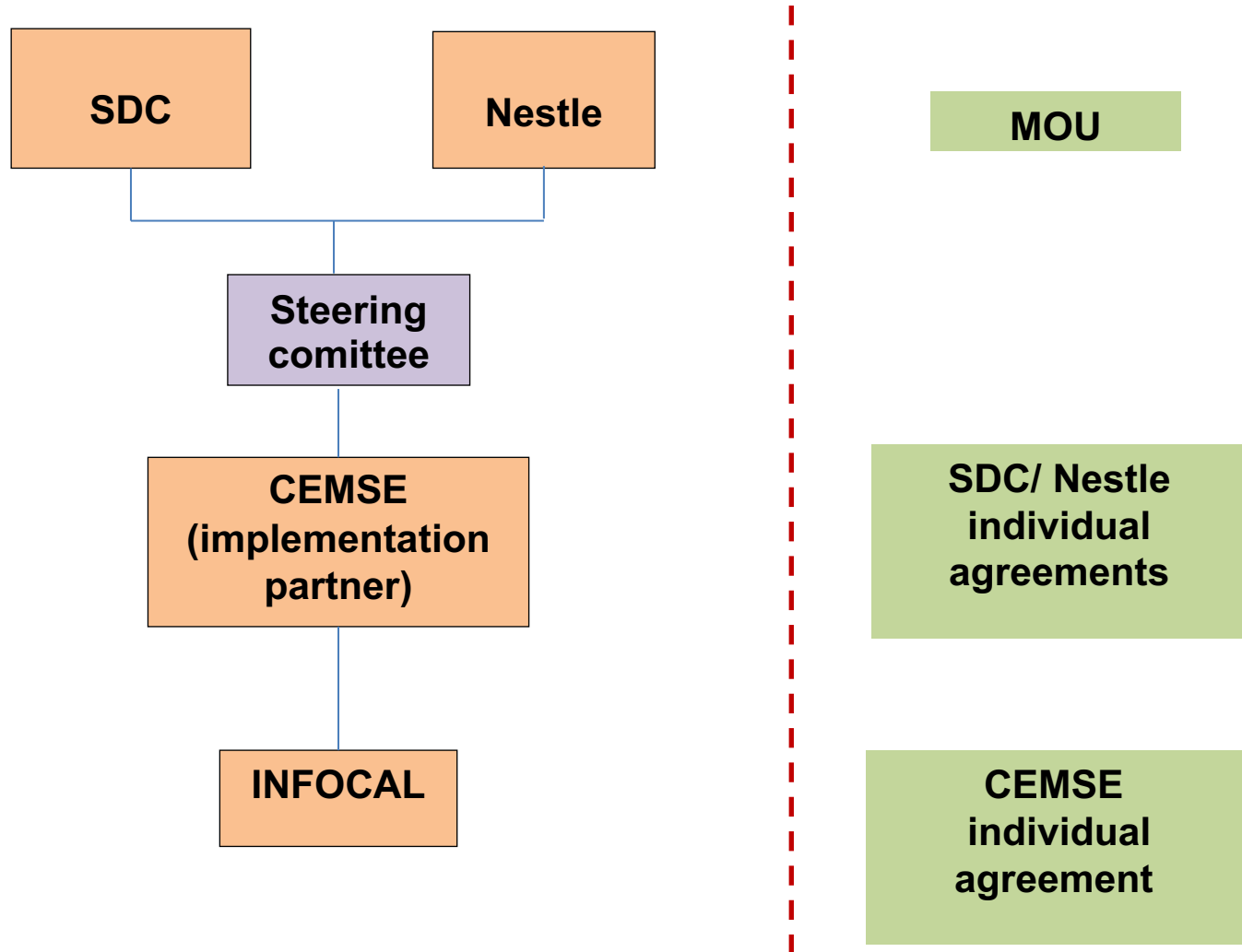
- ❖ The Embassy started developing a list of Swiss enterprises with presence in the country.
- ❖ The Ambassador organized small events with the enterprises to share the PSE SDC initiative.
- ❖ The NPO visited a short list companies with the potential to co-fund a project (short presentations were prepared for this purpose).
- ❖ 5 companies were followed up after the visits, 1 was chosen for the first PSE project.

How we developed the alliance with Nestlé

- ❖ The company expressed the interest to develop a project because it contributes to Nestlé's global "Youth Initiative" which focuses on improving youth employability.
- ❖ The company identified the source of funds and defined the maximum amount (CHF 50.000) as half of the total investment.
- ❖ The Embassy discussed with headquarters the most flexible implementation model.
- ❖ CEMSE, a local NGO, was hired for an implementation mandate.



How we organized the project



Actions carried out

- ❖ The Embassy and Nestle organized a kickoff public event for visibility.
- ❖ CEMSE, the implementation partner, developed an annual plan (2020) that was approved by the steering committee.
- ❖ The company offered involvement in key moments (courses prioritization, improvement of curriculum contents, transfer of Nestle's apprenticeship model)
- ❖ The project started out in the context of the pandemic.
- ❖ CEMSE and INFOCAL identified obstacles but developed solutions to continue the actions planned.

Lessons learned

- ❖ Defining the implementation model and signing agreements takes time!
- ❖ A steering committee with clear functions is a key element.
- ❖ The role of CEMSE as an implementation partner demonstrated to be very useful for the alliance.
- ❖ Despite the will, the company has little time get involved in many task.
- ❖ SDC took the role of leader of the alliance helping the company to limit its involvement to specific tasks.
- ❖ The visibility of the project is important for the company.

Thanks for your attention.



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