



# Concept Note for Side Event

## Corporate Partnership and Social Responsibility

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### **About SACOSAN**

South Asian Conference on Sanitation (SACOSAN), a government led biennial convention held on a rotational basis in each SAARC country provides a platform for interaction on sanitation. SACOSANs are intended to develop a Regional agenda on sanitation, enabling learning from the past experiences and setting actions for the future. The objectives of such conferences are to accelerate the progress in sanitation and hygiene promotion in South Asia and to enhance quality of people's life. The SACOSAN process is instrumental to generate political wills towards better sanitation in the region. This year the biennial conference will be held in Islamabad Pakistan in which South Asian countries namely; Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka are the participating countries.

### **About Side Event**

Realizing the Sustainable Development Goals will require a significant increase in investments from a diverse range of sources. There is a need to mobilize and incentivize resources effectively and efficiently in an increasingly complex development finance landscape. To address this challenge there is a need for “cohesive nationally owned sustainable development strategies, supported by integrated financing frameworks, [to] be at the heart of efforts. More in more, to achieve sustainable sanitation, it is imperative the role of the corporate' is re-imagined beyond funding and infrastructure creation, to that of a partner. The public – private sector partnerships, strategies should create the conditions for the sustained expansion of access to services of adequate quality, thereby contributing to poverty alleviation, improved health outcomes, and sustainable economic growth. Even though sanitation may not be a corporate business focus, providing support both through CSR funds and volunteering would go a long way in bringing about ODF.

The opportunities for driving progress on global WASH targets through engaging with corporate supply chains and standard systems appear to be significant. There is a need to explore the role of the corporate entities for delivering on the array of opportunities for review by the commissioning partners and the wider WASH and stewardship community. More in more, the avenue to deliver the public private partnership, between government entities and corporate sector is imperative for the sustainable WASH Service Delivery. Hence, delivery against these, and the prioritization of monitoring, evaluation and learning, will make an important contribution to the water stewardship agenda and collective realization of SDG6.

The event would highlight the importance of the role of corporate sector for improving sanitation service delivery through public private partnership, which has rendered transformative impacts on the lives communities in the realm of WASH. RB, a corporate entity making strides for the WASH service delivery to eradicate diarrhea. RB's endeavors are one of the key case studies that will highlight the success of public private partnership scaled up sustainable WASH service delivery. The diverse business models are not only working to reduce the morbidity through improved WASH services but also empowering the women for improved livelihoods. There is a need to see the role of corporate sector beyond funding CSR initiatives too. RB's partnership with the Government of Punjab has established that the need of the hour is to create an avenue for private sector where skill development, advocacy and profit could co-exist. Likewise, RB's endeavors are highlighting that it would be more effective if sanitation and waste management ventures are turned into profitable business models, which could then grasp long term attention of private sector and also in turn lead to revenue generating mechanisms for small and medium enterprises in the sector of sanitation and waste management.

The objectives of the side event are as below:

- Provide a strong rationale for corporate sector's role in achieving the SDG 6.
- Demonstrate the importance and impact of taking a holistic and integrated approach toward managing and mobilizing financing for sustainable development strategies
- Present avenues of corporate sector's role especially pertinent to WASH Service delivery that leverages its normative and analytical work to provide practical business models, tools, methodologies and approaches applicable to many countries.
- Discuss opportunities and challenges in integrated and cohesive public private partnerships in the region and in Pakistan.
- Promote support and engagement of all development stakeholders as countries take steps to for integrated and cohesive approach for WASH service Delivery.
- Importance of Public private partnerships for WASH Service Delivery
- Attract resources for WASH Service Delivery

**Session Chair** – Minister for C&W Punjab or Secretary PHED Punjab

**Moderator** – Imtinan Ahmad

#### **Panelists**

1. Salman Yusuf – Additional Secretary (PHED Punjab)
2. Ramesh Singh Arora – Member Provincial Assembly Punjab
3. Nameer Jamillee – CSR & Communications Manager
4. Sandra Hennessy – Global Charity Partnerships Manager
5. Asim Saleem - CEO Progressive Solutions/ WASH Expert
6. Hira Wajahat – Consultant on Private Sector CSR Strategy

**Side Event Tentative Agenda (90 mins)**

<b>Time</b>	<b>Program Detail</b>	<b>Speaker / Presenter</b>
1800	Opening remarks	RB Pakistan
1805	Documentary on Project HOPE	RB Pakistan
1810	Presentation on SDI	PHED Punjab and RB Pakistan
1830	Panel Discussions: Role and Responsibilities of Public and Corporate Sector in achieving SDG 6	RB, PHED, Mojaz Foundation and Progressive Solutions
1900	Plenary discussion/Q&A	All Participants
1925	Closing remarks	PHED