



Public-Private Alliances for Development



USAID partners with Coca-Cola Foundation and PACT to help economically disadvantaged women develop their own small businesses in the Mekong Delta of Vietnam. Photo: Todd Hamner/USAID

“There’s an opportunity... to usher in a new era of development by forming public-private partnerships that change the way we do business - while expanding opportunity to millions.”

– USAID Administrator Rajiv Shah

Over the past two decades, Vietnam has transitioned from an agricultural and relatively isolated economy into a globally integrated, export-focused, industrializing economy. At the same time, Vietnam has one of the highest economic participation rates in the world with 85 percent of men and women engaged in economic activity. The private sector can play an important role in Vietnam’s continued economic development by spurring innovation, strengthening education, and bringing new investments and expertise to vital sectors of the economy. USAID/Vietnam has been working closely with private sector firms – U.S., Vietnamese, and foreign – to improve social and economic conditions in Vietnam. Below are USAID/Vietnam’s programs that involve the participation of private sector partners and stakeholders.

Partner with USAID:

We are passionate about embracing a new model of development that taps into the expertise, resources and innovations of a diverse array of organizations across the public, private and nonprofit sectors that can bring groundbreaking solutions to solving development challenges. We are increasingly focused on fostering locally-owned, sustainable solutions by creating new ways to work directly with local entrepreneurs, civil society organizations and partner country governments. Find out how you can work with us to improve millions of lives in Vietnam and around the world at <http://www.usaid.gov/partnerships>.

Resource partners interested in exploring opportunities to collaborate may contact our team at vietnam.partnerships@usaid.gov.

HEEAP I: Higher Engineering Education Alliance Program (HEEAP), 2010-2014

HEEAP II: Vocational University Leadership and Innovation Institute (VULII), 2012-2015

Since 2010, USAID, Arizona State University (ASU) and Intel Corporation have been working with reform-minded technical universities and vocational colleges in Vietnam to transform engineering education from passive, theory-based instruction, to active, project-based instruction, and to address gender imbalance in the engineering student population. Under the Higher Engineering Education Alliance Program (HEEAP), professors from eight colleges and universities attend six-week instructional programs at ASU, where they prioritized reforms and worked together on curriculum design. Faculty returning to Vietnam and are implementing changes in curriculum, designing new courses and revamping labs based on improved teaching methods and new learning outcomes.

In 2012, USAID and its partners launched HEEAP II, also known as VULII, to target higher education administration, to help develop modern institutional strategic planning capacity. This three-year project expansion aims to increase understanding of institutional research, evaluation, management principles, financial planning, assessment and quality assurance. USAID contributes \$2 million to HEEAP and \$2.5 million to the expanded “HEEAP II” initiative. Intel Corporation received the U.S. Secretary of State’s 2012 Award for Corporate Excellence (ACE) in recognition in part of its participation with the HEEAP program. President Barack Obama and Vietnam President Truong Tan Sang noted HEEAP as a successful bilateral education initiative between the two countries in a joint statement issued in Washington on July 25, 2013.

Social Work Education Enhancement Program (SWEEP), 2012-2015

Through this \$2.5 million project, USAID, San Jose State University, and Cisco Systems are collaborating with top universities in Vietnam to strengthen Vietnam’s higher education social work programs to deliver quality education and prepare trained, job-ready, social workers. Following the Ministry of Education and Training’s recognition of social work as a profession in 2004, there are now more than 40 universities and colleges providing undergraduate social work training in the country, with more than 2,500 graduates. The program aims to develop systems to strengthen higher education management and administration, devise processes to enhance faculty development opportunities and programs, and develop and employ relevant curriculum adaptable to the changing knowledge and needs of the field. Together with private-sector partner Cisco, the program will create a 21st century model for higher education content and use of technology networks to improve teaching and leadership skills and strengthen collaboration.

Mekong Vitality Expanded Alliance, 2014-2016

In July 2014, USAID awarded the two-year Mekong Vitality Expanded Alliance, a Global Development Alliance with Coca-Cola Foundation and PACT that builds on an existing program supported by the Coca-Cola Foundation. This two year savings-led microfinance project aims at assisting economically disadvantaged women in the Mekong Delta of Vietnam, one of the country’s poorest regions. The expanded partnership will include the addition of mobile technology solutions to provide access to training reinforcements and basic business information, while supporting social networks with additional communication tools. The goal of this

“When we think about the future of engaging the world through developmental activity, we’re not thinking anymore about just paying for infrastructure and services, as important as those activities are. Instead, we’re now thinking about how do we build the kinds of partnerships that really, in a results-oriented way, can reshape the vulnerability in the world in which we live.”

– USAID Administrator Rajiv Shah

activity is to empower women and communities, while simultaneously contributing to USAID/Vietnam's strategic objective of promoting more inclusive growth through expanded opportunities for vulnerable populations, including economically disadvantaged women.

Ha Long Bay Alliance, 2014-2017

The Ha Long Bay Alliance, funded through USAID's global Development Grant Program, brings together a broad range of political actors, businesses, and grassroots organizations that wish to address the complex economic, environmental and political challenges at Ha Long Bay, Vietnam's world famous UNESCO heritage site. Working together, the Center for Marine life Conservation and Community Development conducts practical level engagement with local and grassroots organizations under the alliance (\$623,000), while the International Union for Conservation of Nature and Natural Resources-U.S. (\$349,457) engages businesses in raising awareness of environmental protection in Ha Long Bay. The project was launched in April 2014 by Gina McCarthy, the Administrator of the U.S. Environmental Protection Agency (EPA).

Healthy Markets Activity, 2014-2019

In April 2014, USAID signed an agreement for its Healthy Markets Activity, which aims to create a modern marketplace for HIV-related products. It will do so in close partnership with the private sector to increase private sector and local investment, as well as to increase the demand for products among key populations facing the greatest HIV risks. The project offers market research, policy and regulatory support, technical assistance and private sector engagement opportunities to encourage innovation and investment. The \$15,000,000 project will form a Market Growth Advisory Group made up of manufacturers, distributors, marketers, mobile network operators, social enterprise fund managers, retailers, mobile application developers, government counterparts, and community based organizations to catalyze solutions.

Blue Ribbon Employer Council, 2007-2014

The Blue Ribbon Employer Council (BREC) was established in 2007 as a result of the partnership between USAID grantee Vietnam Assistance for the Handicapped VNAH and the Vietnam Chamber of Commerce and Industry. BREC promotes the employment of persons with disability in Vietnam. BREC began with 25 members and now enjoys a membership base of over 250 employers who represent both international (IBM, Intel, Nike, Adidas, Ford) and national companies and organizations. BREC provides a platform for employers to share best practices on employing and training persons with disabilities. Thanks to the efforts of BREC, over 1,600 people with disabilities across Vietnam now have jobs.

Provincial Competitiveness Index, 2013-2016

USAID has worked closely with the Vietnam Chamber of Commerce and Industry (VCCI) over the last nine years through the annual Provincial Competitiveness Index (PCI) to provide valuable insights to provincial leaders about their economic governance performance and how to improve the business environment to foster domestic and foreign investment, jobs, and economic development. Each year, PCI reaches over 30,000 domestic, private enterprises across the country. With a response rate of 28 percent, the PCI is the largest business survey representing the voice of firms on the local business environment and the quality of economic governance in Vietnam. Over the last ten years, the PCI has become a respected diagnostic tool widely used by government leaders to identify problems and implement strategies to improve economic governance in order to foster a more business-friendly environment. Since the project began, over 40 provinces have issued Strategies/Action Plans to improve the business environment based on PCI findings and the Prime Minister has included PCI as a target for improving national competitiveness in Resolution 19 (March 18, 2014).