



swisscontact

Short version
Annual Report
2018

Read the full version online:
www.swisscontact.org/report2018





Swisscontact's work focuses on inclusive growth, driven by an innovative private sector that creates employment and income.



Skills Development

Productive employment and earning an income through market-oriented vocational training and improved labour market access.



Enterprise Promotion

Strengthening productivity and competitiveness of small and medium-sized enterprises through sustainable value chain interventions, improved market access and local economic development.



Inclusive Finance

Empowering entrepreneurial people by improving their access to financial products, services and financial literacy trainings.



Climate-Smart Economy

Creating green jobs through efficient use of natural resources and clean production.

In this way, Swisscontact creates the conditions for a socially and ecologically responsible private sector, contributing to poverty reduction.

Not merely a noble gesture, but a responsibility

In 2018, thanks to Swisscontact and our donors, 1.3 million people were given the opportunity to improve their lives through their own initiative. They completed a training, furthered their education or have generated more income through their small businesses. Many seized this opportunity, and in this way, they are making a significant contribution to the economic and social development of their countries. But Switzerland has benefited as well: as a small but globally connected country, it is in our interest to foster fair business practices, social stability and prosperity in developing countries and emerging economies, not in the least because Swiss companies do business with these countries. We at Swisscontact believe that international development cooperation is not merely a noble gesture, but a responsibility that is in the interest of everyone involved.

We successfully completed long-running projects during the reporting year. Especially noteworthy in this regard is the Programme d'Appui à la Formation Professionnelle (PAFP) in Mali, which opened up a professional future for 60,000 people. Also coming to a close was the WISATA project, which supported the development of sustainable tourism in four Indonesian regions, and Aire Limpio in Bolivia, a project implemented to improve air quality.

Together with our private and public partners, we are implementing programmes to promote entrepreneurship. We laid out a roadmap for the further development of our approach at a global seminar. In this way, we will be able to support the different needs of various groups in a targeted fashion.

2018 was a year of reorientation for Swisscontact. The Board of Trustees Executive Committee and Management jointly developed our Foundations' strategic direction for 2025. We have launched three initiatives to achieve our goals: Expanding the Management Board, strengthening our quality assurance, and diversifying our donor base. We also thought about which roles Swisscontact should take on in new financial models.



Heinrich M. Lanz and Samuel Bon (from left)

In 2018, we welcomed new Members of the Board of Trustees Monique Bourquin Arnold, Michèle Frey-Hilti, and Isabelle Welton. Egbert Appel, Rudolf Bärffuss, Marina de Senarclens, Dr Bérange Magarinos-Ruchat, Dr Albin Reichlin-Boos, and Prof. emerit. Dr Ulrich W. Suter all stepped down from the Board. We thank them most sincerely for their service and hope they will keep close ties with Swisscontact in the future. We reserve our special gratitude to Marina de Senarclens for her considerable contributions. She has served on the Board of Trustees Executive Committee with much passion and dedication since 2007.

We wish to thank our partners, contracting entities and donors in Switzerland and abroad for their support and constructive collaboration. Most importantly, we wish to thank our staff worldwide for their work during the past year. In 2019 Swisscontact is celebrating its 60th anniversary. We will use our anniversary as an opportunity to better explain our work and to demonstrate the change in international development cooperation over the past 60 years.

Heinrich M. Lanz
Chairman

Samuel Bon
CEO

Full version of the editorial >>

www.swisscontact.org/report2018/editorial



2018 Highlights



Entrepreneurship for effective international development

Entrepreneurs define the economy: they create jobs and add value, thereby contributing to the development of their countries. Harnessing the power of entrepreneurship for international development cooperation is a core topic for Swisscontact.

In 2018, Swisscontact dedicated its annual event to this topic. A young female entrepreneur from Bosnia and another young man from Uganda provided insights into their companies. She operates an online platform linking innovative companies in Bosnia and Herzegovina with each other, while in Uganda, he established a successful fish farm with 13 friends, creating new business opportunities for himself. Although their business sectors and baseline situations differed vastly, they share an entrepreneurial spirit.



60,000 people trained in Mali

After twelve years, Swisscontact successfully completed the *Programme d'Appui à la Formation Professionnelle (PAFP)* in Mali for the promotion of vocational education. Under this project, more than 60,000 people completed vocational education. The programme was financed by the Swiss Agency for Development and Cooperation (SDC) and the Royal Embassy of Denmark.

In Mali, the central government is transferring the responsibility to formulate regional development strategies to the regions and PAFP was oriented to this process. Thus, each region was able to decide for itself which sectors promise high value-added, and PAFP focused on promoting vocational education according to this process. Vocational trainings defined in each region was confirmed as an effective tool to fight unemployment.



Project in Ecuador awarded with "Swiss Ethics Award"

In April 2018, the Swiss Ethics Award was won by the FINCA sustainable cocoa production project, which Swisscontact is implementing together with Chocolats Halba and Coop, a Swiss supermarket company, in Ecuador. With the Swiss Ethics Award, projects are celebrated that set new ethical standards in business.

FINCA follows economic, environmental, and social objectives: increasing the standard of living for cocoa farmers, improving biodiversity through sustainable forestry development, and supporting new generations of farmers. The goal of the project is to help young cocoa farmers organically plant the high-value *Cacao Nacional Arriba* fine variety in sufficient volumes. The chocolate processed from the cocoa beans of supported farmers is available at Swiss Coop stores.



Swiss Federal Council member visits project in Kenya

In his year as President of the Swiss Confederation, Federal Council member Alain Berset, visited the skills development project in the Kakuma refugee camp in Kenya, implemented by Swisscontact on behalf of SDC. The refugees as well as the local population in the Kakuma region can take courses and acquire social and technical skills in various professional fields, in addition to urgently needed life skills. The President of the Swiss Confederation was impressed by how refugees apply their newly acquired skills to earn a living.

The approach of the “Skills 4 Life” project focuses on local market opportunities. After the training, participants can, for example, tailor clothes, repair mobile telephones, computers or motor vehicles, or manufacture tools, and in so doing they can generate direct income for themselves.



Objective: higher incomes for 1 million farmers in Indonesia

The large-scale PRISMA project in Indonesia concluded its first phase in 2018. Swisscontact is providing technical support to this project, sponsored by the Australian Department of Foreign Affairs and Trade (DFAT) and implemented by Palladium. During its initial phase, the project supported rural development in 18 agricultural sectors, ranging from maize to coffee and pig farming. In the past four years, 320,000 households saw improvements in their living standards after adapting their farming techniques or gaining improved access to high-value means of production. Their incomes rose by 157 million Australian dollars, equal to about 112 million Swiss francs.

In PRISMA's second phase, Swisscontact is contributing its expertise and strength in implementation. The team will continue applying the market development approach so that 700,000 small-holder farmer households can improve their production.



Models for tourism development in Tunisia were proved effective

In 2018 Swisscontact began setting up and guiding Tunisia's first regional Destination Management Organisation (DMO). Previously, there was just one central destination marketing policy for all Tunisia. The objective of this DMO for the mountainous Jebel Dahar region is the development of alternative tourism, thereby creating new economic opportunities for its inhabitants.

For this project, Swisscontact has been working closely with the Tunisian Ministry of Tourism. The project is financed by the State Secretariat for Economic Affairs (SECO). To preserve the region's authenticity, the project keeps in mind the environmental and social impact of tourism. The DMO for Jebel Dahar will serve as a national model for tourism diversification in other peripheral Tunisian regions.

Read the full version of this report online >>
www.swisscontact.org/report2018



Project Focus

Albania

Professional opportunities in their own country

In order for young people to have real opportunities in their country, Albania's vocational education system must be reformed. Swisscontact is helping to link vocational schools with the private sector and ensures that vocational education better reflects the needs of the labour market.

Read on in the online version of the annual report:

- Professional opportunities in their own country: how Swisscontact links vocational schools with the private sector in Albania
- Video: Kledia's opportunity: the apprenticeship
- How the apprenticeship model becomes a success in Albania
- Image gallery: vocational education in Albania



View the online content related to «Skills for Jobs», Albania >>

www.swisscontact.org/report2018/albania



Colombia

Swiss expertise opens up opportunities for global markets

To improve the enabling environment for exports, Swisscontact is connecting and strengthening organisations both locally and nationally. This will also result in jobs being created in economically disadvantaged regions and a more diversified economy.

Read on in the online version of the annual report:

- How Switzerland is supporting the Colombian government strengthen its export competitiveness
- SME portrait: souvenirs that link nature and art
- Interview: more contracts for builders in Colombia



View the online content related to «Colombia+Competitiva», Colombia >>

www.swisscontact.org/report2018/colombia



Global Results

107,900



people have completed training programmes in skills development, entrepreneurship, and labour market insertion (43% women)

1,218,300



farmers and SMEs have gained access to better products and services

2.40 CHF



For each Swiss franc invested, 2.40 francs in additional income were generated

Project Indicators

CHF 53,8 million

of increase in income for 43,200 people who have benefited from skills development programmes in 20 projects

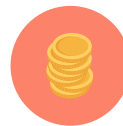


48,500

people who have found a job or started their own business

18,500

new jobs created in 20 projects



CHF 184,6 million

additional income for farmers and SMEs in 23 projects

49,700

farmers, SMEs, and individuals gained access to financial services in 15 projects



CHF 33,4 million

in savings and credit volumes in 13 projects



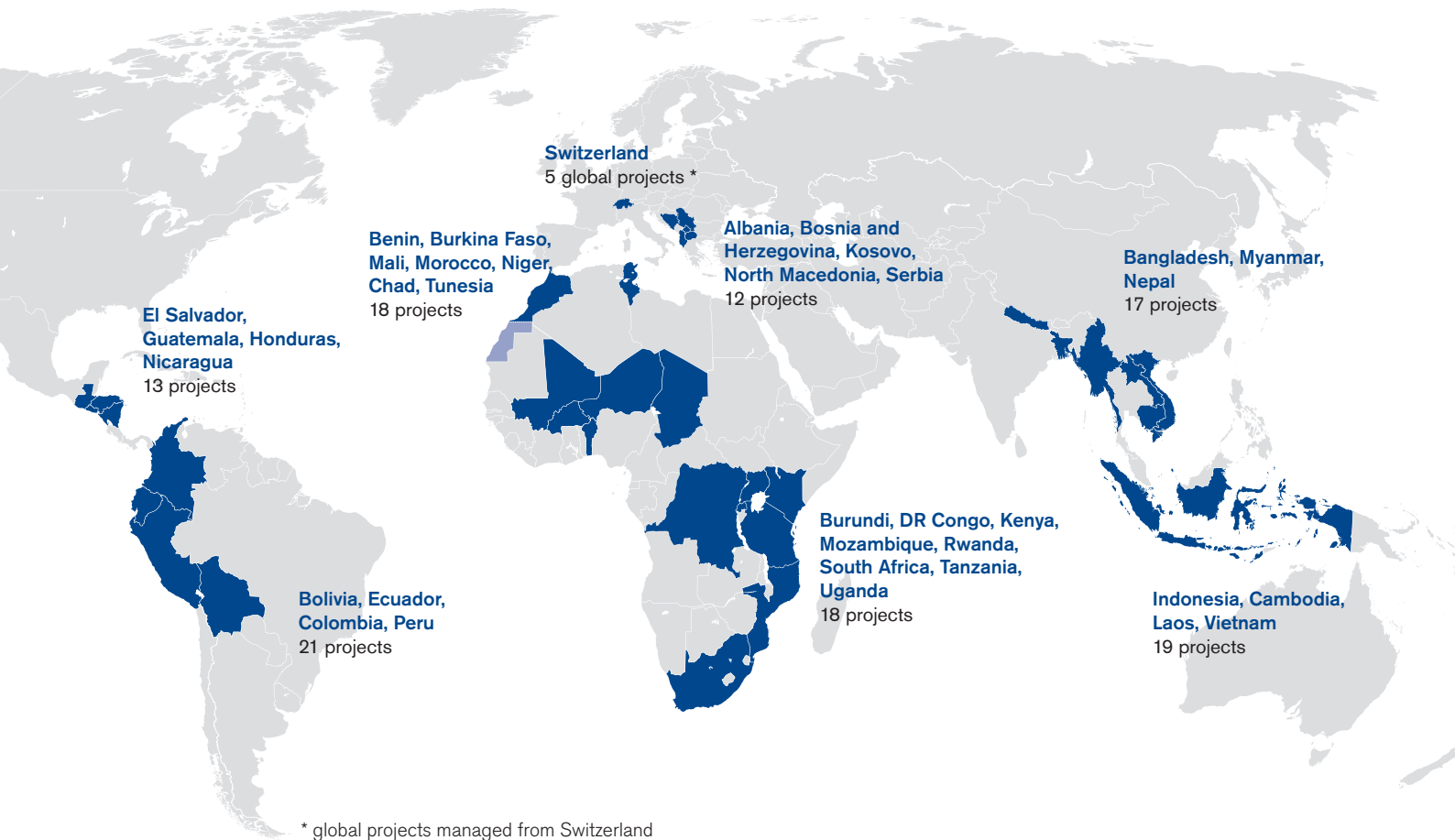
Reduction of greenhouse gases in 5 projects by

435,700 tonnes CO₂

Results are based on the Swisscontact results measurement system and are rounded.

Facts and Figures 2018

123 Projects in 36 Countries



Swisscontact's 2018 Consolidated Profit and Loss Account
www.swisscontact.org/report2018/financialstatement

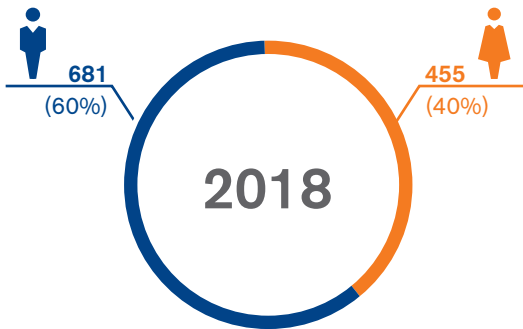


Financial Report 2018 (in German)
www.swisscontact.org/financialreport2018

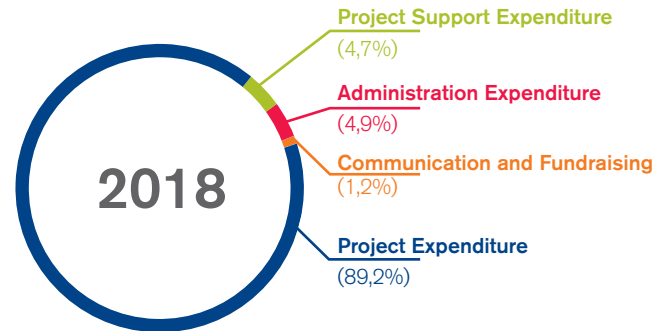


Employees worldwide

Total: 1136 people

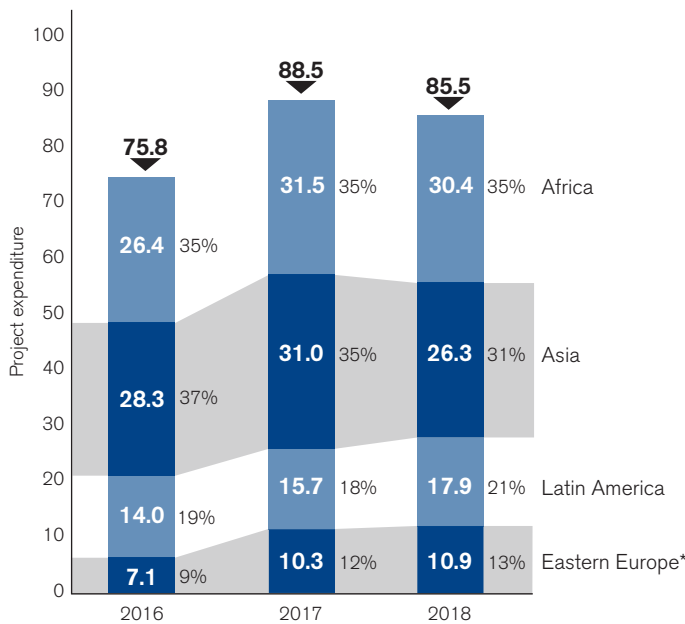


Expense categories in relation to total expenses (in %)



Expenditure

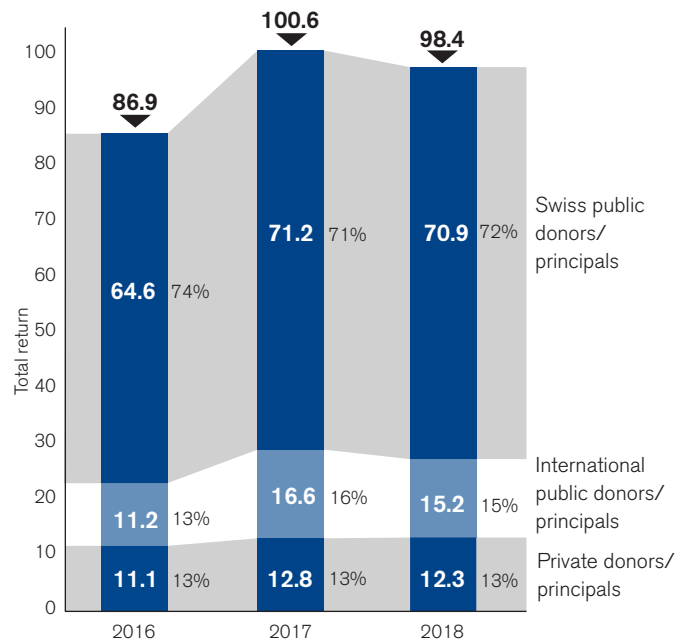
Project expenditure per region in CHF million



* including Switzerland (SEC, DC dVET, expenditure in Switzerland for global programmes, small projects managed from Switzerland)

Source of Funds

Return in CHF million





Mobile data collection in Ecuador

Monitoring and Results Measurement

Regular results measurement and continuous monitoring are crucial quality assurance tools for Swisscontact. They allow the projects to be managed in such a way that they have the greatest possible impact on the beneficiaries. They are also useful in internal learning processes and for documentation of individual projects as well as for the organisation as a whole. Since 2013, Swisscontact has been investing significant resources to create a unified monitoring and results measurement system for use in all our projects, meeting the internationally recognised standards of the Donor Committee for Enterprise Development (DCED).

In 2018, we completed the upgrade of our internal project monitoring and results measurement guideline, now available in three languages (English, French, and Spanish) for our projects worldwide. For quality assurance, projects are supported by regional advisors to implement the guidelines.

Internal advanced training seminars conducted in 2018 addressed the topics of quality in reporting, cost-benefit analyses, and the increasing use of digital applications in results measurement. To ensure further information sharing beyond individual projects, in 2018 a Community of Practice (CoP) was founded. This is a virtual platform on which Swisscontact experts from all global regions equip their colleagues with valuable results measurement tools and are also available to provide guidance and tips.

The advantages of systemic results measurement were illustrated in an explainer video based on a practical example in 2018. The video shows how solid quantitative data and qualitative assessments can ensure that project resources are implemented reasonably, and it also shows how Swisscontact's solutions can be improved and replicated for use by additional beneficiaries.

Digital transformation accelerates data collection >>
www.swisscontact.org/report2018/MRM



Knowledge and Content Management

Swisscontact regards internal knowledge transfer as a quality assurance tool in its project work. Specific Communities of Practice (CoPs) and working groups are key tools of the Knowledge and Content Management (KCM) strategy. They facilitate the rapid systematic exchange of staff and thus encourage knowledge transfer and transparency of important organisational knowledge. For this reason, the CoP moderators in the region undergo an internally developed training programme. In their daily work, they can rely on IT systems and are supported by the KCM team in Zurich.

The CoPs create an atmosphere of belonging among their members. They work together primarily remotely via collaborative workspaces for web conferences, webinars, and chats. The CoPs have been able to establish a decentralised knowledge creation system and enrich internal knowledge-oriented value-added processes.

It is a strategic priority for Swisscontact to foster equality of opportunity between men and women. Accordingly, principles for project design and implementation have been developed.

A new Swisscontact eLearning application enables institutional knowledge to be developed in decentralised fashion. In September a group of Swisscontact staff met in El Salvador to discuss migration and development. They talked about how Swisscontact can improve conditions for returning migrants.

Swisscontact participates in national and international networks, including BEAM Exchange, the Swiss Vocational Education and International Development Cooperation Forum (FoBIZZ), the Aspen Network for Development Entrepreneurs (ANDE), the SEEP Network, various thematic networks supported by SDC, the Roundtable on Human Rights in Tourism, World Tourism Forum Lucerne (WTFL), and the NADEL Centre for Development Cooperation of ETH Zurich.

Communication



Annual event in Zurich on entrepreneurship

Swisscontact's communication activities are digital. All content is available on our website, www.swisscontact.org with 21 country pages and popular social media platforms – global, regional, and local. Advanced through continuous editorial planning, our project experiences are compiled in various multimedia formats.

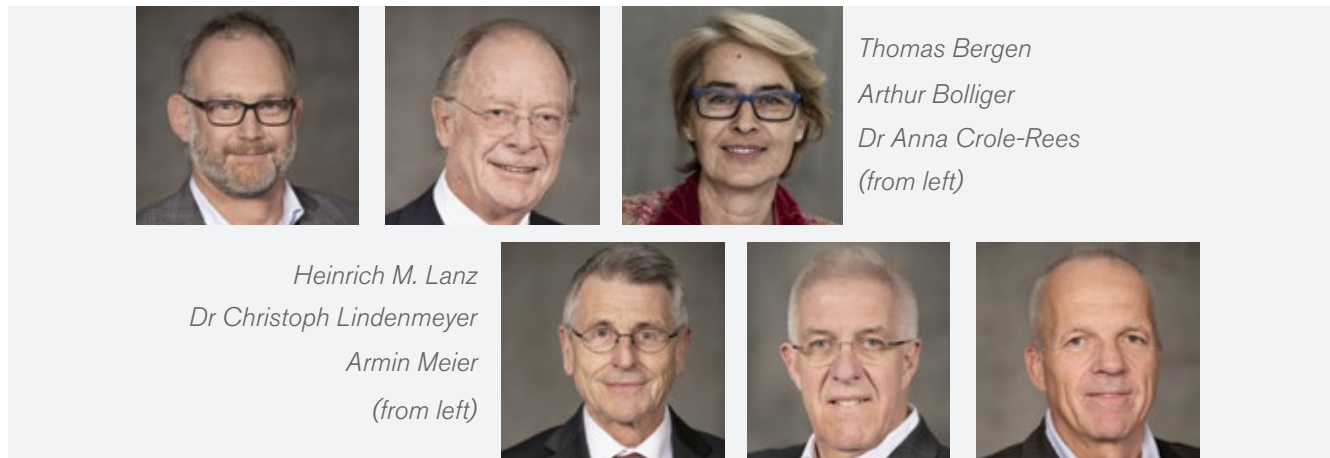
On a strategic level, project-related communications strategies and branding guidelines are increasing in importance and finding their way into basic project documentation.

34 communications specialists in 26 countries are working on communications at both the institutional and project levels. A virtual working group takes care of global coordination. The regions receive regular intense technical support in advanced education seminars held locally as well as through online tools. As a result, the value and use of our communications tools along with best practices across all disciplines are optimised with uniform standards.

Our strategic Communications Controlling system was introduced to guide communication. Through specific performance and impact indicators, it tells us the extent to which a communication activity is helping us achieve our strategic objectives as an organisation and the value added that particular communication brings. For example, it includes measuring content outreach and the percentage of positive statements or active engagement.

Organisation (as per 31 December 2018)

Committee of the Board of Trustees



Board of Trustees

Egbert Appel (Resignation 24.05.2018)
Trustee Martin Hilti Family Trust, Schaan (FL);
President Hilti Foundation, Schaan (FL)

Nicolas A. Aune
General Secretary, Union Industrielle Genevoise (UIG), Geneva *

Rudolf Bärffuss (Resignation 24.05.2018)
Former Swiss Ambassador, Berne

Thomas Bergen (Committee of the Board of Trustees)
Co-founder and CEO, getAbstract, Lucerne;
Co-founder and Board Member, Amphasys AG, Root

Arthur Bolliger (Committee of the Board of Trustees)
President Association Cheira, Teufen

Monique Bourquin (Entry 24.05.2018)
Member of the Board of Directors of Emmi AG, Lucerne;
Straumann Holding AG, Basel; Kambly AG, Trubschachen;
President of Promarca and Member of the Board of GfM
(Schweizerische Gesellschaft für Marketing), Zurich

Claudia Coninx-Kaczynski
Member of the Board of Directors, Forbo Holding AG, Baar
and Swisscontent AG, Zurich; Member of the Board of Trustees/
Vice President, Orpheum Foundation for the Advancement of
Young Soloists, Zurich; Member of the Human Rights Watch
Komitee, Zurich

Dr Anna Crole-Rees (Committee of the Board of Trustees)
Founder and Consultant, CRC4change, Lausanne

Marina de Senarclens (Committee of the Board of Trustees)
(Resignation 24.05.2018) Honorary President Senarclens, Leu
+ Partner AG, Zurich; Honorary Councilor ETH, Zurich; Founder
of IngCH Swiss Engineers Shape our Future; Co-Founder of the
Group of Fifteen, Zurich

Béatrice Fischer
Managing Director, Credit Suisse (Schweiz) AG, Zurich

Michèle Frey-Hilti (Entry 27.02.2018)
Managing Director, Hilti Foundation, Schaan (FL)

Dr Urs Grütter
Owner and CEO, Max Ditting AG;
Initiator project «LokalesWasser.ch», Zurich

Prof. Dr Fritz Gutbrodt
Managing Director Chairman's Office, Swiss Re
Management Ltd, Zurich;
Member of the Board of Trustees Swiss Re Foundation, Zurich

Prof. Dr Thomas A. Gutzwiller
gwpartner AG, Gutzwiller, Wachsmann Partner, St. Gall *

Dr Paul Hälgi
Chairman of the Board of Directors, Dätwyler Holding Inc.,
Aldorf, and Sika AG, Baar

Hans Hess
President, Hanesco AG, Pfäffikon SZ, President, Swissmem,
Zurich; Chairman of the Supervisory Board, COMET Holding AG,
Flamatt, and R&M Holding AG, Wetzikon

Hans Jöhr
Corporate Head of Agriculture, Nestec Ltd., Vevey

Dr Gottlieb A. Keller
General Counsel, Member of the Corporate Executive
Committee, F. Hoffmann-La Roche Ltd, Basel

Heinrich M. Lanz (Committee of the Board of Trustees)
Chairman Swisscontact; Member of the Advisory Committee on International Cooperation, Berne; Vice Chairman / Member of various Boards of Directors

Dr Christoph Lindenmeyer (Committee of the Board of Trustees)

Vice Chairman Swisscontact; Chairman of the Board of Schindler Management AG, Ebikon; Chairman of the International Economic Relations Commission of economiesuisse, Zurich; Chairman / Member of various Boards of Directors

Dr Bérangère Magarinos-Ruchat (Resignation 24.05.2018)
Vice President Sustainability Partnerships, Firmenich S.A., Meyrin

Armin Meier (Committee of the Board of Trustees from 24.05.2018)

Managing Director Boyden global executive search, Zurich; Member of the Board of Zug Estates Holding, Zug, KIBAG, Zürich, Ameos, Zürich and other Boards of Directors

Dr Myriam Meyer Stutz

Member of the Board of KUKA AG, Buchs, Swiss Post Ltd, Berne, Lufthansa Technik AG, Hamburg (DE), Wienerberger AG, Vienna (AT), Bedag Informatik AG, Wettingen

Dr Reto Müller

Partner BLR & Partners AG, Thalwil; Past President of the Helbling Group Zürich; Chairman of the Board of Directors of Georg Utz Holding AG, Bremgarten; Board Member of Forbo Holding AG, Baar, and other companies

Dr Albin Reichlin-Boos (Resignation 24.05.2018)

President, University of Applied Sciences, Eastern Switzerland (FHO), St. Gall; Member Swissuniversities – Rectors conference of Swiss Universities, Berne

Prof. Dr Ursula Renold

Head of research division Education Systems, KOF Swiss Economic Institute, Swiss Federal Institute of Technology (ETH), Zurich

Dr Thomas Sauber

Of Counsel, Lustenberger Attorneys-at-Law, Zurich

Ruedi Schmid

Chairman of the Board of Directors, ESIMAG Immobilien AG; Zurich; Member of the Board of Directors, PrognosiX AG, Zurich and Lüchinger+Schmid Gruppe (L+S Holding AG), Kloten

Peter K. Steiner

Chairman of the Board of Peter Steiner Holding AG, Zurich; Member of the Board of Directors of Steiner AG, Sogelym Dixence, Lyon (F)

Prof. emerit. Dr Ulrich W. Suter (Resignation 30.09.2018)

Swiss Federal Institute of Technology (ETH), Department of Materials Science, Zurich

Georges Theiler

Entrepreneur, Lucerne

Isabelle Welton (Entry 04.10.2018)

Entrepreneur and Member of various Boards, Zug; Member of the Board of AG für die Neue Zürcher Zeitung, Zurich; Member of the Board of Trustees of the SOS Kinderdorf Schweiz, Trogen

Leopold Wyss

Head Sponsoring & Donations, Novartis International AG

* For further links and mandates interests, view the online annual report

Auditors

PricewaterhouseCoopers AG, Zurich

Management Board



*Urs Bösch,
Director Business Administration;
Peter Bissegger,
Director Market Development;
Samuel Bon,
CEO and Executive Director;
Florian Meister,
Director Field Operations
(from left)*

Regional Directors und Management Team >>
www.swisscontact.org/report2018/organisation



We would like to thank our project partners

Institutional Partners



Private Partners



Thematic Partners



More partners and donations; partner interview >>

www.swisscontact.org/report2018/partners



Kuoni und Hugentobler-Stiftung



Laguna Foundation



Green Leaves Education Foundation



D-BAUG/CHAIR OF SUSTAINABLE CONSTRUCTION



www.fairunterwegs.org

Lucerne University of Applied Sciences and Arts

HOCHSCHULE LUZERN

Wirtschaftsinstitut für Tourismuswirtschaft ITW Soziale Arbeit FH Zentralschweiz



BAIN & COMPANY



We create opportunities

Swisscontact

Swiss Foundation for Technical Cooperation
Hardturmstrasse 123
CH-8005 Zürich
Tel. +41 44 454 17 17

www.swisscontact.org

Cover: motorcycle repair shop in Cambodia
Pictures: Swisscontact employees and friends
Layout: Pierre Smith, South Africa

ZEWo-Seal of approval: Swisscontact was awarded the Seal of Approval from ZEWo. It is awarded to non-profit organisations for the conscientious handling of money entrusted to them, proves appropriate, economical and effective allocation of donations and stands for transparent and trustworthy organisations with functioning control structures that uphold ethics in the procurement of funds and communication. Swisscontact is regularly audited on the adherence to these criteria. (Source: ZEWo)

Swisscontact is a member of **Transparency International** and **UN Global Compact**.



Your donation
in good hands.