



Ways out  
of Poverty

Swisscontact is the organization of the Swiss private sector for development cooperation. It was founded in 1959 and is politically and denominationally neutral. The foundation is acknowledged and certified by ZEWO as charitable organization.

## We Create Opportunities



Millions of people in developing countries and Eastern Europe continue to live in poverty. Their opportunities are limited due to financial and social constraints. Also, the economic and political framework further limits their social and economic advancement. Some 300 Swisscontact employees in 25 countries around the world are committed to a sustainable development on the principle of helping others to help themselves. We support the local economic de-

velopment through consulting and training and we help to maintain jobs and create new opportunities. By doing so, we assist our local partners (companies, associations and federations, schools and training institutes, self-help groups etc.), so that men and women alike have equal opportunities to use their own initiative to improve their living conditions.

Swisscontact projects around the globe: Africa Kenya, Tanzania, Uganda, Benin, Burkina Faso, Mali, Niger, South Africa Asia Bangladesh, India, Indonesia, Nepal, Sri Lanka, Vietnam Latin America Bolivia, Ecuador, Peru, Costa Rica, El Salvador, Honduras, Nicaragua Eastern Europe Albania, Kosovo, Russia, Serbia +++

# Our Projects Help Others to Help Themselves

## Support of Small and Medium Sized Enterprises

A sound economy builds upon a solid basis consisting of small and medium-sized enterprises. Their success relies on self-initiative, entrepreneurial spirit, expertise and the necessary financial resources. Swisscontact assists local organizations in setting up an effective consulting scheme for small entrepreneurs. In addition, we help to improve the framework in which such enterprises can prosper.



# Example  
Sri Lanka

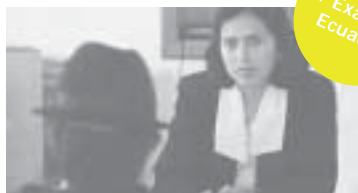
### Opportunities for Women Through Consulting

«Now we have a good grasp of our financial situation and attach great importance to the quality of our products.» C. Sิริyalatha, owner of a bakery in Sri Lanka

z One fourth of the population in Sri Lanka lives below the poverty line. The civil war raging over 20 years as well as natural disasters are a major setback in the economic development and present formidable challenges to this country. Swisscontact particularly supports women in taking the initiative to generate income for their families.

## Tailor-made Financing

With the support of Swiss banking experts Swisscontact promotes access to secure savings opportunities and credits for poor households and enterprises. We give technical support to institutions specialized in microfinance so that ever more people can be offered tailor-made financing schemes. As a result, they are well equipped to use their own initiative and help themselves to improve their economic well-being in the future.



# Example  
Ecuador

### Training Improves Quality

«We can and we want to improve the quality of our consulting service to our customers.» S. Peñaherrera, customer consultant

z In rural Ecuador, the majority of the customers of credit and savings cooperatives are poor families and small enterprises. Very often, these local banks lack qualified personnel. Swisscontact promotes vocational training to employees.

## Training for a Better Future

A solid education is the key for economic and social development in any country. Therefore, Swisscontact supports its local partners in the training of both apprentices and instructors. In addition, we provide consulting services to professional associations in the development of new education schemes, such as short-term training courses designed for the labour market. In our partner countries we also provide assistance to the authorities in the development of a sound vocational training system.



# Example  
Mali

### Education for Independence

«Swisscontact helped me to attain a professional level and thus, I gained considerable independence.» Osmane Koné, car mechanic  
z In West Africa, Swisscontact promotes vocational training for young people, including alphabetization and Aids prevention programmes. In particular, we attach great importance to the integration of young women into the labour market.

## Protecting the Environment

Sustainable development includes a responsible use of natural resources. Swisscontact assists its local partners in introducing measures to improve air quality as well as environmentally sound production methods. In addition, public relations programmes raise the general awareness for environmentally safe behaviour.



# Example  
Indonesia

### Improving Air Quality in Daily Life

«Bus drivers who received specific driving training reduce the consumption of diesel by up to 15 %.» P. Butarbutar, engineer  
z In Jakarta public busses belong to the main culprit for air pollution. Swisscontact promotes training programmes for the regular examination and maintenance of the engines and encourages environmentally sound driving techniques.

## Senior Expert Corps

The idea is convincing and simple, the advantages prevail, and the costs are low: the 600 retired experts of the Swisscontact Senior Expert Corps work on a voluntary basis. They provide their knowledge and expertise to small enterprises in developing countries and Eastern Europe.



# Example  
El Salvador

### Individual Consulting

«With the assistance of a senior expert I could introduce new products and create new jobs.»

A. Delmy de Jimenez, entrepreneur

z Small and medium-sized enterprises can profit from the offer of the Senior Expert Corps. They receive quick and effective advice.

## Public Private Partnership

More and more companies are willing to assume social responsibility and want to contribute to the world-wide efforts in the alleviation of poverty. Swisscontact develops and implements company-specific projects. As the development organization of the Swiss private sector we understand the needs and concerns and we can count on many valuable contacts around the globe. Many years of experience in project implementation allow us to offer a variety of services.



# Example  
India

### Continuing Education for Factory Workers

«Thanks to the fruitful cooperation with Swisscontact this programme was already highly successful shortly after its launch.» (M. Suresh Jerry, Social Compliance Coordinator, Switcher SA)

z Young employees of Switcher's suppliers in India shall have access to free further training. Swisscontact assists Switcher in carrying out this programme.



# Ways out of Poverty: Your Donation Matters

Swisscontact carries out its own projects as well as mandates of the Swiss Federal Government and other donors. Our donors include companies, associations, foundations, cantons, municipalities, church communities, and private individuals. The

Swiss Agency for Development and Cooperation financially supports the donation projects. Swisscontact is committed to cost effective and efficient working methods and procedures.

The World in Figures: 800 million people live on less than 1 dollar a day +++ 130 million children in this world cannot go to school +++ After 2007, more than 50% of the world's population live in cities +++ 4 out of 10 Africans are illiterate +++ 6 million people with HIV/AIDS in developing countries need medical assistance +++ 100 million children are engaged in dangerous child labour.

## General Donations for Swisscontact Projects

You can support our organization's project work with a non-specific donation. In this case, your contribution will be allocated to the most urgent project.

## Donation for a Specific Project

Our current donation projects are listed on our website [www.swisscontact.org](http://www.swisscontact.org). You can support one or more specific projects at your own discretion.

## Become a Company Sponsor

As a company or as private individual, you can become a sponsor of a medium-sized enterprise in one of our partner countries. Your sponsorship will help to improve the competitive edge of this particular enterprise and thus, to maintain jobs for the long term.

## Develop a New Project

If you have an idea for a new project and you need a partner, please contact us. We will be happy to assist you in turning your idea into a successful project on a mandate basis.

## Swisscontact Circle of Friends

An increasing number of private individuals support Swisscontact with regular donations. The annual member fee of the Circle of Friends amounts to CHF 250.–. As a member you will be invited to Swisscontact events and will regularly receive our newsletter, which will inform you about our projects as well as the latest trends in development cooperation. Also, we may arrange personal contacts with our field workers.

## Legacy to Swisscontact

Many people would like to use a portion of their assets, after their death, to accomplish something good and meaningful, apart from fulfilling the obligations toward their heirs. Perhaps you wish to devote a portion of your estate to the education and further training of disadvantaged persons. We will be pleased to give you some advice.

Postal account for donations:  
PA 80-29768-1

Thank you for your support!



Swisscontact, Swiss Foundation for Technical Cooperation  
Doeltschiweg 39, CH-8055 Zurich, P.O. Box, CH-8055, Phone +41 44 454 17 17  
Fax +41 44 454 17 97, [sc@swisscontact.ch](mailto:sc@swisscontact.ch), [www.swisscontact.org](http://www.swisscontact.org)