

# Synergos Advisory

Advisory and implementation support with a social purpose







## Helping companies and foundations generate social value in emerging markets.

We enable organizations to **align core business efforts with social value creation** and to **maximize the impact of corporate social responsibility and philanthropic efforts**. We support foundations to build inclusive and effective social impact strategies, programs and partnerships.

Synergos Advisory draws on over **30 years of experience** enabling businesses, governments, NGOs, and the philanthropic sector to generate innovative responses to complex opportunities and challenges in emerging markets.

“

The issues that we face are simply too big for any individual partner to solve by themselves. I think Synergos understands that better than anybody else. ”

– **PAUL POLMAN, CEO, UNILEVER**



Photo: Paul Polman speaking at Synergos' 2014 University for a Night gala.





“

We continued to have these ‘aha’ moments with each visit, as Synergos helped us look deeper and draw opposite conclusions from our typical market strategies.

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– NORBERTO CHACLIN , PEPSICO

Photo: Synergos clients and partners in India discussing urban water access. Synergos; 2017



# We're a business-oriented consultancy within a mission-driven nonprofit

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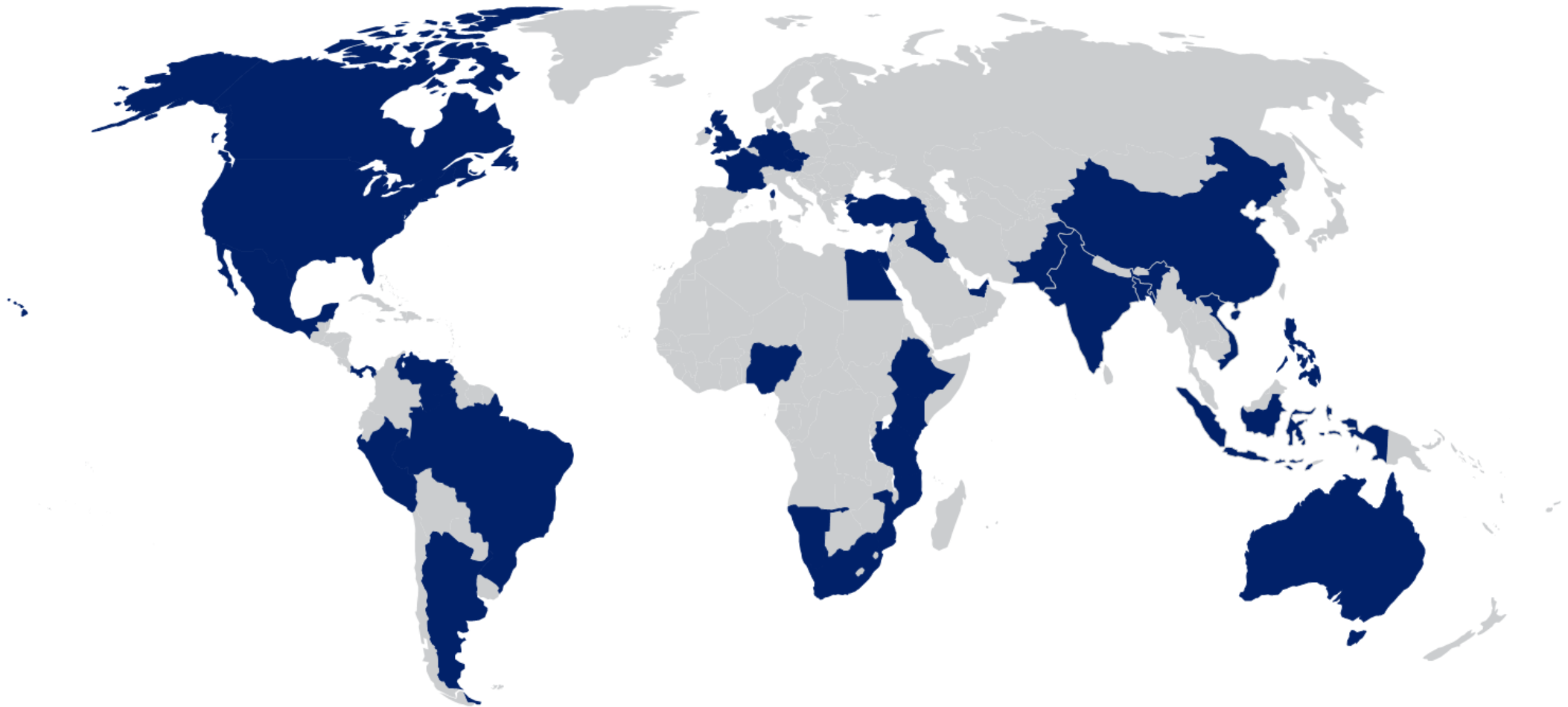
Founded in 1986 by a member of the Rockefeller Family, Synergos **helps solve complex problems of poverty and inequality by deepening trust and collaboration** among business, government, civil society, and marginalized communities.

Founded in 2010 as a division of Synergos, Synergos Advisory draws upon the organization's experience, relationships, and approach to **enable clients to generate sustainable economic and social value** through their core businesses, CSR, and philanthropic efforts.



# On-the-ground experience meets global reach

Our **30 years of field experience** delivering results in areas such as public health, food security, education, leadership development, and philanthropy equip Synergos with a **deep reservoir of knowledge and expertise** to serve clients.







## WHAT WE DO...



### Strategy

We build innovative strategies that amplify the impacts of philanthropic giving and inclusive businesses.

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### Partnership

We enable businesses, governments, civil societies, and communities to advance shared goals and achieve scale in partnership.

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### Implementation

We design, implement, and manage field projects to advance philanthropic and social-business initiatives.



# Strategy

**LEARN:** Facilitating field-immersion experiences to surface consumer, market, community and product insights.

**DESIGN:** Co-creating new concepts and designs; building innovative models, roadmaps, governances and processes.

**INCUBATE:** Refining new ideas through prototyping, stakeholder input, expert analysis, and field-testing.

**RESEARCH:** Assessing market, competitive, social and community context to guide strategy.

**MODEL:** Developing new models and business plans that deliver financial return and social impact.

**FINANCE:** Identifying creative means to resource social-business, CSR, and philanthropic initiatives.





# Partnership

**MAP:** Identifying and vetting partners for new social-business, CSR, and philanthropic ventures.

**FACILITATE:** Bringing new partners together, building trust, and structuring partnerships; facilitating meetings, conferences, and events.

**MANAGE:** Managing multi-stakeholder collaborations.

**CAPACITATE:** Building skills for partnerships and improving alignment and organizational capacity to integrate social and business goals.

**RESOURCE:** Supporting donor partnerships.



# Implementation

**LEAD:** Designing and leading project implementation in emerging markets from pilot to scale.

**INSTITUTIONALIZE:** Building new organizations, or strengthening existing ones, to carry out new initiatives, sustainably.

**MEASURE:** Setting metrics and establishing systems to monitor and evaluate the impact of social-business ventures.

**COMMUNICATE:** Sharing results and impacts with key audiences; designing and facilitating events.



# Who we work with

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Our clients include foundations, family offices, individual philanthropists, socially-minded businesses, and global companies. Here's a sampling.



# How we're different

## JOINING THE BEST OF HEAD AND HEART

Our position within a **global mission-driven organization** provides a deep knowledge of emerging markets and capabilities on a wide range of sectors, anchored by an unwavering commitment to social good.

## DOING GOOD FOR CLIENTS AND THE WORLD

We enable companies to realize their highest **purpose** in ways that always contribute to the public good.

## OFFERING TOP- QUALITY ANALYTICAL EXPERTISE

We facilitate **innovative social processes** that **empower** companies to co-create with others and listen to missing voices.

## DRAWING UPON A GLOBAL BRAIN TRUST

We nimbly access intelligence from an **extraordinary worldwide network** of thought leaders across every sector of society.





# What we're good at

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## Working across diverse settings and issues

Our more than 30 years of field experience delivering results in areas such as public health, food security, education, leadership development, and philanthropy equips Synergos with a deep reservoir of knowledge and expertise to serve clients.

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## Relationship networks and cultural insights

Our extraordinary access to social, business, government, community and political leaders enables clients to harness local knowledge in order to build creative answers to complex business questions. Synergos is widely perceived as a credible 'honest broker' capable of building trust across sectors.

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## Innovative approach and methods

Our unique approach combines business analytics with experiential learning and advanced approaches to participatory design. We support clients from strategy formation through to field implementation and have proven methodologies both for enhancing internal alignment and for building external partnerships.



# Funds that fight poverty

All revenue generated  
directly supports  
Synergos programs that  
alleviate poverty and  
empower communities  
to thrive.





# Our global networks

## STAFF & REPRESENTATIVES

Bangladesh  
Brazil  
Czech Republic  
Egypt  
Ethiopia  
Mexico  
Namibia  
Nigeria  
Palestinian Territories  
South Africa  
United States

## PROGRAMS & PROJECTS

Bangladesh	Mexico
Brazil	Morocco
Canada	Namibia
China	Nigeria
Colombia	Palestinian Territories
Dominican Republic	Pakistan
Ecuador	Panama
Egypt	South Africa
Ethiopia	Tanzania
India	Thailand
Indonesia	Turkey
Jordan	United States
Lebanon	Zimbabwe

## SYNERGOS NETWORK ASSOCIATES

62 countries

A person is shown from the waist down, wearing a black t-shirt and a patterned skirt, working with a large pile of white granular material, possibly rice or sugar, in a rustic setting. The person is using a long-handled tool to move the material. The background shows a stone wall and a wooden structure. The text "Recent projects" is overlaid on the image in white font.

Recent projects



# Our experience

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## Core business services

### **India & Africa ▪ Developing a Base of the Pyramid business model**

Supported a food company to develop a Base of the Pyramid model for nutritional products in India and East Africa. Organized an intensive learning journey and incubation process to understand the local markets and generate new delivery models.

### **Ethiopia ▪ Analyzing sourcing options for sesame value chain development**

Helped a food & beverage company to build a sustainable sourcing model with small-holder farmers in Ethiopia and introduced them to key stakeholders including Ministers of Agriculture, co-operatives, unions, businesses and civil society leaders.

### **Mexico ▪ Building a market-entry and partnerships strategy**

Advised a personal care company entering the Mexican market to develop an inclusive business that could benefit local communities.

## CSR services

### **Africa ▪ Redefining corporate social engagement strategy**

Defined the new Africa-wide engagement strategy for a global media company, with a focus on capacity-building. The effort involved the design of education and fellowship programs, stakeholder convenings, and partnership brokering.

### **Pan-African ▪ Fostering social impact in seed value chains**

Helped a leading supplier of seeds build sustainability into its business practices, think strategically about its social impact in Africa, and access the best thinking of diverse stakeholders by convening and facilitating dialogues.

### **India ▪ Supporting access to clear water**

Helped a Fortune 500 food & beverage company develop a strategic CSR initiative to improve access to clean water to over 200,000 people in three Indian states. Identified, vetted, and onboarded local implementing partners.

## Corporate foundation services

### **South Africa, Mexico, India ▪ Philanthropic Strategy**

Supported a major US food company to identify a philanthropic strategy and to identify partners in Mexico, India and South Africa to enhance their social impact on local communities.

### **Global ▪ Building a partnership strategy**

Helped the foundation of a global e-commerce company revise their philanthropic strategy. Conducted benchmarking and extensive stakeholder interviews to align the new strategy with the interests of employees and the future of the businesses.

# Our experience

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## Government / Civil society

### **Namibia • Reform of Namibia public health system**

Developed a broad-based strategy and replicable model to improve the public health system in Namibia through targeted interventions in maternal health, leading to a reduced maternal and child mortality rate.

### **South Africa • Multi-stakeholder partnership for children**

Convening a powerful network of top leaders in the South African children's sector to build capacity, share best practice, review policies and enhance coordination.

### **Ethiopia • Supporting the Ethiopian government in the transformation of the agricultural sector**

Supporting the Gates Foundation to develop the Agricultural Transformation Agency (ATA), providing organizational design, capacity building, leadership development, research, partnership brokering, and other services.

### **Nigeria • Supporting the Nigerian State governments in the transformation of the agricultural sector**

Supporting the Gates Foundation and the Nigerian State governments to develop state-level agricultural transformation agendas in collaboration with local stakeholders (e.g., farmers, cooperatives and unions, companies/suppliers, political leaders).

### **Brazil • Supporting a State reform its education system**

Enabling the State of Pará to build a large multi-stakeholder partnership to improve the performance of a two-million student education system by creating an integrated and comprehensive set of interventions.

### **Canada • Engaging First Nations**

Enabled Canadian Federal and Provincial governments to build inclusive model of working with First Nations communities. Created conditions for First Nations to partner effectively with the private sector and others on key initiatives.

### **France • Fundraising**

Developed fundraising strategy and alternative business models for a large education and arts organization.

### **Iraq • Social Enterprise**

Supported a leading global relief organization to design an effective social enterprise program with Iraqi war widows, including an inclusive approach to project governance.



# Our core team

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**Leah Bradford Francis**  
Managing Director

Prior to joining Synergos, Leah was President of the Kraft Foods Group Foundation. Prior to Kraft, Leah served as a Program Officer in Community Development at The Chicago Community Trust. Leah has worked for both Deloitte and Accenture's Human Capital practices. She has also worked with several NGOs in Sub-Saharan Africa on growth strategy and program development. She holds an MBA from the Kellogg School of Management at Northwestern University and an MPA from the Kennedy School of Government at Harvard University.



**Pallu Modi**  
Interim Managing Director

Pallu brings over 20 years of experience as a business director in international development for donors and management consulting firms. Pallu has developed and delivered company strategy and lead institutional strengthening contracts for governments in 40 countries, learning lessons to improve programming and design. Pallu has significant track record of achievement across her career through building strategic partnerships, sourcing and managing high quality globally based teams and translating international development challenges into successful designs.



**Swati Chaudhary**  
Director

Swati brings 15 years of experience in management consulting, investing, and economic development. Prior to Synergos, Swati advised clients at PwC Advisory on growth strategy, inclusive business, and risk management. Swati brings impact investing knowledge from Acumen Fund, and growth equity at General Atlantic. She studied economic development and gender at Columbia University. A third culture kid, Swati grew up between Bihar, India and Manila, Philippines.



**Kathryn Uhl**  
Manager

With seven years of experience in financial services, technology, and consulting, Kathryn most recently served as a User Experience Researcher at the Peru-based Social Enterprise, Laboratoria. She formerly served as Product Manager at Wells Fargo Bank's commercial banking group and as a consultant with the Wikimedia Foundation, Bloomberg, and IDEO on technology-focused development projects. Kathryn holds an MPA in International Development from Columbia University.



**Marina Poudret**  
Associate

Prior to joining Synergos as an Associate, Marina served as a researcher and analyst in policy and international security. She worked with government stakeholders in the Africa, Latin America, and Pacific regions to strengthen the implementation of UN Security Council resolutions for global peace and security. Marina was also an intern with Synergos in 2017. Marina graduated from Fordham University with a BA in International Studies with a focus on cross-cultural communication and development.





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