

Project Design

IFC's first attempts to design projects aimed at improving governance environments date back to 1992. As each successive project was launched, the model would be tweaked to reflect the lessons learned from the prior project, with the goal of achieving maximum effectiveness.

From the start, the project design approach involved a standard structure that included several categories of activities. Individual project teams could alter the amount of effort and resources that went into each category depending on the unique needs of the country or region.

Project components are designed with the aim of meeting specific goals for developing the private sector in emerging markets:

- Increased access to competitive and affordable external financing

- Better operational and financial performance through improved strategic decision-making and managerial oversight
- Improved compliance to build or restore relationships and confidence with key players, including investors, regulators, and employees

While the aims are clear, the work is complex, and involves more than just hands-on work with companies—it includes efforts targeting banks, government, the media, and educational institutions.

The SmartLessons in this section provide insight into the evolution of the project design model for donor-funded corporate governance advisory services projects, to reflect the complexities and the interwoven nature of the work.