

**ESADE**

Ramon Llull University

INSTITUTE  
OF PUBLIC  
GOVERNANCE  
AND MANAGEMENT

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# The PARTNERS Program

## Activities Report 2008

Education and research in public-private co-operation

# First year of activities

**The meeting to found the ESADE PARTNERS Program was held on 7th February 2008. In its first few months of operation, PARTNERS started up and consolidated various lines of work, paying special attention to the creation of shared learning spaces for the public and private sectors along with the publication and dissemination of the results obtained.**

**In conjunction with the institutions sponsoring the program, PARTNERS arranged five events throughout 2008. These events were devised in various formats to raise awareness and debate on public-private co-operation and to further the understanding of the relationships and forms of management involved.**

- Guided tour and lunchtime colloquium on ‘Public Leadership and Public-private Collaboration’, delivered by Jordi Valls, President of the Port Authority of Barcelona.
- Conference entitled ‘The Private Sector’s Contribution to Implementing Public Policies on Health and Social Services’, with the participation, among others, of Boi Ruiz, President of Unió Catalana de Hospitales and Guillem López-Casasnovas, Professor of Economics at UPF.
- Conference entitled ‘Public-private Co-operation in Social Services: The local world and co-operativism’, with the participation, among others, of Carolina Homar, General Manager of ICASS, and Antoni Fernàndez, Secretary General of the Department of Employment of the Generalitat de Catalunya.

- Conference entitled ‘Public-private Co-operation, a New Relationship between Government and Business’, led by Grupo CLADE.
- Round Table on ‘The Economic and Social Impact of Public Regulation’, with the participation, among others, of Anton Costas, Professor of Economic Policy (UB), and Arseni Gibert, Director General of Defence of Competition at the Department of Economy and Finance of the Generalitat de Catalunya.

To disseminate best practices in public-private collaboration and to highlight the social value represented by this collaboration, a collection entitled Relats PARTNERS has been launched with two inaugural issues:

- Relats PARTNERS No. 1: El cas de Projectes Territorials del Bages [The Case of Projectes Territorials Bages], June, 2008
- Relats PARTNERS No. 2: Better Regulation. Una estratègia ineludible [Better Regulation. An Inescapable Strategy], November, 2008

In 2009, a new field focusing on the development of educational programs will be added to the lines of work outlined in this report.

It is a pleasure for me to present this report.

Albert Serra

Director

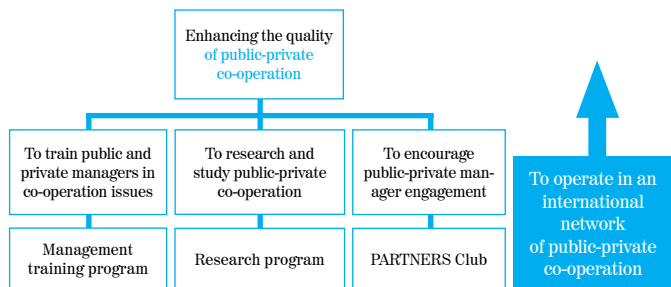
The PARTNERS Program

# What is PARTNERS and how does it work?

The PARTNERS Program explores issues of private-public co-operation at the highest level of innovation and globality. It aims to have a direct effect on the public and business sectors, focusing on Spain and Latin America in particular.

PARTNERS encompasses the full spectrum of tools and different types of public-private partnership, including: regulation of areas and services of general interest; public service outsourcing; promotion of areas of public interest and their funding; and public service procurement and co-production.

PARTNERS activities are focused on developing executive education and research in public-private co-operation, and are also intended to provide a meeting point for public and private sector managers.



## Public-private co-operation ...

- improves social governance, achieving optimum public policies and social welfare;
- should be accompanied by rigorous accountability practices.

PARTNERS is based on co-operation and its investors are public organisations and private companies that see this program as an opportunity for engagement and dialogue, in addition to learning and representation at the highest level.

Investors in the PARTNERS Program make an annual investment of \$10,000. In return, they each receive:

- Visibility through the program's activities and materials;
- Participation in the program's social events;
- Free annual registration for the course 'Public Services and Public-private Co-operation'.

# Social and relational activities

## Meeting to found the PARTNERS Program.



**ESADE, Barcelona, 7 de febrer de 2008**

The meeting to found the PARTNERS Program, organised by ESADE's Institute of Public Governance and Management (IDGP), prompted ESADE into taking this new line of action, which focuses exclusively on public-private co-operation.

## Social and relational activities

Guided tour and lunchtime colloquium delivered by Jordi Valls, President of the Port Authority of Barcelona.



**Barcelona, 19th September 2008**

A guided tour of the port of Barcelona preceded the lunchtime colloquium with Jordi Valls, President of the Port Authority of Barcelona, who delivered a lecture on 'Public Leadership and Public-private Collaboration: The Case of the Port of Barcelona'.

**Co-organisers:**

**ESADE ALUMNI**  
Direcció Pública  
*Club Pascual i Borriol*

  
**Port de Barcelona**

# Social and relational activities

The private sector's contribution to implementing public policies on health and social services.



## **ESADEFORUM, Barcelona, 2nd October 2008**

The following speakers addressed those attending the signing of the PARTNERS Program agreement between ESADE and Unió Catalana de Hospitales:

- Manel Peiró, Academic Vice-Dean of ESADE
- Albert Serra, Director of the PARTNERS Program, Institute of Public Governance and Management, ESADE

- Roser Fernández, General Manager of Unió Catalana de Hospitales
- Ignacio Riesgo, Director of the Department of Health, PricewaterhouseCoopers
- Guillem López-Casasnovas, Professor of Economics, Pompeu Fabra University
- Boi Ruiz, President of Unió Catalana de Hospitales

## Co-organisers:



## Social and relational activities

### Conference on 'Public-private Co-operation in Social Services: The local world and co-operativism'.



**ESADEFORUM, Barcelona, 16th October 2008**

Participating in this conference organised by the PARTNERS Program and the Directorate General for Co-operative Economy and Business Creation of the Generalitat de Catalunya, were:

- Carolina Homar, General Manager of ICASS
- Marcel Planellas, Secretary General of ESADE

- Àngel Saz, Co-ordinator of the PARTNERS Program, Institute of Public Governance and Management, ESADE
- Antoni Rodríguez, Town Councillor of Roses
- Montse Mestres, Head of Social Services and Health, City Council of Mataró
- Xavier Gallofré, GEDI Cooperativa
- Montserrat Camps, General Manager of SUARA, SCCL
- Albert Serra, Director of the PARTNERS Program, Institute of Public Governance and Management, ESADE

## Co-organisers:



Generalitat de Catalunya  
**Departament de Treball**

## Social and relational activities

### Conference on 'Public-private Co-operation, a New Relational Model between Government and Business'.



**La Pedrera, Barcelona, 14th November 2008**

This conference, led by Grupo CLADE, investor in the PARTNERS Program and Catalonia's first co-operative business group, included talks from:

- Miquel Perdiguier, Director of Charitable Work, Caixa Catalunya
- Miguel Àngel Oliva, President of Grupo CLADE

- Hon. Ms. Mar Serna, Minister for Employment, Generalitat de Catalunya
- Ricard Fornesa, President of Criteria CaixaCorp
- Miquel Roca Junyent, President of Roca Junyent Advocats
- Albert Serra, Director of the PARTNERS Program
- Joan Ignasi Elena, Mayor of Vilanova i la Geltrú
- Montserrat Camps, General Manager of SUARA Cooperativa
- Eduard Brull, President of Factor Habast
- José Ignacio Gárate, President of Polo Garaia (Mondragón)
- Lluís Recorder, Mayor of Sant Cugat del Vallès
- Hon. Mr. Josep Huguet, Minister for Innovation, Universities and Enterprise, Generalitat de Catalunya

## Co-organisers:



## Social and relational activities

### Conference on ‘The Economic and Social Impact of Public Regulation’.



**ESADE, Barcelona, 2nd December 2008**

Taking part in the presentation of Relats PARTNERS No. 2, entitled *Better Regulation. Una estratègia ineludible*, were:

- Francisco Longo, Institute of Public Governance and Management, ESADE
- Anton Costas, Professor of Economic Policy, University of Barcelona

- Víctor Torrents, Director of Communication and Consultancy, Barcelona Chamber of Commerce
- Arseni Gibert, Director General of Defence of Competition, Department of Economy and Finance, Generalitat de Catalunya, and co-author of *Better Regulation. Una estratègia ineludible*

# Publications



La cooperación público-privada, la promoción de la autonomía personal y la atención a las personas en situación de dependencia. Un estudio de Andalucía, Cataluña, Madrid y País Vasco.

[Public-private co-operation, the promotion of personal autonomy and services for people in situations of dependency. A study of Andalusia, Catalonia, Madrid and the Basque Country.]

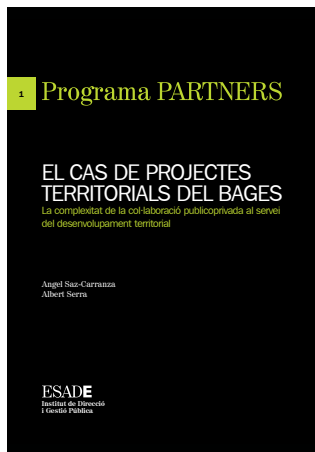
Barcelona, January 2008

Authors: Albert Serra, Àngel Saz-Carranza, Pau Mas, Tamyko Ysa

Co-financed by:



# Publications



Relats PARTNERS No. 1:  
El cas de Projectes  
Territorials del Bages.  
La complexitat de la  
col·laboració publicoprivada

[The Case of Projectes  
Territorials Bages.  
The complexity of  
public-private collaboration]

**Barcelona, June 2008**

Authors: Àngel Saz-Carranza, Albert Serra

Co-financed by:

caixaManresa 

# Publications



Relatos PARTNERS No. 1:  
El Caso de Proyectos  
Territoriales del Bages  
La complejidad de la co-  
laboración público-privada  
al servicio del desarrollo  
territorial

[The Case of Projectes  
Territorials Bages.  
The complexity of  
public-private collaboration]

**Barcelona, June 2008**

Authors: Àngel Saz-Carranza, Albert Serra

**Co-financed by:**

caixaManresa 

# Publications



Relats PARTNERS No. 2:  
Better Regulation.  
Una estratègia ineludible

[Better Regulation.  
An Inescapable Strategy]

**Barcelona, November 2008**

Authors: Emma Baiges i Pla, Arseni Gibert i Bosch, Cristina Pellisé de Urquiza, Isabel Tornabell i González

**Co-financed by:**

## For further information:

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## Supporters of the PARTNERS Program:

