

Public-Private Partnership (PPP) antara Pemerintah Swiss dan Nestle dalam Program Kerja Sama Pembangunan Internasional = Public-Private Partnership (PPP) between the Swiss Government and Nestle in International Development Cooperation Programs

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Abstrak

Swiss merupakan salah satu negara anggota Development Assistance Committee yang kerap melakukan bantuan luar negeri. Terkait pembangunan internasional berkelanjutan bidang manajemen air, Pemerintah Swiss juga telah melaksanakan berbagai program secara mandiri melalui badan-badan pemerintah yang mereka miliki seperti the Swiss Agency for Development and Cooperation (SDC). Kehadiran aktor privat dalam hubungan internasional kemudian memicu dilaksanakannya public-private partnership (PPP) dalam program-program pembangunan internasional Pemerintah Swiss. Dalam bidang manajemen air itu sendiri, SDC melaksanakan PPP dengan Nestlé dalam program More Coffee Less Water di Vietnam dan program SuizAgua di Peru. Meskipun PPP dipercaya mampu meningkatkan efisiensi dan kualitas suatu program, keterlibatan Nestlé menimbulkan sebuah pertanyaan karena adanya orientasi kebijakan dalam hal manajemen air yang cenderung berbeda dengan Swiss. Oleh karena itu, penulis menggunakan teori Rational Choice untuk memahami alasan di balik dilibatkannya Nestlé dalam program More Coffee Less Water dan SuizAgua. Dengan menggunakan pendekatan kualitatif dan metode survei literatur terhadap sumber-sumber sekunder, penulis menemukan bahwa SDC dan Nestlé sama-sama memiliki kepentingan yang pada akhirnya menjadikan pelaksanaan PPP dalam kedua program tersebut pilihan yang paling rasional bagi mereka.

.....Switzerland is one of the Development Assistance Committee's member countries which often provides international aid. In regards to sustainable international development within the water management field, the Swiss government has executed several independent programs through its federal bodies such as the Swiss Agency for Development and Cooperation (SDC). Furthermore, the presence of private actors in international relations has triggered the use of public-private partnerships (PPP) in said programs. Within the water management field itself, SDC has conducted two PPPs with Nestlé in the More Coffee Less Water program in Vietnam and the SuizAgua program in Peru. Although PPPs are thought to be able to increase the efficiency and quality of a program, Nestlé's involvement raises a question because of its generally opposing water management policy orientation. Consequently, this paper utilizes the Rational Choice theory to understand the reason behind Nestlé's involvement in More Coffee Less Water and SuizAgua. While applying a qualitative approach and utilizing a literature survey method towards secondary sources, this paper finds that both SDC and Nestlé have converging interests and therefore making PPP the most rational choice for both parties in said programs.