

Conclusion

Out of the research that has been done over the past weeks concluded can be that there are seven consultancy companies that are very interesting for working together or to start a partnership with. They are all active in the Netherlands, and besides that in many other countries all over the world.

The largest four consultancy companies, Deloitte, KPMG, PricewaterhouseCoopers and Ernst & Young, were more or less obvious companies to be interesting. They all have a mission to strive for the highest possible quality and service for their clients, and in matters of corporate social responsibility they mainly focus on developing and improving education and the climate. All four have some kind of department or foundation within the organisation that focuses on these subjects. These foundations or initiatives are willing to join in projects in developing countries, and they do have experience in this market.

The other consultancy companies that are interesting, Accenture, Ecorys and Conclusion, also focus on education through their CSR programmes, but out of this research turns out that they do not really have a specific department for this subject. They do however have experience in projects that are similar to the ones of War Child; projects in the education sector (both national and international). Besides that they have worked together with various NGOs and some have a partnership with Microsoft, like War Child has.

Actual trends point out that there is a changing climate in the charity sector. There is a changing demand of resources; it is not just money that is important to be donated to charity organisations, but knowledge, expertise and personnel has become more important.

The fact that the internet has given the public much more access to news and communication makes that many secrets come out; it is a time of radical transparency. Because of this, people would like to see more for the money they give, so they mainly support causes that are close to them.

Another trend is the globalisation of nowadays. It has become easier and faster to cross borders, also to work in other countries than just your own. Organisations start to work together in an international context. And within organisations there is a trend that the Corporate Social Responsibility programmes become more and more important, a trend that is heavily supported by governments. The line between profit and non-profit slowly disappears in matters of vision.

Answer to the main question on how to connect War Child to consultancy companies still remains. But this research showed that there are quite some connections between them, in matters of CSR programmes & visions, and trends. The next step is to use these connections to form a new business concept.