



**SOCIAL
FRANCHISE
PARTNERSHIP
OFFER**

1 AFLATOUN: SOMETHING FOR YOUR ORGANISATION?

IF SO, PLEASE READ ON AND JOIN US AS A SOCIAL FRANCHISE PARTNER!

IS YOUR ORGANIZATION*:

- A NGO OR INGO?
- A MICROFIANCE ORGANIZATION?
- A COOPERATIVE?
- A TEACHERS UNION/TEACHER TRAINING INSTITUTION

DOES YOUR ORGANIZATION:

- ✓ Have programs for children or young people?
- ✓ Operate in schools or non-formal education settings?
- ✓ Subscribe to principles of the UN convention of the rights of the children?
- ✓ Have a solid (financial) administration?
- ✓ Have the ability and willingness to pay an annual fee?

Only the organization types listed here can become social franchise partners. However, if your organization is a government entity, multilateral institution, donor organization, or company, Aflatoun international can still partner with you. Please contact us on info@aflatoun.org to start a conversation.

AFLATOUN MAY BE THE RIGHT FIT FOR YOUR ORGANIZATION IF YOU ARE:

- Searching for top - notch educational content on social and financial education, employability skills, and entrepreneurship in many languages
- In need of state-of-the-art training, technical support on curriculum development, and/or M&E
- Looking for the latest insights on social and economic empowerment of children and young people
- Aiming to scale up your program
- Motivated to be part of global network of peers



WHERE TO GO ...



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2 AFLATOUN INTERNATIONAL

Aflatoun International is a not-for-profit organisation working with social franchise partners across the globe to bring social and financial education to children and young people. Aflatoun provides a range of services for and with its partners.

Aflatoun International coordinates a global social franchise network of NGOs, cooperatives and social enterprises rolling out social and financial education (SFE) programmes for children and young people. Furthermore, we consult governments on supporting the integration of SFE into their educational policy and curriculum. Through Aflaventures we work with companies towards technical innovations in order for SFE to reach more young people worldwide. Aflatoun International also works with foundations and multilateral agencies on thematic projects (e.g. peacebuilding, reproductive health) to help address pressing issues.



VISION

OUR VISION IS OF SOCIALLY AND ECONOMICALLY EMPOWERED CHILDREN AND YOUNG PEOPLE WHO ACT AS AGENTS OF CHANGE IN THEIR OWN LIVES FOR A MORE EQUITABLE WORLD.



MISSION

ENSURE ACCESS TO HIGH-QUALITY, INCLUSIVE, CHILD-CENTERED SOCIAL & FINANCIAL EDUCATION FOR ALL CHILDREN AND YOUNG PEOPLE, ESPECIALLY THE MOST VULNERABLE.

SERVICES THAT AFLATOUN PROVIDES:



CURRICULA

Development of regional and thematic curricula on social and financial education. Aflatoun develops its own core and regional curriculums, works on grant-funded thematic curricula, provides technical support to its partners, and advises governments on the integration of SFE in national curricula.



TRAINING OF TEACHERS

Training of trainers and teachers, in-person and online. Aflatoun provides different levels of training and has a pool of global and regional Master Trainers.



PARTNERSHIP & SUPPORT

Aflatoun supports its global partner network through internal and external communication and advocacy with key policy and private sector stakeholders. Aflatoun's international and regional meetings, and its international Board help to connect and govern the global Aflatoun Network (see more next page).



DEVELOPMENT & CONTEXTUALISATION

Aflatoun provides technical support to partners during the development and contextualisation of their Aflatoun programmes.



MONITORING & EVALUATION

Aflatoun works to monitor and evaluate the impact of the global Aflatoun programme and network. Furthermore, Aflatoun provides technical support to partners on M&E strategies and tools.



DIGITAL LEARNING

Aflatoun is growing its offering of direct e-learning services.

10.5 MILLION

Total number of children reached

108

Number of countries we worked in

307

Total number of social franchise partners

57%

Percentage reached that are girls

167,090

Total number of teachers

51,556

Total number of teachers trained

38

Number of government partners

PARTNERSHIP & SUPPORT

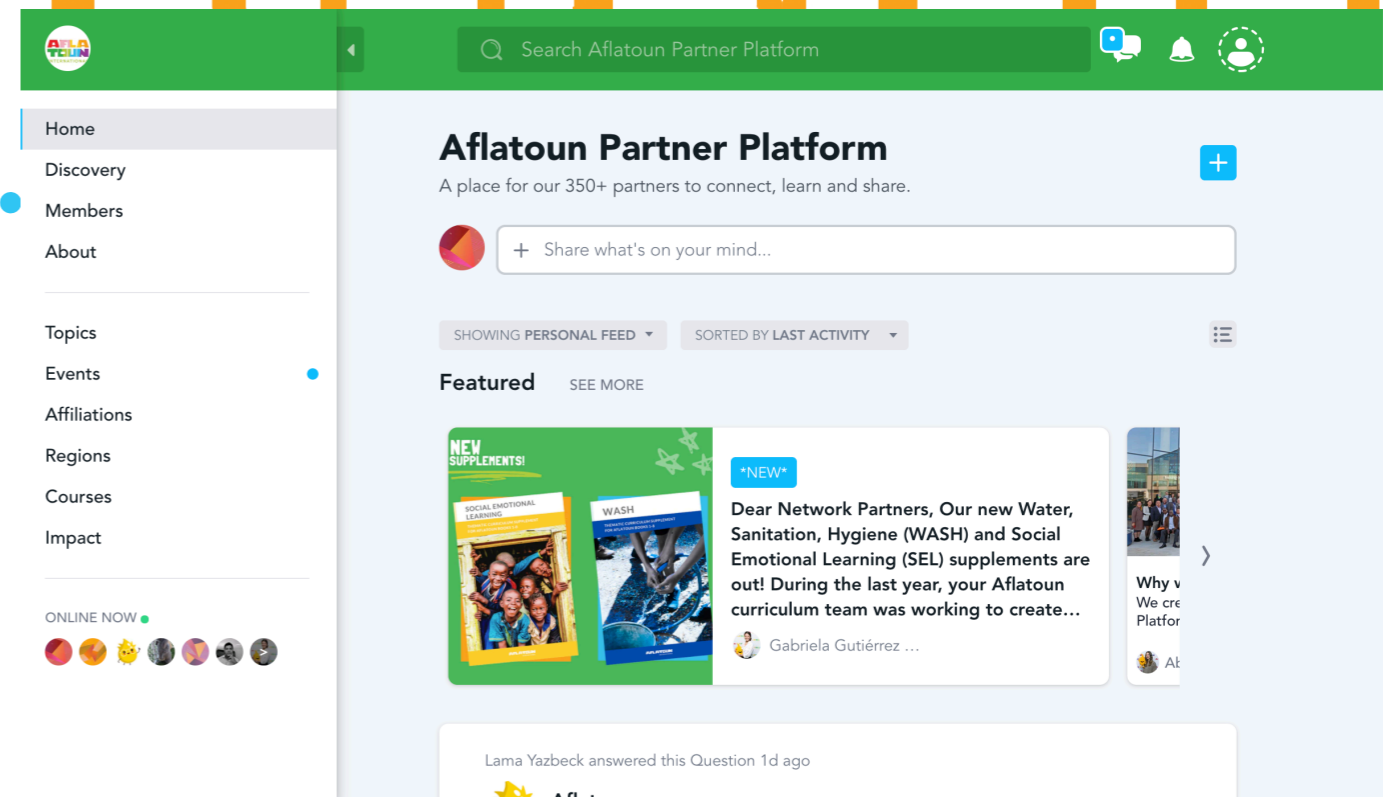
Aflatoun International supports the Aflatoun Network and social franchise partners in a variety of interlinked ways.

REGIONAL & INTERNATIONAL MEETINGS

Aflatoun organises periodic regional meetings and flagship international meetings. These are important venues to network with other partners and regional and international stakeholders from the public, private, and social sectors, to feature your work and learn about the latest innovations in SFE.

BOARD REPRESENTATION

The Board oversees the work of the Aflatoun International Secretariat and Aflatoun's governance and strategy. Aflatoun Partners have regional representatives on the Aflatoun Board: Global Network Board Members. Every partner has the right to apply for a Global Network Board Member position.



AFLATOUN PARTNER PLATFORM AND RESOURCE DATABASE

Aflatoun International's Partner Platform offers a range of different functionalities for partners:

- ✓ Personal/partner profile
- ✓ Access to/contact with other Partners
- ✓ Online webinars & courses
- ✓ Regional updates and network news
- ✓ Aflatoun and SFE related discussion boards
- ✓ Database of curriculum, supplements, M&E tools, and related resources
- ✓ Database of case studies and research papers (reports on 100+ Aflatoun research projects)

The Platform is constantly in development and additional functionality roll-out is planned every year.

TECHNICAL SUPPORT BY AFLATOUN

Aflatoun International staff dedicate a significant part of their time on providing technical support to partners on a range of different issues: contextualisation of curricula, programme design and development, M&E strategy and tools, grant co-writing, and training skills. Aflatoun International offers support for more time-consuming projects as additional tailored services.

ADVOCACY & COMMUNICATION

Aflatoun International actively advocates for the inclusion of SFE in national policy and curricula with ministries of education and finance, central banks, and relevant international policy bodies. Aflatoun's external communication and publications contribute to this larger advocacy agenda and often feature Aflatoun International partner organisations – for instance in Aflatoun's "Partner of the Week" feature.

3 WHY SOCIAL FRANCHISING?

Aflatoun International structures its partnerships with civil society (e.g. NGOs, MFIs and coops) using a social franchise model. We have several reasons to do so.

1. Win-Win collaboration

Our partners get access to a great programme and brand that have been tried and tested. They join a global network of peers at a fraction of what it would cost to develop these themselves. Aflatoun International gets to work with partners who are empowered to run and fund their own programme. They reach vulnerable children and young people across the globe in ways that fit best with their organisational skills and priorities. Our partners are partners for as long as they believe there is a win-win relationship.



2. Financial Sustainability and Cost Efficiency

By working with social franchise partners that fund their own programmes instead of keeping branch offices, Aflatoun International keeps a small team and an efficient cost structure. Through a combination of social franchise partner fees, grants, donations, and consultancy fees, Aflatoun is able to offer its partners value far beyond the annual fee they pay.

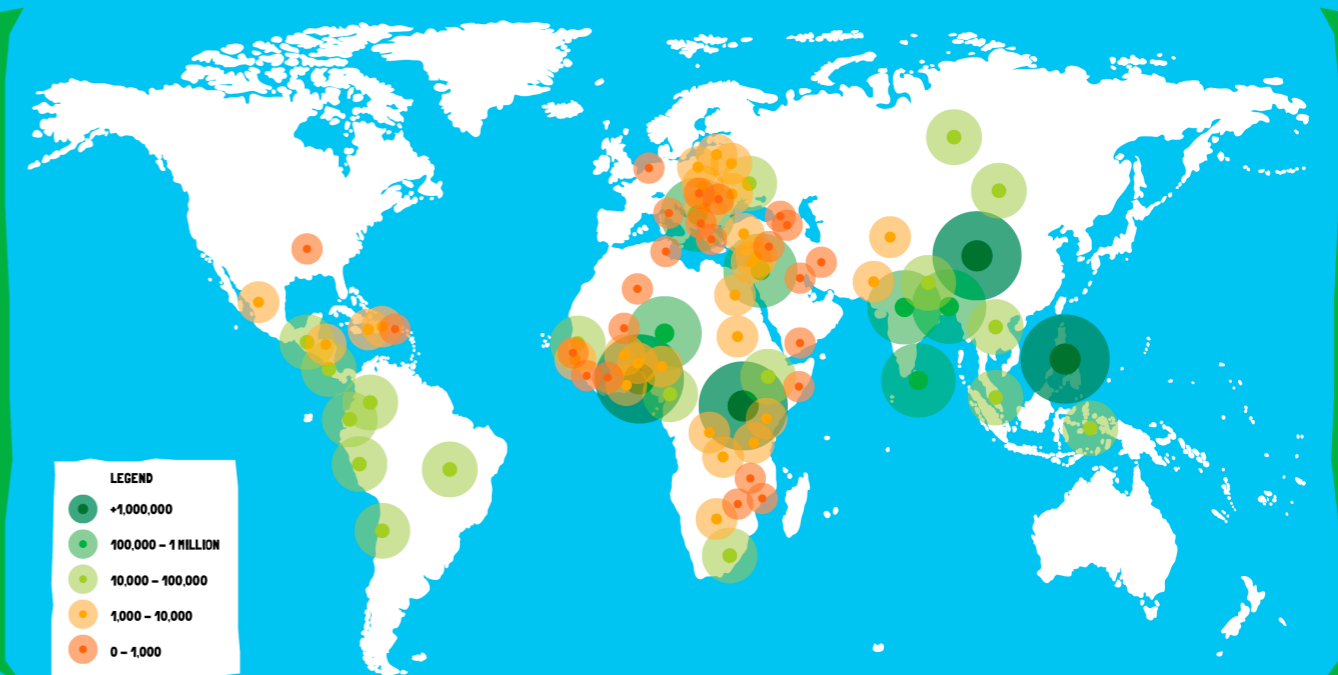
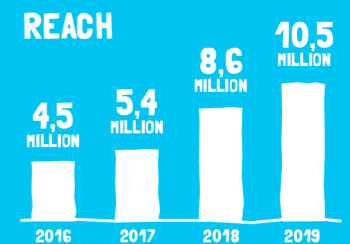
3. Fairness and Equality

The spirit of fairness and equality which is central in the Aflatoun programme is reflected in the fact that smaller or less resourced Aflatoun partners pay less, but have access to similar benefits.

4. Scaling Impact

Aflatoun International's social franchise model is highly scalable whilst maintaining quality impact. Scaling impact has been in Aflatoun International's DNA since its inception in 2005. Our scaling approach has attracted enduring international attention.

WE AIM TO EMPOWER AS MANY CHILDREN AS POSSIBLE WITH SOCIAL AND FINANCIAL SKILLS.



4 OUR SOCIAL FRANCHISE MODEL – IN SHORT

Our social franchise partnership model has several elements: our Partner (Franchisee), our Franchise package, Aflatoun International (the Franchisor), and the Partner Network.

Mission

Aflatoun International’s mission is to ensure access to high-quality, inclusive and learner-centered social and financial education for children and young people, especially the most vulnerable. Aflatoun’s social franchise approach helps realise this mission.

A High Value Partnership

Each Partner enters into a partnership agreement with Aflatoun International. Aflatoun provides partners with a license to use its Franchise (brand, curriculum, and core elements), access to the partner network, and partner benefits such as the partner portal, international and regional meetings, and the possibility to be elected to the Aflatoun Board.

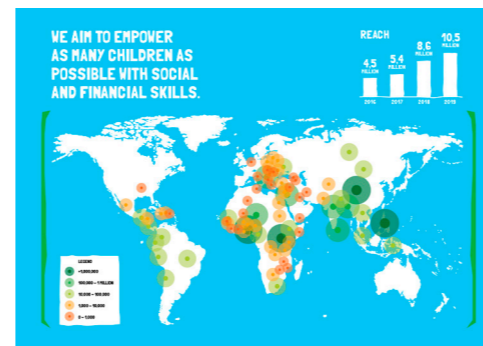
Partners have several responsibilities: they design, contextualise and implement their own Aflatoun programme and join one or more trainings by Aflatoun. They carry the responsibility for the quality, monitoring, and evaluation of their programme and report annually to Aflatoun. Finally, partners pay an annual partnership fee to Aflatoun and raise funds for their own programme.

THE AFLATOUN INTERNATIONAL SOCIAL FRANCHISE PARTNERSHIP MODEL

AFLATOUN INTERNATIONAL



PARTNER



CHILDREN & YOUTH



- » Aflatoun owns Franchise (Brand, curriculum, Core Elements)
- » Small Secretariat in Amsterdam, the Netherlands
- » Supports the Partner Network in order to reach the ultimate beneficiaries: children and young people

- » Partners sign agreement and receive license to use Franchise
- » Partners receive extensive Partner Benefits
- » Partners pay annual fee to Aflatoun & report on their program
- » Partners are trained by Aflatoun
- » Aflatoun provides additional paid services to partners

- » Partners become part of a global partner network of peers
- » Network provides insights and support
- » Engagement with national SFE platforms

- » Each partner designs, contextualizes and rolls out their own Aflatoun program
- » Partners raise funds for their own Aflatoun program
- » Partners are responsible for M&E of their program
- » Partners focus on children and youth and subscribe to UN CRC

- » Focus on children and young people
- » Focus on vulnerable communities
- » Focus on scaling impact

5 THE AFLATOUN FRANCHISE: BRAND, CORE ELEMENTS, AND CURRICULUM

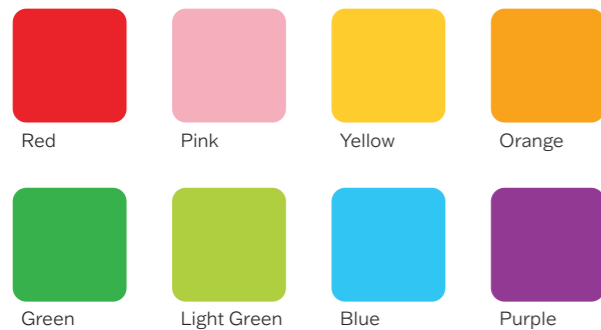
Aflatoun's franchise package consists of three components: the Aflatoun International brand, the five core elements, and the global and regional curricula. While partners get a license to use all components, they are required to follow certain guidelines, to contextualise the curriculum, and have their trainers trained.

1. LOGO & BRANDING

Partners use our logo and branding for their Aflatoun programs



AFLATOT
AFLAToun
AFLATEEN
AFLAYOUTH



BRANDING GUIDELINES

- ✓ The logo, brand, and style elements are the intellectual property (IP) of Aflatoun International
- ✓ Partners acknowledge Aflatoun International and include the logo in their learning/training materials and communication around their programme
- ✓ The Partnership Agreement further specifies appropriate branding use

2. FIVE CORE ELEMENTS

Every Aflatoun program needs to incorporate these 5 elements as part of their educational offering, which are the guiding principles for the educational curriculum



3. CORE & REGIONAL CURRICULA AND THEMATIC SUPPLEMENTS

- ✓ Partners can use full range of Aflatoun curriculums
- ✓ All curriculums use Active Learning Method - a proven way to make learning fun and engaging
- ✓ All curriculums are available in English, Arabic, French, Portuguese, Russian, Spanish, and selections of other languages



CONTEXTUALISATION

- ✓ Each Partner contextualises and, if necessary, translates their own learning materials
- ✓ The core and regional curricula serve as starting points
- ✓ The 5 core elements offer guidance during contextualisation

- ✓ Thematic Supplements based on key issues identified by partners
- ✓ Dynamic addition to curriculum
- ✓ Examples: WASH, child protection, environment, community engagement



TRAINING

- ✓ Each Partner needs to have at least one trainer trained by Aflatoun International (see Additional Tailored Services)
- ✓ Training focuses on both content and method
- ✓ Aflatoun's Active Learning Method is a key skill for trainers to acquire and essential for effective programmes.

6 THE SOCIAL FRANCHISE PARTNERS: TYPES AND CHARACTERISTICS

Among Aflatoun International's social franchise partners we distinguish five main types: local/national NGOs, INGOs, Coops, MFIs and Teacher Unions. However, across all types of partners we find comparable characteristics and look for similar aspirations.

COMMON CHARACTERISTICS WE FIND IN PARTNERS. THEY:

- have programmes for children or young people
- operate in schools or non-formal education settings
- subscribe to the principles of the UN Convention on the Rights of the Child
- have solid finances & governance
- have the ability and willingness to pay an annual fee

ASPIRATIONS WE LOOK FOR IN PARTNERS. THEY HAVE:

- a commitment to child protection above everything
- a commitment to scale and impact
- a collaborative mindset and willingness to share insights and good practices

DOES YOUR ORGANISATION FALL IN ANY OF THESE CATEGORIES?

NGO

EXAMPLE: ATINATI implements Aflatot, Aflatoun, Aflateen and Aflayouth for children and youth in Georgia. ATINATI works with the Danish Refugee Council (DRC) in Abkhazia, a conflict zone in Georgia.



INGO

EXAMPLE: Since 2014, INJAZ Jordan pilots Aflatoun and Aflateen in their schools. Since 2016 INJAZ has worked with the Central Bank of Jordan on a national integration strategy for financial literacy and works with the Central Bank and the Ministry of Education to train teachers nationwide in using active learning methods in their teaching of SFE. In 2019, INJAZ's Aflatoun programmes reached over 600,000 children and youth.



TEACHERS UNION

Fédération des Syndicats de l'Education Nationale (FESEN) is an umbrella for several teachers' syndicates for kindergarten, primary and secondary schools in Togo, implementing Aflatot, Aflatoun and Aflateen+ in private and public schools in addition to the national curriculum. FESEN's total outreach through Aflatoun in 2019 was 1,012,502 children.



MFI

EXAMPLE: The Lao Microfinance Association (MFA) focuses on advocacy and helps convene and co-hosts Aflatoun trainings with the Central Bank, Microfinance Institutions and different INGOs.



INGO

EXAMPLE: Children International partners with Aflatoun in Colombia, the Dominican Republic, Guatemala, Honduras, India, the Philippines, and Zambia. The different countries embrace different curriculums (Aflatot, Aflatoun, Aflateen).



COOPS

EXAMPLE: Through the national confederation of cooperatives in the Philippines (NATCCO), coops work with public schools in partnership with the Department of Education to implement the Aflatoun programme. Aflatoun lessons, integrated in the Values/ Character Education, in combination with Child-Friendly banking savings, reach a total of 1.4 million children.



NGO

EXAMPLE: Paniamor Costa Rica has rolled out Aflatoun & Aflateen since 2009 to 26,166 children. They joined the Global Curriculum Review Workshop & Regional curriculum development group.



7 BENEFITS FOR SOCIAL FRANCHISE PARTNERS

Every Aflatoun International social franchise partner gets access to a range of partner benefits. Combined, the benefits provide an ongoing value well beyond the annual partnership fee. Join us now to avail of these great benefits!

CATEGORY

BENEFIT

1. USER LICENSES

- Aflatoun International brand
- Core and Regional Aflatoun curriculums in official Aflatoun languages (Arabic, English, French, Portuguese, Russian, Spanish)
- Thematic Supplements
- Digital educational content
- M&E tools and questionnaires
- Access to Partner Platform

2. PRIVILEGES

- Core technical support* by Aflatoun International Secretariat staff on programme design, curriculum development and contextualisation, and M&E
- Promotion of your events and impact through Aflatoun International communication channels
- Aflatoun Master Trainer Certification
- Right to run for Global Network Board Membership on Aflatoun International Board
- Select opportunities to fundraise with other partners

3. NETWORK ENGAGEMENT

- Engagement in national integration efforts and platforms
- Benefiting from peer engagement with other partners and key country-level stakeholders

4. SUBSCRIPTIONS

- Resource & Research Database
- Regional Partner Updates

5. DISCOUNTED ACCESS

- Periodic International and Regional Meetings – In-Person and Online
- Regional Trainings-of-Trainers, or Country-Based Trainings
- Other Additional Tailored Services

8 ADDITIONAL TAILORED SERVICES

In addition to the basic social franchise partnership, Aflatoun International offers additional tailored services to its partners. These paid services are Training, Contextualisation, and Monitoring & Evaluation. Depending on travel restrictions, all services can be offered online or in person. Read more in the separate brochure “Additional Tailored Services”.



Aflatoun International believes that teachers and facilitators are the most important actors in the educational programme. Aflatoun’s Active Learning Method (ALM) boosts teachers’ and trainers’ passion and drive to fully engage their students in their own learning. To this end, Aflatoun offers Global and Regional Master Trainings and Country-Based Trainings on a combination of ALM and actual curriculum content. Our state-of-the-art trainings build capacity with our partners enabling them to run their own trainings. Aflatoun’s Global and Regional Master Trainers co-facilitate these trainings, bringing a rich variety of experiences and expertise.



Contextualisation is the process of adapting the Aflatoun curriculum to the social, economic, and cultural context of your learners. As part of designing and implementing their programmes, Aflatoun International encourages all partners to allot sufficient time and energy to the process of contextualisation.

While some partners are able to contextualise the curriculum by themselves, others will need technical support. Aflatoun International provides technical support for partners’ contextualisation through in-person and online workshops.



Aflatoun International can support partners in developing a sophisticated M&E strategy to boost donor confidence, by:

- Identifying M&E goals and requirements
- Prioritising issues and matching with M&E options
- Mapping short and long-term M&E strategy and risk and gap assessment
- Supporting integration of M&E framework in overall programme and organisational strategy
- Collaborate with the team to develop/adapt M&E tools tailored to your programme

Aflatoun International brings deep expertise in Monitoring & Evaluation, having delivered over 100 SFE research projects in over 50 countries.

9 PARTNER RESPONSIBILITIES

Aside from benefits, partners have several responsibilities. These evolve over the course of joining the partnership.

BEFORE JOINING

1. PROVIDE DOCUMENTATION

Aflatoun asks for several documents to get to know your organisation better:

- Questionnaire for Potential Partners
- National registration
- Annual report last 2 years
- Externally audited accounts for last 2 years
- 2 references
- Your Child Protection Policy

2. SIGN AGREEMENT & PAY ANNUAL FEE

- The signed agreement forms the start of the partnership
- Detailed benefits & responsibilities are specified in agreement
- Contains rules for brand license use
- Annual fee payment (March 31) is a requirement for continued partnership

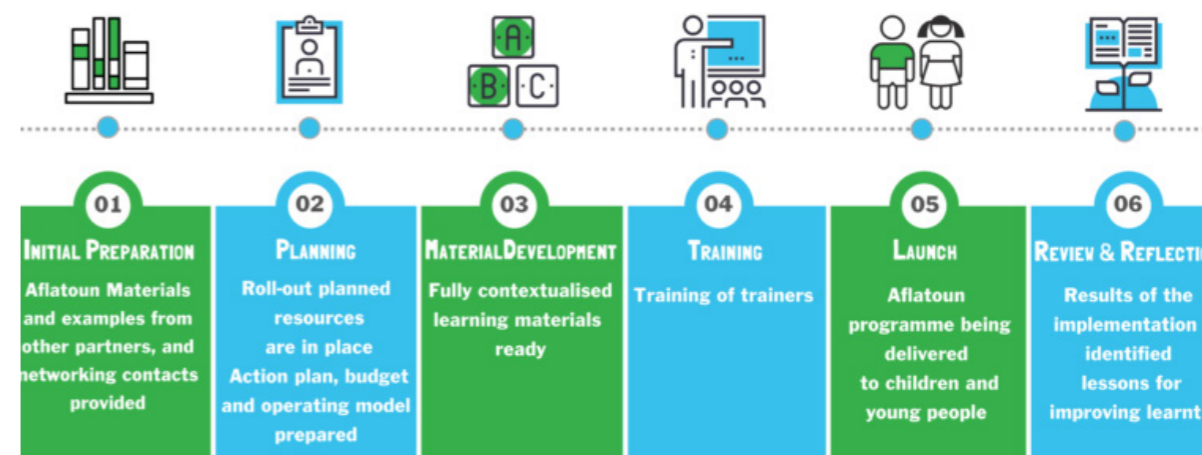
NEW PARTNERS

3. DESIGN, IMPLEMENT & FUND YOUR OWN PROGRAMME

New partners typically follow a 6-step implementation process to successfully launch their Aflatoun programme. Partners raise the resources necessary to run their programmes.

4. JOIN AN AFLATOUN TRAINING

Partners need to ensure that their trainers have received a training of trainers from a certified Aflatoun Master Trainer before starting their programme. Regional trainings of trainers are organised periodically and require a participation fee. Extra trainings can be organised for one or more organisations at an additional fee for the country partner(s) – read more in the brochure “Additional Tailored Services”.



EXISTING PARTNERS

5. M&E

All partners are responsible for monitoring and ensuring the quality of their programmes and to use available M&E tools to this end. Aflatoun requests all partners to complete an annual partner survey.

6. SHARE, ENGAGE, CO-CREATE

Share contextualised adaptations of the curriculum and case studies, engage with other Partners and the Network, vote in elections of Regional Representatives, and co-create new initiatives. Occasionally, and without any guarantees, Aflatoun may ask partners to work with Aflatoun or other partners for shared fundraising bids.

7. ADVOCATE FOR SFE

Advocate with policy makers on the integration of SFE in the national education policy, system, and curriculum.

8. SCALE UP

Work towards scaling up the outreach and impact of your Aflatoun programme, engaging on a national or even regional level.

10 COUNTRY – LEVEL ENGAGEMENT

Aflatoun International helps partners grow their outreach and impact by engaging them in national platforms and collaborations with other partners, governmental bodies, and the private sector.

INSTITUTIONALISING COLLABORATION AND IMPACT

Aflatoun International’s social franchise method is more than just a bilateral contract between our partners and Aflatoun. We work with our social franchise partners to engage them actively at the national (and, where possible, regional) level with each other and with government and private sector partners. This way we help institutionalise cross-sector collaboration and impact, ensuring that more children and young people have access to SFE.

DIFFERENT COUNTRIES HAVE DIFFERENT PATHWAYS TO SCALE

Aflatoun International’s approach toward national collaboration is pragmatic and dependent on the situation in the country. The four national-level engagements below reflect the diverse contexts of the four countries. Likewise, in other countries, Aflatoun International will work with its social franchise partners to build diverse SFE coalitions to grow impact.



11 HOW TO JOIN AS A PARTNER

Aflatoun International looks forward to working together with your organisation to realise a shared vision of socially and economically empowered children and young people worldwide acting as agents of change. Join us today as a partner, get access to the Aflatoun Social Franchise, great partner benefits, and start developing your programme.

1. EXPRESS YOUR INTEREST

Reach out to your point person at Aflatoun International or email info@aflatoun.org and express your interest.

2. PROVIDE US WITH DOCUMENTATION

Aflatoun International will send you a questionnaire for potential partners and request additional documentation. After you complete the survey and send the documents, Aflatoun International will review your application and revert.

3. SIGN THE PARTNERSHIP AGREEMENT

If your application is approved, Aflatoun International will send you a draft partnership agreement for signing.

4. PAY YOUR ANNUAL PARTNERSHIP FEE

After the partnership agreement is signed by both parties, Aflatoun International will send you an invoice for the first annual partnership fee payment.

5. GET LICENSES AND ACCESS TO BENEFITS AND SERVICES

Upon payment, you get access to Aflatoun International's curriculum and brand, user licenses for the partner Platform, Aflatoun training, and the various partner benefits.

6. WELCOME. LET'S GET STARTED!

Welcome to Aflatoun International! You have everything to get started on your programme!

FEE STRUCTURE FOR SOCIAL FRANCHISE PARTNERS

CATEGORY	ANNUAL FEE	YEARLY BUDGET PARTNER*
1	€ 2,500	OVER 2 MILLION EUROS (AND ALL INGOs)
2	€ 750	BETWEEN 250 THOUSAND EUROS AND 1.99 MILLION EUROS
3	€ 250	LESS THAN 250 THOUSAND EUROS

**In principle, international organisations pay an annual fee for each country in which they operate and each country office is regarded as a separate partner organisation with an annual fee based on that country office's annual income. A clustered application for multiple countries is possible, with possible discounts. Potential partner organisations intent on working in partnership (e.g. a consortium) with other local or international organisations on rolling out an Aflatoun programme are requested to contact the Aflatoun International team and discuss their specific situation. Consortia may involve a tailored partnership fee.*

AFLATOUN
INTERNATIONAL

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