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GK Partners (GKP) was set up as a social enterprise in United Kingdom in 2004 and in The Gambia in 2017. GKP generates income through commercial contracts, service level agreements, and technical cooperation contracts and grants, and provides pro bono support, in-kind technical expertise, and project co-finance to a range of public benefit programmes undertaken by civil society, public sector, international development, social enterprise and academic organisations and institutions. GKP is a signatory to the 2006 Ten Principles of the United Nations Global Compact for responsible business. GKP is accredited as a consultancy partner by Crown Agents (UK), United Nations and the European Union list of Private Law Bodies for service contracts. In 2017, GKP launched the Migration and Sustainable Development (MSD) Technical Cooperation Programme, with the initial portfolio of projects implemented in The Gambia.

The GKP (Global) organisational values are:

‘Generosity, Humility and Excellence’

Generosity: Share knowledge, opportunities and resources; Embrace kindness, compassion and tolerance; Abhor meanness, jealousy and negativity; Complement, cooperate and collaborate for synergy.

Humility: Respect the innate human dignity of all, irrespective of status or background; Embrace open-mindedness, approachability and empathy; Abhor arrogance, hubris and self-centredness; Commit to continuous informal and formal learning.

Excellence: Produce high quality outputs and services based on thorough knowledge, exemplary skills, utmost diligence, and operational competency; Embrace the habit of constancy, consistency, innovation and continuous improvement; Abhor complacency, mediocrity and apathy; Apply mental faculties, time, energy and resources on devising and capitalising on options and opportunities for ethical and practicable solutions, results and impact.

Brusubi, The Gambia – Adopted July 2021, Updated January 2026.

Key Elements of the GKP (Global) Programme Implementation Strategy

The GKP (Global) *implementation strategy is informed by: the company's corporate values and ethos; the overall, specific, stated and implied goals of the programme; the lessons learnt from the previous phases and past practice-based experience; and learnings on how to prevent suboptimal and dysfunctional management approaches and conditions observed in The Gambia and other developing countries.* All programme implementation activities, including the delivery of services to beneficiaries, and undertaking attendant organisational management and compliance obligations, shall seek to achieve a set of in-built strategic goals. The key elements of the GKP implementation strategy are summarised below:

- 1. Practice-Based Capacity Development:** Simplify, methodise and standardise analysis, decision-making and tasks, and be purposeful in explaining and illustrating to staff, colleagues, counterparts and others, how to formulate insightful ideas and translate them into beneficial practical realities, within a framework of operational effectiveness. This is relevant in helping professionals in developing countries *move away from over-reliance on theoretical and paper-based qualifications, towards practical, skill-based competencies* and the culture of applied Continuing Professional Development (CPD).
- 2. Service Delivery Ethos and Practice:** Simplify, clarify and ascertain the portfolio, purpose and nature of specific services to be delivered to specific categories of beneficiaries, and demonstrate the primary importance, rationale and value of effective and optimal delivery of impactful high-quality services. This is relevant in *moving away from a patronising, negative and retrogressive attitude, whereby even poor-quality services delivered gracelessly, are seen as a favour to ungrateful and undeserving citizens.* The Gambia and other developing countries require a service-oriented professionalised public and social sector that respects and values citizens from all backgrounds, and deliver services that improve the quality of life of individuals, and enable and facilitate community, local and national fulfilment and development.
- 3. Practicality of Systems and Procedures:** Simplify and clarify systems, procedures and paperwork, and provide practical hands-on organisational support to potential and actual partners and beneficiaries trying to access services. This is relevant in *moving away from undue bureaucracy, rigidity, formality and officiousness which tend to exclude small, informal, start-up and disadvantaged entities* from formal development programmes, despite their need, and potential to make major contributions. The need for formality for project accountability and compliance to standards must not unduly and unfairly exclude certain groups.
- 4. Diverse Programme Beneficiaries:** Plan, monitor and improve diversity in relation to the age, gender, socio-economic and geographic background of programme beneficiaries; and anticipate, prevent and mitigate all forms of exclusion and inequality. This is relevant *in moving away from focussing on easy-to-reach groups and neglecting intrinsically excluded groups.*
- 5. Development Leverage and Optimisation:** Standardise post-intervention scenario analysis and be purposeful in getting beneficiaries to analyse and develop plans on how to leverage and optimise project inputs to increase resources, capabilities and capacities. This is relevant in *moving towards using parts of project and programme inputs as 'capital', rather than just a consumptive resource.*