



Recent years have seen a marked increase in cooperation between the public and private sectors for the development and operation of infrastructure for a wide range of economic activities. Such Public- Private Partnerships (PPP) arrangements were driven by limitations in public funds to cover investments needs but also by efforts to increase the quality and efficiency of public services. The efforts of the Accession Countries and Member States alike to reform and upgrade infrastructure and services has in the past and could continue to potentially benefit from the PPP approach. However, PPPs should only be considered if it can be demonstrated that they will achieve additional value compared with other approaches, if there is an effective implementation structure and if the objectives of all parties can be met within the partnership.

C.R.E.A.M. Europe PPP Alliance embraces the full spectrum of infrastructure sectors including transport; utilities (energy, water and telecommunications); social infrastructure (schools, hospitals, housing etc.) and general property at the national, state and local levels.

The main mission of C.R.E.A.M. Europe PPP Alliance is to provide support in the implementation of PPP projects as an efficient means of providing public services by private contractors and to provide a neutral forum to assist government organizations (at Central, Regional and Municipal level) developing PPP policies to engage with the private sector in order to assist in policy and project development including: feedback on the structure and viability of projects, processes and legislation.

Key to the ability of a country to develop a local PPP market is engagement with local contracting firms who will actually be building infrastructure. A considerable amount of explanation and reassurance is needed in persuading contractors that abandoning a regime of conventionally procured building contractors in favour of long term build/operate/maintain contracts is worth their while. The association aims to develop and encourage internationally recognized, transparent best practice in PPP processes to ensure that European projects attract appropriate investment internationally and locally.

C.R.E.A.M. Europe PPP Alliance is delivering different streams of services to its [members](#) by the [EuroPPP](#) and

MasterPPPlan

initiatives, which are financed by membership fees, development programmes and sponsoring.

<http://www.youtube.com/watch?v=KWfqaZrLqhI>