



Executive Board informal session, 8 July 2021

'Fit for the field' - Showcasing field level partnership development

Session two summary

Context

Central to the private sector partnerships and fundraising strategy (PSPF) is the growth in high-level needs-based income and impact partnerships which are “fit for WFP’s programmes” and “fit for the field”, that is, ensuring that WFP vision for the different programmatic areas and the identified needs in the field inform any outreach to potential private sector partners and any expansion of existing partnerships.

Whether partnerships with the private sector are local or global, they are to respond to identified needs that support WFP’s mandate and work in the field and that are best met through partnerships with the private sector. In the light of this, the Private Partnerships and Fundraising Division (PPF) is working to foster “fit for the field” partnerships worldwide, also by empowering, enabling and supporting WFP’s teams in regional bureaux and country offices to proactively and successfully engage with the private sector.

Progress to date

To help foster effective engagement and achieve impact in line with country strategic plans and interim country strategic plans, throughout 2020 and the beginning of 2021, WFP has laid the foundation for a stronger relationship between headquarters and the regions, investing in human capital, enhancing capacity at a regional level and systematizing relevant information sharing. Investments included the recruitment of dedicated partnership staff in all six regional bureaux, the establishment of the Regional Bureau-based Partnerships Lab position and the creation of a global services team to help steward relationships over the long term. In addition, a new dedicated Knowledge Portal for practitioners was launched to further increase knowledge sharing and ensure quick access to key guidelines and best practices on private sector engagement. New ways of working and processes are now in place to secure regular information sharing across teams in all regional bureaux, as well as the inclusion of regional bureau/country office perspective in tools and resources.

Key takeaways

Insights from senior leadership, regional/country directors, focal points and private sector practitioners informed the development of an overarching implementation plan for increased engagement with regional bureaux and country offices in 2021, aimed at providing field colleagues with enhanced tailored support to strengthen and optimize their relationship with the private sector at the local level and inform global outreach and partnership development. In particular, the following three priority areas have been identified:

Tailored support: Providing the most appropriate support to achieve each regional bureau's specific objectives

- Identifying specific regional needs and opportunities (based also on country needs)
- Supporting practitioners in the planning of their regional strategy and year work plans development based on their prioritization of opportunities

Communication: Raising awareness of the work in the field

- Internally: ensuring awareness of local private sector engagement
- Externally: securing a regular stream of quality content aligned with WFP's guidelines for individual giving purposes, for partnership pitching and prospecting and raising partners' profile around key dates and fora

Strong and interconnected community of private sector practitioners: Ensuring effective and structured headquarters-regional bureaux-country offices coordination and expanding leadership's involvement to reach increased regional potential:

- Leveraging the value of PPF Community of Practitioners to facilitate best practices and experiences sharing
- Ensuring leadership's engagement around the PSPF strategy and field engagement targets

Next steps

Recognizing that each region is unique in terms of private sector potential, landscape, preference and capacity, WFP will continue working closely with each team in the regions: i) supporting the identification of field's needs that can be best filled through partnerships with the private sector; ii) familiarizing regional/ country offices with the potential of private sector partnerships and encouraging increased engagement in line with identified field's needs; iii) accompanying regional/ country offices in prospecting, seizing local opportunities and concluding agreements; and iv) raising awareness and visibility on the work done in the field.

Session breakdown

The following elements will be covered during the session on 8 July

- Overall approach to date and priorities for 2021
- Regional snapshots with a summary of key data for each regional bureau and examples
- Description of the work done in the Panama Regional Bureau, by Regional Director, Miguel Barreto
- Open discussion