



WFP PARTNERSHIPS AND ADVOCACY DEPARTMENT

Induction Session for Members and Observers
of the WFP Executive Board

September 2023



WFP
World Food Programme

SAVING
LIVES
CHANGING
LIVES

PARTNERSHIPS AND ADVOCACY DEPARTMENT

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**Office of Political
Strategy**

Communications, Advocacy and Marketing (CAM)

Public Partnerships and Resourcing (PPR)

Private Partnerships and Fundraising (PPF)

Strategic Partnerships (STR)

Berlin Global Office (BER)

Brussels Global Office (BRU)

Washington Global Office (WAS)

New York Global Office (NYC)

Geneva Global Office (GVA)

**Copenhagen
Dubai
London
Ottawa
Seoul
Tokyo**

**Addis Ababa
Beijing**

A GLOBAL FUNDING CRISIS

- Economic shocks, conflicts and climate change have generated an unremitting demand for urgent humanitarian and development assistance.
 - While global resources for such action are stretched to breaking point.
- We are in a **full-blown global funding crisis** with untold consequences for people around the world.
- The world is not moving towards but **away from zero hunger.**



1. POSITIONING

- The **Communications, Advocacy and Marketing** Division (CAM) strategically positions WFP as the preferred partner and strong advocate to address world hunger.
- CAM builds communications narratives and evidence-based advocacy to support **WFP's positioning** internally and externally.
- CAM identifies **key opportunities, influencers** and **networks** to maximize our power to achieve zero hunger.
- CAM builds a strong **brand, improves visibility, protects reputation** for effective partnerships and resource mobilization across the world.



2. PARTNERING



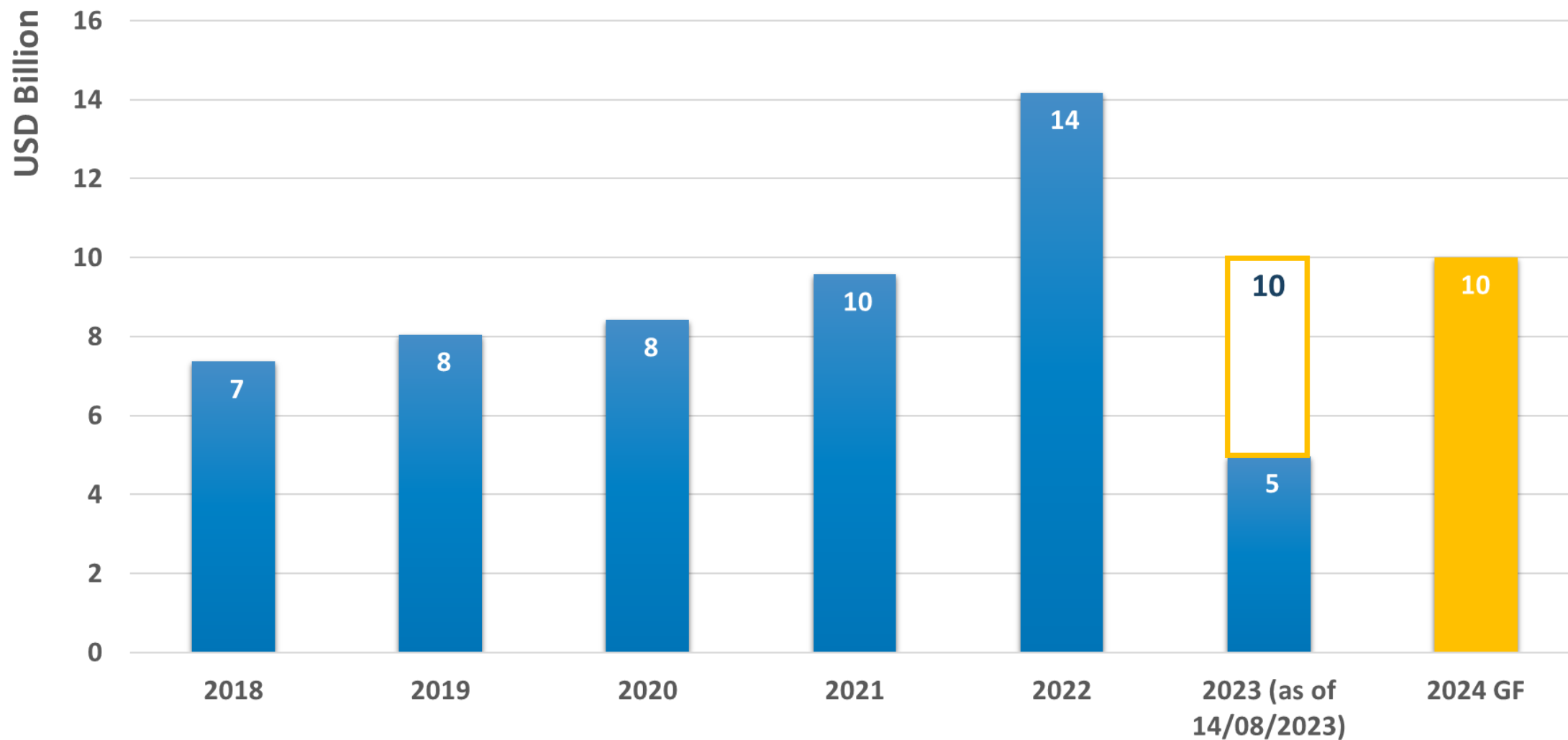
- The new **Strategic Plan** (2022-2025) reinforces our commitment to partnering for zero hunger
- Engagement with **United Nations, Multilateral systems and Rome-based agencies** through our **Global Offices** in New York, Geneva as well as the Strategic Partnerships division.
- Provide support to **Country Offices** to effectively engage with national governments and International Finance Institutions

3. RESOURCING



- The Partnerships and Advocacy Department provides leadership and expertise to **WFP's resource mobilization efforts**,
- Our **global offices and divisions** maintain our relationships and partnerships with our government donors.
- Our **Private Partnerships and Fundraising Division** is working towards transforming how WFP works with businesses

FUNDING FOR WFP (1)



FUNDING FOR WFP (2)

2022 Contribution by donor type

■ OECD-DAC ■ non-OECD-DAC ■ Private Donors ■ UN ■ National Gov. with IFI as source donor ■ IFI Direct ■ Other





Thank you