



World Food Programme

SAVING
LIVES
CHANGING
LIVES



WFP Private Sector Partnerships and Fundraising Strategy 2018 - 2021

2nd Informal Consultation

April 2018



A CORPORATE STRATEGY ALIGNED WITH:

2030 AGENDA

WFP STRATEGIC PLAN 2017-2021

WFP CORPORATE PARTNERSHIP STRATEGY



for

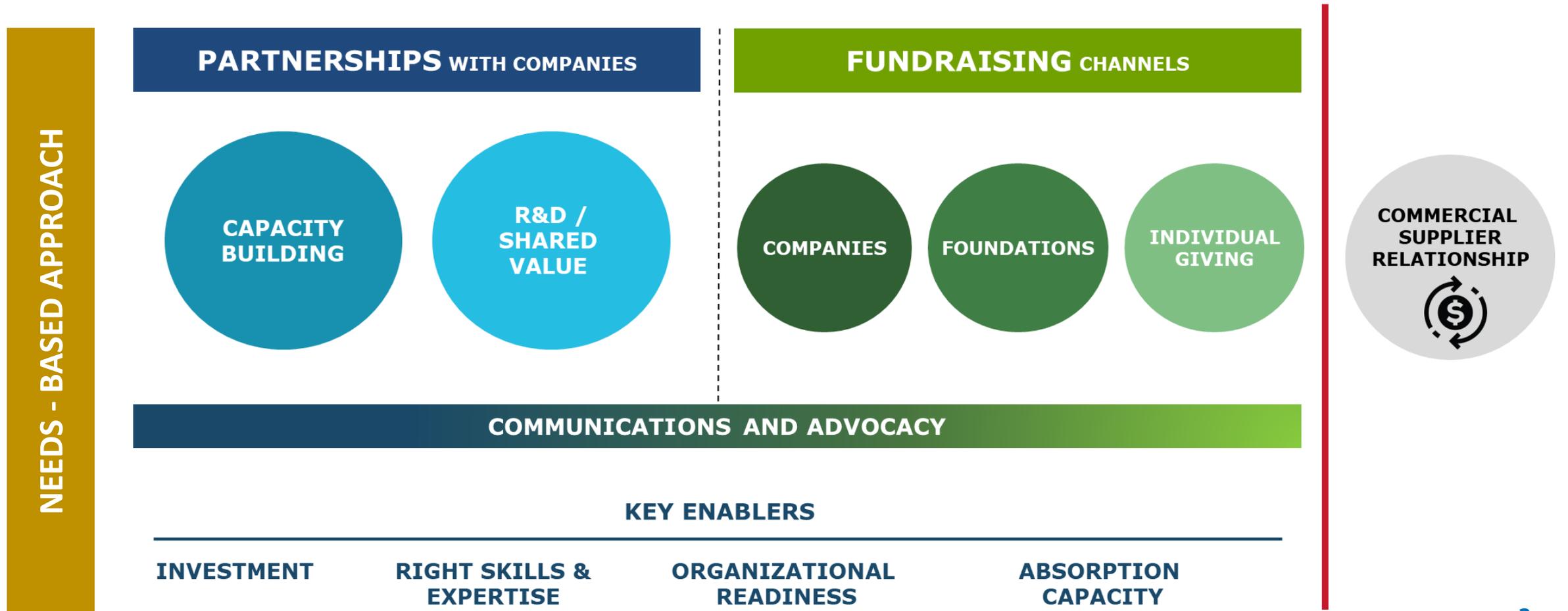


TO DELIVER ON ONE OVERARCHING GOAL:

Contribute to the implementation of WFP Strategic Plan (2017-2021) and its strategic objectives to **support host governments in addressing SDGs** (in particular SDG 2 and SDG 17) through the **implementation of country strategic plans (CSPs)**

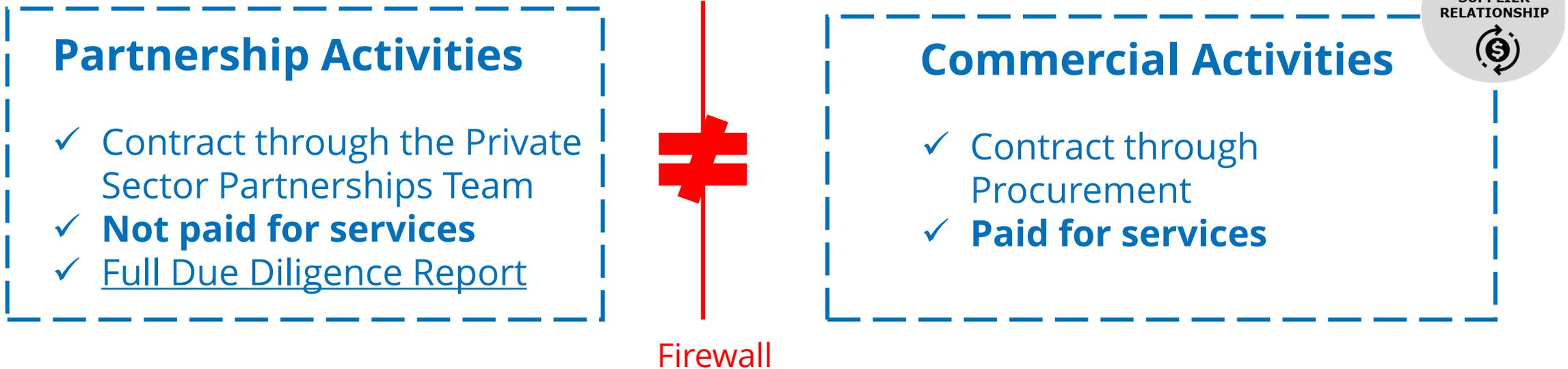


WFP's Private Sector Framework for Zero Hunger





WFP maintains a clear **firewall** between commercial relationships and partnerships, ensuring transparency and fairness in its dealings with the private sector



The **firewall** between partnership and procurement is maintained through:

- Ensuring competitive, fair and transparent tenders
- Discouraging requests from direct purchases, unless clearly justifiable
- Determining whether partners can use WFP's logo and if so, under what conditions



Building relationships locally to raise funds, secure expertise, innovate and advocate for zero hunger

Successful examples:



Strategic review, Laos PDR



Cocina con causa, Peru



Stop Hunger, Sodexo – India

Looking forward:

Country Office Support Team

Providing proactive support where there is private sector potential

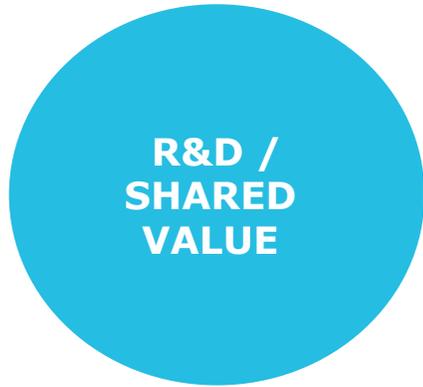
Globally brokered expertise and funds

For countries with limited private sector opportunities

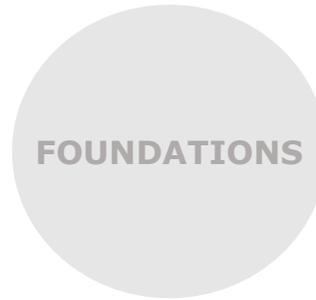
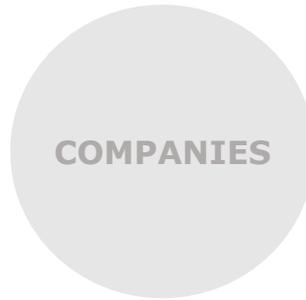
Tools and trainings

Available to all country offices

PARTNERSHIPS WITH COMPANIES



FUNDRAISING CHANNELS



COMMUNICATIONS AND ADVOCACY

KEY ENABLERS

INVESTMENT

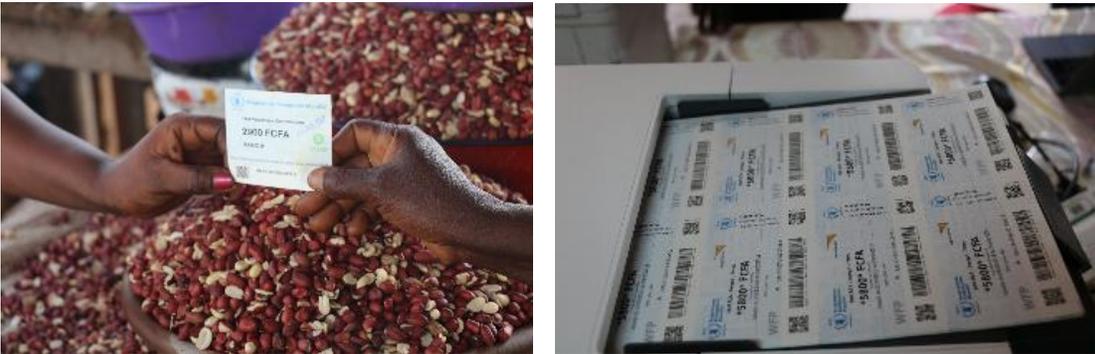
RIGHT SKILLS & EXPERTISE

ORGANIZATIONAL READINESS

ABSORPTION CAPACITY

Optimizing WFP's paper vouchers

In partnership with STOP HUNGER/ SODEXO

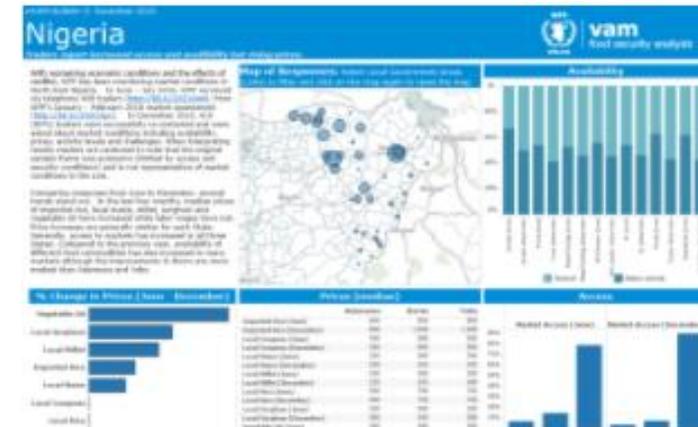


Selected outputs:

- **75% reduction** in production costs
- **50% reduction** in lead time to deliver paper vouchers to beneficiaries
- **Optimized** security features to reduce the risk of fraud

Fighting hunger with Big Data

In partnership with TABLEAU



Selected activities:

- **Monitor** evolving situations in real-time
- **Share** useful information back to the people WFP serves
- **Design** more effective interventions based on data collected

Improving Nutrition, Improving Lives

In partnership with DSM



Social impact:

- In 2016 alone, over 31 million people benefited from improved nutrition thanks to the DSM - WFP partnership

Impact value

- USD 86.49 million
2012 – 2015 based on savings per meal

Commercial benefit:

- Co-developed an improved and market ready product
- Access to new markets and consumers

Connecting smallholder farmers to markets

In partnership with the FARM TO MARKET ALLIANCE (FtMA)



Social impact:

- More than 150,000 farmers now have access to markets

Value since 2015

- USD 14.1 million generated in crop sales
- Input and output loans worth USD 6.1 million approved for FtMA farmers

Commercial benefit:

- FtMA farmer members have access to 52 local private value-chain actors, including buyers, input companies and financial service and insurance providers

PARTNERSHIPS WITH COMPANIES

FUNDRAISING CHANNELS

CAPACITY BUILDING

R&D / SHARED VALUE

COMPANIES

FOUNDATIONS

INDIVIDUAL GIVING

COMMERCIAL SUPPLIER RELATIONSHIP



COMMUNICATIONS AND ADVOCACY

KEY ENABLERS

INVESTMENT

RIGHT SKILLS & EXPERTISE

ORGANIZATIONAL READINESS

ABSORPTION CAPACITY

Fundraising from consumers

In partnership with MASTERCARD



- Since 2012 over **USD 19 million generated (from consumers & employees)**, including over USD 9.3 million in 2017 alone
- **Hundreds of campaigns and events** that have provided WFP with global visibility, reaching mass audiences in prominent locations
- **100 Million Meals Challenge** as a groundbreaking global initiative aiming to provide 100 Million Meals to WFP and other organizations
- Hugely successful consumer facing campaigns such as the one between **WFP, Mastercard, Transport for London & Virgin Money** launched in October 2017

Fundraising from employees

In partnership with BASF



- WFP has benefited from BASF's end of year **employee fundraising campaign** several times
- **WFP's donation messaging is promoted** through BASF's own employee online giving portal
- The donation mechanism is directly linked to their **payroll system**
- Employees **advocate** within the company for Zero Hunger

Strengthening health supply chains

Content deleted for confidentiality reasons



Content deleted for confidentiality reasons

Seed funding for self-reliance pilots

In partnership with Cartier Philanthropy



Seed funding to:

- **Empower women** in Burkina Faso's Sahel region to become dairy entrepreneurs and encourage Government replication
- **Kick start post-harvest loss operations** in Mozambique
- **Connect** WFP country offices with leading social entrepreneurs, providing funding for joint pilots

Email fundraising

Protracted crisis

Recent Syria Appeal



- Over 530,000 people reached with this appeal
- USD 50,568 raised in the first three days

Sudden onset emergency

2015 Nepal Appeal



- Over 600,000 people reached with this email appeal (+ people reached through banners)
- USD 1 million raised through WFP.org

Monthly giving

Zero Hunger Heroes



- Launched in 2017, this individual giving fundraising product has raised over USD 1 million
- This product has resulted in a 27% increase in individual givers, comparing 2016 and 2017

Millennials



35 + (regular givers)

Grow the community of millennials fighting hunger through tech

Give on the go



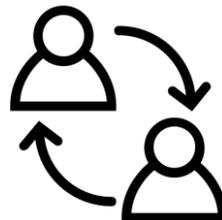
Siri, share my meals



Integrate everywhere



Peer to peer giving



Innovate to create the best possible giving experiences through technology

Attract Users to create and cater for a community of young, motivated donors

Integrate to bring STM to more users and to more platforms

PARTNERSHIPS WITH COMPANIES

FUNDRAISING CHANNELS

CAPACITY BUILDING

R&D / SHARED VALUE

COMPANIES

FOUNDATIONS

INDIVIDUAL GIVING

COMMERCIAL SUPPLIER RELATIONSHIP



COMMUNICATIONS AND ADVOCACY

KEY ENABLERS

INVESTMENT

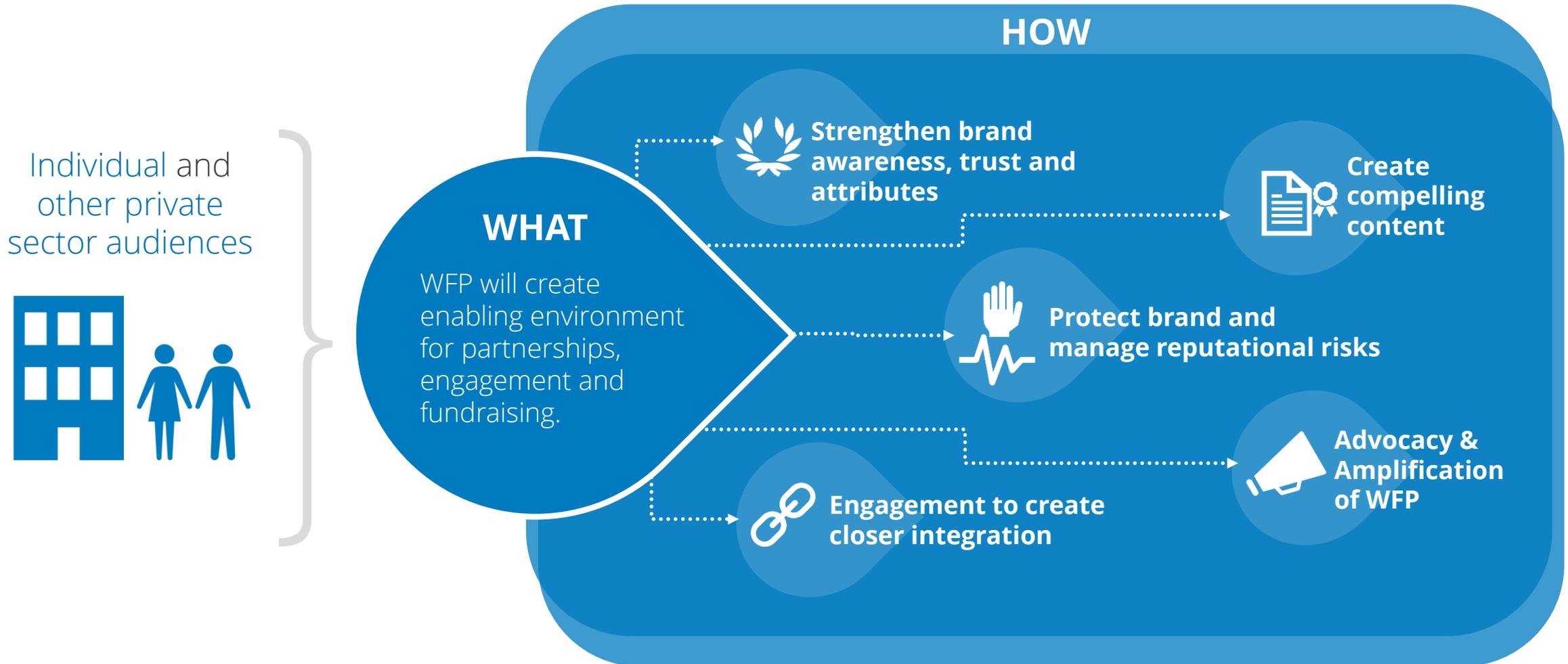
RIGHT SKILLS & EXPERTISE

ORGANIZATIONAL READINESS

ABSORPTION CAPACITY



Grow brand awareness and trust, and position hunger-related cause to be on top of mind among individual and private sector



PARTNERSHIPS WITH COMPANIES

FUNDRAISING CHANNELS

CAPACITY BUILDING

R&D / SHARED VALUE

COMPANIES

FOUNDATIONS

INDIVIDUAL GIVING

COMMERCIAL SUPPLIER RELATIONSHIP



COMMUNICATIONS AND ADVOCACY

KEY ENABLERS

INVESTMENT

RIGHT SKILLS & EXPERTISE

ORGANIZATIONAL READINESS

ABSORPTION CAPACITY



Key Enablers

Saving Lives, Changing Lives



Key enablers (Risks)



INVESTMENT



RIGHT SKILLS & EXPERTISE



ORGANIZATIONAL READINESS



ABSORPTION CAPACITY



Mitigation actions

The way to mitigate this risk is look into a **self-financing mechanism or other financial tools** to be presented within the Management Plan.

The **right skills and knowledge must be deployed consistently** over time to achieve partnership and fundraising targets.

To provide **adequate funding** for partnership building to be fully resourced across these teams.

To **assess the potential value and all associated costs** before a partnership agreement is signed in order to ensure compliance with WFP's full-cost recovery principle.

Note on reputational risk from partnering: WFP will ensure that a robust due diligence process is followed.



Many thanks!