

Private-Sector Partnerships and Fundraising Strategy 2020–2025

Impact Working Session

8 July 2019

The purpose of this brief is to raise key questions for discussion during the Impact Working Session. Member States are encouraged to bring other impact-related questions to the session.

The most valuable contributions a corporate can provide are technical expertise, knowledge transfer and capacity strengthening to help WFP operate in the most efficient, effective way possible and better leverage donor-government funding. With world-class expertise and the latest technology, corporate partners enable WFP to better deliver for beneficiaries and sustainably enhance the capacity of host governments. Corporate partners can also create more inclusive agricultural markets and support the development of rural economies in the countries where WFP operates, while being collaborators in longer-term efforts to foster sustainable supply chains to meet beneficiary needs.

The primary goal of the Private-Sector Partnerships and Fundraising Strategy 2020–2025 is to form best-in-class technical partnerships which provide expertise and skills to support WFP capacity strengthening and local market development. WFP will increase technical partnership activity by 25 percent by 2025.

What should WFP focus on in developing future technical partnerships (e.g. needs as defined by technical units, market development, building capacity and small and medium enterprises support, efficiency/cost saving, etc.)?

Building on experience, market trends and WFP needs: WFP has more than 15 years of experience in building diverse technical partnerships that have, for example, improved food quality and safety in local procurement, strengthened dairy supply chains in multiple markets, processes and established a centralized warehousing function with the global fleet team. Prioritizing these kinds of partnerships with corporations aligns with market trends. The 2018 C&E Corporate-NGO Partnerships Barometer shows that 92 percent of companies believe “effectively harnessing my company’s competencies and non-cash assets can make much more of an impact than our financial support”.

Technical partnerships offer tailored expertise, tools and technology support for the work and activities of country offices and technical units that WFP would not otherwise be able to purchase. Early consultations have already identified the need for further corporate partnerships, as illustrated below:

Illustrative list of some of the opportunities identified by WFP programme units:



Links with local market development and procurement: WFP's corporate partnerships have an impact on not only WFP's beneficiaries but also the capacity of host countries of operation, by providing expertise to up-skill both WFP and host government staff. WFP increasingly plays the role of convener and facilitator of partnership networks at the national and local levels, such as through the development of new Scaling-Up Nutrition business networks to increase the public availability of nutritious foods.

WFP can leverage and convene local private-sector actors so that the most vulnerable actors, particularly women smallholder farmers, can better contribute to and benefit from long-term economic development. Where work has touched upon local market development to date, WFP has worked from both the supply and demand sides to support the development of resilient and inclusive value chains. Through these activities, a more stable economic environment is created which enables WFP's programmes to have a positive, broad social impact.

WFP's current Goods and Services Procurement Manual encourages WFP to identify win-win solutions for WFP and local economic actors while considering the sustainability impacts related to products purchased. WFP's new Local Food Procurement Strategy, which will be presented to the Executive Board in November, will be an important element guiding private-sector partnerships for local market development over the course of this strategy's timeframe, with the ultimate goal of creating more inclusive and sustainable supply chains by changing WFP's business model to source from local producers and suppliers when feasible.

What more is needed to ensure alignment between the Private-Sector Partnerships and Local Food Procurement strategies?

Measuring impact: In addition to financial and in-kind contributions which help enable technical partnerships, WFP will create a systematic methodology to measure and report impact that includes measuring beneficiary reach, efficiencies, cost savings and skills building.

What other measures of impact should WFP consider?

How technical partnership activity will be increased by 25 percent: To improve the efficacy of technical partnerships, WFP will focus on developing and maintaining longer-term relationships instead of engaging in short-lived, one-off partnerships. With a proactive strategy based on needs prioritized locally and with technical colleagues, WFP will only selectively accept unsolicited services or expertise, as such offers require resources to steward and may not yield lasting, sustainable benefits. To maximize impact, WFP will establish a specialized team to build and manage corporate technical partnerships. WFP will upgrade the experience level of this team within the Private-Sector Partnerships Division and ensure improved coordination between technical units. A Global Services team focused on enablement functions such as contracting and impact reporting will be established, thus improving long-term stewardship of partnerships.

Increased private-sector resources will be placed into regional bureaux and a centre of excellence will be established to capture and share best practices. Focus will shift from simply disseminating tools to providing tailored support to country offices identified as having high potential for local private-sector engagement.

What other changes or resources are required to expand technical partnerships with corporates?

