



Private Partnerships and
Fundraising (PPF)
Division

Private Sector Partnerships & Fundraising Strategy 2020-2025

High impact partnerships that are fit for the field and
fit for WFP programmes

Executive Board Informal Session
8 July 2021

AGENDA

| | | |
|---|---|---|
| → | INTRODUCTION Welcome and purpose of the meeting | Amir Abdulla |
| | Background and objectives | Tim Hunter |
| | How to interact throughout the sessions | Philip Ward |
| → | SESSION ONE: Fit for WFP programmes Developing impactful needs-based partnerships on a global scale | Alex Marianelli Shelley Seed |
| | Break | All |
| → | SESSION TWO: Fit for the field Showcasing field level partnership development | Virginia Villar Arribas Miguel Barreto |
| | Break | All |
| → | SESSION THREE: Measuring Impact Invitation to join the impact assessment framework journey | Alan Brown EY team |
| → | WRAP UP Final discussion and closing remarks | Tim Hunter |

INTRODUCTION

Getting Started

Background and objectives
of the sessions



Technical units

Regional and country offices



Business development
PARTNER OUTREACH



IMPACT

Work with technical units and RBx / COs to identify and map needs which can be best filled in with private sector partnerships



Identification of *Fit for the field* and *Fit for WFP programmes* partnerships which informs business development activity and partner outreach



Clear and guided outreach aligned with needs in the field and of programmatic teams which lead to **needs-based private sector partnerships**



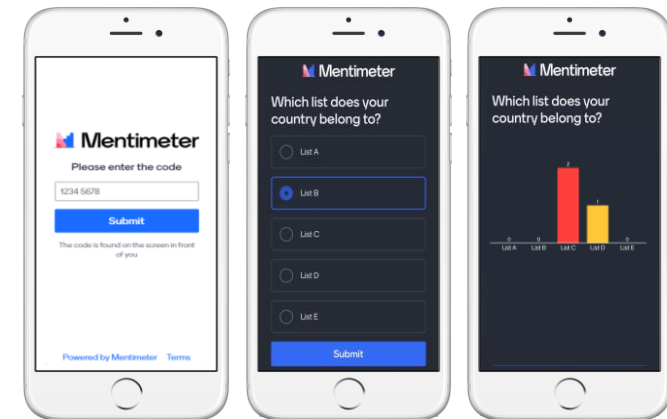
Impact delivered on the ground - at national, programmatic and SDG level - which needs to be assessed and measured

INTERACTIVE ENGAGEMENT

Throughout the sessions



- ❖ Feel free to use the chat to engage in the discussion or raise your hand
- ❖ The sessions will be recorded only for internal use, they will not be shared externally



- ❖ Go to: www.menti.com
- ❖ Insert the following code: 9705 0840
- ❖ Be ready to answer questions and give your opinion via mobile phone

Mentimeter question

In one word, what do you expect from this session today?

- **WORD CLOUD**

SESSION ONE

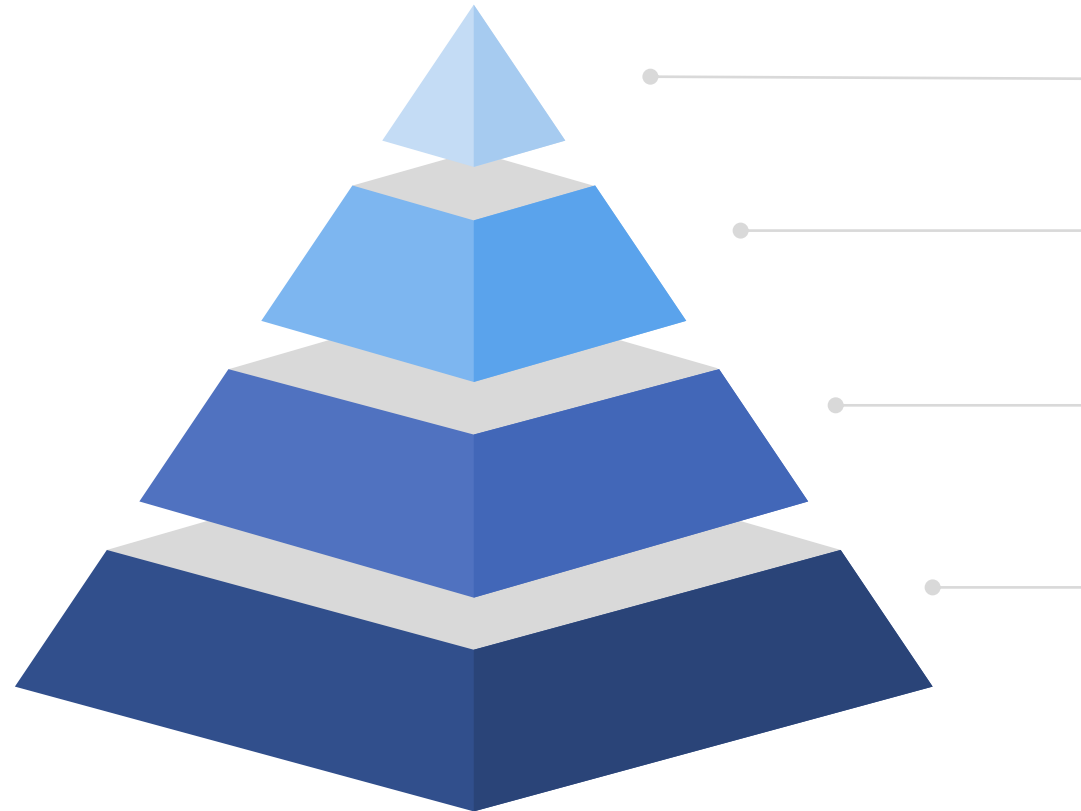
Fit for WFP programmes

Developing impactful
needs-based partnerships
on a global scale



Technical unit engagement

Understanding: Laddering up



HIGHEST PRIORITIES

Representing the most strategic opportunities for engagement with the private sector

DEPARTMENT LEVEL

Laddering up the top priorities at the department level

DIVISION LEVEL

Assessed needs become priorities and used to build a divisional view

TECHNICAL UNIT LEVEL

Prioritised needs identified and escalated to build division level view



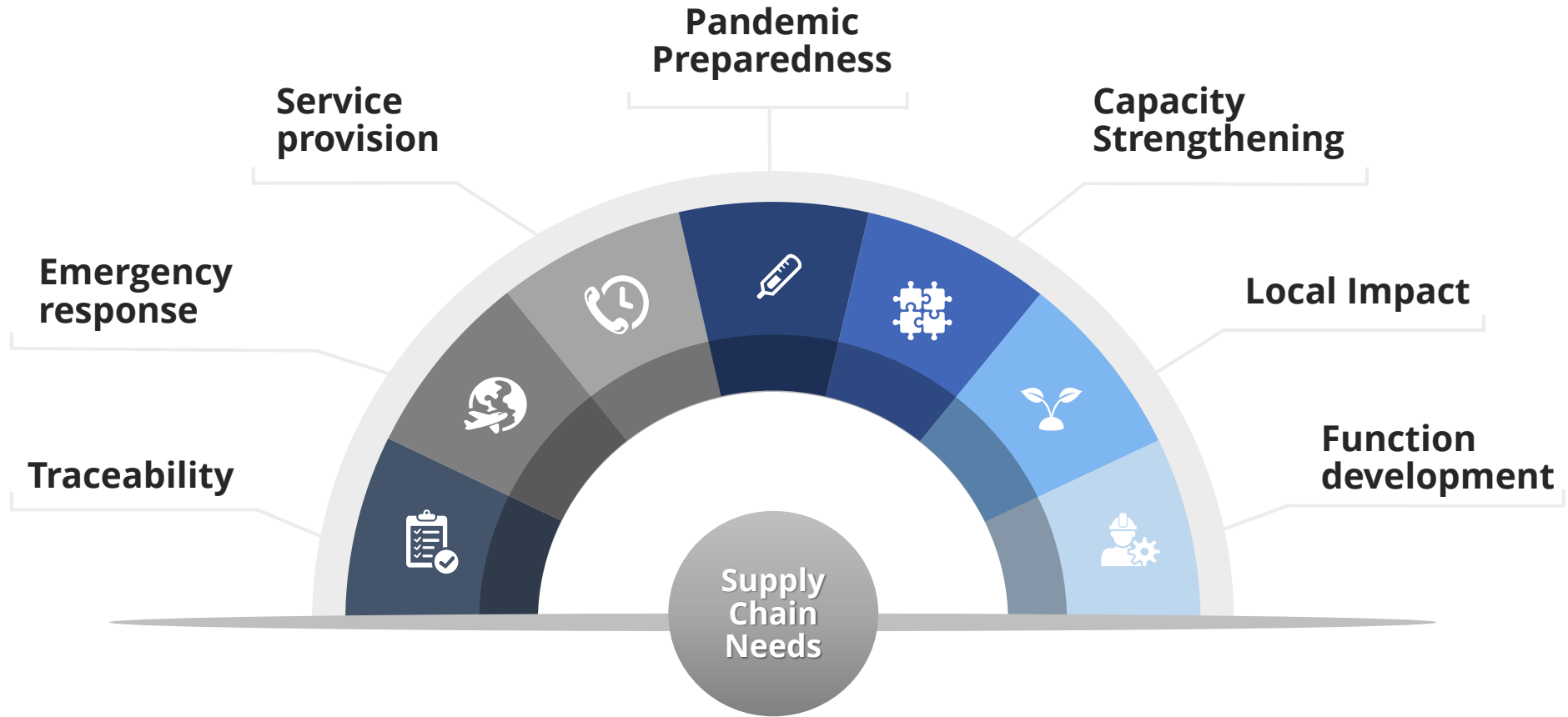
Get ready to use your mobile phone to answer

Mentimeter question

In which areas do you think that WFP can benefit the most from private sector partnerships? (Word Cloud)

Prioritising

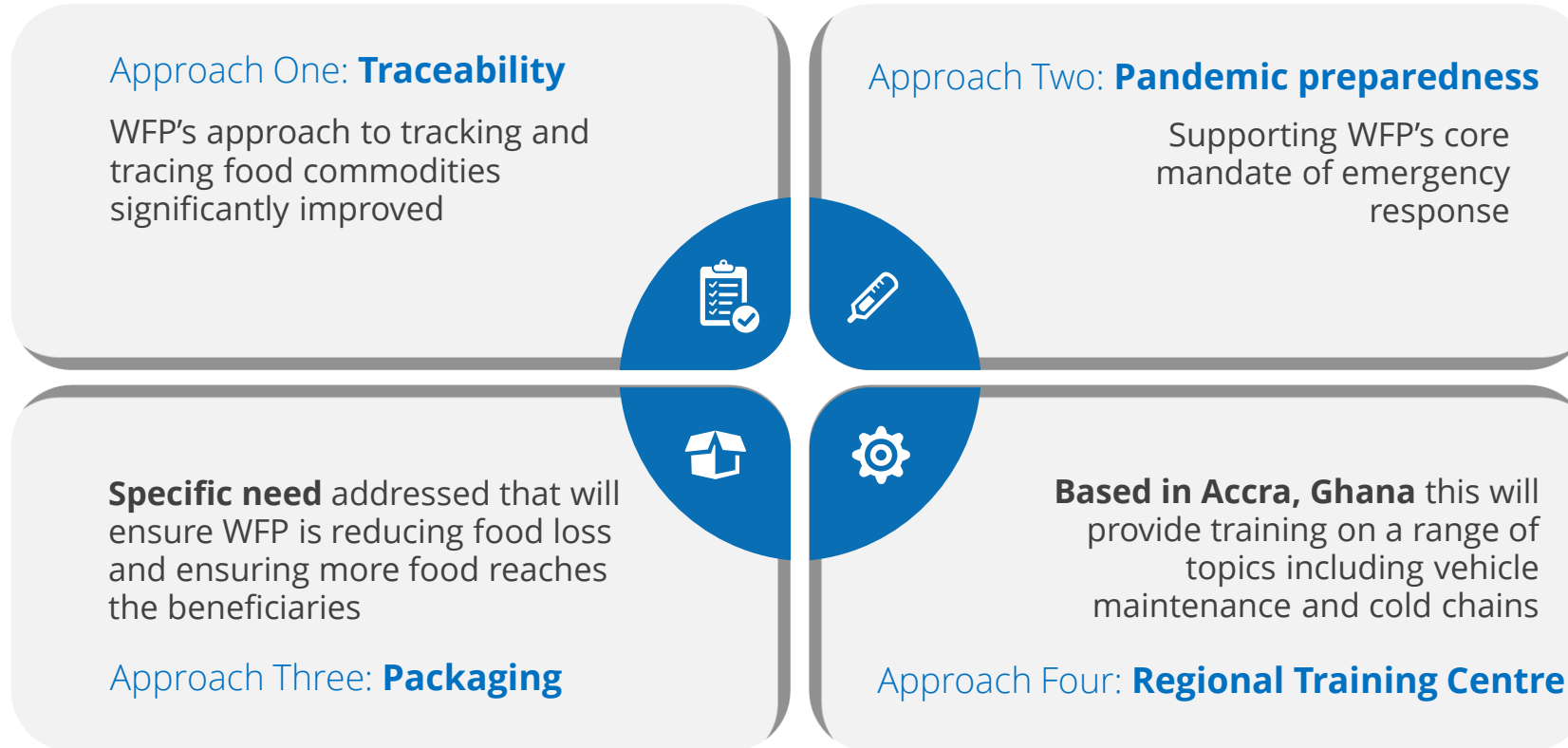
WFP Supply Chain needs



Use the chat to put your questions and comments

Addressing priority needs

Four different approaches



Use the chat to put your questions and comments

Moving forward

Next steps

- ➔ **Prioritisation:** work with other divisional leadership to identify prioritised needs to be met through private sector partnerships and focus efforts
- ➔ **Cross divisional themes:** explore further divisional needs which are beginning to emerge
- ➔ **Regional Bureaux/Country Offices:** link with, compliment and support the work of the RBx
- ➔ **Business Development:** ensure programme needs inform the outreach to partners and the development of unit level partnerships
- ➔ **Connecting platform:** through wfp.org and/or other online platforms, develop a connecting platform which makes it easier for the private sector to understand how they can support WFP beyond financial means
- ➔ **Guidance:** Continue to develop guidance on partnership building and impact beyond the dollar value
- ➔ **Alignment:** Towards year end, align value propositions to the new change pathways in the Strategic Plan



Use the chat to put your questions and comments

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**QUESTIONS & ANSWERS
OPEN DISCUSSION**

”



Raise your hand or



Use the chat to ask your questions

BREAK & STRETCH

5-minute break

Please stay connected to Zoom



SESSION TWO

Fit for the field

Showcasing field level
partnership development



Field engagement through regional bureaux

Mission and vision

*Ensure growth of high-level needs-based income and impact partnerships which are increasingly **fit for the field***



Supporting RBx/COs in the **identification of field needs**

Showcasing the **potential of private sector partnerships** and encouraging increased needs-based engagement

Accompanying RBx/COs in **prospecting, seizing and concluding local opportunities**

Raising awareness and **visibility** on the work done by RBx/COs in the field



Get ready to use your mobile phone to answer

Mentimeter question

What should be the main priorities in 2021- 2022 when engaging with the field in the area of private sector? *(Multiple options)*

- *Mapping of private sector opportunities*
- *Prospecting*
- *Prioritisation of Country Offices*
- *Capacity building (country office and Regional Bureau staff)*
- *Raise awareness of existing private sector engagement in the field*
- *Needs- based support, specific per Regional Bureau*
- *Effective use of existing resources*
- *Other: (please add)*

Key focus areas

Identifying priorities aligned with emerged regional/ field needs



TAILORED SUPPORT

Providing the most appropriate support to achieve each RB's specific objectives:

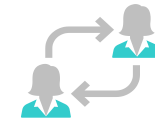
- Identifying regional needs, based on potential, appetite and capacity
- Supporting practitioners in strategy/ workplan development to drive the identification and prioritisation of opportunities



COMMUNICATION

Helping raise the visibility of RB/CO work:

- **Internally:** ensuring awareness of local private sector engagement, across WFP and towards Executive Board
- **Externally:** securing a regular stream of quality content aligned with WFP's guidelines for individual giving purposes, partnership pitching and to raise partners' profile around key dates/fora



COMMUNITY OF FIELD PS PRACTITIONERS

Ensuring effective and structured HQ-RBx-COs coordination and expanding leadership's involvement to reach increased potential:

- Leveraging the value of PPF Community of Practitioners to facilitate best practices and experiences sharing
- Ensuring leadership's engagement for Private Sector Strategy and field engagement targets

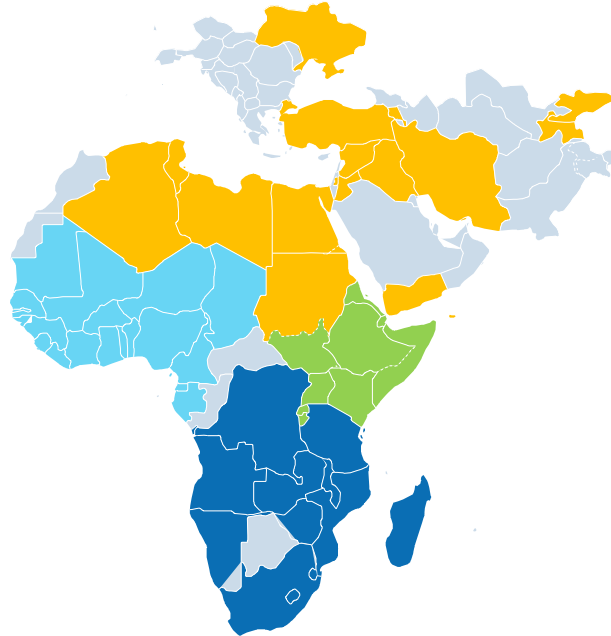


Use the chat to put your questions and comments

Investing in capacity

Regional Bureaux for East Africa, West Africa, South Africa, the Middle East and North Africa

Quick overview



- Early stages of **business development** and **country prioritisation**
- Exploring **local** private sector engagement
- Raising awareness of **potential and opportunities** among COs and UNCT
- Community of practitioners - **building capacity** and **expanding network**

RBD In-Focus

SAO TOME AND PRINCIPE CO

Key new partner, Chellaram, guided to operation where added value was vital: covers 95% needs in school feeding and allowed this government priority programme to continue during COVID

RBC In-Focus

ARMENIA CO

Early mapping and connections with the private sector allowed the CO to be ready to quickly respond to the COVID emergency together with six private sector entities

RBN

INNOVATION

RBN team working closely with the Regional Innovation Hub to leverage from innovation and nurture relationships with innovative partners





In **TANZANIA**, 65 percent of people work in agriculture.



ELIZABETH

Sorghum farmer

Link to video to be played <https://youtu.be/ZaSgBdIC8h4>





TBL PARTNERSHIP

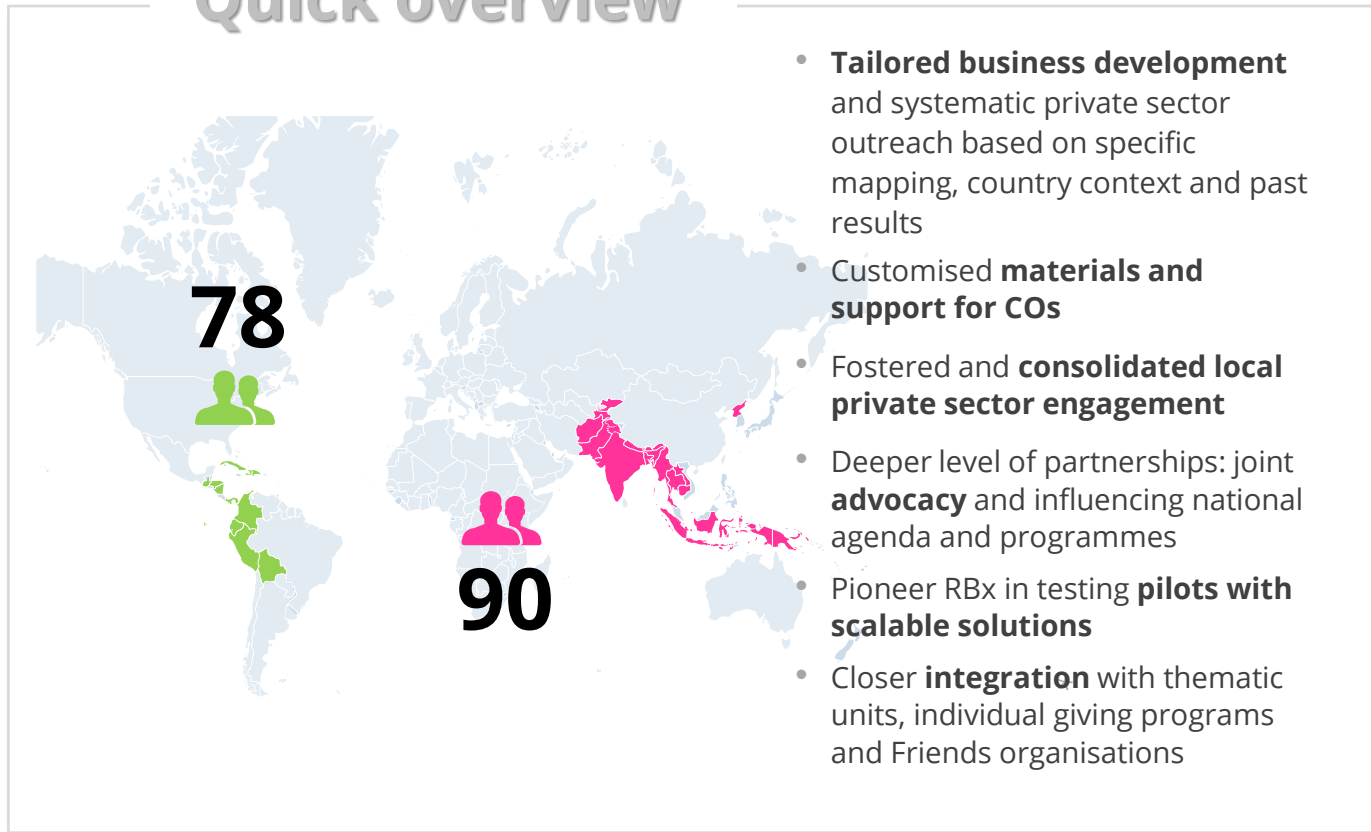
- Yields up 66%
- Incomes up 83%
- Model for other Country Office engagements



Local engagement, integration and growth

Regional bureaux for Latin America and the Caribbean, and for Asia and the Pacific

Quick overview



RBP In Focus PERU CO

Effective consultation process with the private sector, leading to outreach support and joint advocacy. Platform with government and private sector to influence good nutrition behaviour



RBB In Focus INDIA CO

Global partnership expanded to local, adapted to the context needs, and now supports WFP's work with the government bringing essential tech expertise

Partnerships with direct contributions to COs in 2015-2021
in RBB  and in RBP 



Use the chat to put your questions and comments



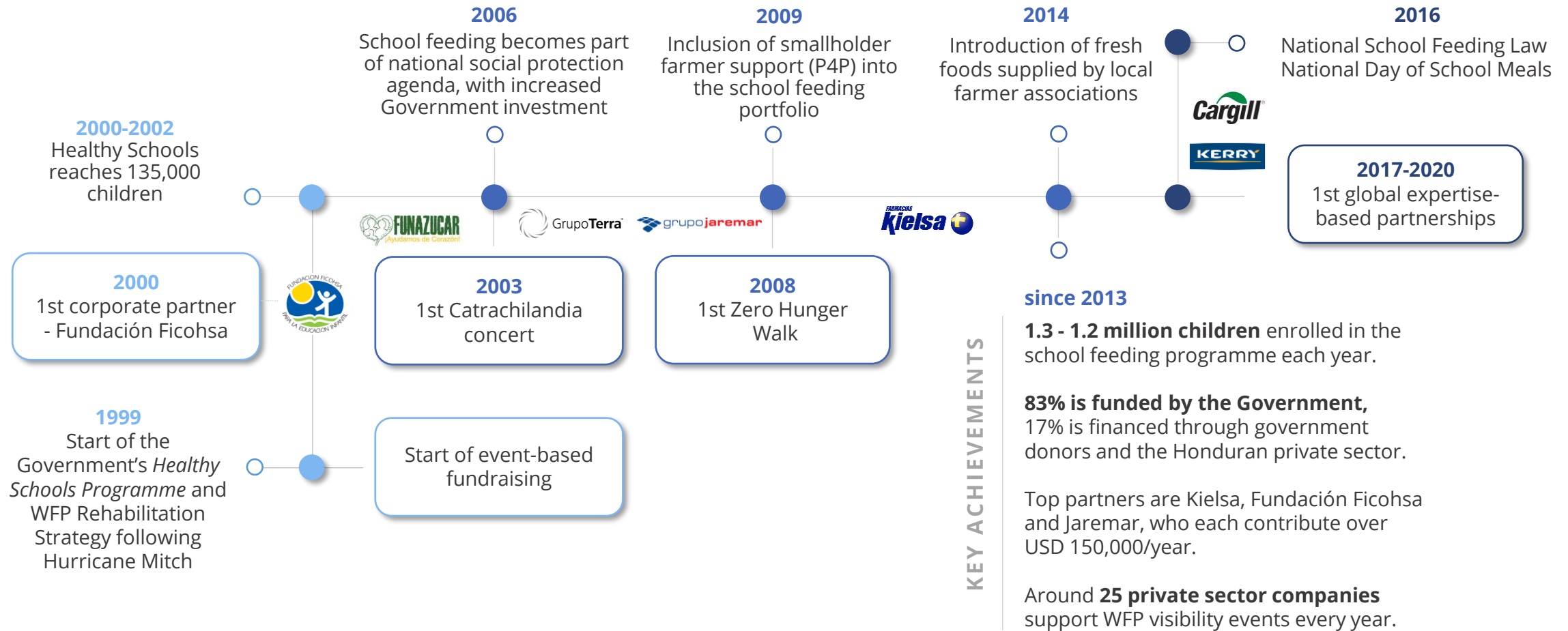
In **HONDURAS,**

partnerships paved the way for a national school feeding programme



WFP Honduras school feeding programme

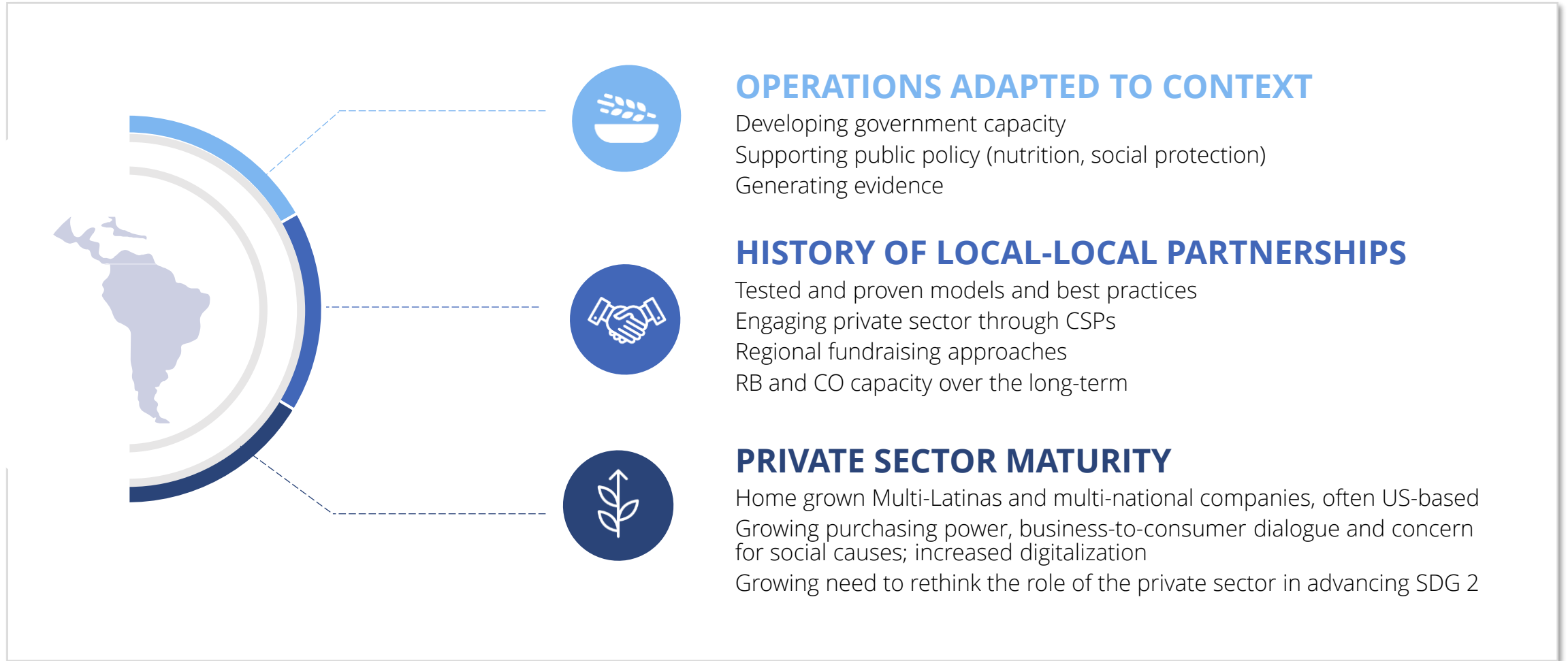
Pioneer of private sector partnerships in Latin America and the Caribbean



Use the chat to put your questions and comments

WFP Latin America and the Caribbean (LAC)









The context of private sector partnerships today



Use the chat to put your questions and comments

Progress of the 2020-2023 LAC Private Sector Strategy

Despite being hardest hit by COVID-19, in 2020/2021 RBP capitalized on trends such as digitalization and increased sense of solidarity with a growth from USD 9.9 million (2019) to USD 11.7 million (2020) resourced from the private sector. This trend is expected to continue in 2021.

| |  INCOME |  IMPACT |  INNOVATION |
|------|---|--|---|
| 2023 | OBJECTIVES Grow from USD 8M to USD 20M/year. At least 10% will come from individuals. At least one new regional partnership with a US foundation. | Test at least one new impact/technical partnership model. | Test at least one new regional Individual Giving model. |
| 2021 | IN PROGRESS Grow US partnerships through increased collaboration with WFP USA (ADM, Bank of America, Cargill) and US philanthropy (LDS). | Position WFP as partner of choice in the Changing Lives agenda in collaboration with Programme and Communications. | Exchange knowledge and best practices through the community of field practitioners. |
| 2020 | ACHIEVEMENTS  CRM campaign sensitizing on double burden of malnutrition in Guatemala  Share the Meal regional appeal for hurricane response in Central America |   Building government capacity with support of Social Trust Funds to tackle malnutrition in Peru and addressing COVID-19 emergency.  Media-based nutrition campaigns such as Cocina con Causa in Peru | Upcoming: Central America Business Leadership Circle |

Vision for partnering with the private sector

Areas for action



Partnering for change to influence national agendas (joint advocacy)



Generating evidence to influence business agendas



Capitalizing on the potential of **purpose-driven businesses**



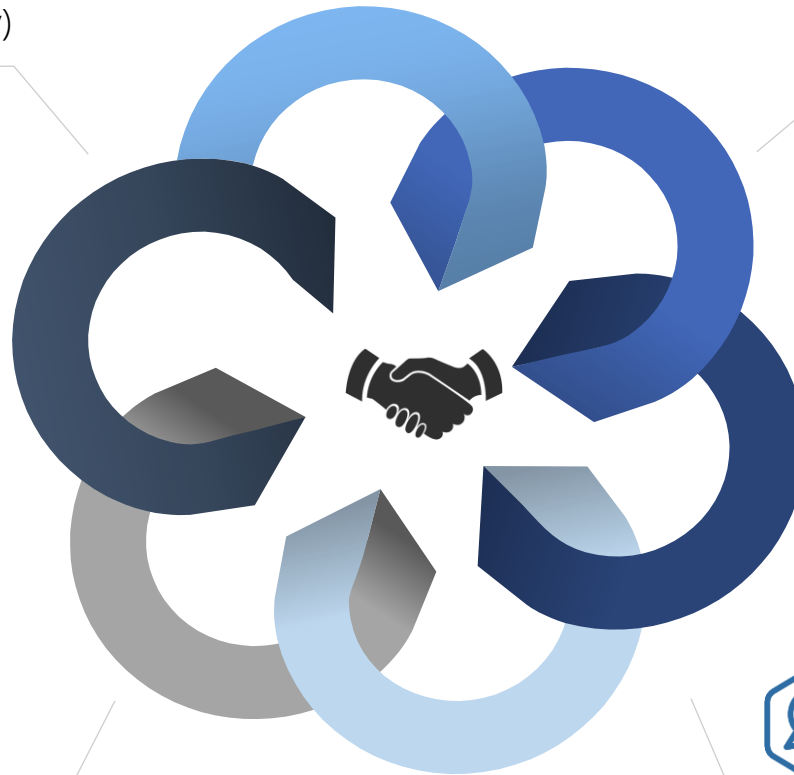
Leveraging business networks and access to them



Mobilizing the private sector to align their investment with SDG 2



Strengthening company image through the WFP brand



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BREAK & STRETCH

5-minute break

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SESSION THREE

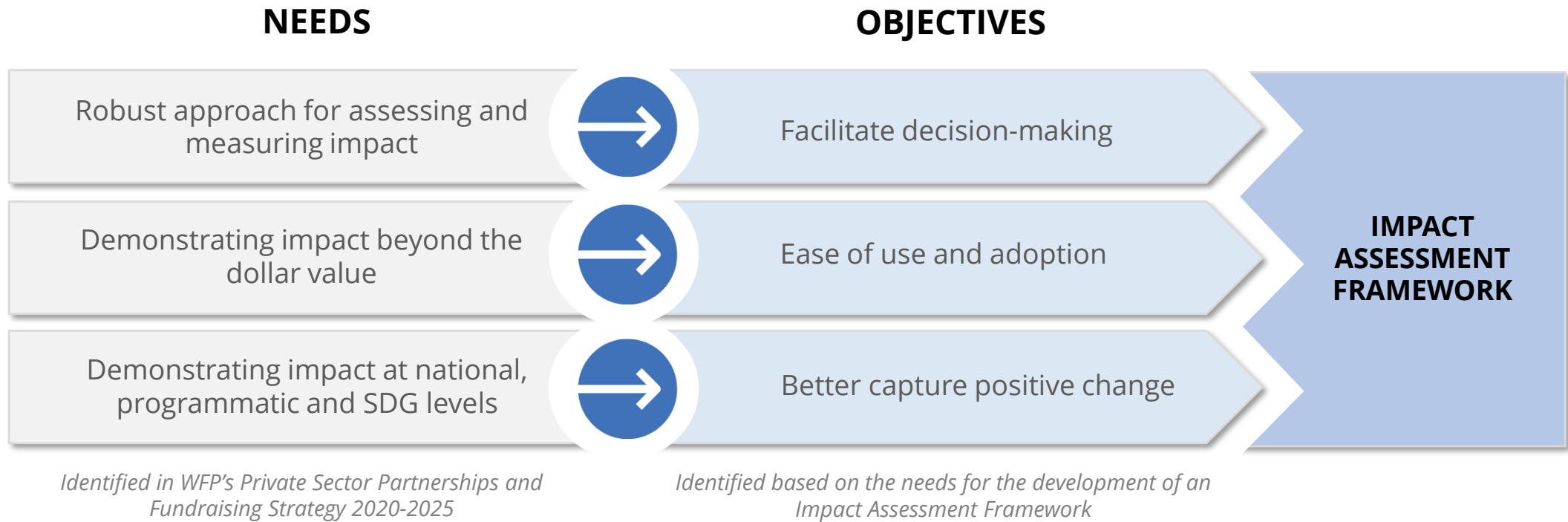
Measuring Impact

Invitation to join the impact assessment framework journey



Overview of the project

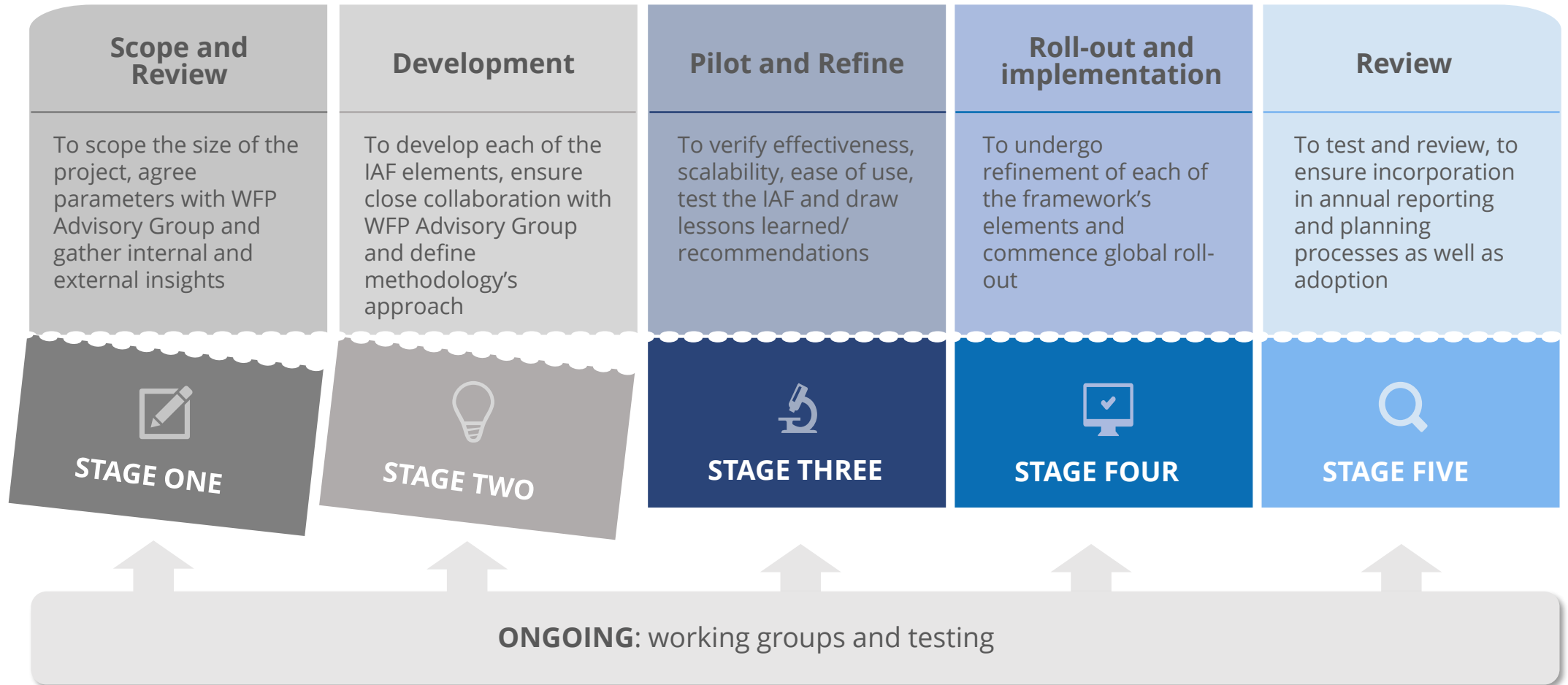
Needs and objectives of the Impact Assessment Framework (IAF)



Use the chat to put your questions and comments

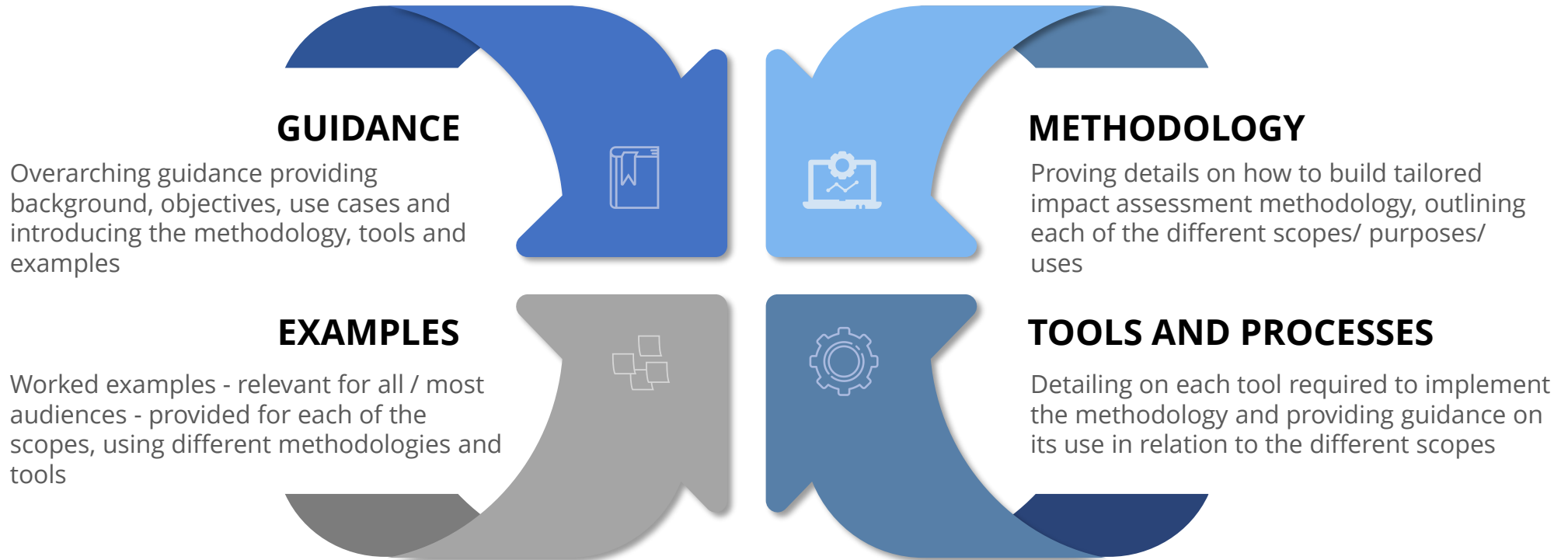
Progress to date

Key stages of the project



Outline of the Impact Assessment Framework

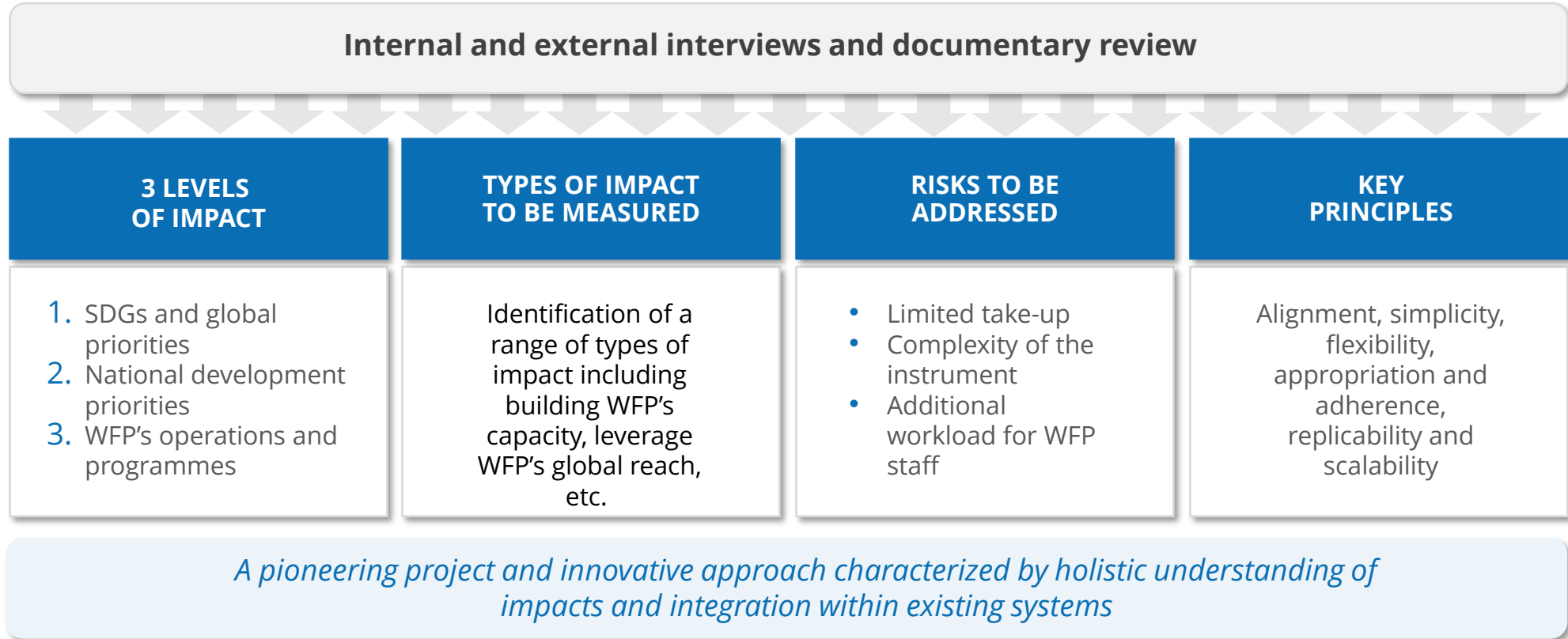
Four key elements



Use the chat to put your questions and comments

Scoping and review

Identification of expectations, challenges and key principles



Get ready to use your mobile phone to answer

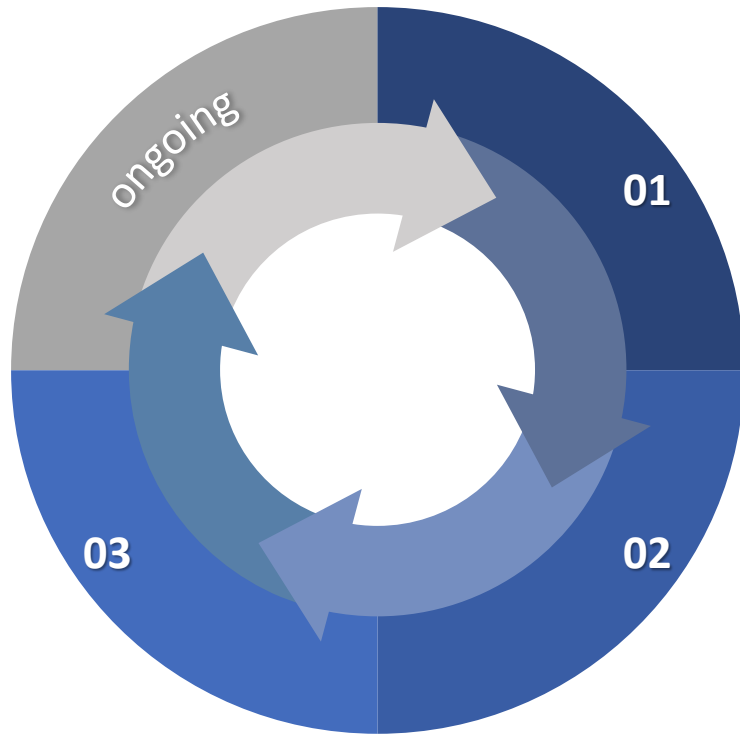
Mentimeter question:

What are, in your opinion, the aspects we should be measuring ? (Multiple options – voting top 3)

- Private sector partnerships' contribution towards SDGs and global priorities
- Private sector partnerships' contribution towards national development priorities
- Private sector partnerships' contribution towards WFP operations and programmes
- Cost and time efficiencies savings
- Quality gains
- Scale and replicability
- Visibility
- Ability to leverage additional resources and funds
- Capacity strengthening
- Beneficiaries supported

Use of the Framework at three phases of a partnership

Ensuring that the right questions are asked for decision making and measure impact



- Phase 1
Early prospecting
Starting point for new partnerships and renewal
- Phase 2
Implementation and follow-up
Starting point for existing partnerships
- Phase 3
Review
Review before potential renewal of partnerships and redefining indicators under stage 1



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Raise your hand or



Use the chat to ask your questions

WRAP UP

Final discussion and
closing remarks



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***FINAL
QUESTIONS & ANSWERS***

”



Raise your hand or



Use the chat to join the discussion



Thank you