



World Food Programme



WFP Partnerships

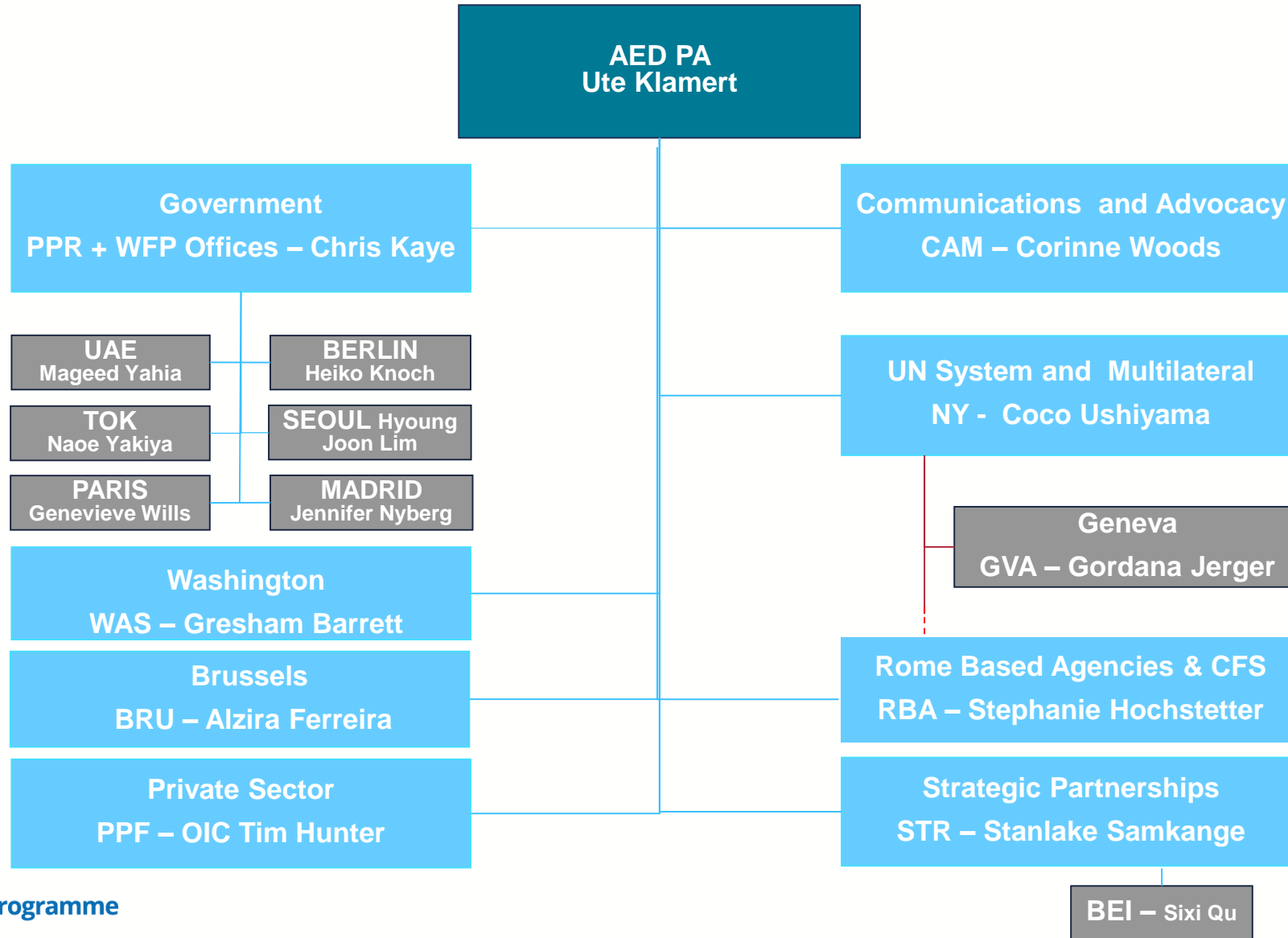
Partnerships and Advocacy Department

Induction Session for Members and Observers
of the WFP Executive Board

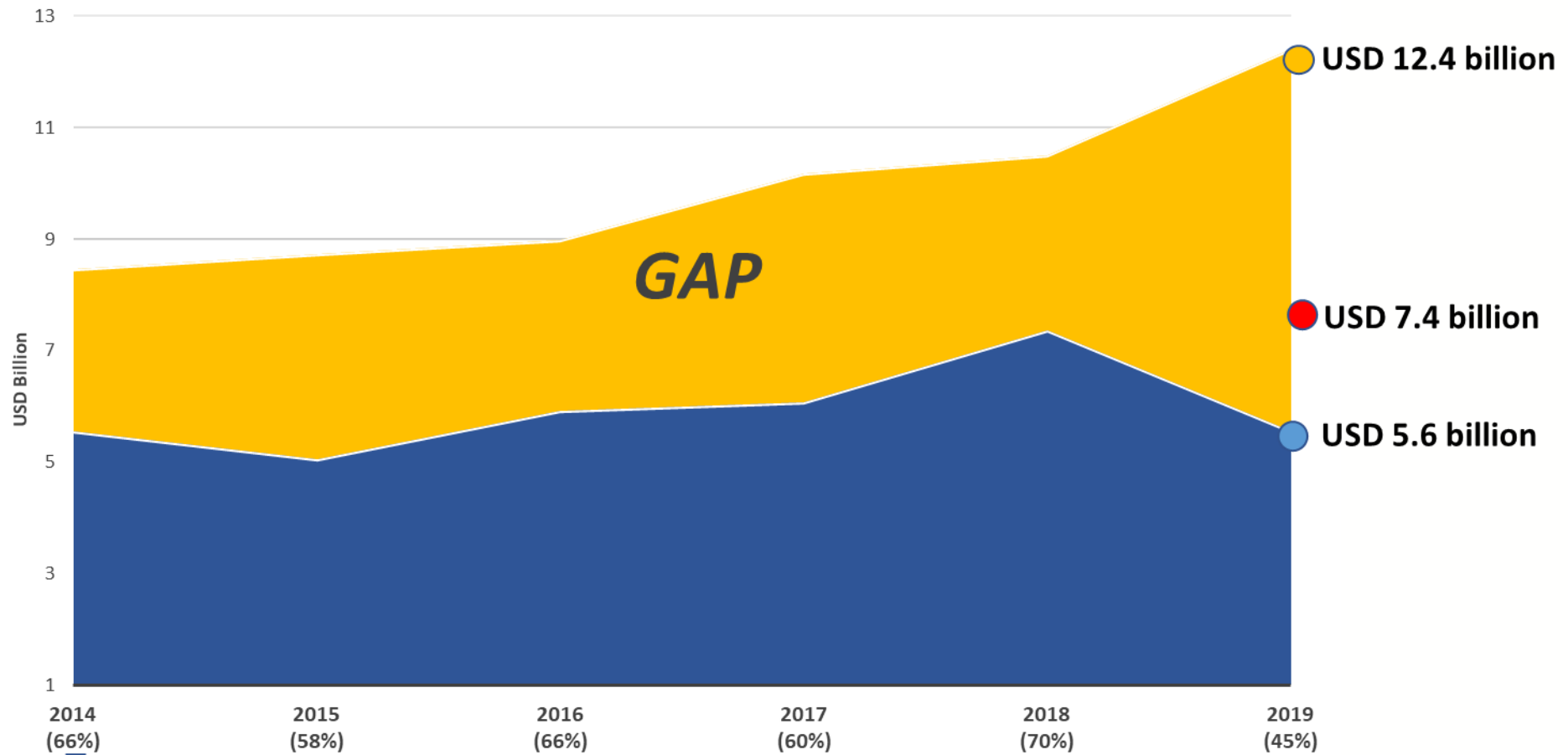
SAVING
LIVES
CHANGING
LIVES

25 September 2019

Partnerships & Advocacy Department



WFP's Resourcing Challenge



World Food Programme

(% of Need Funded)

■ Needs ■ Contributions ● 2019 Global Forecast

Positioning, Partnering, Resourcing for Zero Hunger

Positioning

- *Optimizing communication, advocacy and marketing*
- *Building the narratives associated with our work and areas of expertise*
- *Optimizing our brand*

Partnerships

- *Maintaining our lead in humanitarian response while strengthening WFP's position as an effective development Partner to mobilize resources from IFIs and host Governments*
- *Supporting country offices*

Resourcing

- *Private Sector Strategy*
- *Approach to United Nations reform and IA system*
- *Innovative financing*