



## **Partnering for impact: The private sector's role in reaching SDG 2**

Exhibition on the margins of the 2019 second regular session of the Executive Board  
Monday, 18 November to Thursday, 21 November 2019  
Red Foyer, WFP headquarters

You are kindly invited to an exhibition exploring how the World Food Programme (WFP) partners with the private sector to solve global challenges and help achieve Sustainable Development Goal 2: Zero Hunger. The exhibition will showcase WFP's approach to partnering, the values partnerships are built on, and the many ways current partners provide technical assistance, knowledge transfer, financial contributions and global visibility for WFP. The exhibition will be staffed by WFP's Private Partnerships and Fundraising Division who will be available to answer questions.

### **Context**

For more than a decade, WFP has partnered with private sector companies and foundations to benefit from their expertise and resources and to build new solutions together that move the world closer to zero hunger. From introducing new fortified food products to helping revolutionize WFP's supply chain, partnerships are transforming how WFP operates in an increasingly complex global environment. Creating partnerships that align with United Nations values and provides WFP with the highest possible value for the people furthest behind takes significant dedication and collaboration across the organization.

### **Objectives**

The exhibition is an opportunity for Executive Board members and WFP staff to learn how WFP approaches partnerships with the private sector. Specifically, it will explore:

- Why WFP creates private sector partnerships
- What WFP looks for in potential partners
- The values WFP builds partnerships on and uses to weigh factors in decision making
- What existing partners do for WFP and how both WFP and the partner benefits
- How country offices and divisions can create future partnerships for impact

### **Agenda**

The exhibition will be open during the days of the Executive Board for interested parties to visit as their schedule allows, with Private Partnerships and Fundraising Division colleagues on hand for conversations and to answer questions. This exhibition supplements the "Partnering for impact: The WFP-DSM Story" side event.

The exhibition will highlight four types of partnerships: those that inspire action from consumers, those that work with WFP in emergencies, those that innovate with WFP on persistent challenges, and those that strengthen WFP's operational capacity. Examples of these types of partnerships are:

- Mastercard that raises funds and awareness for WFP through cause-related campaigns
- Balenciaga, the fashion house, that incorporated WFP in its 2018 product line

- UPS that supports WFP's logistics team
- Ericsson that deploys volunteer staff during emergencies to provide telecommunications
- DSM that has worked with WFP for more than a decade on improving food products
- Technology partners helping make WFP's new DOTS data system work
- Stop Hunger that helps improve WFP's school feeding programme through volunteer missions
- Renault Trucks that provides onsite training to WFP mechanics, drivers and fleet managers

Visitors to the exhibition will find partnership information and interactive elements, including the mobile training unit that Renault Trucks uses in trainings, which will be in the parking lot.