

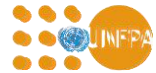


Strategic Partnerships: the UNFPA model

PPD High-Level Workshop
Taicang, 11 July 2019

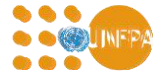
Arthur Erken, Director
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The Context



- ❖ **Agenda 2030:** Calls for unleashing the creative potential for partnerships, through alliances with the private sector, civil society organizations, parliamentarians, philanthropy, the scientific community and private citizens to fully achieve the SDGs.
- ❖ **UNFPA Strategic Plan 2018 – 2021:** The three transformative results in the new Strategic Plan show the uniqueness of UNFPA's brand and is the basis for its value proposition. The Strategic Plan considers partnerships at all levels as a priority to be consolidated in the organizational culture and as an integral part of programming for results.
- ❖ **The promotion of the ICPD Agenda:** Opposition groups continue to challenge the ICPD Agenda. UNFPA needs to strengthen strategic alliances and interventions to maintain broad-based support for its work and mandate.
- ❖ **Humanitarian crises:** UNFPA needs to harness the potential of non-traditional donors and partners to support its mandate to ensure safe pregnancies, family planning services and elimination of gender-based violence in humanitarian contexts.

Strategic partnerships as integral part of programming



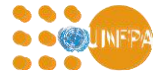
A few no-brainers:

- ❖ No development results without partners!
- ❖ No partner delivers on all our objectives!
- ❖ Building and maintaining partnerships is difficult: requires (long-term) vision, networking, mapping, planning and specific skills!
- ❖ Knowledge and understanding of which partner could deliver on what!

In other words, “partner with a purpose”!

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Strategic Partnerships: Partnering with a Purpose



UNFPA's partnerships contribute to the consolidation and brand positioning of UNFPA, through the engagement of stakeholders in strategic and innovative alliances, creating a conducive environment for the organization..



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General Principles for UNFPA's Strategic Partnerships

❖ **Principles of relevance.**

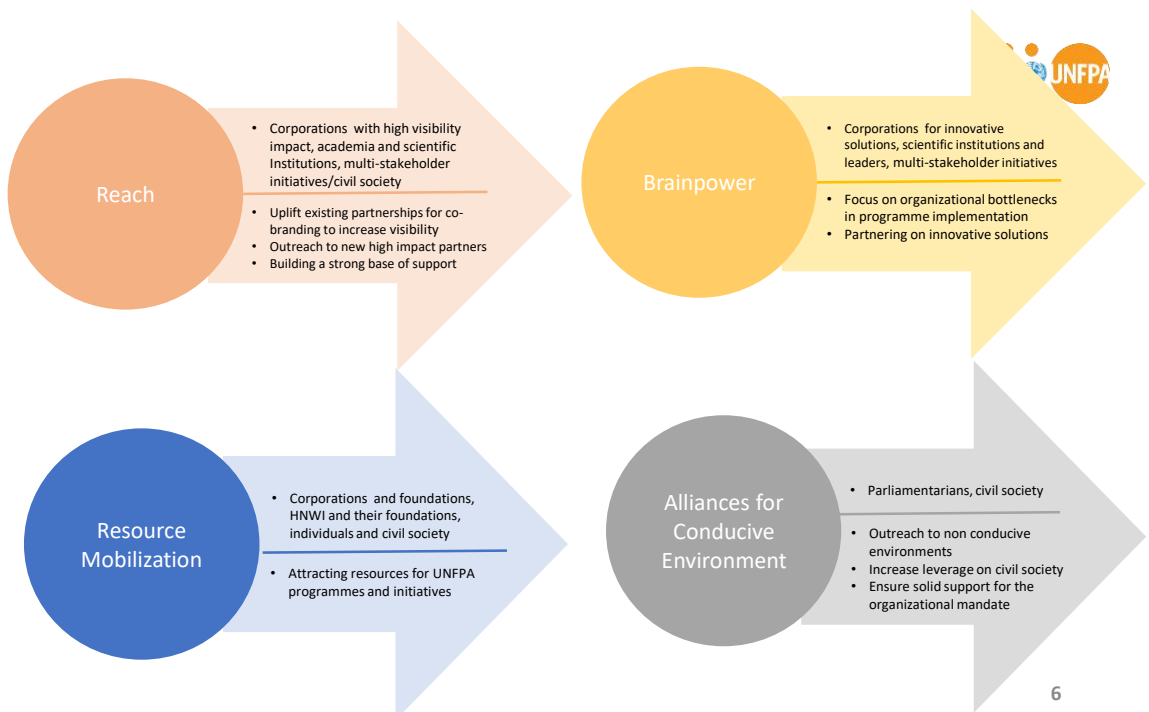
Partnerships shall: enhance the brand of UNFPA and efficiently contribute to the achievement of its Transformational Results; provide value to UNFPA ensuring that wins are higher than the costs of the partnership; be properly supported by resources for the sustainability of the partnership.

- ### ❖ **Precautionary Principles.** Partnerships shall exclude all risks for the brand reputation of UNFPA. Due diligence and risk mitigation tools must be used to assess the operations, reputation, sustainability strategies and tools of potential partners in all their sphere of influence, before entering into a partnership.



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Strategic Partnerships for UNFPA A Roadmap 2018-2021



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A portfolio of partners

- ❖ **Business enterprises and foundations**, including all types of business enterprises, small and medium size enterprises, national and multinational corporations, foundations. Models of partnerships include: corporate sustainability partnerships; technical partnerships; cause –related marketing; social impact partnerships; innovation programs and employee giving partnerships.
- ❖ **Individuals**, including the general public and High-Net Worth individuals for: individual giving programs also through on line and face to face fundraising; HNWI financial donations also through social investment programs.
- ❖ **Academia and scientific institutions**, to support the ICPD Agenda through institutional agreements, joint programmes and events.
- ❖ **Parliamentarians** to support policies, legislative and accountability frameworks through engagement of individual parliamentarians and of associations of parliamentarians, also in non-conducive environments.
- ❖ **Civil Society** to enhance the visibility and impact of UNFPA and supporting policies and decision making processes through: support in resource mobilization and funding; awareness building and advocacy partnerships.
- ❖ **Multi-stakeholder initiatives for SDGs** including public and private partners to galvanize broad-based action on partnerships, supporting UNFPA’s mandate.

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Relevance for PPD?

❖ Partner with purpose!

- ✓ Why do you need partners and for what?
- ✓ Do you have a strategy?
- ✓ Do you have capacity to maintain partnerships over time?

❖ The importance of due diligence!

- ✓ Who is going to vet your potential partners?
- ✓ Do you have capacity for due diligence? Or outsourcing?
- ✓ Risk mitigation?

❖ Building partnerships around a strategic vision!

- ✓ Is your strategic plan strategic enough? What’s the win-win for a potential partner?
- ✓ Is your vision compelling enough to build strategic partnerships around?
- ✓ Is your end-goal SMART?

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