

UN SYSTEM PRIVATE SECTOR
FOCAL POINTS MEETING 2008
2-3 October, Geneva

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WFP Private Sector Strategy

Foundations

High Net Worth
Individuals & Web

2017

US\$ 200M

Corporations

Raise Cash

2008

US\$ 60M

Strengthen the Operation

Build Capacity

2006

US\$ 37M

Adapt
Infrastructure

Structured
Framework

Implementing the Strategy

CHALLENGES

In-house understanding of & trust in private sector

Return on investment vis-à-vis gov donors

Corporate partnerships time-consuming & labour-intensive

Mainstream policies & due diligence

Executive Board buy-in

OPPORTUNITIES

Private sector resources more flexible

Access to expertise, services & products

Limit intensive partnerships, max high net worth individuals & web

Harness new, peripheral fundraising

Demonstrate added value