

### ENGAGING WITH THE PRIVATE SECTOR IN HEALTH COOPERATION

ATENDIENDO

### PSE IN HUMANITARIAN SETTINGS: the IFRC experience

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### IFRC: Local impact, global reach

- 192 National Red Cross and Red Crescent Societies
- Around 14 million volunteers and 475,000 staff

Public

• Reaching more than 250 million people every year







# Natural disasters

Public





### Corporate Partnerships in humanitarian settings



- **Goal-centred interest:** What is the issue the a corporate wants to tackle?
- Business-driven expectation: Corporates may seek engagement from several angles: e.g. CSR, Marketing & Sales, HR
- Integrated approach: Funding is not the sole offer: Pro bono, Corporate Volunteering, Expert Volunteering

### WIN-WIN solution - model





- Promoting behavior changes that improve human dignity and peace
- A point of entry to engage future donors, pledgers and legacy
- increase IFRC/ brand & humanitarian themes awareness
- Donations to safe lives and change minds

Advocacy & change

Framework to develop private sector donors base

Engagement

#### Awareness

#### Money



Win for the Corporate partner

- Shared value creation with a global partner such as IFRC
- Engage employees that will become more committed to the organization
- Increase corporate/ brand awareness/ reputation
- Incremental profit from a new audience willing to buy products from a corporate organization acting as good citizen

### Private Sector engagement

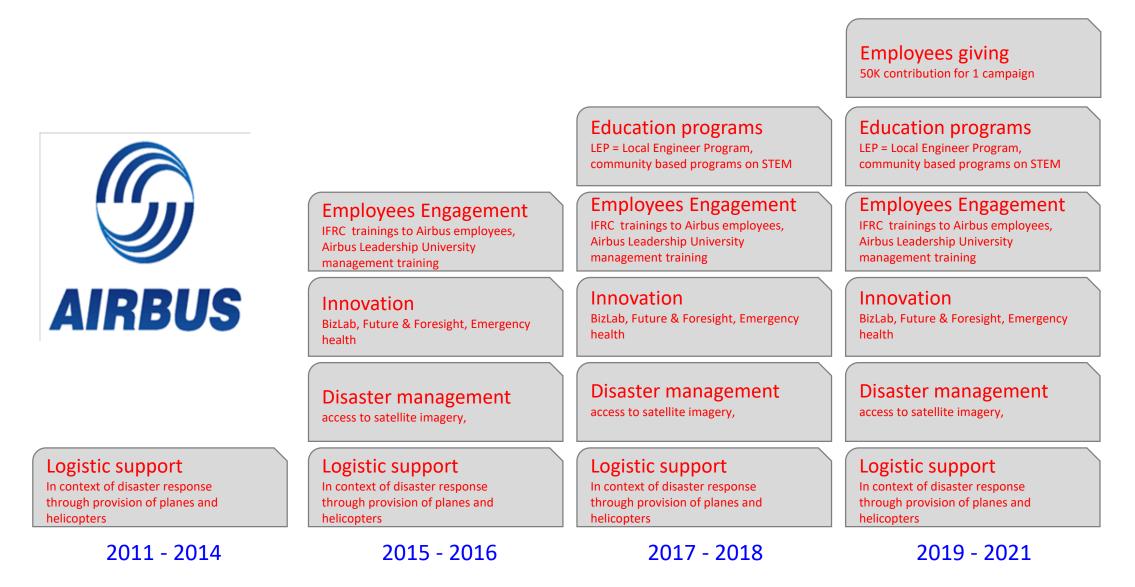
% of COVID-19 resources to RCRC National Societies coming from private sector (CHF 334 million in total between May 2020 and Feb 2021) ...

Federation-wide planning and reporting Covid-19 : NS Financial reporting form - Data details: Sources of income	in high-income countries: 26% Categories: Private, Government, Movement, Multilateral, Other	in middle-income countries: 16.5%	in low-income countries: 4.4%
	High income NSs	Middle income NSs	Low income NSs
Corporations	P High Income NSS		
Foundations			
Individuals			
Home government			
Foreign government			
IFRC			
Other National Society			
ICRC			
UN agencies & other multilateral agencies			
Non-governmental organizations			
Pooled funds			
Other			
Service income			
Income generating activity			
	0% 10% 20% 30% 40% 50% 60% 0% 10%	20% 30% 40% 50% 60% 0	% 10% 20% 30% 40% 50% 60%

Public

Based on data from 178 National Societies. Source: IFRC FDRS and GO platforms - https://go.ifrc.org/emergencies/3972#actions

# Example with Airbus



- BEYOND MONEY: From donor-recipient relationships to corporate partnerships
- SOCIAL GOOD-shared value ≠ CSR "giving back"
- LONG TERM
- "HOW CAN WE HELP?" mentality
- EMPLOYEES' ENGAGEMENT