

A high-angle, grayscale photograph of a group of IFRC staff members. They are wearing white t-shirts with a red cross logo and dark trousers. Some are wearing face masks. They are gathered in a courtyard or outdoor area. In the background, a white banner is visible with the text 'JARÁ ATENDIENDO' and 'NÚMERO 9 9 9'.

ENGAGING WITH THE PRIVATE SECTOR IN HEALTH COOPERATION

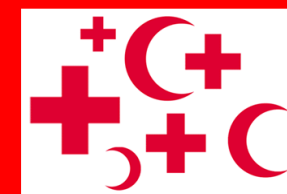
PSE IN HUMANITARIAN SETTINGS: the IFRC experience

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@ECAPOBIANCO



IFRC: Local impact, global reach

- 192 National Red Cross and Red Crescent Societies
- Around 14 million volunteers and 475,000 staff
- Reaching more than 250 million people every year



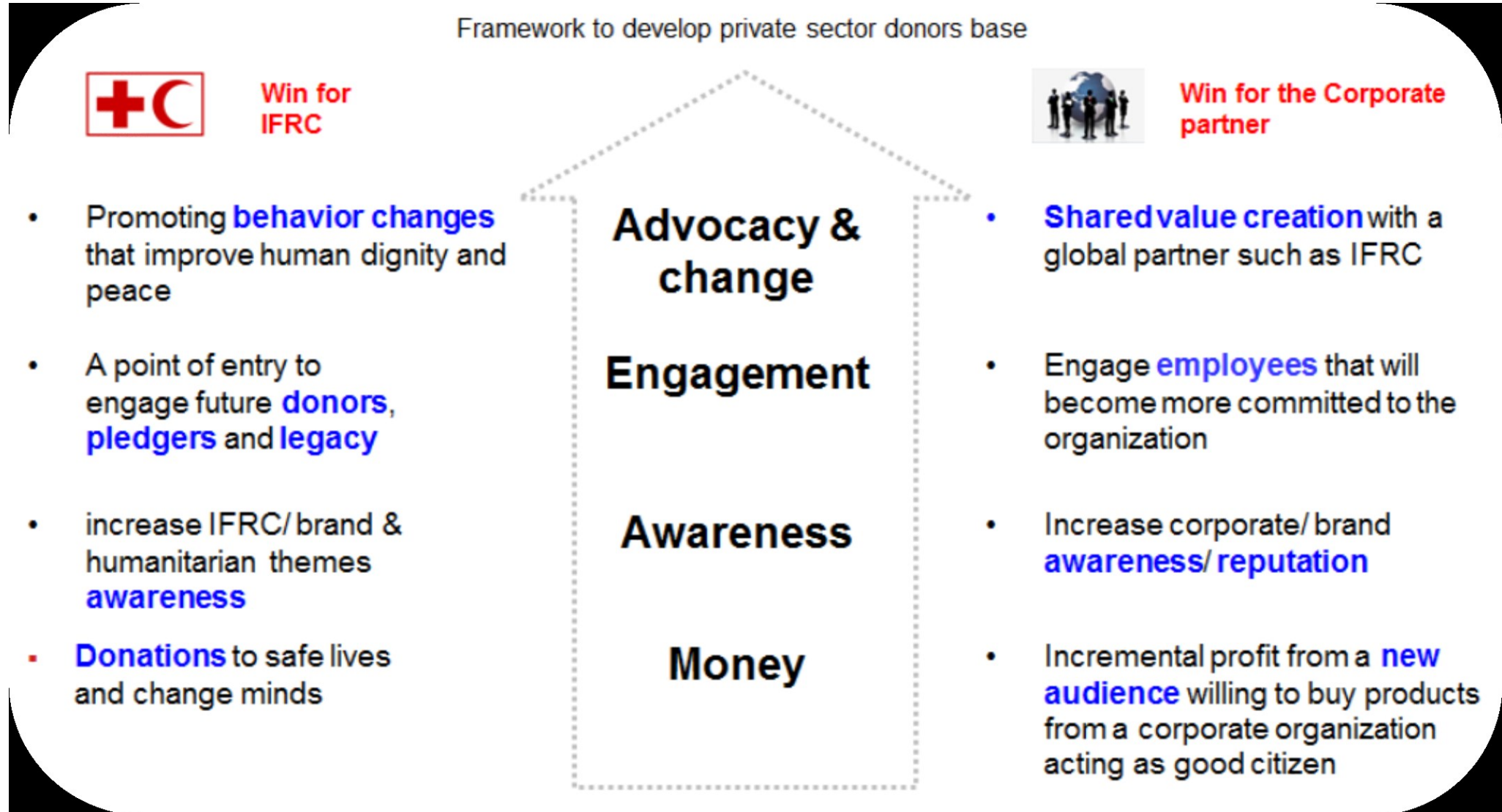
Natural disasters

Migration

Health emergencies



- **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



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

... in high-income countries: 26%

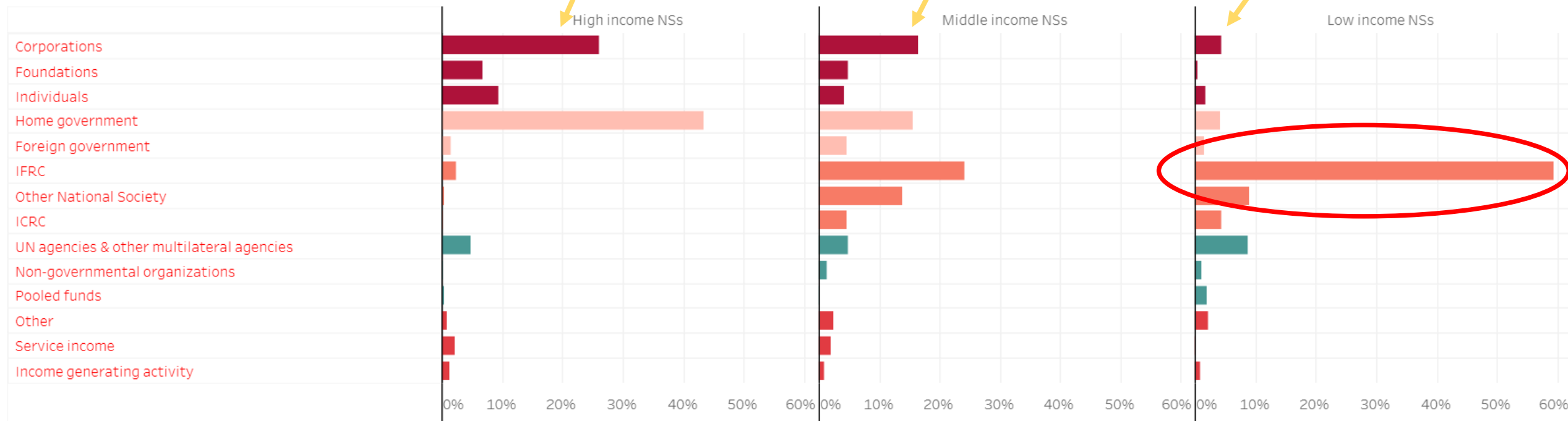
... in middle-income countries: 16.5%

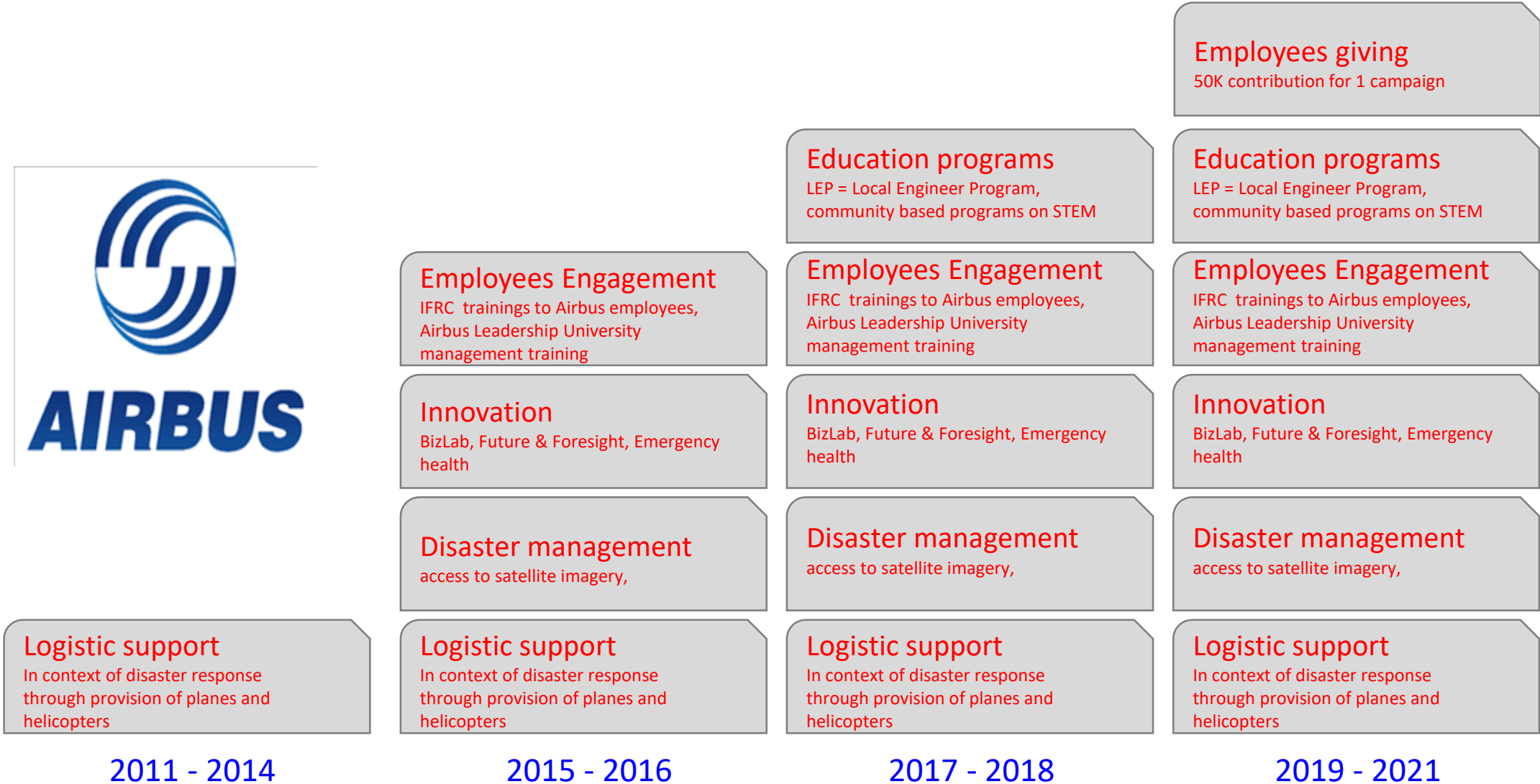
... in low-income countries: 4.4%

Federation-wide planning and reporting Covid-19 : NS Financial reporting form - Data details:

Sources of income

Categories: Private, Government, Movement, Multilateral, Other





- ❖ 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