World Food Programme

Private Partnerships

Hunger is the world’s most solvable problem. Be part of the solution.

- WFP is the world’s largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries.

- In emergencies, we get food to people who need it the most, saving the lives of mothers and children and of victims of conflict and natural disasters. As the lead UN agency for logistics and tele-communications, WFP helps the broader humanitarian community provide a fast, efficient and effective emergency response.

- After the initial emergency has passed, we use food to help communities rebuild their shattered lives. We aim to prevent hunger through programmes that use food as a means to build stronger, more food-secure communities.

- Hunger is the world’s most solvable problem, but we can’t do it alone. That’s why WFP is leading the way in the UN to create innovative and flexible partnerships with the private sector to give a voice to the hungry, support humanitarian work and save lives.

- WFP aims to engage with the “best in the industry” in areas aligned with our core to raise awareness and funds in the fight against hunger.

- By working with WFP, companies can make a real difference in the fight against hunger while meeting CSR and business objectives. Our private sector partnerships are about more than just writing a cheque — they are about true collaboration.

- In 2010, WFP raised a total of US$3.8 billion. WFP is funded completely by voluntary donations. A large part of that comes from the private sector, which was the sixth largest donor to WFP in 2010.
5 Reasons to Partner with WFP

Ending Hunger: Hunger is the world’s number one health risk, killing more people each year than AIDS, malaria and tuberculosis combined. It robs individuals and nations of their potential by reducing cognitive development and school performance in the early years and earning potential later in life. This can cost countries as much as 60 percent of their GDP. This compelling and solvable cause guarantees that CSR efforts will be seen by employees, customers and wider stakeholders alike.

Engage consumers: Increasingly, consumers expect their brands to not only deliver goods and services, but also enable them to do good in the world. By partnering with WFP, brands are seen to be part of the solution to the number one global problem: hunger.

Motivate staff: Surveys show that nearly 90 percent of employees familiar with their company’s efforts to fight global hunger feel a strong sense of loyalty to the cause. Companies can engage their employees to raise awareness and funds for WFP while seeing increased levels of staff retention and recruitment of talent.

Expert partner: With a proven track record of successful operations, award-winning campaigns, global media opportunities and millions of dollars raised, WFP’s efficient approach and low overhead will ensure the greatest impact of your company’s contribution. WFP’s dedicated team of professionals around the world can find matches between its programme needs and a wide range of companies’ core competencies and brand identities.

Innovation: Tackling social issues from public and private sector perspectives allows partners to approach challenges in new, creative ways — leading to innovation for both WFP and your company. From cutting-edge food technology that combats malnutrition to telecommunication innovations that enable WFP to reach people in far-flung regions with e-vouchers, your company’s unique know-how is one key to solving hunger.

Ways to Partner with WFP

Every company is unique, which is why we will work to create the right partnership. Together we look at core corporate interests and how these could fit with WFP’s needs. We then link commitments to our projects to make the greatest impact.

8 ways your company can help:

1. Give cash
2. Leverage brand power through cause-related marketing
3. Mobilise networks to raise awareness and funds in the fight against hunger
4. Engage employees
5. Create innovative solutions to address hunger
6. Share cutting edge knowledge
7. Help with on-the-ground research
8. Lend an expert

Companies in Action

Project Laser Beam is a five-year, multi-million dollar public-private partnership to eradicate child malnutrition. PLB brings together the expertise of Kraft Foods, Unilever, DSM and the Global Alliance for Improved Nutrition (GAIN) with pilot projects currently underway in Bangladesh and Indonesia.

PepsiCo, WFP and the US Agency for International Development are joining forces in a ground-breaking partnership to promote long-term nutritional and economic security in Ethiopia. Enterprise EthioPEA aims to increase chickpea production, strengthen supply chains, expand markets and develop a ready-to-use supplementary food to combat malnutrition.

WFP and TNT have established North Star Alliance, an initiative to reduce the impact of HIV and other sexually transmitted illnesses on the transport sector in Africa. Roadside Wellness Centres provide services to truck drivers, sex workers, order officials, dock workers, police and transport communities.