

# 24<sup>TH</sup> SESSION OF THE STANDING COMMITTEE ON PROGRAMMES AND FINANCE

## AGENDA ITEM 13

# IOM Partnerships with the Private Sector

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## KEY FIGURES 2016-2018

**15.3** USD Million  
Private Sector Revenue

**668** Partnerships and  
Collaborations

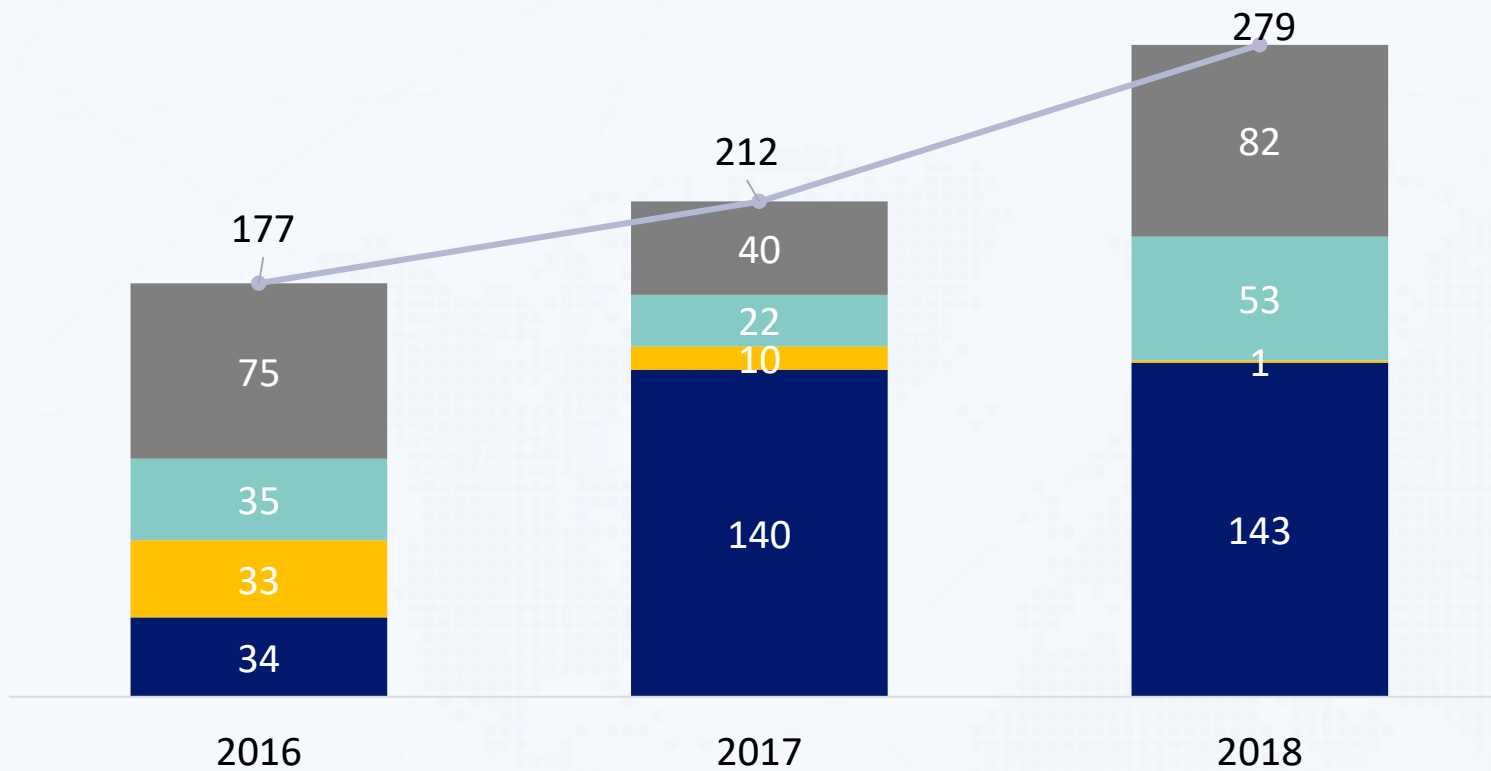
**83** Partners

**70** Countries

**Partnership:** A longer term relationship aiming to achieve a common goal.

**Collaborations:** a once-off engagement for an specific purpose

# BREAKDOWN OF PARTNERSHIPS BY TYPE



- Advocacy → E.g. Turkish Airlines, Viber
- Innovation → E.g. Frontend
- Resource mobilization → E.g. Panasonic
- Shared Value → E.g. Korea Telecom, IKEA (CREST)
- Total

## Advocacy

*Promoting and advocating for common goals.*

## Innovation

*Jointly developing a new product, process, or technology for the benefit of affected populations.*

## Resource Mobilization

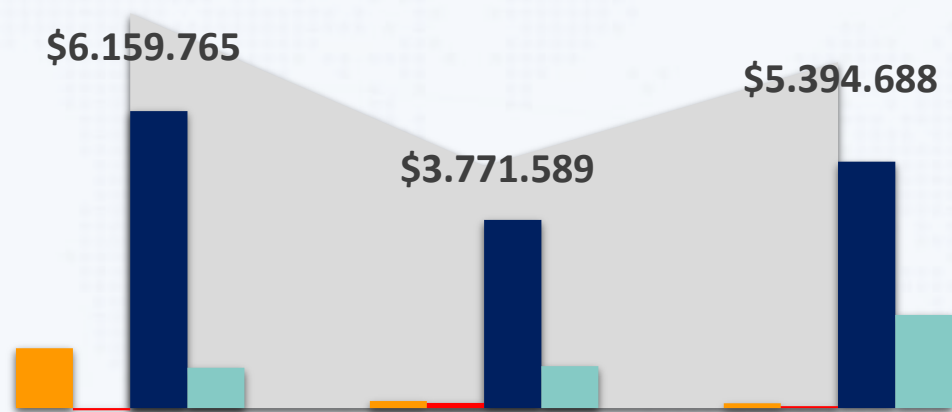
*Supporting a cause through philanthropic or in-kind donations.*

## Shared Value

*Joining efforts to address today's challenges which align with key Sustainable Development Goals.*



# BREAKDOWN OF FUNDING BY TYPE OF DONOR



	2016	2017	2018
■ TOTAL	\$6.159.765	\$3.771.589	\$5.394.688
■ Individual Giving	\$933.435	\$107.103	\$73.203
■ USA FOR IOM	\$(36.570)	\$78.111	\$27.280
■ Companies	\$4.635.127	\$2.932.623	\$3.842.207
■ Foundations	\$627.774	\$653.752	\$1.451.998

## Top Five Donors by Revenue 2016-2018

1. Management Systems International, Inc. (Colombia, Sudan) 21%
2. Korea Telecom Group Hope Sharing Foundation (Bangladesh, Republic of Korea) 14%
3. ANESVAD Foundation (Bangladesh) 6%
4. Empresas Públicas de Medellín (Colombia) 5%
5. C&A Foundation, (Thailand) 5%

\* Total revenue 2016 -2018: \$15,326,042

# KEY INITIATIVES in 2018

## Thanks to the financial contribution of the Republic of Korea, in 2018

1. DRD developed and launched an interactive online training tool to enhance IOM staff's knowledge about developing partnerships with the private sector;
2. DRD developed a series of communication materials to enhance staff capacity in outreach and partnership building with the private sector;
3. DRD organized the first ever IOM private sector field visit to Bangladesh (Cox's Bazar) with 16 participants representing 13 companies (GAP, Coca-Cola, Korea Telecom, Turkish Airlines, etc.);
4. IOM participated at the 2019 World Economic Forum in Davos and was a member of the steering committee of the Sustainable Impact Hub – which allowed to initiate dialogue with Mastercard, KPMG, Turkcell and the Lego Foundation;
5. IOM launched its first global online fundraising campaign for the Venezuela response in countries of destination.

# A Mid-Term THEMATIC EVALUATION OF IOM's Private Sector Partnership STRATEGY 2016-2020

This scheduled Evaluation confirmed the relevance of the Strategy and outlined 6 key findings:

1. Need for increased and predictable funding to reach the goals outlined in the Strategy;
2. Improve on prioritizing partnerships given limited resources;
3. Define officially the role of DRD in implementing/coordinating the Private sector strategy;
4. Define clearly how contributions (unearmarked) received should be allocated **and** communicate better/enforce the need to carry out due diligences prior to any agreement with private sector partners;
5. Ramp up efforts on individual giving and philanthropic contributions from companies and foundations;
6. Improve leveraging of USA for IOM – in view of charitable giving potential in the US.

# IOM's Planned RESPONSE to the THEMATIC EVALUATION



**Pillar 1: Enhancing capacities of IOM staff to better identify and engage with the private sector:**

- DRD to organize three workshops for IOM staff members in regional/country offices (peer-to-peer exchanges, best practices, etc.).

**Pillar 2: Increasing partnerships with businesses:**

- Invite the Private sector to three roundtables to address thematic challenges;
- Organize two additional field visits for the private sector;
- Launch three 'corporate' fundraising campaigns.

**Pillar 3: Increase efficiency of the Strategy through effective operational support and oversight:**

- Conduct research on the collection and distribution of Muslim alms;
- Deploy a Customer Relationship Management tool (CRM);
- Develop a workplan for the implementation of Phase II of the current Strategy (2019-20) as well as the 2021-25 Strategy (revive Private Sector Working Group);
- Develop a Private Sector Donor Mapping Report: e.g. identifying companies that address migration in their CSR.



# FUNDRAISING CAMPAIGNS



1. Ramadan: *Displaced, but safe, keeping the faith*

Empowering, positive stories of IOM beneficiaries from **Iraq**, Bangladesh and Yemen



2. Summer: *Climate Change & Migration*



3. Thanksgiving/Christmas: *Giving Tuesday*



Help Us Help More  
**DONATE TODAY**

1.4 M views worldwide



# THANK YOU

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