

**UNICEF Executive Board**  
**Second regular session 2003**  
**15-19 September 2003**

**Item 12 of the provisional agenda:**  
**UNICEF collaboration with the corporate sector: oral report**

**Background information**

This presentation will review the principles and policies underlying UNICEF's engagement with the corporate sector. It will also report on the implementation of those policies taking specific examples of collaborations. Several key policy issues will arise in the course of the presentation:

1. **The dual focus of UNICEF's collaboration with the corporate sector: fundraising + advocacy and programmatic engagement.** UNICEF has had extensive collaboration with the corporate sector for some fifty years. It has two main elements: first, fundraising, through contribution of funds and of supplies and equipment, and second, programmatic engagement, through facilitating and encouraging corporate activities that benefit children such as our landmark salt iodisation work. Both are important and are opportunities for UNICEF to achieve the Organisation's goals for children. The UNICEF National Committees are key to the success of this collaboration. Striking the right balance is important and now, quite timely, as the corporate community is more and more interested in programmatic collaborations.
2. **Some elements of good fundraising collaborations.** It is important to identify the right mix of elements for a successful fundraising strategy with the corporate sector, and the UNICEF family has explored these issues in depth through the fundraising taskforce.
3. **Some elements of good programmatic collaborations.** One challenge for UNICEF is to identify, and manage, the right way to harness the capacity and willingness of the corporate sector in our work for children. Our salt iodisation work is an example of best practice. UNICEF supports the introduction of iodised salt by enabling local suppliers to obtain the plant and other inputs required for the process of iodisation. Most often we work with small scale local suppliers.

We are exploring more complex collaborations, however, and trying to marshal the contributions of a number of actors. In one country we are facilitating a consortium of actors to enable the large-scale production of impregnated bed nets – putting the local manufacturer together with the investors who will support its expansion together with the supplier of the inputs that will provide the raw material and ensuring that we will purchase their output of bed nets. We are also looking at harnessing the delivery systems of private enterprise to ensure that needed supplies and equipment can reach remote parts of the countries we work in.

4. **Good practices when engaging with the corporate sector in countries where we have a Programme of Cooperation with Government.** The Secretariat feels that there is great potential for collaboration with the business community in countries where we have programmes of cooperation, both for fundraising and also for programmatic collaboration. We feel that many businesses in these countries are interested in finding ways to work with

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UNICEF. We believe we should explore these opportunities, but in a manner consistent with our mission and mandate and with the Programme of Cooperation itself. In fact, we feel it may be possible to achieve at least some of the goals of a Country Programme of Cooperation through collaboration with the local business community.

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