Mr President, Executive Director Fore, National Committee colleagues, distinguished delegates,

I would like to open my remarks by thanking PFP Director Carla Haddad Mardini for the excellent 2020 report which highlights best practices in National Committees.

I hope to contribute to this discussion by reflecting on 2 specific points.

Let me start with our formula for success.

In 2020, National Committees were responsible for 85% of the total net Private Sector results, reaffirming ourselves as the largest source of unrestricted funds which once again reached a historical record. National Committees raised 84% of UNICEF’s gross revenue coming from pledge donors, 96% of the gross revenue coming from major donors.

Our advocacy work has never been more necessary or influential. We supported child rights in our countries by engaging with our governments. The results we were able to jointly achieve in times of covid, conflict, natural disasters and inequality were unprecedented.

The formula of our success is a combination of factors:

- Firstly, the closer we get to our supporters, the better we will understand them and the more impactful our partnerships will become. We want to give our supporters an opportunity to join forces with us and partake in the journey to achieve results for every child. Digital
transformation has helped accelerate this process. Today, we gain a new digital donor every 29 seconds!

- Secondly: One of the most effective ways of gathering more supporters is to make our results and impact for every child as visible as possible. From the advocacy work that people can witness close to home, to the courageous service of our colleagues in country offices, we would like our public to see that we are there for every child in the most efficient and effective way. We want to see UNICEF in the first position globally regarding spontaneous awareness of brand.

This leads me to my second and final point, which is how we can together untap more potential going forward.

The UNICEF Strategic Plan 2022-2025 offers a tremendous opportunity for the private sector to develop new ways of working.

National Committees are firm believers in the power of bringing public, private and programmatic strategies together. It is in this intersection where we can amplify our impact and give space for creative solutions for common and new problems.

We are yet to fully realize the power of partnering with businesses to maximize results for every child. Because investing in the SDGs is economically viable: it could open 12 trillion dollars in new market opportunities and create 380 million new jobs. Speed, the possibility of co-creation and innovation are essential components in almost every new partnership we establish. Our donors influence our culture the same way we influence theirs, and our meeting of minds results in a win-win cooperation where targets are advanced and common solutions scaled. We need to find ways to multiply the impact of our donors. That is why, together with UNICEF, we would like to think about new business models and innovative financing, and consider how we can move from transactional to transformational in the coming years, for the benefit of every child.

Thank you.

*Suzanne Laszlo*
*Chair of the Standing Group of National Committees*
*Executive Director – UNICEF Netherlands*