RESOURCE MOBILIZATION FOR PRIVATE-SECTOR ENGAGEMENT
THE CONCEPT

ENGAGING THE PRIVATE SECTOR FOR RESOURCE MOBILIZATION

"BROKER DIVERSE PARTNERSHIPS ... TO FIND INNOVATIVE SOLUTIONS TO PRESSING CHALLENGES"

CAPACITY-BUILDING FOR PROGRAMME STAFF
Hold workshops/training for UNESCO staff to enable them to identify common areas for cooperation with the private sector and communicate UNESCO’s value proposition to potential private sector partners.

DEVELOPING UNESCO’S VALUE PROPOSITION
Identify potential benefits that UNESCO brings to partnerships that provides the basis for collaboration. And, create resources and tools to appropriately communicate the proposition to stakeholders.

FIRST PARTNERSHIP OUTREACH EVENT
Meet with leaders and change makers of the private sector to understand each other better and explore synergies in our efforts to help Pakistan achieve Agenda 2030.
To complete the tasks outlined previously, UNESCO needed the services of a specialist who understood the dynamics of cross-sectoral partnerships. A consultant was engaged who identified key private-sector stakeholders and facilitated introductory meetings with select players.

Simultaneously, the consultant held two workshops at the Islamabad Office. Programme staff were briefed about different partnership frameworks formulated specifically for the Sustainable Development Goals, the potential of private-sector partnerships in Pakistan, key challenges to collaboration and a discussion of the way forward.

The Project culminated in a partnership outreach event - the first of its kind hosted by UNESCO in Pakistan. Karachi, being the business capital of Pakistan, was chosen as the site for the gathering. UNESConnect was setup as a networking event. The UNESCO Representative to Pakistan, Ms. Vibeke Jensen, formally welcomed participants and apprised them of our goal for the evening. Select private-sector stakeholders were given the chance to tell the audience about their work and vision for Pakistan. Participants interacted with programme staff while viewing some of our work on display at the venue. The event was well-attended by diverse representatives from the private sector.
NUMBER OF PARTICIPANTS* 115
*at UNESConnect

ORGANIZATIONS REPRESENTED* 70+
*at UNESConnect

DIVERSE REPRESENTATION INCLUDING:
YOUNG PROFESSIONALS,
MID-LEVEL MANAGERS,
HIGH-LEVEL EXECUTIVES*
*at UNESConnect

BUDGET*: USD 35,000
*for entire project "Resource Mobilization for Private-Sector Engagement"

MAPPING COMPLETED
KEY PRIVATE-STAKEHOLDERS ORGANIZED ACCORDING TO THEIR AREAS OF INTEREST AND POTENTIAL FOR PARTNERSHIP
THE WAY FORWARD

In many ways, this project was “testing the waters”. With a well-attended outreach event and a positive response from the participants, we consider the project to be successful though with a few caveats.

UNESConnect saw participation from a myriad of organizations and individuals who have different resources to offer to UNESCO. Thus, we will be mapping potential partnerships to four functions (Expertise, Finance, Advocacy, and Provision of goods and services); allowing us to conduct effective follow-ups. Based on our conversations with the participants, we found some to have more promising potential than others, which we will be duly following up in the coming year.

However, a feedback we received from several quarters was that there is little awareness about UNESCO’s role, its mandate and ongoing projects in Pakistan. This points to a need for sustained communication with stakeholders, which is a challenge especially without any ongoing presence in Karachi (the business capital of the country).

Thus, we understand that engaging with the private sector cannot be limited to a one-time project/event. We have to adopt it as a regular feature of our programmes. This means engaging them in our ongoing projects, conducting bilateral meetings with various business leaders, as well as holding outreach events across the country.

ANNUAL UNESCONNECT?

Regular liaison and communication is essential for any meaningful collaboration with the private sector. With the success of UNESConnect in Karachi, the need to hold more of these events became apparent. UNESConnect should be an annual or biannual event that is held across major cities in Pakistan to acquaint the private sector with our work and lay the foundation for future cooperation.
UNESCONNECT

KARACHI, PAKISTAN

11 DECEMBER 2019