

BUSINESS FIGHTS POVERTY: REBUILD BETTER

THREE INSIGHTS TACKLING THE PANDEMIC—FROM RAPID RESPONSE TO PREVENTION

DATE: **FRIDAY 25/06**

THEME: **PARTNERSHIP**

FORMAT: **WEBINAR**

SPEAKERS

■ **Keith Kibirango**, Director of Philanthropy and Private Sector Engagement, Crown Agents

■ **Emma Stanton**, Manager, Social Impact, Center for Inclusive Growth, Mastercard

■ **Justin White**, Manager, Thriving People, Global Sustainability, Mars Inc.

■ **Andrew Wilson**, Global Policy Director and Permanent Observer to the United Nations, International Chamber of Commerce

Moderator:

Zahid Torres-Rahman, Founder and CEO, *Business Fights Poverty*

IN THIS WEBINAR, OUR PANELLISTS DISCUSSED THE IMPORTANCE OF PARTNERSHIPS BEING ABLE TO RESPOND RAPIDLY TO CRISES, WHY CROSS-SECTOR COLLABORATIONS ARE KEY AGENTS FOR CHANGE, AND HOW TO PREVENT FUTURE SHOCKS.

OUR SPEAKERS TOUCHED ON TOPICS RELATED TO ELEMENTS THAT MAKE PARTNERSHIPS EFFECTIVE, THE CHALLENGES AND OPPORTUNITIES OF COLLABORATIVE INITIATIVES, AND THE ROLE OF RESILIENCE.

ALTHOUGH THERE ARE GOOD COMPLIANCE REASONS FOR STANDARD PROCUREMENT SERVICES TO WORK THE WAY THEY TYPICALLY DO, IT IS CRITICAL THAT PARTNERSHIPS ARE ABLE TO MOBILISE RESOURCES WITH CREATIVITY AND SPEED DURING EMERGENCIES.

KEY INSIGHTS

1 TO BE EFFECTIVE, PARTNERSHIPS MUST BE ABLE TO ACT FAST

The pandemic has been devastating on multiple levels. However, cross-sector collaborations around the world have made a real difference in saving lives, supporting livelihoods, and creating learning opportunities for the most vulnerable. Our panellists started the session by highlighting positive examples of partnerships that have made important contributions to the fight against COVID-19. Justin White remarked that a sense of urgency and diversity of perspectives were vital for the success of the collaborative initiatives that he joined. Likewise, Keith Kibirango explained that although there are good compliance reasons for standard procurement services to work the way they

typically do, it is critical that partnerships are able to mobilise resources with creativity and speed during emergencies.

THROUGH CROSS-SECTOR COLLABORATIONS, COMPANIES CAN BETTER POSITION THEMSELVES TO OFFER FINANCIAL AND LOGISTICAL SUPPORT TO THE MOST VULNERABLE AROUND THE WORLD.

2 CROSS-SECTOR COLLABORATIONS CAN BE POWERFUL ADVOCATES FOR CHANGE

Emma Stanton listed some of the challenges that companies and partnerships face when dealing with acute crises that demand rapid responses. Global emergencies like the pandemic require a refocusing of priorities that, in many occasions, take partners out of their comfort zone; and the role of organisations that work on the ground, in direct contact with local communities, is as essential as ever for the effectiveness of partnerships. In this respect, Andrew Wilson argued that through cross-sector collaborations, companies can better position themselves to offer financial and logistical support to the most vulnerable around the world. Also, multi-stakeholder partnerships can take advantage of their relationships with governments to advocate for improvements in health care systems, especially in relation to a faster and more fair global distribution of vaccines.

3 COMPANIES MUST INVEST IN RESILIENCE NOW TO AVOID FUTURE CRISES

Our panellists agreed that more investment in resilience is vital if companies want to avoid new shocks and rebuild better. Building up more resilient supply chains and production systems should be at the core of business strategies because these initiatives benefit everyone, from smallholder farmers in India to informal workers in South America. Greater resilience also means health care systems that are stronger and more inclusive, and means fostering digital inclusion so that the most vulnerable can apply for better jobs and entrepreneurs can access credit more easily. As our speakers emphasised, companies must collaborate with governments and other organisations to place humanity in a position where they will never need to respond to emergencies again.

RESOURCES

- [The Intersection of Ethics and Competence](#)
- [Poverty and Procurement Through a Pandemic](#)
- [CARE and Mars Expand Collaboration to Support Women's Empowerment in Cocoa-Growing Communities](#)