

**Joint Statement**  
**First Regular Session 2021 of the**  
**UNICEF Executive Board**

**Item 11: Private Fundraising and Partnerships – 2021 workplan and proposed budget**

I am pleased to deliver this statement on behalf of Austria, Canada, Denmark, Estonia, Finland, France, Germany, Iceland, Ireland, Israel, Italy, Japan, Lithuania, Luxembourg, the Netherlands, New Zealand, Norway, Republic of Korea, Slovakia, Sweden, Turkey, the United States and my own country Switzerland.

Our warm welcome goes to Ms Carla Haddad Mardini as the new Director of Private Fundraising and Partnerships. We much look forward to working with you and your team.

We thank Ms Haddad for her presentation and for the information covered in the document PFP 2021 workplan and proposed budget.

We commend you on the excellent results from private sector fundraising in 2020, which are estimated to be 6% above revenues for 2019. This increase is largely driven by **Other Resources - emergency** revenues as a result of the COVID-19 pandemic response and a number of sudden-onset and protracted crises which demonstrates UNICEF's ability to engage potential donors swiftly and effectively. This is particularly true when it comes to seizing digital opportunities to raise funds.

Still, the difference between RR and OR from private sector sources is growing. How can UNICEF convince more of its individual donors that unearmarked contributions are an essential support to UNICEF's overall work, *including* its crisis response?

For 2021 the presented budget forecasts a continuation of 2020's strong performance and while we welcome the conservative, zero growth projections both for RR and OR this implies, we nevertheless wonder, whether the 2020 strong performance indeed constitutes a realistic baseline for further projections. We would welcome your thoughts on this.

Investments needs from from NatComs and country offices are expected to yet again exceed the available investment funds means. We encourage the PFP Team to allocate these resources strategically and would

welcome more information over the medium- to longterm impact of the new investment instruments presented today on the PFP investment funds and allocation strategy

As part of the Business for Results initiative, corporate sector revenues are projected to reach USD 190 Mio in 2021. This implies a significant increase compared to 2020 with intermediate results from 2020 indicating a USD 100 Mio plus income. Yet as share of overall private sector income this remains a modest amount with limited impact compared to the potential impact of cooperate non-financial partnerships.

With private sector engagement set to take a prominent place in UNICEF's new strategic plan 2022 - 2025, it is important that UNICEF strikes a good and credible balance between partnering with businesses to leverage their potential - financial and non-financial - to deliver results for children on the one hand and holding businesses to account for their direct or indirect role in putting child welfare at risk on the other hand.

As the evaluation of the current strategic plan has pointed out, there is a need to measure whether UNICEF business partners adhere to UNICEF's standards and goals for child welfare in their own business practices. In this sense, results for children from corporate engagement ought to be made measurable.

Finally, I would like to recall the precious work of Unicef's National Committees. Their engagement with governments in their respective countries helps to secure public funding and is an important element of UNICEF's advocacy work for children. A welcome example hereto is the NatComs work on cities. National Committees play a pivotal role in advocating for government policies, internally and externally, that respect and promote children's rights and guide governments in this respect. We thus much welcome HQ's strengthened efforts to support National Committees advocacy and look forward to a strong UNICEF footprint for policy and advocacy work worldwide as indicated in the roadmap document for the new strategic plan.

We look forward to discussing these issues and PFPs respective role as part of the ongoing dialogue around UNICEF's new strategic plan.

Let me conclude by thanking the PFP Director, the PFP staff, the County Offices and the National Committees for their very precious work.