



# UNESCO and the Private Sector :

## Working Together

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**Ms Elvira Goetz**

**Focal Point, Cooperation with the Private Sector  
Bureau of Strategic Planning**

<http://en.unesco.org/partnerships>

<http://en.unesco.org/themes/private-sector>



United Nations  
Educational, Scientific and  
Cultural Organization

# I. WHAT IS UNESCO ?



- **Integral part of the United Nations and a specialized UN agency with following areas of action:**

## **1. EDUCATION**

## **2. SCIENCES, TECHNOLOGY AND INNOVATION**

## **3. CULTURE, CREATIVITY AND FREEDOM OF EXPRESSION**

- **US \$653 million biennial budget for 2012-2013 as per assessed Member States' contributions**
- **Voluntary contributions mobilized in the 2012-2013 biennium : US \$687 million**



A dark blue world map is visible in the background, showing the outlines of continents. A light blue speech bubble is positioned at the top left, containing the title.

## **II. UNESCO'S ASSETS**

**Universal organization with global outreach:**

- **196 Member States and 8 Associated Members**
- **more than 50 Field Offices around the world**
- **a number of specialized institutes and centres**
- **a privileged network of National Commissions for UNESCO**
- **a network of Goodwill Ambassadors, Artists for Peace as well as Special Envoys to advocate for UNESCO**
- **at regional and national levels, partnership with parliamentarians, UNESCO Associated Schools, UNESCO Chairs, Associations, Centres and Clubs for UNESCO, and other civil society organizations**
- **a valuable partner for other Inter-Governmental Organizations, Non-Governmental Organizations, the Private sector and Foundations and Media companies**

### III. WHY PARTNER WITH UNESCO ?

*UNESCO's value proposition*

- **Strong and respected brand**
- **convening power and access to a wide range of networks and partners**
- **Neutral and honest broker**
- **Expertise, efficiency and effectiveness**
- **Implementation and Delivery**
- **Sustainability**
- **Ownership and leadership by beneficiaries**
- **Results-based management**
- **Visibility**
- **Multiplier effect**
- **Financial and Programmatic Accountability**



## IV. COOPERATION WITH PRIVATE SECTOR AND FOUNDATIONS

**Private Sector** = multinational companies, individuals, small and medium-sized enterprises, philanthropic and corporate foundations, business and economic associations/initiatives

The number and the nature of partnerships have increased and developed over the last years: from patronage and traditional philanthropy to more integrated strategic cooperation including pooling resources and skills.



## V. EVOLVING UNESCO-BUSINESS RELATIONS

### **Strategic Partnership:**

Long-term mutually-beneficial relationships, creating shared value, sharing risks, responsibilities, resources, competencies & benefits

### **Influencing Dialogue:**

UNESCO engaging businesses in dialogue about their social, economic & environmental impacts

### **Sponsorship:**

Marketing and selling the UNESCO brand or a particular sector issue

### **Fundraising :**

Dollars donated with 'no strings attached'

## VI.THEMES

- Education for the 21<sup>st</sup> Century and Girls' and Women's Education
- Fostering Freedom of Expression
- Protecting Our Heritage and Fostering Creativity
- Learning to Live Together
- Building Knowledge Societies
- One Planet, One Ocean
- Science for a Sustainable Future





- In 2011, UNESCO and Procter & Gamble's Always brand have launched a partnership to promote literacy for young girls and young women.
- The girls and young women receive literacy instruction directly linked to income-generating activities, empowering them to use their newly acquired skills to earn a living for themselves and their families.
- The joint goal is to provide over 200 million education lessons by 2016, including puberty education, in Africa and in other parts of the world where it is needed the most.



**Touba, from Saint Louis, Senegal, dreams of becoming a hair dresser:**

**"My hopes for the future are to become self-reliant, to be able to meet my own needs and not to ask anyone for anything".**





- **Phoenix Satellite Television** Holdings Limited and UNESCO have joint forces to support 'A Culture of Peace Programme'.
- Phoenix Satellite provides the necessary **financial and in kind support including filming and channeling** for the realization of agreed projects in the context of the Partnership
- Phoenix Satellite has hosted a number of events with UNESCO, with recent focus on the '**10th Anniversary of the UNESCO Landmark 2003 Convention for the Safeguarding of Intangible Cultural Heritage and the World Today**'.



"To protect diversity, we must broaden the world's understanding that cultural diversity is our common heritage. Its protection is an ethical imperative, inseparable from respect for human dignity".

**Wole Soyinka** - Nigerian Nobel Prize for Literature Laureate – on the panel for the 10th Anniversary of the UNESCO Landmark 2003 Convention

## Examples of our achievements



### **Samsung – Education for Sustainable Development**

US\$1 million two-year project to develop, pilot and distribute multimedia teacher-training materials on Education for Sustainable Development (ESD) in Vietnam. The project focuses on climate change responses, disaster risk reduction (DRR) and biodiversity at the primary school level. It project involves piloting teacher-training materials in primary schools in coastal region particularly vulnerable to climate change impacts.



By the end of the project, it is expected that each participating pilot school will have formulated a school DRR and climate change response plan in collaboration with the local community.





- The partnership between Panasonic and the World Heritage Centre is focused on **promoting World Heritage** and sustainable development through a global communication campaign, and **supporting educational activities** of the World Heritage Centre.
- Under the umbrella of **Panasonic Kids School**, Panasonic offers educational programmes to young people about climate change and protecting our planet.
- As part of the **Eco Learning Programme**, children visit selected World Heritage sites to appreciate them first hand.
- Panasonic's sponsorship of the World Heritage Sites, aired on the National Geographic Channel, has helped raise awareness about World Heritage in homes and schools of over 183 countries



“UNESCO’s work with Panasonic is an example of partnership for innovation, through collaborative, on-the-ground actions that are essential for the preservation of our Planet.”

**Irina Bokova** - UNESCO Director-General

final words...

➡ **Tackling complex, global challenges requires innovative and far-reaching partnerships between the public and private spheres.**



Irina Bokova  
Director-General of UNESCO







# THANK YOU FOR YOUR ATTENTION

**Bureau of Strategic Planning**

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