

Global Agenda

The Future of Humanitarian Response

World Economic Forum Annual Meeting 2017

Davos-Klosters, Switzerland 17-20 January

February 2017





About the World Economic Forum

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. Forum activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society.

About the World Economic Forum work on the Future of Humanitarian Response

In 2015, the World Economic Forum began working with leaders from across sectors to develop a coherent conversation around humanitarian issues. Since then, the Forum has brought together a select group of high-level representatives from governments, international organizations, private sector, civil society and media that are actively engaged in addressing humanitarian challenges. The purpose of the group is to take the lead on shaping the humanitarian agenda by deepening and identifying new models of public-private collaboration, scale solutions, and build a common understanding on key challenges and opportunities that will disrupt the humanitarian system.

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01: Khalid Koser,
Executive Director,
Global Community
Engagement and

Resilience Fund
(GCERF) speaking at
the Global Situation
Space



Foreword



Peter Maurer
President, International
Committee of the Red
Cross (ICRC), Geneva;
Co-Chair, Global
Future Council on the
Humanitarian System

The humanitarian system is under increasing pressure due to growing fragility, protracted crises and mass displacements. The traditional mode of humanitarian action, through which humanitarian organizations transform financial donations into vital humanitarian goods and services, remains critical to addressing these challenges, particularly in the most fragile contexts and most difficult situations of armed conflict and violence.

However, the magnitude of today's escalating humanitarian crises is affecting whole systems such as health, water and sanitation, education and housing services, and thus places a severe strain on the capacity for humanitarian actors to respond and repair these systems.

Due to their scope, today's problems need solutions at scale. New types of partnerships and actors must bring their specific skills and expertise to the table in order to lend their strength in addressing long-term, systemic challenges. Already, many new actors are entering the humanitarian sphere, or adapting the way they have engaged, by offering solutions backed by new technologies or financial products that put the people affected by crises at the centre of the response.

It was important for the World Economic Forum Annual Meeting 2017 to draw attention to these considerations and bring together a multistakeholder community to focus their efforts on the future of humanitarian response. The conversations throughout the humanitarian programme at Davos highlighted that the business and humanitarian sectors are ready to work together and more systematically than in the past, but that they are impeded by a lack of trust and common language and the inability to scale and find shared spaces for true collaboration.

Working together will mean supplementing traditional responses from business and humanitarians – Humanitarianism 1.0 – with a new form of humanitarian response that aligns more prominently with inclusive, market-driven dynamics. In this field, there are great opportunities to grow public-private collaborations beyond the realm of corporate social responsibility and philanthropy into business models that centre on the delivery of social goods. This shift must build on the momentum of the UN Sustainable Development Goals and the World Humanitarian Summit, and a continued conversation between the two sectors.

Concrete areas of collaboration are emerging, which highlight the importance of connectivity, the potential of data and digital platforms, the urgent need for education and skills-building, and the untapped potential of innovative financing.

Harnessing the potential of Humanitarianism 2.0 will require moving beyond the incremental involvement of business towards wide-reaching public-private collaboration that creates shared value and a market for impact investment in humanitarian challenges. This shift will ultimately benefit people in need by creating shared economic opportunities for displaced and host populations and building more resilient and self-reliant communities.

Message from the World Economic Forum



Philipp Rösler
Head of the Centre for
Regional Strategies,
Member of the
Managing Board
World Economic
Forum

We are pleased to share the outcomes from the Annual Meeting 2017, where the World Economic Forum advanced its work on deepening public-private collaboration in the humanitarian space.

The Forum has been working with leaders across sectors to develop a common understanding around the new realities of protracted crises and forced displacement. We continue to provide a unique platform to build stronger and longer-term engagement among humanitarian actors, governments and the private sector.

At the Annual Meeting there was an agreement that all actors, traditional and new, seek to bridge their respective expertise and passion, require new models of collaboration and need to maintain a continuous conversation to deliver lasting solutions.

The discussions not only focused on addressing today's pressing humanitarian challenges, but also sought answers on how the future of humanitarian response will be disrupted through technology, connectivity, data and innovative financing.

The humanitarian programme was largely co-designed with many of our Members, Partners and communities. We would therefore like to thank you for your active participation, your ideas and for being part of the Forum's humanitarian community of practice.

We are planning ongoing opportunities for the community to seek new solutions and drive the humanitarian agenda, including through the work of the Global Future Councils on the Humanitarian System and on Migration.

We look forward to working with you over the course of the year to catalyse concrete action and shape the future of humanitarian response.



Cheryl Martin
Head of Industries,
Member of the
Managing Board
World Economic
Forum



Helena Leurent
Head of Government
Engagement, Member
of the Executive
Committee
World Economic
Forum

Annual Meeting 2017 Humanitarian Programme Highlights

The humanitarian programme at the Annual Meeting 2017 in Davos-Klosters, Switzerland, demonstrated the strong role the World Economic Forum plays in providing a platform and space for expanding public-private collaboration and enabling visibility on new initiatives and opportunities to connect them with new stakeholders. Through discussions in the Humanitarian Hub, the Global Situation Space and numerous sessions, participants were also able to gain new insights and a better understanding of the impact the Fourth Industrial Revolution will have on the humanitarian system in the future.

This document captures the key points from high-level meetings designed with the community to identify opportunities for collaboration. Each section covers the highlights from one of multiple discussions. We would like to engage you more in this work, and engage more business leaders in the discussion.

Many of the conversations were drawn from the Forum's approach to addressing complex challenges and ecosystems through systems thinking. This included links with the Forum's System Initiatives on Shaping the Future of Digital Economy and Society; Economic Growth and Social Inclusion; Education, Gender and Work; Financial and Monetary Systems; Mobility; and International Trade and Investment.

The following are some of the key themes that emerged through the discussions:

Shifting the narrative on public-private collaboration

The world is witnessing new conflict dynamics that are challenging the way the humanitarian system is set up and it has become clear that no actor can meet these challenges alone; the private and public sectors are yet to really meet in the humanitarian space. In particular, there remains a trust

deficit between the two sectors and reluctance of business to get involved in protracted crises. A lack of transparency, issues of scale and clarity of different roles (lack of a competency map) are further inhibitors. Equally important is the role of government in creating an enabling environment and engaging local actors.

Still, there exist great opportunities to grow collaboration that goes beyond corporate social responsibility (CSR) and philanthropy to delivering value both to people in need and to the private sector. Rather than viewing businesses simply as a source of funding, humanitarian organizations must be able to articulate their needs and seek to leverage from the private sector their skills, experience and insights. The involvement of business has really taken off through their contributions to the UN Sustainable Development Goals and the 2016 World Humanitarian Summit.

Leveraging technology and data responsibly

There has been a large increase in "digital humanitarianism" in recent years, with new actors using a range of emerging technologies. This includes satellite imagery and participatory mapping, read-write web, big data analytics, artificial intelligence, crowdsourced translation, social media and mobile technology, all of which can help anticipate and respond to crises.

Data can be used for interventions in humanitarian crises because they can more effectively identify the needs of individuals and improve decision-making. It does not need to be centralized, but interoperable. The amount of real-time, granular and actionable data is unprecedented. Specific use cases where data can be applied and leveraged are needed, including through initiatives such as the Centre for Humanitarian Data.



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01: Frank Appel, Chief Executive Officer, Deutsche Post DHL
02: Filippo Grandi, United Nations High Commissioner for Refugees (UNHCR)

The constraint is not the technology, but a number of legal and policy issues, especially the inability to share local data among actors. The engagement and inclusion of local communities need to be more effectively brought into the design of data-driven solutions. What is the added value of sharing personal data? How and by whom will it be used? The risks of private sector data sharing therefore need to be more effectively understood and managed, while data sharing agreements should be agreed upon before a crisis.

Understanding the connected refugee

Delivering connectivity to all is essential for informed and effective responses. Better connectivity has the potential to put crisis-affected people at the heart of humanitarian response. Connectivity for displaced persons is critical for staying in touch, ensuring identity, increasing use of cash or vouchers, (remote) and supporting education and two-way communication. Affordability, digital literacy and usability remain some of the key challenges.

How can a user-centric humanitarian system be built? Using digital platforms that put affected populations at the centre, authenticates the user, while providing a unique, reliable and contextually rich information to refugees on the move is crucial. Communication platforms must provide for real two-way communication with affected populations where they can access and have agency over their data. Leveraging such platforms should ensure that data and information are interoperable across platforms, easy to use and are developed to have multiple language options. Digital technologies and the use of digital payments both empower individuals and sustain local economies. Digitizing the entire value chain could address the issues of efficiency, transparency and donor-to-beneficiary tracking.

Applying innovative financing approaches

New solutions will require new thinking on how those can be financed. The Grand Bargain, agreed at the World Humanitarian Summit was a great compromise whereby donors would provide more funds if the funds were used more transparently; however, the humanitarian community has not taken advantage of key technologies and opportunities in this area.

Islamic Finance and alms-giving (e.g. zakat and sukuk bonds) represent a significant opportunity for humanitarian funding and support. Technology can facilitate the transfer and accountability to affected population while meeting religious or regulatory requirements. There is also untapped potential of impact investment and social impact bonds. Another critical issue is ensuring that refugees can access the labour market, which includes issuing work permits and the private sector setting up operations in host countries to create more employment opportunities. Further exploration of new models that secure long-term financing – bridging humanitarian and development approaches – is required (i.e. World Bank's Global Concessional Financing Facility).

01: Lauren Woodman, Chief Executive Officer, NetHope

02: Investing in Peace



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A Day in the Life of a Refugee

At the World Economic Forum Annual Meeting 2017, participants took part in this powerful simulation to understand the struggles and choices that refugees face to survive each day. While the experience creates a fraction of the stress felt by real refugees, even within the 45-minute session participants got a sense of how quickly one can lose one's identity and dignity.

The Day in the Life of a Refugee experience is developed by the Crossroads Foundation and designed by refugees, internally displaced persons and NGOs. After the simulation, former refugees, field workers and others discussed options for engagement with participants.

“Must do, so real and has changed my perspective and deepened my understanding of the situation we need to solve.”

Demet Mutlu, Founder and Chief Executive Officer, Trendyol.com, Turkey



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01: Badr Jafar, Chief Executive Officer, Crescent Enterprises
02: Yusra Mardini, Swimmer, Olympic Athlete - Photo credit: ©UNHCR/Wendy Tiba
03: Lilianne Ploumen, Minister for Foreign Trade and Development Cooperation of the Netherlands
04: Raed Saleh, Head, Syria Civil Defence
05: Imad Najib Fakhoury, Minister of Planning and International Cooperation of the Hashemite Kingdom of Jordan



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The Future of Humanitarian Response

The current set-up of the humanitarian system can no longer cope with the new dynamics and transformations of conflict and violence. The gap between the needs and capacity continues to grow. A deepened conversation is needed on areas where multiple stakeholders can be involved, as well as to move the narrative from charity and aid to investing in resilience. However, it is evident that there is a trust deficit between humanitarian agencies, which are criticized as being bloated and ineffective, and businesses, which are seen as not authentically engaging. Through the work of the Forum's Global Future Council on the Future of the Humanitarian System, the issues of education and skills, data and connectivity have been identified as having the potential for stronger public-private collaboration.

Role of technology and data

Having traditional actors increasingly adopting open data projects to fuel innovation and transparency would have an enormous impact on the humanitarian space. The UN Global Pulse innovation initiative, for example, promotes the concept of "data philanthropy", which allows the sharing of data so that it can be harnessed to fight humanitarian crises. However, arguably businesses collect and process most data which may be reluctant to share the proprietary information that they have. One way to address this could be to rethink the incentives structure and ensure that the database is not made public, but used for not-for-profit partnerships and whereby certain guarantees are in place.



"Data is the new currency for humanitarian response."

Elaine Weidman Grunewald, Senior Vice-President and Chief Sustainability Officer, Ericsson

01: The Future of Humanitarian Response breakout groups



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Mobile phones are increasingly becoming ubiquitous, which offers an enormous opportunity for data solutions. Mobiles can not only be used to make and receive calls, but also to detect physical activity (via accelerometers), speech and auditory context (via microphones), and location (via GPS) and co-location with others via Bluetooth. This ensures that individuals can directly engage in disaster response activities using some combination of cloud-, crowd- and SMS-based technologies. Call Detail Records (CDRs) offer untapped potential. These nuggets of information recorded by a call, or SMS or other communications, can help gather anonymized data around mobility, epidemiology and population dynamics at an unprecedented scale with very low cost.

The growth and spread of sensing technologies is likely to revolutionize the ability to gather information about social behaviour and environmental conditions using a number of sensing technologies. With the emergence of architectures such as the Internet of Things, it is anticipated that sensor data will match or even outgrow social data soon. This can have a profound impact on humanitarian efforts.

Mapping, updated live through satellite imagery, can help in the delivery of aid. It can be developed by combining data from SMS, social media and imagery. This information can then be used live, to, for instance, help to direct food convoys, ensuring they avoid certain routes that could be blocked. Visual analytics is another promising area and entails more open-sourced approaches to data; where this is not generated or controlled by a single source, it can be done through volunteers. For instance, the Missing Maps project focuses on developing countries and areas where data is lacking, and aims to map the most vulnerable places of such regions. Equally important, is the ability to combine data from different sources to create unified and comprehensive overview (i.e. Healthmap).

Sifting through the voluminous “big crisis data” information about the affected population can uncover insights that other methods cannot (or at least not as quickly or efficiently). A key challenge that needs to be addressed is interoperability. For instance, data from sensory devices and hospital healthcare databases, if made interoperable, could help doctors to make more efficient (and near real-time) decisions in diagnosing and monitoring infectious diseases such as Ebola. As a solution to address the lack of interoperability, new developments in graph databases and flexible semantic infrastructure (or semantic web) powered by IBM Watson can help healthcare professionals in vulnerable regions, or

humanitarians in war zones, to probe, get meaning and look for connections in dispersed data sets with unevenly defined concepts.

Education and skills

There is new awareness that education is part of a humanitarian approach and acknowledgment that traditional education approaches are not applicable to refugee children; schools cannot be built quickly enough, nor is there funding required for this type of approach. Innovative solutions are particularly important with regards to children, who represent 60 percent of crisis-affected populations; affected populations have limited access to education, so investments in funds such as Education Cannot Wait are essential.

Humanitarian actors need to explore partnerships with the private sector, including finding solutions to getting refugee children into school within the first 30 days of resettlement. One option is online education, or even cell-phone based programmes. Initiatives driven by Turkcell’s “Hello Hope” App, Worldreader, or Pearson’s remote education could provide examples of such models. The roll-out of Vodafone’s Instant Network Schools for refugees in Africa has already provided internet connected education to tens of thousands of children.

Connectivity and digital infrastructure

The humanitarian sector needs to consider connectivity and data across preparedness, response and recovery. Mobile can provide a huge access point, but it remains unclear as to who controls this. Equally important is that there are systems, infrastructure and policies in place to enable data sharing and connectivity. Looking at models such as MedShare and the Coalition for Epidemic Preparedness Innovations (CEPI), could similar platforms be developed for humanitarian response?

It is important to think more innovatively about how virtual capability intersects with products and how money is moving. What is required is to bring together key actors on cash-based transfers and digital payments to discuss issues of scale and financial inclusion. Available technology can enable a whole digitization process from the donor to the beneficiary, with improved access to international nongovernmental organizations and local actors. One could think of creating a platform model for people in need to communicate directly about their needs and have a comprehensive overview of what is available, where and how to get it.



01: Left to right: Khalid Koser, Executive Director, Global Community Engagement and Resilience Fund (GCERF); Badr Jafar, Chief Executive Officer, Crescent Enterprises; Peter Maurer, President, International Committee of the Red Cross (ICRC); Forest Whitaker, Social Activist and Sustainable Development Goals Advocate, Whitaker Peace & Development Initiative; Imad Najib Fakhoury,

Minister of Planning and International Cooperation of the Hashemite Kingdom of Jordan

Redesigning Humanitarian Action: Beyond the Crisis

Humanitarian crises are becoming more protracted and complex where the traditional donor-aid model of humanitarian response can no longer cope. One in 50 people on the planet needs humanitarian protection or assistance, while the average amount of time that people spend as refugees has climbed to 17 years. The dynamics of conflicts and natural disasters are faster for humanitarian response to keep up with. The most likely scenario is that the numbers in humanitarian need will continue to grow while the resources required will be constrained. Therefore, there is an acknowledgment that humanitarian actors, governments and businesses need to work together in a very different way.

The traditional model works to stabilize societies and to substitute social services in areas where none are available, but this is not a sustainable model. On the one hand, the new role for humanitarian organizations is to act as a catalyst to enable new ways of working together. On the other hand, the private sector is embracing this challenge, not in the traditional philanthropic way but through projects that create shared value.

In Jordan and Lebanon, Mastercard has worked with the UN World Food Programme to provide aid money on charge cards so that refugees can buy the items they need through shops, rather than relying on grain distribution. UNHCR has worked with local banks and introduced cash assistance authenticated via iris scanning-enabled ATMs. These innovative approaches have led to resource efficiencies of at least 20-30%.



“Our role isn’t just to write a check because there is a limit to what that can do. We have to use our technology and our people to enable a self-sustaining solution.”

Ajay S. Banga, President and Chief Executive Officer, Mastercard

01: Redesigning
Humanitarian Action:
Beyond the Crisis



Deutsche Post DHL, one of the world's largest logistics company, has 400 employees volunteering with UN agencies to manage airport and warehouse logistics for natural disasters. The payback includes the immense sense of pride and value the volunteers derive from their work.

The key insight is that any new partnership model between the public and private sectors needs to be sustainable for all parties in the long term. This means that a business model needs to be put in place, aligned with the corporate strategy. It also means building self-reliance of refugees and internally displaced persons in order to ease the burden on host communities, to restore their dignity and empower them for when they will be able to return home. To achieve this requires new approaches to provide refugees with education, skills training and job opportunities. As demonstrated in countries such as Jordan, such new approaches include working with the World Bank to alleviate the impact of the refugee influx by securing reduced loans through the Concessionary Financing Facility and with the EU to negotiate free trade access.

Logistics Emergency Team (LET)

The LET is a 10-year old partnership between Agility, UPS, Maersk, DP World and the World Food Programme/United Nations Global Logistics Cluster that brings private sector logistics expertise and resources to humanitarians working in the immediate aftermath of natural disasters. Logistics experts from participant companies are deployed around the world not only assist the humanitarian community after a crisis strikes, but also to assess a country's logistics capacities and its preparedness before an emergency response is even needed.



Building New Alliances for Humanitarian Action

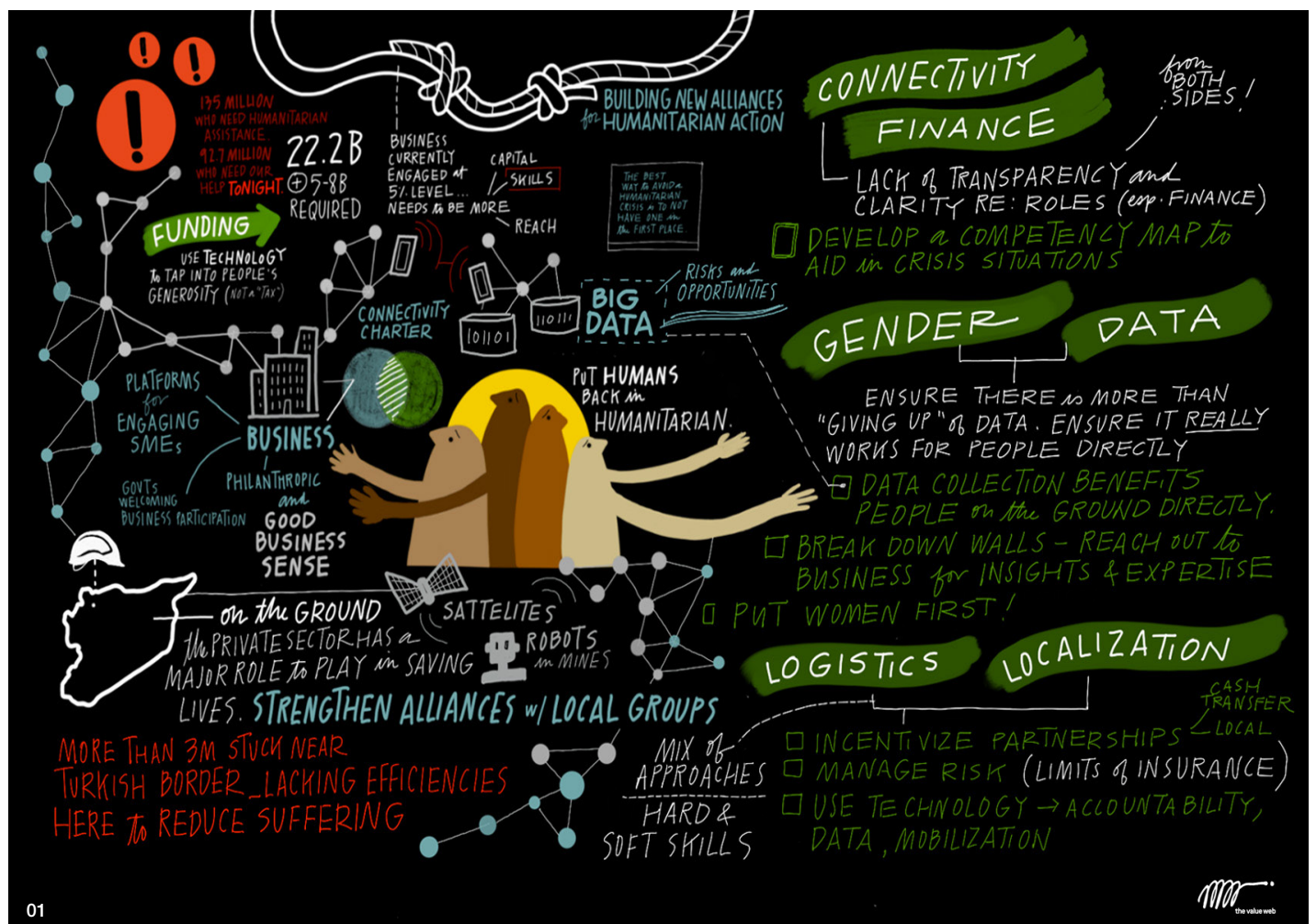
Funding requirements for multilateral humanitarian response have increased to \$22 billion, yet last year's appeals raised just half the money required. Human-made conflicts, many of which remain unresolved, are creating protracted crises that account for 84 percent of all humanitarian needs and expenditure. It is clear that humanitarian organizations alone cannot cope. Collaboration with the private sector is a necessity.

The telecoms industry has led the way in collaborating in humanitarian action. In 2015, GSMA launched the Humanitarian Connectivity Charter, which now has over 100 signatories. The charter is a set of shared principles to support improved access to communication and information for those affected by crisis to reduce loss of life and contribute positively to humanitarian response. In Sri Lanka, mobile operators have developed a GSMA-based tsunami early warning system. In Iraq, operators have launched an SMS function to inform people on where to find aid. A project focusing on big data is coming up.

Satellite internet technology in Syria helped White Helmets search-and-rescue volunteers to save lives, get messages to people in besieged areas and document atrocities. Local leaders can give real-time feedback to agencies on whether they need, for example, blankets or cash. Mobile operators have the possibility to go a stage further by tracking population flows based on tracking phone signals.

While analysis of this data could be of huge benefit, it raises issues of data privacy and regulation of those gathering the data across operators and borders. Equally, if crisis-affected people – especially women – are asked to hand over personal data, they need not only reassurance that their privacy will be respected, but also that there will be some added value to their own situation from sharing that data.

01: Highlights from the Building New Alliances for Humanitarian Action discussion



What are the reasons preventing a greater involvement of the private sector in humanitarian response? Most of today's crises are highly politicized and polarizing. Businesses are wary of engaging directly – they do not want to risk being blamed for taking the wrong side. There is also a trust deficit. Some businesses report that, when a crisis hits, they are inundated with inquiries from NGOs requesting support, often using highly emotive images of disaster-affected babies. There is a perception that humanitarian organizations are disorganized and not entirely transparent about their areas of competence.

One way of making this commitment to transparency more concrete would be to create a “competency map”, which would capture which humanitarian agencies have proven competencies in which sectors and geographies. Conversely, NGOs need to map the specific humanitarian interests of the corporate sector to save time when seeking support from business for crisis response.

Another unrealized opportunity is to engage small and medium-sized enterprises (SMEs), a vital voice a vital voice which must be incorporated in the debate. Yet SMEs provide more than 80 percent of jobs in conflict areas. There is enormous potential to engage SMEs in humanitarian response to provide goods and services, deliver cash-based solutions and get people back to work. Currently, there is no platform to get SMEs involved, although some agencies are working to address this.



“We need new ways of strengthening communities and giving them back the power to help themselves. That’s a new kind of humanitarianism.”

Peter Maurer, President, International Committee of the Red Cross (ICRC)



01: Left to right: Elaine Weidman Grunewald, Senior Vice-President and Chief Sustainability Officer, Telefonaktiebolaget LM Ericsson; Stephen O'Brien, Undersecretary-General for Humanitarian Affairs and Emergency Relief Coordinator, United Nations Office for the Coordination of Humanitarian Affairs (OCHA); Badr Jafar, Chief Executive Officer, Crescent Enterprises; Kristalina Georgieva, Chief Executive Officer, World Bank; Mats Granryd, Director-General, GSMA

The Middle East and North Africa Outlook

During the Annual Meeting 2017, the Middle East and North Africa (MENA) team was highly engaged on the humanitarian front. This ranged from private discussions on Syria – identifying crucial next steps to extending the ceasefire and beginning the economic reconstruction of Syria – to exploring humanitarian work on the ground in Aleppo with Nobel Peace Prize nominee Ra’ed Saleh of the White Helmets.

Yet many humanitarian challenges arise from fundamental challenges in the MENA region, including high rates of youth unemployment. Signatories to the World Economic Forum’s New Vision for Arab Employment project said that, since 2013, they have helped reskill 250,000 people and are now targeting 1 million current and future workers. The Forum and the International Finance Corporation also signed a Memorandum of Understanding to select the “Best 100 Arab World Start-Ups” and integrate them into the proceedings of the next World Economic Forum on the Middle East and North Africa.

More broadly, at Davos the MENA team explored the necessary changes to sustain economic growth and address humanitarian challenges. The Regional Business Council of the World Economic Forum launched a report on Accelerating Economic Reforms in the Middle East and North Africa and held dialogue on its recommendations with ministers of various countries, including Egypt, Bahrain and Jordan. The team also held sessions on how to manage and implement the necessary reforms for the Arab world to adjust to reduced oil prices and ensure a thriving economy and society for its populations.

These topics will be explored in-depth during the World Economic Forum on the Middle East North Africa at the Dead Sea, Jordan, which will take place on May 19-21 2017. Under the broad theme “Enabling Generational Transformation”, one key pillar will focus on supporting humanitarian efforts and diplomatic dialogue.



The Transformation of Humanitarian Action

The World Economic Forum in collaboration with its partners has mapped the humanitarian system and recognized certain gaps and needs that need to be addressed.

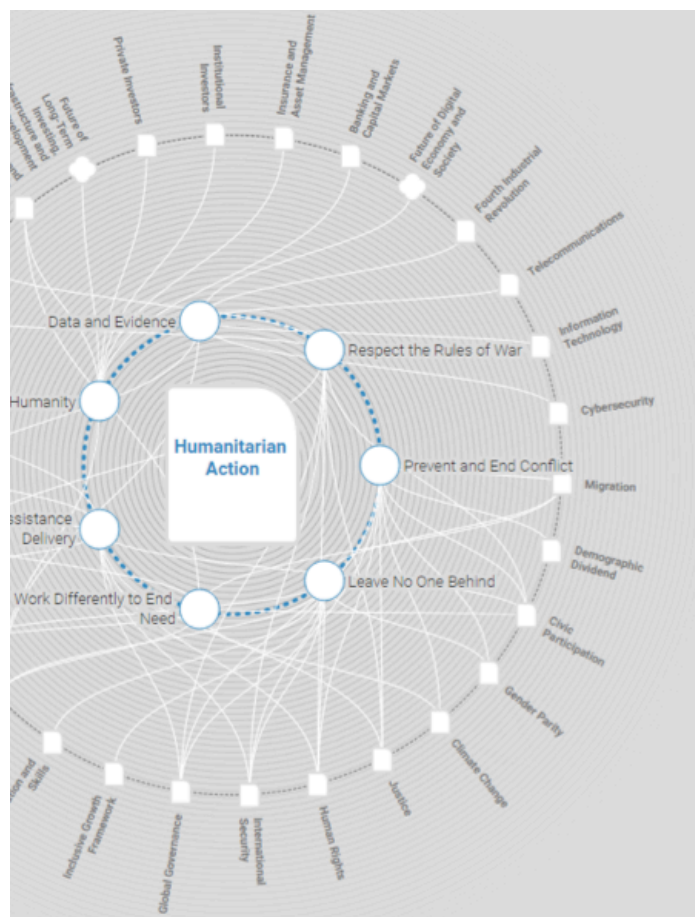
The world is facing humanitarian crises of a volume and scale that challenge the collective capacity to respond. Humanitarian needs are growing, crises are lasting longer, violations of international law are aggravating human suffering and humanitarian funding requests are increasing year-on-year, outpacing available funding. The humanitarian system will continue to respond to acute, life-saving needs on the basis of humanitarian principles, but addressing complex global challenges requires capacities beyond humanitarians alone.

To promote and support more informed decision-making, in 2015 the World Economic Forum launched its Transformation Map digital platform – a dynamic system of contextual intelligence to visualise, probe and understand the changes reshaping the world. The Forum has co-curated the Transformation Map on Humanitarian Action with the United Nations Office for the Coordination of Humanitarian Affairs (OCHA). Through this collaboration, the following key drivers of transformation were identified:

- Data and evidence
- Respect the rules of war
- Prevent and end conflict
- Leave no one behind
- Work differently to end need
- Humanitarian assistance delivery
- Invest in humanity

01: Stephen O'Brien,
Undersecretary-General
for Humanitarian Affairs
and Emergency Relief
Coordinator, United

Nations Office for
the Coordination of
Humanitarian Affairs
(OCHA)



Launch of the Principles on Public-Private Cooperation in Humanitarian Payments

Cash-based assistance – a digital or cash payment as opposed to an in-kind transfer such as food or education – is increasingly recognized as a faster, more effective and more beneficiary-centred way of delivering life-saving assistance by placing choice and prioritization in the hands of those affected by crisis.

Significant scope exists for the public and private sectors to scale their collaboration to effectively deliver payments in humanitarian contexts. This paradigm shift towards providing humanitarian assistance through direct cash transfers offers the opportunity to explore markets for long-term financial options and services – particularly low-cost mobile payment systems, branchless banking and the adoption of local agents serving as financial intermediaries.

In an effort to help meet the need for scaled cross-sector collaboration, starting in May 2016 the World Economic Forum engaged with a group of global experts from the private sector and humanitarian community to develop and champion a set of principles. The report considered core humanitarian principles, the OCHA-World Economic Forum Guiding Principles for Public-Private Collaboration for Humanitarian Action, and the Barcelona Principles in its development.

These principles will help guide public-private collaboration on the delivery of humanitarian assistance in the form of diverse payments after a crisis. The six core principles that will shape collaborative response to humanitarian crises are:

- Build strategic partnerships pre-crisis to prepare for response
- Design the transfer mechanism
- Collect data that is relevant, proportional and standardized/shareable
- Protect, empower and serve the customer
- Encourage coordinated approaches
- Build institutional capacity for partnerships

01: Press conference on the Principles on Public-Private Cooperation in Humanitarian Payments



“We need to ensure that as we are building these networks that support mobile transfers of money that this also becomes the basis for supporting the country’s financial system.”

Ertharin Cousin, Executive Director, World Food Programme, Rome

The 18 signatory organizations to the Principles on Public-Private Cooperation in Humanitarian Payments – launched at the World Economic Forum Annual Meeting 2017 – are: telecom and IT companies Ericsson, GSMA, SAP and Tata Consultancy Services; financial service providers Mastercard, PayPal, Segovia, Visa and Western Union; international organizations UNDP, UNHCR, OCHA, WFP and the European Commission; and the Cash Learning Partnership (CaLP), Consultative Group to Assist the Poor (CGAP), Electronic Cash Transfer Learning Action Network (ELAN) and Mercy Corps.



List of Participants

Khalid Abdulla-Janahi, Chairman, Vision 3, United Arab Emirates

Frank Appel, Chief Executive Officer, Deutsche Post DHL, Germany

Ajay S. Banga, President and Chief Executive Officer, Mastercard, USA

Stanley M. Bergman, Chairman of the Board and Chief Executive Officer, Henry Schein Inc., USA

Irina Georgieva Bokova, Director-General, United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris

Eduardo Bontempo, Co-Founder, Geekie, Brazil

Peter Brabeck-Letmathe, Chairman, Nestlé, Switzerland

Ann Cairns, President, International, Mastercard, United Kingdom

Elizabeth G. Chambers, Chief Strategy, Product and Marketing Officer, The Western Union Company, USA

Julia Chatterley, Anchor and Correspondent, CNBC International, United Kingdom

Kelly Clements, Deputy High Commissioner for Refugees, UNHCR, Switzerland

Ertharin Cousin, Executive Director, United Nations World Food Programme (WFP), Rome

Alexander De Croo, Deputy Prime Minister and Minister of Development Cooperation, the Digital Agenda, Telecommunications and Postal Services of Belgium

Niall Dunne, Chief Sustainability Officer, BT Group, United Kingdom

Hikmet Ersek, President and Chief Executive Officer, The Western Union Company, USA

Michael Ettinger, Senior Vice-President, Corporate and Legal Affairs and Chief of Staff, Henry Schein Inc., USA

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Upcoming Events 2017

We are developing a rich programme of activities for the year ahead. Join us at one of the following Forum events and share your plans with us.

April (tbc)

Global Future Council on the Humanitarian System
Workshop on Operationalizing Data Sharing Models, New York, USA

3-5 May

World Economic Forum on Africa, Durban, South Africa

19-21 May

World Economic Forum on the Middle East and North Africa, Dead Sea, Jordan

7-8 June

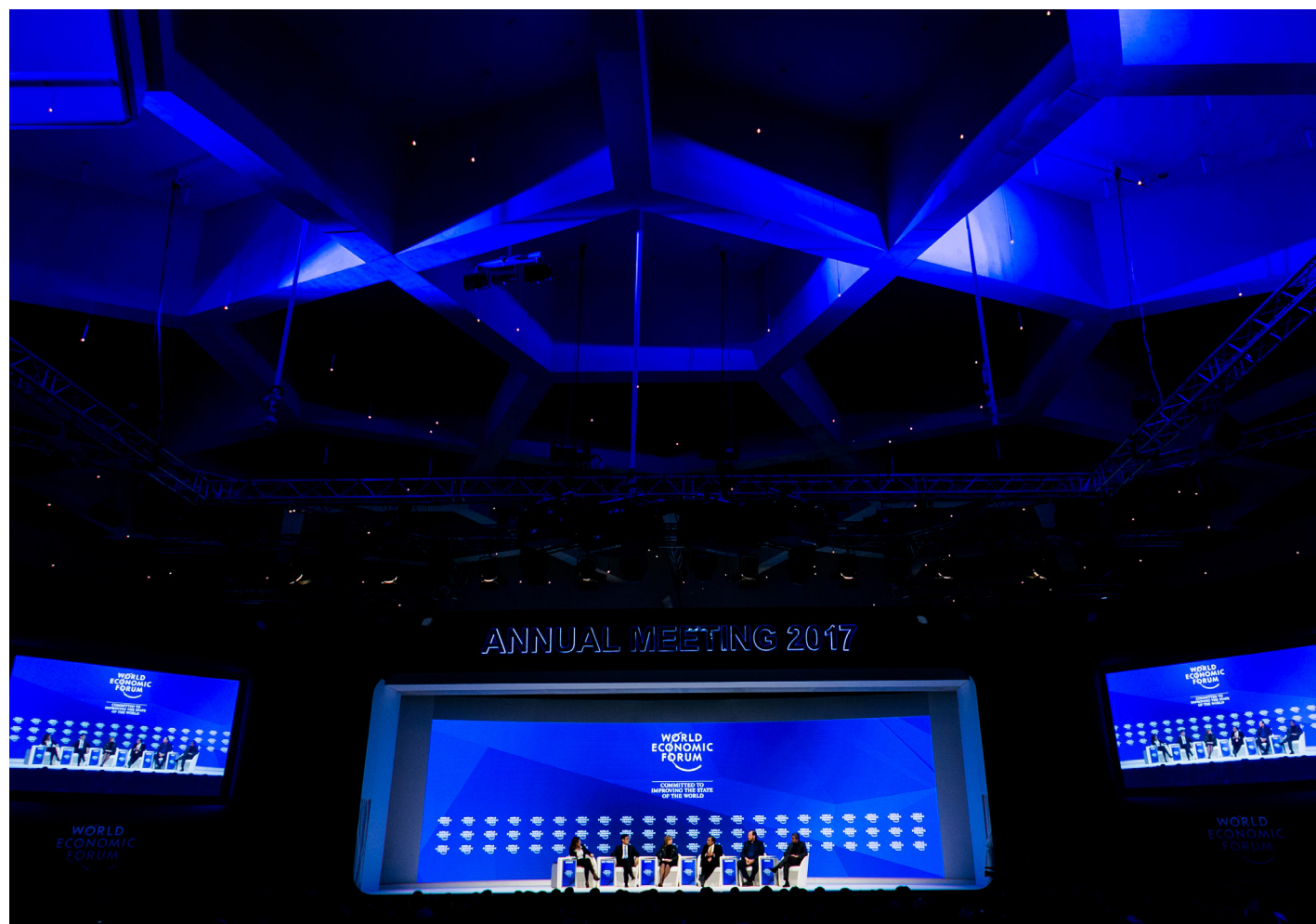
Industry Strategy Meeting, San Francisco, USA

27-29 June

Annual Meeting of the New Champions, Dalian, People's Republic of China

12-13 November

Annual Meeting of the Global Future Councils, Dubai, United Arab Emirates



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