



WHAT IS UNFPA?

UNFPA is the United Nations Population Fund. We work in over 150 countries worldwide to ensure vulnerable population groups can fulfil their potential, and support governments with addressing demographic change.

KEY AREAS OF UNFPA WORK

Maternal & Reproductive Health



Universal access to reproductive and maternal health, including family planning and pregnancy care

Gender Equality



Empowerment of women and addressing harmful practices like violence and discrimination against women and girls

Population Dynamics



Strengthening the capacity to mitigate potentially negative effects of demographic change, and harness the opportunities that also come with it

Youth and older persons



Giving young people the skills they need for their life ahead, and inclusion of older persons as active participants in society

WHY PARTNER WITH UNFPA?

Collaborating with UNFPA allows companies to align their sustainability strategies with the Sustainable Development Goals (SDGs) to:



Develop impactful strategies to improve lives of vulnerable population groups and contribute to the achievement of SDGs.



Increase the visibility of corporate commitment to sustainable development and gain international recognition as a brand that has a positive impact on the community.



Collaborate with a global network of sustainability experts to exchange knowledge and sustainable practices and optimise existing CSR projects increasing their efficiency and transparency.



Strengthen corporate policies and strategies to empower employees and enable them to deliver the best outcomes for the company. UNFPA offers guidance to companies to create a more diverse and inclusive work environment for working parents, women, persons with disabilities and older persons.

HOW CAN COMPANIES PARTNER WITH UNFPA?

We work closely with multinational corporations, national companies and small- to medium-sized enterprises to identify, design and implement partnerships that improve lives and create demographically resilient societies.

Some of our most exciting new partnerships with businesses to **reach** more people with health and social messages, provide additional **resources**, or improve programmes through increased expertise and **brainpower**.



#1 REACH

Partners can generate impact through communication activities to amplify important health and social messages. Such partnerships include visibility and awareness campaigns

UNFPA and A1 Telekom partnered to launch a digital literacy program for older people to learn IT skills, especially in remote and rural areas. With the informational support of trained social workers and volunteers and a guidebook "I am online", older people can start their digital journey and open up new opportunities in social and economic life.

HOW CAN COMPANIES PARTNER WITH UNFPA?



#2 RESOURCES

Partners can contribute financially to support people and societies through UNFPA by offering strategic grants, in-kind contribution or cause-related marketing campaigns to fundraise from the public

Johnson & Johnson have made financial contributions of over \$4 million to UNFPA for programmes across 5 countries to allow UNFPA to scale-up the number of nurses and midwives, and contribute to reducing preventable deaths of mothers during pregnancy and childbirth.



#3 BRAINPOWER

Partners can lend their core competencies and skills to UNFPA, contributing to innovative programmes and solutions

UNFPA and L'Oréal are implementing an employability project "Beauty for all. This program helps marginalized women, or women affected by domestic violence to gain an education in the beauty industry. The training course teaches women hairdressing skills to support their future employment prospects.

CONTACT US

We can do many great things together. Get in touch to learn how your company can collaborate with UNFPA:

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More information about UNFPA and our strategic partnerships in Eastern Europe and Central Asia is available on the website: eeca.unfpa.org

UNFPA PARTNERS

Some of the UNFPA partners are presented below (in alphabetical order):

A1 Telecom	Laerdal Global Health
Avon	Merck for Mothers
Bayer	Moldcell
Bill & Melinda Gates Foundation	Philips
CARE International	Prada
Children Investment Fund Foundation	Reckitt (RB)
Columbia University	Rio Tinto
Ferring Pharmaceuticals	Special Olympics
Global Citizen	Susan T. Buffett Foundation
HELP Logistics	Swarovski Foundation
Johnson & Johnson	Takeda Pharmaceutical Company Limited
L'Oréal	Zonta International

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