

# Partnering with the Private Sector

How Companies Contribute  
to Zero Hunger and SDG 2

*Fighting Hunger Worldwide*



**World Food Programme**



## Why Zero Hunger Is a Sound Investment

Hunger and poverty are among the top social priorities consumers want the private sector to address—and corporations are responding.

Through their own initiatives and by partnering with the World Food Programme to improve the health and wellbeing of undernourished people around the world, businesses are not just helping to achieve Sustainable Development Goal # 2 (ending hunger); they are also creating a climate for sustainable commercial success.

Investments in reducing hunger boost economic development. They build stronger markets and healthier workforces in communities and entire nations. When people don't have to worry about where their next meal is coming from, everyone in the community benefits:

# 46%

increase in lifetime earnings = **more purchasing**

# 20%

increase in workforce productivity = **greater output and efficiency**

# 16.5%

increase in GDP = **stronger economies where business can prosper**

When companies invest in zero hunger, they help create a safer and more prosperous world in which all people can fully participate and benefit from an expanded world economy.



# WFP and the Private Sector Unite to End Hunger

Some of the largest and most respected companies in the world partner with WFP to achieve zero hunger by helping us become more operationally effective. They choose to partner with us because of our reach, scale and track record creating innovative partnerships that use their unique strengths and have a lasting impact on people and communities around the world.



**MasterCard** shared its expertise in technology and payment systems to improve delivery of "digital food" in the form of electronic food cards, or e-cards. These cards allow effective cash transfers to those in need, offer people better food choices and help boost local economies. This cost- and time-saving system is now being scaled up and used in developing countries around the world.



**UPS and the UPS Foundation** have been improving the efficiency of humanitarian food distribution through technical assistance and by lending expert volunteers. Projects have included ground-handling optimization during emergency responses, implementing new commodity tracking and improving warehouse management.

## Tencent 腾讯

**Tencent** uses its online properties to connect millions of Internet users with hungry people in need through innovative in-platform fundraising campaigns. A notable recent campaign to support Ebola survivors in West Africa set a world record with 105,803 people making individual donations over a 24-hour period.



**Royal DSM** has improved the nutritional value of the food WFP distributes through technical and scientific expertise as well as financial support. Working with WFP food technologists, DSM has developed new specialized products to treat malnutrition and is providing technical expertise to expand the micro-nutrient fortification of rice.



**Nielsen** provides industry-leading mobile data collection and analysis expertise that is transforming how hunger and food insecurity are identified and monitored. Mobile data collection saves money and allows real-time data to inform decisions on when food assistance is needed and how it can best be provided.

# Leading through Innovation

Companies demonstrate unparalleled examples of global leadership within the business community by bringing their unique strengths to the task of feeding the world's hungry people. Companies improve operations and uncover solutions to strategic and operational challenges that lead to lasting change and measurable benefits to food security.

Partners also provide funding that helps to disseminate best practices and processes, both within WFP and to national governments and other organizations working to end hunger and reach SDG 2.

Read more about the private sector's involvement in ending hunger at [wfp.org/PrivateSector](http://wfp.org/PrivateSector)

**"At MasterCard we believe that good partnerships can build great opportunities, exciting initiatives and ground-breaking experiences. Our partnership with the World Food Programme delivers against one of the most compelling visions, a world beyond hunger."**

Ajay Banga, CEO and President,  
MasterCard Worldwide

**"Now, more than ever, our commitment is needed to address the real issues the world is facing. In our close partnership with WFP we help to develop sustainable solutions to the problem of malnutrition."**

Feike Sijbesma, DSM CEO



WFP/Josh Estey



**World Food Programme**

[wfp.org/PrivateSector](http://wfp.org/PrivateSector)