



UCD Michael Smurfit
Graduate Business School



UCD Lochlann Quinn
School of Business



Centre for
Humanitarian Action

PROMOTING CORPORATE RESPONSIBLE LEADERSHIP AND SHARED VALUE IN HUMANITARIAN ACTION

Business
Breakfast Meeting
Thursday
6th February
2014

The purpose of this UCD event – jointly supported by UCD Business and UCD Centre for Humanitarian Action - is to *acquaint corporate leaders with opportunities to advance "shared value" in the humanitarian context.*

Topic: Promoting Humanitarian – Business Joint Action

Venue: The Camden Court Hotel, Lower Camden Street, Dublin 2

Time: 8:00a.m to 9:30a.m

SPEAKERS

Dr Catherine Bragg - Adjunct Professor, UCD Centre for Humanitarian Action and former Assistant Secretary-General for Humanitarian Affairs and Deputy Emergency Relief Coordinator in the UN

Dr Brian Kelly – Principal, Pioneering Scientific Consulting; a leading company in the provision of specialist advice and services to academic institutions, government agencies and commercial enterprises

AGENDA

- **Introduction** - Dr Pat Gibbons, Director UCD Centre for Humanitarian Action, and Prof. Ciarán Ó hÓgartaigh, Dean, UCD Business
- **Creating shared value: The opportunities and challenges of private sector involvement in humanitarian action** - Dr Catherine Bragg
- **Research and funding opportunities for private sector companies interested in humanitarian action** - Dr Brian Kelly

WHY YOU SHOULD ATTEND

Private voluntary contributions to humanitarian response increased three fold over the period 2006-2010 from US\$2.1 billion to US\$6.3 billion. In that same period private funding as a share of total humanitarian response doubled – this was achieved despite the economic crisis that continues to put pressure on traditional donors' aid budgets. This shift in resources brings with it opportunities and challenges.

While corporate philanthropy remains a key aspect of humanitarian–corporate partnerships, companies are increasingly searching for more direct ways of engaging in disaster response. Recent studies indicate that the awareness and interest in "shared value" is high across both the corporate and NGO sectors, as the idea combines the unique competencies of businesses and NGOs to deliver products or service solutions with both commercial scale and social impact. These studies also indicate an overwhelming level of confidence that strategic partnerships between NGOs and businesses are meeting their objectives and delivering value, with 90% of respondents expressing such views.

These humanitarian – corporate partnerships can contribute positively to humanitarian work in many ways. However, they also require greater reporting and earmarking than would traditionally be expected of NGOs from individual private giving. The evidence would suggest that the contribution of cross-sector partnerships is set to grow in the mid-term. This seminar will set out the roles academia and business can play in learning from existing cross-sectoral partnerships and in developing models that promote efficiencies and a mutually beneficial culture of social responsibility.

If you and your company wish to be in the vanguard of this movement, come and join our Breakfast.

**To register:
please email
pat.f.gibbons@ucd.ie**



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