

UCD-CHA BREAKFAST MEETING February 6th 2014

Universities play a multifaceted role in promoting innovation, economic growth and the long term competitiveness of a nation through education, research and the establishment of meaningful partnerships and collaborations.

In line with this role, UCD-CHA has adopted an innovative and holistic our endeavour to become the leading hub for Irish humanitarian action by bringing together a variety of stakeholders with the aim of establishing Ireland's position at the forefront of humanitarian studies and as an international leader in humanitarian action. One of these stakeholders is the private sector.

The private sector involvement is progressively being recognized as a vital component in the progression of humanitarian action. In line with this development, UCD-CHA in collaboration with Smurfit Business School held a collaborative breakfast meeting on the 6th of February at the Camden Hotel under the theme '*promoting corporate responsible leadership and shared value in humanitarian action.*'

The purpose of this collaborative venture was to introduce the concept of business and humanitarian action, and to present the business community in Ireland with an opportunity to engage in humanitarian action.

The event was well attended with guests comprising CEOs and managers from both the private sector and the non-profit sector based in Ireland. Organizations represented included: DHL express Ireland, Investec, Praesta, Concern Worldwide, Philanthropy Ireland, Deloitte, Future Analytics, Allegro Ltd, Value-Added Africa, Plan Ireland and the Constitutional Reform Commission.

The key note speech was given by our very own Adjourn Professor Catherine Bragg (Former Assistant Secretary-General for Humanitarian Affairs and Deputy Emergency Relief Coordinator in the UN) who presented the concept of creating shared value and the opportunities and challenges of private sector involvement in humanitarian action. Brian Kelly of Pioneer Scientific Consulting followed with an informative presentation on the research and funding opportunities for private sector companies interested in humanitarian action.

The floor was then left open for meaningful discussion in which both sectors expressed their views on the role and potential of private sector/humanitarian collaborations and what this would look like in the future. The theme - *creating shared value* (ways of working together towards creating a win-win situation that meets both humanitarian and business objectives) was also discussed in great detail.

We are very pleased with the results of the breakfast meeting. UCD-CHA has will continue to strengthen its ties with the private sector to facilitate innovative knowledge and technology exchange that promotes shared value, sustainability, good governance, and strengthens the position of business in corporate leadership and involvement in creating contemporary solutions to address global humanitarian challenges.