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| **Telecommunication Development Advisory Group (TDAG)**  **23rd Meeting, Geneva, 9-11 April 2018** | P:\SUP\Logos\Post-150th Anniv\ITU-logo-UNblue.jpg |
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| Director, Telecommunication Development Bureau | |
| ITU-D PARTNERSHIP AND RESOURCE MOBILIZATION | |
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| **Summary:**  The importance of partnerships and resource mobilization was highlighted by WTDC-17. This document presents an overview of the objectives, activities, products and strategies carried out to enhance partnership and mobilize resources.  **Action required:**  TDAG is invited to note this document and to provide guidance as deemed appropriate.  **References:**  WTDC-17 Goal 4; WTDC-17 Outcome D.1.5  WTDC Resolution 17 (Rev. Buenos Aires, 2017); and WTDC Resolution 71 (Rev. Buenos Aires, 2017) | |

1. Background

The World Telecommunication Development Conference 2017 (WTDC-17) highlighted the critical role of partnerships, collaboration and resource mobilization in supporting the implementation of the Buenos Aires Action Plan, WSIS Action Lines BDT operational activities, projects, and Regional Initiatives. WTDC-17 Action Plan indicates that programmes should be, where possible, implemented in partnership with other organizations and stakeholders, including Sector Members, Academia, non-governmental organizations, other United Nations agencies and networks, in order to leverage the impact of the products and services developed under the programmes. ” …Regional Initiatives are intended to address specific telecommunication/ICT priority areas, through partnership and resource mobilization to implement projects.”

Outcome D.1.5 outlines the importance of, “… facilitation of agreement to cooperate on telecommunication/ICT development programmes between Member States, and between Member States and other stakeholders in the ICT ecosystem, based on requests from ITU Member States involved.”

Resolution 17 resolves, among others, “that BDT continue to actively conclude partnerships with Member States, ITU-D Sector Members, financial institutions and international organizations in order to sponsor implementation activities for these initiatives” and appeals “to international financial organizations/agencies, equipment suppliers and operators/service providers to contribute, fully or partially, to financing these regionally approved initiatives”.

Resolution 71 considers that “partnership between and among the public and private sectors, including ITU and other entities such as national, regional, international and intergovernmental organizations, as appropriate, continue to be key to promoting sustainable telecommunication/information and communication technology (ICT) development”.

1. **Strategic Objective**

In accordance with the outcomes of WTDC-17, the objective is to facilitate, develop and strengthen partnerships and cooperation with diverse stakeholders including other United Nations agencies, international and regional organizations, ITU Member States, ITU-D Sector Members, Associates, Academia and other relevant partners from developed and developing countries, to enhance resource mobilization, to avoid duplication of efforts and support ITU-D in the implementation of the Programmes and Regional Initiatives.

1. Status Analysis

The charts below provide an overview of the number of partnership agreements signed during the development cycle from 2014 to 2017 between BDT and various stakeholders from the public and private sectors, foundations, UN agencies, financial institutions, etc. per year, their distribution by beneficiary regions, and areas of action. This is thanks to combined efforts of the BDT field staff and staff at ITU headquarters under the leadership of the Director, BDT.

***Charts: New agreements signed between 2014 and 2017***[[1]](#footnote-1)

Between 2014 and 2017, ***197 new agreements*** and 35 addenda/amendments with an estimated value of ***USD 36.6 million*** have been signed. More information is available in Document [INF/3 (Partnership Agreements signed (2014-2017)).](https://www.itu.int/md/D18-TDAG23-INF-0003/)

4. Global actions and outcomes

4.1 Outreach to partners beyond ICT sector in converged ecosystem

Successful partnership and resource mobilization rely on the quality of the relationship with the partners. Nurturing and developing the relationship is fundamental in order to maintain and sustain on a long-term basis. Partnership and resource mobilization are not a one-time activity that ends once the support is received. Therefore, BDT pays particular attention at cultivating the trust of its partners and engaging them in a lasting relationship.

Having recognized the importance of widening and diversifying its partners’ base through outreaching activities in a convergent ICT ecosystem, BDT has been reaching out to partners beyond the ICT sector such as the health/pharmaceutical, finance or agriculture sectors. In 2017, partnerships were signed with Pierre Favre Foundation for an m-health initiative, and with International Solid Waste Association and United Nations University Vice Rectorate in Europe, Sustainable Cycles Programme (UN-ViE SCYCLE UN) to support implementation of an e-waste project.

In order to ensure the continued engagement of existing partners as well as commitments from new partners in development activities, projects and initiatives, BDT has used several means such as meetings (i.e. bi-lateral meetings, BDT organized events, external events, etc.), conference calls, exchange of emails, strategic missions and visits, among others. Information dissemination and sharing through appropriate communication channels are key to increase the chance of attracting potential partners to join and contribute to BDT’s work.

4.1.1 Recognize the importance of development partners

Having recognized the importance of partnership with development partners, which have been contributing to the ITU-D Sector over its 25 years of existence through funding various initiatives and projects at regional and global levels, the leading partners such as the Australian Government, the European Commission and the Bill and Melinda Gates Foundation were handed awards at the occasion of the ITU-D 25th Anniversary during the WTDC-17.

**4.1.2 Enhance tools for partnership**

Partnership and resource mobilization are a dynamic process that requires a pro-active approach. Thus, to support BDT’s efforts in outreach for partnership and resource mobilization to support the implementation of global, regional and national activities, projects and initiatives, BDT has been developing and enhancing various internal and external products and tools.

* **Tools for attracting funding partners**

BDT developed and enhanced a ***funding partners database*** that includes about 110 profiles of administrations, multi- and bilateral agencies, development banks, foundations, private sector entities etc. (mandate, development strategy, priority areas of action, beneficiary countries and regions, type of funding and mechanism, if any).

The ***Partnership agreement database***  was also strengthened to serve as a record-keeping system for all agreements signed by BDT with various stakeholders. At the end of 2017, around 990 agreements of various types (Memorandum of Understanding, Cooperation Agreement, Voluntary Contribution Agreement, Sponsorship Agreement, Letter of Intent, Project document, etc.) were posted in the database. A search tool allows to identify potential partners for upcoming activities, projects and initiatives by providing information on partners’ involvement in BDT activities, projects and initiatives (areas of actions, beneficiary countries, etc.).

In 2017, a new interactive and easy-to-use[[2]](#footnote-2) [***sponsorship opportunities platform***](http://www.itu.int/go/en/itudsponsorships) was launched and made available in the 6 ITU languages. This platform proposes that entities enhance their visibility, promote their brands, and showcase their products and solutions at the occasion of events organized by BDT. Discounts are offered to ITU-D membership for open events/meetings as well as for multiple sponsored activities. Resources mobilized through sponsorship packages are used to organize sponsored activities as well as to serve as seed-fund for the implementation of activities, projects, and initiatives, including the Regional Initiatives, in the framework of Buenos Aires Action Plan. In 2017, various sponsorship packages were proposed for side- and/or social events at the occasion of BDT-organized events, such as GSR‑17, WTDC-17 and the ITU-D 25th Anniversary. As a result, 14 entities from the ITU-D membership, both from the public and the private sector, sponsored side- or social activities during these events for a total amount of USD 329’590.

* **New platforms for partners’ engagement**

A new interactive **partnership opportunities platform** that will present BDT concept projects or initiatives looking for partners, is currently under development. This platform, which will be available in the six ITU official languages, will be used as the BDT entry point to enhance visibility of potential opportunities for partnership with BDT. A possibility to subscribe will be proposed to interested entities with the possibility of selecting criteria that are in line with their priorities (areas of action and regions). The purpose of this platform is to present concepts through various communication and marketing means (concept notes, videos, flyers, PowerPoint presentations, etc.) in a harmonized and transparent manner. It aims to help potential partners to find out concepts that fit their goals and development strategies and are worth further consideration. The concepts would serve as initial outlines for potential partners’ consideration and as a guide for initial discussion, prior to the development of a more complete proposal. While the platform will allow interested entities to explore possibilities of partnering with BDT at anytime and anywhere, it will also serve as a tool for effective external communication and promotion to support BDT outreach efforts.

**5. Way forward**

BDT will enhance its resource mobilization products and tools as well as strengthen the cooperative relationship with traditional and non-traditional partners from telecommunication/ICT sector and beyond in the converged ecosystem for the implementation of global, regional and national projects and initiatives, including the Regional Initiatives.

ITU Membership is invited to partner with BDT for the implementation of WTDC-17 outcomes, WSIS goals as well as to contribute to the Sustainable Development Goals (SDGs).

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1. In 2015, 28 agreements were signed for implementation of the “Joint Capacity-Building Activities under the ITU Academy Centres of Excellence” [↑](#footnote-ref-1)
2. In only 3 clicks, entities have the opportunity to become a sponsor: “1. Select an event, 2. Select an activity and 3. Get an initial quote.” [↑](#footnote-ref-2)