

TENT PARTNERSHIP FOR REFUGEES

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ENGAGEMENT ROADMAP



1. **Understand** the global refugee crisis and the role of the private sector



65.3 million people are forcibly displaced today.

About 1/3 of these people have crossed international borders in search of safety and are registered as refugees.

89% of CEOs say commitment to sustainability is translating into real impact in their industry.

80% of CEOs believe that demonstrating a commitment to societal purpose is a differentiator in their industry.

2. Consider **WHY**: Develop a commitment to create societal value and business value



Establish a Social Case: 24 people worldwide are displaced from their homes every minute of every day and face a variety of challenges to achieving self-reliance. Today, we have the largest global displaced population since World War II.



Education – Over 28M children out of school in conflict-affected areas are in desperate need of educational support in their new communities.



Employment – Rebuilding a life includes rebuilding potential earning power. Employment is critical to helping refugees restore their dignity and integrate into their communities.



Enablement – Technology, financial inclusion, housing, transportation, and other solutions can help refugees integrate in unfamiliar communities and achieve self-reliance.



Establish a Business Case: Around the world, where given the opportunity, refugees have been able to thrive and contribute to their new communities. In fact, Harvard Business Review found that the more interaction refugees have with the host-country economy around them, the greater the potential there is to create benefits for both refugees and host countries.



Enhance Your Human Capital Strategy

Refugees bring a variety of skills and experience to the U.S. workforce to address talent gaps in your company's human capital strategy. In fact, refugees in the U.S. are more likely to have a bachelor's degree than U.S. citizens themselves.



Drive Revenue Growth

Supporting the refugee community is good business. A recent Tent Foundation study on the economic dividends of investment in refugees showed that public investment of €1 in a refugee, will yield a return of nearly €2 in GDP growth within 5 years.



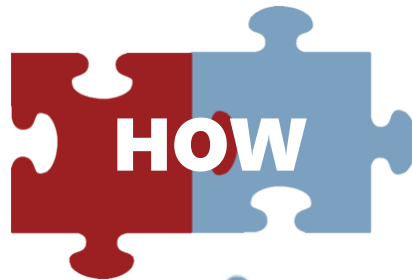
Brand Enhancement

Research shows that today's consumers expect more from their purchases than just the acquisition of products and services. By supporting the refugee community, companies build brand awareness, strength, and equity, and ultimately, enhance brand value among existing and future customers.



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3. Define HOW: Take action based on capabilities, resources, and expertise



Map to Business Strategy & Core Competency

- Make a meaningful, sustainable commitment by aligning initiatives to your company's core competencies and objectives.
- Ensure projects take advantage of your company's unique assets and capabilities, including:
 - Business know-how
 - Employee skills
 - Supply chain
 - Infrastructure
 - Technology

Understand the Market Landscape

- Ensure commitments are responsive to refugees' needs by engaging with active organizations in the refugee support ecosystem.
- The following types of organizations can provide valuable feedback and act as partners for collaboration to help your company align business objectives with refugee needs:
 - NGOs
 - Governments
 - UN Agencies
 - Industry peers and supply chain partners

4. Take Action: Formally commit to specifically what the company will do and the level of impact

EDUCATION

- Facilitate Access to Education
- Improve Quality of Education
- Foster Social Cohesion Through Education

EMPLOYMENT

- Hire and Train
- Support Workforce Development
- Support Refugee Entrepreneurs

ENABLEMENT

- Provide State Support
- Promote Financial Inclusion
- Improve Technology Access

Learn how other companies have made a difference for refugees:



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Through its support for NetHope, Microsoft has helped bring connectivity services to Syrian refugees in Jordan, Turkey and Lebanon. With connectivity, refugees have been able to access information and resources, and connect to family.



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Together, Accenture and Upwardly Global have succeeded in empowering over 3,000 refugees and immigrants through its training program, and aim for 10,000 users over the next three years.



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UPS has provided freight services to transport critical relief supplies, charter planes aid and assistance during fast-breaking emergencies, technological training to UNHCR staff and partners, and has signed up to help improve global fleet management solutions for UNHCR.

Find more case studies and learn more about how to get involved at www.partnershipforrefugees.org/engagement and www.tentalliance.org