



Summary: PS4R Paris Peace Forum Address and Exhibition

Speaker: Benjamin Herzberg, Senior Private Sector Specialist, World Bank Group
12 November 2020

The presentation began with a global overview, noting that there are some 79.5 million forcibly displaced persons in the world, including 26 million refugees, according to UNHCR.

How to bring in the private sector

Many companies around the world have tried to change their business model, promoting humanitarian investment. Some are very active, with global supply chains, investing all over the world. Moreover, they have different workforces and ways to address the market.

The Private Sector for Refugees (PS4R) initiative brings together partners and knowledge from the private sector, and is organized by the International Chamber of Commerce, the European Investment Bank, the UN Refugee Agency, the Confederation of Danish Industry and the World Bank Group. Many other institutions are interested in this initiative, such as the World Economic Forum, the Open Society Foundation, the TENT partnership, and MasterCard Foundation, but also bilateral donors and partners are engaged.

PS4R's goal is to identify solutions together with the private sector, in order to promote the economic integration of refugees. In addition, PS4R wants to find a way to create better and more positive conditions within the countries where refugees are present.

One of the main achievements of the PS4R initiative so far is the Charter of Good Practice. It was launched in June 2019 in Paris and is based on 4 key themes:

- **ENTREPRENEURSHIP**

Entrepreneurship is fundamental for integrating refugees due to the need for self-sustainability, to achieve positive livelihoods, and to put their skills and competencies to action. This section of the Charter underlines necessary regulations for financing or programming for a new company working with refugees. *Peace by Chocolate* and *Singa* represent two case studies that illustrate the entrepreneurship theme.

- **EMPLOYMENT**

Global partners:



Confederation of Danish Industry



European Investment Bank

The EIB bank



INTERNATIONAL CHAMBER OF COMMERCE
The world business organization



UNHCR
The UN Refugee Agency



WORLD BANK GROUP



Employment is one of the main ways in which refugees can integrate into a country. Refugees need gainful employment, but in order to work, they need access to the job market, requiring work permits and requisites.

- **INVESTMENT**

At the investment level, PS4R's aim is to look for investors, who could have a positive impact on society. Through this principle, PS4R aims to promote refugee inclusion. On the private sector side, investing in refugees represents a social and public good return as well as profit. Investors have realised that when they combine the two aspects everybody benefits and it becomes a win-win situation.

- **PRODUCT AND SERVICES**

Refugees represents a market of people that need goods and services, such as education. *Life Shelter* is an example of company, which provides physical structure for refugees' communities, but also MasterCard is working to adapt its products and services to refugees.

This knowledge is now available at the PS4R website: www.iccwbo.org/ps4r.

PS4R is now exploring how to partner with a wide range of institutions and groups to work together on the ground. For example, when the WBG works in a refugee affected area, it seeks to bring in the private sector and PS4R principles as much as possible.

Questions were posed as to:

- (i) Practical ways to ensure that the most targeted private sector approach in development projects
 - a. Investible opportunities should include guidelines on: refugee-related companies (e.g. supply chain solutions that address refugee employment challenges)
 - b. Technical advice (e.g. on capacity building)
- (ii) How does the PS4R initiative contribute to global governance?
 - a. An interesting set of governance, with dialogue between actors involved in creating products and services and employment. PS4R contributes to this partnership angle through global governance
- (iii) Are there ways of connecting small local enterprises established by refugees with global enterprises?
 - a. Program in Jordan on Business-to-Business matchmaking. Connecting global purchasers and local suppliers. Sometimes companies have an

Global partners:



incentive to include local refugees in their supply chains but do not know how. Impact has been achieved through the Refugee Investment and Matchmaking Platform (more than 1900 jobs were created).

Conclusion: Refugees are an opportunity for their host societies and the private sector has a strong role to play to empower them.

Global partners:

