



# World Humanitarian Forum

15-16 APRIL 2020 | LONDON

Shaping the Future for a Better Tomorrow



IMPACT REPORT

# CONTENT

- 01** About
- 02** Our Logo, Our Ethos
- 03** Foreword
- 06** London
- 08** 2019 in Numbers
- 13** WHF
- 14** Sessions
- 28** Features
- 29** Changemaker

- 32** Artwork
- 34** Thematic Theatres
- Side Events / Zones**
- 36** Snapshots
- 39** Exhibitions
- 46** Roundtables
- 48** Advertising & Promotion
- 49** Year End Highlights
- 51** 2019 Outcomes
- 58** What People Said

The World Humanitarian Forum **brings together prominent leaders** from the public and private sectors, as well as **international thought leaders and pioneers**. They engage in inspirational, thought-provoking, and future-focused dialogues that aim to **shape the future of humanitarian aid and international development.**

## OUR LOGO, OUR ETHOS



Seven colours represent seven continents of the world as a reflection of our global vision. Each individual triangle symbolises the individual responsibility, shared vision, and collective action needed to create a better world and end global inequality. Triangles represent a person, sector, community or issue alone, each are valuable, unique and important. But **together, they tell a different story; community, collaboration and partnership.**

# FOREWORD

“After a year of hard work, **World Humanitarian Forum has arrived, at a time when most needed.**

The event is timely, as **the world is at a critical junction today and we need to remain inspired to bring the most influential members of the community together.** We are living in an era that in the last two decades, **218 million people each year were affected by disasters**, at an annual cost to global economy that now exceeds 300 billion USD according to the UN.

The number of people displaced by conflict has risen to 59.5 million compared with 37.5 million decade ago.

**Despite these growing needs, donor financing has not kept pace but there are many new promising initiatives** as well as new countries **pledging further support.**



**It is a dramatic fact that we are going through the worst refugee crisis ever.** Either man made or natural disasters make everyone to live in a tragedy. **We all feel that we have to do something.**

Within this framework, **we have set a mission** for ourselves to start this initiative which would bring all parties together who would like to **“do something”**.

**World Humanitarian Forum** has been created to be **a point of departure, not arrival**. The **humanitarian system needs a change, a transformation from aid to development.**

I am glad to see that **WHF** has started to contribute and has been the **platform** to **“call for action”** where agendas are shaped **to create a better future for humanity.**

**A successful event relies on the valued support provided by partners, exhibitors and sponsors.** I cordially **invite** you to participate in this exciting, productive and insightful gathering on **15-16 April 2020.**

**I hope we are able to inspire collaborations,** encourage new connections and help you strengthen existing relationships.”

**Feraye Ozfescioglu**  
CEO  
World Humanitarian Forum

“I asked Feraye before this forum opened what she wanted to see from it and she said, ‘**I want to see action.** We need money because we can’t do anything without money, but above all we want to see that funds are used wisely on projects on the ground’.

**This** is what **will change people’s lives** and this has to be the purpose of this conference. There is a world where living standards can be shared for children and grandchildren across the world and we will achieve it.”

**RT Hon Jack Straw**

Former Foreign Secretary, UK  
Chair, WHF Advisory Board



# LONDON

The international city of global aid  
and development community



**World Humanitarian Forum is hosted in London, UK.**

**UK** is known as the **hub of global aid and development community** and **host to thousands of NGOs** as well as **philanthropy organisations.**

UK's capital London is a true international city, welcoming the delegates of World Humanitarian Forum.



# 2019

## IN NUMBERS

It was a record breaking year for World Humanitarian Forum and its co-located portfolio. The event doubled-up on overall the size.



# 65

▶ **SESSIONS**

# 14

▶ **THEMATIC  
THEATRES**

# 4

▶ **SIDE EVENTS**

# 302

▶ **SPEAKERS IN TOTAL**

# A GLOBAL EVENT:

Delegations from 40 Countries



Austria - Bangladesh - Belgium - Bosnia - Chad Democratic Rep. of Congo - Cyprus - Denmark - Dubai - Egypt - Finland - France - Germany  
Gibraltar - Iraq - Ireland - Italy - Kenya - Lebanon - Malaysia - Mexico - Netherlands - Nigeria - Norway - Pakistan - Panama - Poland  
Portugal - Romania - Saudi Arabia - South Africa - South Korea - Spain - Sudan - Syria - Sweden - Switzerland - Turkey - UAE - UK - USA



# 2922

▶ **DELEGATES**

# 40

▶ **COUNTRIES**

85

▶ EXHIBITING  
COMPANIES

22

▶ EXHIBITING  
COUNTRIES

3

▶ FEATURED  
ZONES

10.000<sup>m2</sup>

▶ FLOORSPACE

World Humanitarian Forum set the agenda with the theme “**Shaping the future for a better tomorrow**”. The sessions took place to explore the key pillars on the way to shape the future of humanitarian aid and international development.

# Opening

## WHF Kick Off and Global Call For Action

Shaping the Future for a Better Tomorrow ◀



▶ **Feraye Ozfescioglu**  
CEO  
World Humanitarian Forum

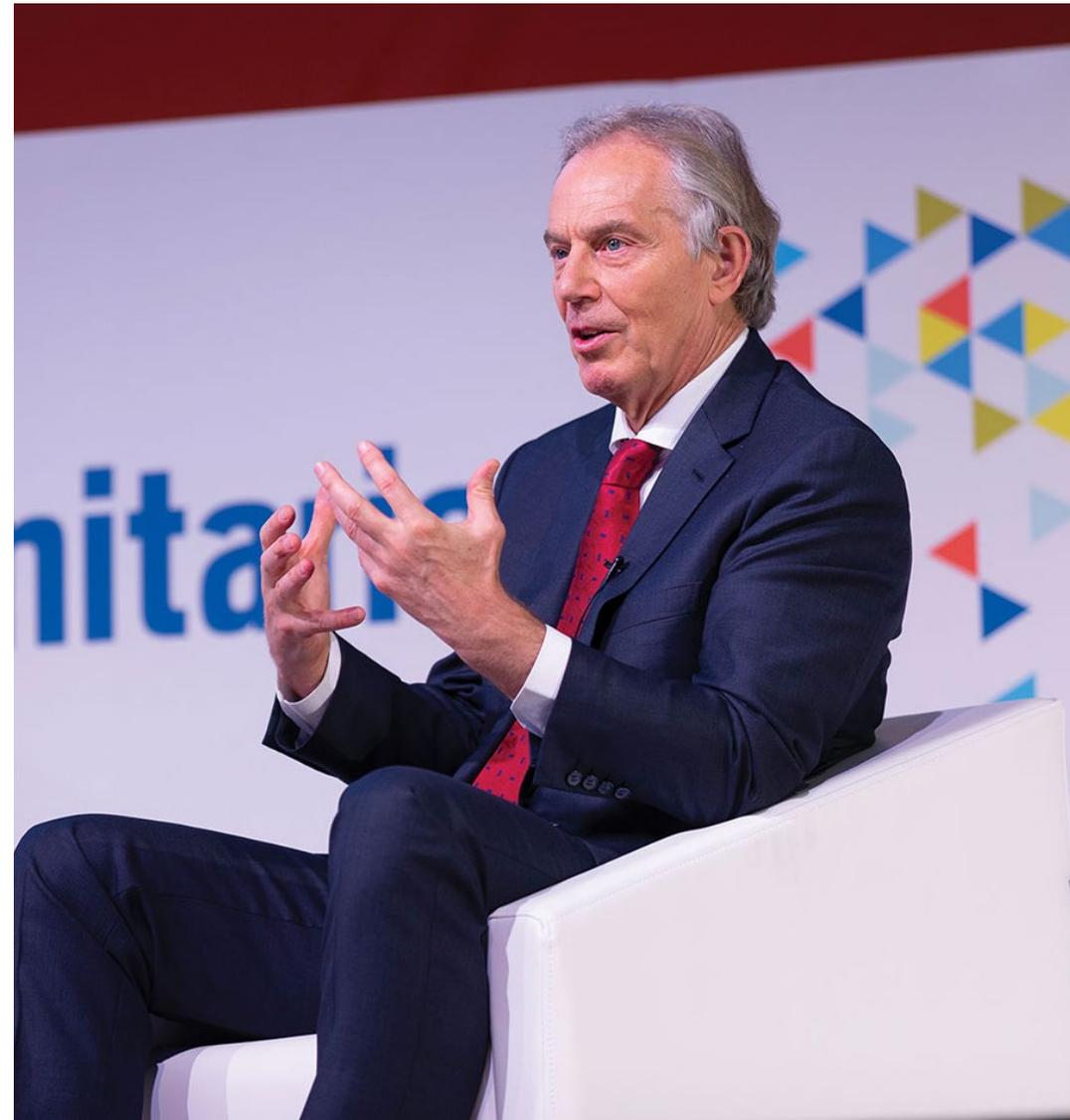


▶ **RT Hon Jack Straw**  
Former Foreign Secretary, UK  
Chair, WHF Advisory Board

# Keynote Session

with The Blairs: An inspiring story on the way to shape the future

Shaping the Future for a Better Tomorrow ◀





**June Sarpong**  
TV Broadcaster  
(Moderator)



**Cherie Blair CBE**  
Founder Cherie Blair  
Foundation for Women



**RT Hon Tony Blair**  
Executive Chairman of Tony Blair Institute,  
Former Prime Minister UK

# Education

**Globally there are over 67 million children out of school, 43 per cent of whom live in Africa.** Largely, these children live in ‘fragile’ states or in rural areas. **Every year 10 million children drop out of primary school in Sub Saharan Africa.** The panellists brought role models, experts in the field, and people working on the coal face together to interact and share ideas on the issue.





▶ **Jens Nymand Christensen**  
Senior Advisor to the CEO and the Board at Cross Culture Project Association, European Commission

▶ **Yasmine Sherif**  
Director General  
Education Cannot Wait

▶ **Noella Coursaris Musunka**  
Founder  
Malaika Foundations

# 2030 Agenda for SDGs

to Transform the World

Shaping the Future for a Better Tomorrow ◀

We are almost 4 years into the 2030 agenda. **Where do we stand today?** Worldwide, progress in meeting the SDGs has been limited, according to the UN. **Three out of ten people in the world lack access to safe water, millions die every year from air pollution, and climate action is not ambitious enough.** It has been estimated that achieving the SDGs by 2030 will require roughly \$5 trillion of annual investments. **Our panellists shared their vision on how to achieve this goal and identified the challenges.**





▶ **Daisy McAndrew**  
Forum Moderator  
Journalist

▶ **Dr. Tauni Launier**  
Sustainability Director  
WorldWide Generation

▶ **Basima Abdulrahman**  
Founder & CEO, Youth  
Leader WEF KESK

▶ **H.E. Dr. Abdulaziz Ahmad Sarhan**  
International Organization for Relief,  
Welfare and Development

# Special Keynote Address:

H.E Emine Erdogan, First Lady, Republic of Turkey

Shaping the Future for a Better Tomorrow ◀



## G-Local

Increasing number of multilateral organisations, international charities as well as governments are looking at ways to engage local NGOs and charities as delivery partners.

**The ‘Going Local’ session threw light on identifying and working with the right delivery partners and addressed the challenges and opportunities that NGOs face while taking this route.** Toby shared his expertise, experience and views on this topic.



# Collaboration and Partnerships

In the last 10 years, we have noticed a **significant shift in funding models** in the humanitarian aid and development sector. **Western governments** have long served as the **primary funders** and often the **drivers of international development**, but **now they are joined by countries such as China, India**, with rapidly growing resources, as well as by philanthropies and foundations.

**New funding mechanisms like development finance** that leverage private sector investments, **social enterprises, impact bonds**, and others are not just creating new revenue streams, but also **changing where resources are directed and how development work is conducted**. The **panellists discussed new funding and partnership models** that work.



# World Humanitarian Forum



▶ **Dr. Mehmet Gulluoglu**  
President  
AFAD

▶ **Kilian Kleinschmidt**  
CEO IPA - Global Networking  
and Humanitarian Expertise

▶ **Kat Reichel**  
Head of Network Development  
& Engagement Start Network

▶ **Charlie Bronks**  
Head of Strategic  
Partnerships Crown  
Agents Bank

# Opening Keynote:

Mert Firat, Actor, UNDP Goodwill Ambassador

Shaping the Future for a Better Tomorrow ◀



# Youth: Our Future

Despite the progress that has been made over the past 20 years to improve the situation of young people around the world, they still face daunting challenges. **Globally one in eight youth are unemployed; 126 million youth cannot read or write and another 63 million adolescents of lower secondary school age are currently out of school.** It's estimated 600 million young people are living in conflict zones or fragile states and every minute a young woman is infected with HIV.

Furthermore, over **500 million young people live on less than US\$2 a day.** These numbers are stark. We need **evidence-based youth policies, tailored and adapted to national and local contexts, to help ensure that youth development challenges are addressed.** The panellists shared their insight and experiences about which policies and programmes have worked and which didn't. They also shared the lessons that they learnt.



**Dr. Mohammad Hotak**  
Chairman British Afghan Chamber  
of Commerce and Industry



**Basima Abdulrahman**  
Founder, CEO, Youth Leader  
WEF, KESK



**Serene Dardari**  
Founder  
Shams Network



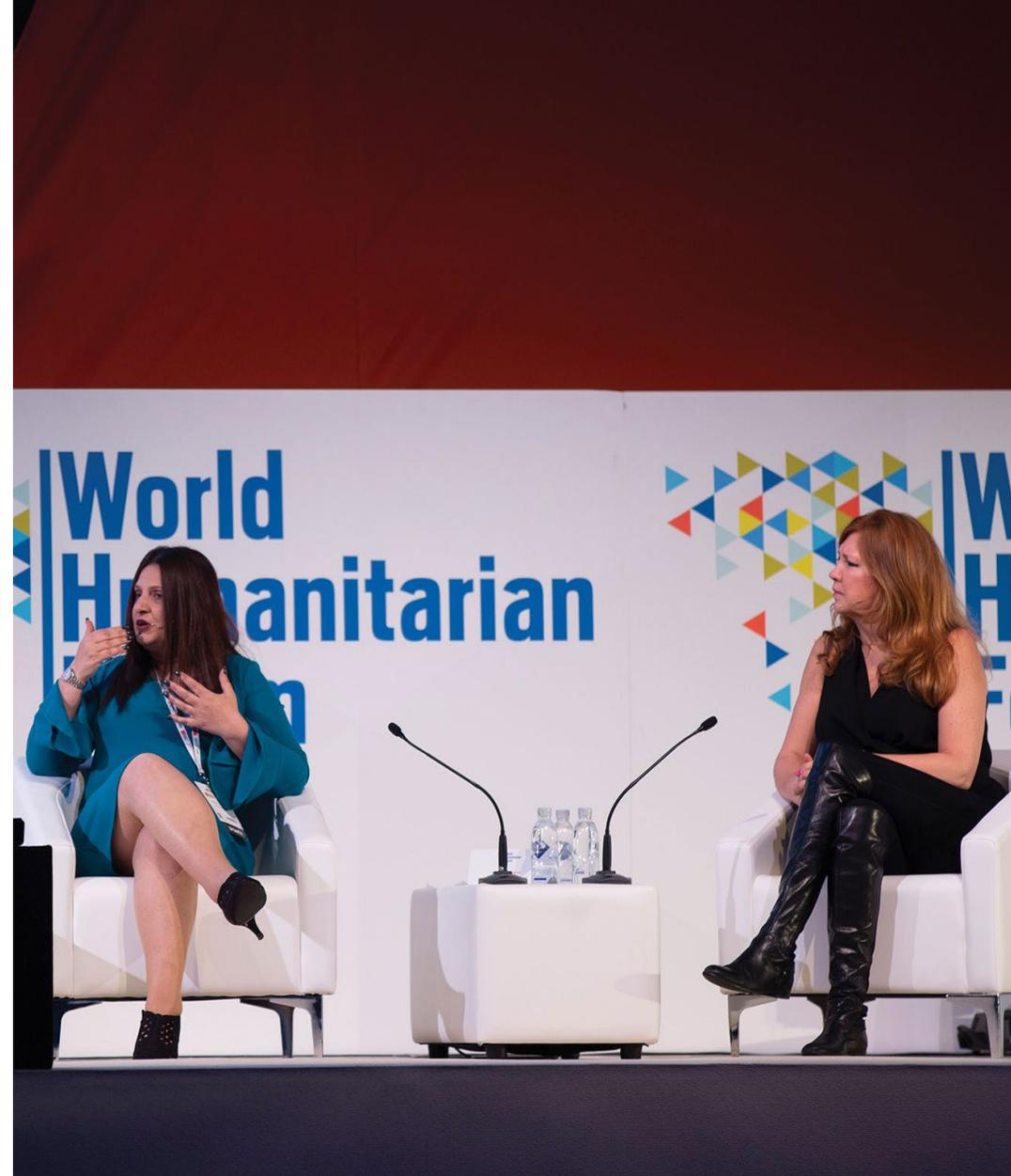
**Vivian Onano**  
Women & Girls Advocate  
Leading Light Initiative

## Empowerment of Women

We are 202 years away from achieving gender equality, and the gap is widening. This sorry situation is a lost opportunity. The women, their families, local communities, economies and the world will all ultimately lose out.

In fact, empowering women could add \$28 trillion to global GDP by 2025. So, what is stopping us from achieving this goal?

**What needs to be done in terms of policy, community and civil society to make this happen?**



▶ **Mandy Sanghera**  
Philanthropist

▶ **Pippa Malmgren**  
Former Presidential Advisor  
Co-founder H Robotics

# FEATURES

Changemaker Awards  
Artwork  
Thematic Theatres  
Side Events / Zones  
Snapshots  
Exhibitions  
Roundtables



# CHANGEMAKER AWARDS

The **Changemaker Awards**, are a set of awards that **recognise the exceptional efforts of inspiring leaders, and innovative initiatives and partnerships within the humanitarian industry.** The awards seek to provide merit to those who have provided smart solutions for global challenges.





▶ **H.E. Emine Erdoğan**  
First Lady of Republic of Turkey  
2019 Recipient of the Award



▶ **Cherie Blair CBE**  
Founder of the Cherie Blair Foundation for Women  
2019 Recipient of the Award



▶ **Fatima Gailani**  
Head of GCC Cluster, IFRC  
2018 Recipient of the Award



▶ **The Right Honourable The Baroness Valerie Amos CH PC**  
Director of SOAS  
2018 Recipient of the Award



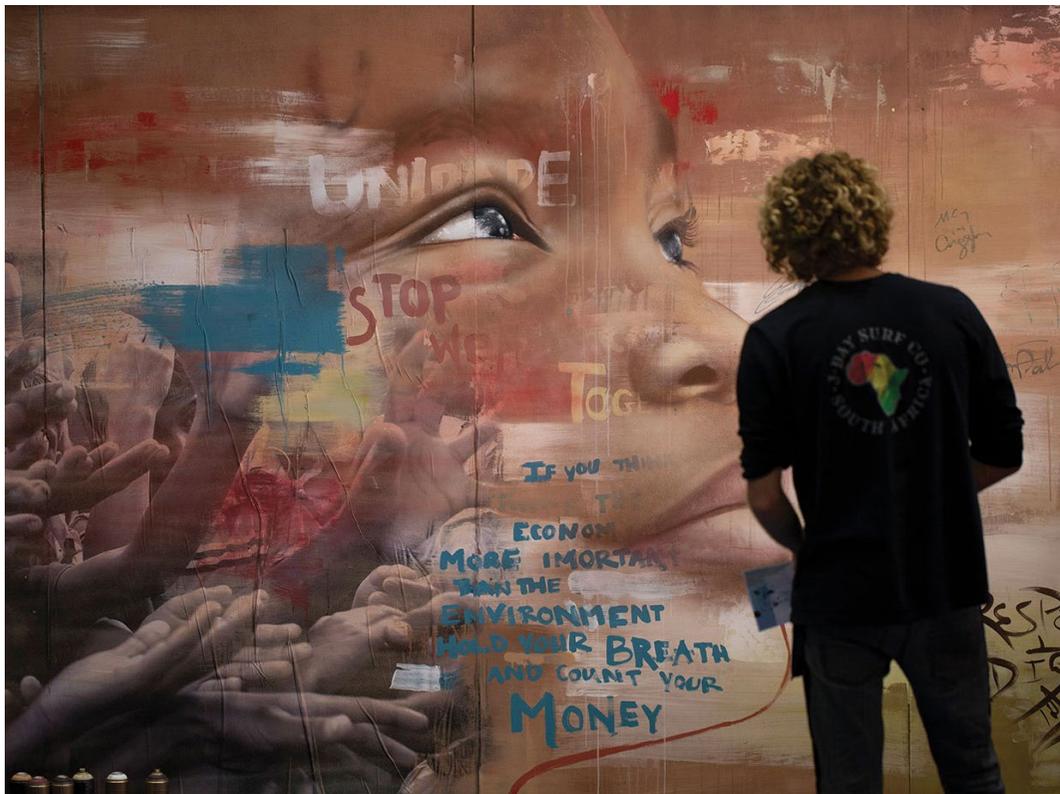
▶ **H.E. María Luisa Navarro**  
Vice Minister of Multilateral Affairs and Cooperation  
2019 Recipient of the Award



▶ **HRH Princess Lamia Al Saud**  
Secretary General, Alwaleed Philanthropies  
2017 Recipient of the Award

# ARTWORK

World Humanitarian Forum is committed to be a live event having impact on the world. In collaboration with APTart, we have created the legacy of the inaugural World Humanitarian Forum on its main theme “Shaping the future for a better tomorrow”



# THEMATIC THEATRES

# 14

▶ **THEMATIC  
THEATRES**



**HUMAN  
RESOURCES**



**INNOVATION**



**ICT**



**FINANCE &  
FUNDING**



**MEDICAL**



**ENERGY**



**INTERNATIONAL  
DEVELOPMENT**



**LESSONS  
LEARNT**



**PROCUREMENT &  
SUPPLY CHAIN**



**RECOVERY &  
RESILIENCE**



**RESPONSE**



**RISK REDUCTION,  
PREPAREDNESS**

The thematic theatres initiate themed discussions around the industry. It enables a large, global audience to be involved and giving them the opportunity to develop a deeper understanding and take part in training courses.

# 4

## ▶ SIDE EVENTS



SHELTER



WASH



FOOD

# 3

## ▶ ZONES



DRONE ZONE



INNOVATION  
ZONE



NGO ZONE

All of the shows provide a platform for side events. We can facilitate side events for the private sector, by organizing and hosting them from start to finish.

This year there were three zones; the Drone Zone, Innovation Zone and NGO Zone. These spaces are to showcase innovations, products and stimulate key conversations.

# SNAPSHOTS







# EXHIBITIONS

## A Unique Portfolio

Shaping the Future for a Better Tomorrow ◀

The exhibition provides a great platform to showcase products, encourage new connections and help strengthen existing relationships.



[www.aidandtrade.london](http://www.aidandtrade.london)



[www.idme.london](http://www.idme.london)



[www.emergencyshow.london](http://www.emergencyshow.london)

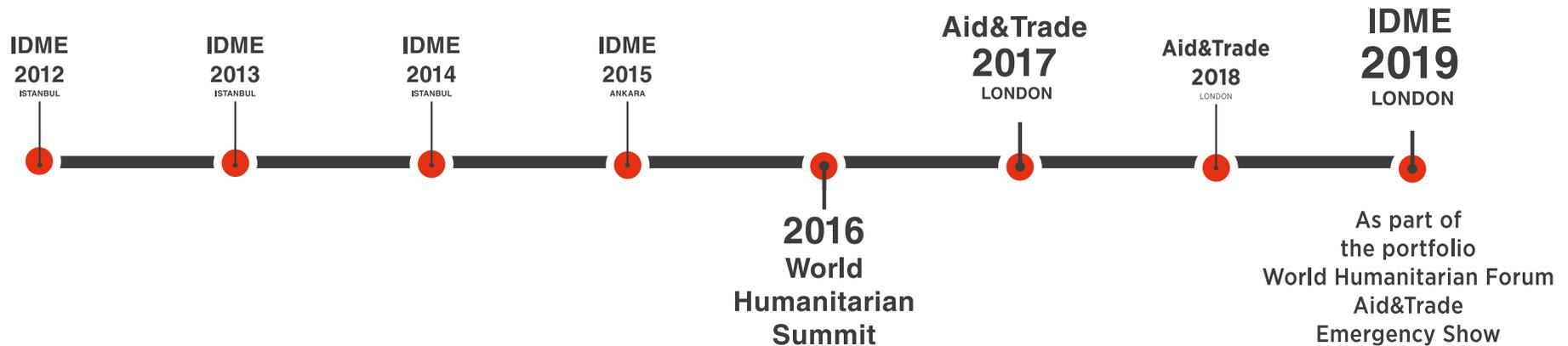
**Aid&Trade London is the platform that brings together all major stakeholders of the global aid and international development. Now in to its 4th year, it has proven itself as the platform “to be” and to meet with right people and do business in the sector. As one of the outcomes of World Humanitarian Summit, Aid&Trade London preserves its strong position in the sector.**





**IDME** was launched at 2012 and came to London for its 5th edition as **part of** the unique **portfolio of World Humanitarian Forum, Aid&Trade London and Emergency Show.**

International Disaster Management Exhibition showcase a major-scale exhibition of specialist solutions and innovations that make responders tasks possible and easier.





# EMERGENCY SHOW

The Emergency Show is formed to complete a unique portfolio of World Humanitarian Forum, Aid&Trade London and International Disaster Management Exhibition to complete the chain, which allows the community to dive into a larger and more diversified audience. It welcomes new technologies, innovations serving the blue light industry.





# ROUNDTABLES

**Knowledge is recognized as the driver of productivity and growth**, the WHF Roundtables support the new focuses on humanitarian aid and international development. These roundtables will address current and contemporary insights and trends enabling the participants to architect and construct.





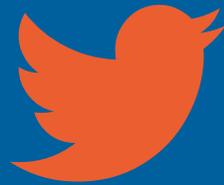
# ADVERTISING & PROMOTION

World Humanitarian Forum provided an extensive marketing and PR campaign throughout the year.



**382.95**

**% INCREASE IN FOLLOWERS**



**631.5K**

**TWITTER IMPRESIONS**



**34.787**

**FACEBOOK REACHES**

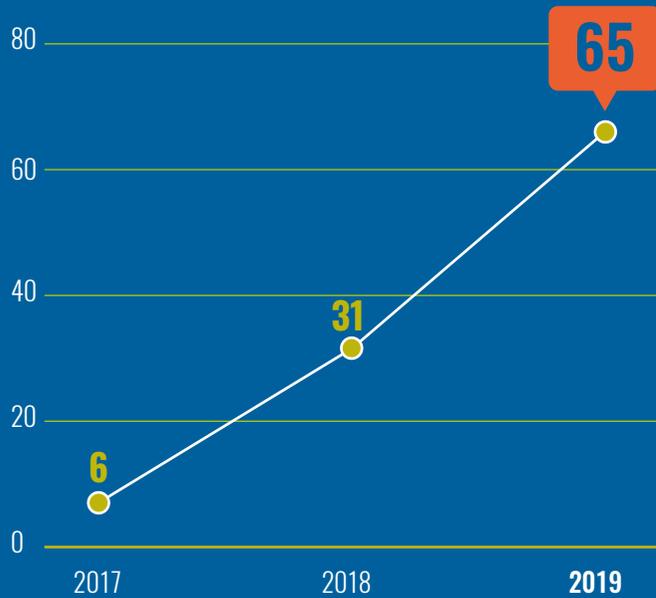


**3.981**

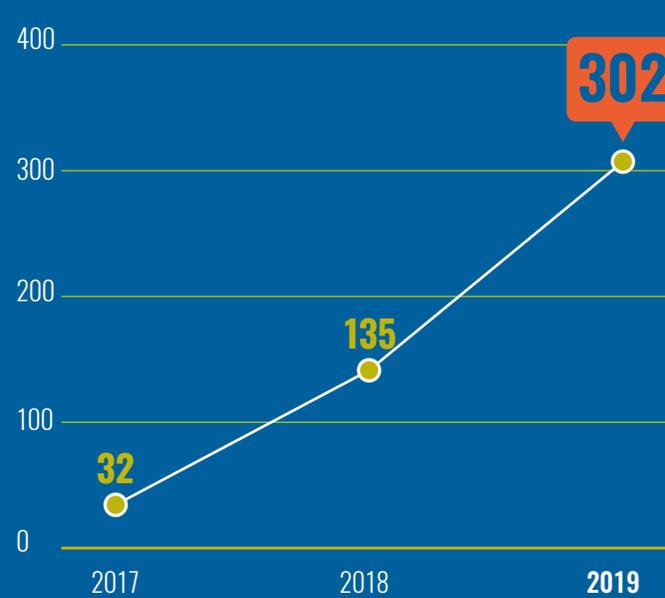
**LINKEDIN ENGAGEMENTS**

# YEAR END HIGHLIGHTS

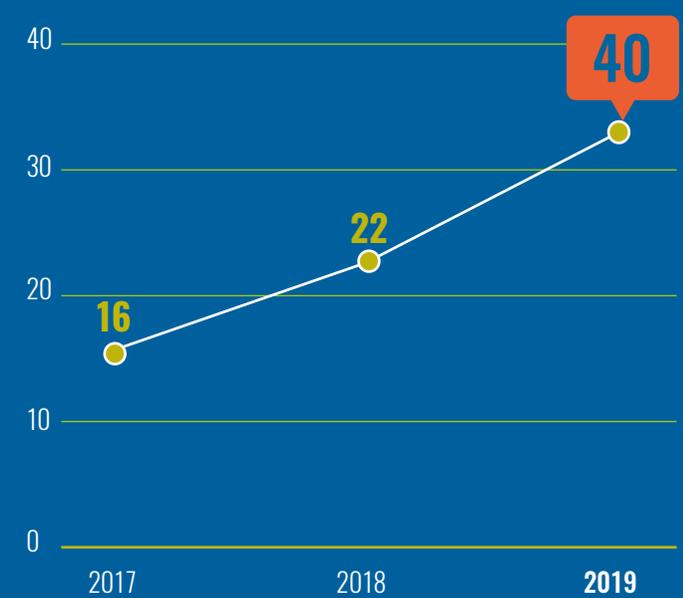
## Number of Sessions



## Number of Speakers



## Countries Represented

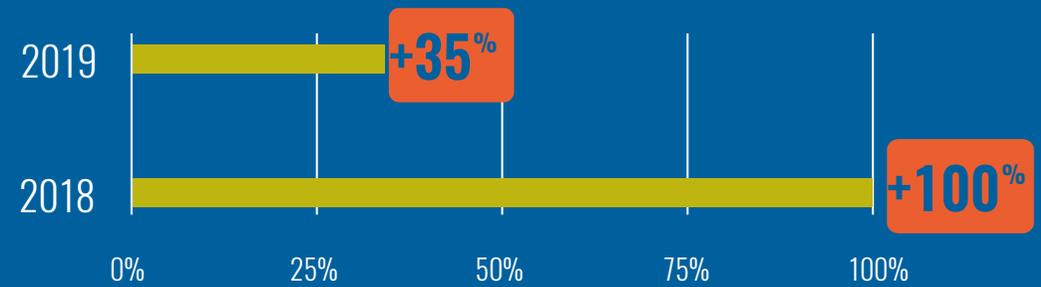


# YEAR END HIGHLIGHTS

## Increase in Visitor Numbers



## Increase in Exhibitors



## Increase in Floor Space



# 2019 OUTCOMES

## TRANSITION FROM AID TO DEVELOPMENT

Many countries are decreasing their foreign aid budget and many more will do in the future.

Usually, countries do not have a strategy to address potential challenges and plan ahead for the transition from aid. Most development partners do not have a formal and clear strategy and criteria on transition and exit either. Both recipient countries and donors should identify priorities for external development finance and develop a strategy for managing the transition away from aid.

Many countries will start their transition from aid soon or have already begun it. We must learn from the experiences of countries and donors that have already gone through it, not to jeopardise results achieved so far.



# 2019 OUTCOMES

## ADVOCACY FOR THE GLOBAL GOALS

The leaders of 193 countries adopted the Sustainable Development Goals on September 25, 2015 following a long spell of extensive discussions and debates. At the heart of 17 goals and 169 targets of the SDGs is the principle of leaving no one behind, that is reaching out to each and everyone who is deprived.

Almost four years on, what has been the progress on the SDG front? In July 2018, 47 countries presented their voluntary national reviews.

Such reporting indicates the enthusiasm among countries. While some momentum is being observed at the country level, commitment to partnership at the international level is still inadequate.

Annual investment requirement is USD 5-7 trillion for achieving the SDGs that include basic infrastructure, food security, climate change mitigation and adaptation, health, and education. According to United Nations, annual investment is currently only USD 1.4 trillion

So, still a long way to go. We need to keep the advocacy for the global goals. in developing countries.



# 2019 OUTCOMES

## EMPOWERING YOUTH

Despite the progress that has been made over the past 20 years to improve the situation of young people around the world, they still face daunting challenges. The need to empower youth for a better tomorrow is connected both, to the financial elevation as well as increment of the standard of living. Awareness is a key factor for this empowerment, with guidance towards developing a wholesome outlook of life. Youth empowerment in any health, development is imperative not only for national development of an entire country but also for personal development of an individual. Youth empowerment is pursued by promoting youth rights, youth activism and in community decision making. It is the most effective mean that society possesses for confronting the challenges of the future.



# 2019 OUTCOMES

## EMPOWERING WOMEN

Record numbers of women are making their voices heard. Women are educated like never before, earning more than ever, and starting business and philanthropic empires that are changing the world. We've come a long way but we have more work to do to change perceptions and ensure gender equality for future generations.

The combined voice of women is powerful and it will uplift the communities.



# 2019 OUTCOMES

## ENSURING QUALITY EDUCATION

All children and youth, no matter their age, gender, ethnicity, family income, citizenship, disability status or where they live, should be enrolled in education. But as we reach the target year for achieving education for all, it is clear that this is not the case. About 121 million children are still being denied their right to learning opportunities through education. And it is not just the young who continue to miss out on education. At least 781 million adults – two-thirds women — lack minimal literacy skills. While significant challenges remain, clear progress has occurred, but still not enough. We need to work together and invest in the future:

**“Let us harness the power of education to build a better future for all.”**





## A COMMITMENT: SHAPING THE FUTURE FOR A BETTER TOMORROW

Enable dialogue and action  
Engage with partners  
Leave no one behind  
Invest in humanity  
Generate positive change



## 2020 THEME: FROM HOPE TO POSSIBILITY

Given on the outcomes of WHF 2019, next edition's theme is From Hope to Possibility: An Agenda for Action and Change.

Stay tuned for the updates: [www.whf.london](http://www.whf.london)



# WHAT PEOPLE SAID

“**Gatherings** of this nature **are very important for practitioners** such as myself because it gives me a chance to reflect. I get to **engage with the audience, colleagues and peers**, and we can compare notes from different contexts. It’s very helpful for me to have **a chance to reflect** on what we are doing and **how we can make it better together.**”

**Toby Lanzer**

Assistant Secretary General - UN

“The **best outcome is being able to strengthen the infrastructure, which is the Humanitarian response, and working more with businesses to achieve sustainable peace.** If we don’t have that, when humanitarian disasters keep happening the shock will be greater and greater.”

**Charlie Bronks**

Head of Strategic Partnerships, Crown Agents Bank



# WHAT PEOPLE SAID

**“We are essentially in a new age of collaboration, and how we can drive that within the humanitarian sector to create systematic change is a huge thing. Coming together and talking at events like these is a big part of that. These types of events spark action in our day to day, which can ultimately have a huge impact.”**

**Kat Reichel**

Head of Network Development, Start Network

**“Climate change scares me the most. This is one of the things that can’t be addressed only by Iraq, UK or the USA. Everybody has to work together and be on the same page, towards a more substantiable and green future. It is important to talk and rethink policies and regulations. These reforms won’t happen without these discussions, that’s why it’s important for these events.”**

**Basima Abdulrahman**

Founder and CEO, KESK



# WHAT PEOPLE SAID

**“I think what we need to do is get everybody around solving crisis.** The UN is a crisis alleviation organisation, and what they actually do is identify super big challenges for the world, and those challenges actually lead to crisis. **Humanitarian is actually a side effect of crisis.”**

**Dr. Tauni Lanier**

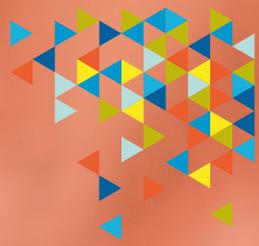
Sustainability Director, Worldwide Generation

**“The humanitarian sector is very dynamic. There are many different crises, in many different regions of the world.** That’s why we should be getting together and **discussing what more we can all do.** Per day 23,000 people, mostly **kids, are dying of hunger. Humanitarian actors are trying to do as much as they can, but they are limited.** That’s why **we should involve more individuals, private sector and politicians.** I hope by these forums and events we can do it.”

**Mehmet Gulluoglu**

President, AFAD





# World Humanitarian Forum

Shaping the Future for a Better Tomorrow



## CONTACT US:

32 London Bridge St., The Shard, SE1 9SG London - UK  
+44 (0) 203 036 0506  
[info@whf.london](mailto:info@whf.london)

