

Multiplier Partnerships for Impact

Helping Clients Leverage Their Strengths to Mitigate the Implications of COVID-19



OVERVIEW

In the face of the unprecedented global health crisis, we have also witnessed a remarkable global mobilization, across all sectors and organizations of all types and sizes, to address critical needs, including:

- Strengthening national systems for public health preparedness, disease containment, diagnosis and treatment
- Protecting and supporting people's lives and livelihoods during a spiraling global disruption and economic downturn

These are not acts of generosity, but strategic moves to protect supply chains, employees and customers. Businesses, governments and international organizations alike know that there is an operational and moral imperative to act, and in partnering with others, they can multiply their positive impact.

On a global level, action has been swift:

- World Bank and IFC approved a [\\$14 billion package](#) focused on fast-tracked financing to sustain economies and protect jobs; regional development institutions are following suit
- World Economic Forum launched the [COVID-19 Action Platform](#), galvanizing cooperation and private sector support
- World Health Organization, UN Foundation and the Swiss Philanthropy Foundation announced the [Solidarity Response Fund](#)
- The government of China is sending aid, contributing to international organizations and sharing its best practices

There is also a proliferation of regional and local initiatives offering business resources, expertise and other tools to address the crisis that range in scope, scale and impact.

Acting now on the impetus, urgency and abundant opportunity to build and shape partnerships that can multiply impact and help communities that are critical to your business can help you emerge stronger from this crisis. Societal expectations of businesses have never been higher and what companies do during the COVID-19 will have direct implications on their global reputation and license to operate—both locally and globally.

What will your legacy be after the COVID-19 pandemic?

HOW APCO CAN HELP

Global Intelligence and Insights

Our teams around the world know the landscape of government, international organizations and private sector activities; new initiatives and engagement around COVID-19; and where there are gaps to fill and opportunities to add value.

Connectivity to Global Platform Organizations

We are directly engaged with global organizations from the UN and the WHO to the World Economic Forum and many others. We can help navigate this landscape and facilitate the right level of engagement to match your organization's needs and capabilities with the right partners and platforms.

Advising Leaders on Global Engagement

We are advising leaders from large multinationals, technology start-ups, civil society and governments on global engagement opportunities—on COVID-19 and beyond. We have a unique capacity to connect the dots and build collaborative relationships and partnerships across our global network of clients.

Developing Impact-Multiplying Partnerships of Different Sizes and Scales

There is a broad range of engagement opportunities, including philanthropic contributions, business partnerships and joining a broader coalition. APCO can help navigate all of them and work to develop strategic engagements that are authentic to your organization, market and business strategy.

APCO has a dedicated team of global experts, including [Anna Tunkel](#), head of global strategic initiatives & partnerships; [Judith Arenas](#), senior director, international affairs; [Denielle Sachs](#), senior director and global head of the Tembo Group, a social impact advisory firm; [Elizabeth Cohan](#), senior director; [James Yi](#), managing director, Southeast Asia & Korea and [Anne Wang](#), chief operating officer, Greater China.

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