



2023 IMPACT REPORT



PRIVATE SECTOR
PARTNERSHIPS UNIT

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Cover photo: Fardowsa plays with her daughter in a transit centre in Bosnia and Herzegovina. © IOM / Muse Mohammed

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2023 IMPACT REPORT

Thank you for
making an impact



IOM
UN MIGRATION

PRIVATE SECTOR
PARTNERSHIPS UNIT

A close-up photograph of a woman with dark hair, wearing an orange t-shirt and a silver chain bracelet, focused on weaving a basket from natural fibers. The background is slightly blurred, showing another person in a blue shirt. The lighting is soft, highlighting the texture of the fibers and the woman's concentration.

“Migration will be a way for the private sector to continue to innovate, to continue to spur economic development. Building partnerships is ultimately key to success.”

Amy E. Pope
IOM Director General

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A MESSAGE FROM THE HEAD OF THE PRIVATE SECTOR PARTNERSHIPS UNIT

Dear Partners, Supporters, and Friends,

As we approach the end of another impactful year, I extend my heartfelt gratitude to each of you on behalf of the Private Sector Partnerships Team at the International Organization for Migration.

Your unwavering commitment to our shared mission has been the driving force behind the impact we have made in the lives of migrants and vulnerable communities around the world. This year was marked by triumphs and challenges, and yet our partnership together is a testament to the transformative power of collective action.

As I look back on the year I am filled with joy thinking about how celebrities stepped up to lend their voice to share about the stark realities of human trafficking, how individuals lent a helping hand to support people displaced by the earthquakes in Türkiye and Syria, companies continued to deepen their commitments to support migrants and vulnerable communities through various agreements, and of course the announcement of our first ever Global Goodwill Ambassador Sir Mo Farah was incredible.

The accomplishments we celebrate in the 2023 Impact Report are stories of resilience, compassion, and hope. Your generosity has enabled us to respond swiftly to crises, provide essential support to those in need, and forge partnerships that transcend borders.

Looking back on the accomplishments of this year fills me with pride and gratitude. Your contributions, whether financial, in-kind, or through shared expertise, have been a cornerstone of our success. It is through your continued trust and partnership that we navigate the complexities of migration with hope and a renewed commitment to truly harness the promise of migration. May the coming year be filled with continued collaboration, shared accomplishments, and radical generosity to support migrants and vulnerable communities around the world.

Thank you for your support. We look forward to another year of impactful partnerships and collaboration.

With sincere gratitude,



Stephanie Dei

Head of Private Sector Partnerships
IOM



2023 KEY FIGURES



THERE ARE **281+ MILLION**
PEOPLE ON THE MOVE WORLDWIDE



We are present in
150+
countries



We have
15K+
staff



Nearly
50
partnerships



Nearly
40
new projects



A total of
25
countries benefitting



100%
of your online
donations go towards
IOM programs



93%
of funding goes
directly towards
our programming

LOOKING BACK AT 2023

At IOM, everything we do helps people on the move. Our more than 15,000 colleagues work in over 150 countries serving millions of migrants, all over the world. Your support makes this possible.

From partnerships and celebrity engagement to emergencies and campaigns, here's a look at some of the work we've done over the past year, thanks to private sector support.

JANUARY

[GRETA THUNBERG SPEAKS WITH IOM](#)

Climate activist Greta Thunberg spoke with IOM's former Director General António Vitorino to address climate-related migration. The Greta Thunberg Foundation made a contribution to help people affected by the flooding in Pakistan and the drought in Somalia.

FEBRUARY

[TÜRKIYE-SYRIA EARTHQUAKES](#)

When a pair of massive earthquakes hit Türkiye and Syria, IOM was among the first responders on the ground. The Private Sector Partnerships Unit also scaled up its action, reaching out to dozens of potential partners, and you responded – numerous companies immediately pledged their support. We also mobilized the second largest number of donations from online donors for this emergency, second only to Ukraine in 2022.

JULY

["I LEND MY VOICE" CAMPAIGN](#)

In the lead-up to World Day Against Trafficking in Persons on 30 July, IOM partnered with American TV host Jeannie Mai to produce "I Lend My Voice," a digital campaign aimed at creating awareness of human trafficking. The campaign inspired action and supported IOM's Global Assistance Fund.

SEPTEMBER

[LIBYA FLOODS](#)

When Storm Daniel hit Libya, the Private Sector Partnerships Unit went to work, collaborating with colleagues in the Media and Communications Unit to ensure fundraising materials went live on IOM global's social channels to help those affected. IOM was also able



to secure credits with Meta to promote sponsored IOM fundraising posts, bringing increased attention and visibility to the cause.

OCTOBER

GAZA

In October, when conflict broke out in Gaza, IOM was ready, preparing to deliver support to people in neighbouring countries who were affected by the fighting. IOM joined the UN call for an immediate ceasefire, and that all civilians must be protected. The Private Sector Partnerships Unit reached out to companies and individuals to mobilize fundraising efforts amid the publication of an IOM flash appeal, seeking more than USD 69 million over six months to help hundreds of thousands of affected civilians.



NOVEMBER

MO FARAH APPOINTED GWA

The Private Sector Partnerships team was pleased to announce the appointment of four-time Olympic champion long distance runner and human trafficking survivor Sir Mo Farah CBE as its first ever Global Goodwill Ambassador during the 114th Session of the IOM Council. Farah, 40, retired from running in September after a long and celebrated career. He intends to use his new platform to raise awareness of issues affecting people on the move, including protection and trafficking, and advocate for the transformative power of sport, especially for women and children.



AMAZON

Amazon hosted a summit in Germany to celebrate our partnership, which has generated millions of relief items for IOM's humanitarian and emergency operations. This agreement marks some two years of partnership and emphasizes a shared focus on growing our collaboration in disaster relief and emergency support. The occasion featured a fireside chat with IOM Director General Amy Pope and Amazon Vice President, Country Manager for Germany, Austria, Switzerland, and EU expansion countries, Rocco Bräuniger.



HONG KONG GALA

IOM in Hong Kong SAR, China, hosted a gala dinner themed, Let's Act Now for a Better Future, on 23 November, bringing the urgent issue of climate mobility to the forefront. The gala dinner was organized in collaboration with the Asia-Pacific Business Forum and attended by 80 distinguished guests from the private sector. The event was a powerful call to action, highlighting the need for

collaborative efforts to tackle the challenges of climate change and its impact on migration.

DECEMBER

MICROSOFT

During COP28 in Dubai, a landmark agreement was signed between Microsoft and IOM. This pivotal event marks a new era of a strategic partnership aimed at tackling the escalating challenge of climate-induced migration, enhancing pathways, and harmonizing our data systems. The partnership will leverage Microsoft's technological prowess in data analysis and AI and will transform how IOM supports people on the move.

STORIES OF IMPACT

Here are some examples of how the private sector has helped make our work possible.

SAVING LIVES



Photo credit: IOM 2023 / Enver Muhammed

FLEXPORT.ORG

Delivering shelter

“We barely escaped in 10 seconds,” says Necati, who survived the earthquakes that rocked Türkiye and Syria in February 2023. He is in Hatay, in southeastern Türkiye near the Syrian border, seated beside his wife as he recalls the events of that day. They managed to escape, but others close to him did not. **“Unfortunately, we lost 10 neighbours – five Turkish, five Syrian. They were our close friends. We are mourning them,”** he says.

“Our two-floor house was levelled to the ground by the earthquakes.”

He didn’t only lose his neighbours – he lost his home. Most of the houses in the area were either damaged or destroyed, including his.

Following the earthquakes, there were no rental homes in Hatay, where Necati lives with his family. Their only option was to stay in tents. **“We have nowhere else to go,”** he says.

Thanks to in-kind transport from Flexport.org, IOM was able to quickly deliver shelters to people in Türkiye, giving displaced families much needed safety and protection.

“[This shelter] is now our warm family home that protects us from rain, snow, and the cold.”

Necati and his family are relieved to have a roof above their heads again, where they **“can stay warm and cozy without any fear.”**

“We can sleep comfortably. We are grateful.”

SAVING LIVES



Photo credit: IOM, 2023 / Amanda Nero

INNOVATION NORWAY

Bridging the energy divide

When people are forced to leave home, they often leave with few belongings, if any at all. They have to start over and rely on whatever resources they have in their new setting, which can pose a threat to their safety and health. The lack of access to electricity and alternatives to traditional cooking fuel, for example, means people, often women and girls, have to travel long distances to collect firewood to prepare meals, which put them at risk of violence. Inadequate lighting at night also makes people feel unsafe – limiting their livelihood opportunities and access to community services, such as communal latrines.

Beyond the risk to personal safety, this situation also poses a threat to the environment and can lead to strained relationships with host communities, as there is increased competition for limited natural resources.

IOM, in partnership with NORCAP and with support from Innovation Norway, have come up with a solution to these challenges. They have embarked on a ground-breaking initiative in Mozambique to establish a sustainable market for clean energy in displacement settings.

As part of this initiative, IOM has partnered with C-Quest Capital and a consortium composed of Green Light Africa, Mercy Corps, and Epsilon Energia Solar. C-Quest Capital will provide training for constructing and maintaining improved cookstoves, combined with a JetFlame kit, a solar-powered fan designed to enhance cooking fuel combustion. IOM and C-Quest Capital are also exploring the development of high-integrity and high-impact carbon credits, to potentially market these credits as a catalyst for adopting sustainable energy solutions.

The consortium will introduce solar systems in the markets and establish a subsidy fund for the productive use of energy, including solar freezers and irrigation pumps. The project will also incentivize communities to invest in community-based financial solutions that will provide the necessary financial means for families to invest in solar systems, so that they can use cookstoves and have light at night, for homework, to develop a business, and use community services outside their home.

This innovative approach has the potential to transform access to financing, technology, and capacity building for the end-users of these sustainable energy solutions. By breaking down barriers, inspiring partnerships, and empowering communities, we can collectively usher in a safer, healthier, and more sustainable future.

SAVING LIVES



Photo credit: IOM 2023 / Ewelina Kawczynska

LOT POLISH AIRLINES

Flying high

The [2021 Global Estimates](#), a joint report from IOM, the International Labour Organization, and Walk Free, indicate there are 50 million people in situations of modern slavery on any given day. Since many are trafficked by air, the aviation industry plays a crucial role in identifying and intercepting cases of trafficking in persons.

To tackle the issue, IOM has partnered with LOT Polish Airlines to conduct training for cabin crew members, to help them identify suspected victims of trafficking.

“The sessions have equipped the cabin crew with essential tools and techniques to identify potential victims and report suspected cases in a way which is safe for those affected, passengers and crew alike,” explains Iga Marques, training facilitator of IOM Poland’s protection team.

Cabin crew members are in a unique position to identify victims of trafficking. The flight allows them enough time to observe suspicious behaviour, and alert in-flight staff and authorities on the ground before they reach their final destination.

A total of 29 training sessions with some 520 cabin crew members have taken place so far, with more sessions planned.



Photo credit: IOM 2023 / Alexey Shvirin

DRIVING SOLUTIONS



Photo credit: Olga Trofimenko

A blessing in hard times

Millions of people fled Ukraine when the war broke out in February 2022. They left behind belongings, homes, jobs, and loved ones – uprooting their entire lives. Olga Trofimenko and her family are some of the people who fled to seek safety. She made her way to Lithuania with her two children and two teenage sisters, after her brother, who is fighting in the war, urged her to go.

Olga said that being forced to leave your country is like the ground slipping from under your feet – you don't know where you will end up or what to expect. But being in Lithuania has been a blessing, especially for her 14-year-old sister Viktoria. She has scoliosis, a curvature of the spine. Doctors in Ukraine were not optimistic about treating Viktoria's condition. They said the treatment was long, expensive, and complicated. In Lithuania, however, they found doctors who were willing to help, and Viktoria managed to have a successful operation and rehabilitation.

“Overall, a wonderful thing happened in this very difficult situation – my sister feels much better. She even looks different,” Olga said as she expressed her gratitude to all those who helped Viktoria.

Olga and her family are sheltering in a temporary apartment, which, thanks to a partnership between Airbnb.org and IOM, is free of charge.

IOM and Airbnb.org are providing temporary housing for Ukrainians who fled the war, including in countries such as Poland, Moldova, Romania, Slovakia, Hungary, Czech Republic and Lithuania.

Olga is grateful for all the help she and her family have received in Lithuania. But, like many, she wants to return to Ukraine after the war and continue creating her life there. Her plans have been interrupted, but she hopes that this is only a break, and the war will end soon.

DRIVING SOLUTIONS



Photo credit: IOM 2023 / James M. Wilson

AMAZON

Spreading warmth this winter

Each year, as winter approaches, people facing dire needs are forced to make hard choices between food and warmth. That's why support for people on the move is so crucial – the impact of war or conflict, and subsequent displacement, often pushes the most vulnerable to the brink. Increased costs during the winter, for clothing and heating, make day-to-day survival even more difficult.

To help millions of people who fled the war in Ukraine, as well as their host communities, keep warm this winter, Amazon partnered with IOM to provide much-needed clothing.

In October 2023, over 1,100 pallets of brand-new winter clothes were delivered from Amazon warehouses directly to

IOM Romania. The distribution of these items began at RomExpo in Bucharest on 16 October and continues throughout the whole country, in partnership with local government, social services, civil society, volunteers, and other partners, including the Department of Emergency Situations (DSU) who are transporting the aid on behalf of IOM.

Elina and her family arrived in Romania just two days prior to the start of the clothing distribution at RomExpo. **“I came here from Ukraine with my parents to stay and be safe,”** she said. When fleeing their home, Elina explained that her family was only able to pack a small suitcase, forced to leave everything else behind. She expressed her thanks to Amazon and IOM for the new clothes, adding, **“We are in dire need of new, warm clothes, especially now as winter is approaching.”**

DRIVING SOLUTIONS



Photo credit: IOM 2023 / Zaak Garret

YOSHIKI FOUNDATION AMERICA

Notes on courage

In 2022, the war in Ukraine forced Yaroslava and her family to leave their home in Kherson. Today, she learns to play "Shchedryk," a well-known Ukrainian Christmas song on the piano at the integrative music and art therapy studio, "Music Works Wonders." The school is located in the suburb of Kyiv, a safe place to learn music, be creative, and find a sense of belonging as part of the community.

The "Music Works Wonders" studio is one of 12 inclusive creative initiatives that has received IOM support, thanks to Yoshiki Foundation America, to harness the power of music and the arts for people affected by the war in Ukraine.

Yaroslava discovered the music school through a coordinator she met at the dormitory her family was staying in. Her face

lights up as she describes her newfound passion for music. **"For the first time in my life, I have the opportunity to touch the beauty of art and learn how to play the piano,"** she says.

"Music helps me a lot. I relax when I learn how to play. It really pushes me and motivates me to continue my efforts in this field and others," she adds.

Yaroslava knows that the war in Ukraine has left many people in the country displaced, struggling to provide for themselves and their families. For now, she still plans to continue her studies at university, combining it with her newfound passion for art and music. **"I won't reveal all my secrets and dreams, but in terms of music, I would like to learn to play the piano well so that I can entertain myself and others. To continue dancing and creating art and, of course, to continue enjoying life."**

DRIVING SOLUTIONS



Photo credit: IOM Ukraine 2023 / Maryna Orehhova

ZALANDO

Helping children affected by war

As the full-scale invasion broke out in Ukraine in February 2022, millions of people were forced from their homes, including children. Among them, 34 orphan children, aged 3 to 16, and nine counselors from a social support centre in Dnipro were relocated to Ukraine's Zakarpattia region, near the border of Slovakia, where they found safety.

The children were in urgent need of clothing, shoes, and other basic items, including dishes.

Thanks to the generosity of Zalando, IOM Ukraine was able to provide these children with the clothing and shoes they needed, as well as plates and cups for their meals. The children were happy to receive the items and thanked Zalando and IOM Ukraine for the much-needed support.



Photo credit: IOM Ukraine 2023 / Daria Dovzhenko

USA FOR IOM



Photo credit: IOM 2023 / Anna Lozover

Through 2023, USA for IOM, IOM's National Committee in the United States, has continued to support IOM's impactful and innovative migration initiatives across multiple countries, through both new and continued partnerships. The generosity of donors in the United States has enabled USA for IOM to fill gaps in urgent funding and programming needs, supporting nearly 500,000 beneficiaries in total, from Latin America to Ukraine.

The support provided by USA for IOM funded projects range from socioeconomic integration initiatives, mental health and psychosocial support, assisting victims of trafficking and supporting family reunification in Central America to contributing and protecting to the most vulnerable migrants worldwide. USA for IOM's flagship program Entrepreneurship in Movement, now in its fourth phase, has supported thousands of Venezuelan migrants and host community members to grow their skills and businesses.

Through a variety of high-level events involving private sector partners, the donor community, and academia, USA for IOM contributed to awareness raising, including through round tables with the private sector to discuss the future of migration including specific country contexts such as Ukraine, Afghanistan and Mexico. Co-sponsorship of multiple events, including the PLURAL+ Festival, the Global Migration Film Festival, Cities Summit of the Americas, and diaspora engagement and youth dialogue activities, has expanded awareness raising to additional audiences.

USA for IOM is grateful to the foundations, business associations, private sector partners, and IOM staff worldwide who make our work possible.

GOODWILL AMBASSADOR PROGRAM AND CELEBRITY ENGAGEMENT



We are delighted to announce that Mo Farah, an accomplished and multi-medal-winning runner who has not only demonstrated exceptional athletic prowess but has also triumphed over human trafficking, has been officially appointed as our inaugural Global Goodwill Ambassador. This momentous occasion took place during the Council meeting on 28 November in Geneva, where Director General Amy E. Pope made the announcement to all Member States. DG Pope's warm welcome at Council was followed by a joint run for IOM with Mo Farah and colleagues.

As we reflect on these remarkable achievements in 2023, we eagerly anticipate the collaborative endeavors that await us in the coming year. The enthusiasm and commitment displayed by our Goodwill Ambassadors, exemplified by Mo Farah, fuel our anticipation for impactful initiatives and shared successes in 2024.





“Becoming a Global Goodwill Ambassador for IOM gives me a chance to help people, people like me, and make changes. To help people know we can all make a difference in our lives.”

Mo Farah

IOM Global Goodwill Ambassador



Photo credit: IOM 2023 / Muse Mohammed



PLEASE VISIT:



Private Sector Partnerships



Goodwill Ambassador Program and Celebrity Engagement



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