

ORGANISATION NAME:

PVBLIC FOUNDATION

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PVBLIC Foundation is an organisation focused on using media to drive impact and social change. Through partnerships with leading global media companies, PVBLIC works strategically to pair media partners with key non-profits and social impact players. PVBLIC utilises existing and emerging technologies to increase issue awareness around important causes and to help non-profits amplify their message.





***1.** Media partnerships to mobilise the world to take action on the SDGs.

***2.** Partnership with the White House to tackle sexual abuse.

The PVBLIC Foundation has made an internal case for creating shared value by harnessing their employees' desire for sustainability.

Externally, the Foundation sees the benefits in terms of public perception: customers want to know that companies are involved in sustainable development efforts.

The UN can bring credibility to private sector development programmes, according to the Foundation, but the institution needs to lead by example and continue to showcase successful public-private partnerships that demonstrate innovation and development outcomes. The creation of a credible and transparent

mechanism or body that promotes, advises and communicates best practice in public-private partnerships would be a welcome step.

The experience of the MDGs shows the value of setting global targets and objectives, but the Foundation thinks that there are many lessons to learn from the process. The UN has enormous reach and scope but it needs to brand the new SDGs so that they are more widely relatable and can motivate people to take action.

The Foundation found the MDG Fund—which had thematic windows and specific goals that allowed the participation of different UN agencies—a useful framework and would like to see it open up to private sector participation.

A proactive approach to establishing and promoting public-private partnerships would be welcome, although the Foundation cautions that the UN should focus on quality, not quantity in its partnerships. The strategy should not be to go after the largest number of private sector companies but to define and focus on the type of companies with which the institution wants to be aligned.

SUPPORTING THE SDGS

The following are two illustrative examples of initiatives that are supporting the SDGs.

Media Partnerships to Mobilise Media for Social Impact

Partners: UN Office of Partnerships and various UN agencies

The private sector often does not know how to engage in public-private partnerships in matters of development and social impact. PVBLIC was created to address that issue by using the power of media and its influential infrastructure vertical to provide that advantage to social causes.

PVBLIC serves as a platform to bring together the private sector, particularly media and technology companies, and public sector partners to produce wide-scale awareness and reach on social issues.

Through the Media for Social Impact summit, in partnership with UNOP, PVBLIC convened 350 leading media executives and 50 UN officials to discuss how to brand and implement a successful global campaign that will inspire action. This year's summit aimed at engaging the media and advertising community to focus on building infrastructure in support of the SDGs and provide media resources launching a public private partnership (B2B) brand called the Most Important Campaign. The mission of the campaign is to reach, engage and compel global citizens to take action to achieve the SDGs over the next 15 years.

PVBLIC Foundation received over 170 commitments from major media partners reaching more than 120 countries and since the May summit has engaged in and committed to partnerships supporting amongst others the following organisations: UNDP, UNEP, UNCTAD, UNICEF and UN Women.

White House Sexual Abuse Awareness Campaign: It's On Us

Partners: The White House, Mekanism and multiple media vendors

PVBLIC Foundation engaged with the White House in the United States, who wanted to launch a campaign to raise awareness about sexual assault on college campuses, but lacked the resources to do so. PVBLIC leveraged the White House's strong brand recognition and ability to convene the private sector around the issue. PVBLIC engaged web designers and developers, media owners across numerous platforms and over 1,000 colleges and universities as partners.

The "It's On Us" campaign generated over 10 million views on YouTube alone, and over 3 billion impressions nationwide across all media. For its efforts, PVBLIC received the American Association of Advertising Agencies "Cause Partnership Award" in recognition of excellence in social impact messaging.

PVBLIC considered "It's On Us" to be a strong example of a true public-private partnership: public actors who are focused on doing good, that lack funds and capacity but do have the power to convene, a good message and a sense of humanity and urgency. The private sector supplements their efforts with complementary strengths to create a powerful outcome.