# Individual Self Reflection 2020 on World Humanitarian Summit Commitments and Initiatives - SMEs for Humanity

**Organisation Name**
SMEs for Humanity

**Organisational Type**
Private Sector

**City and Country where Headquartered**
Nil

**Focal Point Name**
Mohamad Abdulkader Agha

**Region**
Global

**Twitter ID**
@SME4H

## 4C  Deliver collective outcomes: transcend humanitarian-development divides

### Joint Commitments

| Commitment | Joint Commitment | Commitment Type | Core Responsibility |
|---|---|---|---|
| SME4H commits to working towards establishing 'SMEs for Humanity' (#SME4H), an initiative to create the world's largest online community of small and medium-sized enterprises to achieve better humanitarian outcomes. This initiative aims to build a diverse multi-stakeholder online community where humanitarian needs can be posted in real time by national governments, international agencies, local communities, NGOs and other relevant stakeholders. Small and medium-sized enterprise can provide support in services or goods when and where it is most needed, or offer this assistance to other organisations in need, with a view to building resilience in these communities to enable them to prepare for and better respond during crises. | Mercy Corps, International Rescue Committee, ICRC, UNHCR, ICSB, World SME Forum, SME Association Malaysia, Kuwait National Fund for SME Development, Global Alliance of SMEs, World Association for SMEs | Partnership | Change People's Lives: From Delivering Aid to Ending Need |

**1. Highlight the concrete actions taken between 1 January – 31 December 2017 to implement the commitments which contribute to achieving this transformation. Be as specific as possible and include any relevant data/figures.**

**Joined-up humanitarian-development analysis and planning towards collective outcomes**

1. Continued Consultative Dialogue at the Strategic, Tactical and Grassroots Levels through in-depth discussions with a wide range of stakeholders including the expansion of the SMEs for Humanity (SME4H) Steering Committee, which comprises a balanced mix of members from the small/medium enterprises (SME), NGO, INGO and large corporate communities.
2. Platform Development: approved the platform process flows, selected web, artificial intelligence (AI) and data analytics experts and developers who defined the platform web and mobile functionality and capability.

**2. A. How are you measuring progress toward achieving your commitments? Only the categories selected by the organisation will be seen below.**

☑ Through existing, internal systems or frameworks for monitoring, reporting and/or evaluation.
☑ By applying processes/indicators developed to measure WHS commitments specifically.

**3. A. Please select no more than 3 key challenges faced in implementing the commitments related to this transformation. Only the categories selected by the organisation will be seen below.**

☑ Other: Risk aversiveness by UN and humanitarian agencies to work with local suppliers. The issues of capacity and quality of delivery have been raised consistently.

**Keywords**

Humanitarian-development nexus

# Initiative Reports

## The Connecting Business Initiative :

**What concrete actions have you taken in support of the initiative.**

Driving private sector interest by bringing the SMEs component to the initiative and testing interest in the Jordan pilot, which resulted in more than 300 signatories in Amman alone.