
Guide to Becoming a Global Breastfeeding Collective Partner

Co-led by UNICEF and WHO, the Global Breastfeeding Collective (“Collective”) is a partnership of prominent organizations advocating to increase political commitment and financial investment for breastfeeding. The Collective is aligned around a Call to Action which sets forward seven policy actions governments and other stakeholders should take to protect, promote, and support breastfeeding.

The Global Breastfeeding Collective invites alliances with committed entities willing to join forces to realize the Collective’s mission and advance its policy actions.

Who can become a partner?

- Partners may include international NGOs, philanthropic foundations, governmental and intergovernmental institutions, UN organizations, and academic institutions engaging in operational efforts related to the Collective’s policy asks. Partner organizations must be recognized non-profit organizations.
- Partners must support the broad goals, mission, and vision of the Collective and demonstrate commitment to each of the following:
 - Significant contribution to the protection, promotion and support of breastfeeding;
 - Willingness to contribute to the advancement of the strategic goals of the Collective
 - Willingness to actively contribute to deliver and amplify the Collective’s messages
- Partners must have a demonstrated global and/or regional reach (for example, operational presence or activities funded in multiple countries; influencing the global or regional agenda on one or more of the seven policy asks).
- Partner organizations must have five or more active volunteers and/or staff members.
- Partner organizations should have no existing conflict of interest in terms of ties to or financial interest in manufacturers or distributors of breastmilk substitutes, feeding bottles or teats.

What is the role of a Partner?

- Partners are welcomed to join in setting and executing the Collective’s strategy through participation in Partner-only calls and meetings. Each partner organization may have up to five representatives on monthly calls, with the goal of regional distribution of representatives.
 - Partners can join the Collective mailing list to receive regular communication on the Collective’s initiatives, activities and advocacy actions.
 - Partners will be identified on the Collective website and in relevant Partner communications.
 - Ongoing partnership status requires:
 - Active and engaged participation in at least one working group per year.
 - Amplification of Partner events and initiatives.
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How to become a Partner

Interested organizations are asked to submit an expression of interest, identifying an individual who will be the focal point for the organization. The expression of interest should address the following questions:

1. How does your organization align with the requirements for Partner membership?
2. Does your organization have a conflict of interest in terms of ties to or financial interest in manufacturers or distributors of breastmilk substitutes, feeding bottles or teats.
3. What capabilities and activities can your organization contribute to advance the vision, mission and policy goals of the Collective?

Expressions of interest should be submitted to breastfeeding@unicef.org. All partner applications are subject to review by the Collective's Coordination Committee, and will be evaluated against the membership criteria and the organization's capacity to contribute to the Collective's aims. Not all applications that meet the Partner requirements will be accepted. A response to the organization will be sent within six weeks of receipt.

Please note: Individuals may be invited by the Coordination Committee (steering committee of the Collective) to participate in specific meetings or conduct discrete tasks, but may not be members of the Collective. Affiliates of existing partner organizations should participate through their parent organization and not as separate partners.

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