

The
Research
Toolkit

EQUAL*Reach*

Partnering with the **Private Sector**

A Guide for Refugee-Led and
Refugee-Supporting
Organizations



What is EqualReach?

EqualReach is an impact-driven, B2B freelancing marketplace connecting organizations to vetted, highly-skilled teams from refugee communities around the world.

Together, we create dignified work while achieving your business goals.

[Visit equalreach.io](https://equalreach.io)

Introduction: Why Private-Sector Partnerships Matter

Refugee-led and refugee-supporting organizations (RLOs and RSOs) play a vital role in building livelihoods, resilience, and self-reliance for displaced communities. Yet long-term sustainability often depends not only on grants or philanthropy, but on access to private-sector markets — opportunities where social impact and business value align.

The private sector is increasingly seeking credible partners who can deliver high-quality work and measurable impact. ESG (Environmental, Social & Governance) commitments, DEI (Diversity, Equity & Inclusion) targets, and new procurement policies are driving demand for inclusive suppliers and impact-driven talent pipelines (OECD, 2023; IFRS Foundation, 2024).

EqualReach 2025 Interview Insight:

“We’re under pressure to prove inclusion, but we don’t always know where to start. Partnering with organizations who can deliver and measure impact is a win-win.” – Corporate Leader, Technology Sector

Private-sector collaboration offers a twofold opportunity: **it brings sustainable income to refugee professionals while helping companies meet their business and social-value goals.**



Understanding **What Companies Value**

Companies increasingly recognize the value of refugee and displaced talent — but they need to see the business case clearly.

An EqualReach survey (2025) found:

- Over 70% of private-sector leaders track business metrics such as revenue growth and customer satisfaction.
- Fewer than 25% track supplier diversity — though most expressed interest in doing so to meet ESG and regulatory commitments.

This represents a clear opening for RLOs and RSOs to position themselves as reliable, impact-aligned partners.

What Businesses Prioritize:

- Reliability: on-time, high-quality delivery
- Efficiency: cost-effective services and clear ROI
- Reputation: evidence of inclusion and alignment with ESG or social-value goals

To engage effectively, refugee-led organizations must demonstrate that partnering with them meets these same standards — while providing the added benefit of social impact.





Speaking the **Language of Business**

Successful partnerships begin with clear communication. Many social enterprises emphasize why they do the work; businesses, however, also need to understand what results they can expect.

Examples of Strong Framing

- “Delivered 98% of projects on time.”
- “Team includes 70% displaced professionals, creating pathways to stable income.”
- “Provided 15% cost savings compared to traditional vendors.”

Each statement combines business metrics (efficiency, quality) with social outcomes (employment, inclusion) — a format corporate buyers immediately recognize.

Interview Insight:

“Our CEO doesn’t just want to see the sales pipeline anymore — they want to know how diverse our suppliers are and whether that’s improving year over year.”

– Tech Industry Leader

This dual framing — blending commercial performance with social proof — turns impact into a differentiator rather than an add-on. Where possible, quantify results over time (e.g., % improvement year-over-year) to show ongoing performance too.

Building a **Winning Proposal**

When pursuing corporate opportunities, refugee-led organizations should approach proposals with the same rigor as established vendors.

1 Scope Clearly

Define deliverables, milestones, and success metrics. Specificity signals professionalism and reduces perceived risk.

2 Set Competitive Pricing

Benchmark against industry rates. Pricing should reflect market value — social impact is a bonus, not the justification.

3 Highlight Blended Impact

Include both business KPIs (e.g., delivery time, quality rating) and social KPIs (e.g., % refugees employed, certifications earned).

4 Provide Proof Points

Share client testimonials, case studies, and quality scores. Evidence builds confidence and credibility.

EqualReach provides proposal templates and coaching resources to help partners communicate impact in a client-ready format.

Tracking and Reporting:

The Foundation of Trust

The most successful partnerships are built on transparent, data-driven reporting. Companies increasingly expect partners to supply metrics they can integrate into internal dashboards and ESG reports (European Commission, 2024).

Business Metrics

Suggested Starter KPIs

- Project delivery time
- Client satisfaction score
- Cost efficiency or savings

Social Metrics

Suggested Starter KPIs

- % refugee team members
- Skills gained or certifications earned
- Income stability or wage increase

EqualReach provides proposal templates and coaching resources to help partners communicate impact in a client-ready format.

Tracking both sets of data enables companies to report on blended impact — demonstrating that inclusion drives performance, not cost.

Interview Insight:

“Tracking the skills gained by refugee contractors helped us with both internal performance reviews and CSR reporting.” – Corporate Leader, Professional Services

EqualReach’s reporting framework simplifies this process, providing side-by-side summaries of business and social results that clients can incorporate into ESG and procurement reports.

How Refugee-Led Organizations Can Stand Out

Drawing on EqualReach's field insights and partner feedback, five practices consistently distinguish high-performing refugee-led enterprises:

- Professional Presentation: Branded materials, clear proposals, and references.
- Quality Assurance: Standardized workflows, review systems, and client feedback loops.
- Data and Impact Tracking: Collecting consistent performance and inclusion metrics.
- Partnership Mindset: Positioning as collaborators solving client challenges, not beneficiaries of goodwill.
- Visibility: Sharing success stories through ESG reports, social media, and EqualReach's network.

These practices reinforce trust and position refugee-led teams as strategic partners within corporate value chains.

Conclusion + Call to Action

Working with businesses does not dilute a social mission — it amplifies it. By aligning with private-sector standards in quality, reliability, and communication, refugee-led organizations can unlock sustainable partnerships that deliver both income and influence.

EqualReach supports this process through:

- Proposal templates and mentorship for partner readiness
- Access to vetted global client projects
- Automated impact-reporting tools showcasing blended value

[Join the EqualReach Delivery Partner Network](#) to access new business opportunities, strengthen reporting capacity, and scale your organization's social and economic impact.

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What We Do

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