

Providing insight into humanitarian assistance for companies and entrepreneurs

Workshops, company talks & tailor-made speeches by Claire Barnhoorn



Humanitarian aid worker is, since a poster for a charity run for Ethiopia in first grade, my dream job. I was aged five or six when the great famine in Ethiopia was at its heights. On one of the walls in our classroom there was a poster; a charity run at our primary school. A poster with two little boys, distinctive round bellies, hand in hand, dusty background. I came home enthusiastically, “Mum, Dad, I gotta run, and you have to pay me. With this money Ety and Jopy can buy food, and hence they will not be hungry any longer”.

Today, 33 years later, I know Ethiopia is a country, and humanitarian aid work is still my passion, dream, moral obligation and ambition. However I have witnessed the shattering of over tens of illusions; changing from an idealist into a pragmatic realist. My name is Claire, after studying International Development studies in Wageningen (the Netherlands) and Humanitarian Assistance in Dublin (Ireland), working in humanitarian assistance. After years with Doctors without Borders (MSF), currently working as adviser in (data-driven) innovation in aid. Over the last eight years I have worked with many dedicated persons in field office all over the world, both UN and NGOs.

Now I am back in the Netherlands, and have two young sons (adorable ones as every other mother would say...). These boys ask the ‘why’ questions a gazillion times a day. A question we often fail to ask regarding humanitarian innovation and partnerships. Something that is intriguing me. A question we should ask in our sector and for everybody who wishes to contribute in our sector should raise and investigate.

Humanitarian assistance is facing a huge transition. Innovation and Public Private Partnerships are a ‘hot topic’ as well as the way forward. However, as a company or entrepreneur, how do you get access in this sector? How does this sector work and why does it operate this way? Is humanitarian assistance the same as development aid? What could be a useful contribution from our company or knowledge in humanitarian innovation? How can I find my users or use-case? What is the humanitarian landscape, its background and history? Which influence has the historic background to the current state? Which organisations would fit best to my company or organisation?

After having worked as aid worker for many years, I see a change happening for the corporate sector in humanitarian aid. Based on my expertise, background and know-how I wish to support companies, entrepreneurs or consortia to understand the humanitarian aid world, the sector and landscape. To clarify questions and understanding for future successful public private partnerships in aid. A kind of a crash course in aid, inspirational thoughts, the history, landscape and debates taking place; specified on your company or organisation.

I love to hear from you and discuss future conversations, and see how I can help you and your company.

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