“Adding new partners, adding more value”

A Private Sector Engagement Update

Stefan Germann, World Vision International (NGO)

Naveen Rao, Merck (PMNCH Member on behalf of the Private Sector constituency)
Opportunity for the private sector to bring expertise, and other resources to accelerate achievement of MDG 4 & 5
Private Sector Commitments to the Global Strategy in 2010 and 2011

- Chemical: Dow Corning
- Consumer goods: Body Shop
- Diagnostic and medical devices: BD, GE, Medtronic Foundation
- Food & beverage: Nestle
- Healthcare services: LifeSpring Hospitals
- Health supplies: Vestergaard Frandsen
- Media and communication: BBC World Trust
- ICT/mobile: HP, Intel, LGE, Safaricom
- Pharmaceuticals: BMS, GSK, J&J, Merck, Novartis, Novo Nordisk, Pfizer
Key Take-Aways

- Doing Good is Good Business
- Need for common understanding between public and private sectors
- Incentivizing in-country implementation and partnerships
- Different ways of private sector engagement
- View women as consumers and customers
- Leverage unique strengths of the private sector

- Untapped potential of mobile technology
- Collective private sector engagement and advocacy
- Importance of employee engagement
- Sharing information to address needs and holding all leaders accountable
- Direct link to thematic report on innovating for women’s and children’s health

Evidence, advocacy and accountability for women’s and children’s health
Innovation Working Group Update

- New IWG Taskforces in development
  - Sustainable Business Models in Health
  - Medical Devices
  - New financial instruments

- Example: Sustainable business models
  - Goal: To identify successful business models in the low- to middle-income setting that can inspire and help proven pilots to establish scale.
  - 3-month effort
  - Currently scoping effort
Private Sector Engagement Guide for EWEC

- PMNCH & IWG issued RFP for development of Engagement Guide

- Purpose: To outline specific and practical opportunities for private sector engagement in RMNCH through its core business, strategic CSR projects & partnerships

- Consultations in close collaboration with private sector members

- Launch Date: World Economic Forum, Davos, January 2012

- Phase I: Focus on five industry sectors (now – Jan 2012)

- Phase II: Focus on Countries (Feb 2012)
Meeting Objectives:

1) Identify key priorities in the work plan for the private sector
2) Determine how the private sector can achieve those objectives & make an impact
3) Agree on constituency governance and board selection process

Participants:
- GE Healthcare
- GSM Alliance
- Intel
- J&J
- Medtronic
- Merck
- mHealth Alliance
- Orange – France Telecom
- Safaricom
- Siemens
- Pfizer
- NovoNordisk
Key Takeaways

- General agreement private sector has important responsibility in achieving MDG 4 and 5
- Private sector could bring business, scientific skills and an innovative mindset to accelerate impact
- PMNCH provides a unique platform for win-win collaboration
- Next steps:
  - Follow on conference call in 2-3 weeks
  - Target to coalesce into a constituency and decide on Board representation by end of the year
Additional Opportunities for Engagement

- UN Secretary General Asia Trip, Nov. – private sector events in India, Bangladesh, Indonesia
- Meeting in Ottawa, Nov - COIA follow up
- 4th High Level Forum on Aid Effectiveness, Busan, Nov. 29
- WEF Davos 2012, Jan 24-29
THANK YOU