



11th PMNCH Board Meeting
25 October 2011
Paris, France

“Adding new partners, adding more value” A Private Sector Engagement Update

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Sector constituency)*

Evidence, advocacy and accountability
for women's and children's health



EVERY WOMAN
EVERY CHILD

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**

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)

1st PMNCH Private Sector Consultation, Oct.

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■ 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 | - mHealth Alliance |
| - GSM Alliance | - Orange – France Telecom |
| - Intel | - Safaricom |
| - J&J | - Siemens |
| - Medtronic | - Pfizer |
| - Merck | - 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

- ITU Telecom World 2011, Geneva, Oct 24-27
- 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