



BI2/I2 - 12th PMNCH Board Meeting
Item 9: Private Sector and Innovation Working Group
3rd & 4th May, 2012
New York, USA



PMNCH Private Sector Constituency



Sharon d'Agostino, J&J
Craig Fredericks, GSM Assotiation
Sylvia Mulinge, Safaricom



Session Agenda

Private Sector Constituency

(Sharon d'Agostino, J&J; Craig Friderichs, GSMA; Sylvia Mulinge, Safaricom)

- **Update on constituency**
- **Vision**
- **Priority activities**
- **IWG/ PMNCH Private Sector Engagement Guide**

Innovation Working Group

(Scott Ratzan, J&J and Frederik Kristensen, Norway)

Invited Guest

(Ray Chambers, MDG Health Alliance)

Private Sector Constituency - Update

- **11 members (and 4 joining*), 6 industry sectors**
 - **ICT/mobile:** GSM Association (GSMA), Intel, Safaricom, HP*
 - **Pharmaceutical manufacturers:** Merck, Johnson&Johnson, NovoNordisk, Novartis Foundation, Pfizer*
 - **Pharmaceutical wholesalers:** International Federation of Pharmaceutical Wholesalers (IFPW)
 - **Medical devices:** Medtronic Foundation, BD*, GE Healthcare*
 - **Media:** Development Media International (DMI)
 - **Consultancy:** Health Partners International (HPI)

Participation in: Commitments to EWEC, IWG, Commission on Life-saving Commodities, UN Global Compact, MDG Health Alliance etc.

- Developed ***Private Sector Constituency Guidelines***
- Established criteria and process to select Board members

Developing vision

- 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

Establishing well-functioning working model for the constituency

- Effective coordination, collaboration and communication
- Strategically expand and strengthen constituency with new members and new industry sectors

Proposed Priority Activities

Support and add value to PMNCH mission and work with partners across all PMNCH strategic objectives (SO), outlined in the Strategic Framework 2012-2015 to accelerate health MDGs.

(aligned with “PMNCH Principles for Private Sector engagement”)

SO I: Brokering knowledge and innovation for action

- Finalize and launch the private sector engagement guide
- Next step: select countries aligned with PMNCH priorities, identify needs, opportunities and initiatives capable of scale, contribute to “how to” series with focus on shared value and collective impact
- Provide input to Innovation Working Group across task forces

Proposed Priority Activities

SO2: Advocating for mobilization and alignment of resources and for greater engagement

- Support developing aligned communication messages across constituencies for PMNCH, EWEC, IWG
- Participate in joint campaigns and key events
- Map private sector events where there is opportunity for advocacy
- Work with partners to mobilize private sector in support of Every Woman Every Child (e.g. MDG Health Alliance, UN Foundation, UN Global Compact, etc.)

Proposed Priority Activities

SO3: Promote accountability for resources and results

- Provide input to iERG (Independent Expert Review Group)
- Promote accountability for resources and results
- Advocate for implementation of the recommendation of the Commission on Information and Accountability (COIA), in particular those on information and ICT
- Provide input to 2012 PMNCH Report on Commitments to Every Woman Every Child.

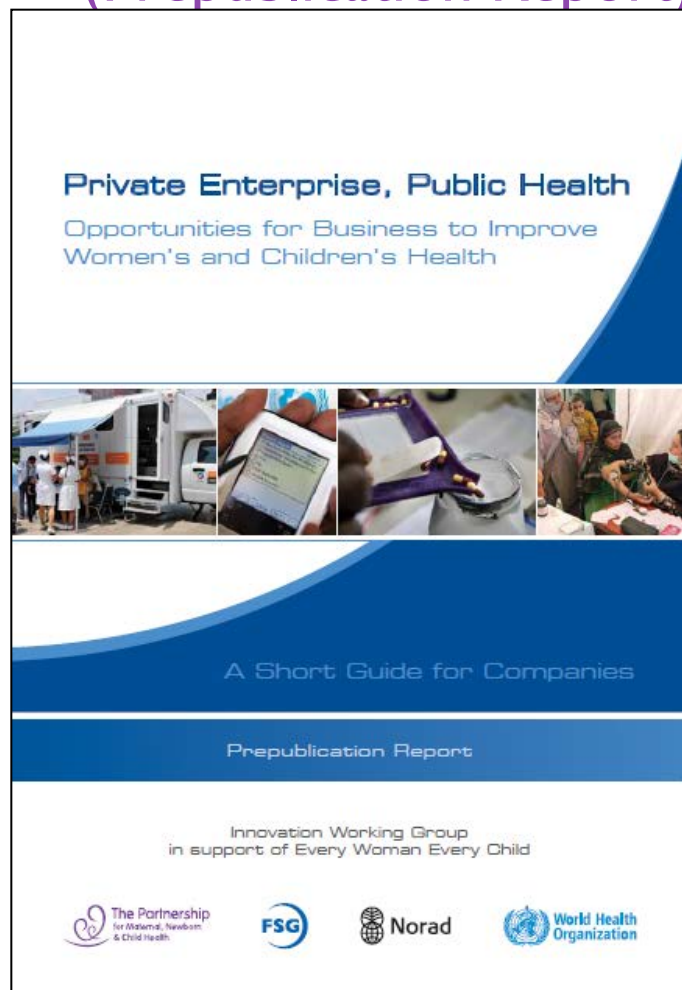
Proposed Priority Activities

Cross-cutting issues

- Strengthen representation of other industry sectors
(e.g. financial/insurance, media/social media, consumer goods, nutrition/beverage, extraction/mining, etc.)
- Participate in Board committees
- Establish and support effective private sector focal point.

Item 9a: IWG/ PMNCH Private Sector Engagement Guide

(Prepublication Report)



A Guide for Companies

Purpose

- **Engage** large companies in support of EWEC
- **Trigger transformative partnerships** around women's and children's health - **sustainable** and **scalable**

Key Messages

1. Companies can help save **16 million lives**
2. Identify **needs** and **opportunities in countries**
3. **Create shared value** around these needs
4. **Collective impact** for transformative partnerships
5. **Next steps:** focus on countries

Developing the Guide - Consultations & Key Events

June 21-22, 2011	Oslo, Norway: Innovation Working Group meeting.: members agree to commission development of a private sector engagement guide in support of Every Woman Every Child. (New African Connections Summit- Opportunities when Technology, Finance and Healthcare meet).	December 1, 2011	UN General Assembly adopts resolution “Towards Global Partnerships” to accelerate UN-business partnerships.	January 19, 2012	Consultation with the Innovation Working Group for Every Woman Every Child (Teleconference)	February 14, 2012	Discussion with the PMNCH Executive Committee based on stakeholder consultations (Teleconference)	March 23, 2012	Launch of the UN Commission on Life – Saving Commodities	March 28-29, 2012 2012	In Vienna: Meeting of the United Nations Private Sector Focal Points and Global Compact LEAD Task Force including several companies.
2011						2012					
September 21, 2011	In New York, USA: Harvard Club Private Sector Luncheon Consultation - Innovating for Every Woman Every Child: “Towards sustainable partnerships and business models”.	September 21, 2011	In New York, USA: Every Woman Every Child - new commitments announced to Every Woman Every Child including several from the private sector.	January 27, 2012	In Davos, Switzerland: Special consultation at the World Economic Forum, “Opportunities for growing business and improving women’s and children’s health”.	March 7, 2012	Consultation with the United Nations Private Sector Focal Points (Teleconference)	April 25, 2012	In New York, USA: Presentation of the Guide at the Innovation Working Group meeting at the Columbia University.		

Different Industries Address Multiple Needs

The guide identifies:

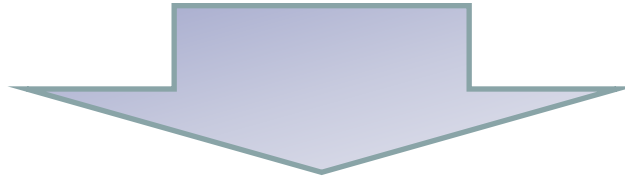
- Opportunities across continuum & health system
- Examples & models
- Actors & partnerships



Companies from different sectors create shared value

They do so through **business models** and **philanthropy**

- **Reconceive products and markets**
- **Redefine value chains**
- **Strengthen local clusters**



- Successful initiatives focus on companies' **core competencies**...
- ...but often need to address **multiple gaps** in the health landscape simultaneously...
- ...and involve **partners from complementary industries and sectors**

Examples of Transformative Partnerships: Sustainable Business Models at Scale or Scaling Up



INTEL – India's Digital Approach to Medical Education

Issue: Acute shortage of health workers in India and lack of uniformity of standards of medical education across the country.

Partners: Bank of India, International Financing Corporation, MedRC EduTech - content developer, BSNL broadband provider, Cisco and Microsoft.



NOVARTIS – Arogya Parivar

Issue: 65% of India's population lacks access to essential medicines.

Partners: Public sector at state and community level, over 20 NGOs, Vestergaard Frandsen, micro finance institutions.



Safaricom - Helping to spread the cost of health care

Issue: Need for innovative payment system for health services for the poor.

Partners: Government of Kenya, Changamka - medical insurance provider, private and public health providers.



TV Globo

Issue: Lack of health services and health education for the poorest population in Brazil.

Partners: Government agencies, universities, NGOs, private network distributors.



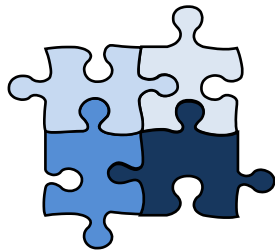
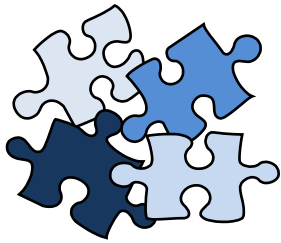
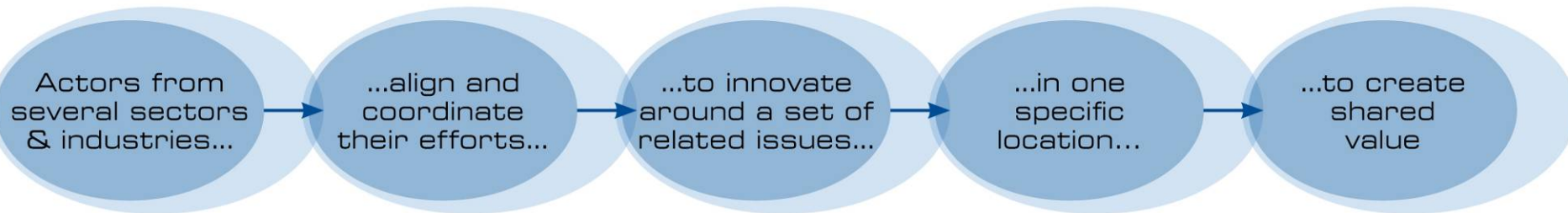
BHARTI AIRTEL – SMS-Based health information packs

Issue: Lack of access to health-care information in India.

Partners: Private content providers e.g. mDhil, local governments.

Collective Impact Can Change the Economics, Unlocking New Opportunities for Business

A vision for collective impact in women's and children's health



Next Practical Steps: Focus on Select Countries

Page 29 of the Guide: Key Questions & Useful Resources

- ① **Identify opportunities**
- ② **Prioritize and build the business case**
- ③ **Explore partnership options**



“ This guide is a very helpful tool. Now it is important how it will be used and how we'll catalyze collective action and create shared value together with women and children in the countries. ”

— Julio Frenk,
Dean, Harvard School of Public Health,
PMNCH Board Chair

Thank you!