

Private Sector Engagement

1. Private Sector Constituency Development - Update

The creation of a private sector constituency reflects PMNCH Board decision in June 2011 to extend PMNCH membership to the private sector and create two Board seats representing the private sector constituency, following consultative process with the PMNCH constituencies and the Board.

New and growing private sector constituency includes some of the leading local, regional, and multinational companies and business associations actively working in areas or RMNCH, which have made commitments to Every Woman Every Child effort, have shown leadership and participate in the Innovation Working Group in support of Every Woman, Every Child and numerous other related initiatives globally and locally.

At present the private sector constituency includes 11 members from 6 different industry sectors (ICT/mobile, pharmaceutical manufacturers and wholesalers, medical devices, media and consultancy) and different geographies: **Intel, Safaricom, Merck, Johnson&Johnson, NovoNordisk, GSM Association (GSMA), International Federation of Pharmaceutical Wholesalers (IFPW), Novartis Foundation, Medtronic Foundation, Development Media International (DMI) and Health Partners International (HPI)**, and others which are in process or have expressed interest to join including **Beckton Dickinson, Pfizer, HP and GE Healthcare**.

Following the 1st in-person consultation in October 2011 in Paris members developed the **PMNCH Private Sector Constituency Guidelines** to define constituency governance, including composition and criteria for members and representatives. This was followed by elections in April 2011 resulting in selection of two **Board members and alternate (GSM Alliance, J&J and Safaricom)**.

The constituency is planning the 2nd in-person consultation in New York prior to the May PMNCH Board meeting. The members agree that an important part of discussion will be HOW to work with the members to establish a well-functioning working model for the constituency leading to effective coordination, collaboration and communication among members, as well as ensuring to strategically expand and strengthen the membership with new members and new industry sectors.

2. Vision for Collaboration: Adding New partners, Adding New Value

Private sector, with its global scale, unique skills, resources, energy and influence is instrumental in helping accelerate progress to improve women's and children's health through innovative and sustainable solutions, working with other stakeholders.

At the 1st consultation in October 2011 in Paris the private sector members agreed and reaffirmed:

- the private sector has important role and responsibility in achieving health MDGs;
- Every Woman Every Child global effort offers opportunity for the private sector to bring expertise, and other resources to accelerate achievement of MDG 4&5;
- a joint commitment to bring business, scientific skills and innovative mindsets to scale and accelerate

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impact in rapidly changing development landscape; and

- PMNCH offers a unique global platform for win-win collaborations and partnerships to accelerate implementation of Every Woman Every Child effort.

3. Private Sector Constituency Objectives: Supporting 2012 PMNCH Workplan and PMNCH Strategic Framework 2012-2015

The constituency's core objectives are to 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 and the *Principles of Engagement with the Private Sector*.

PMNCH strategic objectives defined in the Strategic Framework 2012-2015, and the role of the private sector under each objective include:

- **SO1: Brokering knowledge and innovation for action**

(Coordinating partners: WHO, Government of India, Maternal Task Force at Harvard School of Public Health)

Private sector role: to contribute business expertise, scientific skills and innovative ideas towards achieving MDG 4 and 5, including through the UN SG's *Innovation Working Group (IWG)* in support of Every Woman Every Child (the Secretariat hosted at PMNCH).

Priority activities include:

- Launch of the private sector engagement guide entitled “*Private Enterprise, Public Health – Opportunities for Business to Improve Women’s and Children’s Health*” at the Child Survival Summit in June 2012 (pre-publication draft was presented at the IWG meeting on April 25, 2011 in New York and is available for final comments);
- Use the Guide to expand private sector outreach;
- Build on the Guide and focus on select countries working with key stakeholders, and IWG, to identify specific needs, opportunities and partners for investments and collaborations in these countries (e.g. India, Nigeria, or other countries to ensure synergies with other partners);
- Contribute to the “HOW TO” series of evidence development of country specific RMNCH investment and implementation scenarios, including participating in regional workshops and high-level policy dialogue on investment/ implementation/ advocacy/ accountability. On these activities, PMNCH is working with partners including Asian Development Bank, African Development Bank, Rand Europe, Implementation Research Platform and University of Queensland;
- Work closely with the UN Secretary's General Innovation Working Group co-chaired by J&J and Norway (PMNCH is the Secretariat) to exchange knowledge and lessons learned, and help identify 3-4 high impact innovative solutions and financing models to improve sustainable delivery of essential interventions and can be scaled up.

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

(Coordinating partners: Family Care International, Save the Children, NORAD/ Norway)

Private sector role: to support PMNCH advocacy efforts through corporate leadership (i.e. helping to further define goals and strategies, motivate others), joint campaigns, key events, publications, communication expertise. This will be achieved in collaboration with other 6 PMNCH constituencies, and working closely with other key partnerships such as MDG Health Alliance, UN Global Compact and Every Women Every Child implementing partners.

Priority activities include:

- Joint campaigns with objective to get new and strengthened commitments to Every Woman Every Child, in particular those that address critical needs and are sustainable, scalable and deliver strong impact (e.g. around the Commission on Life-saving Commodities co-chaired by the President of Nigeria and Prime Minister of Norway, and its recommendation; Child Survival Summit in June in Washington DC; Family Planning Summit in July in London, Born Too Soon Report launched in May in New York; Pacific Health Summit in June in London; September UN General Assembly and special event on EWEC; GSMA-mHealth Summit in Cape Town and Washington; and the World Economic Forum events including Davos 2013; etc.);
- Provide input to UN SG led process to develop UN-business partnership services facility;
- Providing communication expertise for PMNCH, EWEC and IWG, including web and social media;
- Support establishment of Business Councils in collaboration with MDG Health Alliance and partners in Nigeria and India, or other countries.

▪ **SO3: Promote accountability for resources and results**

(Coordinating partners: CIDA/ Canada, Government of Tanzania, World Vision International)

Private sector role: To support accountability for resources and results.

Priority activities include:

- Provide input to iERG (Independent Expert Review Group), chaired by Richard Horton (Lancet) and established for period 2012-2015 to report regularly to the United Nations Secretary-General on the results and resources related to the Global Strategy and EWEC on progress in implementing the recommendations of the Commission on Information and Accountability (COIA), co-chaired by the President of Tanzania and Prime Minister of Canada, and summarized in the report Keeping Promises, Measuring 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.

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▪ **Cross-cutting objectives - Countdown to 2015 and PMNCH governance & administration**

Private sector role: support overall objective.

Priority activities include:

- Strengthen and expand strategic engagement of companies and business associations with the Partnership (e.g. strengthen representation of other industry sectors such as financial/insurance, media/social media/entertainment, consumer goods, food/ beverage, extraction/mining, etc.);
- Consider participation in Board committees (Executive Committee, Finance Committee);
- Explore establishing and supporting the private sector focal point;
- Explore possible opportunities in supporting Countdown to 2015, which will provide status update on 75 priority countries and highlight evidence on what works in countries to reduce MNC mortality. The new report will be launched at Child Survival Summit in June 2012 , partners include WHO, UNICEF, JHU, Family Care International and others.

4. Key advocacy opportunities in 2012

See timeline of key events (private sector events to be added):

