



Private sector leadership for women, children and adolescents' health

PMNCH 30th Board Meeting – 6-7 Dec 2022

1. Background

This discussion will guide the development in 2023 of an updated Private Sector strategy for PMNCH.

Key questions:

How can private sector leadership be supported and strengthened through the PMNCH platform, and how can all PMNCH constituencies support the contribution of private sector members?

What has been learned about the contribution, challenges and opportunities of private-public partnerships for WCAH?

How can PMNCH apply these lessons to strengthen its position as a driver for change through Private Sector leadership?



The private sector in PMNCH

Constituency trends: Expanding number of members, diversity and knowledge

Since its launch, the PMNCH PS membership has grown significantly, both in size and quality of engagement,



Nearly half of the PS constituency members have joined PMNCH in the last two years alone



Growth due to the increasing visibility of the PMNCH platform + rapid growth of SMEs in emerging markets



The private sector in global health

Expanding visibility for PS contributions: During COVID-19, private providers essential to technology development, distribution, service delivery, financing, training, infrastructure



Important to understand PPP success factors: How can PMNCH play its part in this to scale up high value partnerships, fully integrated across constituencies?



Triple C crisis for WCAH underlines urgency of strengthening PPPs: PMNCH plays a key role in encouraging greater integration for joint advocacy and accountability



Understanding dual value:

What does PMNCH bring to the private sector, and what does the private sector bring to PMNCH?

3. Dual value: PMNCH towards the private sector, and the private sector

PMNCH offers the private sector:

- * Platform for access and influence
- * Visibility & recognition
- * Partnership opportunities

The private sector offers PMNCH:

- * Community priorities and needs through strong market knowledge
- * Technology and innovations, including digital tools
- * Resource mobilization capacity



*Strategic opportunities
for private sector
leadership in PMNCH*



Knowledge Synthesis

Through the PMNCH Knowledge & Evidence Working Group, PS members contribute to:

Development of evidence-based advocacy material on the role of innovative financing instruments, including blended financing models and funding

Contribution of case studies and good practices to make the case for private sector engagement in WCAH and well-being



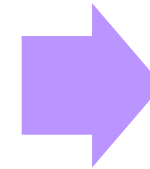
Partner Engagement

Participating in national coalitions and multi-stakeholder platforms for joint advocacy and accountability



Offering MSPs:

- i) Technical expertise in service delivery, innovation and M&E
- ii) Sharing industry best practices and case studies
- iii) Sharing knowledge of client needs and preferences



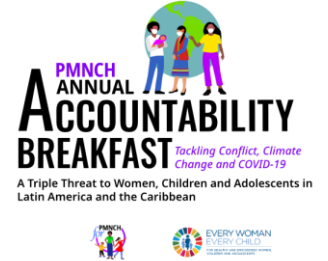
Opportunity:
Connecting PMNCH to regional and national private sector alliances, including beyond the health sector



4. Strategic opportunities for private sector leadership in PMNCH

Campaigns and Outreach

The Private Sector Constituency plays a critical key role in designing, leading and shaping PMNCH-led campaigns



Private Sector members lend voice and expertise to PMNCH campaign events (e.g., Lives in the Balance, PMNCH Accountability Breakfast) and link PMNCH to private-sector platforms such as the World Economic Forum



In 2023: Private Sector members can contribute to the 1.8b campaign and the Global Forum for Adolescents by offering youth-consumer knowledge, planning the Innovation Marketplace, branding/marketing expertise, resource mobilization



Next steps

The Way Forward



Ideas developed during discussion during the 30th PMNCH Board meeting will be captured in a **private sector strategy paper** to be developed by the constituency in 2023



Strategy to guide the **2022-23 workplan contributions** of the Private Sector constituency in a coordinated and effective manner