

WORLD ECONOMIC FORUM
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Business Coalitions for Health
at the interface of national and global action

Dr. Olivier Raynaud, M.D.
Senior Director of Health Initiatives and Healthcare,
World Economic Forum



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ANALYSING THE POWER SHIFT IN GLOBAL HEALTH
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Content

- Intro & World Economic Forum's mission
- Health at the Forum :
 - The Global Health Initiative
 - Private-Public Partnerships
- Business coalitions :
 - Rationale
 - Key Success Factors
 - Recent examples
- Conclusion





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The Forum's Mission Statement

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in communities to shape the global, regional and industry agendas.





The Global Health Initiative (GHI)

- The Global Health Initiative was launched in 2002 by Kofi Annan at the World Economic Forum Annual Meeting in NY
- Objectives to mobilize businesses to work in partnership with governments, UN agencies, international organizations, foundations and non-governmental organizations to address global health challenges

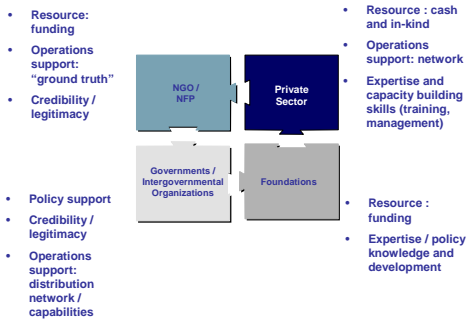


GHI's Mission Is to Effectively Catalyse PPP in Global Public Health





Potential Partners and Their Possible Contributions





GHI's Role in Making PPPs Work

- Act as a Catalyst and driver through :
 - Initiating and coordinating of high-level private sector engagement (secretariat)
 - Developing tools, guidelines and resources for businesses
 - Conducting pilot to confirm “proof of concept” and sustainability
 - Initiating /selecting in-country alliances on global health issues
 - Securing smooth transition



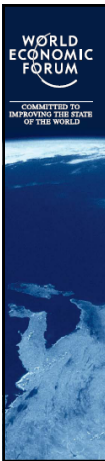
When Is a PPP the Right Form of Collaboration?

- The scope of the problem exceeds the skills, capabilities and resources of a single organization
- There are potential partners with the necessary — and complementary — skills, capabilities and resources to contribute to the solution
- Core potential partners have been identified and express interest
- There is a correlation between the partnership's objectives and the day-to-day mission of the participating organizations



Key Success Factors to Optimize Impact

- Upfront planning
 - Identify and work with the right partners, perform due diligence, provide clarity around scope of the partnership
- Execution
 - Develop appropriate management structures, champions, committed representatives from partners, host-government buy-in
- Exit Plan
 - Define a strategy if the partnership is not working



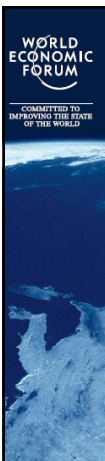
Strong Business Case and Willingness to Be an Active, Long-term Participant Are Essential

- Wanting to “do good” is not enough
 - Access to / creation of new markets
 - Support for the long-term economic growth of new markets
 - Development of stable and positive business conditions (e.g. a healthy workforce)
- Corporate Social Responsibility, public relations or employee retention / satisfaction may be benefits of participation but cannot be prime motivators
 - Participation driven by these factors is less likely to be sustainable over the longer term



PPPs Are, by Design, Long-term Projects

- Successful partnerships require the long-term engagement and flexibility of partners
 - Results are not immediate: different organizational cultures, cross-cultural issues, geographic and language barriers, and shifting priorities among partners can impact timelines
- Companies that prefer a more passive role may want to consider alternate forms of engagement
 - Product or financial donations
 - One-time activity (e.g. training)
- Paradox of short term vs. long term value



GHI's Illustration of Current Participation in Global Public Health Initiatives and Activities



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Example : Business Coalitions as Private Partners in HIV / AIDS

The term “Business Coalitions” (BC) defines “Organizations of businesses joined together to address HIV / AIDS issue”

It may include:

- Sectoral associations
- Chambers of commerce
- Labor unions
- Employer federations
- Other groups of companies



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Rationale behind Business Coalitions

The Private Sector will engage in Business Coalitions for the following reasons:

- **Direct impact** on businesses and employees
- Proactive approach to **minimizing risk**
- **Personal interest and motivation**
- Health-focused **corporate social responsibility**
- Good public image and **reputation**

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Regional Business Coalitions Launched in the Last 4 Years

Regional Business Coalition	Launch	Countries (Number of National BC)
NBC Membership (<i>"National Business Coalitions only"</i>)		
Pan African Business Coalition on HIV/AIDS (PABC)	Feb 2005	Botswana, Ethiopia, Gambia, Ghana, Kenya, Lesotho, Malawi, Mozambique, Namibia, Nigeria, South Africa, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe (16)
Pan Caribbean Business Coalition on HIV/AIDS (P	Oct 2005	Barbados, Belize, Guyana, Jamaica & Suriname (5)
Mixed Membership (<i>Business Coalitions and Private sector</i>)		
Asia Pacific Business Coalition on AIDS (APBCA)	Feb 2006	Cambodia, Indonesia (IBC), Myanmar, Papua New Guinea, Singapore, Thailand, Vietnam (7)
AIDS Business Coalition in the Arab Region (ABCAR)	May 2007	Algeria, Egypt, Morocco and Sudan (4)

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National Business Coalitions (47 Existing So Far)

Objectives

- Facilitate information sharing
- Permit economies of scale in workplace products and services development
- Provide unified front for public policy debate, advocacy and public relations
- Serve as focal points for engaging with other stakeholders

Focus

- Advocacy and awareness
- Workplace programme development and implementation
- Focus on several diseases

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Example of Malaria Advocacy: Malaria Sessions in Davos and Africa Summit



Interactive session: "Malaria in Africa: What more? What next?", Cape Town, June 2008

Top-notch panel including:

- President Pierre Nkurunziza of Burundi
- Brian Chituwo, Minister of Health, Zambia
- Awa Coll-Seck, Executive Director RBM
- Jane Kengeya Kayondo, TDR
- Charles Mbire, Chairman, MTN Uganda
- Glenn Denning, MDG Center, Kenya

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Example of Malaria Policy: Tools and Guidelines on Malaria for Companies



First-of-its-kind practical tool on malaria workplace guidelines for businesses published with partner support

- Advocate for increased quantity and quality of employer-based malaria control programs
- Provide the strategic and technical guidance required for businesses to plan and implement malaria control programs
- Make the case to the broader malaria community (governments, NGOs, FBOs) for broader engagement and support of the private sector in malaria control

Slide 16

- T3** I would add one point: Identify strategic options for mobilizing private sector resources and leadership - I know it was not in Marie's presentation but I think it is an important point
TMO, 07/10/2008
- T4** I would just write: On other diseases (TB and/ or Malaria) given that you have the start of the paragraph saying Focus...
TMO, 07/10/2008

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Policy Tools: Tools and Guidelines on TB and TB / HIV for Businesses and Policy Makers



Awareness Building TB Toolkits launched (June '08 and Sept. '08) to help companies in China and South Africa plan and implement workplace and community-based TB prevention and control programmes

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India Business Alliance (IBA)



India Business Alliance (IBA)

- TB Focus
- 3 years after launch, 34 members now part of this alliance
- Over 1.5 million employees and 2.5 million dependants reached by 2007
- Extending into HIV/AIDS, Malaria

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Conclusion and take-home messages

- Business Coalitions are key Partners for Successful implementation of PPPs in Health
- Need for a “catalyst” for early, high-level, global engagement
- Engagement based on “Business case”, i.e. demonstrated Impact, Feasibility, Sustainability, Models...
- Implementation best organized through Global>Regional>National>Local approach
- Significant early impact ; to be further expanded by “snowball” effect.
