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PARTNER VALUE MAPPING

July 2006

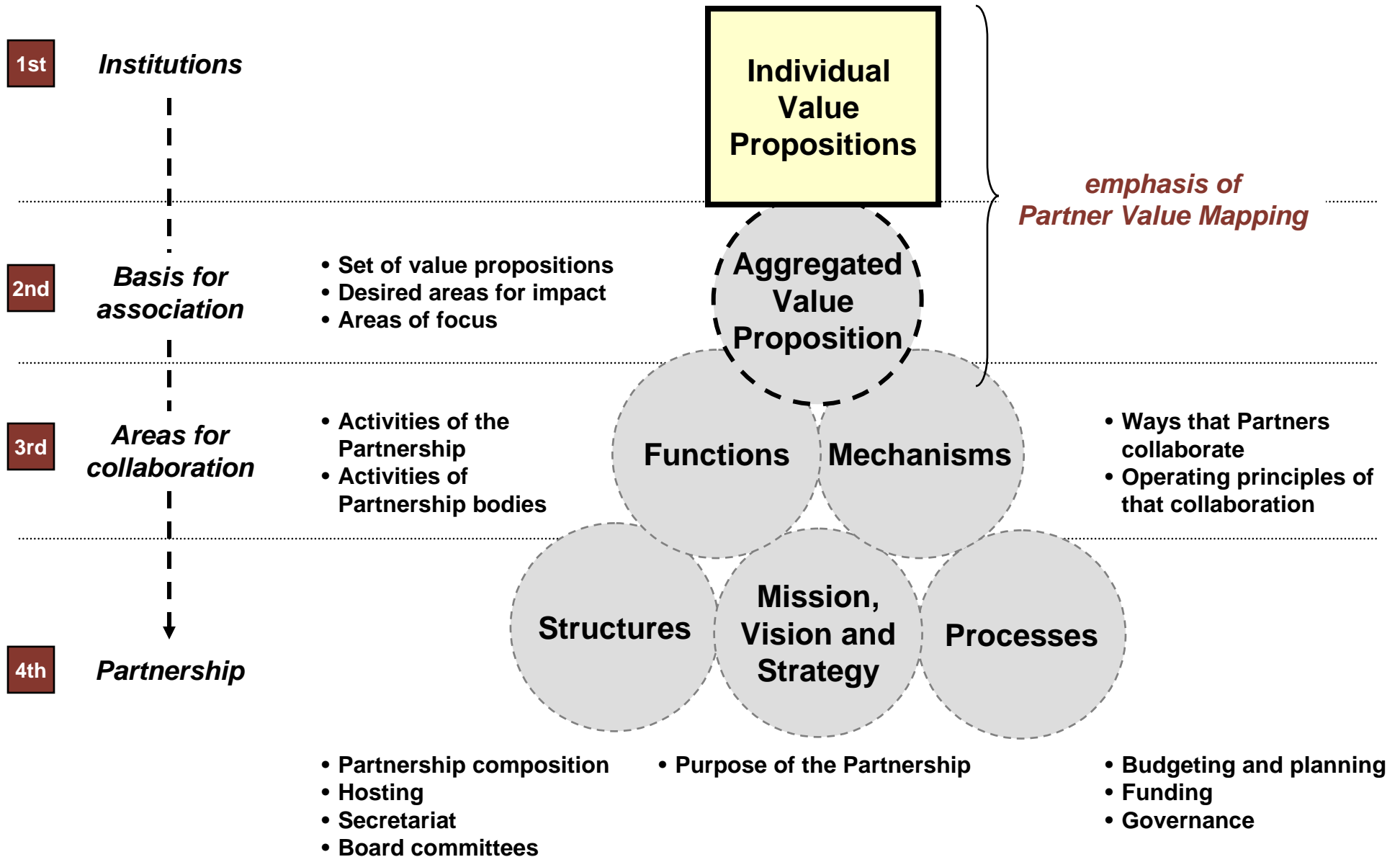
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AGENDA

Methodology: Partner Value Mapping

Individual and aggregated value propositions

PARTNER VALUE MAPPING DEFINES BASIS FOR ASSOCIATION



OBJECTIVES AND PROCESS

- 1. Understand the ways in which individual organizations' own objectives and activities require support from:**
 - **Other organizations**
 - **Broader malaria community**

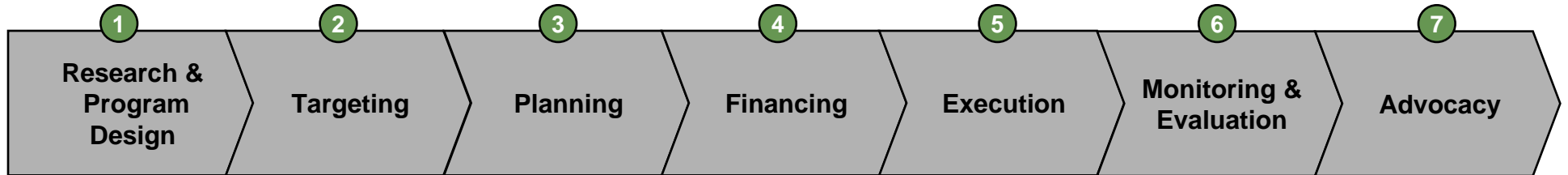
- 2. Establish current and potential value of the RBM Partnership to individual organizations along various categories of activities, e.g.,**
 - **Research and program design**
 - **Targeting**
 - **Planning**
 - **Financing**
 - **Implementation**
 - **Monitoring and evaluation**
 - **Advocacy**

- 3. Define an aggregated value proposition**
 - **Drives other change initiative outputs (e.g. core functions, mechanisms, structures, processes)**
 - **Makes the case for investing in RBM**

ENGAGED DONORS, MULTILATERALS AND ENDEMIC COUNTRIES IN VALUE MAPPING INTERVIEWS

Discussions with... <i>Interview targets</i>	...on their malaria control activities <i>Interview content</i>
<p>Bill & Melinda Gates Foundation</p> <p>DFID</p> <p>Endemic Countries, through:</p> <ul style="list-style-type: none">• pre-briefing session 10th RBM Board Meeting• focus group during East & Southern Africa Review and Planning Conference (Harare, August 2006)• group discussion at quarterly meeting of AU Ministers (Addis Ababa, August/September 2006) <p>Global Fund</p> <p>UNICEF</p> <p>USAID</p> <p>World Bank</p> <p>World Health Organization (WHO)</p>	<p>Organization's specific malaria control goals</p> <p>Organization's primary malaria control activities</p> <ul style="list-style-type: none">• Across seven segments of the value chain• Global vs. local <p>External resources and relationships</p> <ul style="list-style-type: none">• <i>Currently used</i> to further organization's own objectives• <i>Would like to use</i> to further organization's own objectives

INTERVIEWS BASED ON MALARIA CONTROL VALUE CHAIN



1	Research & Program Design	Develop overarching strategy for tackling malaria by performing research into or acquiring knowledge of medicines/vaccines/control methods as well as other non-technical expertise
2	Targeting	Proactively selecting countries for assistance/scaling up or reacting to country requests for assistance
3	Planning	Develop strategic and operational plans with national malaria control partners
4	Financing	Choosing and funding malaria control projects at a national and global level
5	Execution	Implementing malaria control projects, which may be divided into: commodity procurement, commodity delivery, and capacity development
6	Monitoring & Evaluation	Monitoring and evaluating outcomes of malaria control projects
7	Advocacy	Increasing importance of malaria on global agenda

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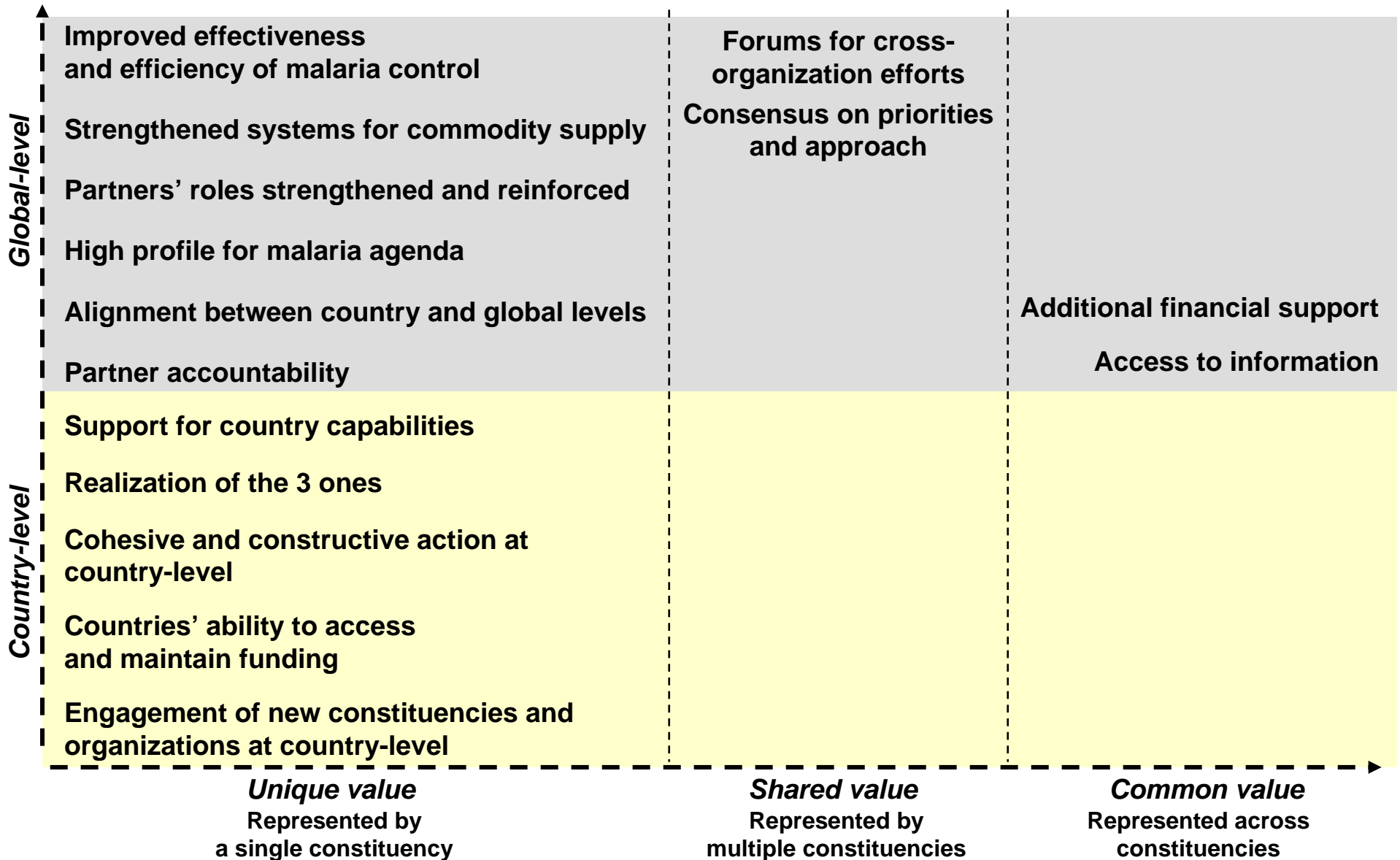
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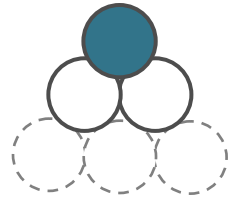
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GENERATING ADDITIONAL FUNDING AND PROVIDING ACCESS TO INFORMATION AT CORE OF PARTNER VALUE





AGGREGATED VALUE PROPOSITION FOR THE RBM PARTNERSHIP



Ways in which RBM can create value for partners

Examples of value RBM can create

Convenes partners in a neutral environment

- Foster agreement around appropriate use of different malaria interventions (e.g. ITNs vs. spraying, ACTs vs. chloroquine)
- Spread best practices to Partners and countries through regular communication such as electronic newsletters or regular meetings
- Using working groups to develop consistent strategy around various aspects of malaria control

Provides a coordination mechanism to allow Partners to focus on what they do best

- Leverage Partnership to coordinate process of filling in financial / human resource gaps through SRNs and Partner/Partnership staff in country planning process
- Enhance efficacy of malaria control efforts by integrating plans with efforts to boost economic development or control other infectious diseases

Facilitates Partner interaction to reduce barriers and increase speed of action

- Streamline process of allocating funds to countries by assisting countries with Global Fund grant applications
- Engage NGOs, civil society and private sector to support implementation of unified plan

Supports Partner activities by providing consolidated source of information

- Provide effective procurement services to Partners by disseminating information and coordinating supply efforts (e.g. facilitate forecasting)
- Develop and disseminate unified monitoring and evaluation framework
- Facilitate process for collecting feedback on individual Partner performance

Advocates on behalf of collective to increase resource availability

- Communicate importance of malaria to global and country-level community around coherent advocacy strategy that keeps malaria in the news
- Publicize success of malaria programs to demonstrate return on investment in malaria control efforts to donors

VALUE OF PARTNERSHIP TO DONORS

number of Partners surveyed	Value to be derived from Partnership	Examples of associated Partnership activities
4/5	Access to information (by Partners at global and country levels)	provide data on funding and TA gaps at country-level, and global supply and demand; disseminate policies and best practices from across Partnership
	Additional financial and political support (for malaria and individual Partners)	establish and/or maintain malaria as development priority, enhance and protect credibility of donors' programs, follow-up on statements of support / intent, communicate success stories and return on investment
	Countries' ability to access and maintain funding	facilitate country-level planning, support Global Fund proposals and processes, coordinate Partners to deliver required technical and operational assistance
3/5	Improved effectiveness and efficiency of malaria control	lobby Partners for increased access to policy, commodities, etc.; champion sanctioned interventions to governments; facilitate additional focus on M&E
	Consensus, communication, and collaboration between Partners	arbitrate discussions and achieve agreement on policies and policy-application, facilitate priority setting and delegation of research priorities, catalyze a consolidated M&E framework, help Partners act in coordination
1/5	Cohesive and constructive action at country level	promote country ownership and three 1s; ensure expansion, rather than reallocation of capacity

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VALUE OF PARTNERSHIP TO MULTILATERAL DEVELOPMENT PARTNERS

number of
Partners
surveyed

2/2

1/1

Value to be derived from Partnership

Examples of associated Partnership activities

Consensus on priorities and approach

organize Partners to define priorities, create consensus on approach until formal norms and guidelines defined, build centralized method for matching supply and demand for commodities

Partners' roles strengthened and reinforced

endorse and disseminate Partners' outputs, provide a platform for leadership via Board, inform countries about Partners' individual capabilities and "service offerings"

Support for country capabilities

coordinate Partner inputs into country-level strategic plans and GFATM applications, assist in country-by-country mapping of gaps

Forums for cross-organization efforts

facilitate process of multiple organizations across constituencies working together on key issues (e.g., commodity quality, supply chain management)

Engagement of new constituencies and organizations at country-level

help integrate malaria control with other health programs, promote engagement of civil society and local NGOs

Additional financial support

provide general advocacy and identify roles for individual Partners, generate financial support from local governments

Access to information (by Partners at global level)

needs and gaps for specific Partners to address, broad access to information on malaria

Source: Partner Value Mapping discussions with WHO and UNICEF

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VALUE OF PARTNERSHIP TO ENDEMIC COUNTRIES

	Value to be derived from Partnership	Examples of associated Partnership activities
relatively even emphasis across categories	Additional financial support	mobilizing resources from global, regional and country-level sources; ensuring equitable distribution across countries and categories of country needs; advocating for longer grants for ACT implementation
	Realization of the 3 ones: country leadership	eliminating conflicts among Partners, facilitating countries' direct access to donors; harmonize Partners' support of a single country plan
	Partner accountability	ensuring commitments kept; tracking donor investment in malaria; helping countries get reliable access technical support
	Alignment between country and global levels	aligning Partners' global and local actions; ensuring global strategy reflects country-level issues/priorities and national plans
	High profile for malaria agenda	increase status of malaria control at country-level; advocating for marginal interest areas (taxes and tariffs, tech transfers); sustaining global support
	Strengthened global systems for commodity supply	increasing commodity availability; providing tools for forecasting; improving countries' forecasting capabilities
	Access to information	disseminating information to countries; facilitating networking and exchange among countries; communicating country-level gaps (financial, human resources, capabilities, supplies) for global Partners to fill

Source: Endemic country briefing, prior to Jul06 Board Meeting; discussion session at Aug06 ESARP Meeting
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