

Private Sector Constituency

Newsletter

First Edition, May 2009

Message from the Private Sector Representatives

The Private Sector Constituency (PSC) of Roll Back Malaria (RBM) has continually demonstrated deep commitment and engagement to the mission of malaria control and elimination.¹ By leveraging its diverse pool of dedicated businesses, which range from product manufacturers to implementers of malaria control activities; the PSC has been a crucial supporter the RBM Partnership goals and objectives. An array of competencies and expertise that the PSC brings to bear include, innovation and research , products development and delivery, as well as innovative programming in partnership with other stakeholders such as the public sector and civil society organisations.



Over the past year, the Private Sector Delegation (PSD) – which is the representative section of the Constituency- has seen unprecedented growth with new members joining its ranks and bringing with them an enriching diversity of lessons and experiences. Invariably this growth has resulted in increased vibrant and positive deliberations as a means to generate consensus on various positions within the PSD and the RBM Partnership as a whole.

In order to draw maximal value from the on-going dialogue within the PSD, a communication plan and a conflict of interest policy were formally adopted at the last pre- Board meeting held in New Delhi, India. Indeed this conflict of interest policy has not only served to improve transparency and accountability within the constituency, but also led to a clearer definition in governance structures and operating procedures. Signing the conflict of interest policy also serves to distil the Private Sector Delegation members from the wider Constituency.

Any company with demonstrable interest in malaria control is welcome to join the PSD as a means to increase their engagement in the malaria control dialogue and action. We hope that these tools and structures will be continually refined to reflect the dynamic nature of the private sector and serve as a guiding framework for future progress within the constituency.

It is our great pleasure, as Private Sector Representatives, to launch this inaugural edition of the *PSC Newsletter* which we hope shall serve a means to inform the wider audience in the malaria world, on various contributions of the private sector towards malaria control and subsequent elimination.

Thank you and we look forward to your continued support.

Private Sector Representatives,

Rene Cazetien, Sanofi-Aventis

Mikkel Vestergaard, Vestergaard Frandsen

Gerhard Hesse, Bayer Environmental Science S.A.S.

Kathryn Taylor, GlaxoSmithKline

¹ Please see frequently asked questions at the end for definitions.

Private Sector Delegation

The Private Sector Delegation (PSD) has witnessed phenomenal growth in the past few months. This has led to increased diversity of companies engaged in the RBM mission of malaria control and elimination. There are on going efforts through the Global Health Initiative of the World Economic Forum, to attract new actors to join in this mission.

The following is a list of companies currently represented in the Private Sector Delegation:

Company Name	Primary Representative
BASF	Egon Weinmueller
Bayer Environmental Science S.A.S.	Gerhard Hesse
Development Finance International (DFI)	Jessica Rockwood
Exxon Mobil	Steven Phillips
GlaxoSmithKline	Kathryn Taylor
Novartis	Rebecca Stevens
Phoenix Consulting	John Thomas
Premier Medical Corporation	Neil Mehta
Rio Tinto	Rob McDonald
Sanofi-Aventis	Rene Cazetien
Shell International	Hans Berg
Sigma Tau SpA	Andreas Diedenhofen
Sumitomo Chemical	John Lucas
Syngenta	Frederic Baur
TropMed Pharma Consulting	Ian Boulton
Vestergaard Frandsen	Mikkel Vestergaard

Role of the Global Health Initiative of the World Economic Forum

The World Economic Forum is an independent, international organization incorporated as a Swiss not-for-profit foundation. The Forum launched the Global Health Initiative (GHI) in 2002 with a specific mission is to engage businesses in public-private partnerships to tackle HIV/AIDS, TB, Malaria and Health Systems. GHI acts as a Focal Point for the PSD and helps coordinate and facilitate its engagement in the RBM Partnership.

For more information about GHI activities, please visit: <http://www.weforum.org/en/initiatives/globalhealth>

Highlights of achievements and support given to the RBM Partnership

In the past year, the PSC has been active in supporting a number of RBM Partnership initiatives that are geared towards the achievement of set goals and objectives. Through the multidisciplinary PSD membership, the private sector continues to participate in various RBM Partnership structures such as working groups, executive committee and the sub committees. This engagement has fostered close working ties and a shared vision between the PSC and other stakeholders in the RBM Partnership.

As a key member of the Performance Sub- Committee which successfully commissioned the RBM Partnership External Evaluation (the private sector represented by GSK) ; the private sector in partnership with others shall continue to mid-wife the process through this mechanism in order to ensure its successful conclusion. This would not only be limited to guaranteeing a thorough and rigorous evaluation process, but the utilization and institutionalization of the results as guidance to future programming.



The Affordable Medicines Facility for malaria (AMFm) which is hosted by the Global Fund has also been drawing on the vast experience of the PSD to inform its deliberations on co-financing mechanisms and effective delivery of the essential medicines to the target populations. Key companies involved in this process include, Novartis, Sanofi-Aventis and TrodMed Pharma- which have engaged other members in a consultative process to ensure that a coherent position is articulated on behalf of the PSD.



In recognition of the need for clear and accountable financial reporting, resource tracking and forecasting, the PSD through one of its members, Vestergaard Frandsen, has been providing in-kind support to the RBM Secretariat to strengthen its financial controlling capabilities. This important work has received big endorsement from other key partners within RBM and this is underscored by the nomination and support of the PSD to serve in the Finance Committee of the RBM Board (private sector represented by Vestergaard Frandsen).

Lastly but not least, the PSC at the time, through several constituency members, was also an active in the deliberations that led to the development and adoption of the Global Malaria Action Plan (GMAP); a practical roadmap with a share vision for malaria control and elimination.

The PSD is active in a number of RBM Working Groups which includes- Malaria Advocacy Working Group; Harmonisation Working Group; Procurement and Supply Chain Management Working Group among others. For more information on the various RBM Working Groups please see the following link <http://www.rbm.who.int/mechanisms/index.html>

Overview of activities accomplished by individual member companies

Indeed, it is impossible to enumerate all the contributions that many dedicated PSC members have and continue to make in support of the GMAP goals and objectives. Taking cognizance of the dynamism within the Partnership and the multi-disciplinary nature of the PSC; many companies are undertaking various initiatives ranging from direct funding to implementation of the malaria control programs at national and sub-national levels.

Here are a few examples:

- Sanofi-Aventis contributed 30 000 euros in support of the RBM External Evaluation and other Secretariat functions. Sanofi-Aventis also continues to give support to countries in terms of Information Education and Communication and RBM subregional networks in the malaria control responses. Further details of some of these activities can be accessed at the following website: http://www.impact-malaria.com/videos/video_3.html
- Rio Tinto which has recently joined the PSD is implementing a number of innovative malaria control initiatives at its project sites. In the year 2008 the company provided 480 000 USD in support of its health and malaria control activities in Cameroon and Ghana. In Cameroon, the company runs the local hospital. 50% of bed utilisation is due to malaria. The company supports the supply of bed nets to the community at cost and supports the education of community members in their value and correct usage.
- In support for the call for universal access of LLINs by 2010, and specifically in reaching the hard to reach populations, VF demonstrated a new innovative delivery mechanism. In September 2008 Vestergaard Frandsen as part of their Corporate Social Responsibility financed the innovative HIV/AIDS testing campaign, Integrated Prevention Demonstration campaign, the cost of which amounted to more than 4 million USD. The objective of the campaign was to reach 80% of the sexually active population in a district in Western Kenya with voluntary testing and counseling services. The incentive for participating in the campaign was to offer each client a CarePack consisting of a PermaNet, a LifeStraw water purifier and condoms. The campaign was implemented in collaboration with the Ministry of Health and a local NGO and was a great success and exceeded the goal in 7

days, reaching nearly 50.000 adults. The campaign contributed significantly to universal coverage of LLINs in the region, which now has a coverage rate of 97,5%. Vestergaard Frandsen contributed 20 000 USD in support of the RBM External Evaluation for 2009.

- Exxon Mobil is implementing innovative malaria control projects at various sites in Africa. Exxon Mobil has also been giving longstanding support to the Global Health Initiative to carry out its malaria related activities, which includes facilitation and coordination of the PSC and mapping of business engagement in Malaria in Africa.
- TropMed Pharma Consulting, a new member of the PSD, has been active in provision of technical support to various AMFm mechanisms- in particular the Co-payment Technical Advisory Group and the Artemisinin Forum
- DFI has been active in various RBM mechanisms. The company developed and circulated an LLIN Task Force Questionnaire, which sought to identify various bottlenecks delivery of malaria control interventions and the findings have been disseminated at various fora. Activities are ongoing and will be expanded through 2009.
- Syngenta contributed cash and in-kind support to the RBM Sub-Regional Network meetings. The company was also active in provision of expertise at working groups and key meetings with members of the team.

New Members to the PSD

Companies with unique competencies in malaria control continue to join the PSD, where they will be actively involved in the RBM Partnership activities. It a pleasure to welcome these new members onboard and we hope that they would find the experience both exciting and rewarding.

Some of these new members that have joined the Private Sector Delegation include,

- Rio Tinto (<http://www.riotinto.com>)
- Sigma Tau(<http://www.sigmatau.com/>)
- TropMed Pharma Consulting

How to engage with us and way forward

It is our hope that the private sector would continue to work closely with other partners committed to the GMAP goals of malaria control and elimination. New members with interest and dedication to address the malaria challenge are welcome to join rank and file of the PSD and work towards making a positive difference in the malaria landscape.

Those interested in answering this call are encouraged to get in touch with the private sector focal point- a role currently being performed by the Global Health Initiative of the World Economic Forum. The contact details are as follows:

- Tom Achoki, Health Team, World Economic Forum
Tel.: +41 (0)22 869 1274, e-mail: Tom.Achoki@weforum.org



Frequently Asked Questions

What is Roll Back Malaria?

The Roll Back Malaria Partnership (<http://www.rbm.who.int>) was established in 1998 to provide a coordinated global approach to fighting malaria. It comprises a wider range of partners- including malaria-endemic countries, their bilateral and multilateral development partners, the private sector, non-governmental and community-based organizations, foundations, and research and academic institutions.

What is the Private Sector Constituency?

Private Sector Constituency (PSC): A broad group that includes companies/businesses that are interested in malaria activities but may not necessarily have signed the PSC Conflict of Interest Policy (PSC COI) (see: <http://www.rollbackmalaria.org/docs/constituencies/PSCOpolicy.pdf>)

What is the Private Sector Delegation?

Private Sector Delegation (PSD): A subset of the PSC including; all those corporate representatives who have signed the PSC COI Policy. They may serve as formal representatives in RBM mechanisms and other functions of the RBM Partnership.

What/who are the Private Sector Representatives?

Private Sector Representatives: A subset of the PSD which includes the two official Board Members and their alternates. They are elected by the PSD to represent the private sector at the RBM Board. They are eligible for re-election up to a maximum of two terms continuously which normally lasts for two years.

Key dates for the PSD Calendar

There shall be a private sector pre-Board meeting on the 12th of May 2009, where all members of the PSD are welcome to deliberate on the private sector positions on the forthcoming RBM Board meeting in Geneva, Switzerland. Specific details of the pre-Board meeting shall be communicated by the Focal Point in due course.

A section of PSD members, who will have participated in the pre-Board meeting shall have the opportunity to join the Private Sector Representatives and their Alternates in order to give them the necessary support. This shall take place as from the 13th-15th May 2009.

After the Board Meeting, all PSD members shall be welcome to join the regular pre- EC teleconferences where consensus is reached on private sector interventions on the various topical issues being discussed at the RBM Partnership.

Links for further information

- Roll Back Malaria Partnership : <http://www.rollbackmalaria.org/>
- The GHI, of the World Economic Forum : <http://www.weforum.org/en/initiatives/globalhealth/index.htm>
- Private Sector Constituency: <http://www.rollbackmalaria.org/docs/constituencies/ps.htm>
- Global Health Access : <http://www.ghap.org/>
- Crop Life International: <http://www.croplife.org/>