

Private Sector Constituency - Newsletter

Sixth Edition, November 2011

Message from the Private Sector Representatives

As the 21st board meeting begins, RBM has a lot to reflect and celebrate on. In September, the “Decade to Roll Back Malaria” came to a close with the success of an estimated drop in global malaria deaths by 38% and a 50% reduction in 43 countries, including 11 in Africa. In June, the Global Malaria Action Plan updated its targets, aiming to reduce malaria deaths to near zero by 2015, reduce global cases of malaria by 75% and to eliminate malaria in 10 new countries. This represents remarkable progress, of which the global malaria community can be proud.

A big part of the partnership’s achievements are owed to the strong leadership of Prof. Awa Coll-Seck the RBM Executive Director. Awa will be stepping down early next year, and the Private Sector Representatives (PSR), on behalf of our Delegation, would like to express our gratitude for her hard work, and the direction she gave to the Partnership. Finding someone with her passion, commitment and unique set of skills will be very difficult.

While the achievements are recognised, it is also clear that much more is still needed. Implementing the GMAP, particularly in resource-constrained times will be a challenge. Innovations in resource mobilisation and implementation are necessary for success. Melinda Gates at the 2011 Malaria Forum in Seattle, while recognising the achievements made, also stressed that ‘incredible’ accomplishments must become the standard in order to eradicate Malaria.

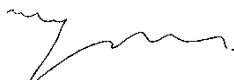
As representatives of the Private Sector Delegation (PSD), and the wider Private Sector Constituency (PSC), we continue to welcome the diverse contributions of the private sector to malaria control. This ranges from workforce healthcare initiatives, R&D, communications, logistics, new technologies and commodity supply. We invite participation in the PSC from any type of company with an interest in tackling malaria. We are delighted to announce that our constituency is growing, with three companies joining us in 2011.

The PSD brings together companies that work together and with other stakeholders. With this in mind, and recognising the importance of ensuring our PSD is a respected and valued partner in RBM, we have strengthened our Conflict of Interest policy and are asking all PSD members to sign this updated version on an annual basis. This year we have also begun outreach to endemic countries by engaging with United Against Malaria seeking greater diversity within the group.

In addition to the products and innovations the private sector contributes, our PSD members actively contribute to the functioning of the RBM mechanisms through participation in its committees, task-forces and working groups. With the challenges ahead, the PSD looks forward to continuing the participation in these mechanisms, alongside all the constituencies, to work in Partnership to ensure on-going success.



Mikkel Vestergaard Frandsen
Vestergaard Frandsen
Board member



Hans Berg
Shell International B.V.
Alternate



Rebecca Stevens
Novartis International AG
Board member



GlaxoSmithKline
Alternate



The Private Sector Delegation (PSD)

In addition to the partnership wide conflict of interest policy statement, the PSD requires its members to complete its own. This additional measure is taken to underscore the commitment of the PSD to the RBM Partnership as well as to improve **transparency and accountability** within the constituency. Signing this policy gives PSD members the mandate to represent the Private Sector in the RBM Partnership and serve as formal representatives in the RBM mechanisms. In 2011 this policy was strengthened to ask for further disclosure.

Since the last board meeting, the PSD is pleased to announce one **new member** to the delegation: QED Group LLC (QED). David McGuire was appointed President and CEO of QED and represents the company on the PSD. QED is a mission driven consulting firm that provides practical solutions to social problems. QED is interested in building upon their core competencies in Knowledge Management, M&E and Technical Assistance in Health to improve the quality and sustainability of malaria programs around the world. With David's departure from Abt Associates, Nancy Nachbar will now be their representative on the PSD. In addition, Lisa Goldman-Van Nostrand has taken over responsibility for representing Sumitomo Chemical from Adam Flynn.

Please see below for a **full list** of current PSD members:

Company Name	PSD representative	Website
Abt Associates	Nancy Nachbar	www.abtassociates.com
BASF SE	Egon Weinmüller	www.basf.com
Bayer Environmental Science S.A.S.	Gerhard Hesse	www.bayer.com
Bestnet A/S	Doreen Weatherby	www.bestneteuropa.com
Development Finance International (DFI)	Jessica Rockwood	www.dfintl.com
Exxon Mobil Corporation	Steven Phillips	www.exxon.com
GlaxoSmithKline (GSK)	Jon Pender	www.gsk.com
Hill and Knowlton	Lorraine Baldwin	www.hillandknowlton.com
Intelligent Insect Control (IIC)	Rune Bosselmann	www.insectcontrol.net
Kuehne + Nagel	Søren Christensen	www.kuehne-nagel.com
Novartis International AG	Rebecca Stevens	www.novartis.com
Premier Medical Corporation	Neil Mehta	www.premiermedcorp.com
QED Group LLC	David McGuire	http://www.qedgroupllc.com/
Sanofi	Rene Cazetien	http://en.sanofi.com/
Shell International B.V.	Hans Berg	www.shell.com
sigma-tau SpA	Andreas Diedenhofen	www.sigmatau.it
Sumitomo Chemical	Lisa Goldman-Van Nostrand	www.olyset.net
Syngenta	Mark Birchmore	www.syngenta.com
Trop Med Pharma Consulting Ltd (TMPC)	Ian Boulton	www.tropmedpharma.com
Vestergaard Frandsen	Mikkel Vestergaard	www.vestergaard-frandsen.com

Feature Article: An interview with Professor Awa Coll-Seck



After eight years serving as the RBM Partnership Secretariat Executive Director (ED), the 21st board meeting in Wuxi, China will be her last in post. As a way of paying tribute to her time as ED, the private sector (PS) had the opportunity to reflect with Professor Coll-Seck on her leadership and on the contribution of the private sector.

The following captures that interview and dialogue:

After 8 years as ED, what has been the key to the successes of the partnership?

*“The key to success has been **coordination** among the various malaria stakeholders, including malaria endemic countries, donors, multilateral organizations, private companies, civil society groups, research and academic institutions, and funds and foundations. Constituency representatives bring their core expertise and competencies to the fight, and coordinate their work by participating in the RBM Partnership mechanisms like the RBM Board, sub-regional networks and various working groups. This coordinated work among a wide variety of actors represents real partnership”*

*“Coordination has led to more money for **mobilisation** directly to countries where it can have the most impact (buying commodities, supporting distribution and through education efforts). The partnership has improved resources available from \$100 million in 2003 to \$1.5 billion in international funding today.”*

*“In addition, the partnership builds **consensus** which has been important to the successes seen in the fight against malaria. Instead of acting independently, all parties agree on the best way forward. The Global Malaria Action Plan (GMAP) is a direct result of the consensus the partnership creates.”*

“A campaign that really shows the coordination efforts across constituencies, including the private sector, is SMS for life. This has been very helpful in avoiding stock-outs and coordinating drug supply at the national level. A number of partners from the private sector including Novartis, TropMed PharmaConsulting, Vodacom, Vodafone and IBM have worked alongside other constituencies.”

Partnerships like RBM are inherently complex with its diversity of members – how have you managed to keep them united?

“By being inclusive. The RBM Partnership is open and contributions come from many levels. Cohesion among the various partners has come from listening to, and learning from, those diverse members. Everyone’s role is seen as important. This has given a voice to sectors such as the NGOs and the private sector which engage in the community and have unique perspectives to share.”

If you could go back in time what are some of the things you would do differently?

“This is difficult to say, as 10 years ago things were different and it is always difficult to predict the future. In many ways we learned by doing – developing new ideas and trying them to see if they work. I think if I could go back I would be better at documenting what we were doing.”

“If I knew sooner what I know now I may have pushed for innovation in financing mechanisms to avoid dependence on external donors and instead put countries on the spot to contribute more.”

How have you seen the private sector, in particular, face the complexities and challenges of working as a part of RBM?

“The private sector has proven to be a very dynamic RBM partner. It faces the complexities and challenges, in order to, for example, develop new malaria control tools, contribute to global and country-level malaria campaigns, and resolve procurement and supply bottlenecks in countries. The private sector method of contributing to the mechanisms has been an example. For example, it consults widely with its constituencies on a regular basis and has made significant contributions to the Partnership’s governance processes.”

How would you sum up the value of the PS contribution to RBM, particularly as it has evolved from simply a supplier to a more equally accepted driver of the RBM?

“While commodity supply is important for the partnership goals of near zero deaths, our discussion with the private sector does not focus on ‘how many insecticides or nets are needed’. The private sector has an important leadership role to play in the Partnership beyond commodity supply.”



“In particular, the business approach the private sector provided has set a model for our highest body - the Board. This approach also has helped RBM improve procedures for finance like monthly reporting. Also, in conjunction with other constituencies, the private sector has helped create a clear line that sets targets and measures progress”

How would you like to see the private sector role evolve further in the fight against malaria?

“What I would like to see is an increase in the number from the private sector involved in the fight against malaria, globally and in malaria- endemic countries. I’d also like to see more members working in countries and more engagement with the mechanisms. “

“There could be improved diversity in the private sector delegation from emerging economies such as Brazil, India, China and South Africa and a greater diversity of private sector representatives beyond commodity suppliers. The United Against Malaria campaign in South Africa that worked with FIFA and footballers was successful in raising awareness and was supported by the private sector.”

More specifically, how should the private sector see its role evolving at a time when the need to sustain control efforts is coupled with funding constraints?

“I look to the private sector to support ideas to fuel the mobilisation of resources. In an effort to manage the conflict of interest the private sector has been reluctant to put money on the table as part of their contribution. But the private sector can be the initiator of innovative ideas for financing. At the 21st Board meeting the board will be discussing social bonds and a funding mechanism. The private sector contribution has been instrumental in this effort. Another example, might be asking banks in Switzerland to contribute .001% of transactions. This is only something the private sector can make happen.”

In summing up the value of the private sector’s role in the RBM mechanism what would you say has gone well?

“The private sector has united the business needs with public health demand. It has an ability to understand what is needed and innovate to meet that need. In addition to giving us tools to innovate in finance, the private sector been involved in improving technology- improving, for example the longevity of nets – and contributing to research and development and through production development of vaccines, medicines and insecticides.”

What could be improved?

“This echoes what I have said already but I think the private sector delegation on the RBM Partnership could have more diverse representation from emerging economies, and more private companies could be involved in the fight against malaria like banks, oil companies, restaurant chains, and hotels..”

In the future will you stay engaged with Malaria? If so how can RBM support you in being an exceptional global/regional advocate?

“Malaria has been part of my whole life. My childhood in an endemic country saw many people around me directly affected and dying from Malaria. As a mother, I sought to prevent my children. As a doctor dealing with infectious disease I saw many people dying in my arms. As a Minister of Health, 40% of patients were infected.”

“I will continue to be an advocate to support RBM. I could be useful in countries to avoid bottlenecks and navigating the politics of the Ministers of Health. I could help facilitate the opening of doors to Heads of State.”

“As the new Executive Director takes his or her role, it may not be necessary to call upon me. I want to be at the disposal of the RBM Partnership but not to stand in the way of the new Executive Director.”

On your return to Senegal what will a typical day be like for you?

“My days back in Senegal will be a balance between continuing to work and actively contribute to good governance in Africa and spending time with my family. I have a new granddaughter and it will be a joy being more accessible to her and my family. During my days I will be working hard to develop formal structures in my country working with a network of colleagues and friends who want to improve transparency. My days will be busy. I also hope to find some time for myself in all this.”

PSD support given to RBM Partnership Mechanisms

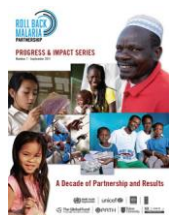
BM Mechanism	Active PSD member
Committees	
RBM Executive Committee (EC)	<ul style="list-style-type: none"> ▪ Vestergaard Frandsen (VF)
RBM Finance and Performance Committee (FPC)	<ul style="list-style-type: none"> ▪ Vestergaard Frandsen (VF) ▪ Shell International B.V.
RBM Progress & Impact Subcommittee	<ul style="list-style-type: none"> ▪ Development Finance International (DFI)
RBM Resource Mobilisation sub-committee	<ul style="list-style-type: none"> ▪ Vestergaard Frandsen (VF)
Task Forces	
Task Force 3 (Knowledge Management)	<ul style="list-style-type: none"> ▪ Novartis International AG
Task Force on Priorities and Targets	<ul style="list-style-type: none"> ▪ GlaxoSmithKline (GSK)
Working Groups	
MAWG <i>Malaria Advocacy Working Group</i>	<ul style="list-style-type: none"> ▪ Bestnet A/S ▪ Development Finance International (DFI) ▪ ExxonMobil ▪ GlaxoSmithKline ▪ Hill & Knowlton ▪ Novartis International AG ▪ Sumitomo Chemical ▪ Syngenta ▪ Vestergaard Frandsen (VF)
MERG <i>Monitoring and Evaluation Reference Group</i>	<ul style="list-style-type: none"> ▪ Bestnet A/S
CMWG	<ul style="list-style-type: none"> ▪ Novartis International AG ▪ Sanofi
HWG <i>Harmonization Working Group</i>	<ul style="list-style-type: none"> ▪ Development Finance International (DFI) ▪ Vestergaard Frandsen (VF)
VCWG <i>Vector Control Working Group</i> <i>(Formerly known as "Workgroup on Insecticidal Nets, WIN")</i>	<ul style="list-style-type: none"> ▪ Abt Associates ▪ BASF ▪ Bayer Environmental Science S.A.S. ▪ Bestnet A/S ▪ Intelligent Insect Control (IIC) ▪ Development Finance International (DFI) ▪ QED Group LLC ▪ Sumitomo Chemical ▪ Syngenta ▪ Vestergaard Frandsen (VF)
PSMWG <i>Procurement & Supply Chain Management Working Group</i>	<ul style="list-style-type: none"> ▪ BASF ▪ Bestnet A/S ▪ GlaxoSmithKline (GSK) ▪ Development Finance International (DFI) ▪ Novartis International AG ▪ Sanofi ▪ Sumitomo Chemical ▪ Syngenta ▪ Vestergaard Frandsen (VF)

Highlights of PSD support given to RBM Partnership Mechanisms

The 21st Board meeting will focus on ensuring the successes of the partnership are maintained in the future in the face resource constraints and changing leadership. As was made evident by Professor Coll-Seck's reflections, the private sector has supported the on-going work of the Partnership and its mechanisms. Highlighted here are some of the ways the Private Sector Delegates have been helping to advance the RBM agenda since the last Board meeting through the activity of the RBM committees, sub-committees, task forces and working groups.

These highlights are just a snapshot of the full participation by the Private Sector Delegations activities in the RBM mechanism and in the active role they play in the fight against malaria. This above section has given a broader outline of the PSD contribution to the Partnership Mechanism.

A Decade of Partnership and Results



Development Finance International (DFI), with financial support from **BASF**, represents the PSD on the **Progress and Impact Subcommittee** and was part of the peer review of the RBM Decade to Roll back Malaria report which was published in September to mark the successes of RBM. Also supporting the P&I Series, **Jon Pender** of **GlaxoSmithKline** participated as a panellist at the launch of the Decade of Partnerships and Results in London. **Sumitomo Chemical** provided pro bono PR support for the launch and promotion of the report in London.

Prioritizing to achieve future successes

The **Finance and Performance Committee**, co-chaired by **Mikkel Vestergaard Frandsen**, has, since the May board meeting focussed on assisting the RBM mechanism in using the outcome of the **GMAP Implementation Overview** and translating this into outputs for the **2012 Partnership Work Plan**. As most organisations based in Switzerland, the RBM Secretariat has been challenged by the international financial environment and the Finance Workstream has worked closely with the RBM Secretariat and mechanisms to find solutions and establish the framework for prioritization. This has also led to discussion in the Finance Workstream regarding establishing certain key financial figures that could help monitor the financial situation of the RBM Secretariat and mechanisms.

Innovative Finance for Malaria

Since May, **Vestergaard Frandsen** has also support the development of a Business Plan for the creation of a Malaria Bond. This has been done through chairing the **Task Force on Innovative Finance for Malaria**, which consists of various Board Members across different constituencies. With the input from the Task Force members we have finalized the Business Plan which will be presented to the Board at this meeting.

Procurement and Supply chain Management

Sanofi continued its active participation this year working in the **Procurement and supply chain Management (PSM)** working group as a key actor to progress in the ACTs forecast accuracy, and participated to the dialogue between manufacturers and international organization regarding risk shortages risk for ACTs. Sanofi also continued its major role in the artemisinin debate particularly with key information on the Semi-synthetic artemisinin program, developed in partnership with the Gates Foundation. **Novartis**, is also an active member of the **PSM**, contributing by looking into ways to advance market commitments, in which to guarantee an ongoing flow of quality ACTs to patients in endemic countries.



Knowledge Management

Novartis, contributing within the **Knowledge Management Taskforce**, is involved in developing and implementing specific tools to enable partners within RBM to better use, share and leverage best practices to further drive down malaria incidences in endemic countries.

Malaria Advocacy

DFI supported the **Malaria Advocacy Working (MAWG) African Union (AU) Workstream** by helping to organize and attending a number of malaria financing events: An AU/Economic Commission for Africa Ministers of Finance Meeting, a RBM Dinner on malaria financing as an investment; a World Bank/African Union/RBM Luncheon for African Ambassadors on sustaining gains/financing; and the P&I Decade Report Launch.

In support of RBM advocacy, **Sumitomo Chemical** created an extensive photo library covering a cross-section of malaria interventions for free-license use in the Progress & Impact Report series and by other malaria partners. A gallery exhibition of selections from the photo library, entitled "Portraits from the Front Lines in the Fight to End Malaria," was exhibited by RBM at the High-Level Reception to Celebrate the Achievements of the UN Decade to Roll Back Malaria in New York.

Vector Control

Sumitomo Chemical through its active participant in the **Vector Control Working Group**, focused in particular on the **Durability** workstream, in the planning and preparation of the **LLIN Testing Methods** workshop slated for February 2012.

Jessica Rockwood of DFI also led, with input from donors and partners, the **Alliance for Malaria Prevention Malaria LLIN Toolkit** – LLIN procurement and pipeline monitoring chapter.



Frequently Asked Questions

What is the Roll back Malaria Partnership

The Roll Back Malaria Partnership was established in 1998 to provide a coordinated global approach to fighting malaria. The World Health Organization (WHO), the United Nations Children’s Fund (UNICEF), the United Nations Development Programme (UNDP) and the World Bank were the founding members.

The RBM Partnership has expanded since its launch and now comprises a wider range of partners – including malaria endemic countries, their bilateral and multilateral development partners, the private sector, non-governmental and community-based organisations, foundations and research and academic institutions that make up the eight constituencies.

What is the Private Sector Constituency (PSC)?

The PSC is a broad group of companies that are interested in malaria activities. Members of the PSC come from a variety of industries that are relevant to the goals of the RBM Partnership. PSC member companies get informed about outcomes of important RBM meetings, receive information relevant to the private sector such as the bi-annual newsletter.

What is the Private Sector Delegation (PSD)?

The PSC is represented by the PSD, a subset of the PSC, which consists of corporate representatives that have signed a PSD Conflict of Interest policy. Only PSD members have the mandate to represent the Private Sector in the RBM Partnership, and may serve as formal representatives in the RBM Partnership mechanisms (Board, Executive Committee, task forces, Working Groups). The PSD meet once a month to discuss and reach consensus on private sector interventions on the issues and agenda items of the EC meetings. The PSD meet face-face twice a year ahead of each Board meeting.

Who are the Private Sector Representatives (PSR)?

The PSD is represented by the Private Sector Representatives (two Board members and two alternates). The elections for these positions take place every two years with the next elections scheduled to take place in May 2012.

What is the Focal Point?

The Focal Point is hosted by the International Business Leaders Forum to help coordinate private sector involvement in the RBM Partnership and to provide secretarial support to the members of the PSD.

Contact

For further information please contact Yvonne Halsey, Private Sector Focal Point, International Business Leaders Forum (IBLF) / T: +44 (0)20 7467 3659 / E: yvonne.halsey@iblf.org

Additional links

Affordable Medicines Facility - malaria (AMFm)	www.theglobalfund.org/en/amfm/
Alliance for Malaria Prevention	www.allianceformalariaprevention.com/about.php
International Business Leaders Forum	www.iblf.org
Private Sector Constituency	www.rollbackmalaria.org/mechanisms/psConstituency.html
RBM Partnership	www.rollbackmalaria.org

This newsletter was compiled by Yvonne Halsey, Programme Manager, at the International Business Leaders Forum (IBLF) in her role as Private Sector Focal Point; input was provided by all PSD members. November 2011.