Role for Private Sector I
Continuous Distribution

VCWG
Continuous Distribution Workstream
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When do PPPs make sense?

• Not starting with blank slate in terms of markets
• Public sector in most countries now dominates the LLIN market
• Increasing concern on public finance for LLIN
• What are the contextual factors that would suggest trying to encourage commercial participation?
Creating a platform for public private dialogue absolutely essential

Varying subsidy levels and needs
Allow local tendering
Invest in local production where feasible

Marketing Campaigns
Support to distributors
Control counterfeit

Source: April Harding, World Bank Institute
Key Issues for discussion

• Objective is to increase sustainability over time- but solid evidence is lacking (and old)
• Creating an enabling environment for private sector sales
• Maintaining communication between public and private sector stakeholders
• Subsidy necessary to stimulate engagement?
  – Cash or other support
Next steps

• Lack of successful LLIN examples- any opportunities out there?
• Segmentation- can we link to the GTS and stratification process?
• Linking to GFATM concept notes and projects
• Evidence gaps that need filling?