



GF/B5/11  
FOR INFORMATION ONLY

### **EXTERNAL RELATIONS UPDATE**

**Outline:** Since January 2003, External Relations has focused its efforts on providing information to donor countries on the projected needs of the Global Fund and on building key relationships within those countries. Resource mobilization strategies have been developed for the public and private sectors, and a branding strategy is being developed with a view to implementing a campaign in the third quarter. These activities have been supported by the development of numerous communications products for different audiences to explain the objectives of the Global Fund and to illustrate the progress and results of funded programs.

## Part 1: Resource Mobilization

1. The Secretariat has developed a comprehensive internal financial and donor monitoring system which enables day-to-day monitoring of the status of pledges and contributions. In the last six months, pledges were received from the public sector, including additional pledges from the governments of Cameroon, Denmark, Ireland, New Zealand, Poland and Spain; the corporate sector, notably Statoil; and individuals and groups. This resulted in an increase in the total pledges received, which currently stands at US\$ 3.384 billion.
2. In addition, the Secretariat has invested time and effort in developing strong working relationships with donor countries. To date detailed meetings with a wide range of stakeholders, including parliamentarians, aid and government officials, private sector representatives and non-governmental organizations, have been held in Amsterdam, Berlin, Bern, Brussels, Copenhagen, London, Oslo, Paris, Rome, Stockholm, Tokyo and Washington. Initial discussions have begun between the Fund and the European Union about widening its contribution. These discussions have also extended to key leaders of the group of recipient countries (ACP) for monies from the European development Fund (EDF), in order to explore releasing some unspent EDF funds.
3. Other briefings have been held at a wide range of forums including the United Nations Foundation Campaign (Washington), the World Economic Forum (Davos), the Foundations Meeting (Washington), the World Health Assembly (Geneva), the Global Compact (Geneva) and the Antiretroviral Experts Meeting (Netherlands).
4. Several countries have reiterated strong commitment to the Global Fund and provided valuable information and advice on issues ranging from increased donor support and new initiatives to media mobilization and networking opportunities.
5. The G8 Summit in Evian in June 2003 is an opportunity for the G8 to re-commit to the Fund and ensure on-going support. Accordingly, specific attention has been devoted to ensure the inclusion of the Global Fund on the agenda by briefing G8 leaders and diplomatic missions, as well as developing comprehensive communications material. The Fund has worked closely with the G8 presidency, France, and has assisted France with information and other input needed to ensure that the Fund is discussed at the Evian Summit.
6. Other activities to support public sector resource mobilization include conducting research into pledge countries and developing comprehensive donor profiles; making contact with permanent missions in Geneva to identify key contacts and update them on Global Fund progress; and providing consistent and detailed follow-up to ensure that pledged funds go to the World Bank Trust Account.

7. The secretariat has developed a preliminary strategy for private sector resource mobilization. This strategy has been assisted by the initial findings of a business sector survey by McKinsey. The Secretariat has started discussions with companies in key developed markets, including the USA, UK, Germany, France, Scandinavia and South Africa, to explore a range of options for corporate contributions to the Global Fund. The Secretariat has also identified a list of important foundations on a country-by-country basis and begun dialogue to explore potential opportunities for collaboration ranging from recipient-country support such as CCM involvement to fundraising and in-kind support.

## **Part 2: Advocacy Work with Civil Society**

1. The Secretariat has maintained dialogue with non-governmental organizations (NGOs) involved in the "Fund the Fund" campaign and other related campaigns in the lead-up to the World Health Assembly, the G8, the Paris funding conference and beyond.
2. In addition to attending two "Fund the Fund" meetings, the Secretariat has set up an email list to provide supporting material for the campaign at both international and national levels. Another email list has been created in order to communicate important information to activists on a regular basis, and a database is foreseen in the near future. Relevant information is also being put onto CDs in order that Global Fund publications and updates can be distributed to organizations that do not have access to the Internet.
3. Discussions are ongoing with civil society groups to jointly plan and coordinate events and consultations for various upcoming meetings and conferences, including the 7<sup>th</sup> International Congress on AIDS in Asia and the Pacific in Japan and the 11<sup>th</sup> International Conference for People Living with HIV/AIDS in Uganda.

## **Part 3: Communications**

1. The Global Fund is working with a private sector partner to develop a branding strategy to raise the profile of the Global Fund among potential donors and other stakeholders, and to build general public awareness, acceptance and understanding of the goals of the Global Fund. The aim is to build the Global Fund's "brand" so that it is recognized as the world's foremost institution focused on funding the global fight against AIDS, tuberculosis and malaria in the most efficient and effective manner possible.
2. The branding and resource mobilization strategies have been supported by a variety of new communication materials that explain the objectives

of the Global Fund and showcase the progress and results of funded programs. These materials market the Fund and meet the information needs of key stakeholders and partners. Products include an informational leaflet on the Global Fund for a general audience; a two-page progress report designed for events such as the G8 meeting and the World Health Assembly; a four-page document that responds to frequently asked questions about the Global Fund, available both in print format and on the website; and a 16-page brochure that provides more in-depth information on Global Fund goals and processes. A draft of the Global Fund's first annual report has been written, with plans to publish it in mid-July.

3. In addition, the Secretariat is building up a library of video footage that illustrates the operating contexts for funded programs, shows the types of activities that Global Fund grants are scaling up and puts a human face on the goals of the Fund. This footage can then be readily edited for video news releases, extended "B-roll" for news programs, and short videos for various audiences, such as potential donors or conference attendees. An extensive project for production of a range of video programmes of varying length and type is being planned based on the offer of outside funding.
4. The Global Fund's website is currently being redesigned to support the need for a highly functional, accessible and user-friendly site. Such a site will support the Global Fund's commitment to transparency and accountability by making key documents and information easily and widely available as well as large quantities of information in a searchable database. The redesign of the website will also support the branding strategy by increasing Global Fund visibility, contributing to a consistent public identity, communicating key messages, and providing visitors with a complete and up-to-date source of information on progress and challenges.
5. In order to increase the visibility and presence of the Global Fund in recipient countries, an awareness drive is planned to ensure that potential stakeholders are aware of the objectives of the Fund and how it operates at country level. In addition, four countries have been identified in which the Fund will work with local stakeholders to facilitate the strengthening of public-private partnerships and the increased involvement of community-based players in Global Fund programs. Experiences in these four countries to support broader participation will inform future expansion of this type of advocacy.