

ANNEX 1: EXTERNAL RELATIONS – OCTOBER 2003-OCTOBER 2004: MAIN ACTIVITIES

Countries	Goals	Strategy	Activities	Calendar	Activities and results to-date July 2002-September 2003	Expected results
<b>Canada</b>	To improve GF image and increase contributions to the GF	<ul style="list-style-type: none"> <li>- Maintain/develop contacts with high level officials, NGOs</li> <li>- New PM in October will represent additional opportunity for lobbying</li> <li>- To access Parliamentarians</li> <li>- To raise image of the GF</li> </ul>	<ul style="list-style-type: none"> <li>- To work with Board delegations to identify key players</li> <li>- To organize mtgs with NGOs</li> <li>- To organize visit to Canada between GF leadership and high political leaders of Canada to encourage higher Canadian contributions to the Fund</li> <li>- To develop collaboration with media and provide media material to the GF</li> </ul>	<p>Ongoing</p> <p>First 6 m 2004</p> <p>First 6 m 2004</p> <p>Ongoing</p>	<ul style="list-style-type: none"> <li>-Attended IUALTD Mtg in Montreal – Sept 2003 met Minister of Dev Coop</li> <li>-Held high level meetings with Govt officials and NGOs in May 2003</li> <li>-established working relationship with NGO sector</li> <li>-increased media coverage in Canada</li> </ul>	<p>Additional support and funds to the GF</p> <p>Increased knowledge about the GF</p>
<b>France</b>	<ul style="list-style-type: none"> <li>- To follow up the momentum created by the July meeting</li> <li>- To continue to work closely with France as this year's host of the G8 summit and in the handover process to next year's G8 host (USA) to ensure a continued central position for GF in the G8 deliberations.</li> <li>- To advocate \$1 billion in total contribution from Europe for 2004</li> </ul>	<ul style="list-style-type: none"> <li>- To increase awareness about the GF with the general public and to continue dialogue with government officials, NGOs, parliaments and other key partners.</li> </ul>	<ul style="list-style-type: none"> <li>- To support the creation of the Friends of the Fund network</li> <li>- To coordinate messages and new initiatives (including government involvement in engaging French private sector companies and renewed support from the private sector)</li> <li>- To engage private sector in fund-raising, and in country work to exploring co-financing possibilities</li> <li>- To launch a branding and communication campaign</li> <li>-To support the Twinning/ Esther initiative</li> </ul>	<p>Ongoing</p> <p>Second half 2004</p> <p>Ongoing</p>	<ul style="list-style-type: none"> <li>- Increased contribution in 03 - 05 of over US \$ 162 M per year</li> <li>- Mobilized NGOs and political leaders (Presidency)</li> <li>- Held high-level mtgs pre and post G8 Summit</li> <li>-Conducted successful media awareness with Intl Conf on 16 July 03</li> <li>- increased media coverage in France</li> <li>- Established close relations with Presidency</li> </ul>	<p>Continued support with G8</p> <p>Maintain political support from France</p>

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<b>Germany</b>	-To building further confidence in GF and encourage higher German contributions	- To continue dialogue with government officials, NGOs, parliaments and other key partners to encourage public debate and advocacy around GF - To raise awareness about the GF with the general public and	- To set-up mtg with NGOs - Follow-up mtgs with govt and Parliament -To launch a branding and communication campaign with local media. - To support the creation of the Friends of the Fund network	Second part of 2004	-Held high level meetings to capital in October 02, February 03 and September 03 -Established working rel'ship with Parliament and MOFA -Increase in pledge by €150M -Increased media coverage in Germany	Increased financial resources
<b>Japan</b>	- To increase political interest about the GF and GF public image - To secure support from high-level decision-makers & individuals in Japan, and focus on symmetry in contribution levels among G7 nations.	- To continue dialogue with key players: MFA, MOH, Parliament, NGOs - To strengthen contacts with private sector companies (e.g. Mizuho Financial Bank) - To strengthen cooperation with NGOs - To explore direct mail possibilities	- Executive Director visit Japan for substantial discussions about funding & other issues - To develop credit card plan with Bank, through support with MFA - To identify private sector companies for fundraising campaign -To support the creation of the Friends of the Fund network	November  January  Jan/Dec	- High level meetings of the Executive Director in Japan in Nov 02 - During the year, Secretariat staff visited Japan for meeting with NGOs and govt officials	Increased political support & financial resources to GF
<b>Italy</b>	-To raise political interest about GF and GF public image -To confirm amount of 2003 and 2004 contribution -To mobilize support with EC and EU during Presidency and beyond - To advocate \$1 billion cont from Europe for 2004	-To continue dialogue with key players: MFA, MOH, Parliament, NGOs -To establish contacts with Confindustria and selected private sector companies. - To negotiate with Prime Minister Office free-TV time - To launch a branding and communication campaign with local media and	-To organize mtgs between RF and Prime Minister and Minister of Foreign Affairs. - To provide footage and develop spots in partnership for Italian TV -To assist Italian TV to develop a TV programme on selected African countries	Dec in GVA or early 2004 in Rome Jan/Feb	-High level meetings held in the capital in October 02, July 03and September 03 -Established working relationship with Parliamentarians and MOFA officials - Increase in pledge of €200M -Increased private sector interest in GF	Increased political support and financial resources to the GF

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<b>UK</b>	<ul style="list-style-type: none"> <li>- To increase political interest about the GF and GF public image</li> <li>-To mobilize support with EC and EU</li> <li>- To dialogue with G8 delegates</li> </ul>	<ul style="list-style-type: none"> <li>- To continue dialogue on technical, governance and finance issues is taking place with DFID</li> <li>- To launch a branding and communication campaign with local media selecting national and international celebrities</li> <li>-To collaborate with NGOs and individuals</li> <li>- To dialogue with Parliament and key political leaders</li> </ul>	<ul style="list-style-type: none"> <li>- High level visit by Executive Director</li> <li>- To provide information about GF progress to parliamentarians</li> <li>- To organize a political event with private sector companies and NGOs</li> <li>- To launch a branding and communication campaign with local media</li> <li>- To support the creation of the Friends of the Fund network</li> </ul>	<ul style="list-style-type: none"> <li>November</li> <li>Ongoing</li> <li>Second half of 2004</li> </ul>	<ul style="list-style-type: none"> <li>-High level meetings held in capital in Nov 02, Feb 03, July 03</li> <li>- Technical briefing of DFID officials held</li> <li>-Co-sponsors of the Wilton Park conference on Global Public Goods, June 03</li> <li>-Increase in pledge of US\$80M</li> <li>-increased media coverage of the Global Fund</li> </ul>	Increased political support & financial resources to GF
<b>USA</b>	<ul style="list-style-type: none"> <li>- To increase political support for the GF and GF public image, through actively supporting the Chair</li> </ul>	<ul style="list-style-type: none"> <li>-To continue dialogue with government officials, Congress, Senate, media and NGOs</li> <li>- To launch a branding and communication campaign with local media, selecting national and international celebrities.</li> </ul>	<ul style="list-style-type: none"> <li>- To provide information to Congress and to NGOs and other groups which work for increased support for the Fund in the context of the ongoing appropriations process for the 2004 budget.</li> <li>- To collaborate with NGOs and individuals</li> <li>- To support the Friends of the Fund network</li> <li>- To select appropriate private sector companies for possible fundraising activities (e.g. P&amp;G, Nike, Levi)</li> <li>-To organize filed visits for CEOs.</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>First half 2004</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>-High level meetings held in capital in Dec 02, Feb 03, May 03 and June 03</li> <li>--Increase in contribution to the GF of US1Bn</li> <li>-Increased GF press coverage in US</li> <li>-on-going engagement with NGO sector, foundations and the privates sector</li> <li>-increased private sector interest in the GF</li> </ul>	Increased political support & financial resources to GF
<b>European Institutions</b>	<ul style="list-style-type: none"> <li>- To increase political interest about the GF within EU member states and accession countries.</li> </ul>	<ul style="list-style-type: none"> <li>- Through Board member, to raise profile with DGDEV and RELEX Commissioners and staff.</li> <li>- To promote use of EDF for GF programmes</li> </ul>	<ul style="list-style-type: none"> <li>- To organize mtgs with Commissioners and President</li> <li>- To continue mtgs with ACP Ambassadors and MEP.</li> <li>- To dialogue with Italian Presidency (mission in BXL) and</li> </ul>	<ul style="list-style-type: none"> <li>Nov-Feb</li> <li>Ongoing</li> <li>Oct-Dec</li> </ul>	<ul style="list-style-type: none"> <li>-High level meetings held in Brussels in November 02</li> <li>-Strong engagement with GF board members from the EC</li> <li>-strong advocacy efforts in the lead up to the G8 meeting in</li> </ul>	-To raise Euro 1bln from Europe (EC and Member states), increasing EDF contributions.

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	<ul style="list-style-type: none"> <li>- To increase financial support from EC (EDF and regular budget).</li> <li>- To raise profile of GF within European Institutions</li> </ul>	<ul style="list-style-type: none"> <li>- To continue dialogue with selected MEP and ACP Ambassadors in BXL.</li> <li>- To advocate with President cabinet and Presidencies.</li> <li>- To mobilize BXL based NGOs</li> <li>- To increase visibility within BXL based media</li> </ul>	<ul style="list-style-type: none"> <li>to begin work with Irish presidency</li> <li>- To continue strategic mtgs with NGOs and Foundations in view of raising GF's profile</li> <li>- To organize press conferences and provide material about the GF to selected BXL based journalists</li> </ul>	<p>Jan-Jul</p> <p>Ongoing</p> <p>Ongoing</p>	<ul style="list-style-type: none"> <li>Evian and the July 16 meeting in Paris</li> <li>-increase in pledge of €340M</li> </ul>	
<b>Spain</b>	<ul style="list-style-type: none"> <li>- To raise GF profile and increase funding</li> </ul>	<ul style="list-style-type: none"> <li>- To mobilize MOH and MFA, including local media and NGOs</li> </ul>	<ul style="list-style-type: none"> <li>- To organize high level visit of Executive Director with MOH, NGOs, media and officials in MFA responsible for Development issues.</li> <li>- To continue dialogue with national authorities, as well as explore possibilities with regional budgets</li> </ul>	<p>Jan-Mar</p> <p>Ongoing</p>	<ul style="list-style-type: none"> <li>-Discussions with MOH and MOFA officials at a range of fora including the WHA meeting and Mission briefings</li> </ul>	<ul style="list-style-type: none"> <li>- Additional multi-year pledges</li> </ul>
<b>Denmark, Norway and Sweden</b>	<ul style="list-style-type: none"> <li>- To raise GF profile and increase funding</li> </ul>	<ul style="list-style-type: none"> <li>- To mobilize national authorities, NGOs and media</li> <li>- To identify selected private sector companies for possible fundraising opportunities (e.g. Nokia, Ikea, Statoil, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- To set-up strategic mtgs with NGOs in view of developing appropriate strategies to better approach government authorities.</li> <li>- To organize high-level visit for Executive Director</li> <li>- Sweden: to establish contacts with Princess Victoria for advocacy.</li> </ul>	<p>Ongoing</p> <p>Jan-June</p>	<ul style="list-style-type: none"> <li>High level meetings held in Sweden, Oslo and Denmark in Dec 02, Jan 03,</li> <li>An all day briefing meeting took place between the Chair of the Board and reps from .7 countries held in May 03 in Stockholm</li> <li>- Ongoing engagement with NGO sector is taking place</li> </ul>	<ul style="list-style-type: none"> <li>- Additional multi-year pledges</li> </ul>
<b>Austria, Belgium, Greece, Ireland, Netherlands, Portugal,</b>	<ul style="list-style-type: none"> <li>- To raise additional funds</li> </ul>	<ul style="list-style-type: none"> <li>- To establish dialogue with national authorities.</li> <li>- To get support from local NGOs in developing strategic approaches for additional funding</li> </ul>	<ul style="list-style-type: none"> <li>- To continue providing information about results achieved by GF.</li> <li>- <b>Netherlands:</b> mtg with NGOs and Parliamentarians and visit Executive Director</li> </ul>	<p>Ongoing</p> <p>Oct</p> <p>First week 2004</p>	<ul style="list-style-type: none"> <li>- GF has participated in a number of important fora to discuss issues relevant to the Global Fund Davos Economic Forum, World Health Assembly, Wilton Park Global</li> </ul>	<ul style="list-style-type: none"> <li>- Additional multi-year pledges</li> </ul>

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<b>and Switzerland</b>		- To mobilize NGOs and other key partners, including media.	- <b>Switzerland:</b> to maintain contacts with Federal Govt and local NGOs. To develop contacts with selected private sector companies (e.g. UBS, CS/ Winthertur, Nestle') - <b>Greece:</b> to promote cooperation between Olympic Games in Athens and local authorities - <b>Belgium:</b> to strengthen relations with DevCoop during visits to EC in BXL - <b>Ireland:</b> to lobby with Govt during EU presidency	Ongoing  Oct-Aug  Ongoing  Jan-June	Public Goods Conference -High level meetings held in Brussels, Dublin and Bern -New pledges received from Portugal and Greece -increase in pledge from Belgium and Ireland	
<b>Australia, Finland and South Korea</b>	-To receive pledges	- To develop contacts with high-level officials. - To mobilize NGOs and media	- To inform key decision makers about the work of the GF. - To establish contacts with national authorities	Oct- Ongoing	-Information collected in preparation for approaching countries -Mission briefings held in NY and Geneva	- Initial pledges
<b>Eastern Europe (EU accession countries)</b>	- To inform high level officials about the GF and lobbying for funding from national budget and support from EC institutions	- To develop support on GF through contacts with national authorities and missions in BXL. - To lobby for EU and EC support.	-To establish contacts with missions in GVA and BXL -To organize briefing mtg(s) in GVA and possibly BXL. - To mobilize NGOs	Ongoing	- Mission briefings held in NY and Geneva and documentation provided	- Initial pledges
<b>Gulf States (UAE, Oman, Kuwait and Saudi Arabia)</b>	-To raise awareness about the GF and results achieved - To raise funding	- To establish contacts with HoS about work of the GF, particularly results achieved in Middle Eastern countries	- To identify key players and establish first contacts for additional funding	Feb-June	- Mission briefings held in NY and Geneva and documentation provided	- Initial pledges

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<b>Africa</b>	<ul style="list-style-type: none"> <li>- To ensure support to the GF with donors.</li> <li>- To reallocate uncommitted/ unspent EDF funds for GF activities.</li> <li>- To ensure on-going financial support to the GF</li> </ul>	<ul style="list-style-type: none"> <li>- To continue to mobilize key leaders</li> <li>- To continue to involve Ministries of Finance and Planning in discussions about reallocation of EDF funding.</li> <li>- To continue to seek support from Board members of Southern delegations</li> <li>- To mobilize NGOs</li> </ul>	<ul style="list-style-type: none"> <li>- To organize bilateral mtgs with key leaders and Executive Director</li> <li>- To continue dialogue in BXL with ACP Ambassadors.</li> <li>- To organize briefings with key officials during international gatherings</li> <li>- To identify key-spokespersons about GF</li> </ul>	Jan-Mar (East and West Africa)	<ul style="list-style-type: none"> <li>- Mission briefings held in NY and Geneva and doc provided</li> <li>- High level meetings held in Tanzania, Mozambique, and Ethiopia.</li> <li>- Briefings on the Global Fund held at the Commonwealth Investment Forum Meeting, WHA, African Union Heads of State, UNGA High Level Meeting on HIV/AIDS ,and TICAD</li> </ul>	<ul style="list-style-type: none"> <li>- Increased knowledge about GF's results and additional financial resources.</li> </ul>
<b>Other Recipient countries</b>	<ul style="list-style-type: none"> <li>- To reallocate uncommitted/ unspent EDF funds for GF activities.</li> <li>- To ensure financial support to the GF</li> </ul>	<ul style="list-style-type: none"> <li>- To mobilize key leaders</li> <li>- To involve Ministries of Finance and Planning in discussions about reallocation of EDF funding.</li> <li>- To seek support from Board members of Southern delegations</li> <li>- To mobilize NGOs</li> </ul>	<ul style="list-style-type: none"> <li>- To organize bilateral mtgs with key leaders and Executive Director.</li> <li>- To continue dialogue in BXL with ACP Ambassadors.</li> <li>- To organize briefings with key officials during international gatherings</li> <li>- To identify key-spokespersons about GF</li> </ul>	On-going	<ul style="list-style-type: none"> <li>- Mission briefings held in NY and Geneva and doc provided</li> <li>- High level meetings held in, India, Thailand</li> <li>- Briefings on the Global Fund held at the Commonwealth Investment Forum Meeting, WHA, UNGA High Level Meeting on HIV/AIDS</li> </ul>	<ul style="list-style-type: none"> <li>Increased knowledge about GF's results and additional financial resources</li> </ul>
<b>United Nations</b>	To expand and deepen partnerships with the UN	- To develop and maintain contacts with key officials and the office of the Secretary Generals	<ul style="list-style-type: none"> <li>- to inform the UN on a regular basis on the work of the GF</li> <li>- maintain and expand strong working relationship with relevant offices of the UN</li> </ul>	On-going	Participated in the UN General Assembly High Level Meeting on HIV/AIDS	<ul style="list-style-type: none"> <li>- Strong UN support of the Global Fund</li> </ul>