



Investing in our future

# The Global Fund

To Fight AIDS, Tuberculosis and Malaria

**Eighth Board Meeting  
Geneva, 28 - 30 June 2004**

---

**GF/B8/10**

## **REPORT OF THE RESOURCE MOBILIZATION AND COMMUNICATION COMMITTEE**

**Outline:** This report from the Resource Mobilization and Communications Committee with its five annexes offers three recommendations for decision by the Board and gives an overview of the committee's activities and deliberations.

### **Summary of Decision Points:**

The RMCC recommends that:

1. The Board adopts the paper describing the operational modalities to implement the process of Voluntary Replenishment (as outlined in Annex 3).
2. The Board adopts the recommendation on in-kind donations (decision point 2 on page 3).
3. The Board adopts the "Logo Policy and Guidelines" as articulated in Annex 4.

## **Part 1: Introduction**

1. The Resource Mobilization and Communications Committee met on 14 May 2004 (Annex 1 provides the agenda and participants of this meeting). Three main topics have been discussed at this meeting:

- Replenishment mechanism;
- In-kind donations;
- Logo policy.

2. As mandated by the Seventh Board meeting, the RMCC discussed and developed detailed operational modalities on the Voluntary Replenishment Process (see Part 2, below, and related annexes). In addition, the Committee discussed a policy on in-kind donations and jointly with the PMPC approved a text for Board consideration (see Part 3 below). The RMCC discussed and approved a policy for the use of the Global Fund's logo (see Part 4 below). Finally, the RMCC was updated on and engaged in discussions on a number of current resource mobilization and communications issues handled by the Secretariat. These issues are covered by the attached Report on External Relations Activities by the Secretariat (Annex 2).

## **Part 2: Replenishment Mechanism**

1. The Seventh Board meeting in March 2004 decided to adopt the report of the Resource Mobilization and Communications Committee regarding the purpose, scope, period and coverage of the Voluntary Replenishment Process, but to request the RMCC to further develop operational modalities. A number of questions were raised by Board members focusing on the cost and frequency of replenishment conferences, the input required by the Secretariat, the replenishment period, the profile of a future chair of the replenishment conference and the appropriate time schedule.

2. In order to answer those questions in more detail the Secretariat of the Global Fund undertook some background research on comparable organizations with replenishment mechanisms. The outcome of this review was presented to the RMCC meeting. During the meeting in May, Committee members discussed the Secretariat's proposal and suggested a number of amendments. It was agreed that the Secretariat would prepare a budget estimate, including meeting and staff costs. It was also considered that all costs related to these meetings should be presented as an investment to ensure the financial sustainability of the Fund and not as a cost, and that the end result should bring to light the Fund's competence and professionalism.

3. These having been included, the Committee agreed to recommend the paper for presentation to the Board (Annex 3).

### **Decision Point 1:**

***The RMCC recommends that:***

***The Board adopts the paper describing the operational modalities to implement the process of Voluntary Replenishment (as outlined in Annex 3).***

### **Budgetary implications of this decision point:**

***The additional cost of implementing this decision is estimated at approximately US\$ 300,000.***

### **Part 3: In-kind Donations**

1. The RMCC reviewed the recommendations of the Secretariat's paper on in-kind donations and the status of the discussion. The main topic of discussion regarding in-kind donations (IKD) was drug donations. The Committee stressed that the process of IKD ought to be completely transparent and that the entire procedure would be outsourced.

2. The RMCC noted that while the decision in principle of accepting IKD would have to be made at the global level by the Board, it would always and ultimately be the recipient countries, more specifically the CCMs, who would retain responsibility for deciding if and when to accept IKD.

3. The value of the donation would be calculated separately as a contribution to the Global Fund and IKD would be ensured only for the length of the grant. On the issue of IKD drug donations, several questions were raised about the liability of the CCM, effects on local drug pricing, possible changes in pricing over time and the importance of ensuring timely delivery of drugs, including combinations of drugs.

4. As recommended by the Board, the RMCC and the PMPC organized a joint meeting to discuss this policy. The joint meeting agreed on the text below and decided that it should be presented as three separate clauses to be forwarded to the Board for consideration (a full record of the discussion and the Secretariat paper is provided in GF/B8/9, Report of the PMPC).

#### **Decision Point 2:**

***The PMPC and RMCC recommend that:***

##### ***2.1. The Board decides to:***

- a. Accept in principle in-kind donations of non-pharmaceutical products and services; and***
- b. Explore the potential of in-kind donations of pharmaceutical products.***

***2.2. In recognition of the complexities surrounding in-kind donations, the Board requests the Secretariat to develop a business plan for the receipt of in-kind donations by the Ninth Board Meeting. This plan would be based upon the following principles:***

- a. The Global Fund is a financial instrument, not an implementing entity;***
- b. The Global Fund will base its work on programs that reflect national ownership and respect country-led formulation and implementation processes;***
- c. Country Coordinating Mechanisms would choose whether or not they wish to accept in-kind donations, without incentives;***
- d. All Global Fund procurement and supply management policies would apply to in-kind donations;***
- e. The management of the in-kind donation system would be outsourced.***

***2.3. The Board adopts the following process to develop a business plan:***

- a. **An on-going working group composed of members of the PMPC and other relevant committees would be charged with oversight of the development of the business plan, and would provide a report to each PMPC meeting;**
- b. **Guidelines for the use of CCMs for guarding against conflicts of interest, legal liabilities, and meeting Global Fund procurement and supply management quality assurance standards will be prepared by the PMPC (as advised by the Procurement and Supply Management Advisory Panel);**
- c. **The experience with the system would be reviewed on a continuous basis and would be formally evaluated at the end of the first year of its operations.**

**Budgetary implications of this decision point:**

**The additional cost of implementing this decision in 2004 is estimated in the range of US\$300,000 to US\$350,000.**

**Part 4: Logo Policy**

1. As the Global Fund develops its relationships with relevant partners engaged in field activities as well as marketing activities supported by, on behalf of and/or benefiting the Global Fund, an agreed-upon policy on the external use of the Global Fund name and logo will be a critical element in managing the external perception and image of the Global Fund and the benefits and risks of such exposure. Based on the Board's prior decision to endorse the Global Fund logo for internal use and deferral of the decision to endorse external use<sup>1</sup>, the Secretariat has developed policy guidelines for the external use of the Global Fund name and logo based on the Global Fund's needs (see Annex 4). In preparing them, the Secretariat referred to guidelines and policies of similarly positioned organizations.

2. The policy would protect the interests of Global Fund, while achieving an optimal balance with ease of use. Once this policy is adopted, every country should formalize this process. Following approval by the Board, all countries and partners would be informed on the correct use of the logo. In addition, the correct use of the logo would be included in the grant agreements.

3. The RMCC approved the "Logo Guidelines" manual which outlines the appropriate use of the logo.

**Decision Point 3:**

**It is recommended that the Board adopts the "Logo Policy and Guidelines" as articulated in the attached Annex 4.**

---

<sup>1</sup> "Given that the Board had already endorsed the logo for internal use at the previous Board meeting, the Board deferred the decision to endorse the policy on use of the logo and to instruct the Secretariat to continue the process of legal registrations of the logo" - Report of the fourth Board Meeting, GF/B5/2, Agenda Item 16, Decision 3.

## Resource Mobilization and Communication Committee Meeting Agenda

Mövenpick Hotel, Geneva, 14<sup>th</sup> May 2004

### AGENDA

#### 14<sup>th</sup> May 2004

08.00	Coffee available. Registration	
08.30	Welcome and Update on External Relations	Secretariat
09.00	Presentation and Discussion on Replenishment	Christoph Benn
10.45	Coffee break	
11.00	Discussion on In-Kind Donations	Jon Liden
12.00	Lunch	
13.00	Joint Meeting with PMPC to Discuss In-Kind Donations	All
15.00	Coffee Break	
15.15	Discussion on Replenishment	All
16.30	Presentation and Discussion on Logo Policy	Jon Liden Rajesh Anandan
17.00	Any Other Business	All
17.45	End of Day	

**Resource Mobilization and Communication Committee Meeting  
List of Participants**

List of attendees

Chairperson	Mr. Stuart Flavell
Vice Chairperson	Mr Jérôme Baconin
Foundations	Mr. Michael Madnick
Italy	Mr. Leone Gianturco
Japan	Mr. Shigeki Sumi Mr. Satoshi Hemmi
Latin American & Caribbean	Ms. Claudia Guerrero Monteza
NGO Developed	Dr. H�el�ene Rossert
South East Asia	Ms. Waranya Teokul
United States	Mr. Scott Evertz
UNAIDS	Mr. Ben Plumley Ms. Leila Alyanak
WHO	Mr. Alex Ross

Members of the Secretariat

Mr. Jon Liden  
Mr. Christoph Benn  
Mrs. Mariangela Bavicchi  
Ms. Susan O'Leary  
Mr. Barry Greene  
Mr. Brad Herbert  
Ms. Julie Archer  
Mr. Rajesh Anandan  
Ms. Kate Thomson  
Mr. Michel Lavollay  
Ms. Adele Sulcas

## Report on External Relations Activities

### Donor Countries

During the period under review (March – May 2004) new pledges have been made by the governments of Canada (Cdn \$70 Million for 2005), the Republic of Korea (US\$ 500 000 for 2004), New Zealand (NZ\$ 1 Million for 2004), Hungary (\$10 000 for 2004) and the Health Authorities of Taiwan (US\$1 Million). Additional pledges have been received by the European Commission (€500 000 for 2004) and Luxembourg (€1 Million). This has resulted in an increase in the total pledges received which currently stands at US\$ 5.3 billion.

As noted in the last report, following a pledge of \$200 million by the US President one year ago, the US Congress has included in its budgetary appropriation for 2004 a maximum allocation to the Global Fund of \$547 million. According to US law, the actual contribution will depend on the US payment not exceeding 33% of all 2004 payments by the 31 July 2004. Currently the Secretariat is working to ensure that pledges are turned into contributions and transferred to the World Bank trust account by that date in order to ensure the maximum amounts are realized. As of today, 66% (or US \$642 Million) of funds have been transferred or are currently in process of being transferred with an additional €50 Million to be transferred from the EC shortly.

The Secretariat has continued to consolidate strong working relationships with donor countries. Targeted meetings have focused on existing donors increasing their current pledge.

During this period Secretary Tommy Thompson, as Chair of the Board of the Global Fund, visited Saudi Arabia and discussed with Saudi officials the future partnership between that country and the Global Fund, including an increased pledge from the Saudi government.

The delegation was accompanied by the Medical Attaché at the Royal Embassy of Saudi Arabia in Washington, DC. He had prepared this trip after a luncheon meeting of Secretary Thompson with Prince Bandar, the Saudi Ambassador to the US. The Medical Attaché has since taken a great interest in the Global Fund and is promoting it within his government. The Global Fund Secretariat has approached the embassies of Bahrain, the United Arab Emirates and Kuwait to get their support following the interest of the government of Saudi Arabia in building a stronger donor community in the Middle East region.

### Potential Donor Countries

The Secretariat has initiated efforts to ensure a more diversified funding base. This is critical to increasing the level of resources in the near- and medium-term. It will also contribute to sustaining the commitment of existing donors by engendering a sense of wider burden-sharing in the fight against the three diseases.

A number of potential countries have been identified and strategies developed for the new members of the European Union, the Gulf States, and potential donors in East Asia. Countries which have pledged in the past but not in 2004 are also being targeted to re-confirm their commitment to the Global Fund.

Significant progress has been made in establishing working relationships with Geneva-based missions and over 25 have been visited in the period under review. Following the mission meetings there have been new contributions (Korea and Hungary) and strong indications from other countries of their plans to make contributions in the near future.

With a view to diversifying sources of funding and exploring new funding opportunities, the Secretariat is initiating discussions with selected foundations and other organizations that could potentially become involved with The Global Fund. For example, a first proposal has been prepared to approach Rotary International, in view of developing cooperation with the Global Fund and including raising awareness about the diseases and promoting greater involvement of local Rotary clubs. In addition, the Secretariat is developing contacts with the European Foundations Centre in view of exploring cooperation possibilities.

### **Recipient Countries**

The Global Fund has begun a process of active engagement with recipient countries. It has carried forward this partnership in 2004 through detailed briefings to Geneva-based missions, information to capitals and identifying strategic forums for future briefings. In May, the Global Fund briefed the group of African Ambassadors in Geneva.

In the lead-up to the World Health Assembly, the Global Fund will be co-hosting a meeting with GAVI for the Ministers of Health of the African Union countries. One of the purposes of the meeting is to discuss the effective functioning of the Global Fund at country level and the mobilization of political and financial support.

Several recipient countries are also donors, and efforts are underway to mobilize further resources from such countries.

In October and January, three public service announcements (PSAs) were filmed using past winners from the Kora All-African Music Awards in Kenya, Rwanda and Ghana and a fourth was recently filmed in Senegal. The first PSA was broadcast as part of the Kora Music Awards and shown in 40 countries in Africa. All these will be aired by CFI ad TV5 in June.

Work is underway to place articles on Global Fund country progress in international media as part of the build up to the International AIDS Conference in July.

In December/January, the first issue of the Global Fund's Secretariat newsletter, *Frontliners*, was launched. The newsletter, available in four languages, provides a platform for CCMs to share information on implementation and partner processes and for the Secretariat to provide relevant updates. The next edition is currently being prepared.

### **Partner processes and institutions**

During this period, the Secretariat has organized briefings and meetings with a wide range of stakeholders, including parliamentarians, key international organizations, non-governmental organizations and communities of persons living with the diseases.

In order to increase public awareness and to mobilize media in European countries about the Global Fund and the AIDS pandemic, the Secretariat has developed a strategy to work with celebrities. Currently the Secretariat is working with British actor Rupert Everett and approaches are currently being made to other interested individuals. The strategy of



working with celebrities includes their participation at key international events such as the XV International AIDS Conference and targeted use of key media networks.

The establishment of the Friends of the Fund - independent organizations which will help to strengthen the resource mobilization activities of the Global Fund in the US, Japan, Italy and France - is progressing rapidly.

The Friends of the Fund Japan was launched in Japan in March 2004. Funding for establishing a small secretariat was secured from the Open Society Institute, the UN Foundation and Vodafone. The launch was announced at the conference on "Human Security Challenges of HIV/AIDS and Communicable Diseases in Asia", which was attended by senior members of the Secretariat and the Chair and Vice-Chair of the Global Fund Board.

The Japan Centre of International Exchange (JCIE) will host the Friends of the Global Fund office, which will be staffed by 2-3 full time staff under the leadership of the current director of the JCIE.

The role of the Friends of the Global Fund Japan will be to encourage support for and participation in Global Fund processes and purposes through advocacy and profile raising.

The US Friends of the Fund has established offices in Washington D.C. and has recruited a team of dedicated staff. The organization will be launched June 2-4 with a series of high-profile events, including an awards ceremony, a Congressional briefing and a reception.

The main focus of the work of the Friends of the Global Fund US will include advocacy and outreach to a wide constituency. Information materials are currently being prepared to support this work and will include fact sheets and results profiles, and a video on the work of the Global Fund.

In view of mobilizing European foundations to the fight of HIV/AIDS and exploring new financial sources and partnership opportunities for the Global Fund, the Secretariat is participating in the setting up and development of a European HIV/AIDS Funders Group. In this perspective, the Secretariat has developed and distributed a note on how Foundations could be involved with the Global Fund and planned briefing sessions for relevant European Foundations.

### **Global Events and Conferences**

During the period under review, much progress has been made in preparation for the Partnership Forum and the XV International AIDS Conference, under the supervision of the Board Committee on the Partnership Forum.

The on-line forum has been launched and is attracting regular postings. A foreign language forum is to be operational in mid May in French, Russian and Spanish.

Key groups/individuals who have been tasked with identifying participants have submitted names and lists which will be reviewed by the committee in mid-May. As soon as the list of participants has been finalized, decisions on sponsorships (with funds currently available for this) will be made and invitations sent out.

Inputs to the Partnership Forum have also been received by participants from countries during the regional meetings organized in the last months. The External Relations Department has been facilitating working group discussions.

During the XV International AIDS Conference the Global Fund will be coordinating three sessions and planning is well underway for the implementation of the sessions. These sessions will be:

- Skills Building Sessions: "Communicating with the Global Fund", led by Secretariat Communications Staff
- Symposia Session: "Coordinating an Effective AIDS Response at Country Level" Speech on harmonization by Richard Feachem
- Satellite Session: "The Global Fund: A Model for Financing?" This is the official Global Fund satellite session.

The Global Fund will also be hosting a public event during the World Health Assembly for all delegates to highlight the work of the Global Fund.

### **Private sector and branding**

A global outreach campaign has been developed with the pro bono support of Publicis Groupe and will be launched in France in September 2004. The campaign will have two components: the first being a brand advertising campaign and the second a co-branded marketing initiative.

The brand advertising campaign will focus on the five key donor markets of the Global Fund, starting with France and the US, with the US effort being lead by Friends of the Global Fund. The launch will be followed by successive rollouts in Italy, Germany, the UK and Japan during 2004-2005.

The co-branded marketing initiatives will create partnerships with targeted private sector businesses that see marketing benefits in aligning themselves with the Global Fund's mandate and values. The first partnership, to be launched in July, will be with US-based music television channel VH-1, which has an audience of 90 million viewers and is a subsidiary of Viacom, the global media company. As part of VH-1's own public information campaign on HIV/AIDS, the channel will produce a series of public service announcements which will highlight the Global Fund.

In response to the increasing profile of the Global Fund among general audiences as the outreach campaign rolls out, Friends of the Global Fund and the UN Foundation are developing a consumer-oriented website to engage lay audiences in the global fight against the pandemics and with the Global Fund and our partners.

### **Private Sector – Co-investment**

Building partnerships with the private sector has been a central challenge for the Global Fund for the past two years. While expectations were high that public-private partnerships would find their way easily through the Fund process, the reality has been that there was both a lack of clarity about how this could be achieved, and, as importantly, a degree of mistrust. A deliberate effort was therefore deployed by the Global Fund, working with key business partners such as the GBC and the GHI/WEF as well as the ILO, to develop a model by which both the private players and the recipients would benefit fully.

Many of the initial reservations have been addressed in the discussion around how co-investment could be used as a mechanism to allow private sector participation under conditions of clear mandates and accountability. The model of co-investment implies that a private company delivers services and treatments to its employees and their dependents, while the Global Fund allocations would be used to meet the needs of the surrounding communities. The co-investment aspects would be defined by joint contribution from each side: training, staff, clinics, management skills, infrastructure shared by the private side, community health services including VCT, commodities, drugs, shared by the public side. The net effect of the collaboration being that each side leverages the partners' contributions.

Having such a model available made it then possible for number of proposals to come to Round 4 that were supported by the Global Business Coalition. Co-investment schemes were also being negotiated directly between GF recipients or sub-recipients. The first example of this was the co-investment scheme negotiated in South Africa between Anglo-American and Love Life in November 2003 and which is now already showing very positive results.

In this area, as in many others, the success of the GF in developing innovative ways of conducting business and operating as a public-private device is a central one and will be dependant on the support provided by partners, bilateral organizations, and GTZ playing a lead role. Institutions such as UNAIDS, the ILO in particular, the WHO and the World Bank have an important role to play. In addition, the business coalitions have had a critical role in supporting the process. The Global Business Coalition has fully engaged in the process of building the co-investment strategy. Individual companies have also come forward to propose joint activities built on the co-investment model, but they also are working with us to develop much-needed capacities to facilitate these partnerships. Merck & Co will be working with the GF on this strategy.

### **Program documentation & promotion**

In December 2003 and January 2004, communications staff visited Cambodia and Sri Lanka to document progress to date through tape-recorded interviews and video. Video footage is being entered into a searchable archive. Work has begun on organizing the documentation of Global Fund-financed projects in the five "pilot success countries" of Rwanda, Ghana, Sri Lanka, Indonesia and Honduras.

### **Media work**

In March 2004 communications staff visited Zambia to document progress to date through interviews and video recordings. Two five-minute videos were produced which focused on the Global Fund's contribution to the roll-out of ACTs in Zambia. One video was used as part of a multi-media webpage special for Africa Malaria Day and a shorter version was sent to broadcast agencies – including Reuters and Associated Press - for use for Africa Malaria Day. Extensive shotlists from the Zambian shoots and various previous shoots are constantly being added to the audio-visual archive, and transcripts from all interviews are being created during April. The aim is to have searchable database of visuals and quotes related to all programs documented so far.

Communications staff sourced and edited various B-roll tapes of rough footage for a video produced by Friends of the Fund in the US on the work of, and the need for, the Global Fund, to be ready for the Friends of the Fund launch in June. An international version of the video will be produced with a more non-US focus, based on input from the Secretariat.

An extensive photo library search will be conducted to source photos for use in the Global Fund's Annual Report 2004. Photographers and agencies found during the search have been added to a growing database of freelance photographers and usable agencies for future publication work.

### **On-line communications**

A comprehensive online communications strategy is being implemented to support the Global Fund's awareness-raising and resource mobilization goals. The number of daily visits has doubled since October and in April there were on average 1115 visits per day (not including visits by Global Fund Staff). The first issue of the Global Fund's on-line newsletter was launched in December and a second issue distributed in March. To date, 2790 people have subscribed.

A number of new features have been added to the website, such as customized financial reports where users can create detailed Excel spreadsheets to view specific data or various combinations of data (by disease, region, country, round and so on) that suit their own specific needs. The Global Fund in Action section is also being reshaped to include weekly updates on progress in the field with telephone interviews, photos and video clips.

### **Publications**

The 2003 Annual Report will be published and distributed in mid-May. Monthly progress update packages were provided for all major meetings and trips from during this period, including Global Fund regional meetings which have taken place in Jordan, Cambodia and Kenya. An in-depth report is currently being produced in preparation for the International AIDS Conference in Bangkok in July which will report on progress, results, innovative features, donor harmonization and CCM functionality of grants which are over a year old. There will also be a special feature on five countries: Ghana, Rwanda, Zambia, Indonesia and Honduras.

### **Restructuring**

Under the recent restructuring of the Global Fund Secretariat, the former External Relations and Communications teams will be merged into a single External Relations Department managing all relations and communications with external partners, stakeholders and supporters which are not directly portfolio-related. The goal is to ensure maximum integration and coordination of information, resource mobilization and stakeholder dialogue. The Board Relations team will also join this unit.

The unit will contain five small teams:

- Donor Relations** – team leader Mariangela Bavicchi
- Global Partnerships** – team leader Kingsley Moghalu
- Board Relations and Conferences** – team leader Dianne Stewart
- Publications and Multi-Media** – team leader Tim Clarke
- Private Sector and Branding** – team leader Rajesh Anandan

Christoph Benn will continue to lead the new, enlarged External Relations Department and report directly to the Executive Director. Jon Liden will join the Executive Director's Office as the Head of Executive Communications.

## Operational Modalities of the Voluntary Replenishment Process

The seventh board meeting decided to adopt the report of the Resource Mobilization and Communications Committee (Document GF/B7/10) with regards to the purpose, scope, period and coverage of the Voluntary Replenishment Process, but requested the Secretariat/RMCC to further develop further operational modalities, outlined as follows:

### Guiding principles :

- To implement a replenishment process that draws lessons from but is also different from existing models: it should be creative and less restrictive than existing models, while at the same time guaranteeing a high level of political involvement. In a word, “light” but not low-profile. As decided by the seventh board meeting it will have neither official status nor decision-making power over Global Fund policies and operations.
- To link the process between upfront support given by political leaders and actual implementation of commitments. Given that the Global Fund was created by the G8, the process should be linked to the G8 Summit and possibly in the second half of 2005, during the UK presidency.
- To link the replenishment process to a communication strategy on Global Fund achievements and results.
- To learn from other examples, such as recent pledging conferences held by governments in the case of large-scale emergencies (e.g. Afghanistan and Iraq), which involved high political representation at the ministerial level and a great deal of media attention.
- To ensure interaction with the Board meetings as paramount for the success of the replenishment and also as a means to guarantee linkage with decision and policymaking and therefore help to establish a “light” process.
- The second meeting would resemble a Partnership Forum for donors.
- The Secretariat will prepare the requested papers with input from the Board and a number of bilateral and multilateral partners, in particular WHO and UNAIDS. It was stressed that the purpose of the meeting was also to encourage participation and pledges from new donors

### 1. Timeframe

- The first meeting on the replenishment process to be held between the Board meeting in November 2004 and the Board meeting in March 2005. Possibly early February 2005.
- The Board meeting in March 2005 would receive a first report from the replenishment conference.
- The second meeting on the replenishment process would be held after March 2005 and before the board meeting in July 2005. One possible option might be to hold it in June 2005 before the G8 summit under the UK presidency.
- The Replenishment Chair (see further) would participate in the November 2004 and the March 2005 board meetings, and, if available, report back to the June/July 2005 board meeting.

## **2. Agenda**

### **First meeting**

The Secretariat will prepare three main papers to be circulated to donors in advance, focusing on:

1. Status and impact of the three diseases (epidemiological data on AIDS, TB and malaria, global demand and opportunities for a scale-up of prevention, care and treatment, including estimated costs, the three diseases in the context of the Millennium Development Goals).
2. Evaluation of the performance of the Global Fund both at country and at headquarters level, including M&E reports from the field, assessment of results achieved and a report on financial management of the Global Fund. This report should also describe the specific role of the GF in the global arena, and stress its comparative advantage, and its complementarity vis-à-vis other institutions.
3. Estimate of resource needs for the replenishment period. This should include at least three options for a low, medium and high scenario.

The first meeting would then produce a paper on results and resource needs, which participants would take back to capitals. It was noted that input from recipient countries would be very important at this first meeting, through powerful, high-level interventions, with a view to highlighting results achieved.

### **Second meeting**

- The second meeting constitutes a more political process, with high-level participation of Ministers, CEOs and/or Chairmen from the private sector. Recipient countries would participate in their capacity as donors. The main agenda item in this instance is short statements by each head of delegation to announce new pledges.

## **3. Replenishment Period**

As approved in document GF/B7/10, the first replenishment round could be set relatively shorter than the second and subsequent rounds, which could be adjusted in the light of experience.

- The first replenishment period is therefore set at 2 years, namely calendar year 2006 and 2007.
- In addition, the meeting would look at the anticipated shortfall of resources in 2005
- Subsequent replenishment periods may be longer, depending on experience with Fund operations in the meantime and on the outcome of the first replenishment exercise.

#### **4. Terms of Reference of the Chair**

The Chair of the replenishment conference will have a very important and influential role in the future resource mobilization efforts of the Global Fund. This position carries the main responsibility of making sure that the required resources agreed upon by the replenishment conferences will be raised by the participating member countries and organizations, leading to a sustainable and predictable financial framework. Therefore the Chair of the conference should hold an exceptionally high level of competence, experience and stature, including the following characteristics:

- Longstanding political experience in very senior positions
- Proven diplomatic and negotiation skills
- Personal integrity and reputation as an honest broker
- Well connected to governments and political leaders around the world
- Wide experience in chairing international conferences and inter-governmental meetings
- Reputation of being non-partisan with an ability to reach out to a broad spectrum of stakeholders
- Being someone with a “demonstrated interest” in at least one of the three diseases.

#### **Process of nomination**

- between July and August 2004 the Board and the Secretariat would suggest names;
- the RMCC would prepare a short list with three names, which would be submitted to the Chair and Vice-Chair of the Board for official nomination;
- the short-listed candidates would be approached at the time of their nomination to make sure they would be available;
- the appointed chair would be invited to the November 2004 board meeting.

#### **5. Estimated cost of the replenishment mechanism**

The replenishment mechanism will incur costs for: the preparation of reports by the Secretariat, with the help of external consultants and partner organizations; the organization of the conferences; and the operational costs for the Chair of the conference.

The total additional cost is estimated to be **US \$ 339,283**. The Resource Mobilization and Communication Committee examined and approved the detailed budget breakdown presented by the Secretariat.

Countries supporting the Global Fund are encouraged to host one or both conferences and to share the cost involved in the organization of the event.

## Draft Policy on External Use of Logo

### Part 1: Background

#### 1. Registration Process

The logo of the Global Fund has been registered by the Federal Office for Intellectual Property of Switzerland and in several other countries by means of a registration under the Madrid Protocol<sup>2</sup>. In addition, the Secretariat is pursuing the registration of the Global Fund name and logo in the U.S. and E.U. in anticipation of the advertising and outreach effort that will be launched in 2004.

#### 2. Principles for Guidelines

The attached guidelines are based on the potential of leveraging our partners to improve the visibility, awareness and support of the Global Fund. The guidelines also take into consideration the risks of enabling the external use of the Global Fund name and logo and the associated administrative burden.

#### 3. Partner Categories

The guidelines for use of the Global Fund name and logo draw a distinction between program partners and agents (organizations who act as Country Coordinating Mechanisms, Local Funding Agents, Principal Recipients and Sub-Recipients of current Global Fund grants) and marketing partners (individuals and organizations who are involved in raising awareness of and funds for the Global Fund); the guidelines for each of these categories of partners are listed separately.

### Part 2: Policy

#### **Policy for the use of the name and logo of The Global Fund to Fight AIDS, Tuberculosis and Malaria**

The Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund)'s name and logo may be used by third parties based on the requirements detailed below. The requirements for use are specific to the type of organization and intended use as documented herein. Any exceptions to these requirements must be approved by the Secretariat of the Global Fund.

#### **Program Partners and Agents**

Program partners and agents include organizations who are Country Coordinating Mechanisms, Local Funding Agents, Principal Recipients and Sub-Recipients of current Global Fund grants. The terms of use of the Global Fund name or logo by program partners or agents are detailed in the respective agreement and/or policy document relevant to each partner:

- a. **Principal recipient grant agreement** - the principal recipient grant agreements include the terms under which a principal recipient may authorize grant sub-recipients to use the Global Fund name and logo.

---

<sup>2</sup> The Global Fund's logo is registered under the Madrid Protocol in Austria, Benelux, China, Denmark, France, Germany, Italy, Ireland, Japan, Norway, Spain, Sweden, Switzerland, Ukraine and United Kingdom.



- b. **Country Coordinating Mechanism policy guidelines** – Country Coordinating Mechanisms intending to use the Global Fund name and logo must sign a separate license agreement which can be obtained from the Secretariat of the Global Fund.
- c. **Local Funding Agent contract**

The use of the Global Fund name and logo by all program partners and agents is subject to the following conditions which are detailed in the respective agreements and policy documents as previously stated:

- a. The Global Fund name and logo cannot be used for any purpose without following the Global Fund graphical use guidelines which will be made available by the Secretariat of the Global Fund.
- b. The Global Fund name or logo cannot be used on standard organization stationery, including letterhead and business cards.
- c. The Global Fund name or logo cannot be used for any form of sales, marketing or promotion of products (including on product packaging) or services – in order to use the Global Fund name or logo in product promotion, a separate license agreement is required with the Global Fund. Contact the Secretariat of the Global Fund for further details.
- d. The Global Fund name or logo cannot be used for or in relation to any form of fundraising – in order to use the Global Fund name or logo for fundraising activities on behalf of the Global Fund, contact the Secretariat of the Global Fund for further details.
- e. The Global Fund name and logo can be used in printed publications, posters, signs, video/audio productions and websites under the following conditions:
  - i. The wording used in any communication material (including printed publications, posters, signs, video/audio productions and websites) should clearly show that it is neither produced nor endorsed by the Global Fund and the Global Fund's name and logo must be preceded by the text: "supported by".
  - ii. The partner organization's name and/or logo should appear first – any exceptions must be approved by the Secretariat of the Global Fund.
  - iii. The partner organization's name and logo should be of equal or greater size to the Global Fund name and logo - any exceptions must be approved by the Secretariat of the Global Fund.
  - iv. With the exception of posters and signs, all communication material (including printed publications, video/audio productions and websites) must contain the disclaimer: "The views described herein are the views of this institution, and do not represent the views or opinions of The Global Fund to Fight AIDS, Tuberculosis & Malaria, nor is there any approval or authorization of this material, express or implied, by The Global Fund to Fight AIDS, Tuberculosis & Malaria"

- v. Websites using the Global Fund name and logo in accordance with the above guidelines may have an active link to the Global Fund's official website: [www.theglobalfund.org](http://www.theglobalfund.org)

The Global Fund name and logo can be used on vehicles purchased using funds from the Global Fund under the following conditions:

- a. The Global Fund's name and logo must be preceded by the text: "supported by".
- b. The partner organization's name and logo should be of equal or greater size than the Global Fund name and logo - any exceptions must be approved by the Secretariat of the Global Fund.

### **Marketing Partners**

Marketing partners include individuals and organizations who are involved in raising awareness of and funds for the Global Fund. The use of the Global Fund name or logo would require specific license agreements depending on the type of use and is subject to the following conditions:

- a. The Global Fund name and logo cannot be used for any purpose without following the Global Fund graphical use guidelines which will be made available by the Secretariat of the Global Fund.
- b. The Global Fund name or logo cannot be used on standard organization stationery including letterhead and business cards.
- c. The Global Fund name or logo cannot be used for any form of sales, marketing or promotion of products (including on product packaging) or services without the explicit approval of the Secretariat of the Global Fund – in order to use the Global Fund name or logo in product promotion, a separate license agreement is required with the Global Fund – contact the Secretariat of the Global Fund for further details.
- d. The Global Fund name or logo cannot be used for any form of public advertising without the explicit approval of the Secretariat of the Global Fund – in order to use the Global Fund name or logo in public advertising, a separate license agreement is required with the Global Fund – contact the Secretariat of the Global Fund for further details.
- e. The Global Fund name or logo can be used for or in relation to fundraising on behalf of the Global Fund under the following conditions:
  - i. The wording used in any communication material related to fundraising activity (including printed publications, posters, signs, video/audio productions and websites) should clearly show that the Global Fund is not responsible for conducting the fundraising activity.
  - ii. The wording used should clearly show the relationship with the Global Fund (e.g. "in aid of", "benefiting", etc.)
  - iii. The benefit to the Global Fund from the donor's contribution should be clearly stated, including the percent of each contribution that will be

donated to the Global Fund, as well as any ceiling and/or time limit for the contribution.

- iv. The partner organization's name and/or logo should appear first – any exceptions must be approved by the Secretariat of the Global Fund.
- v. The partner organization's name and logo should be of equal or greater size to the Global Fund name and logo – any exceptions must be approved by the Secretariat of the Global Fund.

The Global Fund name and logo can be used in printed publications, posters, signs, video/audio productions and websites under the following conditions:

- a. The wording used in any communication material (including printed publications, posters, signs, video/audio productions and websites) should clearly show that it is neither produced nor endorsed by the Global Fund.
- b. The partner organization's name and/or logo should appear first – any exceptions must be approved by the Secretariat of the Global Fund.
- c. The partner organization's name and logo should be of equal or greater size to the Global Fund name and logo – any exceptions must be approved by the Secretariat of the Global Fund.
- d. With the exception of posters and signs, all communication material (including printed publications, video/audio productions and websites) must contain the disclaimer: "The views described herein are the views of the author, and do not represent the views or opinions of The Global Fund to Fight AIDS, Tuberculosis & Malaria, nor is there any approval or authorization of this material, express or implied, by The Global Fund to Fight AIDS, Tuberculosis & Malaria"
- e. Websites using the Global Fund name and logo in accordance with the above guidelines may have an active link to the Global Fund's official website: [www.theglobalfund.org](http://www.theglobalfund.org)

## **Contact**

### **Program and Agent partnerships**

Contact the relevant Fund Portfolio Manager

### **Marketing partnerships**

Contact Rajesh Anandan, email: [rajesh.anandan@theglobalfund.org](mailto:rajesh.anandan@theglobalfund.org)

### **Graphical use guidelines**

Contact Julie Archer, email: [julie.archer@theglobalfund.org](mailto:julie.archer@theglobalfund.org)