

The power of partnerships



The challenge

After years of remarkable progress in the fight against HIV, tuberculosis (TB) and malaria, new threats have pushed us off the trajectory needed to reach the Sustainable Development Goal target of ending the epidemics by 2030. Meeting our goals requires all partners to step up the fight by accelerating innovation, coordinating and collaborating more efficiently and executing programs more effectively.

Private sector partnerships are critical to the success of the Global Fund. To date, the private sector has contributed over US\$2.7 billion to the Global Fund, and provided valuable expertise that has helped maximize the impact of our investments.

However, the vast majority of the private sector does not put an emphasis on global health within its corporate strategies, despite infectious disease posing a great risk to economic growth and trade, and threatening development and stability. For example, according to a recent analysis by the Economist Intelligence Unit, drug-resistant TB alone could cost the global economy US\$17 trillion by 2050 if left unchecked.

The opportunity

Good health is a powerful driver of productivity, social stability and economic growth. Investing in global health and the Global Fund is good value for money that generates impressive economic returns and, more importantly, saves lives.

The Global Fund's investments both reduce the financial and personal burden of HIV, TB and malaria, and catalyze domestic investment in health.

The private sector plays a pivotal role in the Global Fund partnership, supporting new product development, contributing funding, technical expertise, training, governance and advocacy that enhances the impact of Global Fund-supported programs. Through that innovation, capability and funding we have the chance to eliminate three of the world's deadliest infectious diseases, build health systems and ultimately improve the lives of millions of people.

The Global Fund partners with a diverse group of private sector stakeholders, including the Bill & Melinda Gates Foundation, other

foundations and high net worth individuals, as well as corporations and social businesses. When it comes to technical expertise and know-how, the Global Fund is partnering with companies specialized in digital health, technology, telecommunications, finance, R&D, sports, insurance and consumer goods to step up the fight to end AIDS, TB and malaria by 2030.

Partnerships and innovation

PRODUCT (RED)



(RED), a consumer marketing initiative that generates funding for the Global Fund, has been one of the most successful Global Fund partnerships. It creates (RED)-branded products and experiences by partnering with the world's most

iconic brands, including Apple, Montblanc, Salesforce and Starbucks. Since its creation in 2006, (RED) has contributed more than US\$600 million through the Global Fund to support HIV programs in Africa.

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PROJECT LAST MILE: Bringing lifesaving medicines to remote areas

Project Last Mile (PLM) was created in 2010 to leverage and share core private sector expertise to help improve health systems across Africa in a sustainable way. Concretely, PLM leverages Coca-Cola's logistical, supply chain and marketing expertise to improve the reach and uptake of lifesaving medicines, including HIV medicines, and health services in Africa. PLM partners include the Global Fund, the Bill & Melinda Gates Foundation, USAID, The Coca-Cola Company and Coca-Cola foundation, local implementing partners and health ministries.

PLM was piloted with the Medical Stores Department (MSD) of Tanzania in 2010 and has helped transform the delivery of medicines from 130 regional hubs to over 5,700 health

Peter Sands

Executive Director
of the Global Fund

"Only through innovation can we counter the threat of resistance, extend our reach to the poorest and most marginalized, and build stronger health systems. Private sector expertise and infrastructure in functional areas like technology, supply chain, and financial management can make a difference. A new model of private sector engagement is needed if we are going to step up the fight and end the HIV, TB and malaria epidemics by 2030 – one where there is a shared interest to create social impact."



The lab at the Primeiro de Maio Health Centre in Maputo City, Mozambique, where blood samples are taken and tested for malaria.

facilities, including those in hard-to-reach areas. Coca-Cola Kwanzaa, Tanzania's Coca-Cola bottler, shared best practices with MSD staff on route optimization to increase the efficiency of deliveries and reduce costs. Skill-building workshops were also organized with MSD to strengthen supply chain management. In 2018, PLM completed its mission to strengthen medicine distribution in four of Tanzania's 31 regions through in-depth data collection and route optimization analytics.

ZENYSIS: **Detecting malaria outbreaks in real-time**

Zenysis Technologies, a US-based big data and artificial intelligence software company, has developed a powerful software platform to help governments identify potential malaria outbreaks. In Ethiopia, more than 3 million malaria cases are identified each year and over 70% of the country is at risk.

Zenysis worked closely with the Ethiopian Ministry of Health to create a malaria anomaly detection system (MADS) to identify outbreaks in real time, allowing for instant notification and response to help reduce the

public health threat of malaria. Building on the success of its work in Ethiopia, Zenysis has committed to a new partnership with the Global Fund to deliver in-kind technical support worth US\$6 million to bring the lifesaving power of big data and advanced analytics to 10 Global Fund-supported countries over three years.

IBM AND INDIA HIV/AIDS ALLIANCE: **Transforming care for people living with HIV and TB**

In 2017, IBM, the Global Fund and the India HIV/AIDS Alliance partnered to pilot a tablet-based mobile app in select districts in India to improve the quality of care for people living with HIV and TB. They each contributed their strength and expertise, and all partners benefited. It was the perfect test case for a technology solution that could transform care.

The pilot was an instant success and was quickly scaled up to cover the whole of India. The user-friendly software allows health workers to track people living with HIV, makes sure they are adhering to treatment, uploads data, and ensures confidentiality. An estimated 1.2 million people were tracked with the app between January 2018 and March 2019, and more than

2 million patients across India have benefited from eMpower to date.

ECOBANK: **Strengthening the financial management of Global Fund implementers**

Ecobank, a leading pan-African bank, partnered with the Global Fund in 2014 to complement investments in malaria programs and provide financial expertise to Global Fund implementers across Africa. The partnership consists of a financial contribution and in-kind support, advocacy and innovation.

The partnership has supported malaria programs in Mozambique (2017-2019) and Nigeria (2014-2016), and strengthened the financial management capacity, accounting and reporting skills of Global Fund implementing partners in key Ecobank markets across Africa to generate greater impact in the fight against HIV, TB and malaria. Ecobank has also developed innovative solutions to financial challenges, for example through cash management and mobile money mechanisms, and engaged its employees and customers in supporting the Global Fund's mission.



The Global Fund / Nicholas Peart

Nurse handing a mosquito net for malaria prevention to a pregnant woman at the Ikwiriri Health Center in Kibiti district, Tanzania.

VIIV HEALTHCARE: Empowering young women and girls in Africa

Through its Positive Action programs, ViiV Healthcare supports community-led responses around the world to tackle the HIV epidemic. As a HER Voice Fund partner, ViiV focuses on financing and capacity building among adolescent girls and young women groups to improve programmatic effectiveness, strengthen participation in Global Fund country processes and build the capacity of organizations and networks of young women, primarily in partnership with the Global Fund.

The HER Voice Fund provides practical support, such as small grants to cover expenses, to ensure women and girls meaningfully engage in decision-making forums related to Global Fund processes, such as country policy reforms, funding applications, and the design and implementation of programs that meet their needs. In its pilot year in 2018, the HER Voice Fund provided almost 200 grants to networks and organizations led by women and girls across the 13 focus countries.

For example, HER Voice has supported Youth for Change in Zambia, whose members influence the design of programs by proposing tailored approaches to reach out to adolescent girls and young women living in remote or hard-to-reach areas.

ViiV Healthcare's Positive Action is looking forward to continuing its support of Global Fund initiatives, including the launch of the HER Voice Fund 2.0. planned for the end of 2019.



Hortencia Nuhu, HER Voice Ambassador, at football bonanza in Dar es Salaam, Tanzania.

As a HER Voice Ambassador, Hortencia advocates for the rights of adolescent girls and young women to access HIV prevention, sexual and reproductive health services.

Hortencia Nuhu

HER Voice Ambassador,
Tanzania

"Many adolescent girls and young women in Tanzania do not have the confidence to achieve their goals. Particularly in rural areas, they do not have the ability to make their own decisions to study, for example. We are part of change. We should not feel inferior because we are girls. We have to believe in ourselves that we can make changes without depending on men."

Call to action

A new scale of private sector engagement is needed if we are going to step up the fight and end the HIV, TB and malaria epidemics by 2030. This requires a broader and larger compact between the public health and private sectors to invest on all fronts in improving the lives of the millions devastatingly affected by these diseases.

STEP UP THE FIGHT

Ending the epidemics of HIV, TB and malaria by 2030 is within reach, but not yet firmly in our grasp. After years of remarkable progress, new threats such as stalled funding and growing drug resistance have pushed us off track. We now face a decisive moment. Do we step up the fight, or do we allow ourselves to slip back? The Global Fund's fundraising target for the next three-year cycle is at least US\$14 billion. The Global Fund is calling on the private sector to mobilize at least US\$1 billion. These funds will help save 16 million lives and cut the mortality rate from HIV, TB and malaria in half by 2023, while building stronger systems for health that will enable the achievement of universal health coverage. It is time to step up the fight.

About the Global Fund

The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. As an international organization, the Global Fund mobilizes and invests more than US\$4 billion a year to support programs run by local experts in more than 100 countries. In partnership with governments, civil society, technical agencies, the private sector and people affected by the diseases, we are challenging barriers and embracing innovation.