



# PARTNERING FOR GLOBAL HEALTH: The Global Fund and the Private Sector



Investing in our future

**The Global Fund**

To Fight AIDS, Tuberculosis and Malaria



A person wearing a white protective suit and a face mask is standing in a room. They are holding a yellow container. The room has a white sheet covering a bed, and the background is a plain wall. The lighting is warm and slightly dim.

*An investment in the Global Fund is a long-term investment for future business growth. The Global Fund is tackling the burden of disease in developing countries in a completely new way with a strong emphasis on collective action and demonstrable results. Most of these countries represent important emerging markets for new business, but none of these markets will realize their full potential if they are burdened by diseases which kill over 4 million people per annum. Global health is undoubtedly an important component of the sustainable development agenda for all businesses. Investment in the Global Fund is a shared responsibility.*

**Dr. Brian Brink**

Private Sector Board Member

The Global Fund to Fight AIDS, Tuberculosis and Malaria

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## A Call to Action

**A**IDS, tuberculosis (TB) and malaria are among the greatest threats to human welfare and development around the world. Together, the diseases kill 4.2 million people annually, perpetuating a cycle of sickness and poverty and stifling economic growth, education and life expectancy in many of the poorest economies in the world. This does not have to be the case. Effective treatment and prevention techniques are available for all three diseases, but a lack of resources to effectively fight the pandemics has hindered progress.

In 2002, the Global Fund to Fight AIDS, Tuberculosis and Malaria was created to provide the critical infusion of resources needed to turn the tide on the diseases. As of March 2010, the Global Fund had approved US\$ 19.3 billion worth of grants to programs in 144 low- and middle-income countries. This flow of additional financial resources to large-scale programs that provide prevention, treatment and care services for people living with the three diseases around the world is translating into tangible results. As of December 2009, programs supported by the Global Fund worldwide had delivered:

- 104 million insecticide-treated nets for the prevention of malaria
- Antiretroviral (ARV) therapy for the treatment of HIV and AIDS to 2.5 million people
- TB medication to 6 million people

The Global Fund estimates that by the end of 2009 nearly five million lives had already been saved through the programs it supports.

Although the progress made in the last eight years has been tremendous, more needs to be done to help countries achieve targets for universal access to HIV treatment, prevention, care and support (as enshrined in the 2006 United Nations Political Declaration) and to halt and reverse the spread of HIV, malaria and other diseases (as set out in the United Nations' Millennium Declaration). The private sector has a critical role to play in achieving these goals. Contributions from donor governments predominate, but the private sector has become a growing source of sustainable, long-term income through initiatives such as (PRODUCT)<sup>RED</sup><sup>TM</sup> and the Global Fund's Corporate Champions Program.

The private sector also contributes in a number of other ways. For example, expertise gained running a health program for employees can be applied in managing the national response, business and management competencies can be shared with local implementers. And management's commitment to expanding a company's involvement can be a significant driver of both the local and the national response to the epidemics.

For the Global Fund to achieve its vision of a world free of the burden of AIDS, TB and malaria, it needs more than cash alone. Effective partnerships with



the private sector that help the Global Fund and the programs it supports around the world to achieve results are part of the reason for the Global Fund's success. The private sector can play a significant role in filling gaps in governance, implementation, advocacy and procurement so that Global Fund-supported programs can continue to reach the people who are in need of their services.

Currently, there are four key ways for businesses and other private sector organizations to partner with the Global Fund:

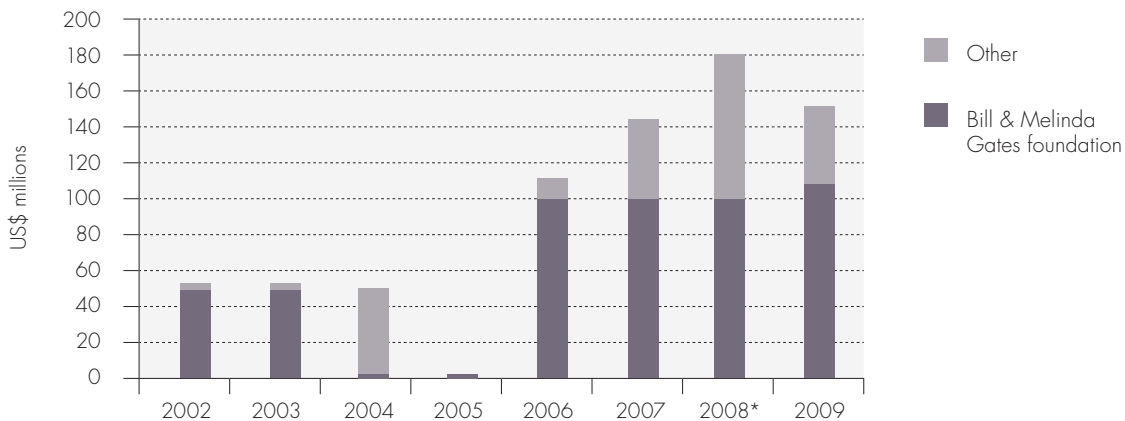
- Making monetary or in-kind donations
- Supporting implementation

- Providing commercial goods and services on a socially responsible basis
- Serving as a public advocate and contributor to good governance

The following pages explain each of these partner relationships in more detail and give examples of partnerships that have been successful. The focus of this document is limited to partnerships involving "for-profit" private enterprises, rather than the full range of private actors contributing to and actively engaged with the Global Fund (such as private foundations).

The following pages explain each of these partner relationships in more detail and give examples of partnerships that have been successful.

### Private Sector and Nongovernment Donor Contributions 2002-2009



\*includes major one-off contribution of US\$ 40 million from (RED) auction event.







## Cash and In-kind Donations

Private sector financial contributions are important to secure the Global Fund's long-term resource requirements. In 2008, private sector and nongovernmental organizations contributed a total of US\$ 182 million, representing 6.6 percent of all contributions. With partners such as (PRODUCT)<sup>RED</sup><sup>TM</sup>, the Global Fund aims to increase this level to 10 percent in the coming years as it seeks to fulfill its total resource requirements.<sup>1</sup>

Private financial contributions to the Global Fund go directly to the programs in the field, with no administrative costs deducted. The Global Fund is able to meet its own administrative costs largely through interest earned on its large cash flows. Private sector donors have the choice of giving to the general pool of funds used to finance grants or making a "restricted contribution" to support particular grants or activities.

Earmarking of funds does not affect the available funds of the targeted grant or the program objectives, workplan or reporting requirements, but it gives private sector donors the added benefit of linking their contribution to overall program results.

In 2008, the Global Fund welcomed Chevron as the inaugural Global Fund Corporate Champion. Corporate Champion partnerships provide a way for multinational corporations to make a substantial investment in the fight against the three diseases

and gives them the opportunity to collaborate with the Global Fund on advocacy and public relations projects at the global level and to work more closely at the country level with implementers of Global Fund-supported programs. As part of the partnership, Chevron agreed to invest US\$ 30 million over three years in Global Fund-supported programs in six countries in Asia and Africa.

In March 2010, Japan's largest pharmaceutical company, Takeda Pharmaceutical Company Ltd, made a commitment to become a "Corporate Partner" of the Global Fund and invest 100 million Japanese yen (around US\$ 1 million) per year for ten years from 2010 to 2019 to support Global Fund-financed programs, with a focus on human capacity development for health system strengthening in Africa. The Global Fund is actively seeking to expand such partnerships and welcomes contributions from a range of companies at different levels. For the Global Fund's replenishment for 2011-2013, the Global Fund private sector Board Member Dr. Brian Brink of Anglo American plc initiated an effort to encourage a broad range of companies to contribute at a moderate level to the fund as "Corporate Supporters".

Partnerships with media entities are also important in raising funds and awareness for the Global Fund. In 2008, for a second year, the Global Fund received a contribution from American Idol, the top-rated show

<sup>1</sup> Key nongovernment donors include foundations such as the Bill & Melinda Gates Foundation, although these fall out of the scope of this document.

airing on the Fox television network in the U.S., reaching 17.5 million viewers. During a special show called "Idol Gives Back", US\$ 10 million was raised in total for the Global Fund. Audiences for the "Idol Gives Back" program over the past two years averaged more than 22 million people. Of the US\$ 10 million contributed to the Global Fund in 2008, US\$ 9 million is being allocated to a Global Fund-financed grant fighting HIV and AIDS in the Western Cape Province in South Africa. The remaining US\$ 1 million, donated by the M·A·C AIDS Fund to the Global Fund through "Idol Gives Back", is supporting a Global Fund-financed HIV grant in Jamaica.

In April 2009, Comic Relief in the UK announced a £2 million contribution over a two-year period to the Global Fund. The funds were raised during Comic Relief's biannual fundraiser "Red Nose Day", which is the largest regular single-day charity fundraising event globally, undertaken with major media and private sector partners including the BBC. The Comic Relief contribution will be directed towards Global Fund-supported programs to fight malaria in Zambia for the purchase and distribution of insecticide-treated nets, to strengthen health services and to educate people to spot early symptoms of malaria.

In November 2009, the hit television program "Big Brother Africa Revolution" (seen in more than 45 countries), along with broadcaster MNet, became the first Africa-based private contributors to the Global Fund. They agreed to contribute a major portion of profits from SMS messaging during the programs' health week, in a partnership brokered by the United Against Malaria campaign, which benefits the Global Fund. "Big Brother Africa Revolution" is produced by Endemol South Africa.

Direct monetary contributions are not the only way in which businesses and other private entities can support the Global Fund. Since shortly after its founding, the Global Fund has undertaken discussions regarding the donation of in-kind products and services both to the Global Fund Secretariat and to grant implementers. The organization currently accepts in-kind donations of services to the Global Fund Secretariat and is authorized to broker the donation of services to organizations that implement the programs it supports at the country level. In November 2009, the Global Fund Board agreed to allow the Secretariat to broker donations of non-medical products to recipients on a limited, trial basis.<sup>2</sup> The first such trial donation to be brokered by the Secretariat is the donation of 100,000 HIV-prevention and awareness comic books produced by UK-based publisher Medkidz. The books are being distributed through Global Fund-financed HIV programs in Swaziland, the country with the highest HIV prevalence in the world.

In-kind donations of services have had a significant impact on implementation efforts. In 2008, the Global Fund entered into a partnership with Standard Bank. Through the partnership, Standard Bank is providing financial and management expertise to recipients of Global Fund grants in selected African countries to help ensure that funds are efficiently managed, spent and distributed inside the country and to assist with reporting requirements. Standard Bank's support is available to grant recipients in selected countries who request it and is tailored to meet their specific needs.

<sup>2</sup> The Global Fund currently does not accept donations of medical products although recipients are free to do so if they wish.





*"We chose to work with the Global Fund because it is the world's largest and most effective financier of the fight against HIV and AIDS. The Global Fund's country-led, performance-based model puts the countries themselves in charge of designing solutions appropriate for them and making the programs work locally. The Global Fund adds a layer of performance measurements that help ensure full transparency and accountability, ensuring that every dollar is well spent and accounted for.*

*This is incredibly important to us.*

*We want all of the people who choose (RED) to know that every dollar they help generate has a direct impact on people affected by HIV and AIDS in Africa."*

**Susan Smith Ellis**  
CEO, (RED)





## Partnership in Action: (PRODUCT)<sup>RED</sup><sup>TM</sup>

The Global Fund is beneficiary of what is the most innovative and sustainable cause-related marketing venture globally. In 2006, (RED), a private sector consumer marketing initiative developed by rock musician Bono and Bobby Shriver, former Chairman of Debt, AIDS, Trade, Africa (DATA), was launched with the idea of supporting the Global Fund through the sale of popular brand name products bearing the (PRODUCT)<sup>RED</sup> logo. Current partners include: American Express (UK), Apple, Bugaboo, Converse, Dell, Emporio Armani, Gap, Hallmark, Nike, Penguin and Starbucks. Up to 50 percent of their gross profits from the sale of these products are directed to the Global Fund. One hundred percent of the money earned for the Global Fund through (RED) is invested in Global Fund-financed grants and no overhead is charged by the Global Fund or (RED), ensuring that all funds raised have the greatest impact possible. The concept has been an enormous success, raising more than US\$ 150 million by mid 2010 to support programs that provide prevention, treatment and care services for people living with HIV and AIDS in six African countries: Rwanda, Ghana, Lesotho and Swaziland, South Africa and Zambia.

(RED) has also helped to strengthen awareness and advocacy for AIDS in Africa among consumers in North America and Europe. By communicating with ordinary citizens and consumers through brands they know and trust, (RED) has been able to engage millions in the fight against AIDS in Africa. Through its high-powered marketing partnerships, (RED) has provided the Global Fund and implementing partners with invaluable exposure in media coverage and advertising. Online, (RED) has been able to connect young people to the fight against AIDS in Africa. This has helped to create networks of concerned citizens, who may contribute to keeping AIDS in Africa on the agenda of governments, and become advocates for global health and development issues.

(RED)'s partnership with the Global Fund serves as a successful model of both an innovative financing initiative and an effective public-private partnership. What makes the partnership a success is that all parties, while united by a common goal, nevertheless focus on their discrete areas of expertise. (RED) and its partners contribute marketing and communications competencies of the very best quality to be found in the commercial sector globally. The Global Fund and implementing partners provide a grant-making and management capability with transparency and accountability mechanisms required to build a firm foundation for (RED)'s public advocacy.









## Implementation Partnerships

At the country level, the commitment of the private sector is seen as vital to securing the long-term sustainability of programs for education, prevention, treatment and care. To halt or reverse the spread of AIDS, TB and malaria requires a significant scale-up of programs aimed at fighting the three diseases. Governments cannot do this alone and the Global Fund encourages countries to engage nongovernment organizations – including the private sector – as implementers of programs through becoming Principal Recipients and sub-recipients of Global Fund grants. In fact, the Global Fund explicitly recommends in its grant application package the routine inclusion of both government and nongovernment implementers in proposals for Global Fund financing, in a process dubbed “dual-track financing”. As a result of dual-track financing, around 40 percent of Principal Recipients in Rounds 8 and 9 are nongovernmental, compared to just 23 percent over the previous seven rounds. Further analysis of proposals for the two most recent rounds of funding indicates that 50 percent of proposals now include a significant private sector element. Private sector know-how, used to aid the implementation of Global Fund-supported programs, can result in capacity building and logistical efficiency gains that enable more effective delivery of prevention and treatment services.

In some situations, private sector entities may be particularly well suited to act as Principal Recipients

of Global Fund grants because they may be the most viable source for delivery of services in locations where other networks and resources are insufficient. In other country contexts, private sector recipients may focus on financial management and reporting while working with a network of sub-recipients undertaking implementation on the ground. Successful private sector recipients include the Pilipinas Shell Foundation in the Philippines, which implements a US\$ 14 million malaria grant in the five most malaria-endemic provinces in the country. In September 2009, mining company AngloGold Ashanti became the first private sector Principal Recipient in Africa with a malaria grant in Ghana worth US\$ 30 million for an initial two years. In the most recent round of funding, the National Electricity and Water Company of Benin was included as a recipient in the successful proposal. Elsewhere, private sector sub-recipients include organizations such as the Nigerian Business Coalition Against AIDS (NIBUCAA), the Thailand Business Coalition on AIDS, and the Confederation of Indian Industry.

Privately owned providers of health services are playing a major role in health systems worldwide, providing capacity to extend the reach and to permit the scaling up of interventions. Among the proposals that were recently approved for funding and have a private sector component, about two-thirds indicate the role of private health

care providers as pivotal for scaling up national programs. This is especially so for TB proposals, but HIV/AIDS and malaria proposals also have a significant portion of privately owned health providers. The Association of Private Health Facilities of Tanzania (APHFTA) and Madison Health Insurance in Zimbabwe are examples of private health care providers that support considerable scaling up of national responses. In India, Pakistan and Bangladesh private doctors and clinics are heavily involved in the diagnostics, regimen and care of TB cases. The government, on the other hand, provides training and drugs, guidelines and regular supportive supervision. For the management of malaria cases, private hospitals and clinics located in highly endemic malaria areas serve as referral centers. In Eastern Europe and Central Asia, almost all of the recent Global Fund proposals have adopted a public-private mix approach to scaling up case detection and treatment. Vishnevskaya-Rostropovich Private Foundation (VRF) in Georgia is supporting prevention of mother-to-child transmission (PMTCT) activities in the country through the procurement and supply of HIV diagnostic test kits.

Private sector actors can play a catalytic role in establishing and developing programs to the point where they may become eligible for funding from the Global Fund. This may prove to be a highly leveraged social investment. For example, BHP Billiton, the world's largest mining company, contributed US\$ 0.5 million and contributed management resources for the first year of the Lubombo Spatial Development Initiative's anti-malaria program. The program is aimed at fighting malaria in eastern Swaziland, southern Mozambique, and northeastern KwaZulu-Natal in South Africa in a malaria-endemic region straddling three countries. After the initial development phase sponsored by

BHP Billiton, the Global Fund approved more than US\$ 47 million for the initiative, spread over two grants. Resources are used to focus on effective malaria control in the region through prevention and information campaigns, treatment of malaria cases and training for health personnel. In Equatorial Guinea, alongside support for the development of a highly effective malaria program around its area of operations on Bioko Island, Marathon Oil invested US\$ 1 million to foster development of a national program for the country, which was successful in securing US\$ 26 million in support from the Global Fund. In 2008, Marathon Oil and its partners announced their continuation of support for five years, with a major focus on long-term capacity building within the Equatorial Guinea National Malaria Control Program.

Many private sector entities operate their own internal workplace programs to fulfill occupational safety and health requirements and to promote the health and well-being of their employees. In many countries the Global Fund-financed programs have also supported the private sector in the expansion of workplace programs and company clinics to also cover surrounding communities. This co-investment model has proven to work well in cases where businesses already provide health care to staff through company-run clinics and where there is a lack of public health infrastructure. One example is the partnership between Unilever Tea and the national HIV and AIDS care and treatment plan in Tanzania. Unilever Tea Tanzania's in-house hospital at its Mufindi estate is one of 90 medical centers selected to provide free testing and ARVs as part of the Tanzanian government's National HIV/AIDS Care and Treatment Plan (NCTP). The company is providing comprehensive treatment and care to the entire community through its clinic. ARVs are paid



for by the Global Fund grant and delivered by the Ministry of Health. By the end of 2008, 900 people living with HIV were being monitored, and 400 people living with AIDS were receiving ARV treatment. Unilever Tea Tanzania and its partners have set a target to reach 30,000 employees and their dependants out of a total local population of approximately 100,000 people.

In a multipartner collaboration, the Indian National AIDS Control Program has brought corporate health centers on board to extend their services to the wider community and offer ARV treatment. In this kind of co-investment, existing corporate health infrastructure is utilized to scale up the reach of the government program. Companies have committed to invest in the necessary equipment to offer HIV testing and to extend ARV treatment services to about 500 people living with HIV in surrounding communities. Drugs are provided through the Global Fund-supported national program, while staff and infrastructure are funded by the participating corporations (Ballarpur Industries Limited in Maharashtra; Associated Cement Companies in Tamil Nadu and Karnataka; Reliance in Maharashtra and Gujarat; as well as Bajaj, Godrej and LNT in Maharashtra). By bringing the private sector into the network of service deliverers for ARV treatment, the government program can be scaled up. These partnerships are not only extending the reach of services, they are also allowing innovative approaches to service delivery to be explored and fed back into the national program.

Organizations interested in becoming a Principal Recipient or sub-recipient of a Global Fund grant should make their interest known through the local Global Fund Country Coordinating Mechanism. These country-level multi-stakeholder partnerships

develop and submit grant proposals to the Global Fund based on priority needs at the national level. After grant approval, they oversee progress during implementation. A list of Country Coordinating Mechanisms and contact details is available via the individual country pages on the Global Fund's website at [www.theglobalfund.org](http://www.theglobalfund.org).

*“What is unique about the Global Fund is the controls that ensure that resources reach those they are intended to reach. They have very robust systems to ensure impact and they have a Country Coordinating Mechanism process that is designed to build local ownership, which is critical for the sustainability of programs.”*

**Matt Lonner**  
Manager, Global Partnerships and Programs  
Chevron Corporation



## Partnership in Action: Chevron

In 2008, the Global Fund welcomed Chevron as the inaugural Global Fund Corporate Champion. Corporate Champion partnerships provide a way for multinational corporations to make a substantial financial investment in the fight against the three diseases and gives them the opportunity to collaborate with the Global Fund on advocacy and public relations projects at the global level. The program also gives companies the chance to work more closely at the country level with implementers of Global Fund-supported programs. Chevron was appropriate as the first Global Fund Corporate Champion because of its highly successful community engagement programs tackling AIDS and malaria and its award-winning HIV and AIDS workplace program. As part of the partnership, Chevron agreed to invest US\$ 30 million over three years into Global Fund-supported programs in six countries in Asia and Africa. In addition to the financial contribution, Chevron is supporting selected Global Fund grant recipients in each of the targeted countries. This support comes in the form of capacity development initiatives, joint advocacy and communications campaigns, or other local engagements to strengthen program performance and reach.

Chevron decided to take on such a commitment to the fight against the diseases because AIDS, malaria and TB are critical health issues in many countries where Chevron operates. A major focus has been on developing a holistic approach that responds to community needs, including bringing efforts in HIV and AIDS, malaria and TB together in a coordinated way that addresses local needs and includes environmental, social and economic aspects. As part of its role as a Corporate Champion, the company is becoming involved in some of the Global Fund's Country Coordinating Mechanisms which are the main governance structures for overseeing Global Fund grants at the country level. Chevron plans to leverage its involvement in the Country Coordinating Mechanisms to test the feasibility and effectiveness of its integrated community health approach.

The partnership - and the projects coming out of it - are exciting in the way that they are furthering the work of Chevron, the Global Fund, and the programs that the Global Fund supports. In Thailand, for example, increasing AIDS awareness among Thai youth is one of Chevron's key partnership strategies with the international nongovernmental organization PATH, a grant sub-recipient. PATH, a local youth group and Chevron have partnered to organize regular HIV Awareness and Sex Education Road Shows with the participation of more than 100 young people in each event. A program called "Parents Network" has also been developed which equips parents and guardians with the knowledge and skills necessary to communicate with children about sexual health and HIV. In addition, 13 Caltex stations in Bangkok are helping build awareness of HIV and AIDS by distributing 30,000 AIDS information brochures to young drivers of public transportation motorcycles. Clinics near the Caltex stations reported a 3 percent increase in visits during the awareness campaign.

In Angola, together with the Angolan Ministry of Health, the United States Agency for International Development (USAID) and the Corporate Alliance on Malaria in Africa and other supporters, Chevron co-sponsored a three-week training workshop on entomology, which started in February 2010. The workshop is aimed at front-line malaria-control personnel from the public and private sector.

In Nigeria, Chevron and the National Agency for the Control of AIDS (NACA – a Principal Recipient of Global Fund resources) have partnered to deploy a Small and Medium Scale Enterprises' (SME) Workplace Wellness Education Program. The project is facilitating technical support, is increasing advocacy and awareness, and is establishing a system for helping manage HIV, malaria and TB in the workplace.









## Providing Commercial Goods and Services Responsibly

As a financing institution, the Global Fund relies on the integrity and social commitment of commercial providers of goods and services to both the Secretariat and the implementers. For many companies, Global Fund grants constitute an important share of their business revenues in the markets they serve. These companies include firms acting as Local Fund Agents,<sup>3</sup> drug manufacturers and manufacturers of items used in the fight against the three diseases, such as insecticide-treated nets. While acknowledging the legitimate commercial interests of such providers, the Global Fund supports actions and policies which can reduce costs and promote access to lifesaving prevention, treatment and care. For example, the Global Fund has established a Voluntary Pooled Procurement system for grant recipients which allows those participating to procure core health products through a global pooled procurement service operated by third-party procurement agents selected by the Global Fund.

Pharmaceutical and health products companies are able to make significant advances in the fight against the diseases through their own social commitment. Examples include: companies which make deep and broad-based commitments to not-

for-profit pricing of key commodities, notably drugs; companies which continue to develop new products such as pediatric drug formulations, even where these may not be justified commercially; companies which license intellectual property to encourage low-cost manufacture; and companies which commit to continuing to invest in research into new ways of fighting the diseases.

Sometimes market forces and the social commitments of providers are not enough to secure optimal outcomes for patients in the field. In such cases, the Global Fund has an interest in working to overcome such market failures. In 2008, the Global Fund Board approved a pilot for a new innovative financing mechanism designed to ensure that people suffering from malaria have access to inexpensive, quality-assured antimalarial treatment in the form of artemisinin-based combination therapies (ACTs). The program, known as the Affordable Medicines Facility - malaria, is promoting the use of effective antimalarials. It seeks to drive ineffective medicines out of the market by reducing the consumer price of ACTs to an affordable level. This is done through price negotiations and a buyer co-payment, thus ensuring the safe and effective

<sup>3</sup> A local, independent organization contracted by the Global Fund to provide oversight of a Principal Recipient on behalf of the Global Fund. Prior to the Global Fund signing a grant agreement, the Local Fund Agent assesses the capacity of the nominated Principal Recipient in the areas of financial management, programmatic management, monitoring and evaluation, and procurement and supply management. On an ongoing basis, it verifies the Principal Recipient's periodic disbursement requests and progress updates, and undertakes any other ad hoc monitoring activities.

scale-up of ACT use by introducing in-country supporting interventions. The Affordable Medicines Facility - malaria receives support from UNITAID and the Bill & Melinda Gates Foundation. As part of their contribution to the project, companies such as Novartis and Sanofi-Aventis have agreed to provide ACTs on a not-for-profit basis.

Companies that supply commercial goods and services to the Global Fund or its grant recipients are encouraged to develop specific policies to mitigate potential conflict of interest – especially if they engage in other Global Fund-related processes. At the country level, the Global Fund recommends that Country Coordinating Mechanisms establish and enforce policies with clear procedures and tools for addressing conflicts of interest applicable to all members, all the time. In addition, the Global Fund's policy on procurement and supply chain management states that all procurement should be transparent, competitive, follow formal written procedures throughout the process and use explicit criteria to award contracts.







*“Through our partnership with the Global Fund and engaging with its program implementers in these countries in Africa, we are helping to make sure that grant efficiency and effectiveness is improving, which ultimately has a positive impact on the fight against the three diseases. By engaging our employees directly in this work, Standard Bank is building a strong connection to communities where it works as well as to one of the world’s most essential development organizations.”*

**Clive Tasker**  
CEO, Africa  
Standard Bank





## Partnership in Action: Standard Bank

In December 2008, Standard Bank (Africa's largest banking group in terms of assets, geographic spread and market capitalization) and the Global Fund entered into a pro bono partnership through which Standard Bank offers financial and management expertise to Global Fund grant recipients in selected countries in Africa.

Through this partnership, Standard Bank is helping to ensure that Global Fund resources are distributed inside the country in a timely manner and is also assisting with reporting requirements.

Standard Bank provides a range of financial advisory services to Principal Recipients, sub-recipients and Country Coordinating Mechanisms on a pro bono basis.

Standard Bank's support is currently available in selected African countries for grant recipients who request it and is tailored to fit their needs and requirements. It is entirely demand-driven and free of any conditionality. The partnership is currently ongoing in Nigeria, Swaziland and Lesotho and will spread to more African countries in the near future.

In Swaziland, Lesotho and Nigeria, Standard Bank has already organized financial and management training workshops for Principal Recipients and sub-recipients of Global Fund grants. In addition, Standard Bank has installed financial management software for five sub-recipients in Swaziland.

One of the trainees in Lesotho says the training has been an eye-opener: "The workshops and trainings provided by Standard Bank help us to manage our donors' money more effectively and help us to deliver on the Global Fund's reporting requirements."







## Serving as a Public Advocate and Contributor to Good Governance

Advocacy and good governance are two critical cornerstones in the fight against the three diseases. At the global level, effective communication and advocacy fuels public interest in the fight and ensures sustained commitment to the investments that are saving lives every day. Companies and business coalitions can engage in dialogue with consumers, suppliers and distributors and policy-makers to advocate for increased support to the Global Fund and the fight against the three diseases. The Global Fund has partnered already with a number of leading media organizations such as VHI in order to create and distribute powerful advocacy tools. At the same time, influential private sector representatives play a leading role in the global network of “Friends” organizations which, while remaining independent, exist to advocate for continuing and increased support for the Global Fund around the world. Such organizations are currently up and running in Africa, Europe, Japan, Latin America and Caribbean, Middle East and North Africa, South Asia, East Asia and Pacific and the United States.

Ultimately, proper governance at both the global and the country levels is paramount to ensuring that Global Fund grants are spent on the most effective interventions and that the money actually makes a difference to the lives of people living with the diseases worldwide. As well as representatives of

donor and recipient governments, nongovernmental organizations, and communities affected by the diseases, the Global Fund Board includes a representative of the private sector, supported by a larger delegation of private sector companies. The Private Sector Delegation to the Global Fund Board is organized by the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria, and is able to contribute fully to policy discussions and decisions through the Private Sector Board Member (currently Dr. Brian Brink of Anglo American plc).

The private sector can also contribute to grant governance at the country level by engaging in the Country Coordinating Mechanism, thereby strengthening capacity and improving the effectiveness and scale of grant implementation. As of 2009, 70 percent of Country Coordinating Mechanisms include private sector representatives and fifteen such bodies have a private sector representative as Chair or Vice-Chair. The benefits of engaging the private sector in the Country Coordinating Mechanism can range from drawing on their expertise in key areas such as financial planning, project management, logistics and supply chain management to providing a link between Global Fund-supported programs and national business-led responses in the fight against the three diseases.



*"A malaria control program is the best example of a sustainable corporate social responsibility program for a company operating in a malaria-endemic area; with a win-win for company and community."*

**Steve Knowles**

Manager, Malaria Control  
AngloGold Ashanti



**ANGLOGOLD ASHANTI**







## Partnership in Action: AngloGold Ashanti

In 2005 AngloGold Ashanti (AGA), a major gold mining company, implemented a comprehensive integrated malaria control program in the Obuasi Municipal District in Ghana, with the aim of achieving a 50 percent reduction in malaria incidence in two years. The program includes vector control interventions like indoor residual spraying, targeted larviciding (a preventive method used to interrupt the development of larvae or pupa into adult mosquitoes), community lifestyle change, prompt and effective case detection and distribution of insecticide-treated nets to targeted groups. The program is a huge success – as of December 2009, reported malaria cases had declined by 75 percent, with an average reduction of 5,800 cases per month. AGA has implemented similar programs at their Siguiri mine in Guinea and Geita mine in Tanzania, and plans to follow suit in their other operations in Africa.

Based on the program's success, the government of Ghana wanted to benefit from AGA's expertise and experience and included the company in a proposal to the Global Fund for a US\$ 130 million Round 8 malaria program which would be implemented through a public-private partnership model in 40 districts throughout Ghana.

Ghana's application was successful and AGA was selected as the Principal Recipient of a US\$ 30 million Global Fund grant for an initial two years. The grant was signed and activities initiated in November 2009. In line with the Global Fund's "dual-track financing" policy, which promotes diversity among recipients within the context of a national disease strategy, AGA will focus on indoor residual spraying under the grant, while working in tandem with the government recipient working on the scaling up of home-based care. As Principal Recipient of the grant, AGA receives Global Fund financing directly, and then uses it to implement the program. An objective is to mentor other organizations to become sub-recipients, thus building capacity in Ghana.

In addition to being the Principal Recipient of the grant, AGA is contributing material and management resources. Under the program, the Malaria Control Center in Obuasi, set up by AGA, will serve as the headquarters as well as a training center for the expanded national program. The center has an existing insectary (for keeping, breeding, or observing living mosquitoes), an entomological laboratory, training facilities as well as extensive administrative infrastructure. AGA's existing vehicles, spray pumps and other equipment will be incorporated into the national program at no charge and AGA's existing Malaria Information System will be used to improve the national malaria data collection and reporting system.

AGA staff's collective expertise and technical skills in operational management, planning, training and implementation, acquired during the planning and implementation of the program in Obuasi, will be of great benefit to the newly expanded government program. With the support of Global Fund resources and hand-in-hand with in-country partners such as the Ministry of Health, Ghana Health Services and the National Malaria Control Program, AngloGold Ashanti is making major inroads in the fight against malaria in Ghana.

## Private Sector Delegation to the Global Fund Board

### Private Sector Board Member

**Dr. Brian Brink**  
Group Medical Consultant, Anglo American plc

### Alternate Board Member

**Dr. Richard Wilkins**  
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## Acknowledgements

This report was written by Cheryl Toksoz, managed by Dida Connor, with guidance from the Private Sector contact group. Production team included Vincent Becker and Beatrice Bernescut.

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## Design and Layout

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ISBN: 978-92-9224-228-2



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