REPORT ON
PRIVATE SECTOR ENGAGEMENT ACTIVITIES
2015
Introduction

This report provides a brief overview of activities implemented by the United Nations Foundation (UNF) in support of private sector engagement in *Every Woman Every Child* (EWEC) in 2015. UNF has been carrying out this function since 2010 when *Every Woman Every Child* was launched as a multi-stakeholder movement by UN Secretary-General Ban Ki-Moon. 2015 was an important and very busy year that signaled the end of the MDG period and ushered in the SDGs and updated *Global Strategy for Women's, Children's and Adolescents' Health*.

Private sector engagement activities in 2015 fell into three main categories, namely:

1. **Knowledge sharing** of private sector commitments to the EWEC platform and promotion of reporting and accountability of commitment results. During the year 4 in person events and 3 webinars were organized in support of this objective.

2. **Mobilization of commitments** toward critical areas of maternal and child health identified by the Global Strategy. In 2015 17 new companies made commitments to the EWEC platform, and 14 existing commitment makers made new commitments.

3. Support to current and new EWEC private sector commitment makers to transition into the **Post-2015 SDGs** with a continued and enhanced commitment to maternal, child and adolescent health. In this respect UNF engaged companies in the consultations around the updated Global Strategy, convened a Business & Health Group for Post-2015 to prepare companies in our network for the transition to the SDGs, and engaged the private sector in discussions related to the Financing for Development Conference.

A challenge during 2015 was the inadequate resources in UNF available to support private sector engagement due to additional activities taken on by UNF in support of the updated Global Strategy, and a substantial reduction of our funding envelope for EWEC activities. While these had a significant impact on both staff and program resourcing for the private sector engagement activities during the year, UNF was nevertheless able to fulfil most of its objectives in this area.

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1 Staff in the Private Sector Engagement team are Natalie Africa, Senior Director, and Alexandra Downey, Senior Manager.
1. Enhance Reporting and Knowledge Sharing of Results

Capturing and sharing the results of company commitments is essential to ensuring accountability and credibility of the EWEC commitment platform. Creating public and high profile opportunities to profile meaningful results provides meaningful advocacy opportunities to inspire further business investment in women’s and children’s health, ensure recognition across the UN system of business actions, and retain business interest in the platform. As a result, during 2015 UNF continued to invest in reporting and knowledge sharing of business commitments.

In the first quarter of 2014 an EWEC Progress Report was completed, outlining the achievements and lessons learned from the 4 years of implementation of the Global Strategy for Women’s and Children’s Health. In support of this report, a reporting questionnaire was sent out to commitment makers requesting them to provide updates on their commitments. The private sector engagement team worked closely with PMNCH and the UN Secretary-General’s office to design the reporting questionnaire and ensure that private sector commitment makers were responsive.

Building on the initial series of 9 case studies completed in 2014, UNF reached out to 5 more companies during the last quarter of 2015 and we expect to have several new case studies completed by early 2016.

During 2015, several successful events were arranged, aimed at profiling and sharing the results of private sector commitments and actions. These consisted of 4 in-person events and three webinars, namely:

Events:

New Delhi Consultation, New Delhi, India, February 2015: A private sector pre-event was organized in New Delhi prior to the global consultation on the updated *Global Strategy for Women’s, Children’s and Adolescents’ Health* on 25 February 2015. The half day event at the Taj Mahal Hotel was attended by approximately 40 participants and aimed to raise awareness of the updated Global Strategy to representatives from the international and local business community; create a space for participants to share results and lessons learned from current implementation
of the Global Strategy; and reflect on key issues of interest to private sector stakeholders in India relating to the promotion of women and children’s health.

Speakers included: Ms. Nana Kuo, Senior Manager of *Every Woman Every Child*; Ms. Robin Gorna, Executive Director of PMNCH; and Ms. Amina Mohammed, Assistant Secretary General and Special Advisor to the UN Secretary General on Post-2015 Development Planning. Dr. Flavia Bustreo, Assistant Director General for Family, Women and Children’s Health at the World Health Organization chaired a panel discussion that included Dr. Naveen Rao, Lead for Merck for Mothers; Dr. Nand Wadhwani, founding Trustee of the Mother and Child Health and Education Trust; Mr. Sushmit Mitra, Acting CEO of Lifespring Hospitals; Ms. Katja Iversen, CEO of Women Deliver; and Mr. CK Mishra, Additional Secretary & Mission Director from the Ministry of Health, Family and Welfare of India.

During the event Ms. Shuma Panse, Global Programs Director of GBC Health presented the findings of a new report entitled: *Business and the Health MDGs in India: Closing the Gaps*. 
Social Innovation Summit, Washington DC, June 2015: The private sector engagement team organized a break-out session attended by some 60 participants during the Social Innovation Summit on 11 June 2015 in the form of a demonstration/dialogue around the central role of innovation in advancing maternal and child health solutions in low resource settings. Speakers included: Dr. Andrew Omidvar, Vice President, Enterprise and Government R&D, Philips Health Care who demonstrated Philips’ respiratory rate monitor and solar lantern; Eleanor Levine-Gebauer, Commercial Lead for International Tenders for Sayana Press, Pfizer; and Taylor Buonocore, Vice President, Born Free Africa who demonstrated the Business Leadership Council’s approach to prevention of mother to child transmission of HIV/AIDS (PMTCT) in several African countries, including its advocacy partnership with the fashion industry. The Social Innovation Summit represented a new and refreshing platform on which to share the EWEC message and results.

Annual Private Sector-Innovation Working Group Luncheon, New York, NY September 2015: The joint Private Sector-Innovation Working Group (IWG) event in September 2015 was attended by over 150 participants representing top business executives, UN and civil society leaders. It aimed to mobilize private sector support to the updated Global Strategy, and to celebrate innovations that support maternal, children’s and adolescents’ health. The new EWEC Innovation Marketplace was announced, and innovators demonstrated five new innovations that are being scaled up during the Innovation Showcase.
Private Sector Alliances in *Every Woman Every Child* Luncheon, New York, NY, September 2015: The purpose of this lunch discussion, co-organized by the UN Foundation and the MDG Health Alliance, was to share learnings on three private sector alliances formed in the past few years to drive collective business action for maternal and child health. Muntaqa Umar-Sadiq, CEO of the Private Sector Health Alliance of Nigeria (PHN), shared his experience of leading a coalition of more than 50 leading companies in Nigeria working in partnership with the government of Nigeria’s *Saving One Million Lives* initiative. Muntaqa shared examples of PHN’s innovative and impressive work, including supply chain measures to reduce medical stock-outs; human resource
capacity building for the public healthcare sector; health advocacy; and the establishment of an impact investment fund.

The luncheon enabled participants to better understand both the challenges and opportunities that lie in collective action. Other speakers included Blair Miller, Vice President of the MDG Health Alliance, and Naveen Rao, Head of Merck for Mothers, who spoke about the emerging private sector alliance initiatives in India and Kenya. An interactive and dynamic discussion was held to examine how collective actions such as these can be an exciting model for public-private partnership to meet the ambitious targets of the Sustainable Development Goals and of the updated Global Strategy for Women’s, Children’s and Adolescents’ Health.

**Webinars:**

**Every Newborn Progress Report Webinar, May 2015**

On 13 May 2015, UNF, in collaboration with GBCHealth and the MDG Health Alliance, unveiled *The Ultimate Investment in the Future: Profiles of Corporate Engagement in the Health and Development of Newborns*, a first-of-its-kind catalogue of corporate investments that are reducing newborn mortality and morbidity in over 70 low-resource settings around the world. Some 200 participants tuned in to learn about the 48 corporations featured in the report for their work in advancing newborn health. Speakers on the webinar included representatives from ayzh Inc, Chevron Corporation, GBCHealth, GlaxoSmithKline, Johnson & Johnson, Masimo, McCann Global Health, MDG Health Alliance, Medela, Novo Nordisk, Royal Philips, Sandoz and the UN Foundation.
MDG 5 Webinar with the Access to Medicines Index Foundation and FP2020, June 2015

On 24 June 2015, UNF teamed up with the Access to Medicine Foundation and Family Planning 2020 for a webinar discussion on the April 2015 Access to Medicines Index Foundation report entitled Improving Maternal Health and Access to Contraceptives: Pharmaceutical companies’ Contribution to MDG5. The groundbreaking report measured companies on their contributions to advancing maternal health and access to family planning and made useful recommendations on gaps that need to be filled.

Featured speakers included, Natalie Africa, Senior Director, Private Sector Engagement, Every Woman Every Child, United Nations Foundation; Beth Schlachter, Executive Director, Family Planning 2020; Jayasree K. Iyer, Head of Research at Access to Medicine Foundation; Peter Stevenson, Vice President of Portfolio Management, Established Pharmaceuticals, Pfizer; Venkatesh Iyer, Director of Corporate Strategy, Famy Care Ltd., and Priya Agrawal, Executive Director, Merck for Mothers.

World Breastfeeding Week Webinar, August 2015

In support of World Breastfeeding Week, UNF hosted a webinar entitled Supporting Innovations that Enable Working Women to Breastfeed on 6 August 2015. The interactive and stimulating event brought together various speakers from the private sector and the global development community and launched a study conducted by Philips entitled Breastfeeding in Urban Africa, intended to identify major barriers to breastfeeding among working mothers in urban Kenya and Ghana.

Featured speakers included: Dr. Lydia Campbell, Director of Well-being Services, IBM; Dr. Maarten van Herpen, Head of Philips Africa Innovation Hub, Royal Philips; Evelyn Matiri, Nutrition Advisor, USAID’s Maternal and Child Survival Program, PATH; Felicity Ukoko, Head of Programs and Advocacy, The Wellbeing Foundation Africa; France Begin, Senior Advisor, Infant and Young Child Nutrition, UNICEF and Leith Greenslade, Vice-Chair, MDG Health Alliance.
In addition to using the above events to share and profile results of private sector commitments and actions, the Private Sector Engagement team also drove content to the EWEC website by soliciting company contributions in the form of reports, press releases, videos, photographs, etc. that are posted on company commitment pages: Examples can be found here:

Philips; Unilever; Novo Nordisk; Teck Resources Limited; ZMQ; TOMS; Pfizer; Strengthening Health Outcomes through the Private Sector (SHOPS)/Abt Associates Mercado Global; Nestlé.
2. Mobilize New Commitments

In support of the updated *Global Strategy for Women’s, Children’s and Adolescents’ Health*, the UN Foundation made a concerted effort to mobilize new commitments from the private sector. Out of 121 new commitments announced in September 2015, worth a total of USD 25 billion, 33, or 27%, emanated from the private sector, reflecting a continued upward participation of business in *Every Woman Every Child*.

These included 17 first-time commitment makers, namely: Adara Group, Amway, Bayer, GBCHealth, Design that Matters, Discovery, HealthPhone, International Insurance Society, Kenya Private Sector Collective Action, Nutriset, Piramal, Reckitt Benckiser, Sumitomo Chemical, Thrive Networks & MTTS, UBS Optimus, World Health Partners and ZMQ. Another 15 existing commitment-makers renewed their commitments, namely BD, CHI Pharmaceuticals, GE & GE Healthcare, IKEA Foundation, Medtronic, Mercado Global, Nestlé, Novo Nordisk, Olpharm Nigeria, (RED), Safaricom, SHOPS, Teck, TOMS, Unilever, ViiV Healthcare and WaterHealth International, while many others are transitioning their still valid MDG commitments to the updated Global Strategy.

A summary of *Every Woman Every Child* private sector commitments by region of origin and thematic area can be found in the charts below:
While 5 of the new commitments received in 2015 were from Africa or Asian companies, there is still a need to further diversify the origin of commitment makers from companies in the south. As a global platform headquartered in New York, this continues to be one of the challenges for private sector engagement. Solving this challenge will require additional resources in order to conduct more in-country outreach, and building relationships with local business networks in order to leverage their membership.

Private Sector commitments encompass a wide variety of thematic areas. A large portion of commitments, over 30%, focus directly on providing child health solutions. The second largest target area is the training of health care workers. Contraception continues to be poorly represented with only one new commitment in 2015 focusing explicitly on family planning. The updated Global Strategy calls for greater integration across thematic areas; going forward there will therefore be a stronger focus on areas such as nutrition, energy, education, water and sanitation.
3. Transition to the Post-2015 Sustainable Development Goals

The Private Sector Engagement team successfully convened, from October 2014 through June 2015, an informal Business & Health Group for Post-2015, representing well over 100 regular participants. Co-convened with GBCHealth and the Global Health Council, 6 meetings of the Group were organized during that period, of which 2 in person and 4 through teleconference calls. Information shared through these meetings assisted companies from around the world to prepare for transition to the SDGs, identify their priorities and ensure that they were well-positioned to support the SDGs once adopted. In April, in collaboration with the Business Council for the UN (BCUN), the Group convened an extremely successful and well-attended lunch event at the UN, sponsored by Pfizer. The event focused on the Central Role of Health in the SDGs and served to disseminate and discuss a unique paper and infographic produced with leadership from Pfizer and GSK. The paper highlighted the connections between the SDG 3 on Health and all the other 16 SDGs, drawing out the circular and inter-dependent relationship between health outcomes and other areas of political and socio-economic development, and calling for a more integrated approach to health delivery.

UNF also supported business engagement in the Third Financing for Development Conference in Addis, organizing an FFD private sector information session in February, co-organizing the FFD Business Hearings at the UN in April and curating two panels at the International Business Roundtable in Addis in July on the themes of Market Innovation and Private Sector Investment in Social Services. Several EWEC commitment makers, including GSK, GE, Philips, Unilever and Sumitomo Chemical, were invited to speak on or moderate these panels. As a further contribution to the FFD discussions, the Private Sector Engagement collaborated with BCUN and Merck, to arrange an event on Innovative Health Financing in July 2015, which brought together speakers from the WHO, the Power of Nutrition, Abraaj Group and Pledge Guarantees for Health around the topic of how to increase financing for health and meet the ambitious goals of the SDGs.

In February 2015 the EWEC Private Sector Engagement team also prepared and hosted a discussion on Multi-stakeholder Partnerships in the Post-2015 agenda. This half-day event was attended by some 15 organizations interested in multi-stakeholder implementation, and
explored important issues relating to advocacy, capacity building and monitoring and evaluation challenges for multi-stakeholder implementation of the SDGs.

Additional areas of interest:

**EWEC Innovation Marketplace**: The Private Sector Engagement team at UNF works closely with the EWEC Innovation Working Group which has recently evolved an Innovation Marketplace strategy. Collaboration has included three main components, mainly:

- **Co-convening of strategic events to highlight the role of innovation and the new Marketplace strategy in EWEC**. In 2015 this included collaboration on a side event on the fringes of the World Health Assembly in Geneva in May, a side event during the Financing for Development Conference in Addis Ababa in July, and the annual Private Sector-Innovation Working Group lunch event held during UNGA week in New York in September.

- **Dovetailing private sector commitment mobilization with new innovations**. Examples include the Odon Device by BD and Inhaled Oxytocin supported by GSK. In 2015 new innovation commitments included Embryyo’s 3D diagnostic system to detect brain stunting and the new BD technologies to diagnose pre-eclampsia.

- **Promoting private sector investment in innovation**. UBS Optimus, in making a new EWEC commitment, also pledged to support the Innovation Marketplace through direct and innovative funding. Similar approaches are being made to other private sector companies who have an interest in supporting meaningful innovation for RMNCAH.

**Global Financing Facility**: The Private Sector Engagement team has both organized and participated in consultations to launch the Global Financing Facility in order to ensure meaningful involvement from the private sector. Activities this year included the co-organization of a private sector webinar/meeting in March, participation in the private sector support group for the GFF Investors’ Council and the capturing of a private sector commitment in support of the GFF from GBC Health/Credit Health Exchange.
Conclusion

Notwithstanding funding and staff challenges experienced in 2015, it was an extremely productive year during which multiple opportunities were generated to reflect the private sector role in *Every Woman Every Child*, and to engage the private sector in discussions on the SDGs and the updated Global Strategy.

One of the exciting achievements of the commitment mobilization strategy was the brokering of a collective action initiative in Kenya, which brought together 5 companies and the Kenya Healthcare federation in a public-private partnership with UNFPA and the Kenyan government, with the aim of dramatically reducing maternal mortality in the highest burden counties of North East Kenya. In the coming years, UNF aims to catalyze similar partnerships in order to leverage business leadership working with diverse partners across the EWEC eco-system to create impactful actions in-country.

UNF will also work closely with the office of the UN Secretary-General and PMNCH to support the creation of a more rigorous reporting system for commitments, to enable enhanced capturing and analysis of results. In turn, this should spur the generation of new, creative knowledge products and opportunities for learning. Additional resources will be sought in 2016 and for the coming years from new funding partners in order to equip UNF to meet these aims.
Annex:

**Every Woman Every Child Private Sector Commitment Makers**

1. **Abdul Monem Limited (2011)** – Improve nutrition for mothers in Bangladesh
3. **Amway (2015)** – Reduce under-five malnutrition through distribution of nutrition products
4. **(ENAP) ayzh, Inc. (2014)** – Distribute affordable newborn kits
6. **Becton Dickinson (2010)** – Combat sexual violence against girls
   *(ENAP)* Innovation of Odon device for prolonged labor and Sayana Press Injection with Pfizer
7. **Body Shop (2010)** – Combat sex trafficking of children in 60 countries
8. **Bristol-Myers Squibb Foundation (2011)** – Combat HIV in sub-Saharan Africa
10. **Caterpillar (2013)** – Support women’s & children’s education, economic empowerment, energy and water
11. **CHI Pharmaceuticals Ltd. (2013)** – Facilitate treatment for child diarrhea in Nigeria
    *(2015)* – Expand access to essential medicines in Nigeria
13. **Discovery (2015)** – Improve maternal and child health and reduce road fatalities and crashes
15. **Female Health Company (2012)** – Increase access to FC2 Female Condom in developing countries
16. **Fendi (2012)** – Promote local fashion production and health awareness
17. **Fidson Healthcare PLC (2013)** – Facilitate treatment for child diarrhea in Nigeria
10. **BSR HerProject (2013)** – Implement workplace training programs on sexual and reproductive health

   - (2014) – Capacity building and training for healthcare workers in Africa
   - (2015) – Improve maternal & child health in Ethiopia & Indonesia; Safe Surgery initiative & global training of healthcare professionals

23. **GlaxoSmithKline (2010)** – Provide de-worming medicine for school age children in Africa
   - **(ENAP)** Provide medicines, vaccines and training of healthcare workers
   - **(2014)** – Support roll out of inhaled oxytocin for post-partum hemorrhage

24. **(ENAP) GSMA (2014)** – Provide mHealth services including nutrition, registrations, diagnostics and financing

25. **Healthphone (2015)** – Roll out of video and mobile education health and nutritional program in India


27. **Hyde Park-Image Nation (2012)** – Produce a series “Chance of a lifetime” focusing on MDGs

28. **International Federation of Pharmaceutical Wholesalers/Foundation (2014)** – Improve access to medicines and devices

21. **GBC Health (2015)** – Provide health financing through the Health Credit Exchange

30. **India Private Public Partnership to End Child Diarrheal Deaths (2012)** – End child diarrheal deaths in India

31. **Infosys (2012)** – Combat child diarrheal deaths in India

32. **Intel (2011)** – Empower front-line healthcare workers through training, tools and technology

33. **International Zinc Association (2013)** – Scale up zinc and ORS interventions in India and Peru

34. **International Insurance Society (2015)** – Catalyze members to support Universal Health Coverage

35. **Johnson & Johnson (2010 & 2011)** – Provide mHealth, targeted treatments and upgrade health care capacity
   - **(ENAP)** Train skilled birth attendants

36. **John Snow (2010 & 2011)** – Train health workers and provide public health supply chain management expertise


38. **(ENAP) Laerdal (2014)** – Train skilled birth attendants

39. **LG Electronics (2010)** – Reduce hunger through WFP “Partnership of Hope-Africa” program
29. **IKEA Foundation (2012)** – Fight child diarrhea in Kenya and India

40. **LifeSpring Hospitals (2011)** – Expand affordable maternal health hospitals in India

41. **Lundin Foundation (2013)** – Treat diarrheal diseases using zinc and ORS in the DRC

42. **(ENAP) Masimo and Newborn Foundation (2014)** – Roll out of mobile pulse oximetry technology in China

43. **McCann Health (2013)** – Deliver marketing campaigns focused on zinc and ORS in Nigeria

44. **Medela (2014)** – Promote breastfeeding and human milk for newborns and pre-term babies

45. **mediaReach OMD (2013)** – Deliver marketing campaigns focused on zinc and ORS in Nigeria


47. **Mercado Global (2012)** – “Educate to Empower” campaign for disadvantaged women in Guatemala

48. **Merck (2010 & 2011)** – Expand vaccination programs and reduce maternal mortality through “Merck for Mothers”

49. **MMG Mining (2013)** – Provide micronutrients and combat iron deficiency for children in Laos

50. **Nestle (2010 & 2011)** – Implement “Healthy Kids” program and women’s empowerment value chain programs

51. **Nigeria Private Sector (2011)** – Collaborative effort for public health provision and impact investing in health sector in Nigeria

52. **Nike (2014)** – Support adolescent girls through the Girl Declaration


54. **Novo Nordisk (2010 & 2011)** – Screening and care of gestational, infant and child diabetes

55. **Nutriset (2015)** – Prevent malnutrition for women and children


(ENAP) Communication platforms for ENAP in 10 countries

(ENAP) Sandoz generic tablets for pediatric pneumonia

(ENAP) – Implementation of Global Maternity Policy and clean water and sanitation standards in supply chain

(ENAP) – Continue to supply treatments of ORS & Zinc to combat child diarrhea
57. **Pfizer (2010)** – Increase immunizations and treatments; combat pneumococcal disease (ENAP) Provide newborn care and contraception
58. **Philips (2014)** – Deliver healthcare, technology and nutritional solutions
60. **Reckitt Benckiser (2015)** – Reduce diarrhea in partnership with Save the Children
   **(2015)** – Raise funds to combat HIV/AIDS through the Global Fund in Africa
62. **Reliance Foundation (2014)** – Combat maternal and newborn mortality through emergency hospital drills
63. **Safaricom (2011)** – Provide mHealth solutions in Kenya
   **(2015)** – Expand mLearning and payment solutions in Kenya, support collective action initiative in Kenya
64. **(ENAP) Sanofi Espoir (2014)** – Training of midwives, midwife web platform and annual midwife award
65. **SingleHop (2010)** – Combat child pornography and other online abuses
66. **Strengthening Health Outcomes through the Private Sector (SHOPS)/Abt Associates (2013)** – Increase awareness and use of diarrhea treatment in Nigeria
67. **Sumitomo Chemical & Nothing but Nets (2015)** – Provide bed nets to refugees to combat incidence of malaria
68. **Teck Resources Limited with BASF (2012)** – Reduce zinc deficiency through fortification and supplements
   **(2015)** – Promote sustainable solutions to zinc deficiency, support the 25th Team/UNICEF
69. **TeleConsult Group (2011)** – Improve women and children’s health through ITC and mHealth
70. **Thrive Networks & MTTS (2015)** – Roll out low-cost neonatal medical devices
71. **TMA (2010)** – Eradicate literacy and run empowerment programs among Egyptian women
72. **TOMS (2013)** – Provide 10 million pairs of shoes to children and pilot “JOBS+” local production in Kenya
   **(2015)** – Ensure safe births through training of birth attendants and provision of safe delivery kits via TOMS Bag Collection
73. **UBS Optimus (2015)** – Support local solutions to reduce maternal and child mortality; support to EWEC Innovation Marketplace
74. **Unilever (2012)** – improve hand washing behavior and sanitation, provide safe, clean drinking water  
**Unilever (2015)** – Reduce diarrhea, pneumonia and ensure safe water and sanitation

75. **Vestergaard Frandsen (2011)** – Provide safe water to Kenya through LifeStraw Carbon for Water

76. **ViiV Healthcare (2010)** – Reduce mother to child transmission of HIV

77. **Viyellatex Group (2011)** – Provision of free medical services and a special needs school in Bangladesh

78. **Walgreens (2013)** – Shot@Life campaign for provision of vaccines for children globally

**WaterHealth International (2015)** – Scale up provision of safe water in Ghana, Nigeria, Liberia and India


81. **ZMQ (2015)** – Expand MIRA Channel program in Africa and Asia