

Business as a partner – Engagement Models of the Global Fund

David Hayward Evans, Corporate Partnerships Manager, The Global Fund to Fight AIDS, Tuberculosis and Malaria

The session will present concrete examples in private sector engagement in the world's largest international health funding instrument, and the programs it supports.

The Global Fund

The Global Fund is a unique global public/private partnership dedicated to attracting and disbursing additional resources to prevent and treat HIV/AIDS, tuberculosis and malaria. This partnership between governments, civil society, the private sector and affected communities represents a new approach to international health financing.

Since its creation in 2002, the Global Fund has become the dominant financier of programs to fight AIDS, tuberculosis and malaria, with approved funding of US\$ 10.1 billion for more than 550 programs in 136 countries. To date, programs supported by the Global Fund have averted two million deaths through providing AIDS treatment for 1.4 million people, anti-tuberculosis treatment for 3.3 million people and the distribution of 46 million insecticide-treated bed nets for the prevention of malaria.

The Global Fund provides more than 20 percent of international funding to fight AIDS, as well as two-thirds of international funding to fight malaria and tuberculosis.

Partnerships with the Private Sector

Rather than 'charity' the Global Fund aims to create sustainable, mutually beneficial partnerships with private sector entities. Private sector companies are active in local governance, grant implementation and resource mobilization.

Local Governance

The private sector must be represented within the national governance structures which submit funding requests to the Global Fund, and in a number of countries private sector organizations have successfully taken on the role of Chair or Co-Chair of these structures.

Grant Implementation

Private sector entities provide technical assistance, act as grant recipients and can enter into 'co-investment' partnerships to maximize scale-up of Global Fund supported programs.

Resource Mobilization

The Global Fund is currently securing about US\$100 million a year in private-sector support through cause-related marketing initiatives such as (Product) RED, and its 'Global Fund Corporate Champions' partnership program.

Key Issues

How does the Global Fund seek to reconcile 'corporate philanthropy' and the legitimate pursuit of corporate self-interest? How does the Global Fund seek to create sustainability in its private sector partnerships? How are private sector partnerships aligned with the Global Fund's demand-led performance-based funding model? How does the Global assess and minimize risk in private sector partnerships?