



Business Engagement Strategy

Presentation to the Stop TB Partnership Coordinating Board

4-5 May 2010

Hanoi, Viet Nam

Stop TB Partnership Private Sector Constituency

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Business Engagement Strategy

Presentation to the Stop TB Partnership Coordinating Board

- ✓ **Progress in implementing the PSC Strategy**
- ✓ **PSC contribution scheme**
- ✓ **PSC membership review**
- ✓ **World TB Day – PSC activities**
- ✓ **Focal Point – Update and next steps**



PSC Engagement Strategy – Recommendations

Engagement strategy developed with input from key stakeholders in 2009; recommendations endorsed by the Coordinating Board in Nov 2009

1. Improve information flow and communication among PSC members in Partnership bodies (Nov 2009 - Mar 2010).
2. Draft and adopt Principles of Engagement and a PSC Partners Charter to clarify vision and value proposition for membership (Mar – Sept 2010).
3. Maximize PSC representation strategically in Working Groups and other Partnership bodies (Mar - Sept 2010).
4. Engage members, evaluate proposal and resource implications for concrete action proposals gathered by consultant (Mar - Sept 2010)
5. Develop financing strategy including possible annual fees, membership levels, corporate champion (starting Nov 2009).
6. Campaign for new members, including professional societies, business coalitions, and trade associations (Jan - Dec 2010).
7. Develop guidelines and document private sector contributions and measure progress (starting Mar 2010).



Recommendations (continued)

8. **Resolve Focal Point Issue** (Sept 2009 – Dec 2010)

- Find hosting and funding arrangement for new focal point for PSC.
- Identify candidates and hire focal point, as per board decision
- Enhance new collaboration with WEF, GBC, and other business groups, as well as with other private sector constituencies such as Roll Back Malaria and UNAIDS.
- Implement business engagement strategy recommendations.

Progress to date

Action item	Progress to date and comments	Timeframe
Resolve the PSC focal point issue	<ul style="list-style-type: none"> Coordinating Board approved cost-sharing for focal point initially for 12 months Companies have agreed to contribute towards focal point New core group established 	Sept 2009 – Mar 2010
Improve information flow and communication	<ul style="list-style-type: none"> Feedback from Board decision has been communicated to existing PSC members Regular teleconferences continued with previous Core Group until Jan 2010 PSC members engaged in delivery of PSC strategy 	Nov 2009 – Mar 2010
Develop financing strategy	<ul style="list-style-type: none"> Tiered financing strategy devised to target companies and business associations Feasibility of company contributions explored with current PSC members 	Starting Nov 2009
Campaign for new members	<ul style="list-style-type: none"> Comprehensive review of current PSC membership completed Value proposition piloted with current PSC members 	Jan – Dec 2010
Draft and adopt PSC Principles of Engagement and a Partners Charter	<ul style="list-style-type: none"> Partners Charter exists in draft format 	Mar – Sept 2010
Maximise PSC representation strategically	<ul style="list-style-type: none"> Current involvement in working groups has continued, but further engagement needs to take place once focal point is recruited 	Mar – Sept 2010
Engage members, evaluate proposals	<ul style="list-style-type: none"> First core group meeting held to discuss priority areas of action 	Mar – Dec 2010
Document private sector contributions	<ul style="list-style-type: none"> Not yet started – waiting for focal point 	Starting Mar 2010



Proposed contribution scheme

PSC members are required to contribute either

- At 5,000 USD per year
 - a dedicated staff member to serve as a match-maker, networking contact and receiving information on the latest initiatives and opportunities for collective action in the fight against TB.
- At 10,000 USD per year
 - a seat on the Core Group of the PSC
 - decision making body which decides on the strategic direction and the implementation of the strategy and work plans of the constituency, including specific projects and proposed initiatives with other partners



PSC membership review

- Comprehensive membership review of PSC members
 - Approx. 140 but many not active or not reached
- Assessment of feasibility of tiered membership contribution scheme
 - Some PSC members already contribute to global health
 - e.g. Chevron and Global Fund, Novartis and Stop TB
 - 2010 financial year and planning already in process
- Decided to focus on 30 MNC actively involved in TB
 - Companies with global reach and impact
 - Both health and non-health companies
 - Additional members through business coalitions
 - Discussions still ongoing – potential for new members to join
- Facilitate engagement process for new Core Group members and establish new team
- Eight companies have now accepted to be part of the new Core Group, which held its first meeting to discuss 2010 priorities in April

World TB Day 2010 – PSC activities



- Kempinski Hotels organize events to raise awareness in various regions
- BD held a roundtable discussion on TB with GBC and REUTERS in New York
- Chevron organised employee awareness events and prevention training across sites in Asia and Africa
- AstraZeneca worked with NGOs to highlight integrated TB/HIV initiatives
- Lilly co-hosted an expert panel on MDR-TB in US Senate on diagnosis, surveillance and treatment
- Institut Mérieux with Fondation Mérieux organised training on TB diagnosis in emerging countries
- Financial Times TB Day supplement included a column on corporate involvement and a number of references to current PSC activities



Focal Point

- Finding and funding a focal point is a crucial element in implementing the recommendations of the PSC Strategy
- Recruitment is currently underway
- Meanwhile PSC team and Core Group have implemented action items from strategy
- New Core Group re-energised and committed to working together to deliver PSC engagement strategy
- A dedicated focal point will be able to take on the responsibility of further developing the PSC into a dynamic and valued vehicle for business engagement in the Stop TB Partnership.



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Business Engagement Strategy

Decisions Requested:

- Endorse proposed PSC contribution scheme
- To endorse the process for engaging PSC during 2010