

Annex E: Implementation Landscaping: Regional and Industry Sector Considerations

The Secretariat recognises PSE in Africa offers momentum beyond the 5.0 period and is an investment for the longer term. Unprecedented political will is driving a pan-African digitalisation agenda that is being spurred on by opening markets under the auspices of a continental free trade area. This digitalisation agenda is captured in the African Union's Digital Transformation Strategy 2020-2030 and was most recently reiterated during the AU-EU Foreign Ministers Summit 2021 where digitalisation was sustained as one of four regional priorities¹; Africa's private sector is at the heart of this momentum.

Historically, the business community have channelled fragmented and sporadic corporate social investments towards interventions in HIV/AIDS, Polio, Malaria, Education and Nutrition. However, support for and investment in immunisation has not kept pace due to a misalignment of business interests and societal objectives, a need for greater transparency and accountability, and a preference to work with reputed international organisations. Furthermore, the experience under Gavi 4.0 highlighted the importance of engaging with national and regional business coalitions as the preferred platforms for corporate social investment.

There is therefore an opportunity for the Secretariat to position immunisation and investments in health within the broader context of the continent's economic transformation agenda. The ongoing COVID-19 pandemic has reinforced the importance of vaccines in preserving and restarting economic activity and the value of Gavi's ability to convene the public and private sector and highlighting areas of need; a role that has been recognised by African business leaders.²

The Secretariat's African PSE approach will tap into the continent's growing businesses sectors such as Finance, Telecommunications, Fast Moving Consumer Goods and Diversified Investment Companies. The largest businesses in these emerging sectors are clustered around the economic hubs of Cote d'Ivoire, Egypt, Ghana, Kenya, Morocco, Nigeria, Rwanda, and South Africa. Engaging these hubs, through prominent business coalitions such as the African CEO Forum, and consolidating high-level political commitments via pan continental forums, such as the Africa Leadership Meeting (the African Union's private sector coordination platform) will allow Gavi to create a trusted link between global and regional multinationals and focus the resources and expertise of the African private sector on Gavi's objectives and country needs.

The Secretariat also extends outreach to key private sector leaders in Asia through targeted collaboration with existing business community platforms.

Although the industrial structure and the content of cooperation between sectors differ depending on the economic maturity of each country, the Asian region generally has established private sector communities both at a country level and regional level and there is a close partnership with respective governments. The Secretariat will continue

¹ AU-EU Foreign Ministers Summit, 2021, Joint Press Statement, <https://www.consilium.europa.eu/media/52674/2021-10-27-joint-press-statement-final.pdf>

to strengthen the collaboration with governments and aim to enhance Gavi's both political and individual engagement through the speedy and effective expansion of outreach to key conglomerates and the industry leaders in the region. Through the expansion of the outreach, Gavi aims to unlock the opportunity to continue to foster the public-private partnership at the national level catalysed by the pandemic, to build further collaborations at the regional level such as ASEAN and North Asia, and to support establishing the global leadership of Asian countries in the global health and immunisation agenda.

More specifically, the secretariat will focus on engaging global companies in relatively matured economies such as Japan, the Republic of Korea, and China (including Hong Kong and Macau) for Gavi's global programs and outreaching to major conglomerates, family business and regional industry leaders in ASEAN countries such as Indonesia, Thailand, the Philippines, and Singapore to enhance our ecosystem approach to enhance public-private partnerships with respective countries.

Industry Mapping and focus

Identifying and selecting partners will be an important step in the engagement process. Whilst the relevance of a prospective partner will be driven by their ability to address specific country needs, another important consideration will be the potential partners reputation. The Secretariat conducts a robust screening and due diligence on every prospective partner to safeguard Gavi's reputation and mitigate any potential risk to immunisation systems and outcomes. This screening continues before and during an engagement and is conducted by a specialist 3rd party agency.

Potential partners will also be assessed on their experience of working in the healthcare sector and/or with healthcare clients, specifically in immunisation. Equally important will be the presence of local operations and engagements in the target country. Familiarity of working in public health in implementing countries can reduce the risk of slow programme implementation, given the often-complex stakeholder landscape and political considerations.

The Secretariat has conducted an **initial landscape assessment** of the industries with the capacity to Gavi's strategic priorities and address key challenges in priority countries. In this regard, the following will be explored:

- 1. Supply chain and logistics providers:** Partners with global expertise and country presence can support cold chain strengthening efforts, increasing visibility and traceability of vaccines, supporting distribution and other services needed for effective vaccine management.
- 2. Retail and Fast-Moving Consumer Goods:** Organisations with experience in developing products for low-income communities, building brand loyalty, and consumer experiences can support immunisation advocacy and messaging efforts, and potentially incentivise social norms change. By working in concert with countries to realise Behaviour Change priorities, the full potential of this industry segment will be explored.

3. **Technology, media, and telecommunications:** Consumer technology and media companies as well as enterprise software platforms that manage and use data to boost performance, telecommunications operators, and digital IT services can support country needs, in line with Gavi's Digital Health strategy.
4. **Financial Services:** With a particular focus on digital payments, this sector can address issues in financial transactions at country level that create fiduciary risk, limits visibility over programmatic financial flows and reduces the efficiency of the health system to deploy human resources.
5. **Healthcare systems and service providers:** Private sector healthcare providers can provide additional capacity and complementary competencies to support constrained resources and overstretched health systems. However, this capacity is not often available to the public sector, therefore the potential for this industry to support immunisation will be explored.