Engaging the Private Sector and Developing Partnerships to Advance Health and the Sustainable Development Goals

Forum on Public-Private Partnerships for Global Health and Safety

New York Academy of Medicine

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SDG #3: Outcome and Foundation for Prosperity

= Health as an outcome

3 Good Health

= Health as a foundation of economic growth
### SDG #3 Targets = Opportunity for Business Engagement

**SDG 3 Targets:**

<table>
<thead>
<tr>
<th>Target</th>
<th>Description</th>
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<tbody>
<tr>
<td>3.1</td>
<td>Reduce the global maternal mortality ratio to less than 70 per 100,000 live births</td>
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<td>3.2</td>
<td>End preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births</td>
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<td>3.3</td>
<td>End the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases</td>
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<td>3.4</td>
<td>By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being</td>
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<td>3.5</td>
<td>Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol</td>
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<td>3.6</td>
<td>By 2020, halve the number of global deaths and injuries from road traffic accidents</td>
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<td>3.7</td>
<td>Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs</td>
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<td>3.8</td>
<td>Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all</td>
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<td>3.9</td>
<td>Substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination</td>
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Private Sector Alignment with the SDGs

Aviva: Extends health insurance coverage, partners with cancer care charities to reduce payout timescales and improve support; publishes health/lifestyle research; provides specific health data with NGO and public health campaigns.

Levi Strauss & Co: Requires key vendors integrate worker well-being programs into manufacturing operations; generates 3 to 1 return on investment for vendors through reduced worker turnover, absenteeism, and tardiness.

AB InBev: Reducing harmful use of alcohol by 10% in six pilot cities by 2020, and in all of its markets by 2025; positively influence social norms by investing $1 billion in social marketing campaigns; place a Health Guidance Label on beer products by 2020 and increase alcohol health literacy by 2025 to positively shift consumption patterns.
Trends Driving Increased Cross-sector Partnerships

- Shifting development finance landscape
- Global Goals set an ambitious agenda for change
- Private sector increasingly adopting shared value principles
- Complex and interdependent global issues

The Evolution of Partnerships

TRANSACTIONAL

TRANSFORMATIONAL

Commercial
Philanthropic
Collaborative
Strategic
Integrative

JOINT DECISION-MAKING

LEARNING-BASED ORGANIZATIONAL TRANSFORMATION

SCALE AND SUSTAINED IMPACT
Eight Factors for Effective Partnerships

1. Build and maintain trust
2. Establish the need for partnership and make the approach
3. Due diligence is key
4. Set out a clear vision of objectives, understanding of mutual benefit, and roles and responsibilities
5. Invest the time, people, and resources to manage the relationship
6. Design for sustainability and implement for success
7. Hold each other accountable and learn from mistakes
8. Learn the ‘Art of Exit’
Resources

Visit: Kpmg.com/Global Goals

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