ENABLING NEXT GEN PARTNERSHIPS
For health and wellbeing of people and planet

Barbara Bulc

The National Academies of Sciences, Engineering, and Medicine #PPPGlobalForum
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CATALYZING SYSTEMS CHANGE

- HIV/AIDS Pandemic (Clinton Foundation)
- Digital Health Education (Intel Corp)
- Health Supply Chains (IFPW)
- Every Woman Every Child (United Nations)
- Youth Engagement for Health (WHO)
- Mind Your Food (Mind & Life Institute)
- Nutrition Atlas (Nestle)
- Health in Secondary cities (Botnar Foundation)
- Aerocene (Tomás Saraceno & European Commission)
“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

(1) PRACTICE DEFINITION

PREAMBLE TO THE CONSTITUTION OF WHO 1946
(2) SENSE INTERCONNECTED SYSTEMS
AIR POLLUTION

~ 8 MILLION DEATHS EVERY YEAR
91% PEOPLE GLOBALLY LIVE WITH AIR QUALITY EXCEEDING WHO GUIDELINES

HEILONGJIANG PROVINCE, CHINA (PHOTO: CHINA STRINGER NETWORK/REUTERS)
6TH MASS EXTINCTION
41% OF GLOBAL INSECTS IN DECLINE, INCLUDING POLLINATORS
INCREASING GLOBAL HEALTH BURDEN FROM NCDs AND MICRONUTRIENTS*

EUROPEAN HONEYBEE, APIS MELLIFERA (PHOTO: ERNIE JANES/THE GUARDIAN

*Matthew R Smith et al., The Lancet, July 16, 2015
(3) KNOW INEQUALITY GAP
ACCESS TO QUALITY OF LIFE

85%
(4) UNDERSATD DRAMATIC SHIFTS: HEALTH & INCOME
(5) LEAD WITH COMPASSION AND COURAGE

“
When we truly care about our world we find the courage to think, feel and act outside of our own, and our institutional boundaries.

This brings us together for common good.”
WE DON'T GET A SAY
WE'LL BE THE ONES TO PAY
system change not climate change
OUR APPROACH: DISRUPTING SILOS
HARNESSING COLLECTIVE RESOURCES TO CULTIVATE SYSTEMS CHANGE.

ENVISION
SMART SYSTEM MAPS
MARKET INSIGHTS
BREAKTHROUGH STRATEGIES

CONVERGE
STRATEGIC MEETINGS
COMMUNICATION & ADVOCACY
PRIVATE & PUBLIC INVESTMENTS

TRANSFORM
COLLABORATIVE VENTURES
(SELF) SUSTAINABLE MODELS
SCALED-UP SOLUTIONS
COLLECTIVE RESOURCES

INTERNATIONAL ORGANIZATIONS

FINANCING INSTITUTIONS

FOUNDATIONS

NON-GOVERNMENTAL ORGANIZATIONS

COMMUNITY

BUSINESSES (FORTUNE 500)

SOCIAL ENTREPRENEURS

ARTISTS

GOVERNMENTS

ACADEMIA

FORUMS
NEXT GEN PARTNERSHIPS

“OLD POWER”

“NEW POWER”

EVIDENCE
FORMAL
HIERARCHICAL
REGULATED
SLOWER

INFORMAL
LOCAL KNOWLEDGE
HORIZONTAL
UNREGULATED
FASTER
## Different Mindsets for Partnering

<table>
<thead>
<tr>
<th></th>
<th>Large HC companies</th>
<th>Public sector</th>
<th>NGOs &amp; social entrepreneurs</th>
<th>International organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnering by</td>
<td>Choice</td>
<td>Necessity</td>
<td>Choice</td>
<td>Necessity</td>
</tr>
<tr>
<td></td>
<td>84%</td>
<td>16%</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>50%</td>
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</tbody>
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### Reasons to Partner (% of respondents)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Large HC companies</th>
<th>Public sector</th>
<th>NGOs &amp; social entrepreneurs</th>
<th>International organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access knowledge on local context</td>
<td>61%</td>
<td>43%</td>
<td>36%</td>
<td>40%</td>
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<tr>
<td>increase adoption</td>
<td>52%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional expertise and technology</td>
<td>45%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financing / funding</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand image / reputation</td>
<td>25%</td>
<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Influence regulation</td>
<td>20%</td>
<td>21%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Additional staff / skills</td>
<td>16%</td>
<td>29%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Access logistics capabilities</td>
<td>9%</td>
<td>21%</td>
<td>9%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Main partners

1. Public sector
2. NGO & SEs
3. Int'l org.

1. NGO & SEs
2. Int'l org.
3. Donors

1. Public sector
2. NGO & SEs
3. Academics

WORLD ECONOMIC FORUM
GD WITH COLUMBIA UNIVERSITY AND KUMU

GD SMART MAPS: GLOBAL HEALTH STAKEHOLDERS

GENEVA GLOBAL HEALTH ECOSYSTEM (DEMO)

- 80+ stakeholders
- SDG 3 targets
- 9 stakeholder types
GD SMART MAPS – MUNICIPALITY ECOSYSTEM
CLUJ-NAPOCA, ROMANIA) STAKEHOLDER ECOSYSTEM (DEMO)
1. Get the beat of the system
2. Expose your mental models to the light
3. Honor, respect and distribute information
4. Use language with care and enrich with system concepts
5. Pay attention to what is important, not just what is quantifiable
6. Make feedback policies for feedback systems
7. Go for the good of the whole
8. Listen to the wisdom of the systems
9. Locate responsibility within the system
10. Stay humble – stay learner
11. Celebrate complexity
12. Expand time horizons
13. Defy the disciplines
14. Expand the boundary of caring

DONELLA MEADOWS, THINKING IN SYSTEMS
AEROCENE AND EU
MOBILIZING POLICY AND BUSINESS THROUGH ARTS

WORLD ECONOMIC FORUM, DAVOS (2017)
EU FUTURE OF MOBILITY SUMMIT, SLOVENIA (2018)
AEROCENE

FLY AROUND THE WORLD
FREE FROM BORDERS,
FREE FROM FOSSIL FUELS