

WHO CONFERENCE ON THE HEALTH ASPECTS OF THE TSUNAMI DISASTER

PRIVATE SECTOR PARTNERSHIPS FOR HEALTH ACTION IN CRISES

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Demystifying and Unlocking the Resources of the Private Sector

- We are different
- Our operating model is different
- Our approach to problem solving is not the same
- The inventory of skill and assets is complementary
- We do not have the expertise or background which the public sector has



Demystifying and Unlocking the Resources of the Private Sector

- Need for mutual investment by public and private sectors to understand each other
- Why does (Pfizer) engage?
 - moral imperative
 - financial capability
 - global reach
 - self interest



Demystifying and Unlocking the Resources of the Private Sector

- Money, medicines, manpower, minds
- Manpower and minds are essential to unlocking the potential of PPPs
- Some level of trust, credibility and relations are foundational and essential
- Staff deployment can be “magic or a mess” (David Nabarro WHO). I agree...
- Why was the Pfizer experience a success?



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Demystifying and Unlocking the Resources of the Private Sector

- Smart – and maybe fortuitous – selection of those deployed – pertinent skill sets, personal qualities, commitment to help
- Forceful shared vision and with key UN officials
- Investment in briefings before deployment
- Pragmatism by field based UN officials and governments



Demystifying and Unlocking the Resources of the Private Sector

- Rapid understanding and identification of company experts of where to best focus skills and expertise
- Public and private sector partners have natural advantages to offer in addition to core competencies – for the private sector
 - management disciplines, IT capabilities, project management, tech transfer, people management, JIT disciplines



Demystifying and Unlocking the Resources of the Private Sector

- Moving Forward
 - public and private sectors must actively work to understand each other – reduce inappropriate barriers – instigate umbrella agreements, working principles and specific mechanisms – public and private sector leaders must provide their imprimatur.



Demystifying and Unlocking the Resources of the Private Sector

- Real Issues in Tsunami
 - severe logistics problems due to acute medicines demands for donations
 - staff deployment took longer than it should – no pre-agreed systems
- Lack of knowledge of how to deploy staff at field level
- Little pre knowledge of how the UN relief mechanisms and philosophy works



Demystifying and Unlocking the Resources of the Private Sector

A One Year Mutual Set of Targets

- 1) Agree a set of working principles – and define the boundaries
- 2) Agree a user friendly MOU – make things as easy as possible.....
- 3) Encourage companies to inventory their potential resources for UN agencies
- 4) Design a programme to enable the private sector to understand and keep current with UN disaster preparedness and methods
- 5) Participating private sector companies to devise a set of internal readiness procedures



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- Question???
- What are the implications for broader PPPs and development?



Demystifying etc

