

## **Jakarta Statement on the Private Sector**

By the Ad Hoc Private Sector Group

Private sector companies and groups attending the Jakarta Conference warmly welcomed the opportunity afforded to them by the WHO for full participation in the ongoing health promotion discussions, with the central theme of building effective partnerships involving new players.

Evidence presented to the Conference outlining the "crisis of suffering" facing the populations of the world, clearly indicates the need for the private sector to play a full and responsible part in working with WHO and government, in both developed and developing countries, to meet the health challenges ahead.

Private sector companies and groups represented at Jakarta are committed to working with WHO, governments and NGOs to help inspire similar commitment from other responsible private sector companies and groups. We share the view that the issue of greater health expectancy is as important to companies and the communities they serve, as was the issue of the environment in the 1980s and early 1990s.

We further believe that best practice in the workplace involves a comprehensive and holistic approach to the promotion of physical, mental and emotional well-being for workforces and families. We are also fully aware of the continuing need for companies to be vigilant as to the health impact of their products and services, as well as to the way they are produced, delivered and marketed.

The private sector at large has spent billions of dollars over the last decade in health promotion programs, stimulated in part by the ground-breaking Ottawa Charter. However, for millions of people in both developed and developing countries the private sector's crucial contribution to health promotion is as wealth creators and job providers. The eradication of poverty through the provision of opportunities to work is a crucial, yet undervalued, contribution to health promotion provided by the private sector. Yet there is more to be done. Our view is that health promotion programs in the corporate sector, whether philanthropic or commercial, will become more effective if they are delivered through practical, balanced and transparent partnerships.

Having taken the first steps in creating such partnerships during our time here in Jakarta, the private sector companies and groups would wish to maintain a regular dialogue with the new partners and WHO, leading to agreed partnership protocols and commitments. General protocols for successful partnerships must include transparency, accountability, mutual benefit and ethics. Other protocols must be tailored to particular partnerships, such as commitment to the highest standards of professional and scientific practice.

The private sector seeks to ensure successful partnerships by reaching agreement on commitments to:

- Regular measurement of goals and objectives;
- Sharing fully and openly all information relevant, and wherever possible, sharing resources be they managerial, technological, training or financial;

- Maintaining open dialogue in the spirit of understanding with an aim to reach agreement on joint values, joint responsibilities and joint action plans;
- Open acknowledgement of the contribution of each partner, and the responsibilities of both new and <sup>3</sup>old<sup>2</sup> players in health promotion.

The Scope and Purpose Document prepared by WHO for the 4th International Conference, outlined the expected outcomes of the Jakarta meeting. We believe that our statement addresses directly many of those outcomes, particularly those regarding alliances and partnership principles.

Private sector companies and groups at Jakarta warmly welcome the Jakarta Declaration and commit themselves to participate fully in its implementation.