

Innovation Working Group
under the UN Secretary General's Global Strategy for Women's and Children's Health

CALL FOR PROPOSALS

The Innovation Working Group (IWG)'s mission is to be the global hub to catalyze cost-effective innovation in the implementation of the UN Secretary General's Global Strategy for Women's and Children's Health, working through key entities and partnerships across the international community and the private sector. We are very excited about the broad interest and rapid advancement of a number of public-private partnerships in the area of m-health and related fields including medical devices. As we have discussed on recent telephone conferences including last week we have outlined this area as follows:

The IWG sees that m-health can be developed so as to use mobile phones to support MDGs 4 & 5 at different levels of sophistication. For example (list not exhaustive):

- Utilize voice and sms for better communication (ie. fixed rate for unlimited use within a defined healthcare organization)
- Develop relatively straightforward services that require more sophisticated "back office" systems and servers (ie. "Rapid-sms" – type of projects)
- Sophisticated data-services requiring smart-phones
- Development of comprehensive, overarching framework(s) or reference model(s) into which the different components of m-health fit
- M-health related use of medical devices

The role for the IWG in supporting scale-up of projects and processes can thus both be:

1.To support "top-down approaches" of combining experiences from multiple countries in developing reference model(s) or framework(s) for m-health. Defining viable business models will be an integral part of this approach.

2.To support individual projects that are solving individual challenges through a "bottom-up approach", and provide these projects with a possibility for scaling up, visibility and a possibility to affect the development of the overall reference model(s).

The time has now come to move to concrete description of projects with the potential for being publicly announced at a session of World leaders at UN General Assembly this September. The projects should:

- Have the potential to significantly affect women's and children's health and survival in low income countries;
- Preferably have documentation/evidence from a pilot or early phase development;
- Be ready for scale-up to(wards) a national level;

The relevant projects will have the possibility of

- Support by a tailored subset of interested IWG members for developing any required national public-private partnerships as a basis for scaling up including the m-health alliance;
- Be included in the next in the Global Campaign thematic report on innovation being developed for publication in late June this year (copy of last year's report attached);
- Be a topic for further discussion and exposure at the mid-year high level meeting on innovations to be held in Oslo June 21-22;
- Have the possibility for receiving catalytic financial support from the Government of Norway;
- Have, as mentioned above, Public Private Partnership announced at the time of the UN General Assembly in September

We welcome a brief description of concrete projects (maximum two pages) from any interested organization by COB CET Monday March 14th. The overview of interest will be discussed in the IWG's meeting on March 4th. Organizations that are interested in catalytic support from Norway should indicate this in their expression of interest.

Please forward your project outline by e-mail to: frederik.kristensen@norad.no.
Feel free to circulate this invitation to other potentially interested parties.