Working with the private sector in the CARMEN network:

possible paths

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Red CARMEN Meeting,
Lima, Oct. 29, 2009
Purpose of the exercise and tips for discussion

To elaborate a roadmap for moving forward in cooperation with business and with other sectors at country level for the chronic disease programs by discussing:

- Where is your country now?
- How can you move forward to closer cooperation?
- What are the challenges, opportunities, resources, actions in this path?
Ways companies approach and develop sustainability

1. Core business operations and value chain
2. Workplace [employees and supply chain]
3. Marketplace
4. Social investments and philanthropic contributions
5. Public advocacy, policy dialogue and strengthening
Core business operations and value chain

- Creating positive shared value by mobilizing the innovative technologies, processes, products and skills of the private sector to help achieve international goals.
- In some cases these alliances can be commercially viable from the outset, in others they require various forms of seed or hybrid approaches that include ongoing public, donor or philanthropic support.
- At a minimum, companies should aim to minimize any negative impacts by internalizing international principles, codes and industry standards into core business activities.

- What initiatives in your country?
- What leaders?
- What contribution by academic?
- What role for Small Medium Enterprises?
Workplace [employees and supply chain]

- Embedding health and wellness in the company’s culture
- Assessing the health risks of employees
- Developing health and wellness programs for employees (e.g., implementing workplace exercise facilities, no smoking workplace, healthy food in canteens, lifestyle education, screening to identify high risk employees);
- Demonstrating ways how employers can help improve the health of staff and their families;
- Establishing evaluation and monitoring programs to measure change, outcomes, and financial impact.

- What initiatives in your country?
- What champions?
- What contribution by academic?
- What role for Small Medium Enterprises?
Marketplace

- Investing in process, product and service innovation;
- Implement measures of responsible marketing to children;
- Undertaking health and nutrition-related marketing, advertising and consumer education;
- Improved consumer information;
- Undertaking health and nutrition education and public campaigns;
- Developing and transferring technology to improve food productivity and quality;
- Building physical and institutional infrastructure;
- Improving food and agricultural trade policy.

➤ What initiatives in your country?
➤ What leaders?
➤ What contribution by scientific world?
➤ What role for civil society associations?
Social investments and philanthropic contributions

Partner with NGOs, governments, donors, social entrepreneurs and community organizations to enhance health and wellness programs by:

- Supporting education, training, health, nutrition, water, energy, environmental (eg to limit air pollution/traffic) and enterprise development projects;
- Building the managerial and technical capacity of community leaders and civil society groups;
- Encouraging women’s participation and empowerment
- Training local health specialists;
- Developing awareness raising programs; driving local public health initiatives
- Facilitating early warning systems and disaster preparedness and response;
- Developing a social investment fund for research and innovation / investing in universities and research institutes to support multi-disciplinary research in the related areas of nutrition, health, etc.
Public advocacy, policy dialogue and institution strengthening

Engagement in advocacy, public policy dialogue, joint regulation, and efforts to build or strengthen public institutions and administrative. Examples include

- Build industry-wide alliances – to mobilize and leverage business leadership, resources and influence;
- Participate in multi-sectoral action on solutions to nutrition literacy and physical activity to influence the enabling environment and support systemic change at a local, national and international level;
- Strengthen public institutions and health systems through capacity building and educational campaigns;
- Promote voluntary initiatives to promote transparency of regulations;
- Engage in policy dialogue to advocate for greater commitment to the production, distribution and consumption of nutritious food in particular;
- Partner with government to develop educational curricula around health issues.
Where are you in this framework?

1. Core business operations and value chain
2. Workplace [employees and supply chain]
3. Marketplace
4. Social investments and philanthropic contributions
5. Public advocacy, policy dialogue and strengthening
Tips for discussion and agenda

- Where is your country now in terms of engagement with the private sector?
- How can you move forward to closer cooperation programs?
- What are the challenges, opportunities, resources, actions in this path?

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<tr>
<th>Schedule</th>
<th>Time</th>
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<tbody>
<tr>
<td>Read</td>
<td>10’</td>
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<td>Discussion and draft possible action plan</td>
<td>30’</td>
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<tr>
<td>Presentation and open discussion</td>
<td>30’</td>
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