

## Annex E: Private Sector Engagement Strategy update

### **Section 1: Background on private sector engagement at Gavi**

Engagement with the private sector has been in Gavi's DNA since its outset, initially focusing on pharmaceutical companies and private donors to Gavi. The Gavi Matching Fund was introduced in 2011 to catalyse greater private sector investment, such as the partnership with La Caixa bank in Spain. In 2016, Gavi launched a new private sector engagement pilot phase as well as INFUSE, its innovation platform, to explore how to mobilise the expertise and innovations of the private sector, in addition to its financial resources. A successful evaluation of this pilot phase led to the adoption in 2021 of Gavi's Private Sector Engagement Strategy.

### **Section 2: Examples of outcomes so far**

- **Resource mobilisation:** Since its inception, Gavi has raised over US\$ 930 million from the private sector and the Gavi Matching Fund, including US\$ 602 million from direct contributions from the private sector.
- **Innovations:** Since the launch of Innovation for Uptake, Scale and Equity in Immunisation (INFUSE) in 2016, 25 PaceSetters (such as Zenysis, Simprints or Nexleaf) have been selected through the platform. INFUSE has mobilised investments and support from entities including Google.org, NEC, Tencent, UPS Foundation.
- **Supply chain:** In collaboration with the UPS Foundation, Zipline's drones have delivered more than 19 million vaccine doses to hard-to-reach places in Ghana, Kenya, Nigeria and Rwanda. Zipline's aerial logistics contribute to strengthened supply chains. Zipline deliveries are significantly cheaper than alternatives: on average delivery cost per dose is cheaper up to 40% than traditional last mile delivery (evaluation under peer review). In addition, a patient at a Zipline-served facility is 42% less likely to miss a vaccination opportunity due to stockout.
- **Demand:** In India, the partnership with Unilever Lifebuoy reached 3.8 million people and brought about a five-fold increase in handwashing with soap and a >30% increase in uptake of rotavirus and measles vaccines among children under two years. The partnership is now scaling to Indonesia.
- **Data:** Nexleaf Analytics is deploying state-of-the-art sensor technology to prevent vaccine damage from excessive heat or cold. Today, Nexleaf monitors the vaccine supply for 1 in 11 babies born globally each year and with more than 34,000 Remote-Temperature Monitoring Devices deployed. Nexleaf's ColdTrace system has proven to reduce damage to vaccines by heat and cold by 67% in Mozambique.
- **Artificial Intelligence (AI):** Zenysis collaborates with Gavi in Pakistan and Mozambique. It integrated and analysed 25 different data sources to produce the clearest picture to date of Sindh's 'zero-dose' children, and using analytical tools and generative AI, created personalised micro plans that helped locate and

vaccinate almost 70% of the zero-dose children identified in 2022. Sindh Sehat Analytics Platform (SSAP) micro plans helped Sindh EPI reach and vaccinate 61% of identified zero-dose children — three times the vaccination coverage rate achieved in the years prior to this partnership.

### **Section 3: Priorities in the next strategy cycle, Gavi 6.0**

Gavi's private sector engagement will focus on four priorities in the next strategy cycle:

- **Fundraising:** Building on the Gavi 5.0 fundraising success (with US\$ 329 million mobilised from the private sector for COVAX and Gavi Core) and the greater visibility of immunisation amongst high-net-worth individuals (HNWI) after the COVID-19 pandemic, Gavi intends to significantly diversify and grow the private sector donor portfolio. It is planned to look at different potential private sector fundraising campaigns, including malaria, human papillomavirus vaccine (HPV) or fundraising for a thematic focus on innovation. For example, the launch of Gavi's malaria programme offers a once-in-a-lifetime opportunity for private sector partners to contribute to lowering prices and increasing access to a breakthrough vaccine;
- **Expertise-based partnerships:** Gavi will selectively continue to pursue partnerships that channel the existing assets, unique expertise, and know-how of private sector partners (e.g. Unilever, Girl Effect, UPS, the Power of Nutrition) focusing on those partnerships that have the greatest potential for impact at scale based on Gavi country needs;
- **Identification of next generation of innovation:** The 2024 INFUSE Call for Innovation focused on innovations to mitigate climate impact on health systems. Through this call, Gavi sought to support innovative solutions uniquely positioned to enable health systems to manage resilient and climate-adaptive responses to climate threats. Four global health innovators - Atlas.ai (USA), Causal Foundry (Spain), Figorr (Nigeria), and Sygnalytic (Uganda) – were chosen as INFUSE 2024 Pacesetters. Gavi is also looking at options to source innovations outside of the INFUSE calls, e.g. how to build on our nascent partnerships in the AI and data science, including Gavi's commissioned landscape analysis of the potential of AI for the vaccine deployment life cycle, to identify how these developing technologies can positively transform health systems; and
- **Scaling up proven private sector and innovative partnerships:** A core focus for the Gavi 6.0 period will be on how to integrate and scale the most successful solutions and innovations (including those mentioned above in supply chain, digital health/AI, and demand generation etc) in more countries to reap the demonstrated benefits of these innovations in terms of reduced costs, and increased coverage. The Secretariat is considering what incentive and financing structure would best support this scale up, including potentially setting up a new innovation scale up fund.

#### **Section 4: Critical success factors**

- **Matching country needs with existing solutions:** Gavi currently has no systematic, regular process to surface country needs that can be best addressed by associated innovative or private sector solutions. Discussions are underway with the Country Delivery team how to better capture need, as well as socialise the menu of available innovations and inform the prioritisation of investments across the various Gavi funding streams used for innovation.
- **The need for a scale-up approach and mechanism:** Even with strong country demand, the scale-up of proven innovations in country programmes is constrained by limited capacity and available funding. Most innovation funding in the ecosystem is driven towards proof of concept and tends to be country programme specific. By agreeing with Country Delivery teams on the clear pathways to scale (e.g. market shaping, Health System Strengthening (HSS) funding, Innovation Top Up Fund<sup>1</sup>) and dedicating resources to incentivise the scale up of more mature innovations that enjoy strong country demand, have significant benefits for immunisation programs and have long term costing and sustainability plans, Gavi could solve a much-needed bottleneck in the current innovation ecosystem.
- **Creation of the Private Sector Investors Group:** In accordance with the Private Sector Engagement (PSE) strategy (2021), the Secretariat is currently in the process of establishing a Private Sector Investors Group to act as an advisory body to the organisation and help highlight new opportunities in the global business, finance, technology, and innovation landscape. The Secretariat is finalising the proposed list of high-level (C-Suite and Principals) private and social sector representatives to join the Investors Group.

<sup>1</sup> The Innovation Top-up is a funding mechanism that can be requested by a country to scale up innovative interventions, that addresses an unmet need in the country's immunisation programme.