

MARKET SHAPING STRATEGY

BOARD MEETING

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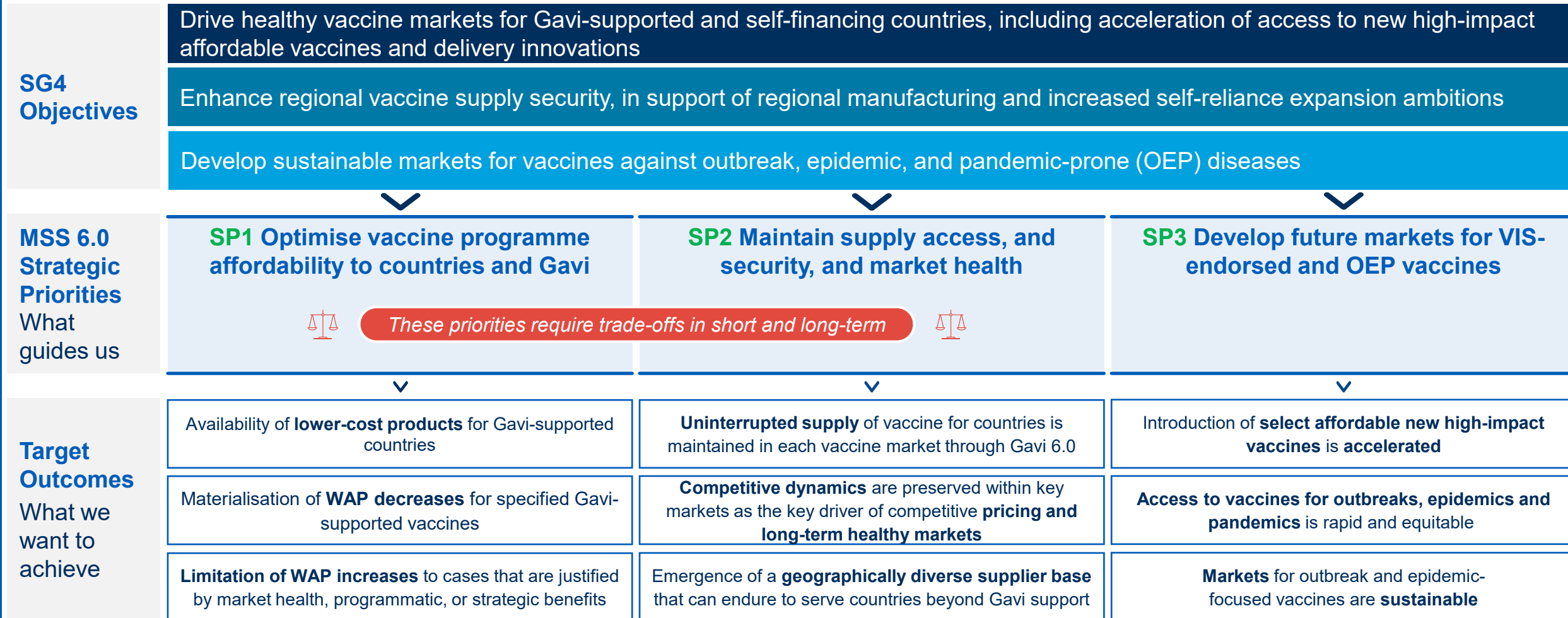
3-4 December 2025, Geneva, Switzerland

Market shaping will operate in a changing environment that is driving evolutions for Gavi 6.0

- **Long-term assured financing** and **predictable, high demand** have been the **primary forces shaping markets for Gavi-supported vaccines**
- **Financial constraints** leading to **Gavi 6.0 recalibration decisions will strain this model**, as there is an **absolute reduction in the available funding for vaccine procurement and procured vaccine volumes**
- **MSS6.0** will work, in tandem with operationalisation of **Country Vaccine Budgets (CVB)**, towards realising **US\$ 500 million in price-related reductions** (SG4 recalibration) to Gavi's vaccine procurement budget in 6.0
- **During Gavi 5.0, an increasing number of lower priced products** became available, but there has been **limited country uptake** of these products to date

PPC acknowledged that MSS6.0 and its implementation will require difficult trade-offs to ensure short-term actions do not compromise long-term imperative of regionally diversified supply and sustainable markets that serve Gavi supported and transitioned countries' needs

Gavi 6.0 SG4 objectives, and proposed MSS strategic priorities (SPs) and target outcomes to achieve them



PPC guidance: a new consensus on the articulation of the Target Outcome related to competitive dynamics is needed

Proposed updates to existing enablers & those with separate Board agenda items to support **SPs 1 & 2**

Proposed evolution of enablers within MSS6.0

Healthy Markets Framework (HMF)

- Updated definitions of market health attributes to support structured evaluation of **Alliance's risk appetite for healthy markets**

Strategy guidance process

- Process for escalating **strategic and material trade-off decisions** on market health for Board-level guidance
- **Triggers for escalation and supporting analyses** to be developed for Board approval

Procurement Framework

- Reaffirm **use of centralised procurement** in Gavi 6.0
- Clarify **regulatory standards** for Gavi-funded procurement
- Identify approaches for working with **regional pooled procurement mechanisms** in future periods

Enablers with separate Board agenda items

Country Vaccine Budgets (CVB)

Incentives for countries to **optimise value for money** alongside health impact, through **product choices**

Financial contingency for supply security

Mitigates country budget implications if required to use a **more expensive product** to preserve **supply security or market health**

VPOP

Evidence to inform **country product optimisation decisions** supports **cost-conscious product choices within their CVB**

AVMA

Supports Africa's contribution to **global supply resilience**

PPC acknowledged the importance of these enablers

Enablers to support **SP3**

Early market shaping roadmaps

- **Develop for select VIS approved vaccines**
- **Anticipatory landscaping and planning** to ensure **optimised launch** of Gavi programme
 - Financing modalities, as needed
 - Evidence generation to inform future policy

Further collaboration with the Coalition for Epidemic Preparedness Innovations (CEPI)

- Coordinate the **complementary tools** of respective organisations
- **Incentivise vaccine licensure** and support the **viability of future markets**

Outbreak financing mechanisms

- **Efficient deployment of Gavi's outbreak financing mechanisms** to transact with **vaccine developers and manufacturers** addressing in-scope OEP pathogens
- **Includes First Response Fund and Day Zero Financing Facility**

Recommendation

The Gavi Alliance Board is requested to **provide guidance** on:

- a) Interrelated Strategic Priorities (SPs) 1 & 2, and their associated Target Outcomes (TOs), specifically the increased focus on optimising for affordability of vaccine costs (SP1) balanced with the imperative to maintain access, supply security and market health (SP2);
- b) Two proposed direct enablers supporting SPs 1 and 2, specifically:
 - i. Revision of the Healthy Markets Framework, with expansion of Supply Security definitions, to better evaluate trade-offs between SPs 1 & 2; and
 - ii. A Procurement Framework to be articulated within MSS6.0; and
- c) The ambition for SP3 as specific to Vaccine Investment Strategy (VIS)-endorsed vaccines and vaccines against select outbreak-, epidemic- and pandemic-prone (OEP) diseases, and the associated TOs and proposed enablers.

The Gavi Alliance Board is requested to **note** that Gavi's Board Chair is convening the MSDC in an advisory capacity for a time-limited period to provide guidance on the most material trade-offs and risks related to achieving price-related budget savings.

Thank you