Interview with Eduardo Martinez, President, The UPS Foundation

UPS Foundation is one of Gavi’s longest-standing private sector partners. Since 2014, the partnership has grown to include several different initiatives to improve immunisation supply chains. Below, Eduardo Martinez, President of The UPS Foundation and UPS Chief Diversity & Inclusion Officer, discusses the evolution of our partnership and its impact.

1. UPS’s partnership with Gavi has expanded over the years. What do you think is the secret to this successful collaboration?

At the heart of our partnership with Gavi is the belief in the mission of saving children’s lives. All children should have access to essential healthcare – including vaccines – no matter where they live, and we’re committed to working with Gavi to help solve the challenges of delivering these vaccines to the final mile.

There is a true spirit of partnership and the belief that no one entity or business can solve the world’s pressing challenges, such as ensuring that every child is immunised against deadly disease. Creating effective public-private partnerships to help address humanitarian challenges is engrained in the UPS Foundation’s strategic approach, as is UPS’s ability to connect ideas, people and systems through our vast logistics networks. After all, it’s what we do as the world’s largest package delivery company, and we are honored to support Gavi and its team of dedicated individuals.
2. You mention making a real impact. What kind of impact has resulted from UPS and Gavi’s work together?

Since partnering with Gavi in 2014, our partnership has evolved and expanded considerably. We now have a body of work that draws upon our deep expertise in supply chain management, transportation and logistics. When Gavi asked us to help think about strengthening supply chains, we shared our approaches on management and training, creating the Strategic Training Executive Programme (STEP), which has been used to train vaccine managers in 19 countries. We have seconded UPS logisticians to Gavi-funded operations to address strategic challenges as well as supported supply chain optimisation assessments in Pakistan, drawing upon local knowledge and global expertise.

In 2016, together with Gavi and Zipline, we helped to launch the world’s first drone delivery network in Rwanda. This year, we supported the Zipline launch in Ghana, which will deliver life-saving vaccines to millions of people. Most recently, we have been working with the Government of Uganda to leverage our local expertise and resources to improve vaccine distribution to the last mile.

3. Where do you see the partnership going – and growing – in the future?

We understand that leveraging an effective supply chain is key to help save lives. We’re excited about the opportunities to do so across many countries in the future of the partnership and how we can continue to evolve and grow. Never an organisation to rest on its successes, we must look at how we can deepen some of the engagements and build a model for others to join in order to continue innovating and scale up our advancements. As a purpose-driven, global organisation, our support for Gavi’s mission will advance our society in the most important way – our children’s future – and also catalyse more private sector support.

For the UPS Foundation, I hope to see accelerated adoption of our expertise and networks to create stronger immunisation and healthcare supply chains. We aspire to create pathways for the public sector and civil society to better connect with the private sector – to create more efficient systems, including enabling innovations that improve the delivery of vital health services and commodities like vaccines.

“We are really proud that today marked a remarkable launch of Gavi’s replenishment process. ... We believe that great momentum has been built up towards a successful replenishment conference in the UK next year.”

Masahiko Kiya
Ambassador for TICAD7, Japan

PREVENT, PROTECT, PROSPER

Forging cross-sector collaboration

At the Seventh Tokyo International Conference on African Development (TICAD7) in Yokohama, Japan, Gavi unveiled its 2021-2025 Investment Opportunity. The event brought together Alliance partners and stakeholders under the theme “Advancing Africa’s Development through People, Technology and Innovation.”

In addition to partnering with Japan’s government, Gavi’s engagement with the Japanese private sector has led to two new partnerships.
NEC AND SIMPRINTS

In Tokyo in June 2019, Gavi signed a memorandum of understanding with NEC Corporation and Simprints Technology Ltd. on the use of biometrics to improve immunisation coverage in Gavi-supported countries. The partnership combines Simprints’ biometric fingerprint technology with NEC’s reinforced authentication engine to create the world’s first scalable fingerprint identification solution, giving children aged between one and five a digital ID linked to an accurate, complete medical record. The combined technologies have resulted in highly accurate authentication, with a 99% certification rate.

Gavi, NEC and Simprints will begin carrying out proof-of-concept validation of the technology in Bangladesh. If successful, the project will then link children’s digital identity with their vaccination record, helping health practitioners to track which children need to be vaccinated and when.

ASIA AFRICA INVESTMENT & CONSULTING (AAIC)

Gavi has also begun collaboration with Asia Africa Investment & Consulting (AAIC), a Japanese growth equity fund based in Singapore, to support companies offering innovations that improve the delivery and availability of vaccines in low-income countries. This partnership complements existing sources of capital to scale immunisation initiatives and is an important step towards continued diversification of funding across the full spectrum of investors.

“There is an opportunity before us to work closely with additional holders of capital to write the next chapter of Gavi and to continue delivering life-saving vaccines to the world’s poorest children.”

Dr Seth Berkley
Gavi CEO

EMPOWERING GIRLS TO BECOME CHANGE-MAKERS

Enabling adolescent girls to fight cervical cancer

Since 2016, Gavi has partnered with Girl Effect to increase awareness about the benefits of human papillomavirus (HPV) vaccination, enhance the agency of girls, empower communities to take the right decisions to promote good health and generate evidence on attitudes to immunisation. By leveraging Girl Effect’s youth brands to connect with girls through media channels, the partnership empowers them to make confident and informed choices about their health. Girl Effect is supporting the uptake of the HPV vaccine in Ethiopia, Malawi and Rwanda, and more recently in Tanzania.

Building on the learnings from their activities in these countries, Girl Effect has developed a toolkit of creative communications materials, titled “Girl Focus,” to support HPV vaccine launches in Gavi-supported countries more broadly. This toolkit is being tested in Côte d’Ivoire, Lao People’s Democratic Republic, Liberia and Mauritania.

The HPV vaccination may be the first time girls are in contact with the health system since their infancy. This represents a unique opportunity to teach them about the benefits of other health interventions and set them on
Engage a path to positive health-seeking behaviour for themselves and for their children in the future.

Girl Effect has reached 53% of girls (680,000) in Rwanda, 35% of girls (700,000) in Malawi and 19% of girls (500,000) in Ethiopia. Now that Yegna, Girl Effect’s multi-platform youth brand in Ethiopia, is on television, coverage in Ethiopia is expected to increase. Building girls’ confidence in talking about health issues more generally is an important stepping stone in enabling them to talk about the HPV vaccine with parents and others, as this is currently not commonplace.

In all project countries, Girl Effect collaborates closely with the Expanded Programme on Immunization (EPI) team on the development of HPV vaccine communications and provides additional support wherever possible. For example, in Ethiopia, the Ministry of Health asked Girl Effect to go beyond their original mandate to support the development of a communications strategy and to develop an HPV vaccine brand for the Ministry of Health. This collaboration highlights the need for innovative ways to generate demand for life-saving vaccines.

The model that Girl Effect has developed drives behaviour around vaccines and builds the confidence of girls and young women to have conversations on vaccines in their households and communities. These efforts hold important lessons that are being taken forward in a scale-up of the partnership in Rwanda to address gender barriers to immunisation and increase demand for routine immunisation.

In November 2019, Gavi, the Government of Rwanda and Girl Effect launched a 13-month partnership that will use innovative behaviour change communications to address gender-related barriers to vaccine uptake and create widespread and sustained demand for immunisation and other health services among girls and women in Rwanda. In collaboration with the Government of Rwanda, Girl Effect will conduct research to understand persistent gender barriers to accessing health services and vaccination uptake while developing tailored communication strategies to overcome them.

“Investing in youth is to invest in the future of our nation. Vaccination is one of the most effective interventions and with the support of immunisation partners Rwanda has achieved a lot in terms of vaccination coverage. The Ministry of Health will continue to work with partners to ensure the sustainability of our immunisation programmes.”

Dr Patrick Ndimubanzi
Minister of State in Charge of Public Health and Primary Health Care, Rwanda

Information current as of November 2019