



## **Business Alliance Against Malaria Launches First-of-its-Kind Malaria Investment Case**

*Geneva, Switzerland | 22 April 2021* || The Business Alliance Against Malaria (BAAM) is pleased to announce the launch of a unique new resource for the malaria advocacy community. Today, to mark this year's World Malaria Day, BAAM has launched "Why Business Should Fight Malaria: An Investment Case." This comprehensive resource aims to address the challenge of flat-lining funding for malaria programming while arming health leaders with the evidence necessary for increasing private sector engagement in the fight against malaria.

Originally slated for publication in late February 2020, the resource has been updated to better reflect the realities of the COVID-influenced landscape. BAAM's hope is that this paper helps prospective partners better understand the value of investing in malaria efforts and helps individuals within these organizations better make the internal case for increasing support for initiatives. Ultimately, the investment case will support ongoing efforts to move corporate conversations from *whether* to engage in the fight against malaria, to *how* to best engage.

BAAM recognizes that the malaria community has before it a unique opportunity to mobilize critical assets to the fight against one of history's most lethal diseases. Unfortunately, many private sector organizations remain unengaged in the fight against malaria.<sup>i</sup> Whereas climate change and broader environmental issues are increasingly embraced by Fortune 500 companies as central business priorities, global health has yet to reach a similar level of prioritization within corporate strategy-setting exercises. For example, a 2019 analysis revealed that while 55 percent of companies evaluated committed to an emissions reduction goal in service of improving the environment, only 4 percent specified any health goal -- a number that should increase after the COVID-19 pandemic.<sup>ii</sup>

Today, now that the coronavirus pandemic has highlighted the role that private sector actors can play in driving towards solutions to global health challenges, it is incumbent upon the malaria community to fully marshal the capabilities of new players in the private sector to get the fight against malaria back on the track. BAAM's new investment case represents a first-of-its-kind resources for kick-starting increased private sector action.

BAAM currently includes the following corporate members: Bayer, GSK, International Public Health Advisors, Nando's, Novartis, Sanofi, TropMed Pharma Consulting, and Vestergaard. The High Lantern Group serves as BAAM's Secretariat.

Learn more about BAAM's mission, work, and members at: [malariabizalliance.org](https://malariabizalliance.org)

### Contacts:

Mario Ottiglio  
[mottiglio@highlanterngroup.com](mailto:mottiglio@highlanterngroup.com)

<sup>i</sup> The RBM Partnership to End Malaria. "Private Sector Engagement Framework and Work Plan." 16 August 2018. <https://bit.ly/34swWj>.

<sup>ii</sup> Jha AK, & Sands P. "Most CEO's don't have a global health strategy. That needs to change." Fortune. 25 March 2019. <https://bit.ly/2qWIDJ5>.