



# **BUSINESS ALLIANCE AGAINST **MALARIA****

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July 2018

# THE STORY

**Our generation can defeat Malaria.  
For good.**

Since 2000, an unprecedented global commitment to fight malaria has saved an estimated **6.8 million** lives and averted **663 million** disease cases. Now, more than half of the world's nations are malaria free.

We have never been closer to eradication. But this momentum will not persist on its own.

Progress has halted, and in some countries, we are witnessing reversals. **216 million** people still suffer from malaria and every two minutes the disease kills a child under the age of 5.



**3.2 BILLION**

people — nearly half of the world's population — are at risk of malaria.



**216 MILLION**

malaria cases world-wide in 2016 leading to 445k deaths.



**6.8 MILLION**

lives saved, representing a 62% drop since 2000.

*U.S. Centers for Disease Control, 2016*

**AS CLOSE  
AS WE ARE  
TO SUCCESS,  
THE COST  
OF FAILURE  
REMAINS  
HIGH.**



THE DECLINING TREND IN THE NUMBER OF MALARIA CASES AND DEATHS HAS STALLED, AND VITAL FUNDING FOR MALARIA PROGRAMS HAS FLATLINED. IF WE CONTINUE ALONG THIS PATH, WE WILL LOSE THE GAINS FOR WHICH WE HAVE FOUGHT SO HARD.

— TEDROS ADHANOM GHEBREYESUS, DIRECTOR GENERAL,  
WORLD HEALTH ORGANIZATION, APRIL 2018

## THE CHALLENGES


We face obstacles that require new alliances and fresh ideas.

Decreasing investment, vector control, and treatment and education for remote populations will be crucial barriers to progress in the next decade.

Communities, governments, NGOs and private sector must all work closely both locally and globally to clear the final hurdles.

Therefore, we are calling on businesses to **make malaria their issue** and bring to bear their expertise, networks, and social presence.

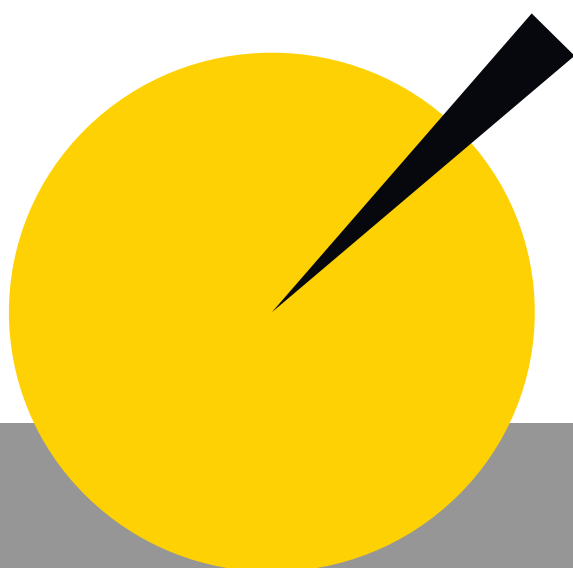




**We are world's  
business voice  
malaria.**



's leading  
e on



**WE ARE AN  
ALLIANCE OF  
BUSINESSES  
COMMITTED TO  
LEVERAGING OUR  
LEADERSHIP AND  
INNOVATION TO SEE  
THE ELIMINATION  
OF MALARIA WITHIN  
OUR LIFETIME.**

## **THE WORLD'S LEADING BUSINESS VOICE ON MALARIA**

Formerly known as the Private Sector Malaria Coalition (PSMC), we have been engaging for the long haul with the world's foremost policymakers and influencers such as the RBM Partnership to End Malaria, the Global Fund to Fight HIV, TB, and Malaria, and the World Health Organization. Today, building further on our history, we are the Business Alliance Against Malaria. We serve as the only platform that unites companies across industries and continents to bring multi-sector expertise and strategic partnership to the fight against malaria.

Together, we aim to shape global and regional policy, mobilize stakeholders and bolster the work of those who share our vision of a malaria-free world.





# OUR VISION FOR A MALARIA- FREE FUTURE

Our vision is a malaria-free world. Contributing to this, we aspire to become the authoritative voice of the private sector that inspires action and rallies the business community around the goal of achieving a **malaria-free world**.



## OUR OBJECTIVE

As a coalition, our objective is to catalyze action, promote innovations that support treatment and prevention and provide a reputational platform for our members.



## THE CASE FOR BUSINESS ENGAGEMENT

Meeting the 2030 malaria elimination targets would generate an estimated US \$2 trillion boost to the global economy and save approximately 10 million lives. It is estimated that every dollar invested in ending malaria yields US \$36 in economic returns.

The private sector is uniquely positioned to accelerate progress, because to defeat malaria, we need more than investment – we also need product innovations, advocacy, and value chain solutions.

We are a platform for innovators and thought leaders to share ideas, strategize and change the future.









**SINCE 2010,  
MALARIA RATES  
HAVE FALLEN  
GLOBALLY BY 29%  
AMONG ALL AGE  
GROUPS, AND  
BY 35% AMONG  
CHILDREN  
UNDER FIVE.**



# OUR PROMISE

Our coalition was created by the private sector for the private sector, allowing us to deliver a unique perspective. Join us by making a small investment in a wide global network of businesses and opportunities.

**Help** shape the conversation around a critical global health issue.

**Learn** how to use strategic advantages to engage in a fight that could save thousands of lives.

**Connect** with a wide network of stakeholders across sectors, industries and regions.


**Inspire** the global community by driving progress through effective partnerships.



# JOIN US







**The private sector plays a critical role in delivering essential commodities like vaccines, and using technology to improve. We look forward to engaging with experts to make malaria elimination a part of business.**

— Dr. Kesete Admasu, CEO  
former Minister





**ple in our efforts to end malaria –  
ke bed nets, developing life-saving  
improve access to health services.  
existing and new partners on making  
ss strategy.**

**CEO of RBM Partnership to End Malaria and  
Minister of Health of Ethiopia, November 2017**





**BUSINESS ALLIANCE  
AGAINST MALARIA**

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