

# **RAI2E: “Engaging the non-Health corporate sector to support malaria control and elimination” Project**



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UMFCCI-CSR Department  
**November 2019**



# About UMFCCI and CSR Department

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- **Founded in 1919**
- Myanmar's oldest and largest private sector association
- **74 associations** and **35,000 businesses**
- Activities:
  - Business and industry advocacy, facilitating between the state and private sector;
  - training, business matching, study tours and information dissemination
  - Government's Private Sector Development and Technical and Vocational Education Training initiatives.
- **UMFCCI-CSR Department** Established 2013, to promote responsible business practices and corporate social responsibility (CSR)



# RAI2E Project

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- UMFCCI-CSR Department implementing the RAI2E project “**Engaging the non-health corporate sector to support malaria control and elimination activities**” as Sub-Recipient, UNOPS as Principal Recipient
- Implementation: **January 2019 to December 2020.**

## **Objectives:**

- Develop comprehensive Corporate Sector Engagement Strategy;
- Implement public-private partnership (PPP) activities leveraging the resources, innovative technologies and expertise of the private sector;
- Engage private sector businesses to become active partners in malaria elimination efforts;
- Promote CSR and responsible business practices for health.



# Key Activities

## Phase 1: Project Feasibility

Corporate Sector Gap Analysis

Corporate Sector Engagement Strategy

Private sector mapping

## Phase 2: Project Development and Implementation

1. Utilizing Fast Moving Consumer Goods (FMCG) Supply Chain for Elimination

2. Digital wallets and Mobile money

3. Mobiles for Malaria

4. Forums to Support Dialogue and Innovation

5. Engage corporates with large workforces affected by malaria

6. Public private partnerships (PPPs) to support elimination



# Project Implementation Areas

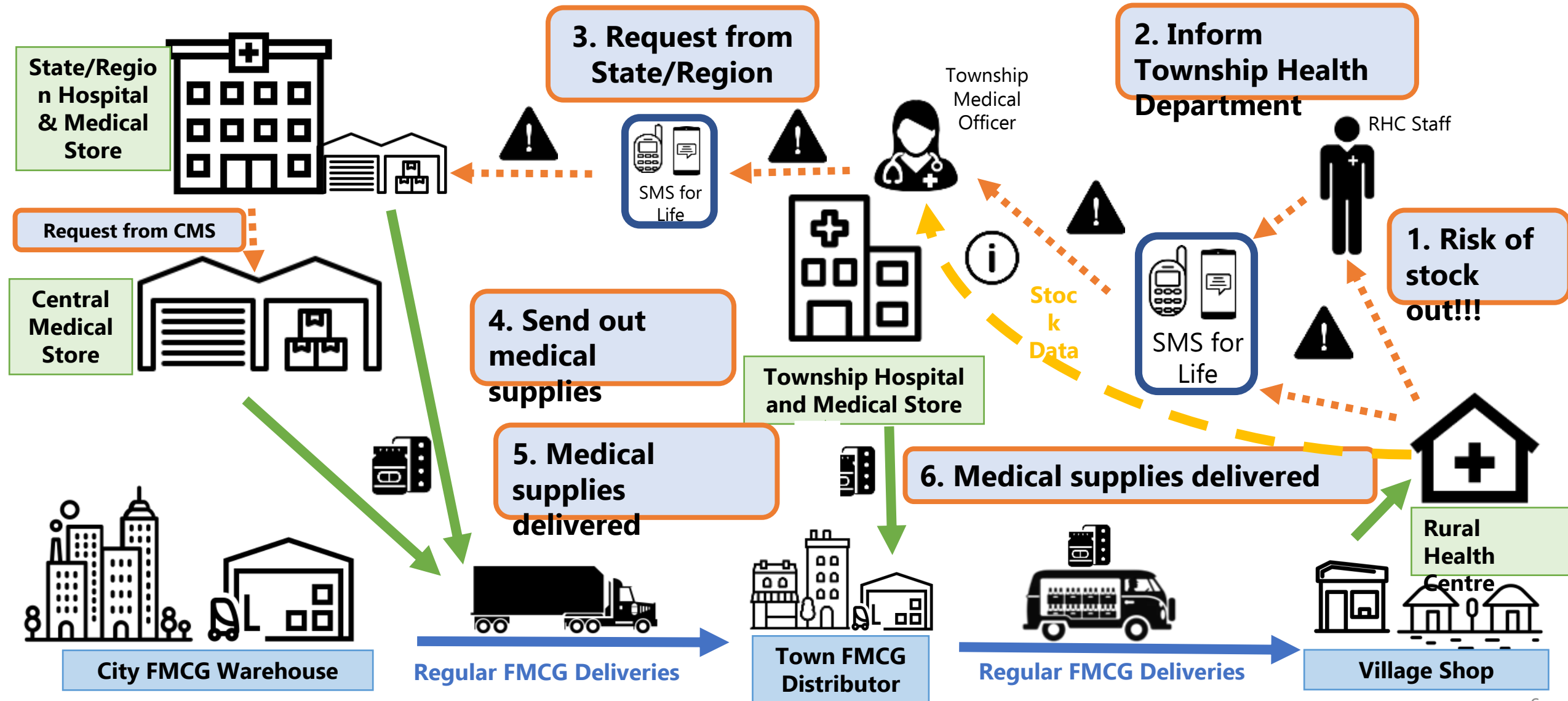
Year	State / Region	Township	MOHS facilities	Population
Year 1 (5 townships)	Chin State	Tedim	88	430,000
	Sagaing Region	Kalay; Monywa	103	683,000
	Rakhine State	Mrauk U; Minbya	94	97,000
	<b>Total</b>		<b>285</b>	<b>1.21 million</b>
Year	State / Region	Township	MOHS facilities	Population
Year 2 (10 townships)	Mon State***	Bilin; Chaungzon; Kyaikmaraw; Kyaikto; Mawlamyaing; Mudon; Paung; Thanbyuzayat; Thaton; Ye.	<b>379</b>	<b>2.09 million</b>

By Year 2, the Project will cover **3.3 million people, 664 health facilities in 15 townships in 4 states and regions.**

\*\*\*MOHS recommended UMFCCI-CSR Department to focus on Mon State for Year 2. <sup>5</sup>

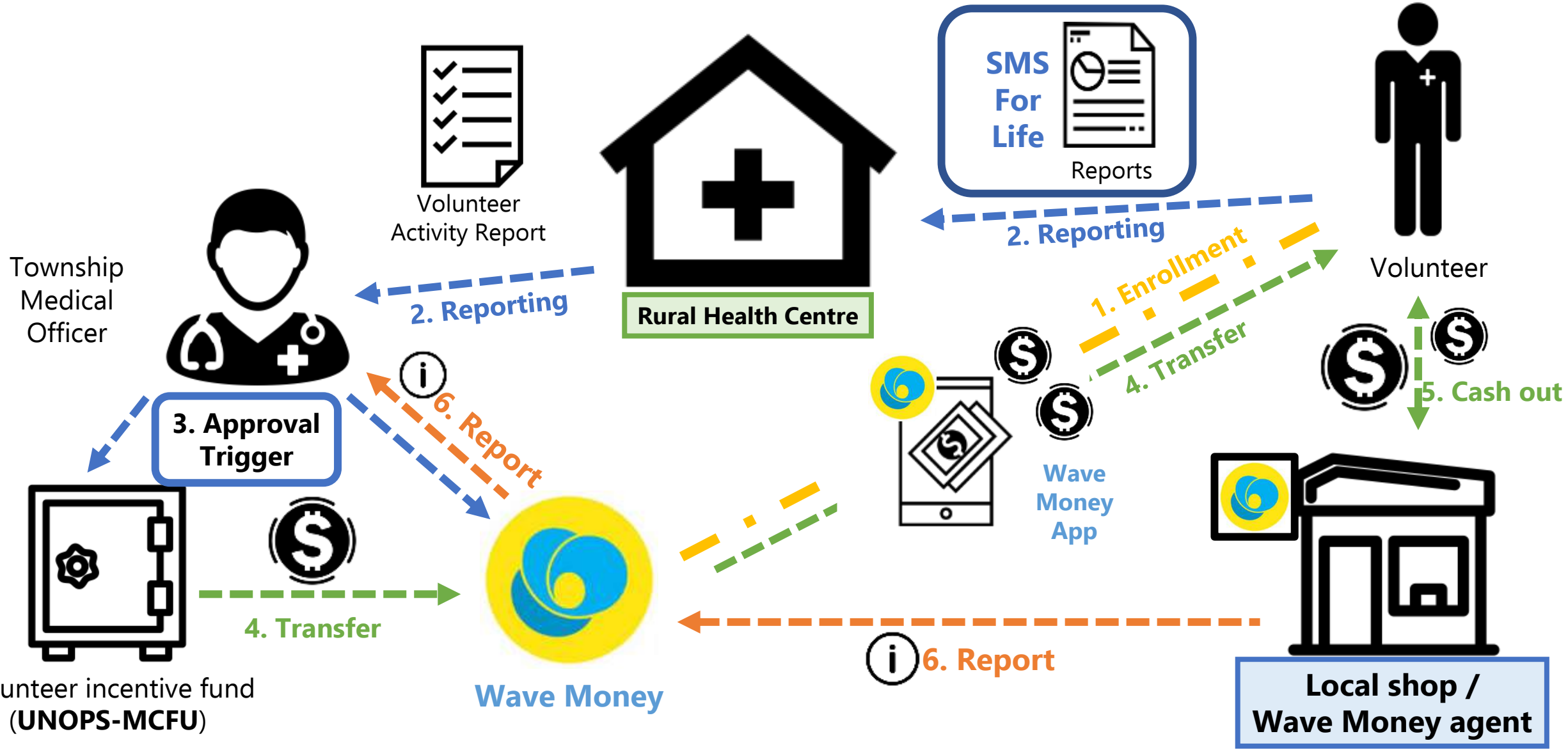


# FMCG Delivery Component



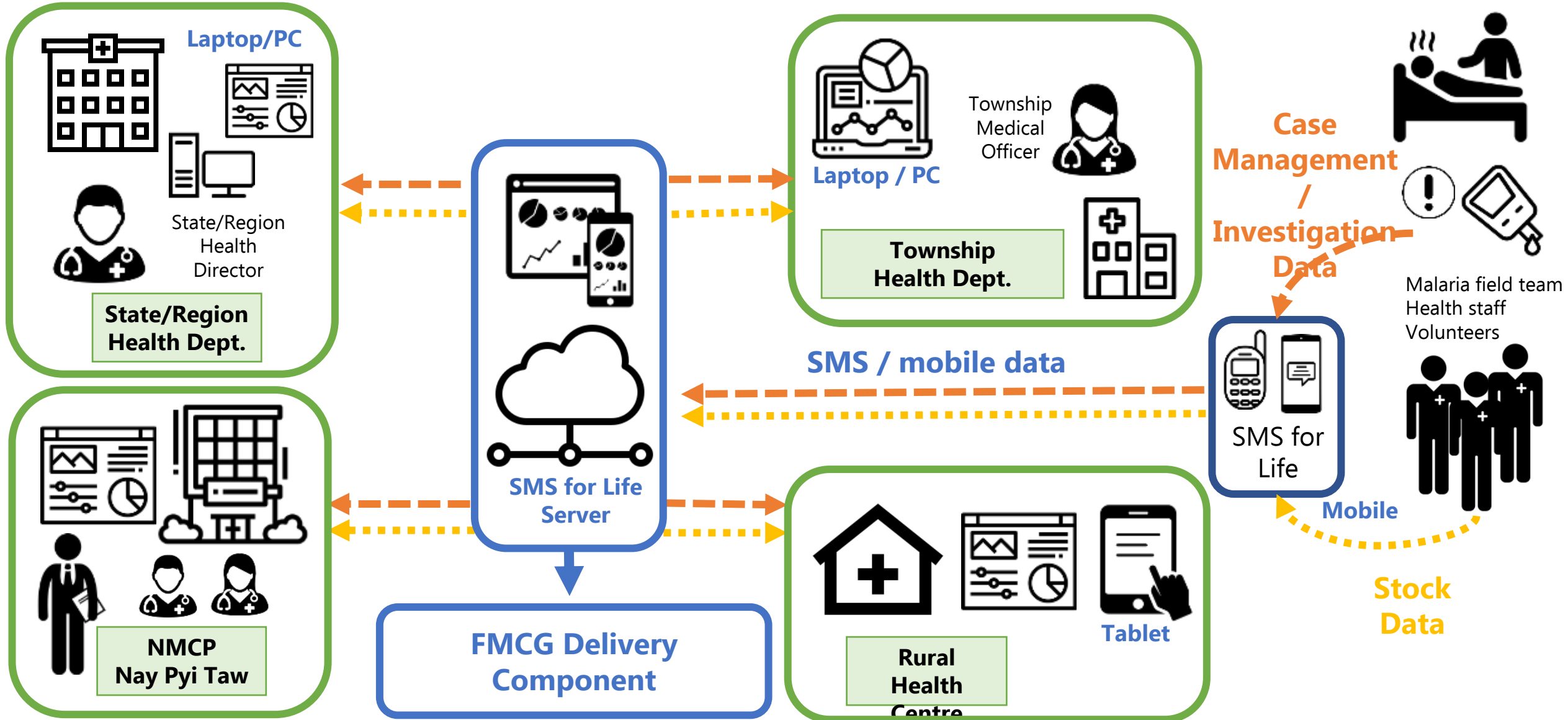


# Digital Wallet and Mobile Money (Wave Money)





# Mobiles for Malaria (SMS for Life)





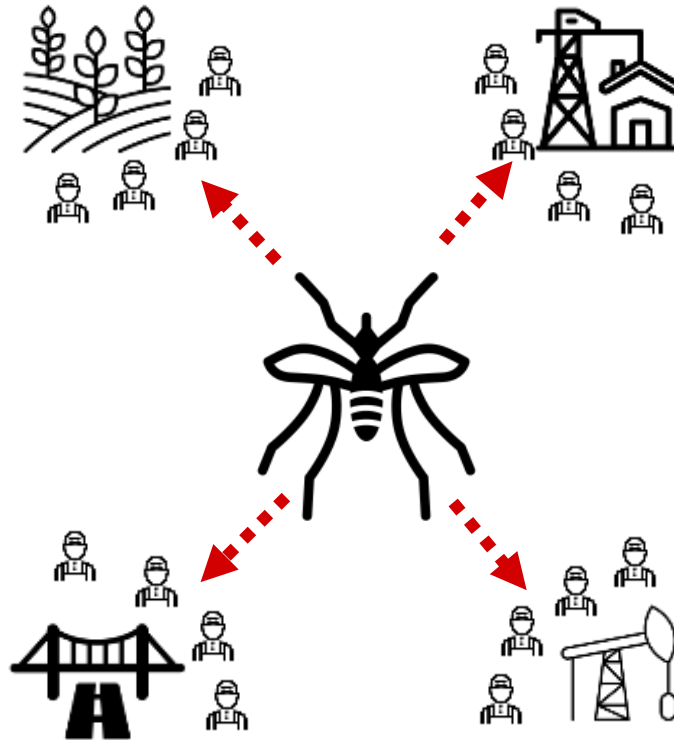


# Components 4-6: Forums; Engaging Large Corporates; PPPs for Elimination

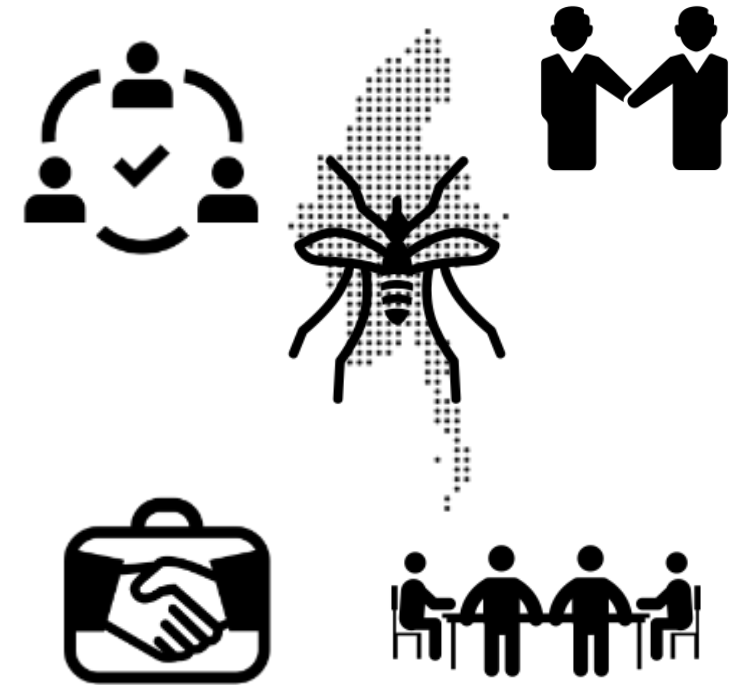
## 4. Forums to Support Dialogue and Innovation



## 5. Engage corporates with large workforces affected by malaria



## 6. Public private partnerships (PPPs) to support elimination





# Going Forward: 2021-2023

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- Lessons learned and challenges faced (esp. in security risk areas)
- Expansion:
  - Geographic footprint (e.g. proximity to current implementation areas, private sector presence): Kayin State and Tanintharyi Region, building up on project's rollout in all 10 townships of Mon State under RAI2E
  - Industry / sector
  - Other components (Malaria marketing; leveraging global private / corporate sector platforms)
  - Other diseases
- Expansion in 1 or 2 countries in GMS



# Going Forward: 2021-2023

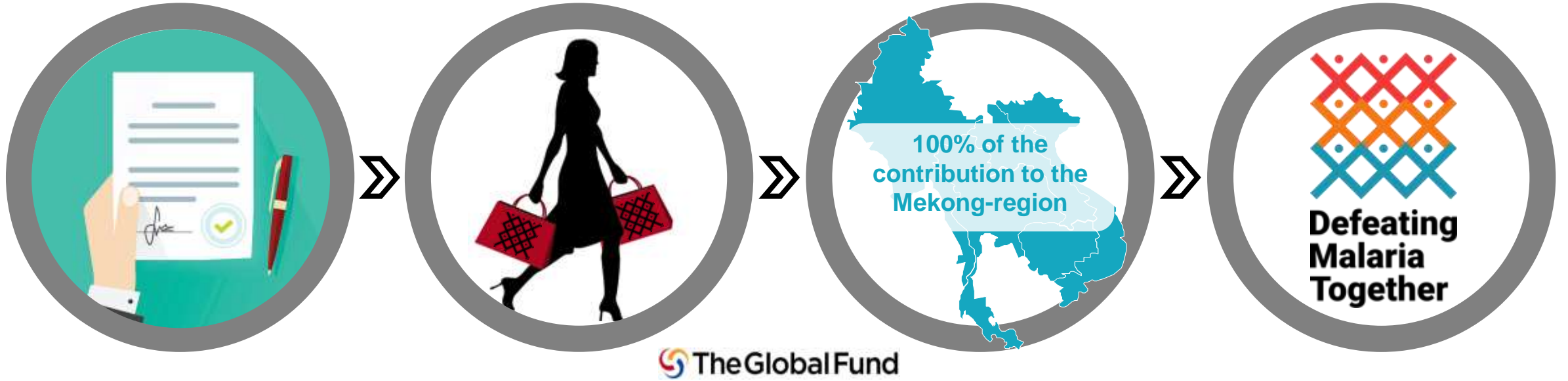
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**THANK YOU**



Clint Coo  
Chief Operating Officer  
M2030

# M2030 partnership: how it works



A corporation wants to be part of history and eliminate malaria in Asia by 2030.

The company signs up to M2030 and gains the right to use the logo and trademark for a selection of services/products or campaigns..

When consumers buy the M2030-branded product, or engage with the campaign, the business sends a contribution to reputable NGOs in the country that have been vetted by the Global Fund.

The NGO uses 100% of the contribution to eliminate malaria.

M2030 takes NO overheads.

The contribution helps people to prevent, detect and treat malaria. With your help, we will eliminate malaria in the Mekong region.

# What is in it for M2030 partners?



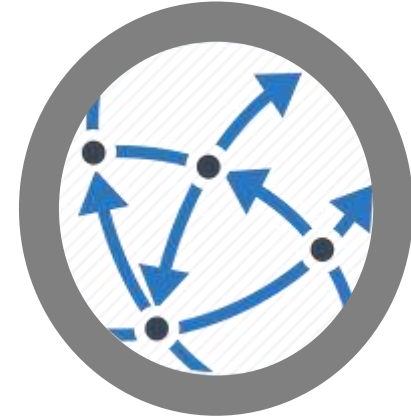
## **SUPPORT A PUBLIC HEALTH PRIORITY**

Support malaria elimination by 2030, a national, regional and global health priority



## **WORK WITH NEW PARTNERS**

Collaborate with top-notch Asian corporations, M2030 pioneer brand partners

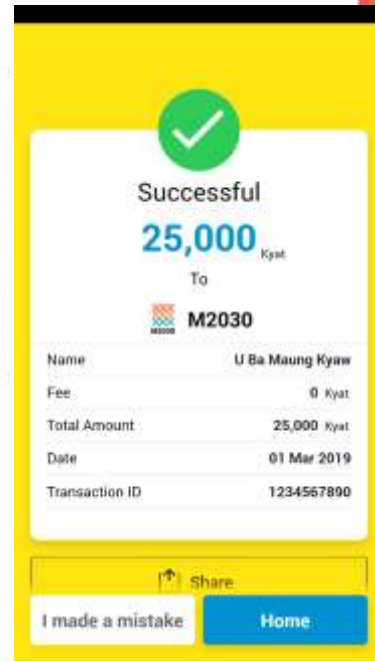


## **BECOME A GLOBAL LEADER**

Join an exclusive club of global leaders, including APLMA and Global Fund champions

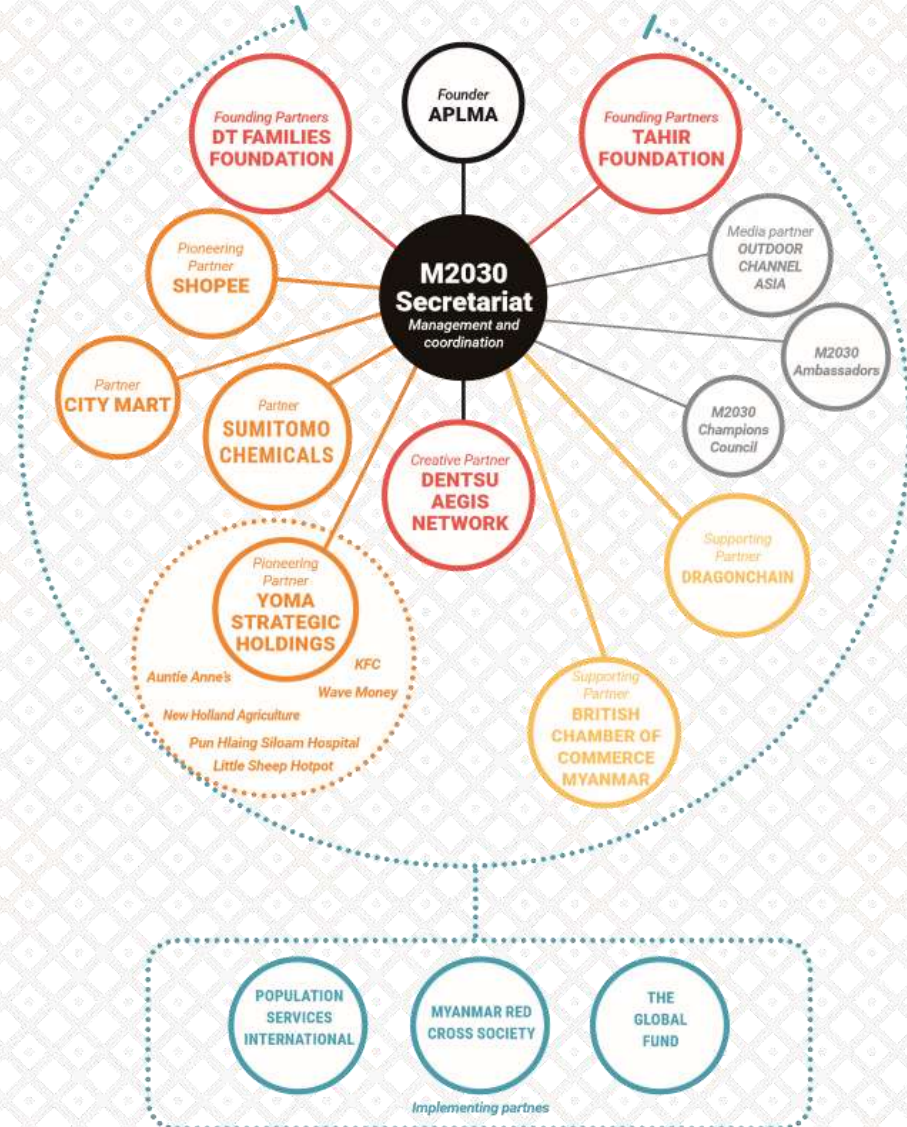


# M2030 Campaigns



# M2030 PARTNERS

- Supporting the M2030 Secretariat
- Running M2030 campaigns, products and services
- Supporting partner
- Amplifying M2030 reach
- Funding and/or implementing life-saving malaria programs in the region



- An expanding ecosystem of leading businesses and family foundations



# M2030 Across the Region

