

Press Release:

Business Alliance Against Malaria Strengthens Engagement with the RBM Partnership to End Malaria

Geneva, Switzerland | 1 February 2019

The Business Alliance Against Malaria has entered a collaborative Memorandum of Understanding with the RBM Partnership to End Malaria, making BAAM the first private sector body officially engaged with the partnership.

The MoU formalizes and strengthens the existing close relationship between BAAM and the RBM Partnership at the strategic and working level, focusing on joint advocacy, communications, and resource mobilization activities. BAAM is a convening platform for committed businesses to connect with likeminded stakeholders across sectors, industries, and regions to inspire global progress in the fight against malaria. This new MoU with the RBM Partnership underlines the private sector's ability to play a pivotal role in providing expert advice to global and national malaria policies and can impact communities for the better.

Thanks to global partnership efforts, deaths from malaria have fallen by more than 60 percent compared to the highest points of the malaria crisis in the early 2000s, saving an estimated 7 million lives. The 2018 World malaria report however showed uneven global progress: while more countries than ever before are nearing elimination, malaria is creeping back in some of the highest-burden areas and has resulted in nearly half a million deaths in 2017.

“This MoU therefore comes at a vital time, injecting new momentum into the business contribution to malaria, providing all businesses wishing to engage with RBM and the wider malaria community with a neutral, tested and efficient pathway”, says Sherwin Charles, Co-Chair of BAAM.

The RBM Partnership's vision is a world free from the burden of malaria, and its mission is to support malaria-affected countries and galvanize global action across all sectors to end malaria for good. Comprising more than 500 partners, it is the largest global platform for co-ordinated action towards a world free from malaria.

Dr Winnie Mpanju-Shumbusho, Board Chair of the RBM Partnership to End Malaria, comments, “The RBM Partnership greatly values the input of private sector in the fight against malaria, whose contributions through innovation, funding and advocacy are essential for making progress against the disease. Thanks to business involvement in global malaria efforts right from the outset, we were able to launch and scale up crucial innovations – such as insecticide treated bed nets, effective antimalarial treatments and rapid diagnostics. This MoU demonstrates our increased commitment to aligning with businesses to eliminate the disease once and for all.”

The RBM Partnership and BAAM have a shared objective of ending malaria for good through partnerships. This MoU provides for continued strengthening of future cooperation between BAAM and the RBM

Partnership in achieving common goals that will further support and protect people affected by malaria. Within the new partnership agreement, BAAM and the RBM Partnership will:

- **Catalyze** partnership opportunities and financial contributions by collaborating by region and country
- **Facilitate** active participation of BAAM representatives in partnership mechanisms, such as committees, working groups, etc.
- **Engage** in joint advocacy and communication activities to promote private sector involvement in addressing malaria
- **Provide** a channel for dialogue with the private sector

BAAM is supported by the High Lantern Group, a positioning, public affairs and communications firm, active, among other areas, in global health. "We are thrilled that this agreement has been finalized and are looking forward to cultivating what is sure to be a strong and proactive relationship between BAAM and the RBM Partnership. This new partnership is emblematic of a commitment to promoting good health and working to empower stakeholders with the strategic vision, messaging, and research to drive change." said Mario Ottiglio, Managing Director, High Lantern Group.

BAAM is currently comprised of the following corporate members: BASF, Bayer, GSK, Guilin Pharma, International Public Health Advisors, Nando's, Novartis, Sanofi, Sumitomo Chemical, NRS International, TropMed Pharma Consulting, and Vestergaard.

Learn more about the RBM Partnership to End Malaria at: endmalaria.org

Learn more about BAAM's mission, work, and members at: malariabizalliance.org