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# Managing the Risk and Impact of Future Epidemics: Options for Public Private Collaboration

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## Context for WEF report

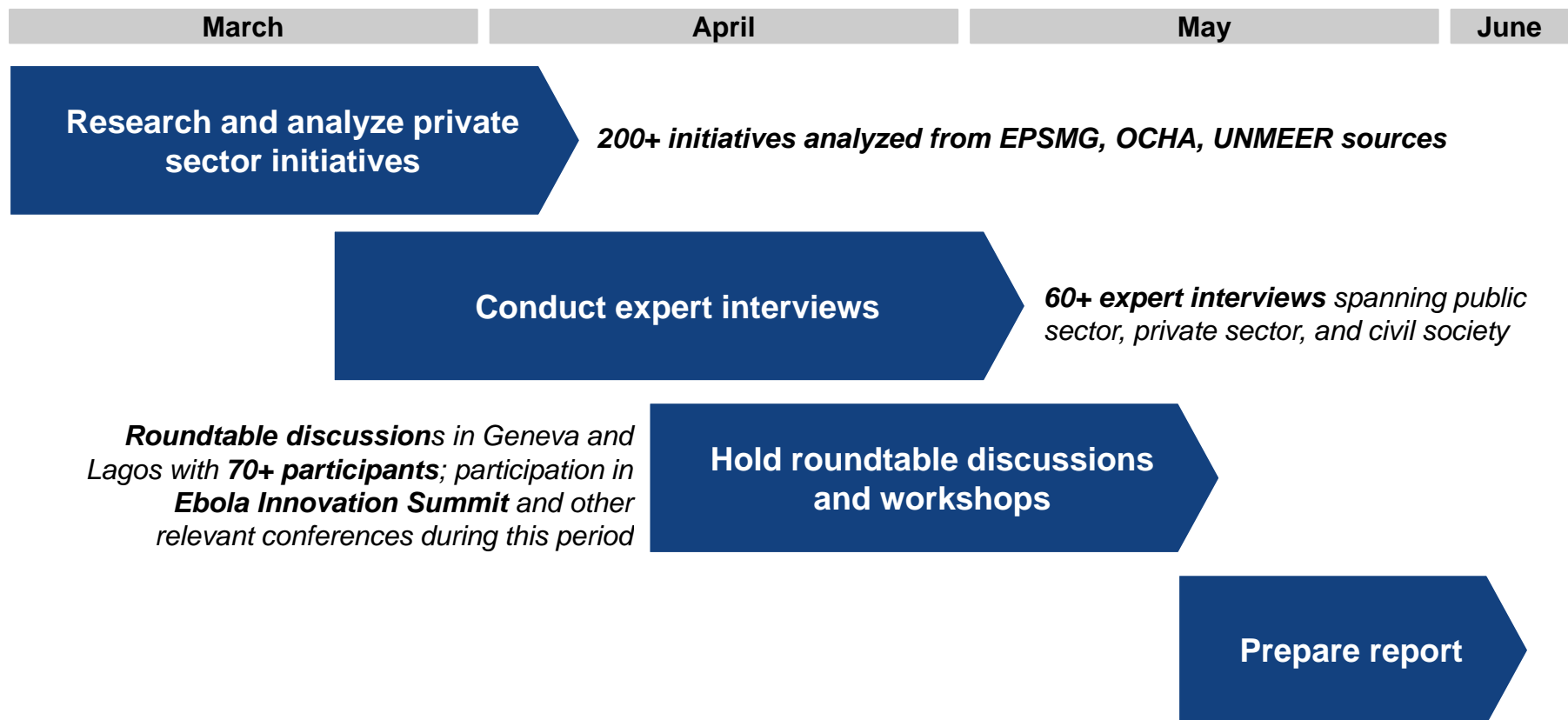
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Discussions at the World Economic Forum meeting in Davos last January highlighted a **strong desire from stakeholders to pool various lessons** and propose practical ideas for future responses

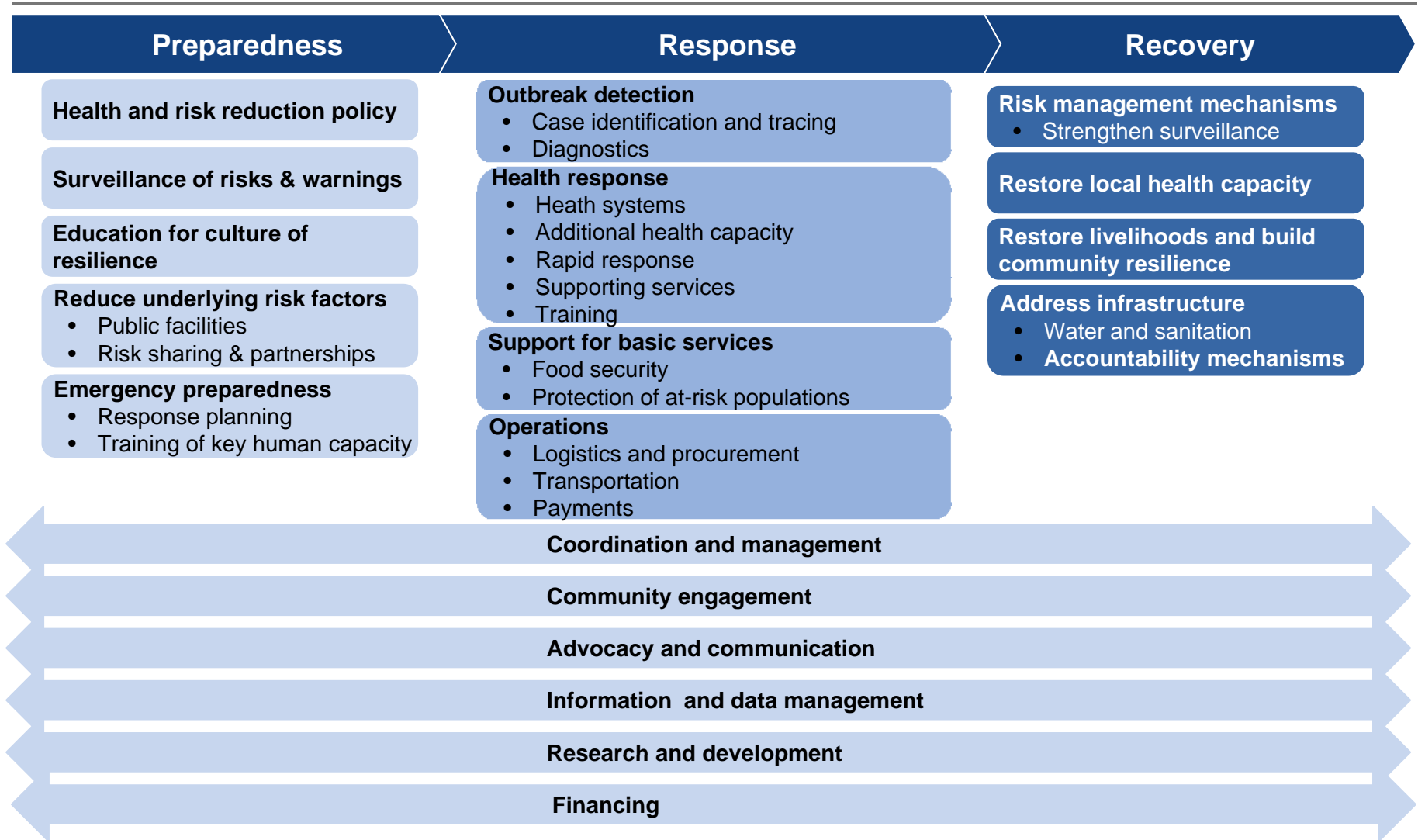
While there are various processes within the international community to review the response to the Ebola crisis, discussions at Davos highlighted a **need to examine a wider scope of partnerships and innovations particularly within the business community**

**Several senior leaders from business and international organizations invited the Forum to use its position as an international institution for public-private cooperation** to help capture the various lessons from the Ebola response and create a practical proposition for public-private collaboration to help manage the risks of impact of future epidemics

# Approach



# Effort considered preparedness, response, and recovery, with a focus on response



# Findings: Private sector vital to Ebola response, demonstrating value of public-private collaboration



**Emergencies and epidemics increasingly complex - need new solutions, new ways of working, new partners**

**In the Ebola response, the commercial private sector made a significant contribution**

- 150+ companies (likely an underestimate)
- \$200M in recorded cash or in-kind donations; actual amount estimated to be 3 – 6x higher

**About 20% of private sector players involved moved past donor role to become partners in response activities**

- Engaged from grassroots to research and innovation

## Private sector disaggregated into three broad groups



**Groups vary in motivations, actions and capabilities – future collaboration models should recognize diversity**

## In-country operators provide immediate on the ground capacity and inform the response



- About this group: Multinationals with in-country presence or locally-based companies. Motivated by **business continuity** incentive and a **sense of responsibility** to their communities
- Wide ranging role:
  - First to see issues on ground
  - Protect their people and connect to their communities
  - Effective advocates with governments, decision makers
  - Immediately available resources – people, equipment
  - Integral to recovery by returning to business
- **Self organized and coordinated** during Ebola outbreak ( via EPSMG) – however, efforts **not tightly integrated with public sector** response efforts
- Future models: Range of choices to organize and link to public sector – from formal networks focused on public health to informal groups that activate for emergencies

**Recommendation: Create local private sector networks to coordinate response activities, create a direct link to public sector activities**

# Expert capability companies partnered with public sector to deliver specific technical capacity



- About this group: Companies with unique expertise called upon for public health emergencies – e.g. logistics, R&D, telecommunications, data, financing
  - Motivated by **business mandate** and **corporate social responsibility**
  - **Work closely with public sector partners**
- Some groups already organized into **UN clusters** (e.g. logistics, telecom), **others more informal or adhoc** (e.g. R&D, data)
- **Two key determinants of speed and effectiveness in Ebola response**:
  - Degree of organization ahead of crisis
  - Extent of regulatory, financing and other constraints
- Future models: pre-established, topic specific public private collaborations critical to allow for sufficient preparation in advance of next crisis

**Recommendation: Build on existing clusters and create select additional partnerships (e.g. R&D, data analysis, finance)**



# Greater private sector contributors responded primarily through donations, either cash or in-kind



- About this group: Diverse group of companies outside the affected area. Driven primarily by a **corporate social responsibility mission**
- **Primary method of engaging with response is via donation of funds or goods**; may offer expertise or innovation
- **Interaction was less organized, with many ad-hoc bilateral arrangements**
  - Most effective leveraged known partners
  - Others did not know where/how to donate or donated unnecessary/unhelpful supplies
- Future models: Need a public agency to act as liaison for private sector donations; to provide guidelines, activate a communications center, and maintain a short list of most needed goods and services

**Recommendation: Create a clear point of contact for greater private sector to improve information flow, establish clear processes**

## Path forward: WEF planning to focus next phase on in-country operators



- Role: As the international institution for public-private cooperation, the World Economic Forum is well positioned to **mobilize in-country operators** and **facilitate dialogue with Ministries of Health and relevant international organizations** to support the local implementation of private sector networks as part of national preparedness and response schemes
- Proposed approach: Desk-based preparation, global expert interviews, and **extensive in-country consultations** to establish a national coordination mechanism in two or three African countries
- Desired outcomes:
  - **Local networks** of private stakeholders, NGOs, international organizations and Ministries of Health connected to a common communication platform for optimized preparedness and response strategies
  - Country level "**playbooks**" in two or three African nations to support the mobilization and coordination of the private sector in response to national public priorities in a health emergency
  - Development of a **framework for replicating** local networks based on country case studies
  - Facilitate **high level dialogue** at the Annual Meeting in Davos 2016 to evaluate future actions for the broader global agenda

**Note: No additional efforts planned at this time by WEF to address remaining two segments of private sector**