

Section 2: Private sector engagement tools

In this section, you will find guides and tools to launch and implement activities with the private sector. These materials are partly based on those used in Senegal to build partnerships with major companies. Use the tools here as a starting point but be sure to adapt your approach to suit your audience's unique motivations and capacities.

Building relationships with the private sector

A successful partnership with companies in the private sector is seen as a “win-win” deal by both parties. As with other types of actors, before meeting with representatives from companies, be sure to invest time in researching your audience. Try to answer the following questions about potential engagement targets:

How can a partnership with them help your campaign achieve its objectives?

Though sometimes you must be opportunistic when responding to new opportunities, a private sector engagement strategy works best when it is coherent. Investing time into partnerships only slightly related to your objectives is less cost effective than building a united coalition to resolve the most important malaria challenges in your country.

What defines their business culture?

What are the business's core values and current objectives? Which customers are they trying to reach? Which businesses do they partner with and who are their competitors? Developing an understanding about what matters most to the leaders of the business will allow you to position the partnership as a winning move, rather than something unrelated to their interests.

Who can introduce us to the business?

An introduction to a business leader through a personal or professional connection will make it much easier to meet with them. Check the extended network of your campaign members and partners for potential connections.

How can a partnership with YOU help them achieve their objectives?

Where do your capacities align with their needs? How will a partnership with your campaign improve their reputation, brand awareness, productivity, and business environment? A convincing answer to this question,

supported by data from your research, will get the attention of business leaders. See the table below for how characteristics of a Zero Malaria Starts with Me campaign and businesses can align for mutually beneficial impact.

Several examples of successful partnerships show how these arrangements can take many different shapes to achieve different benefits based on the interests of the country and the companies involved.

Private sector engagement success stories

In Senegal, the Zero Malaria Starts with Me campaign partnered with WARI, a money transfer firm active in the country and well known in rural areas. The campaign needed support for community engagement work to raise awareness about malaria prevention techniques. At the same time, WARI was looking for a way to let more people know about their brand and show that they were helping the very communities they served. The company used their platforms to disseminate important messages about malaria prevention and treatment, as well as provided financial support to the “Community Champions” programme. In return, Zero Malaria Starts with Me published stories on social media about the partnership and used the WARI logo at awareness-raising events. Leaders from WARI even had the chance to directly participate in these events to see the work for themselves and let people know about their commitment to end malaria in Senegal.

For mining company AngloGold Ashanti, malaria was both a public health problem and an occupational hazard endangering their workforce. In 2004, the company partnered with the Ghana National Malaria Control Programme (NMCP) to launch an indoor residual spraying (IRS) campaign in the areas in which it works. IRS is highly effective reducing the mosquito population, but it is relatively expensive compared to LLIN distributions and requires trained staff. The cost of the intervention was offset by the gains in productivity the company experienced, and the benefits extended beyond staff members. Within two years, malaria cases were reduced by 74% and admissions to the local hospital for malaria fell from 6,711 to 238 cases from 2005 to 2013, freeing up staff to treat other conditions.⁵

Private sector engagement approaches

You now have likely identified potential targets for engagement (See the [Stakeholder analysis tool](#) in Module

5 George, S. [2014, April 25]. How one Ghanaian town sprayed away 74% of malaria cases in two years. The Guardian. Retrieved May 10, 2018, from <https://www.theguardian.com/global-development-professionals-network/2014/apr/25/ghana-anglogold-malaria-reduction>