The Ultimate Investment in the Future

Profiles of Corporate Engagement in the Health and Development of Newborns



GBCHealth

THE MDG Health Alliance



ACKNOWLEDGEMENTS

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GBCHealth is a coalition of companies committed to investing their resources to make a healthier world for their employees, for the communities in which they work and for the world at large. Through convenings, partnership creation, alliance-building and advocacy activities, GBCHealth leverages the power and resources of the private sector to meet today's most pressing global health challenges.

MDG Health Alliance is a special initiative of the Office of the United Nations Special Envoy for Financing the Health MDGs and for Malaria. The Alliance works in partnership with governments, non-government organizations, academic institutions and corporations to develop innovative and accelerative efforts to drive progress towards achieving the Millennium Development Goals.

FOREWORD

I'm pleased to share with you "The Ultimate Investment in the Future: Corporate Engagement in the Health and Development of Newborns," a joint publication by GBCHealth and the MDGHealth Alliance.

These profiles of corporate action to reduce newborn deaths show the unprecedented role of the private sector in this global effort. Never before have so many companies recognized the need to invest in saving the lives of babies and their mothers.

Our report comes as the public is finally hearing the cry of newborns. While maternal and child death rates have improved dramatically over the last two decades, newborn progress has lagged behind. Each year, 2.8 million newborns die in their first month of life, and 2.6 million are stillborn. This magnitude of death and disability can devastate families, communities and societies.

This is why investing in newborn health is, indeed, the ultimate investment in the future. Throughout GBCHealth's 13-year history, the companies we have worked with know that their success is linked to healthy people, healthy communities and healthy workforces. Healthy babies and mothers lead to stronger families, students and workers. They lead to progress, economic productivity and growth, and positive development around the world.

This publication shows companies in every sector taking action to save newborns and ensure their healthy start to life. Industries range from technology and banking to hotels and resorts; from food and beverages to retail; from mining, oil and gas to fashion and health. The diverse range shows that every type of business has a role to play. Some of these programs are ongoing and have grown in size and scope while others mark new commitments in response to an urgent call to action by the global community to address the newborn crisis. And while some represent traditional philanthropy, others attack the problem through market–driven approaches.

Another theme reflected in this publication is the power of private-public partnerships. Nearly every initiative involves a partnership with each player bringing to the table specialized skills, expertise and know-how.

The corporate programs profiled are saving newborn lives by providing infant warmers that are designed for low-resource settings. They are training midwives and healthcare providers to deliver healthy babies and are revamping supply chain systems to get critical medicines to the most remote communities.

Collectively, these corporate programs represent a formidable contribution to saving the lives of babies and mothers. But we can't accomplish our collective goal of ending preventable newborn deaths without dramatically accelerating our pace.

We need more corporate investments in research, data and metrics. We need more product innovation to develop devices and commodities to care for mothers and newborns, especially around the time of birth, when babies and their mothers face the greatest risk of death and disability. We need investments in marketing, social and behavior change campaigns, including those that reach the poorest and most vulnerable.

As stated by Nana Taona Kuo, Senior Manager of *Every Woman Every Child*, at the launch of the Every Newborn Action Plan, a 2014 roadmap for reducing preventable newborn deaths and stillbirths, "the greatest wealth a nation can have is the health of its people."

The health of its people starts with the newborn. Please invest wisely in this precious and most vulnerable subset of our population.



Nancy Wildfeir-Field
President
GBCHealth

A new dawn for newborns. With less than a year remaining in our race to achieve the Millennium Development Goals, it is abundantly clear that—despite our great progress in reducing maternal and child deaths—we will not be able to reach the finish line without putting the smallest and most vulnerable babies and their mothers to the top of the global health and development agendas.

With the world losing an estimated 5 million babies every year, there is growing recognition that these deaths represent an unacceptable loss of human potential and the final frontier in the struggle to realize the world's healthiest generation of children.

The launch in 2014 of the world's first Every Newborn Action Plan to eliminate preventable newborn deaths and stillbirths marks a turning point in how we combat child mortality. All 194 governments who endorsed the plan are to be applauded on this historic commitment and its bold goal of reducing global newborn deaths and stillbirths to 10 per 1,000 births by 2030.

The Plan sets out clearly what has to be done.

With about half of all deaths of mothers and babies occurring around the time of birth, **investments in improving maternal and newborn care** during labor, birth and the first week of life are essential.

The **quality of care** provided to pregnant women needs to be lifted across the board in a massive global effort to improve standards of care and treat pregnant women and their babies with the dignity they deserve.

The needs of the most vulnerable women and newborns must be put first, no matter where they live or how challenging it is to reach them. With the majority of maternal and newborn deaths and stillbirths occurring in just six countries—India, Nigeria, Pakistan, China, Democratic Republic of Congo and Ethiopia—we need to **prioritize investments in these countries**.

We must **harness the power of parents, families and communities** and lift their voices above the general fray, and we need to **count every newborn** because for too long millions of families have suffered silently on the sidelines of the child survival revolution and too many babies have died anonymously.

Success in achieving these five strategic objectives will simply not be possible without the full support of the private sector.

We congratulate the companies whose good work advancing the health of mothers and newborns is profiled in this report. Many of these companies are already part of the UN Secretary-General's Every Woman Every Child movement, a global initiative to enhance financing, strengthen policy and improve service for the most vulnerable women and children. We encourage them to deepen their engagement over time, take risks, and go for big impact in the strategic areas and countries prioritized in the Every Newborn Action Plan.

As the global development community debates a set of ambitious new Sustainable Development Goals, the private sector has an opportunity to build on its role as the engine of economic growth and the generator of jobs and stake out a leadership role as a driver of broader development outcomes.

As the ultimate investment in the future, development starts with newborns.

Now is the time.



Leith Greenslade
Vice Chair
MDG Health Alliance

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INTRODUCTION

This first-of-its-kind report profiles the work of 48 corporations improving the lives of mothers and newborns throughout the developing world. The companies range from centuries-old multinational corporations to recently launched social businesses. While their approaches vary, the companies share a common commitment to creating the healthiest generation of babies the world has ever seen.

The most critical period in a child's life...

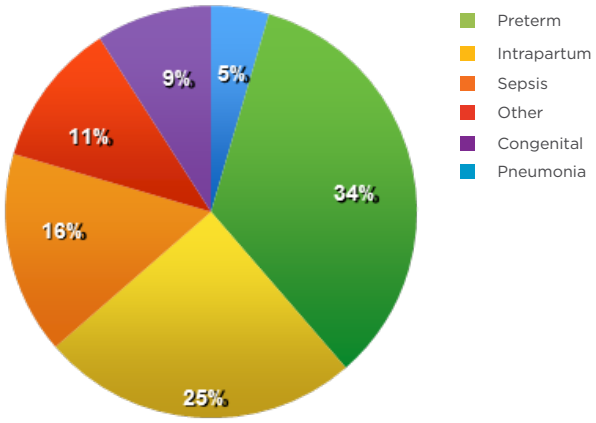
The final weeks of pregnancy, the first day of life and the four weeks afterwards are the most vulnerable period of childhood. An estimated 2.6 million babies are stillborn and a further 2.8 million do not survive the first four weeks, with one million dying on the day of birth and two million in the first week. The death of an estimated 5.4 million babies each year creates an intolerable burden of suffering for families and communities, enormous costs for health systems, and represents a massive loss of human and development potential.

Despite a 40 percent decline in deaths since 1990, slow progress in reducing newborn deaths is one of the major barriers to achieving Millennium Development Goal (MDG) 4, which calls for a 66 percent reduction in under-five child deaths by 2015. Over the MDG period there has been faster progress in reducing deaths among older children and as a result newborn deaths now represent 44 percent of all child deaths. Failure to increase investments in newborn survival will continue to hold back achievement of MDG 4.

Three leading causes of newborn death...

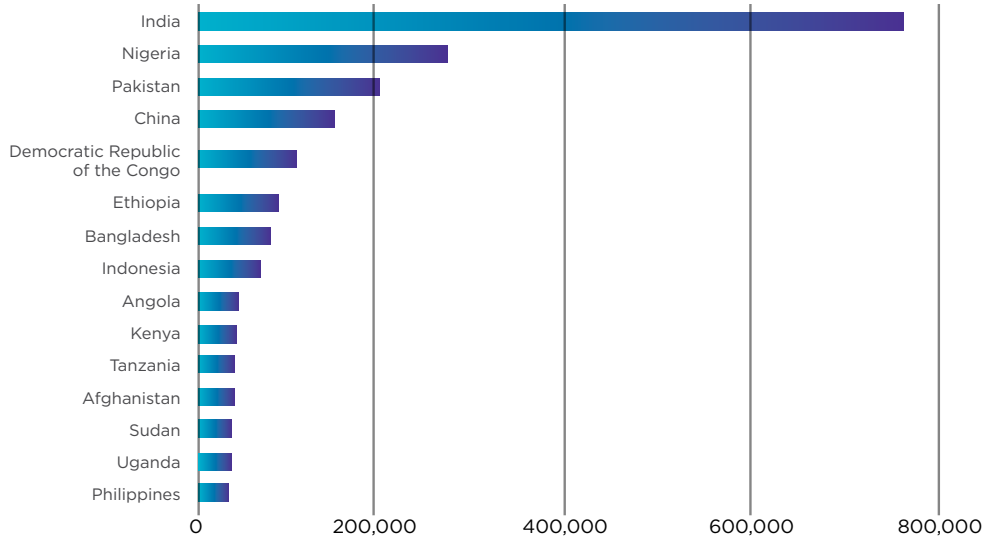
A great deal is known about the leading causes of newborn death and stillbirth, the vast majority of which are preventable, often with very simple, affordable tools. Complications from pre-term birth is the leading cause of newborn deaths and is responsible for an estimated one million annual deaths, while complications during labor and delivery (intrapartum) and infection (sepsis) account for a further 1.1 million deaths (Figure 1). The focus clearly needs to be on preventing these deaths by providing high-quality care for

Figure 1. Leading Causes of 2.8 Million Newborn Deaths, 2013



Source: Committing to Child Survival: A Promise Renewed Progress Report 2014, UNICEF

Figure 2. 70 percent of Newborn Deaths are Concentrated in 15 Countries



Source: The State of the World's Children 2014, UNICEF

mothers and babies at the time of birth, at home and at the hospital, depending on where the most vulnerable mothers are giving birth.

Investments in education, contraception and nutrition can further prevent newborn deaths. Newborn mortality rates are twice as high among uneducated women. Meeting the unmet need for modern contraception has the potential to prevent 20 percent of all newborn deaths by reducing high-risk pregnancies among very young and older women, and by increasing birth spacing, as babies born less than two years after their sibling are twice as likely to die during the first month of life. Maternal nutrition is a factor in an estimated 28 percent of newborn deaths due to low birth weight; supplementing pregnancy diets with micronutrients (especially iron and calcium), energy and protein can reduce the risk of low birth weight babies and stillbirths. Simply breastfeeding within one hour of birth can reduce newborn deaths by 20 percent.

Fifteen country 'hotspots"...

The vast majority, 70 percent, of newborn deaths occur in just 15 countries, with 44 percent alone in India, Nigeria and Pakistan (Figure 2). Newborn deaths are further concentrated in sub-populations within these 15 countries. For example, 60 percent of newborn deaths in India occur in just four northern States—Uttar Pradesh, Bihar, Madhya Pradesh and Rajasthan—and similar concentrations are found in northern Nigerian States. Newborn deaths tend to cluster among poor, hard-to-reach populations with very low female literacy, high fertility, and low female labor force participation. The existence of practices like child marriage, limited female mobility and very low utilization of health facilities can exacerbate newborn mortality. Some countries with these conditions have, however, managed to dramatically reduce newborn deaths. For example, Bangladesh, Nepal, Ethiopia, Malawi, Liberia, Bhutan, Timor-Leste and Tanzania have halved the number of deaths since 1990. This proves that the right investments in the right places can work.

But, despite evidence about what works to prevent newborn deaths and where investments can save the most lives, levels of government and international donor support for newborn health and development remain woefully inadequate. Newborn survival attracts less than 10 percent of Overseas Development Assistance and stillbirth receives almost nothing, in stark contrast to the burden of mortality. Over the last 20 years of the MDG era, the private sector has also failed to adequately prioritize global health investments in newborn health and development. This collective lack of investment is reflected in the low numbers of pregnant women and babies who receive proper care during pregnancy and childbirth, and the very low rates of contraceptive use in the countries where newborn deaths are concentrated. In most of these countries the majority of pregnant women do not regularly

see a health professional; do not deliver with a skilled provider; do not initiate breastfeeding within an hour of birth and do not use contraceptives to prevent a further pregnancy. In the highest mortality countries, only one-third of births are even registered.

But this is changing.

The Every Newborn Action Plan...

The endorsement in 2014 by 194 governments of the world's first action plan to end preventable newborn deaths heralds a new dawn for the newborn. The Every Newborn Action Plan sets an ambitious target of 10 newborn deaths and stillbirths per 1,000 lives births (the current global average is 21) by 2035, and requires all stakeholders—governments, UN agencies, civil society and the private sector—to collaborate on five strategic objectives:

1. investing in care during labor, birth and the first week of life
2. improving the quality of maternal and newborn care
3. reducing inequities
4. harnessing the power of parents, families and communities
5. counting, measuring and tracking births, deaths, program quality and performance

These objectives are grounded firmly in the evidence of what works to reduce maternal and newborn deaths, based on the May 2014 Lancet Series: Every Newborn. The Plan puts a special focus on investments to dramatically improve the quality of care around the time of childbirth and in the days afterward to simultaneously reduce maternal and newborn deaths and stillbirths generating the much sought after "triple bottom line return"—financial, social and environmental performance—on investment.

What business must do...

As the primary source of economic growth and job creation in most countries, it is the private sector that increasingly generates the government revenue needed to finance public services and delivers the goods and services required to improve people's quality of life. With Overseas Development Assistance for health shrinking as a proportion of national budgets in all but the most fragile of states, rising domestic revenues driven by relatively strong economic growth and higher incomes are dwarfing aid budgets and driving domestic development.

As government health investments are increasingly sourced from domestic taxation revenue drawn from private sector products, services and employees, corporations have a clear stake in shaping those investments so that they deliver productive, prosperous and peaceful communities that are conducive to growth. Further, in many of the countries with the greatest health challenges, the majority of healthcare is provided by the private sector, and particularly the private informal health sector. Accordingly, governments and their partners have a direct interest in engaging the private sector and building high-impact public-private partnerships to advance health in the decades ahead.

Areas with the highest level of private sector engagement have generated some of the greatest health gains in the last 15 years including: large reductions in deaths, particularly among children, from AIDS, malaria and measles, and the near elimination of vaccine-preventable diseases like tetanus and polio. As a result, the MDGs calling for the reversal of the spread of AIDS, malaria and TB have been met. Progress in areas that *have not* attracted the same level of corporate engagement, including newborn health and development, has been much slower.

The private sector ultimately pays a heavy price for this lack of investment in newborn health and development in working age populations who fail to reach their full potential. There is growing awareness that private sector investments in newborn survival can generate significant economic and social returns because of the relationship between low birth weight babies, stunting in early childhood and the onset of chronic diseases in later life.

48 Corporate and Industry Profiles...

The 48 corporate and industry investments profiled in this report reflect the growing private sector commitment to advancing newborn health and development. They range from the centuries-old multinational corporations headquartered in Europe and the United States to recently launched social businesses in India. Some of the companies have substantial business investments and operations in the countries where they have active newborn programs, while others do not. Though many of the

profiles include well-established and implemented investments, a number of nascent programs have also been highlighted. Increasingly, shared value approaches are being explored with companies linking their business strategies to the achievement of public health goals, but there are also many examples of traditional philanthropic approaches through corporate foundations which are advancing health outcomes.

Several of the companies are already active members of the UN Secretary-General's Every Woman Every Child movement; a sub-set have made new commitments to the Every Newborn Action Plan; and others are working with a variety of partners. All of these approaches are welcome because they are all having a positive impact on newborn health and development. In the years ahead we need to pay close attention to the impact of these 48 investments, to expand their reach where appropriate, and to also encourage other corporations to invest in newborn health and development with the benefit of lessons learned from these 48 frontrunners.

Achieving the Millennium Development Goals...

In this final year to achieve the Millennium Development Goals, it is vital that corporations accelerate their investments in newborn health and development by driving uptake of the interventions with the greatest lifesaving impact in the countries where the most deaths occur. This honing for impact will position companies for success in the Post-2015 Sustainable Development Goal era with its ambitious goal of ending preventable maternal and child deaths in our lifetimes. In this new era, companies large and small, global and local, will need to take on much greater roles and responsibilities to help solve some of our most urgent development challenges. They will need to design their internal structures and external partnerships for greater impact. One thing is certain, corporate investments in the health and development of newborns represent the ultimate investment in the future—the near elimination of preventable newborn deaths and the creation of the healthiest generation of babies the world has ever known.

Legends

Each corporate entry is color coded depending on how its newborn investment relates to one or more of the five Strategic Objectives of the Every Newborn Action Plan. Membership in one or more of the listed global private sector engagement platforms is also noted.



1. investing in care during labor, birth and the first week of life;
2. improving the quality of maternal and newborn care;
3. reducing inequities,
4. harnessing the power of parents, families and communities; and
5. counting, measuring and tracking births, deaths, program quality and performance.

*Text in blue denotes an external link on the online version of the publication.

The presence of the following icons highlights corporate membership in the respective organization.

Every Woman Every Child*

A global movement led by the UN Secretary General's Office that puts into action the Global Strategy for Women's and Children's Health, a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

Partnership for Maternal, Newborn and Child Health

An alliance of more than 500 members, across seven constituencies, working towards a world in which all women, newborns, children and adolescents not only are healthy, but thrive. The Partnership enables members to share strategies and align objectives and resources.

SUN Business Network

A network that aims to harness business expertise and apply its strengths and comparative advantages to improve nutrition. The Network works to advance opportunities for the business community to support efforts around agriculture, product development, infrastructure systems, distribution channels, or research and innovation.

Business Call to Action

A leadership platform to accelerate progress towards the Millennium Development Goals (MDGs) by challenging companies to develop inclusive business models that offer the potential for both commercial success and development impact.



CORPORATE NEWBORN PROGRAMS

Industry: Banks & Financial Services

CEO: Audette Exel

Headquarters: Australia and United States

1 2 3 4 5

Geography: Uganda

www.adaragroup.com

Reducing newborn mortality by increasing access to Newborn Intensive Care Units in hospitals

ADARA GROUP: Kiwoko Hospital Newborn Intensive Care Unit

Adara Advisors (formerly ISIS (Asia Pacific) Pty. Limited), is a niche financial service provider serving global private equity and hedge fund managers and corporate advisory and consulting firms. The sole purpose of the business is to generate profits for Adara Development (formerly The ISIS Foundation), an international organization that supports health, education and other essential services for vulnerable women and children in Nepal and Uganda.

ABOUT THE INVESTMENT

Adara Development supported the establishment of a Newborn Intensive Care Unit (NICU) in Kiwoko Hospital, a 250 bed hospital that serves 500,000 people in the Nakaseke district of Uganda. Working with a community healthcare program in 1998, they soon recognized the urgent need for facility-based newborn care given the high rates of birth, mortality, home delivery and HIV-positive pregnant women. In 2001, Kiwoko Hospital opened its first NICU, financed and equipped by Adara Development, with robust training and development programs in neonatal health. Since then, the facility has shown dramatic reductions in newborn deaths, including a fourfold increase in survival rates for the smallest babies. In 2010, Adara expanded the NICU to keep up with increasing demand for neonatal services, and worked with Kiwoko to build a new maternity ward. Each year, more than 2,000 babies are born in the maternity ward, and more than 750 babies receive care in the NICU.

Adara Development also supports community-based healthcare (CBHC) programming delivered by a cadre of community health workers in 44 villages. In 2014, Phase Two of the CBHC program identified and trained Village Health Trainers to educate families on the danger signs in both pregnancy and for newborns, and trained approximately 40 clinicians from local health centers to strengthen the quality of care available for the communities Adara serves.

Adara Development provides open access to all research related to the project and is committed to building a strong global knowledge sharing platform to encourage other partners to establish intensive newborn care units in resource poor hospitals.

Industry: Software & Services

CEO: Carl Bass

Headquarters: United States

1 2

Geography: India, Uganda

www.autodesk.org

Reducing newborn mortality from pneumonia and other conditions by increasing access to pulse oximetry screening in facilities and community settings

AUTODESK INC. : Pelican Pocket Pulse Oximeter for Newborns

Autodesk, Inc. is an American multinational corporation that makes software for the architecture, engineering, construction, manufacturing, media, and entertainment industries. The Autodesk Foundation is the first foundation to focus investment exclusively on the people and organizations using design for impact. Called “impact designers”—they are the catalysts of the design-led revolution now underway.

ABOUT THE INVESTMENT

A new product under development, the Pelican Pocket Pulse Oximeter will provide accurate blood-oxygen spot checks in just one minute when placed on the feet of newborns to identify babies with pneumonia, a leading cause of newborn death. The oximeter will also help identify newborns at risk of other life-threatening conditions that require urgent treatment, such as heart defects. The pulse oximeter will be designed to suit the needs of the smallest babies. It will be affordable, durable, and easy to use and maintain by medical professionals with little training, in both facility and community settings. The project is being led by the non-profit design company Design That Matters, a leader in user-centered, context-appropriate design for social impact.

AYZH: Newborn Care Kits

ayzh is a for-profit social venture that develops and distributes quality, low-cost technologies designed to meet the unique needs of women in resource-poor settings. Signature to the ayzh brand are convenient and affordable, "kit style" products that are sold to healthcare businesses and not-for-profits that reach large populations of vulnerable women.

ABOUT THE INVESTMENT

Building on the commercial success of the "JANMA" clean birth kit with over 60,000 kits sold in Afghanistan, Gambia, Ghana, Haiti, India, Laos, Malawi, Nigeria, Uganda and Zambia, ayzh is developing an affordable, high quality "Newborn Care Kit" with all of the medications, tools and information needed by healthcare workers and skilled birth attendants to provide basic newborn care. ayzh is exploring an exciting partnership with Frog Design to evaluate stakeholder feedback and evolve its current concept to better meet user needs and real-world constraints, and develop a perfected final prototype of the "Newborn Care Kit". The kit will be distributed using ayzh's proven, sustainable business-to-business model. In addition, ayzh will provide educational messages to healthcare workers via their mobile phones to improve the quality of care at the time of birth and ensure the appropriate use of the Newborn Care Kit. In alignment with the World Health Organization's Baby-Friendly Hospital Initiative, information will include the importance of keeping the baby warm, keeping mother and baby together, initiating breastfeeding early, promoting exclusive breastfeeding and hand-washing with soap.

Industry: Healthcare Equipment & Services

CEO: Zubaida Bai

Headquarters: India

ayzh™

1	2	3	4

Geography: Afghanistan, Gambia, Ghana, Haiti, India, Laos, Malawi, Nigeria, Uganda, Zambia

www.ayzh.com

Reducing the one-quarter of newborn deaths that are caused by infections



BASF: Affordable Nutritious Foods for Women

1 2 3

Industry: Chemical

CEO: Kurt Block

Headquarters: Germany

Geography: Kenya, Tanzania

www.basf.com



Improving the health and development of newborns by improving the nutrition of pregnant women

BASF is the world's largest chemical company and a leading supplier of nutritional ingredients and additives including vitamins, carotenoids, enzymes, organic acids, omega-3 and omega-6 fatty acids. BASF has customers in more than 200 countries and operations in more than 80 nations covering every region in the world.

Food Fortification is a flagship corporate social responsibility initiative that affords BASF the opportunity to address a humanitarian challenge in an economically sustainable way. Through its product solutions, technical assistance, scientific capacities and partnerships with academic and public-interest organizations, BASF engages in programs in over 30 developing countries to help alleviate vitamin A malnutrition.

ABOUT THE INVESTMENT

As part of a strategic alliance, the "Affordable Nutritious Foods for Women (ANF4W)" Project in Keyna and Tanzania, BASF is working to increase the availability of fortified staple foods—primarily edible oil, maize and wheat flour-enriched with micronutrients that specifically benefit women of reproductive age. ANF4W in Kenya and Tanzania is executed jointly by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), GmbH and BASF, and supported by BioAnalyt, Stern-Wywiol Gruppe and Teck Resources Limited. It includes both a social marketing campaign to educate women about the importance of eating a balanced diet that includes enriched foods where needed, as well as building local staple food millers' technical fortification capacity. This project builds on the success of GIZ and BASF's "Strategic Alliance for the Fortification of Oil and Other Staple Foods (SAFO)" implemented between 2008 and 2013. Both SAFO and ANF4W are development partnerships with the private sector, implemented within the framework of the develoPPP.de programme on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

This project is part of broader BASF efforts to ensure that an additional 60 million people gain access to affordable, fortified staple foods. The company is partnering with the Scaling Up Nutrition (SUN) Business Network for this project, which will run from 2012-2015. Moreover, BASF is committed to continuously improve the health of its more than 112,000 employees through annual global health campaigns. In 2015 —BASF's 150th anniversary year—the campaign's theme is nutrition; concurrently, the company is implementing an employee policy to better support breastfeeding mothers in the workplace.

BAYER HEALTHCARE: Jadelle Access Program

Industry: Pharmaceutical & Biotechnology

CEO: Olivier Brandicourt

Headquarters: Germany

2 | 3 | 4

Geography: 50 Countries with a strong focus on sub-Saharan Africa

healthcare.bayer.com

Bayer HealthCare is Bayer's pharmaceutical and medical products subgroup involved in the research, development, manufacture and marketing of products that aim to improve the health of people and animals. The company is one of the largest manufacturers of modern contraception and is active in 100 countries.

ABOUT THE INVESTMENT

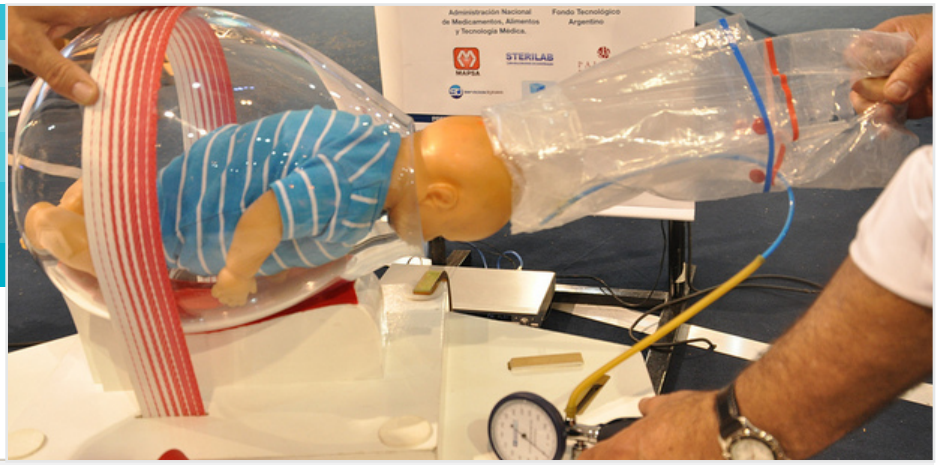
The Jadelle Access Program will provide access to Bayer's long-lasting (up to 5 years), reversible Jadelle® contraceptive implant for an additional 27 million women across the developing world over six years. Bayer has reduced the per-unit cost of the implant from US$18.00 to US$8.50 to enable bulk purchase from development partners including the United States Government and the United Nations Population Fund. The program could help prevent 30 million unintended pregnancies reducing infant deaths by an estimated 280,000 and maternal deaths by 30,000. This program that targets poor countries is part of Bayer's commitment to the Better Access to Safe and Effective Contraception initiative in partnership with the Bill & Melinda Gates Foundation, the Clinton Health Access Initiative, the governments of Norway, Sweden, the United Kingdom and the United States and the United Nations Population Fund. The partnership will also provide on-the-spot training courses to ensure that women and girls who want to use the contraceptive are given counseling by medical professionals on all the available methods and that the implant is properly inserted if they choose to use it.

Reducing newborn mortality and improving maternal health by increasing access to modern contraception



BD (Becton, Dickenson & Company): Global Health Initiative: Maternal and Newborn Innovations Portfolio

1	2
Industry: Healthcare Equipment & Services	
CEO: Vincent Forienza	
Headquarters: United States	
Geography: Sub-Saharan Africa and South Asia	
www.bd.com	



Reducing newborn mortality by increasing access to quality, affordable medical technologies during pregnancy and delivery

BD (Becton, Dickinson and Company) manufactures and sells a broad range of medical supplies, devices, laboratory equipment and diagnostic products serving the needs of healthcare institutions, life science researchers, clinical laboratories, industry and the general public with offices in more than 50 countries.

ABOUT THE INVESTMENT

BD is launching an innovative business model using extensive cross-sector collaboration to develop, clinically test, manufacture, and distribute new innovations in low-resource settings designed to address the leading causes of maternal and newborn mortality and morbidity.

This proposed collaborative partnership involves a series of aligned responsibilities and accountabilities, including shared financing commitments toward the common goal of reducing maternal and newborn deaths. BD will engage with multilateral partners, academic institutions, international agencies, professional societies and non-governmental organizations. Funding organizations, including foundations and private investor groups, will support these initiatives with seed funding using a reimbursable model. Governments and foundations will support access in high burden countries through grants and market guarantees. The collaborative goal is to work together to get life-saving devices to people who need them most and at affordable prices.

Now in clinical studies, the first innovation within this model is the Odon Device™, a low cost, minimally traumatic and simplified medical device to facilitate vaginal delivery during prolonged, complicated second stage labor. As complications during this stage are the cause of an estimated nine percent of maternal deaths and 40 percent of newborn deaths, the device has the potential to significantly reduce maternal and newborn deaths. BD is also evaluating other maternal and newborn health innovations intending to scale development, manufacturing, and distribution using this collaborative business model.

This new initiative complements the Sayana® Press Pilot Introduction Project, which is testing the introduction of Pfizer's lower-dose formulation of Depo-Provera® delivered in BD's Uniject™ injection device—a small, autodisable injection pen that is prefilled with the contraceptive and currently available to women in Bangladesh, Burkina Faso, Niger, Senegal and Uganda. Sayana® Press offers three-months protection in a small, light, easy-to-use device which requires minimal training to use, making it especially suitable for community-based distribution, and potentially for self-injection, enabling women to administer it themselves. The project is in partnership with governments, the Bill & Melinda Gates Foundation, the US Agency for International Development, the UK Department for International Development, the United Nations Population Fund, Pfizer, the global health NGO PATH and the Children's Investment Fund Foundation. As Uniject™ is potentially suitable for safe delivery of other affordable and life-saving medicines such as oxytocin for postpartum hemorrhage, antenatal corticosteroids to prevent deaths of preterm babies and antibiotics, especially for newborn infections, BD will continue to explore opportunities to increase access to the device.

Together, these efforts underscore BD's support for a "shared value" approach that achieves a business and social goal simultaneously—in this case, by developing and launching devices that target the leading causes of maternal and newborn deaths in some of the countries with the highest death rates.

BHP BILLITON: Window of Opportunity

BHP Billiton is a leading global resources company, with operations in 21 countries, creating long-term shareholder value through the discovery, acquisition, development and marketing of natural resources, including aluminum, coal, copper, iron ore, manganese, nickel, silver and uranium, with substantial interests in oil and gas.

ABOUT THE INVESTMENT

Supported by BHP Billiton Sustainable Communities (BSC), a charity established by BHP Billiton, and led by PATH, the Window of Opportunity program is a five-year, US$25 million initiative that focuses on improving access to quality health services, antenatal and newborn care, infant nutrition and child development programs. Targeting pregnant women and children under two, the program aims to instill positive change during this critical "window of opportunity" that shapes the long-term physical, cognitive and emotional health and development of children. Working with government and NGO partners to develop programs that significantly impact maternal and child health and nutrition, the program serves 750,000 people in four districts in South Africa and one district in Mozambique. A key component involves strengthening health and community systems, by training managers and health workers, and by providing technical support to health facilities and community-based organizations. The program also promotes immunizations, breastfeeding, the use of indoor residual spraying for malaria prevention and early childhood nutrition education among caregivers and community members which positively affect the health and development of young children. Results to date are promising with increases in childhood immunization rates and greater numbers of children being exclusively breastfed.

Industry: Materials

CEO: Andrew Mackenzie

Headquarters: Australia

bhpbilliton

1	2	3	4	5

Geography: Mozambique, South Africa

www.bhpbilliton.com

Reducing newborn deaths and improving health by strengthening health systems to provide comprehensive services to pregnant women and babies



Bristol-Myers Squibb: SECURE THE FUTURE®

1 2 3 4 5

Industry: Pharmaceutical & Biotechnology

CEO: Lamberto Andreotti

Headquarters: United States

Geography: 21 Sub-Saharan African countries

www.bms.com

Bristol-Myers Squibb Foundation



Reducing newborn mortality by preventing mother-to-child transmission (PMTCT) of HIV and providing treatment for pediatric HIV

Bristol-Myers Squibb manufactures medicines to prevent and treat diseases such as cancer, cardiovascular disease, hepatitis B, HIV/AIDS and rheumatoid arthritis. The company has operations in more than 60 countries.

ABOUT THE INVESTMENT

Since 1999, the Bristol-Myers Squibb Foundation has supported the flagship US$180 million SECURE THE FUTURE® program which provides pediatric HIV prevention, treatment and care. Since its inception the program has supported more than 200 projects in 21 sub-Saharan African countries, with a special emphasis on community-based programs, care for women and children, and infrastructure building. Major elements include the Children's Clinical Centers of Excellence, established in partnership with the Baylor College of Medicine and country governments. These Centers provide quality health care for children and education and training for healthcare professionals. Over 30,000 children have received medical services directly at the Centers; an additional 186,000 children have received care through a network government clinics that also receive support. To meet the demand for skilled healthcare workers to prevent, manage and treat pediatric HIV, established a Pediatric AIDS Corps. To date, this Corps has sent 250 international pediatricians and family practitioners to Africa over five years—50 doctors per year—to treat approximately 100,000 children and train local health care professionals.

SECURE THE FUTURE® also provides technical training and skills transfer to NGOs and governments in Africa and has contributed to the development of national guidelines on HIV, TB and cervical cancer issues, including the prevention of mother-to-child transmission (PMTCT) of HIV and the care of infants born HIV-positive.

SECURE THE FUTURE® also has funded seminal research including a landmark study on preventing mother-to-child transmission of HIV after the birth of the child, acknowledged by the Glenda Gray the Nelson Mandela Award for Health and Human Rights. Also funded was the work of Gayle Sherman who developed a diagnostic using dry blood spots for early and 100 percent effective diagnosis of HIV in newborns.

SECURE THE FUTURE® partners with government leaders, Ministries of Health, medical institutions in Africa and the United States, physicians and other health care professionals, non-governmental, community-based and faith-based organizations, and people living with HIV/AIDS. Partners help ensure that programs are aligned with national AIDS plans, are sensitive to local traditions and customs, and designed to meet best-practice standards and demonstrate outcomes and impact.

CANON: Alive & Thrive

Industry: Commercial & Professional Services

CEO: Fujio Mitarai

Headquarters: Japan

4

Geography: Vietnam

www.canon.com

Reducing newborn mortality by advancing the health of pregnant women, new mothers and newborns, especially by supporting breastfeeding in the workplace

Canon specializes in the manufacturing of imaging and optical products, including cameras, camcorders, photocopiers, steppers, computer printers and medical equipment. It has operations in over 120 countries.

ABOUT THE INVESTMENT

Since Canon began operations in Vietnam, it has introduced many policies to support pregnant women and new mothers. Most of Canon's 24,000 employees are of reproductive age. The benefits package includes: prenatal and parenting classes at work, five days off with pay for each prenatal checkup required during pregnancy (depending on the distance to the health facility), and an extra month of maternity leave prior to delivery paid for by Canon. In addition, after delivery Canon allows six months maternity leave as mandated by the labor law, an extra 15-minute work break for nursing mothers to pump breast milk, and a one-hour shortened workday. It also provides breastfeeding facilities on site (a room with breast pumps, refrigerator, towel, sterilizer and educational materials), and a monthly allowance of US$7.50 for employees with children under the age of one. Canon has also built a new kindergarten, and provided toys and education materials for children residing both in areas around its factories and further away.

To better leverage its investments and ensure maximum impact, Canon works in partnership with the Vietnam General Confederation of Labor and Alive & Thrive, an initiative funded by the Bill & Melinda Gates Foundation, to improve infant and young child feeding practices by increasing rates of exclusive breastfeeding and complementary feeding practices. Between 2010 and 2013, exclusive breastfeeding rates increased from 19 to 63 percent in the Vietnamese provinces targeted by Alive & Thrive.



Chevron Corporation: Eliminating Mother-to-Child Transmission of HIV and The Angola Sickle Cell Initiative

1 2 3 4 5

Industry: Energy

CEO: John Watson

Headquarters: United States

Geography: Angola, Nigeria South Africa, Southeast Asia

www.chevron.com

Chevron

Human Energy®



Reducing newborn mortality by preventing mother-to-child transmission of HIV

Chevron Corporation is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. The company is involved in virtually every facet of the energy industry.

ABOUT THE INVESTMENT

Chevron is investing in multiple programs and partnerships to support global efforts to eliminate new HIV infections among children and keep their mothers alive, with a special focus on Nigeria, Angola and South Africa.

In Nigeria, Chevron is partnering with **Born Free Africa** to support a program focused on empowering state governments to lead their own HIV responses, setting concrete targets for the reduction of HIV transmission, and developing a simple plan to get there. Born Free Africa invests people, time, and business acumen in local Nigerian talent who work within their own governments to drive change and to achieve a generation born HIV-free. This program, along with support from the Nigerian government and members of the international donor community, is increasing prevention of mother-to-child transmission (PMTCT) of HIV services in the states most affected by mother-to-child transmission of HIV. Chevron initially supported a pilot program in Nasarawa state, and has since expanded the partnership to Bayelsa and Rivers states. Since the program's launch in 2012, 659 health facilities have been equipped to provide PMTCT services, 166,487 pregnant women have been tested for HIV and 5,120 pregnant women living with HIV are accessing antiretrovirals (ARVS) for PMTCT.

Through Chevron's partnership with **Pact and the PROMOT project** in Bayelsa state, Nigeria, a sustainable, community-based and government-supported PMTCT outreach program has been established across the state. Since the partnership began in 2012, PROMOT has achieved remarkable results: 117,898 individuals have been reached with PMTCT messaging and 28,320 pregnant women have taken HIV tests, received their results, and been counselled and tested for HIV at health facilities.

Since 2008, Chevron has partnered with the **Global Fund to Fights AIDS, Tuberculosis and Malaria**, directing US$60 million to programs in Angola, Nigeria, South Africa, Indonesia, Thailand, Vietnam and the Philippines. Chevron is The Global Fund's inaugural Corporate Champion and their largest single corporate partner. Chevron's support of The Global Fund has contributed to 8.7 million lives saved.

In addition, in Angola and Nigeria Chevron has implemented voluntary internal **workplace programs** through which Chevron clinicians educate employees, establish a culture that encourages testing and treatment and fights stigma against HIV, and provides comprehensive medical care for employees and their dependents. These programs have had remarkable impact. Since 2005 in Angola and 2001 in Nigeria, mother-to-child transmission of HIV among its employees or qualified dependents participating in PMTCT programs has reached zero. To ensure sustainable community-driven solutions, Chevron partners with host governments and local, national and global organizations to deploy needed resources.

Chevron is also providing US$4 million over four years to create Angola's first program to screen and treat newborns for **sickle cell anemia**. In three years, the program has screened more than 65,000 babies and enrolled more than 900 in a treatment program. This initiative is in partnership with the government of Angola, Baylor College of Medicine International Pediatric AIDS Initiative (BIPAI) and Texas Children's Hospital and is the largest university-based program in the world dedicated to improving the lives of HIV-infected children, to support BIPAI's Global Health Corps Program.

THE COCA-COLA COMPANY: Project Last Mile

Industry: Food & Beverage

CEO: Muhtar Kent

Headquarters: United States

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy their beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, the Company is focused on initiatives that reduce their environmental footprint, support active, healthy living, create a safe, inclusive work environment for their associates, and enhance the economic development of the communities where they operate.

ABOUT THE INVESTMENT

Project Last Mile was launched in 2010 as a public-private partnership to help governments provide critical medicines and medical supplies to the hardest-to-reach communities - the "last mile." To do so, Coca-Cola relies on its supply chain, distribution and marketing expertise in Tanzania. In 2014, the initiative was scaled with an investment of more than US$21 million from partner organizations and a commitment to reach 10 African countries during the next five years, beginning with Tanzania, Ghana and Mozambique. Coca-Cola will work with the US Agency for International Development, the Bill & Melinda Gates Foundation, the Global Fund to Fight AIDS, Tuberculosis and Malaria, Yale's Global Health Leadership Institute, Accenture Development Partnerships and the Global Environment & Technology Foundation to support government institutions as they improve the availability of essential medicines. Capacity building support will cover a broad spectrum including the creation of demand forecasts for essential medications, supply chain planning, logistics and network planning, marketing strategies, performance management and "cold chain" maintenance for medications and vaccines. The ultimate goal is to create more efficient and reliable medical supply systems that result in consistent availability.

BUSINESS CALL TO ACTION

1 2 3

Geography: 10 African countries starting in Ghana, Mozambique and Tanzania

www.coca-colacompany.com

Reducing newborn mortality by increasing access to medicines that can prevent and treat the leading causes of newborn deaths in the hardest to reach communities

DANONE: Danone Communities

Industry: Food & Beverage

CEO: Emmanuel Faber

Headquarters: France

Danone is a major producer of dairy products, bottled water, baby nutrition and medical nutrition with operations in 140 countries and a strategy of growth through joint ventures, particularly in fast-growing emerging markets.

ABOUT THE INVESTMENT

Danone Communities is a social business network that identifies, develops and funds local businesses with a social goal of reducing poverty and malnutrition. Inspired by the work of Professor Muhammad Yunus, winner of the 2006 Nobel Peace Prize and founder of Grameen Bank, the world's first large-scale microlender, Danone Communities supports ten social businesses in six countries—Senegal, India, Bangladesh, Cambodia, Mexico and France.

- In Bangladesh, JITA increases the incomes of rural women by employing them to sell a basket of different products, while Grameen Danone Foods manufactures and sells a fortified and affordable yogurt, through a network of saleswomen who go door-to-door.
- In Senegal, La Laiterie du Berger sells dairy products made from local milk produced by Funali herders.
- Social businesses Naandi Community Water Services (India), 1001 Fontaines (Cambodia) and El Alberto (Mexico) help local communities to produce safe drinking water in small treatment units. The water is then bottled and distributed to isolated populations.

Danone invests in these businesses through the Danone Communities Fund, a social business investment fund that places at least 90 percent of its assets in a selection of socially responsible vehicles, primary based on bonds. Remaining assets, representing at most 10 percent of the fund total, are invested in a contractual collective investment fund, which in turn invests in businesses that make societal progress their main priority.

3 4

Geography: Senegal, India, Bangladesh, Cambodia, Mexico, France, China

www.danone.com

Reducing newborn mortality by increasing access to clean water and nutritious foods in remote communities


Deselect that Matters
Pulse Ox

EMBRACE INNOVATIONS: EMBRACE Nest Infant Warmer

EMBRACE Innovations is a for-profit social enterprise working to help millions of vulnerable babies through its revolutionary infant warmers. Its vision is to create innovative healthcare technologies to combat maternal and infant mortality in developing countries. The company originated from EMBRACE, a non-profit entity which was established in 2008. The non-profit holds the intellectual property for the warmer technology and, working through NGO partners, donates warmers to communities unable to purchase them. The for-profit arm, EMBRACE Innovations, licenses the technology, manufactures the product and sells the warmers to paying entities, including bottom-of-the-pyramid consumers as well as governments, who provide most of the healthcare infrastructure in-country. For each warmer sold, the for-profit arm pays a royalty to the non-profit, enabling sustainability.

ABOUT THE INVESTMENT

The EMBRACE Nest Infant Warmer is an easy-to-use, portable infant warmer that does not need a continuous power supply, costs a fraction of the price of a standard incubator and is portable, hygienic and reusable. Designed for hospitals and ambulances in low-resource settings, it is used as a complement to skin-to-skin care in Newborn Intensive Care Units and maternity wards, and for transport within and between hospitals. The EMBRACE Nest Infant Warmer can be used in homes or hospitals, works without electricity, and is intuitive enough to be used by a healthcare worker or a mother. Since its introduction in 2010, Embrace warmers have been distributed across 12 countries and have been used with more than 90,000 vulnerable newborns.

Industry: Healthcare Equipment & Services

Co-Founders: Jane Chen and Rahul Panicker

Headquarters: India

1	2	3

Geography: South Sudan, Uganda, Somalia, Zambia, Mozambique, Afghanistan, India, China, Mexico, Guatemala, Haiti

www.embraceinnovations.com

Reducing newborn mortality from hypothermia by increasing access to infant warmers



Industry: Energy

CEO: Rex Tillerson

Headquarters: United States

ExxonMobil

1 2 3

Geography: Nigeria, Angola, Cameroon, Chad

www.exxonmobil.com

Reducing newborn mortality by testing for malaria in pregnancy and treating affected women

EXXONMOBIL: Malaria in Pregnancy Prevention Program

ExxonMobil holds an industry-leading inventory of oil and natural gas resources, is the largest refiner and marketer of petroleum products and its chemical company is one of the largest in the world. ExxonMobil and its foundation engages in a range of philanthropic activities that advance education, health and women's economic empowerment in the communities where the company has significant operations.

ABOUT THE INVESTMENT

Building on ExxonMobil's malaria prevention work with the non-profit Jhpiego in Angola and Nigeria, the Malaria in Pregnancy Prevention Program is increasing access to malaria prevention, treatment and support services for pregnant women in five malaria-endemic districts in Chad and Cameroon, together accounting for nearly 800,000 people. The program trains both facility- and community-based health workers in the use of rapid diagnostic tests, provision of artemisinin-based combination therapy and intermittent preventive treatment for pregnant women (IPTp), and epidemiological surveillance and data reporting. The initiative also supports knowledge-generation and dissemination activities, ensuring that national policies and training materials are up-to-date and distributed to stakeholders. In partnership with the Chad and Cameroon Ministries of Health, the program is on track to meet its 2015 goal of ensuring:

- 80 percent of pregnant women seen in antenatal care clinics will receive at least one dose of IPTp and mosquito nets, and
- at least 80 percent of health facilities will not have stock-outs of nets, diagnostic tests and malaria treatments for more than seven days.

ExxonMobil has been committed to fighting malaria for more than a decade, and supports innovative programs to control and one day eliminate deaths from this preventable and treatable disease. It has provided more than US$120 million to programs as well as business expertise and insights to help strengthen the initiatives it supports. Since 2000, ExxonMobil's partnerships have helped distribute 13.1 million bed nets, administer 1.9 million malaria treatment doses and train more than 355,000 health workers and counselors working on the front lines of malaria prevention and control.



General Electric: Healthymagination® and Developing Health Globally™

1	2	3
Industry: Conglomerate		
CEO: Jeffrey Immelt		
Headquarters: United States		
Geography: Africa, Latin America, South Asia		
www.ge.com		



Reducing newborn mortality by improving the quality and affordability of critical maternal and newborn care technologies

General Electric's (GE) healthcare business, GE Healthcare, helps medical professionals deliver great healthcare to their patients, from medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions. The GE Foundation, the philanthropic organization of GE, is committed to building a world that works better.

ABOUT THE INVESTMENT

Healthymagination is a US$6 billion, six-year business strategy to improve access to quality, affordable healthcare through innovative product design and technological breakthroughs, and to make high-quality maternal and infant care accessible and affordable for virtually any healthcare facility. The program expands access to GE's maternal and infant care technology portfolio to more than 80 lower-income countries. The range of products includes the "Lullaby" family of neonatal warmers, phototherapy and resuscitation systems, and ultrasound and neonatal monitors designed specifically for low-resource settings. GE also provides basic ultrasound training to enhance the medical education of nurse-midwives and develops training models to help frontline health workers deliver high-quality services.

GE Foundation's Developing Health Globally™ program invests in improving access to healthcare through capacity-building initiatives in 16 countries in sub-Saharan Africa, Southeast Asia and Latin America. In the past decade the program has reached more than 5 million people by providing solutions such as safe water in health facilities, oxygen delivery in low-resource settings, biomedical equipment training, and anesthesia training for nurses. The program works in partnership with Ministries of Health and non-government organizations to identify public hospitals and clinics most in need of upgrade, and then provides necessary equipment for antenatal, birthing and postpartum care to maternity, labor and delivery and nursery wards of district hospitals. It also provides skills training to mentor practitioners and clinicians. The GE Foundation has invested over US$120 million in Developing Health since its launch.

GE recently announced an additional four-year, US$2 billion commitment to facility development, skills training and sustainability initiatives across Africa. GE will focus its investment in Africa in three strategic areas: building infrastructure; delivering localized solutions to customers; and capacity building, by providing skills training and growing supply chain development in local communities.

The GE Foundation commitment includes several initiatives that will benefit maternal and newborn health including US$20 million to train nurse anesthetists and biomedical equipment technicians in seven African countries and US$20 million to reduce maternal and child deaths in Nigeria. GE will work closely with governments, academic partners, non-government organizations and health experts in fulfilling these plans.

GlaxoSmithKline: Save the Children Partnership and Global Health Investment Fund

1	2	3

Industry: Pharmaceuticals & Biotechnology

CEO: Andrew Witty

Headquarters: United Kingdom

Geography: South Asia, Africa with a special focus on Democratic Republic of Congo and Kenya

www.gsk.com



Reducing newborn mortality by increasing access to medicines and quality care for infants

GlaxoSmithKline (GSK) is a science-led global healthcare company developing and manufacturing medicines, vaccines and consumer healthcare products. GSK has a presence in more than 150 countries.

ABOUT THE INVESTMENT

In 2013, GSK announced a partnership with Save the Children to help save one million children. The partnership is working to increase access to vaccines, medicines and affordable nutritional products for malnourished children, as well as increasing investment in the training, reach and scope of health workers in the poorest communities, beginning in the Democratic Republic of Congo (DRC) and Kenya.

GSK is investing US$25 million in grants and is also encouraging employees to raise money and volunteer. Employee fundraising reached its first £1 million milestone in September 2014. A key focus of the program is to reduce newborn deaths by producing a low-cost, heat and humidity-stable gel formulation of chlorhexidine—an umbilical cord cleansing gel to prevent infection in newborns—made specifically for non-profit use in sachet form; and researching and developing new antibiotics suitable for the treatment of severe neonatal infections. GSK has established a Research & Development Board, which includes representatives from Save the Children, to explore new or repurposed medicines and nutrition interventions to tackle the causes of newborn and child mortality. Through the partnership GSK is working to help Save the Children respond even faster to emergencies through the Emergency Response workstream. The partnership has also set up the Healthcare Innovation Awards, awarding a total of US$1 million annually for organizations in the developing world that have created outstanding healthcare innovations to improve the survival of newborns and the under-five.

In addition, GSK continues to invest in maternal and newborn healthcare innovations, committing US$10 million to the Global Health Investment Fund. This is a new investment fund structured by JPMorgan Chase & Co. and the Bill & Melinda Gates Foundation to advance the most promising innovations to help reduce maternal and infant mortality.

GSK is committed to improving access to healthcare and has a business unit dedicated to developing countries and Africa. In least developed countries, GSK caps the prices of patented medicines at a maximum of 25 percent of developed world prices. This unit also reinvests 20 percent of the in-country profits from the sale of GSK's products in 34 of the least developed countries back into those countries to strengthen their healthcare infrastructure, with a particular focus on training community health workers. Funds available for 20 percent reinvestment have grown from £2.5m in 2010 to £6m in 2014 (based on 2013 profits). To date, 25,000 health workers have been trained across 34 countries.

GSK works in partnership with leading non-government organizations including AMREF Health Africa (East and Southern Africa), Save the Children (West Africa) and CARE International (Asia Pacific) on the reinvestment program. With Barclays, GSK is working to help break down financial barriers to healthcare in Zambia; and with Vodafone, to use the power of mobile technology to help increase vaccination rates for children in Africa.

GUCCI: Chime for Change

Gucci is a leading global fashion and leather goods brand with 278 stores in over 20 countries.

ABOUT THE INVESTMENT

CHIME FOR CHANGE is a global campaign to raise funds and awareness for girls' and women's empowerment, with a focus on Education, Health and Justice. Founded by Gucci Creative Director Frida Giannini, Beyoncé Knowles-Carter and Salma Hayek Pinault in 2013, CHIME FOR CHANGE has raised more than US$6.5 million to fund more than 390 projects in 86 countries through 132 non-profit partners.

CHIME FOR CHANGE hosted its first major fundraiser, and the first global concert in history to focus on girls' and women's empowerment, titled the SOUND OF CHANGE LIVE, in June 2013 at Twickenham Stadium in London. The concert was broadcast in 150 countries to an audience of more than one billion viewers. Gucci underwrote the cost of the concert event, so that each of the 50,000 concertgoers was able to donate the full value of their ticket price to projects of their choice using the online crowd funding platform, Catapult.

Specific health initiatives include improving access to girls' education, delaying child marriage, training community healthcare workers, offering teenage mothers access to antenatal care, providing high-risk mothers access to facility deliveries, and providing infant warmers to rural health facilities. CHIME FOR CHANGE Founding Partners include the Kering Foundation, the Bill & Melinda Gates Foundation, Facebook, Hearst Magazines and Catapult. Strategic partners include P&G Prestige, Twitter and Kellogg's Special K.

CHIME FOR CHANGE builds upon Gucci's nine-year partnership with UNICEF, with US$20 million committed in support of UNICEF programs, including 'Schools for Africa' and 'Schools for Asia' initiatives, positively impacting the lives of more than 7.5 million children.

Industry: Consumer Durables & Apparel

CEO: Marco Bizzarri

Headquarters: Italy

CHIME FOR CHANGE
FOUNDED BY GUCCI

1 2 3 4

Geography: 80 countries

www.chimeforchange.org

Reducing newborn mortality by improving the health, education and physical safety of adolescent girls, pregnant women and new mothers

HEWLETT-PACKARD: eHealth Centers

Hewlett-Packard (HP) is an information technology company developing and manufacturing computing, data storage, and networking hardware, designing software and delivering services to consumers, small- and medium-sized businesses and large enterprises, including customers in the government, health and education sectors.

ABOUT THE INVESTMENT

Hewlett-Packard is establishing 20 cloud-enabled mobile eHealth Centers that use HP technology solutions, including workstations, software and networking, to connect physicians and primary healthcare providers to remote, resource-poor communities in India which lack access to specialists. Bringing 21st century healthcare services and diagnostics to pregnant mothers, babies and families in remote communities, the eHealth Centers operate out of new shipping containers or existing facilities, customized and fully equipped with cloud-integrated medical diagnostic equipment and video conferencing. The equipment also enables the collection, analysis and tracking of individual and community-wide data, such as disease patterns and risk factors. The Centers were designed by HP Technology Services in India and developed in partnership with the Council of Scientific Research and Industrial Research. They will be managed by Narayana Health Group. Following successful implementation in India, HP is planning a similar approach in Bhutan and the Philippines.

This initiative is part of HP's Living Progress initiative and the $US45 million investment in Global Social Innovation. Other projects include the Early Infant Diagnosis Project to improve early testing and treatment for babies exposed to HIV in Kenya, Uganda and Nigeria, in partnership with the Clinton Health Access Initiative and the Kenya and Ugandan Ministries of Health. HP technology is supporting data centers that are connected to laboratories, thereby reducing the delivery of test results from months to days so that life-saving treatment can begin earlier. Under the project, results are available online, instead of being sent via postal mail, and routed by text message to SMS-enabled HP printers in rural clinics.

Industry: Technology Hardware & Equipment

CEO: Margaret Whitman

Headquarters: United States

2 3 4 5

Geography: India, Philippines, Bhutan

www.hp.com

Reducing newborn mortality by increasing access to quality, affordable newborn care through community-based clinics with mobile technology

Industry: Semiconductors & Equipment

CEO: Brian Krzanich

Headquarters: United States

1 | 2 | 3

Geography: 32 countries including India, Philippines, China, Thailand, Zambia, Ghana, Bangladesh, Nigeria, Yemen, Tanzania

www.skooolhe.com

Reducing newborn mortality by increasing access to quality, affordable education and training for health care workers, including midwives

INTEL: Intel® skooolTM Healthcare Education Platform

Intel manufacturers semiconductor chips for personal computers, motherboards, chipsets, network interface controllers and integrated circuits, flash memory, graphic chips, embedded processors and other devices related to communications and computing. It has operations in more than 50 countries.

ABOUT THE INVESTMENT

The Intel® skooolTM Healthcare Education Platform is a global e-learning platform that enables education of healthcare professionals to take place anywhere, anytime. The Platform is designed to enable health institutions to provide all levels of healthcare workers and medical students with access to free quality, local-language multimedia health education and training, with or without Internet access. A special partnership with United Nations Population Fund (UNFPA), JHPIEGO and World Health Organization is making the platform available to midwives and community health workers in Bangladesh and Ghana to strengthen their skills with the goal of reducing maternal and infant deaths. Topics include, for example, post-partum hemorrhage and prolonged and obstructed labor. The Future Group's LEAD Project is also working with the Platform in Tanzania to make the software and content available to train workers to use electronic medical records and to improve data collection capabilities in remote areas. Local partners are also being trained to create their own eLearning content.

The skooolTM Healthcare Education Platform is part of the Intel World Ahead Program's "1Mx2015" initiative to help provide a million community healthcare workers in developing countries with computer literacy skills and the latest computer and internet technologies by 2015.



Johnson & Johnson: Every Newborn

1 2 3 4 5

Industry: Pharmaceuticals & Biotechnology

CEO: Alex Gorsky

Headquarters: United States

Geography: 20 countries including India, Nigeria, China and Ethiopia

www.jnj.com



Increasing access to quality care in hospitals and to health information by pregnant women and new mothers via mobile phones

Johnson & Johnson (J&J) manufactures medical devices, pharmaceutical and consumer packaged goods including surgical equipment, medicines and personal care hygienic products, with operations in over 57 countries and products sold in over 175 countries.

ABOUT THE INVESTMENT

Johnson & Johnson is investing US$30 million over five years (2015-2020) to improve newborn health and survival in at least 20 countries with high newborn mortality, focusing initially on India, Nigeria, China and Ethiopia. Johnson & Johnson will support programs that aim to increase the number of trained birth attendants and improve their skills; reduce deaths from birth asphyxia and preterm birth; increase the percentage of at-risk infants receiving early HIV diagnosis; and encourage safe pregnancies and births by expanding the use of mobile phones to deliver health information to new and expectant mothers.

The first collaboration in this new commitment will help to reduce newborn deaths from birth asphyxia, one of the leading causes of newborn mortality. Partnering in "Helping 100,000 Babies Survive and Thrive" alongside the US Agency for International Development, the American Academy of Pediatrics, and the pediatric associations of Nigeria, India, and Ethiopia, J&J will work to improve maternal and newborn health services. Partners Laerdal Global Health, the Government of Norway and the Bill & Melinda Gates Foundation also support this effort.

To deliver on these commitments, J&J will work with local and national governments and partners to implement evidence-based interventions, deploying innovative technologies and training methodologies. In some settings, partners will develop pilot programs, while in others, proven strategies will be brought to scale, depending on a country's specific needs and readiness.

The program builds on the company's 2010 pledge to support Millennium Development Goals 4, 5 and 6 with a comprehensive US$200 million, five-year commitment to reach as many as 120 million women and children a year by 2015.

In 2013, working side-by-side with more than 200 implementing partners in 65 countries, J&J reached approximately 80.6 million women and children through its programs and partnerships. To date, these partnerships have:

- supported newborn training programs attended by nearly 200,000 health workers, including skilled birth attendants, who have touched the lives of more than 11 million newborns
- provided more than half a million new and expectant mothers in Bangladesh, India and South Africa with important health information through text messages that connect them with local health services
- donated 355 million doses of VERMOX®, which enabled 177 million children to receive treatments for intestinal worms (known as soil-transmitted helminthes)
- provided more than 520,000 pregnant women with prevention of mother-to-child transmission of HIV (PMTCT) treatment services at 348 mothers2mothers sites
- worked with partners to ensure women at risk of obstetric fistula receive quality care, regardless of where they live

J&J is the first private sector partner in the UN joint effort called Health4+ (H4+) (UNFPA, UNICEF, World Bank, WHO, UNAIDS, and UNWomen) to improve the health of women and children and accelerate progress towards achieving Millennium Development Goals 4 and 5. The US$4 million J&J commitment to the partnership over four years (2011-2015) focuses on reducing maternal and infant mortality in Tanzania and Ethiopia by building health care capacity and training skilled birth attendants. The first cohort of Integrated Emergency Obstetric Surgeons, midwives and nurses graduated in 2013. In addition, a Maternal Death Surveillance and Response, developed through this collaboration, will be brought to scale in Ethiopia.

Laerdal Global Health: Helping Babies Survive and Helping Mothers Survive

1 2 3 4 5

Industry: Healthcare Equipment & Services

CEO: Tore Laerdal

Headquarters: Norway

Geography: Over 70 Countries

www.laerdalglobalhealth.com



Reducing newborn mortality by providing training tools and simplified therapeutic products to support a suite of neonatal educational programs

Laerdal Global Health is a not-for-profit company established in 2010 for the sole purpose of helping reduce newborn and maternal mortality in low-resource countries.

The company expects to invest US$30 million before becoming financially self-supporting, at the earliest in 2018. These costs will be covered by the sister company Laerdal Medical.

ABOUT THE INVESTMENT

Laerdal Global Health has set a goal to help save 400,000 more lives per year by 2020 by helping to train and equip more than one million birth attendants to resuscitate babies and by introducing 12 to 15 maternal and newborn solutions. This initiative includes catalyzing innovative partnerships with the United States Agency for International Development (USAID), WHO, the American Academy of Pediatrics and governments at the national, regional and local levels.

Specific programs include Helping Mothers Survive, a training program developed in collaboration with the non-profit JHPIEGO, to educate healthcare workers on culturally appropriate, respectful and best-practice methods to address the most life-threatening complications that can arise during birth. Examples include the prevention, detection, and management of postpartum hemorrhage, the leading cause of maternal death.

The Helping Babies Breathe initiative equips birth attendants in developing countries with the skills to check a baby's breathing and, if necessary, resuscitate within The Golden Minute® (the first minute after birth). Created in partnership with the American Academy of Pediatrics, WHO, USAID, Saving Newborn Lives and the National Institute of Child Health and Development, a recent study of the program in Tanzania has shown reductions in newborn mortality of almost 50 percent.

In support of the Every Newborn Action Plan, Laerdal has provided US$1 million to each of two new initiatives: 10,000 Happy Birthdays campaign and the Helping 100,000 Babies Survive and Thrive program. The 10,000 Happy Birthdays campaign aims to raise awareness and funds to train, equip and support 10,000 midwives in Zambia and Malawi in partnership with the International Confederation of Midwives. The Helping 100,000 Babies Survive and Thrive program aims to prevent 100,000 newborns deaths each year by using Laerdal's NeoNatalie® and PreemieNatalie® simulators (life-like newborn and premature-newborn dolls) to train clinical staff on newborn care, treatment and resuscitation protocols across India, Nigeria and Ethiopia. Partners include USAID, the American Academy of Pediatrics, the pediatric associations of India, Nigeria, and Ethiopia, Johnson & Johnson, the Government of Norway, and the Bill & Melinda Gates Foundation.

An additional US$25 million is being invested by the Laerdal Foundation in research projects that aim to reduce maternal and newborn deaths. US$10 million has already been granted.

LIFESPRING HOSPITALS: Safe Delivery & Postnatal Care

Industry: Healthcare Equipment & Services

CEO: Sushmit Mitra

Headquarters: India

LifeSpring Hospitals provides quality maternal and newborn health care to lower-income women and children in a network of 12 hospitals with 20-25 beds each across the city of Hyderabad, India. In 10 years of operation, they've delivered over 30,000 healthy babies—all of whom come from poor, urban areas.

ABOUT THE INVESTMENT

LifeSpring Hospitals offer the full package of prenatal, delivery and postnatal care at prices 30-50 percent below market rates. With the cost of private hospitals out of reach for many Indians, LifeSpring's tiered-pricing structure enables its hospitals to charge higher prices for private and semi-private wards, subsidizing prices for the general ward, which accounts for 70 percent of each hospital. Each new born is examined by a pediatrician immediately after birth to ensure appropriate handling of all emergencies and to reduce unnessary infant deaths. In LifeSpring's general ward, a normal delivery costs Indian rupees (Rs.) 5550 (~US$90) and a caesarean delivery costs Rs. 14225 (~US$225). These charges cover the cost of the pediatrician and the anesthetist fees for caesarean delivery. After the birth, LifeSpring Hospitals teams of gynecologists and pediatricians offer postnatal care services, provide medical advice on newborn care, the baby's vaccination schedule, family planning services, and diagnostic and pharmacy services. Outreach workers visit new mothers post-delivery to check the health of mother and baby. Postnatal consultations also are affordable, costing Rs. 100 (~US$1.60 USD) for gynecologists and Rs. 150 (~US$2 USD) for pediatricians.

The first LifeSpring Hospital opened in 2005 on the outskirts of Hyderabad in Moula Ali, and it became profitable in less than two years of operation. The company is committed to expanding its network to 100 new facilities by 2020 across seven cities in India, aiming to reach 60 million people and deliver more than 100,000 babies. Partners include the Acumen Fund and HLL Lifecare.

1 | 2 | 3 | 4

Geography: India, State of Andhra Pradesh

www.lifespring.in

Reducing newborn mortality by increasing access to quality, affordable maternal and newborn care in hospitals

BUSINESS CALL TO ACTION

MASIMO: The Birth Oximetry Routine for Newborns (BORN) Project

Industry: Healthcare Equipment & Services

CEO: Joe Kiani

Headquarters: United States

Masimo develops and manufactures non-invasive patient monitoring technologies including medical devices and a wide array of sensors with a special focus on pulse oximetry.

ABOUT THE INVESTMENT

Masimo and the Masimo Foundation for Ethics, Innovation, and Competition is investing US$100,000 to support the Birth Oximetry Routine for Newborns Project. Its initial focus is on reaching 50,000 newborns in Sichuan Province, China, with Masimo's mobile phone-based non-invasive pulse oximetry technology. Hospital staff will be trained to measure blood-oxygen levels in newborns and identify babies in need of treatment for life-threatening conditions including pneumonia, sepsis, infection, and asymptomatic congenital heart defects. The project also includes electronic data collection to drive improvements in quality screening, targeted regional infrastructure for babies born in low resource settings, and supporting pulse oximetry screening as a national and global public health imperative to significantly reduce newborn deaths. The project is in partnership with the Newborn Foundation, the Patient Safety Movement Foundation, the National Health and Family Planning Commission of the People's Republic of China (formerly Ministry of Health), the China Office for Maternal and Child Health Surveillance, and the Mianyang Bureau of Public Health.

1 | 2 | 3

Geography: China

www.masimo.com

Reducing newborn mortality by increasing access to pulse oximetry screening in hospitals

McCann Health: Newborn Health Demand Creation

4

Industry: Media

CEO: John Cahill

Headquarters: United States

Geography: Bangladesh, DRC, Ethiopia, Ghana, India, Kenya, Niger, Nigeria, Pakistan and Tanzania

www.mccannhealth.com

McCANN HEALTH



Reducing newborn mortality by increasing healthy behaviors and demand for health products and services among pregnant women and new mothers

McCann Health is a marketing communications company providing editorial, strategic and creative services for clients with products and services related to health and wellness, including governments and non-government organizations. McCann Health is a part of McCann Worldgroup, the largest marketing communications agency network in the world and owned by Interpublic Group with over 57 offices in 35 countries.

ABOUT THE INVESTMENT

McCann Health is committed to the design, development, and implementation of large-scale demand creation and communications programs across Africa and Asia that increase care-seeking behavior and uptake of medicines to treat pneumonia and diarrhea in infants and children, and prevent HIV infection; to improve birth outcomes through improved nutrition in adolescents and in pregnancy; and to reduce birth complications and improve outcomes through better birth preparedness. McCann Health works in partnership with governments and non-government organizations to plan, develop, manage, and measure impactful communications campaigns.

Specific projects include the "Affordable Nutritious Foods for Women" campaign for improved nutrition in women of reproductive age in Ghana, and creation and deployment of a "Being Prepared for Birth" demonstration campaign in Nigeria. McCann Health also collaborated with the United Nations Foundation and the Cannes Lions Festival in 2014 to create the first "Grand Prix for Good" award for the most outstanding health campaign for a non-profit client. The inaugural winner was CancerTweets campaign for the League Against Cancer in Columbia. The Award aims to set new standards of creative excellence in public health communications.

This commitment builds upon McCann Health's 2012, five-year commitment to the UN Secretary General's Every Woman Every Child movement to provide US$5 million of in-kind resources and technical assistance to support the design and implementation of marketing campaigns to increase awareness of, and demand for, ORS and zinc as treatments for childhood diarrhea. An open access communications platform has been created - http://www.zinc-ors.org - which provides high-quality advertising and marketing materials in a variety of languages.

MEDELA : Early & Exclusive Breastfeeding Project

Industry: Healthcare Equipment & Services

CEO: Renate Schreiber

Headquarters: Switzerland

Medela is global producer of research-based, advanced breast pumps and also offers a range of breastmilk feeding solutions, as well as accessories used in both hospitals and by moms at home. Medela's solutions are available to breastfeeding moms in more than 90 countries around the world.

ABOUT THE INVESTMENT

Medela is investing CHF 1.5 million (US$1.6 million) over three years to increase early and exclusive (for six months after birth) breastfeeding. They will also improve the safety and efficiency of hospital processes surrounding the provision of mothers own milk to preterm infants in large, urban maternity hospitals in India.

The pilot will aim to increase health care professionals and parent's knowledge and skills regarding the value and feeding of human milk; the rates of mothers successfully initiating and establishing lactation; the number of hospitalized infants receiving human milk as soon as possible; and the number of hospitalized infants breastfeeding at discharge.

These interventions are known to decrease morbidities (e.g. necrotizing enterocolitis, sepsis), thereby reducing infant death; increase the general health of infants (particularly preterm) during their hospital stay as well as improving long-term development, and reducing length of hospital stay thereby decreasing the burden on health care expenditure.

The initiative will assess hospital processes surrounding the initiation of breastfeeding; collection, storage, transportation and delivery of human milk; and identify areas for enhancement and standardization. In addition, Medela will seek to improve community support of breastfeeding, and identify areas for improved support for mothers transitioning home and to the workplace, with the aim of supporting the continuation of breastmilk feeding for as long as possible. The initiative will aim to embed breastfeeding education and training programs into health education courses in India to ensure the next generation of health care professionals have up-to-date breastfeeding knowledge and skills.

1 2 3 4

Geography: India

www.medelabreastfeedingus.com

Reducing newborn mortality by increasing early and exclusive breastfeeding

MEDICAL TECHNOLOGY TRANSFER & SERVICES: Breath of Life Program

Industry: Healthcare Equipment & Services

CEO: Luciano Moccia

Headquarters: Vietnam

Medical Technology Transfer & Services develops and manufactures custom-designed, low-cost, durable and low-maintenance products to create Neonatal Intensive Care Units in hospitals in low-resource settings. It adapts developed market technologies to these specific settings, with a special focus on continuous positive airway pressure (CPAP) devices, phototherapy units, infection control, and infant warmers.

ABOUT THE INVESTMENT

The Breath of Life program, in partnership with the Thrive Networks (formerly known as East Meets West), addresses the multiple challenges hospitals in low-resource environments face in reducing neonatal deaths and illness. The program uses an integrated four-part model to improve access and quality of care for newborns by 1) providing a suite of low-cost medical technologies for Neonatal Intensive Care Units (NICUs) specific to low-resource hospital settings; 2) training medical personnel; 3) supporting ongoing equipment maintenance; and 4) conducting monitoring and evaluation assessments to ensure program effectiveness.

Established in 2003, the program now provides durable equipment, training, and ongoing support to over 300 hospitals in 10 countries in Asia and Africa, treating an estimated 55,000 newborns each year. To ensure sustainability, the program works to strengthen linkages with local health authorities and involve them in integrating newborn technologies into the larger health system. Thanks to these efforts, for example, 100 percent of Vietnamese provinces now have CPAP machines. MTTS makes 80 percent of its sales to Breath of Life and other development programs; the remaining sales are made directly to public and private hospitals. Other MTTS partners include ANT Italy (Amici della Neonatologia Trentina), DAK Foundation, Engineers Without Borders Australia, and Engineering World Health Cambodia.

1 2 3

Geography: Vietnam, Philippines, Cambodia, Myanmar, Laos, Thailand, Timor-Leste, Benin

www.mtts-asia.com

Reducing newborn mortality by improving the quality of care in hospitals

Industry: Healthcare Equipment & Services

CEO: Omar Ishrak

Headquarters: United States

1 2 3

Geography: India, Tanzania, Uganda

www.medtronic.com

Reducing newborn mortality by treating pregnant women with rheumatic heart conditions

MEDTRONIC: Treating Rheumatic Heart Disease in Pregnancy

Medtronic is the world's largest medical technology company, with medical therapies treating cardiac and vascular diseases, diabetes, and neurological and musculoskeletal conditions. Medtronic has 49,000 employees, with presence in more than 140 countries. Medtronic Philanthropy focuses on expanding access to quality chronic disease care among underserved populations worldwide.

ABOUT THE INVESTMENT

Medtronic Philanthropy is committing US$6 million over five years to reduce premature mortality from rheumatic heart disease (RHD), including maternal and newborn deaths resulting from rheumatic heart disease in pregnant women—a cardiac inflammatory disease caused by an autoimmune reaction to group A streptococci. RHD is the cause of an estimated 10 percent of all maternal deaths in Africa and increased rates of prematurity and low birth weight. The investment will support multi-year country-level programs beginning in India, Uganda and Tanzania using varying models of care delivery. In Tanzania, the project will integrate RHD interventions into existing maternal and child health services to:

- increase identification and effective management of the disease during pregnancy to reduce deaths during delivery resulting from hemorrhage or stroke
- increase awareness of rheumatic heart disease at the community level
- train community health workers, traditional birth attendants and nurses on rheumatic fever and heart disease and its implications for healthy pregnancies and safe deliveries

Further, the program will aim to integrate rheumatic heart disease into national health and education plans and programs and into the current UN-level non-communicable diseases agenda, the WHO Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020, and the post-2015 development agenda.



Merck & Co.: Saving Mothers, Giving Life

1 2 3 4 5

Industry: Pharmaceuticals & Biotechnology

CEO: Kenneth Frazier

Headquarters: United States

Geography: Uganda and Zambia

www.merck.com

MERCK *Be well*



Reducing newborn mortality by improving maternal healthcare

Merck and Co., also known as MSD outside the United States and Canada, manufacturers medicines, vaccines, biologic therapies, consumer care and animal health products. It operates in 120 countries.

ABOUT THE INVESTMENT

Merck is a founding partner in the US$280 million *Saving Mothers, Giving Life* initiative. Led by the U.S. Government, *Saving Mothers, Giving Life* aims to reduce maternal mortality in select sub-Saharan African countries over five years (2012-2017) by addressing the "three delays"—seeking, reaching and receiving quality care. The program supports projects that generate demand for health services, promote access to maternal and newborn healthcare and improve the quality of that care, especially during the critical period of labor, delivery and the first 48 hours postpartum when most maternal and newborn deaths occur.

Saving Mothers, Giving Life began with four rural districts each in Uganda and Zambia that had high rates of maternal and newborn mortality and HIV prevalence. After one year, the institutional maternal mortality ratio was reduced by 35 percent in target districts of both countries and the rate of stillbirth and newborn deaths (the perinatal mortality rate) fell by 11 percent in Uganda and 14 percent in Zambia. The program is now expanding to 12 new districts in Zambia and six new districts in Uganda with a stronger focus on improving newborn healthcare. *Saving Mothers, Giving Life* harnesses the expertise and resources of five U.S. Government agencies: the US Agency for International Development, the Centers for Disease Control and Prevention, the State Department, the Defense Department and the Peace Corps.

Other partners include the American College of Obstetricians and Gynecologists, Every Mother Counts, Project C.U.R.E and the governments of Zambia, Uganda, Norway and Sweden.

Merck's investment in *Saving Mothers, Giving Life* is part of *Merck for Mothers*, a 10-year (2010-2020), US$500 million initiative to reduce maternal mortality worldwide. Leveraging the company's business and scientific expertise, the initiative is focused on product innovation; increasing access to affordable, quality care; and advocacy and awareness in regions and communities where maternal mortality is particularly severe. Investments to date include scaling up new supply chain models to expand access to family planning; developing new or improved products to treat postpartum hemorrhage and preeclampsia; and tapping the potential of private providers and local health businesses to strengthen the delivery of affordable, quality maternal health services. As part of its role in *Saving Mothers, Giving Life*, Merck is supporting partners to expand a network of franchised maternal health clinics in Uganda and test out entrepreneurial models of maternity waiting homes in Zambia. *Merck for Mothers* is also active in India, Senegal and the United States, with additional projects in more than 20 other countries around the world.


NUTRITION
AWARENESS PROGRAMME
NUTRITION AWARENESS PROGRAM

MYLAN: Born Free Africa

Industry: Pharmaceuticals & Biotechnology

CEO: Heather Bresch

Headquarters: United States

Mylan is a global pharmaceutical company with a portfolio of more than 1,300 generic pharmaceuticals and several brand medications. It is a major manufacturer of active pharmaceutical ingredients and antiretroviral therapies, upon which approximately 40 percent of HIV/AIDS patients in developing countries depend. It has operations in 140 countries.

ABOUT THE INVESTMENT

Born Free Africa is an initiative of the Business Leadership Council for a Generation Born HIV Free, a private sector-led initiative with one goal: to end transmission of HIV from mothers to their children by the end of 2015 by bringing a business mindset to catalyze action that unblocks obstacles, amplifies the work of others and accelerates the global pace toward eliminating mother-to-child transmission of HIV (eMTCT). Mylan is investing US$500,000 to eliminate mother-to-child transmission in Nigeria, initially targeting two of the 13 highest priority states—Plateau and Federal Capital Territory. Other partners include the Elton John AIDS Foundation, which has matched the Mylan commitment up to US$1 million to support the program through 2015. The program contributes to the national goal of testing 90 percent of pregnant mothers and treating those who are HIV-positive.

This initiative extends the successful model the Business Leadership Council piloted in Nasarawa state, which, under the leadership of the state government, the President's Emergency Plan for AIDS Relief, and the Global Fund to Fight AIDS, Tuberculosis and Malaria, tripled the number of women being tested for HIV, and doubled the number of facilities offering eMTCT services. As a result, 80 percent of women who tested HIV-positive are now on treatment to prevent their children from being born with the virus.

1 | 2 | 3

Geography: Nigeria

www.mylan.com

Reducing newborn mortality by preventing mother-to-child transmission of HIV/AIDS

NESTLÉ: Healthy Kids Global Program

Industry: Food & Beverage

CEO: Paul Bulcke

Headquarters: Switzerland

Nestlé manufactures supplies and produces prepared dishes and cooking aids, milk-based products, pharmaceuticals and ophthalmic goods, and baby foods and cereals. It has operations in 196 countries.

ABOUT THE INVESTMENT

The Healthy Kids Program increases nutrition and health knowledge and promotes physical activity among a population of almost 7 million school-age children across 68 countries, with a special focus on adolescent girls in the countries with high rates of child malnutrition and early childbirth. For example, the program in India targets girls aged 13 to 17, and provides approximately 12 hours of instruction over a six week period in the communities where Nestlé operates "milk villages" (the states of Haryana, Punjab, Uttarakhand, Goa, Himachal Pradesh and Karnataka) with six regional universities providing local curriculum. Globally, the program works with more than 280 implementing partners and is committed to expanding it from 68 to 80 countries by 2015.

The Healthy Kids Program is part of Nestlé's broader "shared value" efforts to improve the nutritional status of women and girls by supporting over 250 programs aimed at empowering women to gain economic independence and escape poverty in three primary areas: farming, nutrition, and small-scale distributors of food products. Nestlé supports entrepreneurship among female small business owners in Africa who go door-to-door selling popular fortified foods such as the well-known MAGGI seasoning line; among women dairy farmers in India as part of the Women's Dairy Development Program; and among women livestock workers in Pakistan in partnership with the United Nations Development Programme.

3 | 4

Geography: 68 countries including India, Nigeria, Democratic Republic of Congo, China, Bangladesh and Vietnam

www.nestle.com

Reducing newborn mortality by improving the nutritional status of adolescent girls

Novartis Sandoz: Amoxicillin Dispersible Tablets and Malaria Initiative

1 2 3 4

Industry: Pharmaceutical & Biotechnology

CEO: Joseph Jimenez

Headquarters: Switzerland

Geography: Sub-Saharan Africa, South Asia

www.novartis.com



Reducing newborn mortality from pneumonia and other infections by increasing access to antibiotics

Novartis manufactures pharmaceuticals, eye care, vaccines, diagnostics, over-the-counter medications, and animal health products. Sandoz is the generic pharmaceuticals division of Novartis which develops, produces, and markets products in the ophthalmic, dermatology, antibiotic, cardiovascular, metabolism, central nervous system, pain, gastrointestinal, respiratory, and hormonal therapeutic areas, with products available in more than 160 countries.

ABOUT THE INVESTMENT

Sandoz is committed to producing, distributing and promoting the World Health Organization (WHO) recommended treatment for childhood pneumonia—amoxicillin 250 mg dispersible tablets—to at least 500,000 children in developing countries in the first year of a new partnership with UNICEF. Amoxicillin is a penicillin-class, broad-spectrum antibiotic, commonly prescribed to children for treatment of pneumonia and other illnesses including bacterial infections of the ears, sinuses, throat, urinary tract, skin, abdomen and blood, and it is also often used as part of the treatment regime for severe acute malnutrition. In 2011, the WHO updated its recommendations for home treatment of pneumonia, establishing dispersible amoxicillin as the newly-recommended first-line treatment for pneumonia in children under five.

This commitment is part of Novartis' broader effort to reduce child mortality by reducing deaths from malaria; by providing better tools for health workers to diagnose and treat sick children; and by bringing healthcare right to the door of even the remotest village in India and Kenya.

Novartis' Malaria Initiative has provided more than 200 million doses of the first artemisinin-based combination therapy designed specifically to treat children to 40 countries in the last five years, and the new Power of One Campaign in partnership with Malaria No More will subsidize treatment for many more children. The Novartis Foundation for Sustainable Development is supporting the WHO and the Swiss Tropical and Public Health Institute to develop two, free computerized software systems to train health workers to diagnose and treat sick children and pregnant women and newborns. Novartis Social Ventures operates bottom-of-the-pyramid business models that bring healthcare, medicine and health education to families in rural areas of Asia and Africa, with a special focus on maternal and child health.

Novo Nordisk: Changing Diabetes® in Pregnancy

1 2 3

Industry: Pharmaceutical & Biotechnology

CEO: Lars Rebien Sorensen

Headquarters: Denmark

Geography: 26 countries including Bangladesh, Bhutan, Cameroon, DRC, India, Kenya, Malawi, Mali, Nigeria, Pakistan, Tanzania

www.novonordisk.com



Reducing newborn mortality by preventing and treating diabetes in pregnancy

Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within hemophilia care, growth hormone therapy and hormone replacement therapy.

ABOUT THE INVESTMENT

The Changing Diabetes® in Pregnancy program aims to increase access to screening for gestational diabetes (GDM), and care and lifestyle education for pregnant women with diabetes in low- and middle-income countries. The program has supported development of new evidence and platforms for action by addressing critical research gaps, and by mobilizing key stakeholders at national and global levels to develop innovative solutions. Undiagnosed or poorly managed gestational diabetes increases the risk of maternal and perinatal morbidity and mortality as well as poor pregnancy outcomes including spontaneous abortion, stillbirth, birth defects and the need for caesarean and assisted deliveries. The long-term consequences of undiagnosed or unmanaged gestational diabetes include a highly increased risk of mothers and their children developing type 2 diabetes.

The program supports GDM screening, education and management projects in Colombia and Nicaragua in partnership with professional medical associations, governments, universities, non-governmental organizations, and the World Diabetes Foundation (WDF), which Novo Nordisk established in 2001. WDF's work includes financial contributions to gestational diabetes clinics that provide screening, diagnostics and care to more than 550,000 women in 26 countries.

In addition, Novo Nordisk is supporting the Changing Future Health program with a strong focus on preventing the onset of diabetes before pregnancy. The first pilot project is the Jom Mama project in Malaysia, which targets newly married couples to improve women's health literacy and support them to adopt healthy lifestyles prior to pregnancy. The project builds on research showing that entering pregnancy overweight or obese increases the risk of developing non-communicable diseases, including type 2 diabetes, later in life for both mother and child. The project is implemented in partnership with the government, the Steno Diabetes Center (Denmark), the University of Southampton (UK) and the University of Witwatersrand (South Africa).

Pfizer: Sayana® Press

3 | 4 | 5

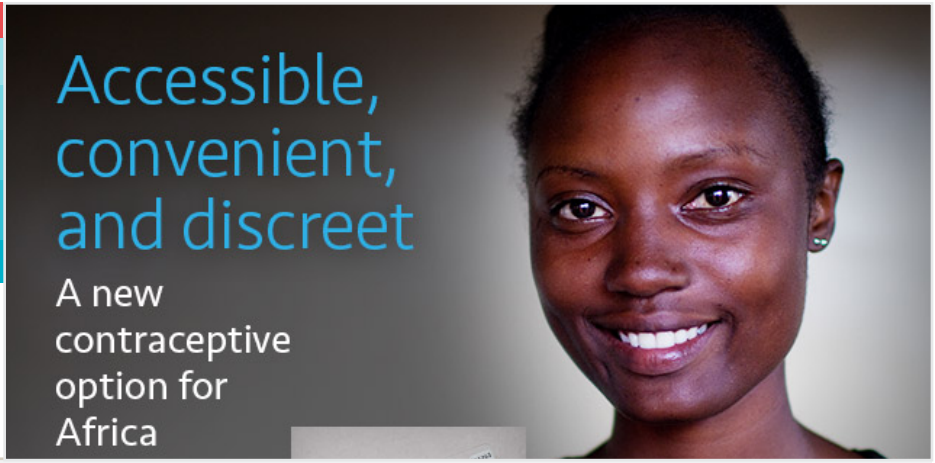
Industry: Pharmaceutical & Biotechnology

CEO: Ian Read

Headquarters: United States

Geography: Bangladesh, Burkina Faso, Niger, Senegal, Uganda

www.pfizer.com



Reducing newborn mortality by increasing access to modern contraception

Pfizer's global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Consistent with Pfizer's responsibility as one of the world's premier innovative biopharmaceutical companies, the company collaborates with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world.

ABOUT THE INVESTMENT

Sayana® Press provides pregnancy protection for three months, and is a lower-dose formulation of the long-acting, reversible, injectable contraceptive Depo-Provera®. Sayana® Press is packaged in the Uniject™ injection system which is a prefilled autodisable device that is manufactured by BD (Becton, Dickinson and Company). Long-acting reversible contraceptives (LARCs) are among the world's most popular methods for preventing pregnancy. Sayana® Press offers women safe, effective, long-term protection and can also be administered—without the need to prepare a needle and syringe—by health workers to women at home or in other convenient settings. Pfizer is supporting the pilot introduction of Sayana® Press to women in Bangladesh, Burkina Faso, Niger, Senegal and Uganda in partnership with Ministries of Health, the Bill & Melinda Gates Foundation, the US Agency for International Development, the UK Department for International Development, the United Nations Population Fund, the Children's Investment Fund Foundation and PATH. This initiative is part of the new global commitment to provide affordable contraception to an additional 120 million women who want to use it by 2020. The product also will be introduced through normal retail delivery channels in the public, nongovernmental and commercial sectors.

Sayana® Press is part of Pfizer's broader commitment to maternal, newborn and child health. Additional projects include programs in Ethiopia to promote higher use of skilled birth attendants and post-natal care services in partnership with the International Rescue Committee, and programs in Kenya, Malawi and Nigeria to scale up interventions that save newborn lives and enhance newborn care with Save the Children. This commitment also includes supplying vaccines that prevent pneumococcal disease in young children in partnership with the GAVI Alliance; and in partnership with the Bill & Melinda Gates Foundation, providing donations of antibiotics (67,200 bottles of active Zithromax) and placebos (67,200 bottles) to allow independent researchers from the University of San Francisco to study the effect among 255,000 young children in Niger, Tanzania and Malawi of mass azithromycin treatment in reducing mortality.

Philips: Philips Africa Innovation Hub

1	2	3	4	5

Industry: Conglomerate

CEO: Frans Van Houten

Headquarters: Netherlands

Geography: Sub-Saharan Africa

www.philips.com



Reducing newborn mortality by increasing access to innovative products and workplace breastfeeding

Royal Philips is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.

ABOUT THE INVESTMENT

In their latest Every Woman Every Child commitment, Philips aims to improve the lives of 100 million women and children by 2025, with a focus on sub-Saharan Africa where the company will increase access to several new technologies to advance newborn health and development. These include clean cookstoves to reduce indoor air pollution, automated respiration monitors to enable the diagnosis of pneumonia in children under-five, a wind-up fetal Doppler heart rate monitor to address infant mortality due to complications during birth, and mHealth solutions to remotely monitor pregnant women for early high-risk identification. Projects also include solar community life centers that provide lighting and electricity in healthcare facilities, enabling the refrigeration of vaccines, and indoor light for mothers to be able to deliver their babies safely during the night.

Addressing the importance of nutrition for the healthy development of both mothers and children, Philips will invest in research to better understand the adoption of healthy and nutritious diets and behaviors by mothers and children from the pre-natal period through the first 1,000 days, with a special focus on the barriers to breastfeeding for women in the workforce. In Ghana and Kenya, Philips is conducting research to learn the best ways to support African women who work outside the home so they, too, can breastfeed at the levels recommended by international development agencies. The research will probe attitudes to breastfeeding and its supportive technologies, including breast pumps, breast milk storage and special rooms for breastfeeding; and it will explore which policies and practices are most likely to increase breastfeeding rates.

Two new institutions—the Philips Africa Innovation Hub based in Nairobi and The Philips Foundation—will deliver on these commitments in partnerships with governments, UN agencies, non-government organizations and universities. The Innovation Hub already employs close to 30 researchers, corporate entrepreneurs and sales and marketing staff who are connected to Philips and its 1,500 researchers globally.

Philips will continue to advocate for greater support for maternal, newborn and child health with the annual Philips Africa Roadshow, with leadership activities in partnership with the World Economic Forum, and with the Philips Fabric of Africa Campaign, which focuses on women as the 'fabric' of Africa and uses this theme to highlight the importance of healthy women and their positive impact on development. The campaign's goal is to develop public-private partnerships with local and international stakeholders to improve healthcare delivery in the areas of non-communicable diseases, particularly breast and cervical cancer, as well as cardiac health, maternal and child health and healthcare infrastructure rehabilitation and clinical training.

Industry: Healthcare Equipment & Services

Managing Director: V. Sashi Kumar

Headquarters: India

PHOENIX
Phoenix Medical Systems (P) Ltd

1 2 3

Geography: India, Malawi, Myanmar, Nepal, Pakistan, Philippines, South Africa, Tanzania, Uganda

www.phoenixmedicalsystems.com

Reducing newborn mortality by increasing access to phototherapy devices

PHOENIX MEDICAL SYSTEMS: Brilliance LED Phototherapy Unit

Phoenix Medical Systems provides solutions for the care of newborns including infant incubators, continuous positive airway pressure (CPAP) units, phototherapy units, electronic weighing scales, oxygen and apnea monitors and infant bassinets. Its comprehensive infant care center is a single machine that includes a radiant warmer, a resuscitation module, an innovative oval-shaped bed, a pulse oximeter and a weighing machine.

ABOUT THE INVESTMENT

The "Brilliance" LED Phototherapy Unit treats newborn jaundice which affects three in five newborns and is the number one reason newborns are readmitted to hospitals worldwide. For approximately 16.5 percent of babies, the condition is severe and requires treatment. It can lead to severe brain damage, a condition called kernicterus, or death. Brilliance is the result of a partnership between Phoenix Medical Systems and D-Rev, a U.S.-based non-profit technology firm that designed the device after finding that 95 percent of phototherapy devices in India and Nigeria did not meet American Academy of Pediatrics standards for intensive phototherapy and that one in three had at least one bulb burned out or missing. Brilliance consumes half the power and lasts 40 times longer than the compact fluorescent tube lights commonly used in phototherapy devices in low-resource hospitals and at, US$400, is priced well below the cost of other phototherapy devices. D-Rev licensed Brilliance to Phoenix in 2010 and the agreement is structured to incentivize sales to public hospitals in India and other countries with large numbers of newborn deaths.



PROCTER & GAMBLE: Pampers' 1 Pack = 1 Vaccine & The Children's Safe Drinking Water Programs

1 2 3

Industry: Household & Personal Products

CEO: Alan Lafley

Headquarters: United States

Geography: 79 Countries

www.pg.com



Reducing newborn mortality from infection by increasing access to tetanus vaccine and clean water

Proctor & Gamble manufactures household and personal products including beauty, hair and personal care; baby, feminine and family care; fabric and home care; and health and grooming with nearly 5 billion customers in 180 countries.

ABOUT THE INVESTMENT

The Pampers' 1 Pack = 1 Vaccine is an almost decade-long campaign that has helped provide 300 million doses of the tetanus vaccine to millions of women and their newborns. The campaign has contributed to eliminating the disease in 15 countries, including Burkina Faso, Cameroon, China, Cote d'Ivoire, Ghana, Guinea Bissau, Iraq, Liberia, Laos, Myanmar, Senegal, Tanzania, Timor Leste, Madagascar and Uganda. For every pack of Pampers diapers or wipes sold with a "One Pack = One Vaccine" sticker, P&G provides UNICEF with funding for one life-saving tetanus vaccine. Initially launched in 2006 in the UK, the program expanded to other countries in Western Europe in 2007, and was executed in the United States and Canada. P&G is committed to support UNICEF in their fight in eliminating maternal and neonatal tetanus completely. P&G and UNICEF have also partnered to offer P&G employees in Europe, the Middle East and Africa the opportunity to take a three-month sabbatical to work with UNICEF.

The Children's Safe Drinking Water Program provides clean drinking water using P&G's Purifier of Water packets (formerly known as PUR) —small sachets of powdered ingredients that make 10 liters of contaminated water potable in minutes through coagulation and disinfection with ferric sulfate, a coagulant, and calcium hypochlorite, a disinfectant. The packets can eliminate turbidity, chlorine-resistant parasites, viruses, bacteria and pollutants such as arsenic. P&G has distributed nearly 800 million P&G Purifier of Water packets in the past 10 years and is committed to delivering more than 2 billion liters of clean drinking water each year by 2020.

More recently, P&G has invested in programs that target the delivery of clean water to pregnant women including the STRIDES for Family Health project with MSH in Uganda and a program with Safe Water and AIDS Project and the CDC in Kenya where pregnant women are given a hygiene/water kit for attending four antenatal visits, delivering at a health facility and attending post-natal care visits. Additionally, the Safeguard the Family program in Malawi provided P&G (PUR) packets, soap and fortified porridge to HIV-positive mothers as incentives to adhere to HIV treatment schedules after birth of their babies.

P&G works with more than 140 advocacy and implementing partners on the Children's Safe Drinking Water Program including CARE, ChildFund, Clinton Global Initiative, International Federation of Red Cross and Red Crescent Societies, Management Sciences for Health, Population Services International, Save the Children, UNICEF, the US Agency for International Development, US Centers for Disease Control and Prevention, World Health Organization, and World Vision.

(RED): Partnerships with (RED)

1	2	3
Industry:		
CEO: Deborah Dugan		
Headquarters: United States		
Geography: Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia		
www.red.org		



Reducing newborn mortality by increasing the prevention of mother-to-child transmission of HIV

To date, the AIDS pandemic has killed 39 million people, and today 35 million people are living with the disease. Just over ten years ago, the cost of life-saving ARV medication was prohibitively expensive and largely unavailable to people living with HIV/AIDS in sub-Saharan Africa.

In 2002, the Global Fund to Fight AIDS, Tuberculosis and Malaria was established by the U.N. to fight these three preventable, treatable diseases. The aim was for countries and companies to work together to fight AIDS. After five years, the private sector had given just over US$5 million, but the need was significantly greater. It was time to re-think how to engage and rally the private sector—(RED) was founded by Bono and Bobby Shriver to do exactly that. In 2006, (RED) introduced an innovative new model which brought together the world's best commercial and creative brains to work on behalf of the world's most vulnerable and sick people.

Since 2006, (RED), alongside their corporate partners, has generated more than US$275 million to fight AIDS. (RED) partners contribute up to 50 percent of profits from (RED)-branded goods, services and experiences, with 100 percent of the money invested in the Global Fund to finance programs which deliver core pillars of the AIDS fight—prevention, treatment, counseling, HIV testing and care services. The funding has impacted the lives of 55 million people in (RED)'s eight recipient countries: Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia.

As (RED) marks its eighth year, the world reaches a critical milestone in the fight to end AIDS—'a tipping point'. In 2013, for the first time, newly treated people surpassed those newly infected. For the first time, we can foresee the beginning of the end of AIDS. But there is so much more to do, and it requires everyone—governments and businesses—to respond with action and urgency. The life-saving ARV medication, which can prevent an HIV+ pregnant mother from passing the virus to her unborn baby, costs as little as 40 cents a day. But still, 650 babies are born every day with HIV. Breaking the cycle of infection between mothers and their babies, an AIDS Free Generation can become a reality in the coming few short years.

(RED) Proud Partners include: Apple, Starbucks, Galaxy Chocolate (UK), The Coca-Cola Company, Bank of America, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and Live Nation Entertainment.

(RED) Special Edition partners include: aden+anais, Jonathan Adler, Theory, HEAD, Kidrobot, Mophie, Sir Richard's Condom Company, Square, Girl Skateboards, Bottletop, Fatboy USA and Bed Bath & Beyond.

RELIANCE INDUSTRIES: Saving 100,000 Mothers and Babies by Strengthening Maternity Facilities

Industry: Conglomerate

CEO: Mukesh Ambani

Headquarters: India

Reliance Foundation

1 2 3 4

Geography: India (Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan)

www.reliancefoundation.org

Reducing newborn mortality by improving the quality of care in maternity facilities and by improving pregnancy and newborn care knowledge among pregnant women and new mothers

Reliance Industries is the largest private sector company in India with activities spanning: exploration and production of oil and gas; petroleum refining and marketing; petrochemicals (polyester, fibre intermediates, plastics and chemicals) to textiles, retail and telecommunications. Reliance is the largest polyester yarn and fiber producer in the world, and among the top ten producers of petrochemical products with exports to 100 countries.

ABOUT THE INVESTMENT

Reliance Industries, through its philanthropic arm, the Reliance Foundation, is investing US$3 million to upgrade maternal and new born systems and processes in facilities in areas where maternal and newborn deaths are concentrated providing quality care during delivery and in the critical days afterwards, reducing both maternal and newborn mortality. The program will identify maternity facilities in high-burden districts in Uttar Pradesh, Bihar, Madhya Pradesh, and Rajasthan, and will improve staff performance in maternal and newborn emergencies by training, regular drills and addressing bottlenecks with the supply of essential maternal and newborn medicines and devices. The supply bottlenecks will be discussed with respective State Governments and individually addressed.

The US$3 million Reliance investment will be matched by another US$3 million from other alliance partners including USAID, MERCK and the Bill & Melinda Gates Foundation, resulting in a US$6 million program.

Reliance Foundation will also increase its behavior change programs that reach pregnant women with health education messages, including the importance of proper antenatal care and skilled delivery through traditional broadcast channels and mobile technology.



Industry: Pharmaceutical & Biotechnology

CEO: Chris Viehbacher

Headquarters: France

1	2	3

Geography: Ethiopia, Senegal, Cote d'Ivoire, Uganda, Benin, Tanzania, Niger, Guinea, Cambodia, Algeria, Mauritania, Mongolia, Myanmar, Mexico

http://en.sanofi.com/

Reducing newborn mortality by increasing access to skilled birth attendants

SANOFI: Fighting Against Maternal and Neonatal Mortality

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi's core strengths in healthcare include seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme.

ABOUT THE INVESTMENT

The Sanofi Espoir Foundation invests in several projects across 14 countries to reduce newborn deaths by improving the capacity of local health workers, with a special focus on midwives.

In Benin, the "A Call for Life" program is training community health workers in 23 villages to use mobile phones to monitor pregnancies and births, and to act as the relay point between health centers and local women in partnership with CARE France and technology companies, D-Tree and Dimagi. The program provides remote villages with a motor tricycle ambulance or ambulance motorboat for reaching health facilities. Other investments include midwife, auxiliary midwife and village doula training, especially in emergency obstetric procedures, in Ethiopia, Uganda, Cote d'Ivoire, Senegal, Tanzania, Myanmar, Cambodia and Mexico; support for integrated packages of maternal/newborn care in Niger, Mauritania and Guinea; and the first program for early screening and treatment of newborn disabilities in Algeria.

The 13 programs, developed by the Foundation and its partners, are based on a holistic approach to improving midwives' training conditions; retaining them in their jobs; and integrating technology, such as e-learning, e-health and mobile phones into programs. These programs aim to train 4,200 midwives and healthcare providers in the next three years.

The Sanofi Espoir Foundation also promotes a worldwide sharing of experiences and ideas through its platform Connecting Midwives, which includes highlighting the work of midwives through the Midwives for Life Awards. Each year, the foundation will award up to 10 midwife projects with financial support.

The Sanofi Espoir Foundation works with many partners to deliver these programs including AMREF, Canadian Association of Midwives and Tanzania Registred Midwives Association, CARE, CASA, CIDR, Enfants & Développement, International Confederation of Midwives (ICM), Les Enfants de l'Air and UNICEF.

Industry: Hotels, Restaurants & Leisure

CEO: Frits van Paasschen

Headquarters: United States

1	2

Geography: Africa, the Middle East, Eastern Europe

www.starwoodhotels.com

Reducing newborn mortality by increasing the education of girls and by improving access to clean water, sanitation and hygiene

STARWOOD HOTEL: Checkout for Children

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 1,200 properties in 100 countries, and more than 180,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with internationally renowned brands that include St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®.

ABOUT THE INVESTMENT

Since 1995, Starwood Hotels has raised over US$30 million for UNICEF under the Check Out for Children™ program, which funds a variety of programs across Europe, Africa, the Middle East and the Asia Pacific regions to improve children's access to vaccinations, clean water, sanitation and hygiene, and education. Between 2012 and 2014, the funds raised were used to support three major UNICEF education programs: Education in Emergencies in the Middle East, Education for All in Tajikistan and the Schools for Africa program that focuses on improving schooling for girls.

By supporting these programs, Starwood has contributed to providing quality education for 20 million children in 13 African countries through constructing classrooms, providing furniture and materials, drinking water, sanitation and teacher training. Check Out for Children also keeps schools in crisis settings open during times of emergency, trains teachers in emergency preparedness and disaster risk reduction, clears explosive remnants from schools and helps refugee children go to school. Starwood Hotels raises money directly from their guests who are advised about the program when they check-in to participating hotels; upon check-out guests are invited to add USD$1 (or the local currency equivalent) to their hotel bill. Members of the Starwood Preferred Guest Program can also donate star points to UNICEF as a charitable redemption partner.

TATA STEEL: Maternal and Neonatal Survival Initiative

Tata Steel manufactures crude steel and basic steel products for building and construction with operations in more than 20 countries and a commercial presence in over 50. Established in the State of Jharkhand in India, the company operates large factories and sustains a large, local employment base.

ABOUT THE INVESTMENT

Tata Steel is committed to provide health care services in its area of operations. Through the Tata Steel Rural Development Society, it is supporting a special program to reduce the newborn deaths and maternal morbidity in the 167 tribal-dominated villages of Seraikela block of Seraikela-Kharsawan district in the state of Jharkhand. The Maternal and Newborn Survival Initiative (MANSI), a five-year program to train local female community health workers called Sahiyyas to provide home-based newborn care, has demonstrated strong results. These include a one-third reduction in the newborn mortality rate from 40 to 27 (32.5 percent reduction); increase in institutional deliveries from 25 percent to 75 percent and in the proportion of pregnant women receiving at least three antenatal checkups from 50 percent to 90 percent. MANSI has provided newborn care to 6,163 neonates and prenatal care and counseling to 7,318 pregnant mothers since the project began in 2009.

Partners include the American India Foundation, the Society for Education, Action and Research in Community Health (SEARCH) and the Government of Jharkhand. Together, they are committed to expanding the program to reach an exponential number of pregnant women and newborns in the next few years.

BUSINESS CALL TO ACTION

Industry: Materials

CEO: T. V. Narendran

Headquarters: India

TATA STEEL

1 2 3

Geography: India, State of Jharkhand

www.tatasteel.com

Reducing newborn mortality and maternal morbidity by training local women to provide home-based newborn care

UBS OPTIMUS FOUNDATION: Newborn Investment Portfolio

The UBS Optimus Foundation is the philanthropic offering for clients of UBS, a global financial services company providing investment banking, asset management and wealth management services for private, corporate, and institutional clients.

ABOUT THE INVESTMENT

The UBS Optimus Foundation has committed close to a fifth of their grants to improving newborn health and wellness, and manages a portfolio of newborn investments with flagship programs in India, Liberia, the Philippines, China and several other countries.

In India, the Foundation is funding a randomized control trial to test the impact of the World Health Organization's Safe Childbirth Checklist on newborn mortality among a group of 100,000 newborns in the State of Rajasthan, in partnership with the Children's Investment Fund Foundation, the Public Health Foundation of India and the Government of Rajasthan. In Liberia, UBS Optimus funds the training and equipping of 355 Community Health Workers to provide better care for mothers and newborns, protecting them against infection, hypothermia and complications from low birth weight.

In China, the Foundation is delivering weekly text messages to 9,000 pregnant women to encourage healthy behavior and appropriate prenatal care in partnership with the Jiaotong University and the Harvard School of Public Health, as well as providing rural pregnant women who suffer from periodontal disease with antiseptic mouthwash and measuring the impact on the preterm birth rate, low birth weight, stillbirth, newborn death and rate of maternal periodontal disease.

UBS Optimus also funds an innovative mobile health care project that saves newborn lives and promotes healthy growth by linking 600 community health workers and 10,000 rural pregnant women to ensure continuous, quality care in rural Bangladesh. And in Liberia, the Philippines and other countries, UBS Optimus funds the use of 450 solar suitcases that provide cost-effective solar energy to support quality newborn health care.

Industry: Bank & Financial Services

CEO: Phyllis Costanza

Headquarters: Switzerland

UBS

1 2 3 4 5

Geography: South Asia, Sub-Saharan Africa, Central and South America

www.ubs.com/optimus

Reducing newborn mortality by improving the quality of pregnancy and newborn care and the education of pregnant women and new mothers

UNILEVER: Help A Child Reach Five

1	2	3	4

Industry: Household & Personal Products

CEO: Paul Polman

Headquarters: United Kingdom

Geography: sub-Saharan Africa, South Asia and Latin America

www.unilever.com



Reducing newborn mortality by putting children's welfare at the heart of sustainable development, with a focus on increasing access to clean water, sanitation and hygiene

Operating in over 190 countries worldwide, Unilever is a global consumer goods company whose products reach 2 billion people every day. Unilever believes that sustainable growth is the only viable form of business growth. The Unilever Sustainable Living Plan outlines the company's ambition to double the size of the business while reducing its environmental footprint and increasing its positive social impact. As part of the Plan, Unilever has committed to helping more than a billion people take action to improve their health and well-being by 2020.

ABOUT THE INVESTMENT

Lifebuoy, Unilever's leading soap brand, runs the world's largest hygiene promotion program which aims to change the handwashing behaviors of a billion people. Programs targeting children and parents have been deployed across Asia, Africa and Latin America, including 9 out of the 10 countries ranked as having the highest number of deaths from diarrhea. Lifebuoy had reached over 254 million by the end of 2014.

Through its expertise in behavior change and marketing, Lifebuoy has devised a methodology which helps make handwashing with soap an ingrained behavior. Fun activities guide children and their parents through the behavior change process making handwashing enjoyable, rewarding and a life-long habit. Unilever's experience in implementation has enabled the program to reach scale at a cost per contact as low as 20 cents where implementation resources are shared with partners.

Lifebuoy's programs have been proven to deliver sustained behavior change. A clinical trial involving 2,000 families in Mumbai demonstrated up to a tenfold increase in soap use and significant reductions in disease—a 25 percent reduction in the incidence of diarrhea among children under five; a 19 percent reduction in acute respiratory infections; and a 46 percent reduction in eye infections.

Partnerships are key to scaling-up Lifebuoy's reach. For example, Lifebuoy and USAID's Maternal and Child Health Integrated Program formed a public–private partnership aimed to improve handwashing practices among birth attendants and family members in developing countries. About 85 percent of neo-natal deaths are due to a combination of infection, prematurity, and complications during labor. However simple, low-cost health interventions could reduce these deaths by up to 70 percent.

Unilever is also actively involved in advocating for water, sanitation and hygiene (WASH). Within the UN's Sustainable Development Goal framework, for example, Unilever is calling for targets that aim to end open defecation and enable universal access to safe drinking water, sanitation and hygiene. To realize the health and development benefits of good hygiene, Unilever is also calling for indicators which measure the percentage of handwashing facilities with soap and water in homes, primary and secondary schools, and health centers.

WAL-MART: Global Women's Economic Empowerment Initiative

3	4
Industry: Retail	
CEO: C. Douglas Mcmillion	
Headquarters: United States	
Geography: China, India, Nigeria, Brazil, Bangladesh, Kenya, Rwanda, Uganda, El Salvador, Cambodia, Ethiopia, Haiti, Peru, Nepal	
www.walmart.com	



Reducing newborn mortality by increasing the incomes of women of reproductive age

Wal-Mart is a global chain of retail outlets selling a wide range of products to more than 200 million customers each week in more than 11,000 stores in 27 countries, with e-commerce websites in 10 countries and approximately two million employees worldwide.

ABOUT THE INVESTMENT

In 2011, Wal-Mart launched the five-year Global Women's Economic Empowerment Initiative to source US$20 billion from women-owned businesses globally; to provide training, market access and career opportunities to nearly one million women, many on farms and in factories; and to promote gender diversity and inclusion among Wal-Mart's suppliers of merchandise and professional services. Examples of initiatives include Wal-Mart China's support to women farmers to make their agricultural operations more sustainable and productive through its Direct Farm Program, and Wal-Mart India's support to women by providing retail skills training and career development through its Bharti Walmart Training Center.

Another significant program in the Walmart's Global Women's Economic Empowerment Initiative is the Women in Factories Program, which is training 60,000 women in 150 factories across Bangladesh, India, China and Central America and other key sourcing markets. To date, more than 40,000 female factory line workers have been trained by the program and received the skills needed to be successful in the workplace, at home and in their communities. Significantly, a Women in Factories curriculum, developed by CARE with funding from the Walmart Foundation, will soon be available to any factory or organization interested in providing job readiness and life skills training to its workers. By making this curriculum available at no cost, the training will enable greater impact by reaching more workers throughout the global supply chain.

To support the Initiative, the Wal-Mart Foundation is investing US$100 million in advancing economic opportunity for women, which is now one of the largest focus areas for Wal-Mart's philanthropic giving. Projects funded include training for 30,000 women farmers in Rwanda in partnership with USAID; for 33,000 women vegetable farmers in Uganda in partnership with Mercy Corps; for 50,000 women cocoa farmers in Cameroon, Ghana, Ivory Coast and Nigeria in partnership with the Bill and Melinda Gates Foundation and the World Cocoa Foundation, and for 28,000 women farmers in Kenya in partnership with the One Acre Fund.

In 2013, to connect consumers in the United States with this global effort to empower working women, Wal-Mart launched "Empowering Women Together", an online shopping platform at www.walmart.com that sells more than 200 items from 19 women-run businesses across nine countries. "Empowering Women Together" is part of Store for Good, a developing walmart.com program dedicated to connecting consumers with products that "do good" for other people, for themselves, or for the environment. The initiative will grow and potentially include eco-friendly products and healthier food options.

Wal-Mart is also part of the new Advancing Women-Owned Businesses in New Markets program led by WEConnect International and Vital Voices, which brings together more than 20 partners who will invest US$1.5 billion in women-owned businesses based outside of the U.S. from 2013-2018, as well as to implement supplier-readiness initiatives targeting at least 15,000 women-owned businesses based outside of the U.S.

PRIVATE PROFESSIONAL ASSOCIATIONS



BSR (Business for Social Responsibility): Improving Nutrition of Working Women Through the Workplace

3 4

Industry: Multiple

Executive Director: Aron Cramer

Headquarters: United States

Geography: Bangladesh

www.bsr.org

BSR



Support newborn health by improving the nutritional status of pregnant women and women of reproductive age, and promoting exclusive breastfeeding among working women

BSR (Business for Social Responsibility) is a global non-profit organization that works with its network of more than 250 of the world's most influential companies to inform and strengthen their sustainability efforts. BSR has a staff of over 100 and offices in eight countries.

ABOUT THE INVESTMENT

BSR in partnership with the Global Alliance for Improved Nutrition (GAIN) will work to reduce stunting and micronutrient deficiencies in Bangladesh by improving the nutrition of late adolescence girls and women of reproductive age who work in the ready-made garment industry in Dhaka.

The three-year program will develop an intervention model in Bangladesh that combines food supplementation, behaviour change interventions, empowerment of workers to request and utilize quality health and nutrition services, and advocate for better maternity protection policies and child care facilities in the workplace. The program aims to improve the nutritional health of 42,000 female workers and 20,000 children, and to provide evidence for business of the resulting benefits including reduced absenteeism and work accidents, and an increase in workforce productivity and retention. BSR will leverage its global business networks to promote healthier working environments for women, and to encourage action by international buyers and their suppliers.

The program will build on BSR's successful HERhealth program, which provided critical sexual and reproductive health education through workplace training programs and has already reached more than 300,000 women in over 300 workplaces in Asia and Africa.

Groupe Spéciale Mobile Association (GSMA):
PanAfrican mHealth Initiative: Nutrition

3 4 5

Industry: Telecommunication Services

CEO: Anne Bouverot

Headquarters: United Kingdom

Geography: Uganda, Kenya, Rwanda, Tanzania, Malawi, Zambia, Mozambique, Côte d'Ivoire, Nigeria, Ghana, South Africa

www.gsma.com



Reducing newborn mortality by improving the nutritional status of pregnant women

The Groupe Spéciale Mobile Association (GSMA) represents the interests of nearly 800 of the world's mobile operators across more than 220 countries and connects them with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organizations in industry sectors such as financial services, healthcare, media, transport and utilities.

ABOUT THE INVESTMENT

The Pan-African mHealth Initiative, a flagship of GSMA's Mobile for Development Program, aims to improve the health and nutritional status of one million mothers in 11 African countries—Côte d'Ivoire, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, Tanzania, Uganda, Zambia and South Africa. The initiative will facilitate the provision of health and nutrition education via mobile phones to 15 million pregnant women and mothers with children under-five. The services developed will provide targeted, timely and actionable health information to mobile phones using voice, audio, video and text messages to increase knowledge, provide reminders and change health behavior. The initiative will also allow community health workers to register, track and count pregnant women and children and enable authorities to create and maintain pregnancy, birth and death registration systems, track local health data, collect maternal and infant mortality indicators and identify areas of increased need for access and delivery of services.

The Pan-African mHealth Initiative is in partnership with UK Aid and the Norwegian Agency for Development Cooperation and includes telecommunications providers Airtel, MTN, Gemalto, Hello Doctor, Lifesaver, Mobenzi, Mobilium, Omega Diagnostics and Samsung in phase one (Côte d'Ivoire, Ghana, Nigeria, Rwanda, South Africa, Uganda, and Zambia), with additional partners to be announced in phase two (Kenya, Malawi, Mozambique and Tanzania). These partners have made important commitments to the program including free access to health services for mothers and community health workers, regional discounting of handsets to the maternal, newborn and child health development sector, and regional discounting of an mHealth-specific SIM card. This large-scale and non-exclusive partnership will create an enabling business, distribution, and technology environment for public health sector stakeholders to reach millions of the most vulnerable women with critical health education to reduce the risk of maternal and newborn death.

International Federation of Pharmaceutical Wholesalers: Global Access to Medicines Team

1 2 3

Industry: Pharmaceuticals & Biotechnology

President: Mark Parrish

Headquarters: United States

Geography: China, India, Nigeria, Pakistan

www.ifpw.com



Reducing newborn mortality by increasing access to essential medicines for newborns

The IFPW supports and represents the interests of full-line wholesalers in the pharmaceutical distribution industry that organize the purchase and sale, warehousing, storage, order preparation, and delivery of medicines. IFPW represents wholesalers and wholesaler associations in 26 countries comprising 40 percent of the global market.

ABOUT THE INVESTMENT

The IFPW will increase access to the medicines and devices that can have the greatest life-saving impact for women and children by mobilizing its network of wholesalers to increase the availability of essential medicines and devices; to increase awareness about the impact of medicines and devices on women and children's health in collaboration with doctors and other medical professionals; and to provide technical advice to country governments and other stakeholders to improve the functioning of supply chains for essential medicines and devices.

The IFPW is establishing a Global Access to Medicines Team of active and engaged members to provide pro-bono advice and support to all levels of governments and other stakeholders upon request, to improve access to medicines and devices with a priority focus on life-saving medicines and devices for women. These commodities include oxytocin, misoprostol, magnesium sulphate, contraception, amoxicillin, penicillin, medicines for AIDS, malaria and diabetes, labor management and emergency obstetric care devices; and for babies, chlorhexidine, vaccines (especially tetanus toxoid, BCG, OPV, hepatitis and rubella) and resuscitation devices, phototherapy pulse oximetry, oxygen therapy and sick newborn care devices.

The Team will prioritize requests for support from country governments and stakeholders in the countries where maternal and newborn deaths are concentrated, with a special focus on India and China, which account for an estimated 33 percent of newborn deaths, and have strong private sector distribution systems for pharmaceuticals, followed by Nigeria and Pakistan.

Further, the leadership of the IFPW and its national member organizations will advocate for action on access to these life-saving medicines and devices for women and children at regular intervals throughout the year, including at their annual conventions. The IFPW will work with partners to implement this new program including country governments, local associations of pharmaceutical wholesalers, and public health networks and institutions including the Partnership for Maternal, Newborn and Child Health and the GAVI Alliance.

Private Sector Health Alliance of Nigeria:
Private Sector Emergency Response Plan & Health Impact Investment Fund

1 2 3

Industry: Multiple

CEO: Muntaqa Umar-Sadiq

Headquarters: Nigeria

Geography: Nigeria

www.phn.ng

Private Sector Health Alliance of Nigeria

INNOVATION | PARTNERSHIPS | SAVING LIVES



Reducing newborn deaths from infection by increasing access to chlorhexidine

The Private Sector Health Alliance of Nigeria is a coalition of Nigeria's business leaders who have come together to accelerate achievement of the health Millennium Development Goals 4, 5 and 6 by 2015. The Alliance is led by Nigeria's prominent business and health leaders and mobilizes the broader business community as well as the private health sector towards a multi-sectoral coalition to improving health outcomes.

ABOUT THE INVESTMENT

The Alliance has set a goal of preventing the deaths of 400,000 women and children in two years, and creating 20,000 jobs over four years, by investing US$56.5 million in 14 of Nigeria's states with the highest numbers of maternal and child deaths through two programs—the Private Sector Emergency Response Plan and the Health Impact Investment Fund.

The Emergency Response Plan will finance the provision and distribution of essential medicines (locally manufactured where feasible) to prevent and treat the leading causes of maternal and child mortality. These commodities include oral rehydration therapy and zinc for diarrhea, rapid diagnostic tests for malaria, amoxicillin for pneumonia, chlorhexidine for newborn infection, therapeutic foods for malnutrition and vaccines. The plan will also leverage private sector capabilities and innovation to strengthen primary care systems, such as telecommunications, financial institutions, consumer goods and pharmaceutical companies and it will build the foundation for a more sustainable healthcare workforce at the frontlines.

The Health Impact Investment Fund will invest in promising health businesses from the Nigeria Health Innovation Marketplace to enable them to scale and contribute to economic growth and job creation. The Fund will unlock new local markets for essential commodities and facilitate co-investments with the public sector in logistics, warehouse and supply chain, manufacturing and the expansion of private provider franchise models owned by lower cadre health workers at the front lines.

The Private Sector Health Alliance works in partnership with Nigerian government and its agencies, the United Nations and its agencies, leading foundations and civil society.

RESOURCES FOR ACTION

Selecting Areas of Engagement by Most Need

Based on the latest data from the 2014 UNICEF Progress Report, 15 nations account for almost 70 percent of global newborn deaths. Is your company investing in one of these "hot-spots?" Appendix A

Health CSR Activity Mapping, by Geography and Issue

To promote knowledge-sharing between companies and partners, you'll find geographic- and industry-based indices of the corporate engagements included in this report.

- Corporate Engagement by Country Appendix C
- Corporate Engagement by Industry Appendix D

Opportunities for Action

Based on the five strategic objectives of the Every Newborn Action Plan, the MDG Health Alliance and GBCHealth provide a guide to high-impact opportunities for newborn health-related private sector investments. Through the profiles in this report, we can see that increased investment in the areas of **reducing inequalities** and **measurements and data** is required to achieve targets. Appendix B

1. Invest in care during labor, birth and the first week of life
2. Improve the quality of maternal and newborn care
3. Reduce inequities
4. Harness the power of parents, families and communities
5. Count every newborn—measuring and tracking births, deaths, program quality and performance

APPENDICES

A. Newborn Deaths by Country and Cause 53

B. Every Newborn Action Plan: Private Sector Guide to Action 54

C. Corporate Engagement by Country 58

D. Corporate Engagement by Industry 61



Appendix A: Newborn Deaths by Country, by Leading Cause, 2013

Country	Total Newborn Deaths (2013)	Deaths among neonates due to: (2013)						Coverage Indicators (%) (latest available)			
		Preterm Birth	Pneumonia	Intrapartum	Infection	Congenital	Other	Antenatal care (at least 4 visits)	Skilled attendant present at birth	Postnatal care for newborns	Birth registration (children under 1)
India*	748,000	321600	26800	147400	107200	67000	67000	37	52		39
Nigeria*	262,000	88440	16080	80400	40200	16080	16080	57	49		37
Pakistan*	194,000	70920	11820	43340	39400	11820	11820	28	43		21
China*	143,000	40120	9440	35400	4720	21240	35400		100		
DRCongo*	105,000	35200	6400	28800	16000	6400	6400	45	80		23
Ethiopia*	84,000	21560	5880	29400	15680	7840	3920	19	10		7
Bangladesh*	77,000	23220	2580	16770	14190	9030	9030	26	32	30	9
Indonesia*	66,000	24480	1360	12240	8160	12240	6800	88	83	48	59
Angola*	43,000	12240	3060	12240	7650	1530	3060		47	21	
Kenya*	40,000	10600	2120	13780	6360	3180	2120	47	44		57
Tanzania*	39,000	11220	2040	9180	6120	3060	2040	48	57	11	25
Sudan*	37,000	10000	2000	11000	7000	2000	3000	15	39		39
Afghanistan*	37,000	11280	1880	10340	7520	2820	1880	47	23		57
Uganda*	35,000	9500	1900	11400	7600	5700	1900	43	49		15
Philippines*	33,000	9940	710	7100	4970	6390	2130	78	62		88
Mozambique	29,000	9130	1660	8300	5810	2490	1660	51	54		29
Mali	28,000	8640	2160	8640	5040	1440	1440	44	59	34	59
Cote d'Ivoire	28,000	9020	1640	7380	4920	1640	2460	35	56		78
Brazil	25,000	8200	410	4100	3690	4920	4100	91	98		
Niger	24,000	7740	1720	6020	3440	860	2580	15	29		30
Ghana	23,000	6000	1500	7500	4500	1500	1500	62	64		56
Myanmar	23,000	7380	1640	5740	3280	820	1640	23	23		13
Cameroon	23,000	7440	1240	6820	4340	1860	1240	87	68	83	45
Chad	23,000	8740	920	5060	2760	1840	3220	73	71		70
Egypt	22,000	9240	840	4620	1260	5040	1680	66	79	8	96
Somalia	21,000	5850	1950	6500	2600	650	1300	6	33		3
Iraq	19,000	6650	350	4550	3150	3500	1050	50	91		98
Burkina Faso	18,000	5760	1280	5120	3200	1280	640	34	66	26	73
Viet Nam	18,000	6930	1320	2310	1980	2640	1980	60	93		85
Yemen	18,000	5320	760	4940	3420	1900	1140	14	36		
Zambia	18,000	5100	1020	5610	3060	1020	1020	60	47		13
Total	2,303,000	817,460	114,480	562,000	349,220	209,730	201,230				
Source: UNICEF 2014, A Promise Renewed Progress Report											

* designated a "hot-spot" country—70 percent of newborn deaths occur in just these 15 nations.

Appendix B: Every Newborn Action Plan: Private Sector Guide to Action

HOW CAN THE PRIVATE SECTOR HELP ACHIEVE THE GOALS, TARGETS & OBJECTIVES OF THE EVERY NEWBORN ACTION PLAN?

The private sector is invited to join the global community in mobilizing support for the world's first Every Newborn Action Plan. An estimated 2.8 million newborns died in 2013, most on the day of birth and in the week after, and a further 2.6 million babies were stillborn. The Plan sets a bold and ambitious target of driving the newborn mortality rate down to 10 deaths for every 1,000 births by 2035, halving the current rate and effectively ending preventable newborn deaths in a generation. For the first time, a stillbirth target of 10 per 1,000 live births is included in the global Plan. The Plan, available here, was endorsed by the World Health Assembly in May and officially launched in June 2014—governments and partners all over the world are now implementing its recommendations.

The Every Newborn Action Plan calls for private sector engagement in 5 strategic areas:

1. Strengthen and invest in care during labour, childbirth, and the first day and week of life;
2. Improve the quality of maternal and newborn care;
3. Reduce inequities;
4. Harness the power of parents, families and communities; and
5. Count every newborn—measurement, program tracking and accountability.

The following document offers guidance to the private sector on the specific investments and actions that will accelerate achievement of the vision, goals and targets of the Every Newborn Action Plan.

Please take a careful look at the menu of investment opportunities together with a list of the countries where investments can prevent the most newborn deaths.

If your company, foundation or association is interested in engaging in the Every Newborn Action Plan in one or more of these strategic areas, please contact Leith Greenslade at MDG Health Alliance, lgreenslade@mdghealthenvoy.org or Nisa Patel at GBCHealth, npatel@gbchealth.org.

Figure: 20 Countries with Highest Newborn Deaths, 2013

Country	Total Newborn Deaths
India	748,000
Nigeria	262,000
Pakistan	194,000
China	143,000
DRCongo	105,000
Ethiopia	84,000
Bangladesh	77,000
Indonesia	66,000
Angola	43,000
Kenya	40,000
Tanzania	39,000
Sudan	37,000
Afghanistan	37,000
Uganda	35,000
Philippines	33,000
Mozambique	29,000
Mali	28,000
Cote d'Ivoire	28,000
Brazil	25,000
Niger	24,000
Total	2,077,000
% Global Newborn Deaths	75%

Source: UNICEF 2014, A Promise Renewed Progress Report

HOW CAN THE PRIVATE SECTOR HELP ACHIEVE THE GOALS OF THE EVERY NEWBORN ACTION PLAN?

Can your company, foundation or association do any of the following, focusing on one or more of the countries where newborn deaths are concentrated?

1. INVEST IN THE DAYS BEFORE AND AFTER BIRTH

"Skilled care during labor and childbirth, with prompt management of complications alone can prevent about 50 percent of newborn mortality and 45 percent of intra-partum stillbirths." (Every Newborn Action Plan) The private sector can:

- Increase the number of skilled birth attendants in facilities and/or communities
- Ensure that skilled attendants in facilities and/or communities are trained and equipped with the knowledge, medicines and devices they need for safe childbirth and newborn care, especially in (i) antenatal use of corticosteroids to manage preterm birth; (ii) basic obstetric care; (iv) comprehensive obstetric care; (v) essential newborn care including warmth, hygiene and feeding; (vi) neonatal resuscitation; (vii) kangaroo mother care (Skin-to-skin contact care for preterm and low-weight babies); (viii) treatment of possible severe neonatal infections; and (ix) supportive care for sick newborns
- Improve facilities for babies that need intensive care, especially by providing oxygen therapy, continuous positive airway pressure, intravenous fluids and life-saving medicines
- Raise awareness and foster the realization that the time around childbirth and the first week of life is vital to saving maternal and newborn lives in one or more of the countries where newborn deaths are concentrated

2. IMPROVE THE QUALITY OF CARE

"Many women who give birth with an attendant receive suboptimal or poor-quality, non-respectful care, for herself and her newborn. Key data measured during labor is still not commonly used, and infection prevention and newborn care practices immediately after birth are often harmful and not in line with the principles of the Baby-Friendly Hospital Initiative, such as keeping the baby warm, keeping mother and baby together, initiating breastfeeding early, and promoting exclusive breastfeeding." (Every Newborn Action Plan)

Can your company, foundation or association do any of the following, focusing on one or more of the countries where newborn deaths are concentrated:

- Help private sector facilities adopt norms and standards for respectful and high-quality maternal and newborn care and enforce their implementation
- Improve the training of midwives, nurses and community health workers in the specific skills needed to take care of newborns that are small for gestational age, or sick
- Rectify the shortage of specialists, such as neonatologists and breastfeeding counselors
- Improve the quality of maternity facilities so that norms of infection prevention and biosafety are respected and facilities have electricity, water, sanitation and hand-washing facilities, clean toilets, appropriate spaces for women to give birth with privacy, and dedicated areas to manage sick newborns safely
- Manufacture and/or distribute quality, affordable newborn medicines and devices especially (i) antenatal corticosteroids (dexamethasone), (ii) injectable gentamicin, (iii) bag and mask for resuscitation, (iv) pulse oximeters and oxygen therapy
- Monitor the quality of care in public and/or private maternity care services, for instance through maternal and perinatal death surveillance and response, birth and death registration as well as periodic surveys of availability and readiness of health facilities, including with the use of mobile phones
- Raise public awareness and increase community involvement to accelerate improvements in quality of care
- Transfer technology so that commodities and devices can be manufactured and distributed locally, lowering costs and increasing availability
- Provide transport to facilities for pregnant women and new mothers for emergency cases
- Strengthen workplace policies and employer-based health services that benefit pregnant women and new mothers
- Develop innovative technologies with the potential to reduce newborn mortality
- Prevent mother-to-child transmission of HIV and the elimination of new HIV infections in children
- Increase the screening and treatment of syphilis among pregnant women and newborns
- Promote hand washing with soap in the context of newborn care
- Support early and exclusive breastfeeding, counseling for feeding problems and/or promotion of healthy nutrition before and during pregnancy including supplementation or fortification of essential foods with micronutrients
- Promote vaccination, especially for adolescent girls for rubella/congenital rubella syndrome and for maternal and neonatal tetanus and increase provision of BCG, OPV and Hepatitis B at birth
- Prevent pregnancy in adolescence and reduce unintended pregnancies for all women and promotion of birth spacing by increasing coverage of modern contraception
- Increase coverage of intermittent treatment of malaria in pregnancy (IPTp)
- Support good home care practices for newborns

3. REDUCE INEQUITIES

"Families who use maternal health services can incur high, sometimes catastrophic, costs in paying for their care. In some countries, up to 11 percent of the population suffers this type of hardship and up to 5 percent are forced into poverty because of health care related expenditure, including costs associated with essential maternal and newborn care." (Every Newborn Action Plan)

Can your company, foundation or association support the following to reduce inequities:

- Reduce the financial costs of maternal and newborn care services
- Implement the ILO's Maternity Protection Convention, 2000 (No. 183)
- Improve compliance with the International Code of Marketing of Breast-milk Substitutes
- Support legislation to prevent or lower the number of girls who marry under the age of 18 years; keep girls in school; reduce rates of coerced sex; prevent early pregnancy before 20 years, and inculcate positive cultural norms and traditions, through life-skills education for both boys and girls
- Foster integration of newborn care with existing reproductive, maternal, and child health initiatives and service delivery platforms (including those for HIV, malaria and immunization) ensuring that no opportunities to reach mothers and their newborns are missed

4. HARNESS THE POWER OF PARENTS, FAMILIES AND COMMUNITIES

"Health outcomes, both positive and negative, are determined largely by decisions made within the household. Families and communities, however, are often not seen as major parties in efforts to improve their health and to increase the coverage of essential interventions." (Every Newborn Action Plan)

Can your company, foundation or association support community programs that aim to:

- Change social norms and expectations surrounding childbirth and newborn survival, giving a voice to parents affected by stillbirths or newborn deaths
- Support the analysis of obstacles to demand for quality maternal and newborn services by families and communities
- Equip families, including men, with the knowledge and the capacities to provide good home care including through women's empowerment and women's groups, media campaigns, and home visits by trained community health workers
- Use the power of parent's voices, civil society, mass media and social media to provide information and change norms
- Increase the adoption of evidence-based strategies to generate and sustain demand for services including conditional cash transfers, health insurance, transport, social mobilization, savings credit schemes and cooperatives
- Engage, enable and support in-country civil society organizations to demand transparency and oversight and improve the access and quality of care
- Support communications campaigns through radio, television, social media, and e-and m-health technologies to change social norms, promote zero tolerance for preventable mortality, advocate for optimal behaviors and hold governments and healthcare providers accountable

5. COUNT EVERY NEWBORN

"In 2010, about one-third of 135 million births globally and two-thirds of all deaths went unregistered. Half the countries in the African and South-east Asia regions do not record cause of death in their vital statistics, and serious deficiencies are present within existing systems." (Every Newborn Action Plan)

Can your company, foundation or association help:

- Promote recording of every birth, live or stillbirth, and record deaths using correct attribution of the causes of stillbirths and neonatal deaths on death certificates
- Improve the collection and quality of birth and newborn death registration systems, including by cause of death
- Advance the use of specific perinatal death certificates as recommended by WHO that capture additional data on stillbirths, gestational age and birth weight as well as maternal complications
- Explore innovative mechanisms for gathering data and real-time monitoring, such as through community health workers and the use of mobile phones
- Strengthen mechanisms for maternal death surveillance and response and surveillance of perinatal mortality
- Invest in periodic household surveys to obtain data on mortality, intervention coverage and service use
- Develop a minimum perinatal dataset and ensure all birth outcomes are collected, with consistent definitions and crosslink databases for vital registration, routine health information system and other sources of facility and community data; riangulate with intermittent periodic household surveys and censuses

RESEARCH PRIORITIES

The Every Newborn Action Plan identifies three areas where more research is needed—delivery, development and discovery. Can your company, foundation or association support the following research priorities:

1. **Delivery**
   - Scale-up simplified newborn resuscitation at lower levels of the health system
   - Identify and manage newborn infection at community level
   - Address barriers in the scaling up of exclusive breastfeeding and facility-based Kangaroo Mother Care
   - Evaluate chlorhexidine cord care for neonates born in health facilities
   - Improve quality of facility-based care provided during labor and childbirth

2. **Development**
   - Adapt Kangaroo Mother Care to make it deliverable at the community level
   - Early detection of high-risk women in pregnancy and labor in the community
   - Improving and simplifying intrapartum monitoring
   - Evaluating appropriate oral antibiotics for treatment of neonatal sepsis
   - The role of perinatal audits in improving quality of care during labor and childbirth
   - Developing lower cost surfactant and devices for use in low- and middle-income countries

3. **Discovery**
   - Discover the causal pathways of preterm labor
   - New tocolytics to delay preterm birth
   - Stable surfactant with easier mode of delivery
   - Effective maternal vaccines to prevent neonatal sepsis
   - Point of care diagnostics and new biological agents to better identify and treat neonatal sepsis
   - Ways to better detect fetal distress
   - Identify biomarkers for intrauterine growth retardation and antepartum stillbirth

Appendix C: Corporate Engagement in Newborn Health and Development by Country

Country	Company	Page
Afghanistan	ayzh	9
	EMBRACE Innovations	19
	Proctor & Gamble	39
Albania	Starwood Hotels	42
Algeria	Sanofi	42
Angola	Chevron Corporation	16
	ExxonMobil	20
	Proctor & Gamble	39
	Starwood Hotels	42
Bangladesh	Business for Social Responsibility	47
	Danone	17
	Intel	24
	McCann Health	28
	Nestlé	33
	Novo Nordisk	35
	Pfizer	36
	Unilever	44
	Wal-Mart	45
Benin	Medical Technology Transfer & Services	29
	Sanofi	42
Bhutan	Hewlett-Packard	23
	Novo Nordisk	35
Brazil	Wal-Mart	45
Burkina Faso	Pfizer	36
	Starwood Hotels	42
Cambodia	Danone	17
	Medical Technology Transfer & Services	29
	Proctor & Gamble	39
	Sanofi	42
	Unilever	44
	Wal-Mart	45
Cameroon	ExxonMobil	20
	Novo Nordisk	35
Central African Republic	Proctor & Gamble	39
Chad	ExxonMobil	20
	Proctor & Gamble	39
China	Danone	17
	EMBRACE Innovations	19
	International Federation of Pharmaceutical Wholesalers	49
	Intel	24
	Johnson & Johnson	25
	Masimo	27

Country	Company	Page
China	Nestlé	33
	Unilever	44
	Wal-Mart	45
Cote d'Ivoire	Groupe Spéciale Mobile Association	48
	Sanofi	42
Democratic Republic of Congo	GlaxoSmithKline	22
	McCann Health	28
	Nestlé	33
	Novo Nordisk	35
	Proctor & Gamble	39
	Unilever	44
El Salvador	Wal-Mart	45
Ethiopia	Johnson & Johnson	25
	McCann Health	28
	Proctor & Gamble	39
	Sanofi	42
	Starwood Hotels	42
	Unilever	44
	Wal-Mart	45
France	Danone	17
Gambia	ayzh	9
Ghana	ayzh	9
	The Coca-Cola Company	17
	Groupe Spéciale Mobile Association	48
	Intel	24
	McCann Health	28
	(RED)	40
Guatemala	EMBRACE Innovations	19
Guinea	Proctor & Gamble	39
	Sanofi	42
Guinea-Bissau	Starwood Hotels	42
Haiti	ayzh	9
	EMBRACE Innovations	19
	Proctor & Gamble	39
	Wal-Mart	45
India	Autodesk	8
	ayzh	9
	Danone	17
	EMBRACE Innovations	19
	Hewlett-Packard	23
	International Federation of Pharmaceutical Wholesalers	49
	Intel	24

Country	Company	Page
India	Johnson & Johnson	25
	LifeSpring Hospitals	27
	McCann Health	28
	Medela	29
	Medtronic	30
	Nestlé	33
	Novo Nordisk	35
	Phoenix Medical Systems	38
	Proctor & Gamble	39
	Reliance Industries	41
	Tata Steel	43
	Unilever	44
	Wal-Mart	45
Indonesia	Proctor & Gamble	39
	Unilever	44
Iraq	Starwood Hotels	42
Kenya	BASF	10
	GlaxoSmithKline	22
	Groupe Spéciale Mobile Association	48
	McCann Health	28
	Novo Nordisk	35
	Proctor & Gamble	39
	(RED)	40
	Unilever	44
	Wal-Mart	45
Laos	ayzh	9
	Medical Technology Transfer & Services	29
Lebanon	Starwood Hotels	42
Lesotho	(RED)	40
Madagascar	Starwood Hotels	42
Malawi	ayzh	9
	Groupe Spéciale Mobile Association	48
	Novo Nordisk	35
	Phoenix Medical Systems	38
	Proctor & Gamble	39
	Starwood Hotels	42
Mali	Novo Nordisk	35
	Proctor & Gamble	39
	Starwood Hotels	42
Mauritania	Proctor & Gamble	39
	Sanofi	42
Mexico	Danone	17
	EMBRACE Innovations	19
	Sanofi	42
Mongolia	Sanofi	42

Country	Company	Page
Mozambique	BHP Billiton	13
	The Coca-Cola Company	17
	EMBRACE Innovations	19
	Groupe Spéciale Mobile Association	48
	Starwood Hotels	42
Myanmar	Medical Technology Transfer & Services	29
	Phoenix Medical Systems	38
	Sanofi	42
Nepal	Phoenix Medical Systems	38
	Wal-Mart	45
Niger	McCann Health	28
	Pfizer	36
	Proctor & Gamble	39
	Sanofi	42
	Starwood Hotels	42
Nigeria	ayzh	9
	Chevron Corporation	16
	ExxonMobil	20
	Groupe Spéciale Mobile Association	48
	International Federation of Pharmaceutical Wholesalers	49
	Intel	24
	Johnson & Johnson	25
	McCann Health	28
	Mylan	33
	Nestlé	33
	Novo Nordisk	35
	Proctor & Gamble	39
	Private Sector Health Alliance for Nigeria	50
	Unilever	44
	Wal-Mart	45
Pakistan	International Federation of Pharmaceutical Wholesalers	49
	McCann Health	28
	Novo Nordisk	35
	Phoenix Medical Systems	38
	Proctor & Gamble	39
	Unilever	44
Papua New Guinea	Proctor & Gamble	39
Peru	Wal-Mart	45
Philippines	Hewlett-Packard	23
	Intel	24
	Medical Technology Transfer & Services	29
	Phoenix Medical Systems	38
	Proctor & Gamble	39
	Unilever	44

Country	Company	Page
Rwanda	Groupe Spéciale Mobile Association	48
	(RED)	40
	Starwood Hotels	42
	Wal-Mart	45
Senegal	Danone	17
	Pfizer	36
	Sanofi	42
Sierra Leone	Starwood Hotels	42
Somalia	EMBRACE Innovations	19
	Proctor & Gamble	39
	Starwood Hotels	42
South Africa	BHP Billiton	13
	Chevron Corporation	16
	Groupe Spéciale Mobile Association	48
	Phoenix Medical Systems	38
	(RED)	40
	Starwood Hotels	42
South Sudan	EMBRACE Innovations	19
	Proctor & Gamble	39
Sudan	Proctor & Gamble	39
Swaziland	(RED)	40
Tajikistan	Starwood Hotels	42
Tanzania	BASF	10
	The Coca-Cola Company	17
	Groupe Spéciale Mobile Association	48
	Intel	24
	McCann Health	28
	Medtronic	30
	Novo Nordisk	35
	Phoenix Medical Systems	38
	(RED)	40
	Sanofi	42
Thailand	Intel	24
Thailand	Medical Technology Transfer & Services	29
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	Groupe Spéciale Mobile Association	48
	Medtronic	30
	Merck & Co.	31
	Pfizer	36
Uganda	Phoenix Medical Systems	38
	Proctor & Gamble	39
	Sanofi	42
	Wal-Mart	45
Vietnam	Canon	15
	Medical Technology Transfer & Services	29
	Nestlé	33
	Unilever	44
Yemen	Intel	24
	Proctor & Gamble	39
Zambia	ayzh	9
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	Groupe Spéciale Mobile Association	48
	Intel	24
	Merck & Co.	31
	(RED)	40
Zimbabwe	Starwood Hotels	42

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General Electric	21
GlaxoSmithKline	22
Gucci	23
Intel	24
Johnson & Johnson	25
Laerdal Global Health	26
Nestlé	33
Novartis Sandoz	34
Novo Nordisk	35
Philips	37
Proctor & Gamble	39
(RED)	40
Starwood Hotels	42
UBS	43
Unilever	44

Appendix D: Corporate Engagement in Newborn Health and Development by Industry

Industry Group	Company	Page
Bank & Financial Services	Adara Group	8
	UBS	43
Chemical	BASF	10
Commerical & Professional Services	Canon	15
Conglomerate	General Electric	21
	Philips	37
	Reliance Industries	41
Consumer Durables & Apparel	Gucci	23
Energy	Chevron Corporation	16
	ExxonMobil	20
Food & Beverage	The Coca-Cola Company	17
	Danone	17
	Nestlé	33
Health Care Equipment & Services	ayzh	9
	BD (Becton, Dickinson & Company)	12
	EMBRACE Innovations	19
	Laerdal Global Health	26
	LifeSpring Hospitals	27
	Masimo	27
	Medela	29
	Medical Technology Transfer & Services	29
	Medtronic	30
	Phoenix Medical Systems	38
Hotels, Restaurants & Leisure	Starwood Hotels	42
Household & Personal Products	Proctor & Gamble	39
	Unilever	44
Materials	BHP Billiton	13
	Tata Steel	43
Media	McCann Health	28
Multiple Industries	Business for Social Responsibility	47
	Private Sector Health Alliance for Nigeria	50
	(RED)	40

Industry Group	Company	
Pharmaceuticals & Biotechnology	Bayer Healthcare	11
	Bristol-Myers Squibb	14
	GlaxoSmithKline	22
	International Federation of Pharmaceutical Wholesalers	49
	Johnson & Johnson	25
	Merck	31
	Mylan	33
	Novartis Sandoz	34
	Novo Nordisk	35
	Pfizer	36
	Sanofi	42
Retail	Wal-Mart	45
Semiconductors & Equipment	Intel	24
Software & Services	Autodesk	8
Technology Hardware & Equipment	Hewlett-Packard	23
Telecommunication Services	Groupe Spéciale Mobile Association	48

Acronyms

ANF4W	Affordable Nutritious Foods for Women
BMZ	German Federal Ministry for Economic Cooperation and Development
CEO	Chief Executive Officer
ENAP	Every Newborn Action Plan
EWEC	Every Woman Every Child
GIZ	Gesellschaft für Internationale Zusammenarbeit
HIV	Human Immunodeficiency Virus
IPTp	Intermittent preventative Treatment for Pregnant Women
MDGs	Millennium Development Goals
NGO	Non-Governmental Organization
NICU	Neonatal Intensive Care Unit
PEPFAR	President's Emergency Plan for AIDS Relief
PMTCT	Prevention of Mother to Child Transmission
SAFO	Strategic Alliance for the Fortification of Oil and Other Staple Foods
TB	Tuberculosis
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WHO	World Health Organization

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