

Working with  
the private sector  
in the CARMEN network:  
  
possible paths

*Silvia Scopelliti*  
[scopells@paho.org](mailto:scopells@paho.org)  
*Partnership Manager*  
*The Partners Forum for Action on Chronic Disease*

***Red CARMEN Meeting,  
Lima, Oct. 29, 2009***

# Purpose of the exercise and tips for discussion

To elaborate a roadmap for moving forward in cooperation with business and with other sectors at country level for the chronic disease programs by discussing:

- Where is your country now?
- How can you move forward to closer cooperation?
- What are the challenges, opportunities, resources, actions in this path?

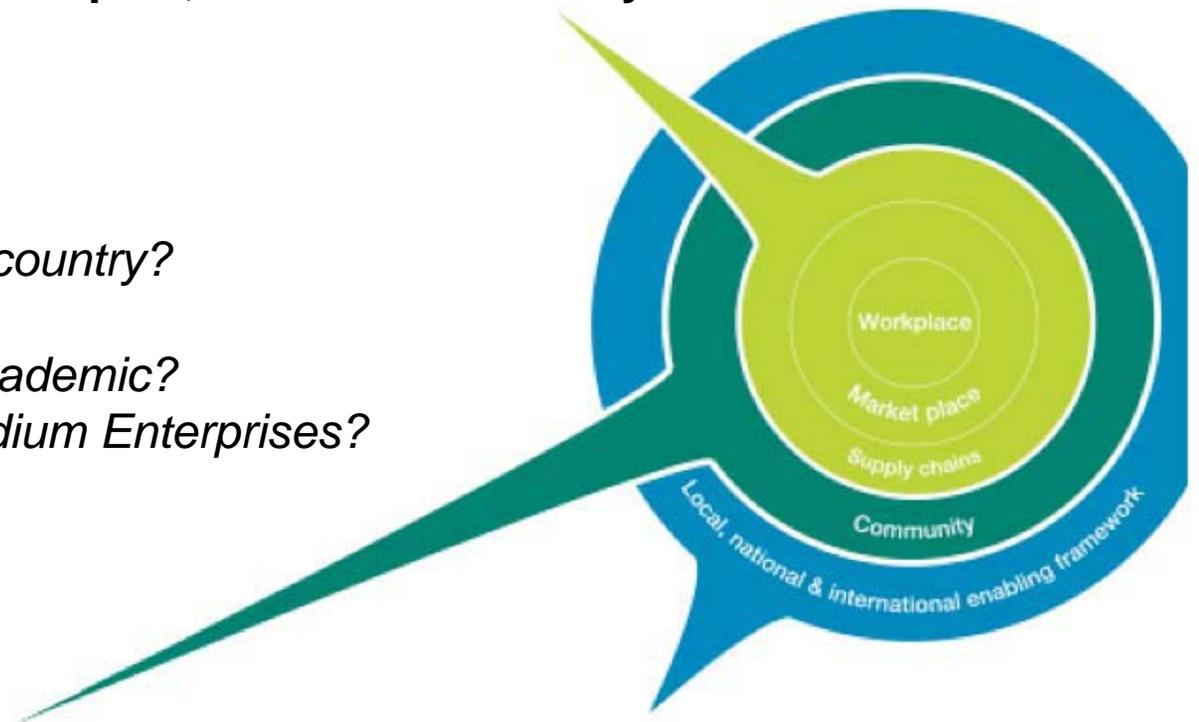
# Ways companies approach and develop sustainability

1. Core business operations and value chain
2. Workplace [employees and supply chain]
3. Marketplace
4. Social investments and philanthropic contributions
5. Public advocacy, policy dialogue and strengthening

# Core business operations and value chain

- ❑ **Creating positive shared value by mobilizing the innovative technologies, processes, products and skills of the private sector to help achieve international goals.**
- ❑ **In some cases these alliances can be commercially viable from the outset, in others they require various forms of seed or hybrid approaches that include ongoing public, donor or philanthropic support.**
- ❑ **At a minimum, companies should aim to minimize any negative impacts by internalizing international principles, codes and industry standards into core business activities.**

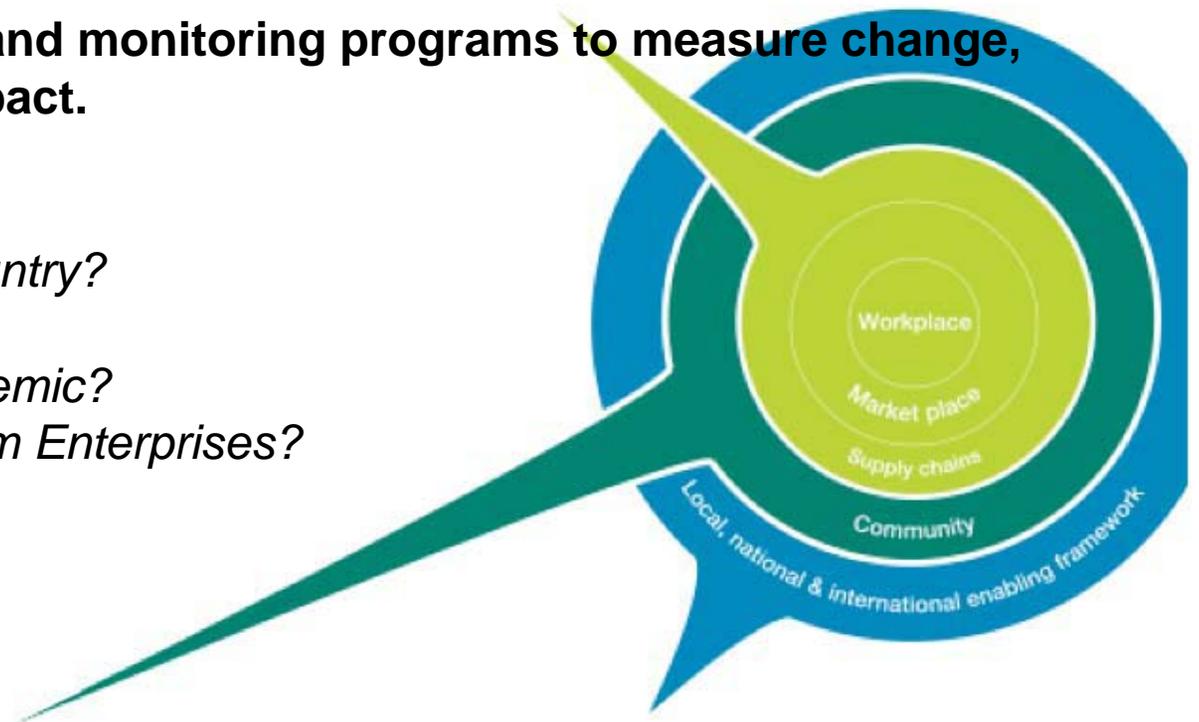
- *What initiatives in your country?*
- *What leaders?*
- *What contribution by academic?*
- *What role for Small Medium Enterprises?*



# Workplace [employees and supply chain]

- ❑ Embedding health and wellness in the company's culture
- ❑ Assessing the health risks of employees
- ❑ Developing health and wellness programs for employees (eg implementing workplace exercise facilities, no smoking workplace, healthy food in canteens, lifestyle education, screening to identify high risk employees);
- ❑ Demonstrating ways how employers can help improve the health of staff and their families;
- ❑ Establishing evaluation and monitoring programs to measure change, outcomes, and financial impact.

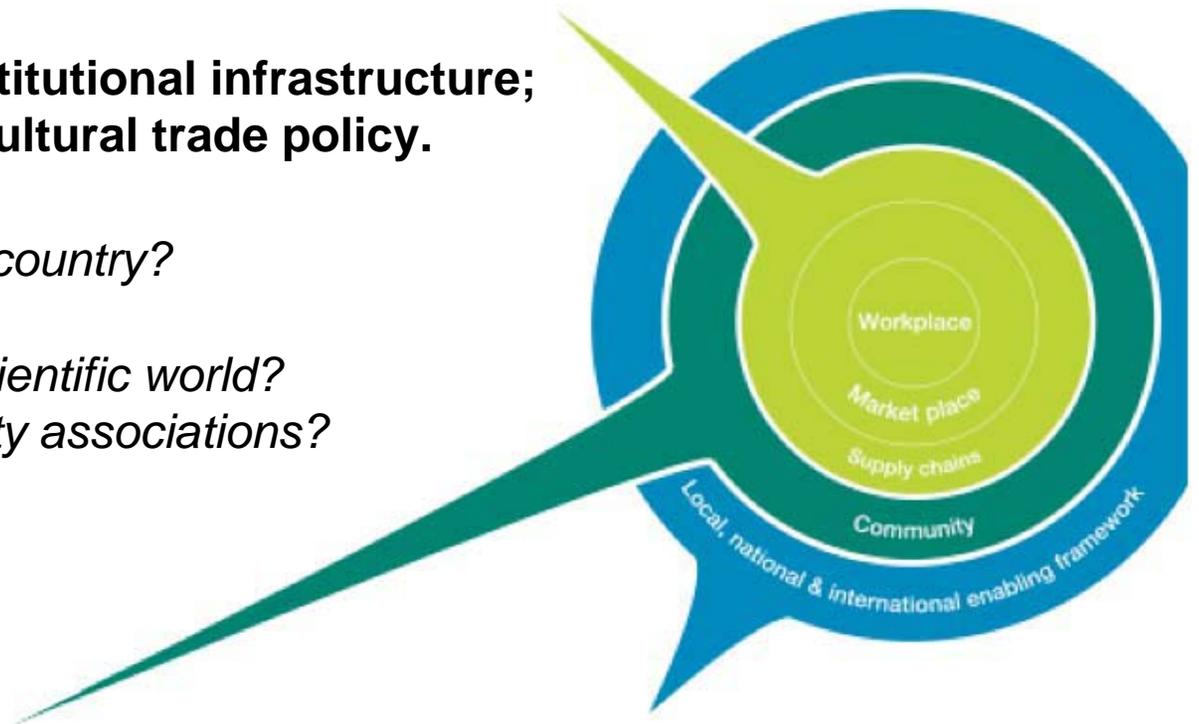
- *What initiatives in your country?*
- *What champions?*
- *What contribution by academic?*
- *What role for Small Medium Enterprises?*



# Marketplace

- ❑ Investing in process, product and service innovation;
- ❑ Implement measures of responsible marketing to children;
- ❑ Undertaking health and nutrition-related marketing, advertising and consumer education;
- ❑ Improved consumer information;
- ❑ Undertaking health and nutrition education and public campaigns;
- ❑ Developing and transferring technology to improve food productivity and quality;
- ❑ Building physical and institutional infrastructure;
- ❑ Improving food and agricultural trade policy.

- *What initiatives in your country?*
- *What leaders?*
- *What contribution by scientific world?*
- *What role for civil society associations?*



# Social investments and philanthropic contributions

Partner with NGOs, governments, donors, social entrepreneurs and community organizations to enhance health and wellness programs by:

- ❑ Supporting education, training, health, nutrition, water, energy, environmental (eg to limit air pollution/traffic) and enterprise development projects;
- ❑ Building the managerial and technical capacity of community leaders and civil society groups;
- ❑ Encouraging women's participation and empowerment
- ❑ Training local health specialists;
- ❑ Developing awareness raising programs; driving local public health initiatives
- ❑ Facilitating early warning systems and disaster preparedness and response;
- ❑ Developing a social investment fund for research and innovation / investing in universities and research institutes to support multi-disciplinary research in the related areas of nutrition, health, etc.

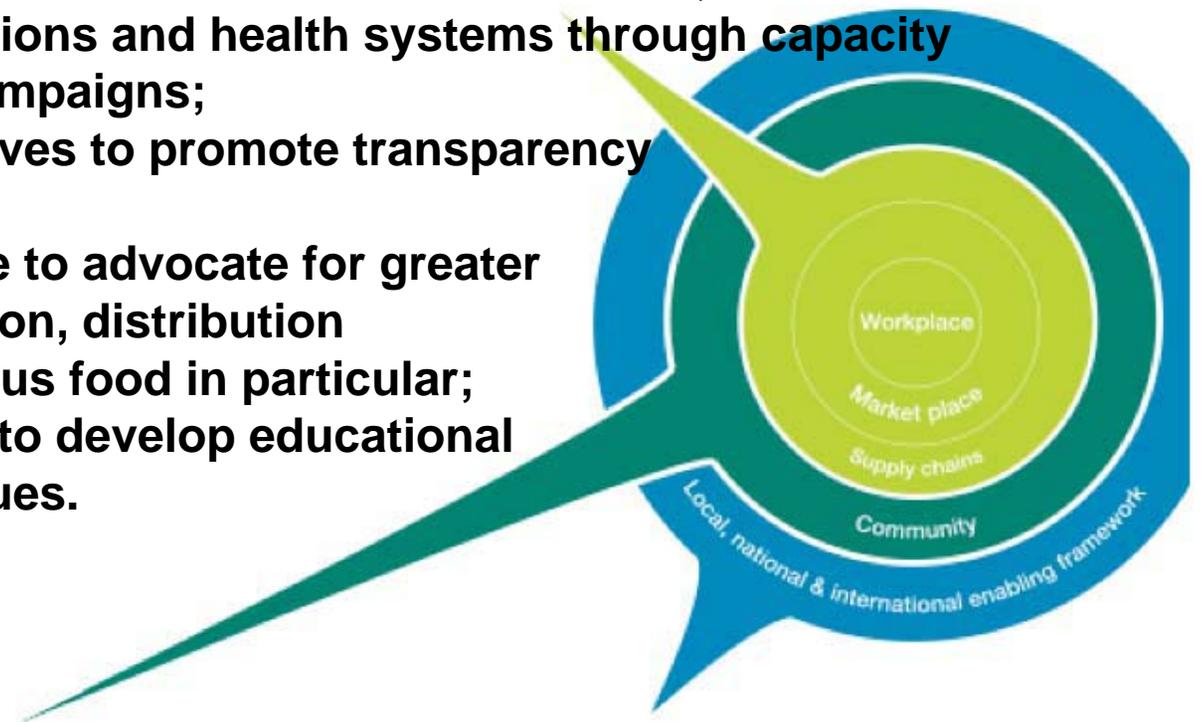


# Public advocacy, policy dialogue and institution strengthening

Engagement in advocacy, public policy dialogue, joint regulation, and efforts to build or strengthen public institutions and administrative.

Examples include

- ❑ Build industry-wide alliances – to mobilize and leverage business leadership, resources and influence;
- ❑ Participate in multi-sectoral action on solutions to nutrition literacy and physical activity to influence the enabling environment and support systemic change at a local, national and international level;
- ❑ Strengthen public institutions and health systems through capacity building and educational campaigns;
- ❑ Promote voluntary initiatives to promote transparency of regulations;
- ❑ Engage in policy dialogue to advocate for greater commitment to the production, distribution and consumption of nutritious food in particular;
- ❑ Partner with government to develop educational Curricula around health issues.



1. **Core business operations and value chain**
2. **Workplace [employees and supply chain]**
3. **Marketplace**
4. **Social investments and philanthropic contributions**
5. **Public advocacy, policy dialogue and strengthening**

**Where are you in this framework?**

# Tips for discussion and agenda

- Where is your country now in terms of engagement with the private sector?
- How can you move forward to closer cooperation programs?
- What are the challenges, opportunities, resources, actions in this path?

Schedule	Time
Read	10'
Discussion and draft possible action plan	30'
Presentation and open discussion	30'