

The **AED Center for Private Sector Health Initiatives** is committed to making products and services that improve people's health more readily available throughout the developing world, particularly for those at the "Base of the Pyramid."

With a portfolio of approximately \$100 million in projects, the Center accomplishes its mission by designing, facilitating and managing mutually beneficial partnerships between the public and private sectors to create sustainable markets for products and services that address pressing health challenges. The Center also works directly with companies looking to expand their markets for health-related products in the developing world in ways that meet both marketing and CSR objectives.



#### About AED

Founded in 1961, AED is a nonprofit organization that combines great ideas with real-world perspective to change lives by improving health, education, social and economic development. Focusing on the underserved, AED works with domestic and international partners to implement more than 300 programs serving people in all 50 U.S. states and more than 150 countries. For more information, visit: [www.aed.org](http://www.aed.org)

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CPSHI



AED CENTER FOR PRIVATE SECTOR HEALTH INITIATIVES



## OUR EXPERTISE

The AED Center for Private Sector Health Initiatives offers extensive international experience in programs related to HIV/AIDS, malaria, avian influenza, family planning, hygiene, water purification, and nutrition. Our expertise includes the design and implementation of effective strategies that leverage public and private sector resources. AED supports partnerships through its leadership, technical assistance and strategic investments in areas such as technology development and quality assurance, market research, distribution support, marketing and behavior change communication, financing, and advocacy. Our multi-lingual staff from around the world has extensive experience in Africa, Asia, Europe and Latin America, where we have been designing and implementing partnerships for health for over 20 years.

## FULL MARKET IMPACT™

The Center's Full Market Impact™ (FMI™) model provides the framework for our public-private partnerships and our programs. The FMI™ approach engages multiple partners from the commercial sector, NGOs, and the public sector in an integrated and holistic process that addresses supply, promotion, distribution, and affordability. Through our expertise and proven model, we can assist donor organizations in sustaining public health improvements while also helping our commercial partners improve their return on investment in marketing and corporate social responsibility (CSR) efforts.

## HOW AED CAN HELP YOU TO ACHIEVE YOUR SUSTAINABLE DEVELOPMENT AND BUSINESS FOR CORPORATE SOCIAL RESPONSIBILITY GOALS:

- Conducting consumer research to develop and test products and messages, and to measure impact
- Designing, brokering and managing effective programs to deliver commercial and subsidized products and services in developing countries
- Developing high impact, culturally appropriate behavior change, education and promotional campaigns
- Sustaining the marketing and delivery of public health products and services without the need for perpetual donor investment in social marketing campaigns and commodity procurements
- Increasing sales of products to new market segments (i.e., "Base of the Pyramid") through demand generation, improved distribution, targeted subsidy programs and improved business planning
- Building public sector and local commercial capacity to develop and manage mutually beneficial partnerships and promote critical products and services, resulting in more jobs and expanded economies
- Integrating CSR and marketing functions
- Establishing a more favorable business environment through policy and advocacy

AED has worked with a broad range of commercial partners\* in public health initiatives, including:

Anovotek	Lomus Pharmaceuticals, Nepal
Aventis	Proctor & Gamble
A-Z Textiles	Reckitt Benckiser
BASF	Siam Dutch Mosquito Netting
Bayer Environmental Science	SC Johnson
Colgate-Palmolive	Sumaria Group/Shelys Pharmaceuticals, Tanzania
Dr Reddy's Labs, India	Sunflag
Emcure Pharmaceuticals, India	Syngenta
Exxon Mobil	Tana Netting
Hindustan Lever	Unilever
JK Ansell, India	Vestergaard-Frandsen
Johnson & Johnson	
Nepal Contraceptive Retail Sales Company	

*\* Partial list of partners*

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# AED Partners

