About AED

Founded in 1961, AED is a nonprofit organization that combats global health issues with new and innovative approaches to change lives by improving health, education, and social and economic development. Through its partnerships and programs, AED works with domestic and international stakeholders 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.

For more information, please contact:
AED Center for Private Sector Health Initiatives
1875 Connecticut Ave. NW
Washington, DC 20009-5721
Tel: +1 (202) 464-3785
Email: pshi@aed.org
Website: http://pshi.aed.org/
AED has worked with a broad range of commercial partners* in public health initiatives, including:

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

* Partial list of partners

**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 assist our commercial partners in improving health outcomes by developing sustainable health improvements while also providing commercial partners with an increased return on investment.

**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 deliver proven benefit to the population and commercial partners
- Integrating CSR and marketing functions
- Establishing a more favorable business environment through policy and advocacy

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