Market Shaping in the Malaria Space to Accelerate Innovation: A Roundtable Conversation

to be held on the occasion of the 78th World Health Assembly

19 May | 12.00 – 14.00 CEST

Madrid Room | InterContinental Hotel | Geneva

EVENT BACKGROUND & CONTEXT

Today, the malaria community faces a "perfect storm" of threats that have the potential to reverse the incredible progress made against the disease between 2000 and 2015, when malaria mortality was halved. Global humanitarian crises, shifting weather patterns, and resistance to insecticides, antimalarials, and RDTs are running up against resource gaps and funding cuts, creating an unprecedentedly challenging environment for combatting malaria.

Tackling these unprecedented challenges will require an intensive, coordinated effort by the global health community. To that end, in 2024, the RBM Partnership became the official steward of the "Big Push Against Malaria." The Big Push is a multi-stakeholder effort to reinvigorate the fight against malaria, inject a sense of urgency to counteract stagnating progress, and to prepare for the rapid rollout of transformative new tools. One of the pillars of the Big Push centers on innovation and market shaping, with the following imperative: "Pillar 5: Develop and prepare for rapid introduction of new fit-for-purpose tools."

The RBM Partnership has already begun to advance work around this pillar, by hosting a Global Consultation on Coordination of Antimalarial Drug Resistance Surveillance and Response Efforts in Africa. Follow-on groups from the Consultation include product development, demand forecasting, and market shaping. A diverse number of global and multilateral stakeholders are relevant to ensuring progress against the objectives laid out by the Big Push, including: the RBM Partnership, private sector innovators, WHO, the Global Fund to Fight HIV, TB, and Malaria, Gavi, product development partnerships, and National Malaria Control Programmes, among others.

In order for these players to collaborate as effectively and efficiently as possible, it will be important to establish a baseline understanding of the challenge and solution-sets, along with a shared vocabulary for discussing issues related to innovation, product development, and market shaping. In service of this work, and in recognition of the RBM Partnership's custodian role within the "Big Push," the RBM Partnership's Private Sector Constituency is hosting a roundtable event to frame the conversation and convene this key group of stakeholders.

OBJECTIVES

This closed-door, moderated roundtable conversation, with the venue sponsored by Novartis, will bring together key stakeholders of relevance to shaping an efficient, diverse, and innovative market for malaria health products and technologies. Held under the Chatham House Rule, the event aims to:

- Establish a common understanding of market shaping, and what it takes to develop and bring a new health product to communities;
- Allow participants to develop a shared vocabulary for discussing issues related to market shaping and product development;
- Provide the opportunity for partners to share their experiences and best practices in the market shaping and innovation space;

- And, identify opportunities for ongoing collaboration to address barriers to the rapid introduction of new fit-for-purpose tools, and to better align stakeholders within the context of the Big Push Against Malaria.

FORMAT

- 120-minute moderated roundtable discussion
- Date and Time: Monday, 19 May, 12.00-14.00 CEST
- Location: Madrid Room, InterContinental Hotel, Geneva

INDICATIVE AGENDA

12.00 – 12.20 Arrivals and Welcome
Sherwin Charles, Goodbye Malaria, BAAM Co-Chair & RBM Partnership Private Sector Constituency Board Member

12.20 – 12.25 Framing the Challenge, Conversations to Date
Dr. Michael Charles, CEO, RBM Partnership to End Malaria

12.25 – 12.40 Market Shaping 101 Presentation
Stefano Malvoltis, MMGH Consulting

12.40 – 13:20 Best Practices & Experience Sharing
Pre-selected participants will come prepared to informally share their organization's perspective and approach, highlighting successes, challenges, and opportunities for enhanced collaboration or coordination

13.20 – 13.50 Defining Partner Asks and Aligning on a Vision
Brief discussion identifying follow-up asks or actions resulting from the afternoon's discussion

13.50-14.00 Wrap Up & Closing Remarks

ABOUT BUSINESS ALLIANCE AGAINST MALARIA

The Business Alliance Against Malaria (BAAM) is the Private Sector Constituency of the RBM Partnership to End Malaria. Its members have a long history of engagement with the RBM Partnership, along with other leading policymakers and global health influencers, such as Gavi and the Global Fund to Fight HIV, TB, and Malaria. BAAM serves as a platform that unites companies across industries and continents to bring multi-sector expertise and strategic partnership to the fight against malaria, through its official governance role on the Board of the RBM Partnership. Together, BAAM members aim to shape global and regional policy, mobilize stakeholders, and bolster the work of those who share BAAM's vision of a malaria-free world.

ABOUT RBM PARTNERSHIP TO END MALARIA

The RBM Partnership to End Malaria is the world's largest platform dedicated to eliminating malaria, a mission it has championed since 1998. With over 500 partners, including malaria-endemic countries, bilateral and multilateral development agencies, private sector organizations, and community-based groups, RBM is accelerating collective action to end malaria through one last Big Push – a unified voice and action to confront the disease and its impact on people, health systems and development.