RBM Partnership
Unity 2030

United in the push to end malaria.

RBM/30 Unity Strategic Framework



The RBM Partnership enters its 2026-2030 strategic cycle as a perfect storm of financial shortfalls, operational strains, and biological threats threaten to reverse decades of effort. Yet in this moment of turbulence lies the opportunity to adapt, unite, and push forward with renewed clarity and purpose.

This is our moment to stand together — United in the Push to End Malaria. By giving this era a clear identity, we send a message of focus and resolve: the malaria community will move as one. Through the RBM/30 Unity framework, the Partnership will step up as a proactive convener and advocate, amplifying country leadership and aligning global and regional actors behind one agenda. This document summarizes core actions and principles that give RBM direction and focus while allowing the organization to shift and respond to the changing world around us.

A unified approach to success in 2026-2030

Our purpose

for this strategic cycle is to bring **clarity**, **unity**, and **momentum** to the global malaria response by aligning and accelerating country-led action, convening the ecosystem, and powering the push to eradication.

Our vision for success by 2030 is broken down into five goals.

RBM is recognized as the convener

RBM is recognized as the convener that keeps malaria high on the global agenda and partners are aligned behind a common plan.

Countries lead with confidence

National authorities have access to timely country support and actionable data, enabling stronger regional collaboration.

Financing is predictable and diversified

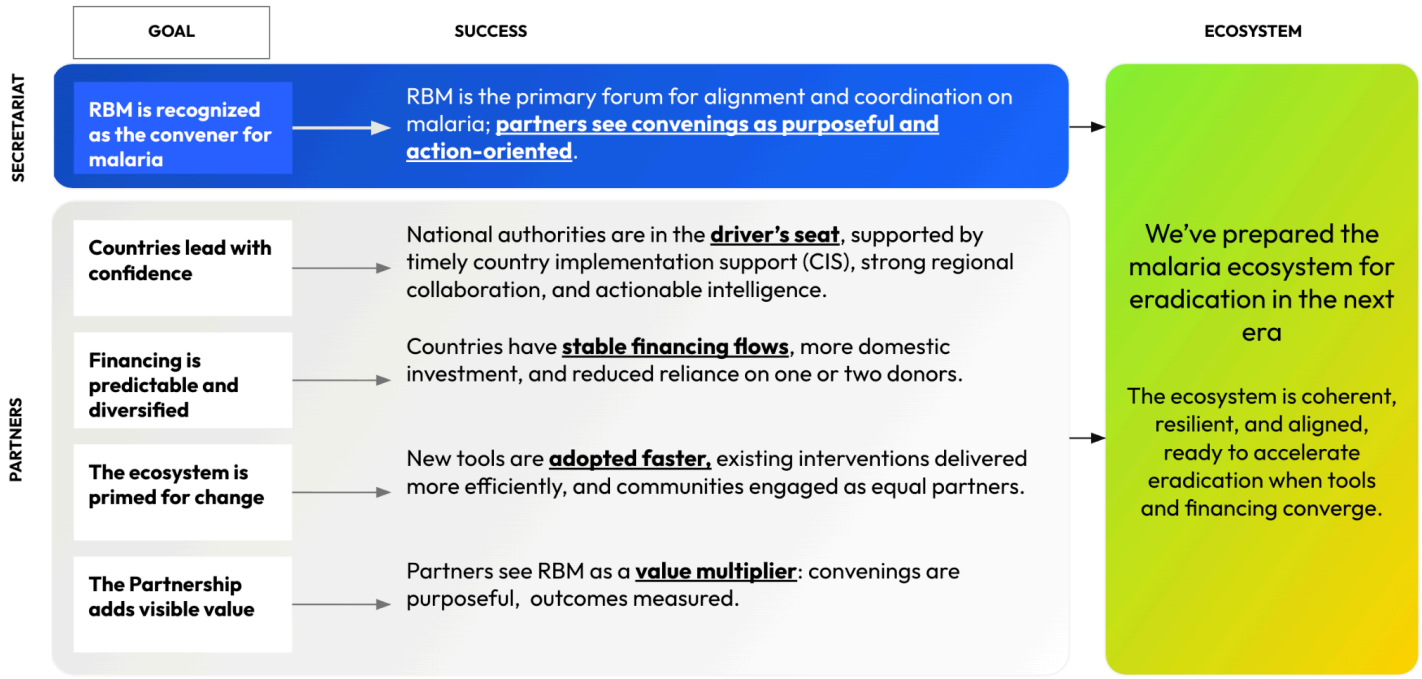
Political commitments, domestic resources, and new funding reduce reliance on a narrow funding base.

Ecosystem is primed for change

New tools are adopted. Existing interventions are delivered more effectively, and communities are engaged as equal partners.

The Partnership adds visible value

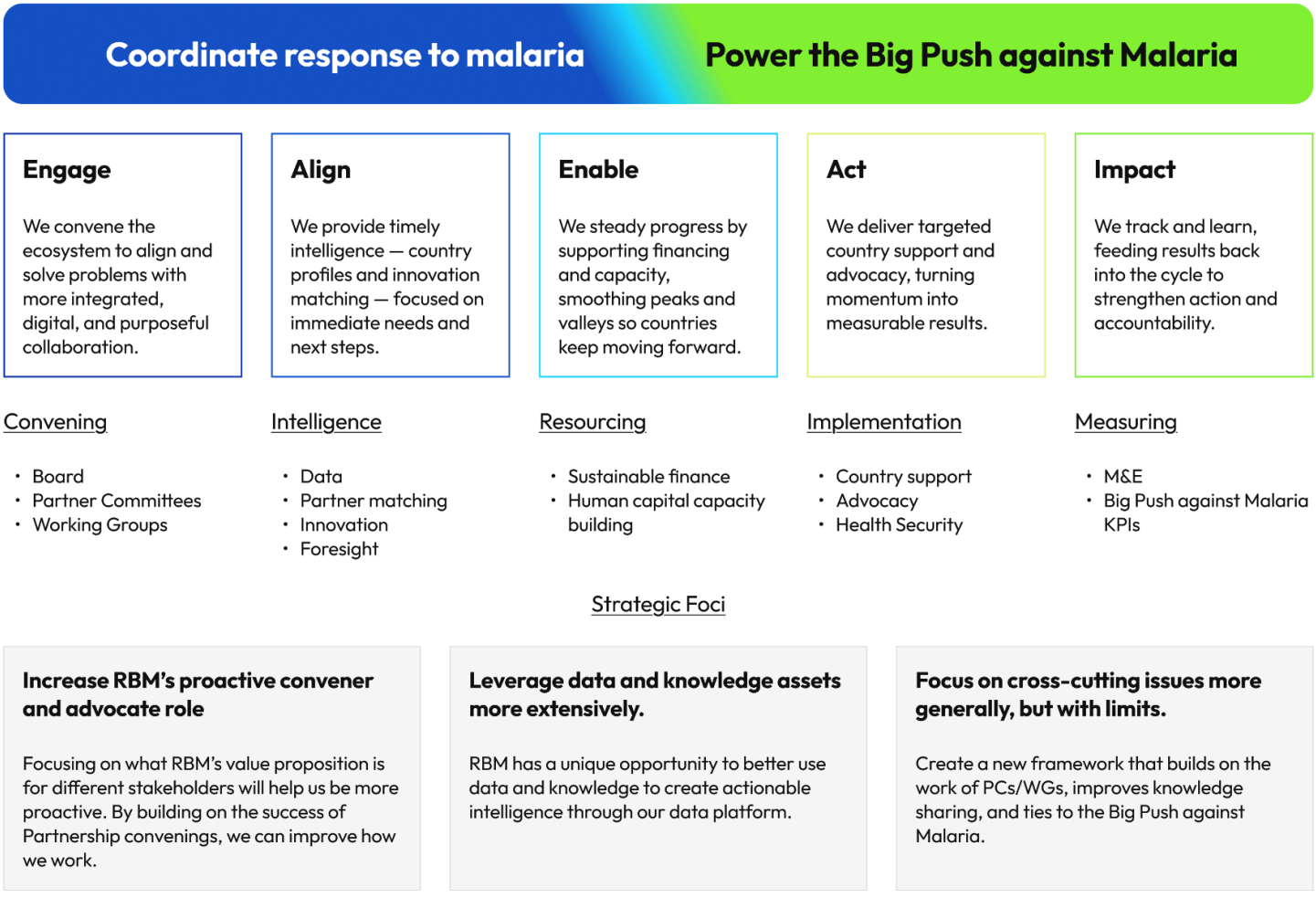
Every RBM convening is purposeful, with sharp campaigns and documented, measured outcomes.



RBM/30 Unity

RBM's new approach moves away from static objectives and "enablers" toward **an action-oriented framework.** It is built for a world where conditions are shifting — financing shortfalls, political focus, biological threats, and extreme weather — and where the Partnership must adapt quickly to keep malaria elimination on track.

Five building blocks define our way of working and are enabled by complementing actions.



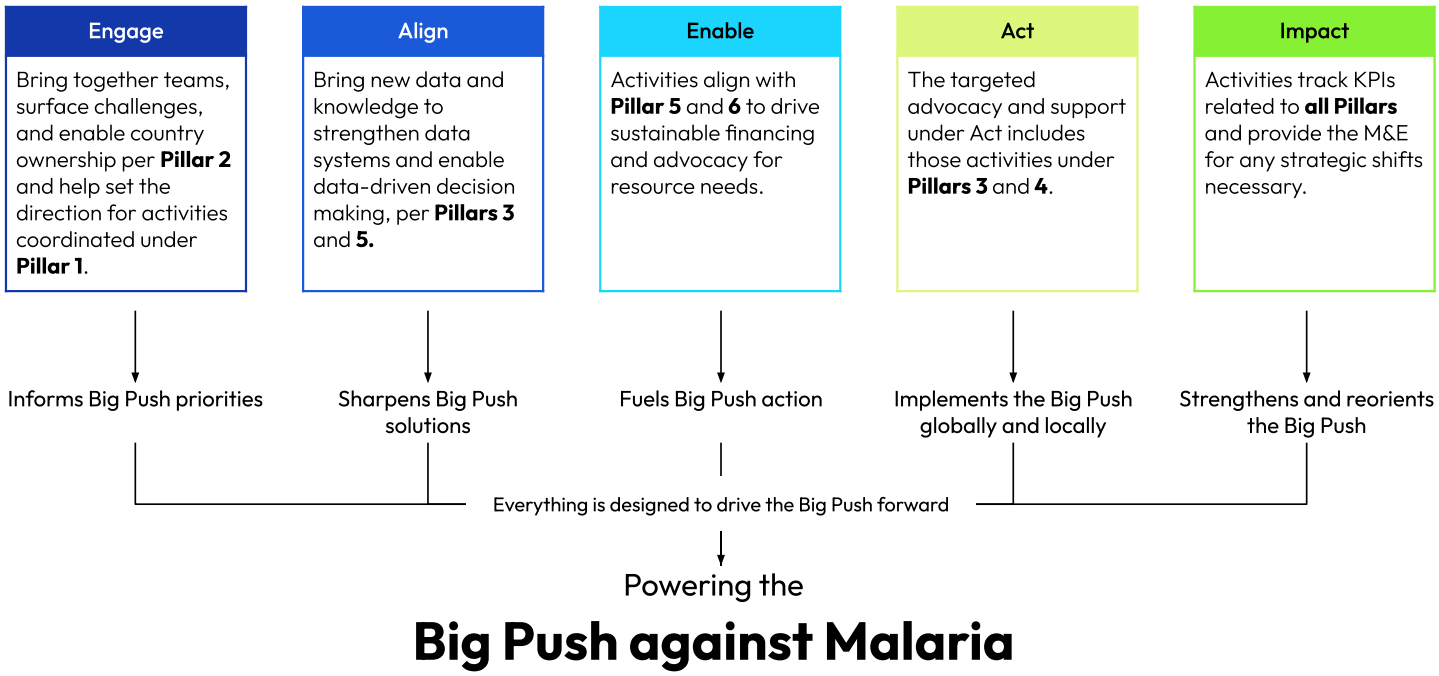
- **Engage:** Surface country challenges and elevate shared priorities by convening.
- **Align:** Generate actionable intelligence and foresight through intelligence
- **Enable:** Align financing and human capacity to fuel action via resourcing.
- **Act:** Targeted advocacy and country support at pivotal moments of implementation.
- **Impact:** Track results, capture lessons, and feed them back into the cycle by measuring.

Cross-cutting topics provide the foundation for each building block and ensure we stick to our core values no matter the focus.

Integration with the Big Push against Malaria

The RBM/30 Unity Strategic Framework is designed to power the Big Push against Malaria, with each of the building blocks and their respective activities amplifying its impact. Each year, activities and measures of impact will be allocated to each Pillar in the same way they are allocated to each Unity Building Block.

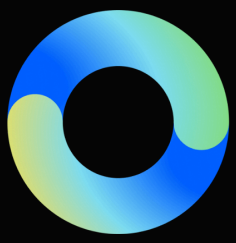
The diagram below shows how these Building Blocks and goals directly impact the Pillars of the Big Push against Malaria. For example:



Looking ahead

The 2026-2030 period will be decisive for the RBM Partnership. It will determine not only how far we advance toward an eradication-ready ecosystem, but also how effectively we adapt, align, and sustain progress in a changing world.

Every Partner, every Committee, and every Working Group has a role to play in Unity 2030. Each action — each small push — matters. When aligned, these efforts build the collective momentum that powers the Partnership forward. We must continue to push together, in the same direction, with one purpose. Because Unity is our strength. Unity is life-saving. And together, our unity will save lives and bring the world closer to ending malaria for good.



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