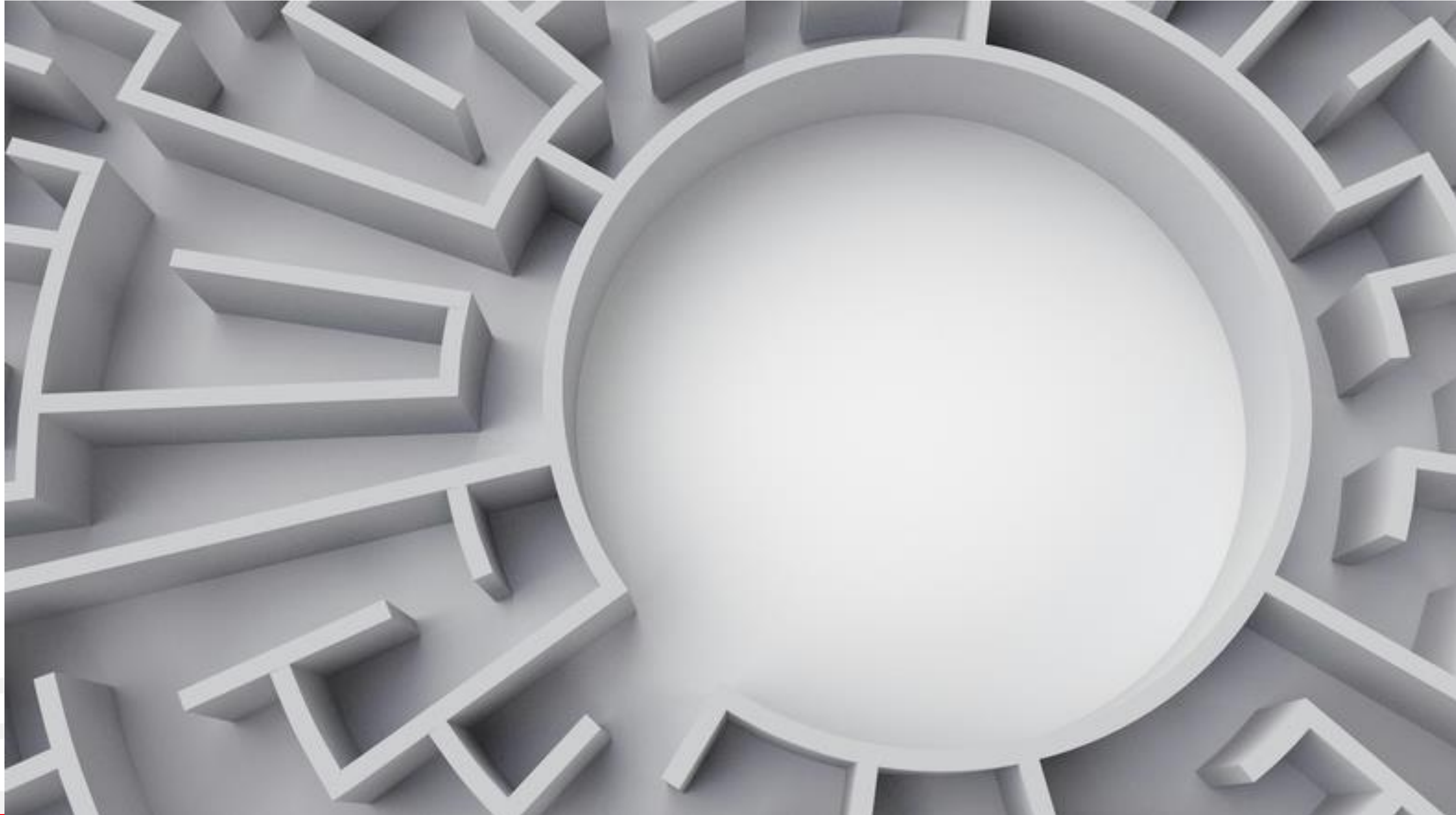


Ten Steps to Engaging with Multilateral Organizations

Perspectives from a private-sector corporation

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1. Know your reasons for engagement.



2. Identify the multilateral organizations most relevant to your objectives.



3. Study these multilaterals: what they do, how and where they operate, etc.



4. For multilaterals of interest to your company, seek to understand their respective protocols for private sector engagement.



POLICIES

PROCEDURE

5. Identify each multilateral's private-sector engagement office, its personnel and preferences.

6. Study the private-sector partnerships these offices have brokered for their organizations in the past.

Coca-cola and the Global Fund Announce Partnership to Help Bring Critical Medicines to Remote Regions

25 September 2012

Partners Expand Work in Africa to Bring Medicines “The Last Mile” in Tanzania, Ghana and Mozambique

Nearly 20 Million Africans Have Benefitted From Partnership Since 2010

New York – The Coca-Cola Company and the Global Fund to Fight AIDS, Tuberculosis and Malaria today announced they will expand a project leveraging the Company’s expansive global distribution system and core business expertise to help government and non-governmental organizations deliver critical medicines to remote parts of the world, beginning in rural Africa.

As part of their participation in the Clinton Global Initiative’s (CGI) Annual Meeting, the Company and the Global Fund outlined their plans to expand the reach of “Project Last Mile,” a public-private partnership established in 2010 to help Tanzania’s government-run medicine distribution network, Medical Stores Department (MSD), build a more efficient supply chain by using Coca-Cola’s proven logistics models for delivering beverages most anywhere in the world. The newest phases of the partnership will increase the availability of critical medicines to 75 percent of Tanzania and expand the initiative to Ghana and Mozambique. Opportunities to expand into additional countries are being explored.

7. Re-evaluate your objectives according to what you have learned thus far in the process.



8. Consider different messengers as you determine your approach to engagement.



9. Reach out with a clear proposal, aligned to the multilateral's protocols and norms, communicating through proper channels.

10. Engage your counterparts at multilaterals with respect, aligning expectations on a continuous basis.

Throughout, appreciate your counterparts' geopolitical, bureaucratic, and timing constraints



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Thank you