Social Entrepreneurship for Global Health:

how advocates make change

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Introduction

- ▶ Today's goals:
  - ▶ Learn about social entrepreneurship from the perspective of political advocacy on global health
  - ▶ Explore the entry points into the policy cycle with real-world examples
  - ▶ Reflect on some of the ethical challenges around global health advocacy

Global Health Advocates

▶ French organisation, EU office

▶ Strictly advocacy (no implementation)

▶ Three main objectives:

    ▶ (1) increase development funding for health;

    ▶ (2) improve quality of development programming (for health);

    ▶ (3) support the advocacy capacity of our partners in the global south.

▶ Equality focus: Agenda 2030 & the Paris Principles

    ▶ Difference between equity and equality

▶ "EU Advocacy Officer", development file

What is global health?

▶ Health of populations in the global context

▶ Defined as "the area of study, research and practice that places a priority on improving health, and achieving **equity** in health, for **all people worldwide.**"

  ▶ Health as a cross-cutting issue

  ▶ Importance of "global" efforts

Health as a cross-cutting issue

- Thematic: environment, nutrition and food security, education, gender equality, WASH, trade and economics, etc.

- Geographic: Ebola, COVID19

What is "advocacy"?

The attempts to influence policy

Important legal distinction from "lobbying"

In practice, primarily used to describe NGOs/non-profits

Methods

- Evidence collection and dissemination
- Media actions
- Leverage politics: powerful actors & networks
- Large-scale mobilization
- Accountability mechanisms

Evidence Collection

- Study missions, literature reviews, experiments = publishing of reports

- GHA study missions in Burkina Faso, Sierra Leone and Uganda

  - Investigating the new mechanisms for financing development

Media Actions

- Journal, Newspaper, TV, podcast

- Importance of creating relationships with journalists

- Every advocate wants to get their message out

Leverage politics

▶ Celebrity or politician who "champions" your cause

▶ Can be powerful, especially combined with media action

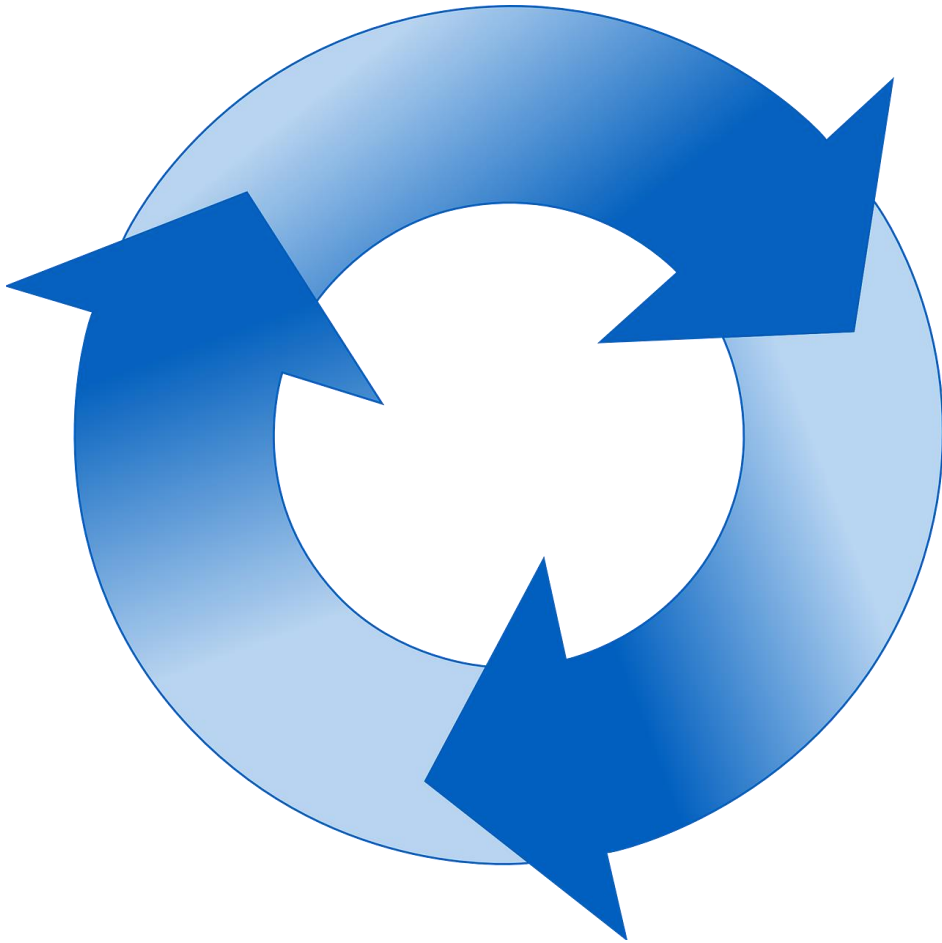▶ Example: Bill Gates, Yvonne Chaka Chaka

Large-scale mobilization

- Petitions, sit-ins, protests or other civil actions
- Can be extremely effective for influencing MPs/MEPs
  - Especially if specific and targeted by constituency
  - Importance of knowing the policy-cycle

Accountability mechanisms

▶ Holding policy-makers accountable

▶ May rely on the mechanisms already existing (or the creation of new ones)

▶ Importance of civil society space

▶ NGOs as "watchdogs"

Policy Cycle Entry Points:

- Agenda Setting
- Budget Negotiations
- Programming
- Implementation
- Monitoring
- Evaluation

Agenda Setting

- ▶ Decides what will even be discussed

- ▶ Can be very political

- ▶ Often happens far in advance (but changes can occur at the last second)

- ▶ Example: EU Global Health Strategy

Budget Negotiations

▶ "Follow the money!" : Impossible to get anything done without the budget lines to back it up

▶ Example: the EU's next 7 year budget

Programming

▶ Project design (can also be political)

▶ Details need to be decided *before* implementation: Who implements projects? Is there a chance for a mid-term review? How will they be evaluated?

▶ Example: 10% "migration management" target in the new EU budget

Implementation & Monitoring

▶ This is the period where the project is running.

▶ More difficult to influence this period

▶ Unless something major happens – like COVID19. Example: GAVI and 10% reallocation of funding in LICs.

Evaluation

▶ Determining the impact of the project

▶ Deciding if the project should be continued

▶ Perhaps not surprisingly – projects are often poorly evaluated, or evaluations are not taken seriously

   ▶ Example: EU Emergency Trust Fund for Africa

▶ Also common: projects scaled up before evaluation

   ▶ Example: EU External Investment Plan

Advocacy Targets

- International or multinational organisations
- The European Union Institutions
  - European Parliament
  - European Council, via Member States
  - European Commission
- National Governments
- Local Authorities

- Will impact entry points and messaging

Important Considerations

- Funding through grants
- Neo-colonialism?
- Donor-recipient relationship
- Sustainability
- Global health through a security lens

Questions?