

Civil Society Strategy Meeting on Resource Mobilization for the Global Fund Replenishment 2011-2013

3-4 December 2009, Lloyd Hotel Amsterdam



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Meeting Report

3-4 December 2009

Amsterdam, the Netherlands

Organised by International Civil Society Support (ICSS) and the Global Fund to Fight AIDS, Tuberculosis and Malaria, supported by a grant from Foundation Open Society Institute (Zug) and the RESULTS Educational Fund

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Acronyms and abbreviations

CSO =	civil society organization
EU =	European Union
Global Fund =	Global Fund to Fight AIDS, Tuberculosis and Malaria
IAC =	International AIDS Conference
ICSS =	International Civil Society Support
MDG =	Millennium Development Goal
NGO =	non-governmental organization
ODA =	official development assistance
PLHIV =	people living with HIV
TB =	tuberculosis

Note on text: All figures marked in \$ are US dollar amounts.

1. Background and introduction

This report is based on a meeting held 3-4 December 2009 in Amsterdam, the Netherlands. The gathering, a “Strategy Meeting on Resource Mobilization for the Global Fund to Fight AIDS, Tuberculosis and Malaria”, was co-organised by a locally based non-governmental organization (NGO), International Civil Society Support (ICSS), and the Global Fund.

The meeting was timed to coincide with the beginning of the Global Fund’s 2010 resource mobilization and replenishment process. Billions of dollars are needed to meet current obligations to implementing countries as well as fund new programs approved in the upcoming Round 10 and subsequent rounds through 2013. Millions of people living with and affected by HIV, TB and malaria around the world depend on Global Fund-supported programs for life-prolonging medicines and other vital health services.

Unfortunately, the replenishment process is taking place in the midst of a particularly challenging environment. Most notably, the persistent global economic crisis threatens to stall or even scale back progress in recent years toward improving access to crucial health services for millions of people in the developing world. Donor nations are not able or willing to honour commitments made in rosier times, and many recipient countries have been forced to cut back on budget support for health. Developed countries are also facing growing pressure to provide greater resources to address a wider range of global development priorities, including climate change and food security.

A poor or limited replenishment process would leave a major void that would undoubtedly jeopardize progress toward achieving the three health-related Millennium Development Goals (MDGs)—numbers 4, 5 and 6—not to mention meeting ambitious universal access targets. Therefore, bold, coordinated civil society advocacy is needed to assist the Global Fund in its resource mobilization efforts throughout 2010. The Amsterdam meeting focused on laying the groundwork for strategies for civil society support in this crucial, time-sensitive replenishment process.

1.1 About meeting participants

More than 40 individuals attended all or part of the two-day gathering in Amsterdam. The majority were representatives of civil society organizations (CSOs) and networks that focus on issues related to global health. They were joined by several Global Fund Secretariat staff members as well as some UNAIDS staff. (Appendix 1 contains a list of all participants.)

All participants were from the global North, based in countries that regularly provide financial support for the Global Fund. Civil society advocates from donor countries can play a vital role from the beginning in prodding their governments to honour longstanding development-funding commitments and, more specifically, to allocate substantial resources to the Global Fund.

Meeting organizers and participants also recognize the importance of building a global campaign that prioritizes the input and engagement of advocates and other partners in implementing countries. Therefore, a similar meeting is planned in February 2010 to engage campaigners from the global South; the outcomes of the meeting in Amsterdam will be shared with participants at that meeting.

ICSS has committed to providing the necessary support and convene further collaboration on resource mobilization for the Global Fund by introducing a Global Campaign Officer who will coordinate efforts at the global level and organize regular opportunities for sharing information and country updates and further strategizing.

1.2 About this report

This report is intended to serve as a preliminary guiding document for a coordinated, global civil society advocacy campaign to support the Global Fund replenishment process. With that objective in mind, it summarizes key information and observations during the two-day meeting, during which participants discussed important Global Fund priorities over the next several months. The main objectives of the meeting were to:

- provide an opportunity for representatives from the Global Fund Secretariat to brief civil society advocates on the Global Fund's strategy with regard to resource mobilization efforts in 2010 and replenishment for 2011-2013. This briefing was intended to raise awareness and build greater support among current and potential allies in the civil society sector;
- provide a space for Global Fund representatives and civil society advocates to discuss potential strategies and approaches for maximizing resource generation from governments and other donors; and
- initiate a process for developing a concrete action plan over the course of 2010 to help ensure the highest possible flow of resources to the Global Fund. This plan, once unveiled, will include short-, mid- and long-term objectives; priority messaging goals; timelines; and defined commitments, roles and responsibilities for civil society advocates at all levels.

2. Briefing from Global Fund Secretariat on the replenishment process

The meeting opened with a joint presentation by several members of the Global Fund Secretariat. It provided an overview of the Global Fund's strategy during the crucial resource mobilization effort to take place throughout most of 2010. The core of that effort is its 3rd replenishment drive, which aims to obtain commitments from donors to cover expected Global Fund commitments and disbursements through 2013. Taking into account Round 10, which will be launched in May 2010, a total of three rounds of funding are likely to be covered by the resources solicited in this replenishment effort¹.

Listed below are a few selected points and highlights made by the presenters, all of which were subsequently considered when advocates drafted preliminary strategy agendas and priorities²:

History and objective of replenishment mechanism. The Global Fund first established the replenishment mechanism at a Board meeting in 2003. From the beginning it has been presented as a voluntary process in which donors and advocates come together and discuss contributions and needs in a transparent manner. The 2010 replenishment is the third to date; the first was in 2005, the second in 2007. More than 40 donor countries, major foundations and private donors plus delegations of NGOs, UN partners and implementing countries have been represented at the replenishment conferences. The main objective is to identify and obtain predictable, long-term, and sustainable financial support for Global Fund programs. (Additional information about the replenishment process is available on the Global Fund website, at www.theglobalfund.org/en/replenishment/.)

The key upcoming dates in the 2010 replenishment process include the following:

- *March 2010:* preliminary ("preparatory") meeting with stakeholders, including potential donors. This technical meeting is extremely important because it is where the Global Fund presents its expected needs; therefore, it is crucial to have clear and defined targets that help guide attendees when they return home and negotiate for pledges. (NOTE: the meeting has now been scheduled for 24-26 March in The Netherlands)
- *April-September 2010:* period in which the Global Fund campaigns and seeks to influence decision makers. This process involves liaising with stakeholders; producing and distributing

¹ under the assumption that a new round in 2013 would then be covered by a following replenishment period

² The presentation includes a total of 36 PowerPoint slides; the full text is available in the list of supporting documents to this report that is found on the ICSS website (www.icssupport.org). The presentation contains extensive and thorough background information on the Global Fund, including detailed data on its resource disbursement and impact in recent years. Participants were urged to review the presentation when drafting fact sheets and documents to be handed out to during targeted advocacy efforts among civil society allies, policymakers, parliamentarians, and public health experts.

additional information and data; logistic preparations; and organizing an additional preparatory meeting if required. The Secretariat's "road show" during this period includes presentations to governments, parliamentarians, the media, and civil society. Among the high-profile events during the 2010 campaign will be the football World Cup in South Africa (June-July) and the MDG review summit in New York (20-23 September).

- *4-5 October 2010*: formal pledging conference at the UN in New York, hosted by Secretary-General Ban Ki-Moon. This is the high-level gathering at which donors publicly announce their contributions for the period 2011-2013.

Amount of Global Fund "ask" in 2010 replenishment. The 2010 replenishment process aims primarily to address Global Fund resource needs from 2011 through 2013. The Global Fund has not yet determined its "ask" for this period; more specific amounts will have been determined by the March 2010 preliminary replenishment meeting. Current estimates range from \$12.5 billion to \$18.5 billion. The estimates vary because although all assume an expected need for roughly \$8 billion to maintain ongoing programs, there are significantly different assumptions of average round sizes during the period. (The minimum assumption is an average size of \$1.5 billion for new programs in three yearly rounds; the maximum assumption is more than twice that amount—\$3.5 billion.)

Role of "champions". Based on past experience, an important element of any replenishment round is for a handful of countries to be "champions". This means that they publicly announce major contribution increases (sometimes 50 percent or more), a step that often has a strong, positive effect on other countries' eventual contributions. Past "champions" have included France, Germany, Japan, the Netherlands, Spain and the United Kingdom. None have yet been identified for the 3rd replenishment process. Civil society organizations and coalitions can play an important role in seeking "champions" when advocating on behalf of the Global Fund with their national governments.

Financing sources. The Global Fund gets financial assistance from various sources, including private foundations and the global RED campaign, a private sector initiative. The bulk of financing, however, comes from national governments. That is unlikely to change during the 2010 replenishment process even though most donor countries are struggling with budget deficits and facing political pressure to reduce or flatline development funding to address economic problems at home. Nearly three-quarters of financing currently comes from G8 nations, although the Global Fund is seeking to diversify and solicit contributions from G20 countries and others that have rarely if ever supported it (even though they are by most measures wealthy enough).

Key messages for the replenishment process, as identified by the Global Fund Secretariat, include the following:

- Resources made available through the Global Fund have achieved impressive results and dramatic improvements in global health.
- The Global Fund represents innovation for a new century. Its efficiency, transparency, participatory decision-making processes and performance-based funding can be regarded as a model for global governance and the provision of financial resources to global public goods.
- In a world with growing inequalities, the Global Fund represents a bridge between the rich and the poor, contributing to building a more just, stable and secure world.
- The Global Fund is a responsive and learning organization, able to adapt and work together with other development partners to achieve on impact at the country level.

Civil society engagement. The Global Fund has a long and extensive track record of supporting civil society organizations in the developing world through its country-level programs. It plans numerous activities throughout 2010 to raise awareness of the importance of civil society in its structure and impact. This effort is considered a vital element of the overall replenishment process because it highlights the scope and breadth of the Global Fund's reach. In turn, these awareness-raising activities help provide civil society allies in both donor and implementing countries with the resources and information they need to advocate on behalf of the Global Fund and the individuals and communities who benefit from it.

3. Laying the groundwork for a global civil society campaign

The heart of the meeting occurred after the Global Fund Secretariat's briefing. Participants initiated a process of developing a global civil society campaign to ensure the best Global Fund replenishment possible. This effort was deemed essential to revitalize and strengthen larger global health goals, notably the achievement of the health-related MDGs, universal access to HIV prevention and treatment services, and the targets that have been set around TB and malaria.

Participants agreed that their efforts should be influenced but not directed by the Global Fund Secretariat: as such, civil society partners in both donor and recipient countries should establish priorities and parameters of the global campaign themselves and drive it forward. At the same time, however, the global campaign should to the fullest extent possible support some of the work that the Global Fund is doing itself throughout 2010. At a practical level this would mean linking to the key dates and priorities identified by the Global Fund throughout the replenishment process.

The strategy development process for a global campaign included both plenary discussions and working group sessions. The main outcomes are summarized in this report in the following three broad categories:

- articulation of key underlying principles (Section 3.1) and a timeline of key events (Section 3.2) serves as a broad organizing framework for the engagement opportunities and priority action steps throughout 2010;
- identification of key opportunities for engagement and proposed priority action steps at the global level (Section 3.3); and
- identification of specific action steps at the country and regional level (Appendix 2).

A timeline of key events (Section 3.2) serves as a broad organizing framework for the engagement opportunities and priority action steps throughout 2010.

The December 2009 Amsterdam meeting is best viewed as part of an ongoing process for the global civil society campaign. Some of the proposed focus areas and action steps have yet to be fleshed out in extensive detail, and will also be linked to the outcomes of a follow-up meeting of civil society partners from implementing countries, to be held in February 2010.

3.1 Underlying principles of civil society campaign

The following are among the main underlying principles of the global civil society campaign in support of the Global Fund's 2010 replenishment process:

- We adhere to and support the fundamental principles of the Global Fund, including that it is demand driven; performance-based; based on priorities identified by implementing countries (country ownership); and a multi-stakeholder partnership (including civil society and the private sector)
- We want to see (at least) annual Global Fund rounds from 2010 through 2013: one in each year.
- We will work with the Global Fund Secretariat to develop a bold needs estimate for the replenishment. This estimate will be the basis for the development of i) "fair shares" or burden sharing frameworks for civil society advocacy efforts with donor governments, and ii) advocacy tools (such as, for example, a report card).
- We will work to clarify and highlight the critical linkages between a robust Global Fund replenishment and
 - achievement of MDGs 4 and 5, which focus on maternal and child health, and
 - health systems strengthening, an increasingly important priority for many donor and recipient countries.

- We will use this moment of global economic crisis to leverage support for new innovative financing mechanisms that provide resources for the Global Fund. Such mechanisms might include a currency transaction levy (CTL); the expansion of the UNITAID program, which collects money for global health through a mandatory small tax on airline tickets purchased in more than 10 countries; and awareness-raising for the new (launched in January 2010) MassiveGood initiative³, which aims to raise money for development through voluntary contributions by a much larger pool of air-travel ticket purchasers.
- We will be consistent in messaging with particular attention on highlighting the real story—the ongoing, overwhelmingly positive impact of the Global Fund on people’s lives. This includes emphasizing the falling death rates in the wake of greater access to HIV, TB and malaria treatment services. The clinical evidence exists; one of our principles must be to more adequately collect, package and stress the data in all our advocacy efforts.

3.2 Timeline of key events in 2010: Opportunities for global campaigning

Participants drafted a timeline of key events from January through December 2010. To varying extent, all items on the timeline below are considered potentially useful advocacy targets for the global civil society campaign in support of Global Fund replenishment. The timeline is also intended to serve as the basis of an in-depth calendar to guide action planning by civil society advocates at global and country levels.

January 2010

- WHO Executive Board meeting (18-23 January, Geneva, Switzerland)
- World Economic Forum (27-31 January, Davos, Switzerland)
- GAVI’s 10th anniversary
- African Union meeting in Addis Ababa, for heads of state (25 January-2 February)

February 2010

- Global Fund Board retreat (1-3 February, Montreux, Switzerland)

March 2010

- Preliminary Global Fund replenishment meeting (24-26 March, The Netherlands, the last day focussing on resource mobilization for GAVI)
- Global Fund’s Saving Lives campaign — to be launched in 10 European countries, with a special kick-off even in Paris
- International Women’s Day (8 March)
- World TB Day (24 March)

April 2010

- Global Fund Board meeting (28-30 April)
- World Malaria Day (25 April)

May 2010

- UK elections (expected)
- Global Fund Round 10 call for proposals
- World Health Assembly meeting (17-22 May, Geneva, Switzerland). Expected at meeting: resolution on MDGs and the Global Fund
- Global Fund Board Chair Tedros Adhanom Ghebreyesus, the Ethiopian health minister, will convene a side meeting on Round 10 demand with other African Union health ministers.
- G8 Sherpa meeting in advance of the June 2010 meeting in Canada

³ <http://www.massivegood.org/>

June 2010

- G8 meeting (25-27 June, Muskoka, Canada)
- G20 meeting (26-27 June, Toronto, Canada)
- World Cup in South Africa (11 June-11 July). The World Cup is a major awareness-raising and fundraising target of the Global Fund's new United Against Malaria campaign, which was officially launched in November 2009, and the Project RED initiative's "Lace Up" fundraising partnership with Nike. The Lace Up campaign involves football players from around the world.
- A Civil Society consultation/hearing in preparation of the High-Level MDG evaluation
- 26th Meeting of the UNAIDS Programme Coordinating Board (22-24 June, Geneva)

July 2010

- International AIDS Conference in Vienna, Austria (18-23 July)
- African Union summit

August 2010

- Deadline for submission of Global Fund Round 10 proposals

Sept 2010

- MDG review summit in New York (20-23 September)

Oct 2010

- Global Fund pledging meeting (4-5 October at UN HQ, New York)

Nov 2010

- Global Fund Board meeting
- G20 meeting in South Korea
- Asia-Pacific Economic Cooperation (APEC) summit in Japan

Dec 2010

- World AIDS Day (1 December) and release of annual UNAIDS report

3.3 Proposed strategies and priority action steps (global level)

This section summarizes the main outcomes of a series of working group sessions and plenary discussions regarding the structure and priorities of a global campaign strategy for civil society. Additional steps aimed at prioritization, identifying concrete activities, and determination of responsibility and resources will be undertaken following consultation with other partners, including those from recipient countries, in early 2010.

Proposed strategies and action steps are grouped together, where relevant, and summarized below. For clarity purposes, each is associated with a letter (A, B, C, etc.). They are not listed in order of any particular priority, however.

A. Overarching strategic objectives and information. Participants identified numerous cross-cutting strategic objectives that are intended to bolster the global campaign's impact and effectiveness.

Among them are the following:

- In partnership with the Global Fund, develop a core package of information containing solid and up-to-date evidence as to the Global Fund's effectiveness in improving public and individual health. This package should also evaluate the health and financial impact of action v. inaction on lives saved and infections averted. It could be used in advocacy efforts at all levels, particularly with donors that seek to make development decisions based on evidence-based impact.
- Publicize and follow-up on a July 2009 report from UNAIDS and the World Bank, "The Global Economic Crisis and HIV Prevention and Treatment Programmes: Vulnerabilities and Impact", which predicted serious disruption of HIV prevention and treatment services over the course of the following year. This effort would include working with service providers in country to

capture what is happening in countries in crisis (for example, stock outs, curtailment of new patient enrolments, etc.)

- Develop a core, evidence-based set of arguments showing the positive impact of vertical disease initiatives on overall health systems (building on – but not limited to - the Global Fund Result Report 2010).
-
- Publicize the close links between targeted spending on MDGs 4, 5, 6. This would include, for example, showing the positive impact that HIV prevention and treatment programmes have on maternal and child health in most implementing countries.
- Work with the Global Fund and implementing countries to encourage demand for Round 10 funding. This effort could include increasing political pressure on donor nations and the provision of technical assistance for the development of robust proposals.
- Define a bold “ask” and burden-sharing model based on real needs. This effort should be undertaken without regard to existing Global Fund estimates, which civil society advocates should consider cautiously conservative.

B. Identifying existing and potential Global Fund donors to be “champions” during replenishment process. This strategy would have a dual focus: i) on a handful of wealthy nations that have supported the Global Fund in the past, and ii) on countries from the broader G20 group that have provided little or no funding to date.

- *Engagement with long-term and influential donors:*
 - **Spain** has historically been a strong supporter of the Global Fund: at the last replenishment, for example, the government gave \$600 million, which accounted for more than 6 percent of total Global Fund pledges. Spain’s impact could be even greater during this replenishment effort because the country holds the six-month rotating EU presidency for the first half of 2010. The government could use its leadership role in numerous ways, including by putting global health on the agenda during its presidency and, perhaps, by convening a meeting of EU members states to discuss how not to lose momentum on addressing the global AIDS crisis during the lingering economic downturn. A significant contribution from Spain, one of the countries hardest hit by the global downturn, might also shame other countries (especially those less affected) into meeting if not exceeding Spanish pledges.
 - In the **United States**, the administration will release its proposed 2011 fiscal year budget in February 2010. The amount pledged to the Global Fund in this budget could set an important standard for other countries prior to the March 2010 preliminary replenishment meeting. Moreover, there is significant opportunity to influence the final U.S. contribution in the following months of budget negotiations; among the potential useful entry points is the fact that there is a greater focus on women’s issues (including health) in the State Department. As such, advocacy regarding the positive impact of the Global Fund on MDGs 4 and 5 could be especially relevant and effective.
 - The September 2009 federal elections in **Germany** are a mixed bag for global health advocates. One potentially positive outcome is that some new officials, including those with development spending responsibility, are considered supportive of the Global Fund and global HIV/AIDS spending.
 - In **France**, the government has said it does not expect to increase its Global Fund contribution—despite First Lady Carla Bruni-Sarkozy’s role as a high-profile global health advocate. Potentially useful strategies at the moment are to i) maintain steady and consistent pressure on the government regardless, and ii) try to mobilize political support for increased resources prior to the June 2010 local elections.
 - Advocacy strategies and priorities in the **United Kingdom** are based on one major event: parliamentary elections that must take place by the end of May 2010. A change in government is expected. One possible entry point with the likely winners, the

Conservatives, is a vow by the party to spend £500 million (\$800 million) a year on malaria until the MDG target is met. Advocates could focus on ensuring, for example, that at least 20 percent of those funds are provided through the Global Fund.

- *Engagement with a broader group of G20 nations:*
 - **South Korea** will host a G20 meeting in November 2010. The government has expressed interest in highlighting development issues in the agenda. As part of this effort, the government could be encouraged to increase its support for the Global Fund (which, to date, has been relatively insignificant).
 - **China** currently receives the second-highest amount of Global Fund assistance. However, the Global Fund is under increasing pressure to justify why it spends so much money in a country whose economy is rapidly growing. The Chinese government might, like the Russian government before it, take great pride in becoming a donor instead of a recipient. Appeals in the name of greater global solidarity could be effective as well.
 - **Brazil** is a potentially influential global champion for the Global Fund, but it has historically engaged in only a limited fashion.
 - **South Africa** has been invited to the replenishment meeting. The country, one of the largest and most influential Global Fund recipient nations, could play an important role in enlisting support from donors prior to and at the meeting.

C. Identifying and supporting champions in the global South (i.e., implementing countries). The term “champion” in this context refers to individuals seen as having definite or likely influence in both their own nations and in donor countries. They could be enlisted and supported by civil society advocates in calling for robust Global Fund replenishment. Among the potential champions are the following:

- Global Fund Board Chair Tedros Adhanom Ghebreyesus, the Ethiopian minister of health. His role could be particularly important in terms of setting demand needs and estimates at African Union meetings in January and July 2010.
- Existing heads of state in strategic countries, such as South African President Jacob Zuma.
- Moral leaders with global heft, such as Nobel laureate Archbishop Desmond Tutu and Graca Machel.

D. Responding to the current financial environment. The campaign will need to acknowledge current reality: that many if not most donors are prioritizing fiscal consolidation and restraint because of the ongoing global economic downturn. Governments in many nations face strong pressure to prioritize domestic spending over foreign assistance for any purpose, including development.

The campaign should therefore seek to identify and raise awareness about new and/or relatively unconventional financing strategies that would enable donor countries to sustain or increase Global Fund support. The following are two such strategies:

- The Global Fund strongly encourages donor countries that are not able or willing to provide immediate funding to use promissory notes when making commitments⁴. Such notes spread out disbursements over a longer period, a development that not only helps cash-strapped governments in the short term but also improves the Global Fund’s longer-term financial planning efforts.

⁴ A promissory note is a contract where one party (the maker or issuer) makes an unconditional promise in writing to pay a sum of money to the other (the payee), either at a fixed or determinable future time or on demand of the payee, under specific terms. They differ from IOUs in that they contain a specific promise to pay, rather than simply acknowledging that a debt exists. In this context, the donor countries would be the issuers, and the Global Fund would be the payee.

- Italian civil society groups are currently urging their government to re-define how official development assistance (ODA) is calculated in budgetary terms. In particular, they want the government to exclude ODA spending from government debt calculations that are used to evaluate compliance with the EU stability pact. This effort could conceivably be expanded across the EU. It is considered particularly promising because many EU countries blame reductions or limitations in ODA on the need to meet (or at least attempt to meet) the pact's government debt limitations. (A variation of this strategy could also be relevant and useful outside of the EU in countries where government officials and politicians face regular pressure to limit deficit spending.)

E. Potential calendar-specific entry points. The timeline listed in Section 3.2 contained several events and dates that are of particular interest to civil society advocates and the campaign in general. As part of the process of identifying proposed strategies, participants highlighted some potential activities associated with those events. Among them are the following:

- 24-26 March 2010: preliminary Global Fund replenishment meeting in The Netherlands. Evidence-based “ask” demands should be prepared and distributed in advance to meeting participants. The campaign should also prioritize country-level advocacy (in donor nations) in advance and during the meeting, and seek to get high-level representatives from implementing nations to attend.
- 25-27 June 2010: G8/G20 meeting in Canada. Participants agreed that this event is one of the most important priorities for awareness-raising and advocacy around the Global Fund, especially if global health is on the agenda. Potential specific activities include i) a large civil society action and demonstration (such as a high-profile rally or march); and ii) defining a coordinated global strategy in advance that specifies a “big ask”, seeks leaders’ renewed commitment to achieving the MDGs, supports civil society groups in G20 nations in their efforts to push their representatives to put health on the agenda.
- 18-23 July 2010: International AIDS Conference in Vienna. Campaign advocates should push in advance for high-level and dedicated “side events” devoted to the Global Fund. Efforts should also be made to encourage the Austrian government to support the Global Fund (it has never done so).

F. External media and communications. Some potentially important communications-related documents are discussed above in this section (in A. Overarching strategic objectives and information). In addition, a targeted media approach could include the development of an “op-ed factory”⁵. This would consist of supporting country-level advocates in pitching op-eds to influential media outlets. A globally coordinated initiative would provide for Global Fund-supporting op-eds to be ghost-written for high-level individuals and targeted for their specific contexts.

G. Action plans by country and region. The proposed strategies and entry points in this section are broad-based and globally relevant. This is important because the campaign is most likely to succeed in its primary objective—a robust Global Fund replenishment—when civil society organizations and networks around the world share a collective advocacy agenda.

Significant work can and should be done at the country level, however, because advocates at that level are usually best placed to influence policymakers in their own countries and regions. Such efforts are particularly important given that most support for the Global Fund is provided by national governments as part of their development budgets. Sufficient and extensive resource mobilization relies on governments not only pledging funds, but following through and allocating them.

Following the global-level discussion, meeting participants divided into small country- and region-based groups to consider specific strategies at that level. Appendix 2 contains a detailed overview of the outcome of their preliminary action planning discussions.

⁵ Op-ed stands for opposite editorial, and is in this context a newspaper article written and submitted by or on behalf of a high-profile person, published as an official argument or expression of opinion

4. Conclusion: Secretariat pledge of support and next steps

The meeting concluded on the second day with a pledge of support from Global Fund Secretariat representatives for civil society advocates' efforts. As part of an effort to ensure improved and consistent coordination, advocates were asked to contact a specific Global Fund unit—the External Relations and Partnerships Cluster—with all questions and comments regarding resource mobilization advocacy. Personnel in that office have been provided with relevant information and resources to help support civil society advocacy themselves, or to direct requests to the appropriate office or individual. (The primary initial contact is Pauline Mazué, executive officer in the Cluster Director's Office, External Relations and Partnerships; email: pauline.mazue@theglobalfund.org.)

Next steps. Priority next steps toward developing a full-fledged campaign focused primarily on internal campaign organization and communications. Participants recognized the need to coordinate intra-campaign communications to ensure effectiveness, linkages and coordination at all levels. Among the priorities in this early effort are the following:

- *Identify dedicated personnel.* This objective has already been addressed to a large extent because ICSS has hired a new staff person, Maria Bordallo, to serve as its global campaign officer. As her title implies, Bordallo will focus exclusively on Global Fund issues (including the global civil society campaign in support of replenishment) and advocacy around proposed innovative financing mechanisms for health.
- *A regularly updated contact list* will be developed and distributed among all meeting participants as well as other partners—including not only civil society advocates from implementing countries who attend the February 2010 meeting, but also other partners who did not attend either meeting. Associated with this contact list will be a *regularly updated calendar of key events* in the global campaign.
- A set of *strategic documents* will be developed in which the campaign's vision and goals are noted.
- A schedule for *regular conference calls* will be developed. ICSS will take the lead in organizing the calls, developing a schedule, and liaising with participants.
- A *listserv* (*GF Replenishment* - gfreplenishment@yahogroups.ca) has been created to improve information-sharing. Another complementary proposal would be the development of a campaign website that includes both publicly available information as well as a password-protected section for internal review only.
- Participants agreed on the need to initiate and sustain *fundraising efforts* to support country-level campaigns, especially in implementing countries.

Appendix 1. List of participants

The following individuals attended all or part of the 3-4 December 2009 meeting in Amsterdam. Individuals within separate categories are listed in alphabetical order. The country indicated refers to where the individual is based as per affiliation, not his or her nationality or citizenship.

Civil society organizations

Name	Affiliation	Country
Gemma Arpaia	ISCOS-CISL	Italy
Rachel Baggaley	Ecumenical Advocacy Alliance/Christian Aid	UK
Gabriel Boichat	Planeta Salud	Spain
Maria Bordallo	ICSS	Netherlands
Stefania Burbo	Osservatorio AIDS	Italy
Joanne Carter	RESULTS US	United States
Ton Coenen	Aids Fonds	Netherlands
Marie-Alexia Delerue	Action for Global Health	France
Louise van Deth	STOP AIDS NOW!	Netherlands
Khalil Elouardighi	Coalition PLUS	France
Louise Holly	RESULTS UK	UK
Amanda Hunt	International HIV/AIDS Alliance	UK
Steven Jensen	Danish Institute for Human Rights	Denmark
Anton Kerr	International HIV/AIDS Alliance	UK
Katy Kydd-Wright	RESULTS Canada	Canada
Henriette Laursen	Aids Fondet	Denmark
Rachael Le Mesurier	New Zealand AIDS Foundation	New Zealand
Molly Lepasca	World AIDS Campaign	Netherlands
Pauline Londeix	Act-Up Paris	France
Vanessa Lopez	GlobalSida	Spain
Sharonann Lynch	Médecins Sans Frontières (MSF)	United States
Marwin Meier	World Vision	Germany
Aki Ogawa	Africa-Japan Forum (AJF)	Japan
Martijn Pakker	Stop AIDS Alliance	Brussels
Alena Peryshkina	AIDS Infoshare	Russia
Beate Ramme-Fuelle	Action Against AIDS	Germany
Rebecka Rosenquist	Action for Global Health/Interact	UK
Asia Russell	Health GAP	United States
Lisa Schechtman	Global AIDS Alliance	United States
Katharina Scheffler	DSW-Hannover	Germany
Claire Seaward	Oxfam	UK
Jonathan Stambolis	AIDS Council of New South Wales (ACON)	Australia
Nicci Stein	Interagency Coalition on AIDS and Development (ICAD)	Canada
Stephanie Tchiombiano	Solthis	France
Eloise Todd	ONE	Brussels
Peter van Rooijen	ICSS	Netherlands
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Multilateral agencies and initiatives

Name	Affiliation	Country
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Appendix 2. Civil society action planning at the country and regional level

Country-specific advocacy steps and action plans underpin the overall civil society campaign in support of the Global Fund's resource mobilization efforts. At the 3-4 December 2009 Amsterdam meeting, a key initial step in campaign action planning therefore took place within working groups comprising individuals from specific countries. Each group drafted a preliminary list of priority activities for locally based civil society advocates from January through December 2010. They were asked to consider important local events and developments as well as dates considered crucial from the overall Global Fund resource mobilization perspective: the preliminary Global Fund replenishment meeting (March 2010); the G20/G8 meeting outside Toronto (June 2010); the International AIDS Conference in Vienna (July 2010); the MDG review summit in New York (September 2010); and the Global Fund replenishment pledging meeting (October 2010).

This appendix contains a list of outcomes submitted by all working groups. Three broad categories are included: A) European countries; B) the United States; and C) Other countries. It should be noted however, that planning advocacy activities is an ongoing process and the activities mentioned below are a random indication of what may happen over the year.

A. European countries

Participants from the following European countries prepared local action plans (listed in alphabetical order)⁶: Denmark, France, Germany, Italy, the Netherlands, Russia, Spain and the United Kingdom. Presenting separately was a group comprising Brussels-based individuals who work across the continent, usually through advocacy targeting the European Union and European Commission. (Also, it is assumed that cross-European strategies will be developed based on some of the country-specific priorities. That is because EU member-state governments tend to respond more directly to their own constituents, including local parliamentarians and civil society groups.)

Two other groups were formed: one comprising US-based advocates, and the other meeting participants from all other countries represented at the meeting (including Australia, Canada, Japan and New Zealand).

Summaries of each group's output are listed below, in alphabetical order by country. All are preliminary drafts only: advocates plan to prioritize events and actions steps in consultation with domestic and global allies. Unless specified otherwise, all actions are to take place in 2010.

Denmark

Quarter 1

- AIDS-Fondet and civil society partners will seek to influence future Danish development policy. This will include clarifying status of HIV in the policy and using opportunities to address funding concerns and the Global Fund replenishment process.
- AIDS-Fondet and civil society partners will reach out to partner organizations in other Nordic countries (notably, Norway and Sweden) and brief them on Global Fund replenishment advocacy agenda.
- Danish Institute for Human Rights and other partners (including Aidsnet and DANIDA⁷) will use visit to Denmark of UNAIDS Executive Director Michel Sidibé to organize CSOs and highlight issues related to the global AIDS response, including universal access status and future funding through 2015.
- AIDS-Fondet will launch "Humour Against AIDS" campaign, which will target young people and, ideally, be coordinated with the Global Fund's Saving Lives campaign.

⁶ The number of participants from each country varied considerably. Some countries were represented at the meeting by more than five individuals, while others had just one or two representatives on hand. Preliminary action plans were developed for all countries represented, regardless of the size of representation.

⁷ DANIDA = Danish International Development Agency

- The Danish Institute for Human Rights will seek to place HIV on the agenda for discussions among national human rights institutions at the International Coordinating Council Meeting in Geneva.
- AIDS-Fondet and partners will brief Danish parliamentarians on global AIDS response and current and future funding needs.

Quarter 2

- AIDS-Fondet and other Aidsnet members will advocate with DANIDA around Danish priorities and commitment for UNGASS review (scheduled for June 2010). This effort will seek to ensure strong civil society involvement in the Danish delegation.
- AIDS-Fondet will approach the Danish Football Federation prior to the World Cup in South Africa, for which the Danish team has qualified. An effort will be made to ensure that the federation focuses on HIV/AIDS and other health issues in all its promotional and media activities during the World Cup.

Quarter 3

- AIDS-Fondet and allies will advocate for high-level DANIDA participation in the IAC in Vienna. Among the priority efforts will be to encourage DANIDA to announce an increased commitment to the Global Fund (and its replenishment process).

France

Priority strategies and actions throughout 2010:

- Get French civil society organizations to meet with the French AIDS ambassador, to encourage the government to prioritize Global Fund replenishment.
- At March conference in Casablanca, Morocco (Francophone conference on HIV/AIDS), seek to ensure that issues related to Global Fund resource mobilization and replenishment are on the agenda and are discussed.
- Prior to and during the G8/G20 meeting in Toronto and June: lobby the French government to support increased contributions to the Global Fund.
- Seek to engage closely and extensively with Carlo Bruni-Sarkozy, the president's wife, throughout the year. She has demonstrated her interest and commitment to health and women's issues and could prove extremely influential in ramping up Global Fund support.

Germany

Quarter 1

- Action Against AIDS members will hold bilateral talks with Members of Parliament (MPs) about Global Fund replenishment; parliamentary committees will differ based on the results of the September 2009 general election
- Strategy meeting in January with the parliamentary advisory group of DSW⁸. Meeting will focus on what MPs can do over the year in regards to replenishment
- Civil society will hold a roundtable on health with the Federal Ministry for Economic Cooperation and Development (BMZ). One expected outcome will be a letter sent to MPs responsible for Global Fund contributions
- In March, after the preliminary Global Fund replenishment meeting and the release of new treatment and prevention of vertical transmission figures by UNAIDS, Action Against AIDS will an advocacy letter to MPs responsible for the development budget

Quarter 2

- Sherpa meeting with civil society in preparation for G8 meeting. (Civil society always makes Global Fund a priority topic.)
- Civil society will seek to ensure that the Global Fund is part of the agenda of the European Parliamentary Forum (EPF) held in advance of the G8 meeting.

⁸ German Foundation for World Population

- Civil society will create a “road map” that includes all Global Fund-related events at the IAC. This will help guide policymakers and advocates to sessions and events, thereby raising awareness, etc.
- G8 “send-off” event as German delegation leaves. This will raise media and other attention about global health in general, and the Global Fund in particular.

Quarter 3

- Global Fund-related messaging to be integrated into activities and strategies before and during the MDG summit review in New York. This will include targeting members of the German delegation and the government’s UN mission staff.

Quarter 4

- New UA target messaging with Global Fund perspective to be developed and rolled out around World AIDS Day.

Italy

Priority strategies and actions throughout 2010:

- Actions that are not time-specific during the year:
 - Cross-cutting issue: target the government and MPs with advocacy efforts aimed at ensuring Italy’s payment of its 2009 contribution to the Global Fund. Pressure should be maintained until payment is made.
 - Regarding Saving Lives campaign: seek to identify funds to be used to “personalize” campaigns in individual countries, including Italy. This would help local advocates tailor the campaign to solicit support and input from other civil society organizations and the general population.
- Actions that are time-specific:
 - Prior to March 2010 Global Fund preliminary replenishment meeting: civil society advocates will conduct analysis of all relevant documentation, solicit input from across the spectrum, and then provide recommendations to civil society representatives attending the meeting.
 - In run up to the G8/G20 meeting in June: seek to ensure that HIV/AIDS is a priority issue on the agenda by highlighting its importance during consultations with Sherpas and Italian health-focused personnel attending the meeting.
 - Prior to the IAC: seek to encourage the Ministry of Foreign Affairs to send high-level representation to the meeting and to have civil society brief all representatives extensively in advance.
 - Prior to the MDG review summit in September: seek to influence Italian recipients’ priority agendas in favour of Global Fund support, with particular attention paid to the Ministry of Foreign Affairs and Italy’s position on the GCAP⁹.
 - Prior to World AIDS Day in December: release statement on the Global Fund from a wide range of civil society in Italy.

Netherlands

Dutch representatives first noted some key background financial information. Although the government’s direct contributions to the Global Fund have increased regularly over the decade, budget restrictions for 2010 have prompted development officials to reduce expected direct contributions that year by 30 percent, from 90 million euros (\$130 million) to 62 million euros. (An additional 14.5 million euros will, however, be provided in the form of a promissory note—thus to be paid at a later date.). This relatively bad news is tempered by signals from the government that it will pledge about 260 million euros at the 2010 Global Fund replenishment, up from the 230 million euros provided during the previous replenishment round.

⁹ GCAP = Global Call to Action Against Poverty

Priority strategies and actions throughout 2010:

- Civil society advocacy work in the Netherlands would be greatly improved by more extensive data and evidence on aid effectiveness, including the impact of the Global Fund. It is especially important to be able to show results and data on issues related to MDGs 4, 5 and 6 in the run up to the September MDG review summit. This represents a potentially important entry point for Dutch civil society because the government has focused extensively on the MDGs in recent years.
- South Korea is currently the preferred, and thus likely, host of the March 2010 preliminary replenishment meeting. However, there is a possibility that the Netherlands will host. If that happens, the dynamics will have changed completely because civil society will then have more likely success in encouraging the Dutch government to be a “champion” and set a high financial contribution bar for other participants. (NOTE: it has been confirmed now the meeting will take place in The Netherlands, 24-26 March)
- The Netherlands will become chair of UNAIDS in 2010. This could be a useful entry point for civil society to raise awareness about HIV-related resources, including for the Global Fund. (One caveat noted by participants is that the Dutch government has been quite critical recently of UNAIDS.)
- Civil society advocates aim to look carefully at the Saving Lives campaign to identify how they can best be involved throughout the year. During this effort, they will seek to link to developments in the parallel campaign for a CTL for health.

Russia

Priority strategies and actions throughout 2010:

- In January, a meeting will be convened of members of a relatively new regional civil society health coalition that focuses particularly on issues of relevance to the Global Fund (i.e., HIV/AIDS). This group, which includes PLHIV and harm reduction networks from both Russia and other CIS countries¹⁰, will seek to prioritize Global Fund-related action steps.
- In February, civil society groups will develop a strategic document for a Global Fund advocacy campaign. A key part of this effort will include creating a Web-based database containing key advocacy, research and financial documents from the Global Fund, UNAIDS and civil society partners that have been translated into Russian. The database will also contain i) a calendar of events regarding the Global Fund, including its replenishment campaign; and ii) suggestions on how civil society can be engaged in the resource mobilization effort.
- In March, advocates will seek to work with domestic and international allies to organize a special session/presentation on HIV/AIDS at the G8/G20 meeting in June. This effort will include development statements on the Global Fund and MDGs 4, 5, and 6.

Spain

Spanish participants divided their list of activities and action steps into two separate categories: for Spain in general, and in regards to Spain’s six-month presidency of the European Union (from January to June 2010) more specifically. The general category is listed first:

- February (Global Fund Board retreat):
 - Advocacy work in advance with the Spanish ambassador as well as the Secretary of State for International Cooperation and technical officers in that agency. Every effort will be made to ensure contact and engagement with high-level officials.
 - Raise public awareness about the Global Fund and what the Board is likely discussing during its retreat. Efforts will be made to involve other Spanish NGOs and local media, as appropriate.
- January-March (ODA budget):

¹⁰ CIS = Commonwealth of Independent States. In this context, it refers to countries that were once part of the Soviet Union.

- Advocates will propose a joint action involving a wide range of Spanish health NGOs. This might include sending a letter to the Secretary of State and an initiative targeting parliamentarians. The goal is to ask for, and receive, a significant ODA budget for health.
- March (Global Fund preliminary replenishment meeting):
 - Advocacy work will be conducted in advance with the Spanish government about its contribution to the Global Fund. GlobalSida will, at the very least, urge Spain to maintain the fair share principle when determining contribution levels.
- June (G8/G20 meeting):
 - Advocacy work will be conducted in advance with the prime minister's office to convey key messages regarding global health and the Global Fund more specifically. Efforts will be made to ensure that Spain prioritizes global health as a G20 agenda topic.
- July (IAC in Vienna):
 - The Spanish government is likely to participate in the IAC. Advocacy work will be conducted in advance with the departments involved to build support for Global Fund resource mobilization.
 - GlobalSida is supporting efforts to arrange a special session in the IAC that would be used to expand the support and the involvement of CS and stakeholders in the 2010 campaign.
- September (MDG review summit in New York):
 - Advocacy work will be conducted in advance with the prime minister's office to convey key messages regarding global health and the Global Fund more specifically.
- October (Global Fund replenishment pledging meeting):
 - Advocacy work will be conducted in advance with the Spanish government about its contribution to the Global Fund. GlobalSida will, at the very least, urge Spain to maintain the fair share principle when determining contribution levels.

Participants from the Spain working group identified the following activities as priorities specifically associated with the Spanish EU presidency¹¹:

- January (Informal meeting of Council of Ministries of Foreign Affairs and Development, in Spain):
 - Messaging will be conducted about global health and the Global Fund model (and 2010 replenishment). Spain has the advantage of drafting the agenda and conclusions, but advocacy from CS around EU members is necessary.
- February (High Level Forum on Global Health in Brussels):
 - The European Commission will present its "Communication on Global Health" at this forum. Advocates will seek to influence the output in advance.
- March-April (EU-ACP¹² Joint Parliamentary Assembly):
 - Stop AIDS Alliance and GlobalSida are exploring how to work together to influence this event. Among the possible strategies:
 - the Global Fund executive-director could attend the assembly
 - the two civil society groups could organize a satellite event about universal access and Global Fund replenishment as part of an effort to mobilize supportive among parliamentarians from both regions
- May (Formal meeting of Council of Ministries of Foreign Affairs and Development, in Brussels):

¹¹ Note: Dates have yet to be confirmed for all of these planned events.

¹² ACP = African, Caribbean and Pacific states

- At this meeting, the EU will adopt the conclusions of the “Communication on Global Health” and develop a EU position on the MDG summit to be held in September.
- Messaging will be conducted about global health and the Global Fund model (and 2010 replenishment). Spain has the advantage of drafting the agenda and conclusions, but advocacy from CS around EU members is necessary.
- May (EU-US summit):
 - Messaging will be conducted about global health and the Global Fund model (and 2010 replenishment). Spain has the advantage of drafting the agenda and conclusions, but advocacy from CS around EU members is necessary.

United Kingdom

The most important domestic event in the United Kingdom in 2010 will be the general election, which must take place by May 2010. The opposition Conservative Party is likely to win, and it is not clear what its strategy and priorities will be in regards to development in general, let alone the Global Fund. The uncertainty surrounding the post-election government frames all of the action steps noted below. In general, a priority strategy both before and after the election will be to show how and why the Global Fund provides good quality (and efficient) aid and impact on the ground. This can help advocates identify political champions, influence health manifestoes (regardless of which party is in power), and increase support for the Global Fund among MPs.

Quarter 1

- January:
 - Aim: build better links with UK Global Fund representatives within government, to push for a promissory note for the five-year contract for UK funds being delivered to the Global Fund
 - Activity: Meet with DFID¹³ Global Fund team
 - Responsible actor(s): Stop AIDS Campaign (SAC); also involved: Action for Global Health (AFGH)
- February (Global Fund Board retreat):
 - Aim 1: for UK reps to Global Fund to implement a promissory note
 - Activity: final lobbying of Global Fund reps
 - Aim 2: build MPs’ support for the Global Fund
 - Activity: hold an event for parliamentary committee members to show research and data regarding impact and effectiveness of Global Fund, and get MPs to sign up to the NGO health manifesto.
 - Activity: release a short paper on why the Global Fund is a great way to deliver aid, and hand it out at the event.
 - Responsible actor(s): SAC, Health Unlimited; also involved: Oxfam, AFGH
- March (Global Fund preliminary replenishment meeting):
 - Aim: to get one of the main political parties to champion the potential move of the Global Fund to become a broader Global Fund for Health, also with additional money.
 - Activity: invite Carla Bruni-Sarkozy to meet Sarah Brown (the current UK prime minister’s wife, who is patron of the White Ribbon Alliance and a leading campaigner on maternal mortality issues) and Annie Lennox (the UK’s HIV ambassador)
 - Responsible actor(s): Oxfam to work with the maternal health lobby; also involved: organizations involved in maternal mortality issues

Quarter 2

- April (World Health Day), with focus on upcoming election:
 - Aim: to get prospective parliamentary candidates to support the Global Fund

¹³ DFID = Department for International Development, the government’s main development agency.

- Activity: host a day of action with student campaigners, in which all involved meet with and follow around prospective parliamentary candidates in their constituencies
 - Responsible actor(s): Students Partnership Worldwide (SPW)
 - Aim: build media pressure that the Global Fund can produce the kind of development results that conservatives want
 - Activity: host a trip to see how Global Fund money is being spent, taking along members of the conservative media
 - Responsible actor(s): Oxfam
- May (Likely date of general election):
 - Aim: to get the new prime minister to use the first 100 days for a big announcement/show of support for the Global Fund
 - Activity: produce a short paper that says what the NGOs think the new prime minister should do in his first 100 days regarding the Global Fund. This key messages of this paper should be that it's great, that it works, and that it needs more money
 - Responsible actor(s): to be determined
- June (G8/G20 meeting): plans to be determined

Quarter 3

- July (IAC):
 - Aim: get new DFID minister more committed to funding the Global Fund
 - Activity: ensure the DFID minister goes to the IAC
 - Responsible actor(s): SAC
- August (UK Parliament on recess):
 - Aim: build parliamentary support for the Global Fund
 - Activity: Arrange visits to MPs to solicit their support for the Global Fund in the new parliamentary session
 - Responsible actor(s): to be determined
- September (MDG review summit):
 - Aim: Get the prime minister to go to MDG summit with an announcement on Global Fund financing and a push for a Global Fund for Health
 - Activity: release of a report on how the Global Fund is delivering on health MDGs
 - Responsible actor(s): SAC
- October (Global Fund final replenishment meeting):
 - Aim: get UK representatives to announce increased financing for the Global Fund and push for a broadening to a Global Fund for Health
 - Activity: lobbying.
 - Responsible actor(s): to be determined

Brussels-based EU advocates

Meeting participants who work primarily on pan-European advocacy, particularly with the EU and European Commission, also discussed priority entry points and strategies for 2010 in regards to Global Fund resource mobilization. They highlighted the need to influence the following four actors:

- European Parliament (Global Fund contributions will come from the EU budget)
- European Commission (has a seat on the Global Fund Board)
- Council of European Union multiple targets:
 - member-states should be encouraged to increase their own contributions
 - presidencies (especially of Spain from January to June) should be used to "champion" the Global Fund
 - member-states to approve increase EC contribution via the European Development Fund (EDF)

- EDF Committee

Participants in this group identified the following key moments throughout the year:

- Commissioner hearings (January)
- Presidency priorities hearing (January)
- ACP-EU Joint Parliamentary Assembly (March)
- Budget discussions (June onwards)
- General Affairs & External Relations Councils (GAERC)

B. United States

Information on US campaigning was not available at the time this report was prepared, and will be shared at a later stage.

C. Other countries

The third large overall group comprised meeting participants from countries outside of Europe and the United States. Advocates from the following countries identified priority strategies and actions throughout 2010 in regards to Global Fund resource mobilization: Australia, Canada, Japan and New Zealand. Activities and strategies are listed in this section by country, each of which is presented in alphabetical order.

Australia

- Advocates will seek to get New Zealand more deeply involved in the Global Fund, including at the political level.
- Pacific Friends of the Global Fund and community organisations are already advanced in planning for the 2010 replenishment year. Preliminary meetings have been held with the finance and foreign affairs ministers, and it seems likely that ODA will increase substantially. The Australian government's commitment will be influenced by the funding goals set by the Global Fund throughout the year, and advocates will work to ensure that commitments are as extensive as possible.
- Global Fund Executive-Director Michel Kazatchkine will visit Australia in February; while there, he will meet with the relevant Parliamentary Action Group.
- A couple of events of relevance to the Global Fund will take place during the course of 2010, including Access to Life and an event/conference/think tank involving Pacific nations collaborating to raise the profile of the Global Fund and establish priorities for the Pacific. That gathering, which civil society advocates hope to influence, is expected to take place in the middle to latter half of the year.

New Zealand

- Global Fund resource mobilization strategies must take into account both the government and opposition's preference for directly funding programs in the Pacific and their reluctance to fund multilateral programs.
- In light of the above, advocates will seek to obtain more extensive evidence of Global Fund efficiencies and successes outside of the Pacific which can be used when lobbying the government and opposition.
- Resource mobilization strategies should reflect the government's shift in focus from human rights enforcement and poverty reduction to economic security in its ODA priorities.
- Strategies should recognize that domestic economic conditions provide, at best, a small window for a modest contribution from the government. Advocates must therefore recognize the usefulness of requesting at least a symbolic investment by the New Zealand government in the Global Fund.
- In light of the above, one approach would be to argue that a nil contribution from New Zealand could have a domino effect on other states and that the government should take this

into account. Arguments around maternal health could also provide some leverage in ensuring at least a symbolic donation.

Canada

As part of their efforts to boost support for Global Fund resource mobilization efforts, advocates in Canada will:

- seek to obtain information about—and then publicize—the Global Fund’s work with the Canadian government’s ODA priority countries (in South and Central America) and the links between HIV and MDGs 4, 5 6;
- plan for the possibility that the Global Fund may be perceived as taking funds away from other important health priorities of the Canadian government;
- plan for a possible change of government (including before the June G8/G20 meeting in Toronto) by continuing to strengthen relationships with all four possible successor governments;
- identify suitable additional civil society contributors for Canadian advocacy strategy; and
- monitor and seek to influence legislative reform relevant to the generic production of ARVs in Canada.

Japan

- A key issue is that although many members of the new government (in particular the foreign minister, vice-minister and parliamentary vice-minister) are well-informed about the Global Fund and want to increase ODA, there is a 600billion yen (\$6.63 billion) shortfall in the budget for social welfare (which cannot be cut). This is expected to impact on ODA.
- The ODA reform process will begin in 2010 and is expected to result in a transition from bilateral aid to multilateral aid commitments. There will be many opportunities for NGOs to participate in the reform process.
- Japan is concerned about the efficiency of the Global Fund. There is a view that the Global Fund does not have to be demand-driven anymore and should also be supply-driven. Japanese civil society advocates will need to determine how to respond to this viewpoint. For example, in relation to weak implementers, there will need to be more sophisticated arguments than simply that these implementers need more money.
- Japanese civil society advocates will seek to engage with South Korean and Indonesian civil society to establish a regional advocacy strategy.