

Toolkit for Global Fund advocates for the Third International Conference on Financing for Development (FfD), 13-16 July 2015

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Why do we need to speak up in Addis?

In previous drafts of the conference's Outcome Document, which will inform the financing of the Sustainable Development Goals (SDGs), the Global Fund, along with Gavi, was acknowledged as **"particularly effective"** and **"successful"** as a multi-stakeholder partnership in the field of health. In the latest version (as of June 19th), it is more weakly noted that the GF and Gavi have **"achieved results"** and there is encouragement for "better alignment between such initiatives," and for "them to improve their contribution to health systems strengthening".

But the Global Fund deserves more than this.

The Outcome Document should **encourage country pledges, increased financing and strengthening**, just as it does for other helpful multilateral institutions such as the Green Climate Fund, Global Environment Facility and Global Partnership for Education. With a replenishment year ahead and over a decade of innovative and life-saving work behind it, **why have countries not included similar persuasive language for the Global Fund?** We cannot allow a complacent attitude when it comes to fighting the world's deadliest infectious diseases.

As well, with the UN conference on the SDGs in September, a huge climate conference (COP21) in Paris in December and the opening of the latest replenishment round for the Global Fund in close pursuit, the **next 6 months will be extremely important** for the future of climate and development financing.

At the same time, European negotiators have taken huge strides in their bid to agree on a European Financial Transactions Tax (FTT), and an announcement looks set for later this year. We need to push to ensure that the **global health community gets a fair share of the FTT** proceeds that have been tirelessly campaigned for. **With the new tax in sight, we need to utilise all to push for the best deal for HIV, TB and malaria.**

We need to begin sending the message to donors that the Global Fund is worth the commitment and effort. This conference is the beginning of our opportunity.

Topline GFAN Messages for Addis

1. The Global Fund as a financing mechanism is widely considered, alongside Gavi, the Vaccine Alliance, to be among the great success stories of progress made towards the Millennium Development Goals. If we are to find sustainable ways to finance the SDGs, countries should be looking to re-commit and scale-up the Global Fund to achieve the end of the pandemics and to ensure that the global framework for financing the SDGs reflects that.
2. We want to end AIDS, tuberculosis and malaria. We can only do this if we scale up financing. Civil society engaged in fighting the world's deadliest infectious diseases wants to ensure that governments commit to financing through 2030 to do just this.
3. The advances made in the fight against HIV/AIDS, tuberculosis and malaria are widely considered to be one of the few successes of the MDGs – but there is still so much to do. Significant increased financing is needed to maintain current treatment regimens, to find new ways to address the changing nature of the diseases including drug-resistance, to develop vaccines to prevent future infections and to scale-up to reach those still without access to community and health systems.
4. Tackling global health in a sustainable manner will need an ambitious post-2015 development framework and considerable financial resources. The FTT as an innovative finance mechanism can sufficiently raise a significant part of the financing needed for the SDGs. Many FTTs already exist around the world today that collectively raise at least 30 billion dollars a year and an EU FTT would increase growth in Europe by 0.2 to 0.4 percent according to the European Commission's most recent impact assessment. An EU FTT can help us to make sure the HIV, tuberculosis and malaria response gets a fair share and can help improve the lives of millions of people the world over.

Relevant Events in Addis

Sun July 12th	High Level Luncheon Side-Event on Global Fund 5th Replenishment in the Post-2015 Era (organized by GFAN Africa) 12:30-14:00, Capital Hotel and Spa
Mon July 13th	Report Launch: Who Pays for Progress? 18.15-19.45, Jupiter Hotel
Mon July 13th	Domestic Financing: Financing Health for Development 18.30-20.00, UNECA, UN Conference Center, CR 2
Wed July 15th	Beyond 2015: Financing Equitable Access to Health 13:15-14:45, Intercontinental Addis Hotel

Social Media/Images

Conference hashtags: [#FfD3](#) | [#SDGs](#)

GFAN hashtags: [#SaveLivesEndEpidemics](#)

[#SaveLivesEndAIDS](#) | [#SaveLivesEndTB](#) | [#SaveLivesEndMalaria](#)

Tweets/Posts (adapt as needed for Facebook)

General tweets

We call on donors at #FfD3 to make a financial commitment to the @GlobalFund. We can #SaveLivesEndEpidemics. *[room here to add tagline image]*

How can we #SaveLivesEndEpidemics thru the #SDGs? Commit to financing the @GlobalFund at #FfD3! *[room here to add tagline image]*

The @GlobalFund is a critical & smart investment to #SaveLivesEndEpidemics, but it needs a larger financial commitment to support the #SDGs.

The @GlobalFund saves lives & strengthens #health systems: it is our best bet to reach the #SDGs & #SaveLivesEndEpidemics. #HIV #TB #malaria

The @GlobalFund provides high impact in the fight against #HIV, #TB & #malaria. Commit to its replenishment at #FfD3! #SaveLivesEndEpidemics

Donors need to invest more in #HIV, #TB & #malaria now or face higher costs in the future. Commit to the @GlobalFund at #FfD3!

Supporting document tweets

The @GlobalFund is the largest funding mechanism for #HIV, #TB & #malaria. We need a commitment for its support at #FfD3 to reach the #SDGs!

The @GlobalFund is one of the successes of the #MDGs. Now we need it for the #SDGs: commit to #SaveLivesEndEpidemics at #FfD3!

Pooled funding mechanisms like the @GlobalFund made the #MDGs in #health a success. Let's commit more at #FfD3! <http://unsdsn.org/wp->

<content/uploads/2015/04/150619-SDSN-Financing-Sustainable-Development-Paper-FINAL-02.pdf>

Make the #SDGs strong! The #G7 called on donors to give to the @GlobalFund; let's commit at #FfD3! <https://www.whitehouse.gov/the-press-office/2015/06/08/g-7-leaders-declaration>

Investment in the fight against #AIDS yields high returns: the @GlobalFund model can do this for the #SDGs.

<http://www.globalfundadvocatesnetwork.org/resource/a-unaid-lancet-commission-on-defeating-aids-advancing-global-health/> @UNAIDS

Scaling-up #HIV investment cld generate benefits of US\$1.157B btwn now & 2030. Let's step it up at #FfD3!

<http://www.globalfundadvocatesnetwork.org/resource/a-unaid-lancet-commission-on-defeating-aids-advancing-global-health/> @TheLancet

We made strides towards #MDG4 #MDG5 & #MDG6 thanks to the @GlobalFund's work. Reach the #SDGs with an increased commitment at #FfD3!

The @GlobalFund benefits #women & #girls, supporting #MDG4 & #MDG5. Let's commit more at #FfD3! <http://www.wvi.org/vi/publication-type/report>

The @GlobalFund provides 75% of int'l financing for #TB. W/o more support at #FfD3, it can't #SaveLivesEndTB. We need commitment! #SDGs

The @GlobalFund provides 22% of int'l financing for #HIV. W/o more support at #FfD3, it can't #SaveLivesEndAIDS. We need commitment! #SDGs

The @GlobalFund provides 50% of int'l financing for #malaria. W/o more support at #FfD3, it can't #SaveLivesEndMalaria. We need commitment!

Financial transaction tax tweets

As leaders descend on Addis Ababa for #FfD3, we're asking: where could the money come from? 3 little letters =

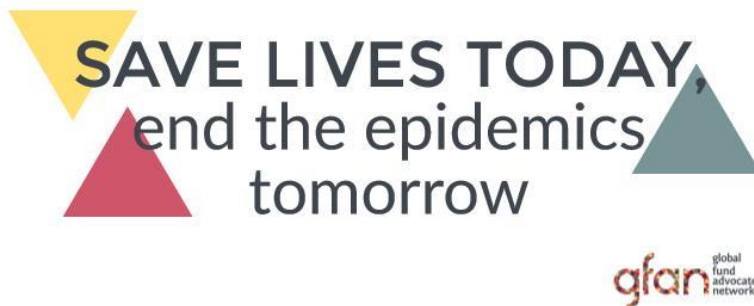
#FTT: <http://www.ipsnews.net/2015/07/financial-transaction-tax-could-boost-new-development-goals/>

With huge progress in European #FTT talks - billions at stake - help us fight to make sure #HIV #TB #malaria response get fair share. #FfD3

Sustainable? Check. Fair? Yep. Innovative? You bet. An #FTT could help improve the lives of millions of people the world over. #FfD3

Images

GFAN Replenishment advocacy tagline



Download for: [Facebook header](#) | [Facebook timeline](#) | [Twitter stream](#)

GFAN's Key Messages for GF Replenishment

Tagline: *Save lives today, end the epidemics tomorrow*

[Download short and long versions of GFAN's key messages](#)

Supporting Documents & Text – The Case for Funding

[G-7 Leaders' Declaration](#), 8 June 2015

[Financing Sustainable Development: Implementing the SDGs through Effective Investment Strategies and Partnerships Working Paper](#) by Guido Schmidt-Traub and Jeffrey D. Sachs (Revised version: 18 June 2015)

[A UNAIDS–Lancet Commission on Defeating AIDS-Advancing Global Health](#), 25 June 2015

[Integrating Maternal, Newborn and Child Health Interventions in Global Fund-Supported Programmes](#), World Vision International (2011)

[Multilateral Aid Review: Global Fund to Fight Aids, TB and Malaria \(GFATM\)](#), Department for International Development (2011, 2013)

[2014 PARTNERSHIP PROFILE: The Global Fund](#), E2Pi - The Global Health Group (March 2014)