Preparedness&Response
ONE HEALTH IN ACTION

Private Sector Engagement Toolkit
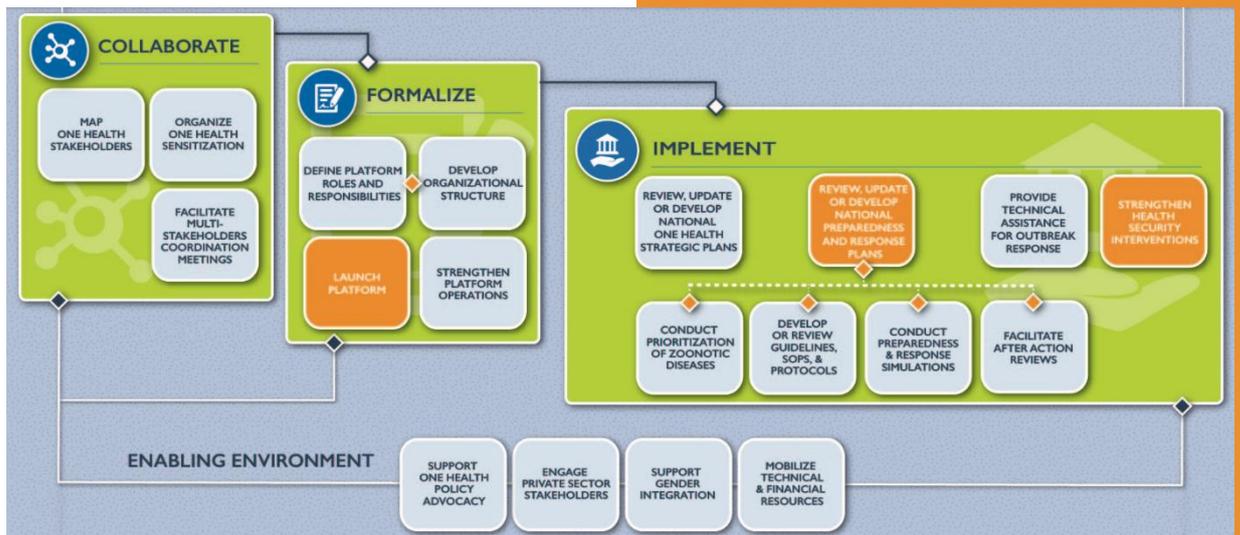
ENABLING ENVIRONMENT:

ENGAGE PRIVATE SECTOR STAKEHOLDERS

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INTRODUCTION

The private sector can play a strategic and critical role in planning, preventing, and responding to outbreaks. As a One Health stakeholder, the private sector has business expertise that can fill gaps in the planning and execution of a country's One Health strategy. This toolkit provides the tools and guidance needed to evaluate potential entry points for private sector engagement in One Health activities and to develop and communicate the business case for public-private partnership to platform members and to the private sector. An overview of each of the tools in this toolkit is presented in the table below. The tools are organized by primary audience: 1) tools that can be useful when discussing private sector engagement with the One Health platform and 2) tools that are most useful when making the business case for public-private collaboration to private sector actors.

Tool	Purpose
Supporting the One Health Platform in Engaging the Private Sector	
Types of Private Sector Engagement in One Health	Provides examples of how businesses might work with the platform (e.g., public-private partnerships, donations of goods or services, technical working group and policy development participant, etc.) and how specific industries (e.g., agribusiness, tourism, ICT, logistics, etc.) might play a role in prevention, preparedness, and response activities.
Country Economic Profile	Provides in-depth guidance on how to create a country's economic profile that contains the information needed to formulate a plan or strategy to engage the private sector. This tool includes a guideline/template for an economic profile which defines a country's economy, the economic drivers, its private sector, and the relationship that the private sector has with the government. Information gathered in this document will be useful to create communications customized to educate the One Health platform on how and why to engage with the private sector and to create communications to education the private sector on how and why to engage with One Health platform. Completed country economic profiles from Kenya, Liberia, and Guinea are included in the <u>Case Studies</u> folder.
Public-Private Sector Engagement Presentations	Provides a PowerPoint template that can be used to develop presentations on the benefits of public-private collaboration. Two separate job aids have been developed for customizing the presentation for different audiences: 1. Educating the government and One Health platform members about the benefits of engaging with the private sector, 2. Educating the private sector on the benefits of working with the platform. Customized presentations for both public and private sector audiences are provided as examples in the <u>Case Studies</u> folder.
MOU templates and examples	This tool includes a document that describes some private sector activities that may be well suited for a memorandum of understanding (MOU) agreement with the public sector. Also included is a generic MOU that may be customized to any business and sample MOU templates that have been developed for specific industries (ie. logistics, ICT, ecotourism, livestock association).
Making the Business Case to the Private Sector	
Business Case Brief	This 4-page brief summarizes the business case for prevention, preparedness, and response to outbreaks and serves as a handout for both the private sector and platform members. *Also available in French.*
Audit and	These audit and planning tools were developed by EPT partners to help the private

Tool	Purpose
Planning Tools	sector identify, plan for, and mitigate its vulnerabilities to zoonotic and vector-borne disease. They can be shared with the private sector and or used as tools to foster discussions with the private sector on the business case for working with the platform. **Audit: Work Site Assessment Tool for Operating Facilities** The Audit Checklist to Reduce Potential Exposure to Emerging Infectious Diseases is a series of checklists designed for Environment, Health and Safety Officers to evaluate potential exposure pathways to zoonotic disease exposure, specifically associated with pest animals, on-site infrastructure, worker and community health, hunting and bushmeat, and habitat management. Each checklist has corresponding mitigation measures to be considered to address any identified vulnerabilities. Although the checklists are focused on zoonotic diseases, the identified vulnerabilities and mitigation measures may also apply to broader health issues, both at the worker and community levels. **Planning: Guidelines for Adding Zoonotic Diseases to Health Impact Assessments** The Guidance for Inclusion of Emerging Infectious Disease in Health and Environmental Impact Assessments provides a step-by-step guide to incorporate an evaluation of emerging infectious diseases of zoonotic origin into a health or environmental impact assessment. This document is designed to be used by those who are designing large scale projects in areas where zoonotic diseases are known to be present. It includes a screening questionnaire for the user to determine whether they need the assessment and assists in the development of a mitigation strategy. These documents are intended to supplement (not replace) existing guidelines (e.g. IFC, World Bank, and internal), as exposure to zoonotic pathogens requires a more holistic analysis than normally taken in environment and social impact assessments or health impact assessments.

STEP-BY-STEP PROCESS

In many countries, there is opportunity to engage the private sector whether that means engaging with just a few companies in a few specific activities or engaging with multiple businesses in multiple sectors across various planning and response phases and activities. It's ultimately the responsibility of the P&R team and NOHTA to determine what process is appropriate for their particular country context, but some illustrative stages in the private sector engagement process are outlined below.

STAGE 1: IDENTIFY OPPORTUNITIES

If a country team is considering recommending to the platform that they should engage the private sector, the team should first evaluate whether the platform is ready and has the capacity to engage. In addition, the team should determine whether there are one or more segments of the private sector that could be engaged. The Types of Private Sector Engagement in One Health tool and MOU templates and examples provides some guidance on how different industries may add value to a country's One Health activities.

STAGE 2: DEVELOP RECOMMENDATIONS

During this phase the NOHTA or P&R team should develop clear, detailed businesses cases for platform and private sector collaboration and then effectively communicate those plans to both stakeholders to foster and establish engagement activities.

In engaging the One Health platform or other public sector stakeholders, consider developing an economic profile for the country using the Country Economic Profile tool as a starting point. NOHTAs should also review the customizable communications products aimed at educating the platform on the benefits of engaging the private sector in the Public-Private Sector Engagement Presentations tool.

Once the platform has agreed on how best to engage the private sector, P&R can support the platform in making the business case to private sector stakeholders. In addition to customizing a presentation for the targeted private sector actors using the Public-Private Sector Engagement Presentations tool, consider sharing the Business Case brief, the Audit and Planning Tools, and/or the Cameroon success story to showcase the benefit of private-public collaboration in One Health.

STAGE 3: SUPPORT ENGAGEMENT

To strengthen relationships and build trust between public and private sector stakeholders, P&R can support the One Health platform in identifying specific opportunities for collaboration in preparedness activities, such as simulations, policy development, or after-action reviews. To formalize collaboration, the NOHTA and P&R team may work to negotiate a memorandum of understanding (using the MOU template and examples) that specifies how the private sector may be engaged in case of an outbreak.

STAGE 4: SHARE

- Ensure all documents developed have been uploaded to the P&R electronic library.
- Develop lessons learned and share with other NOHTAs and P&R teams.
- Serve as a resource for other NOHTAs and other P&R teams that are undertaking similar projects in other countries.

ADDITIONAL RESOURCES

P&R EXPERIENCE

- **Cameroon** – Success story describing how the private and public sector worked together on preparedness and response to health threats in Cameroon. This could be used as handouts or customized for specific in-country use.
- **West Africa Extractive Industries** – P&R conducted a qualitative survey to assess how the extractive industry worked with the platform during the Ebola crisis in West Africa. This information may be shared with the industry or used as a tool for fostering discussions with the private sector on the business case for working with the platform.

REFERENCE

World Economic Forum report, "*Managing the Risk and Impact of Future Epidemics: Options for Public-Private Cooperation.*" This document may be shared as additional support for the business case for partnerships between the private sector and the platform. It might also be useful to review while developing customized value propositions within a specific country.