



BUSINESSatOECD

# Forum on Health Achieving the SDGs

Innovation | Health | Partnerships

## FORUM HIGHLIGHTS

30 OCTOBER 2019 - PARIS, FRANCE





## TABLE OF CONTENTS

---

Introduction: Achieving the SDGs, tackling Covid-19	<b>4</b>
Main takeaways from the Forum on Health	<b>5</b>
Scene setting and keynote	<b>6</b>
Panel I: Universal Health Coverage and the SDG3	<b>8</b>
Panel II: Business actions to promote well-being and the SDG3	<b>10</b>
Panel III: Investing in innovation and the SDG9	<b>14</b>
Panel IV: Strategic collaboration and the SDG17	<b>16</b>
Special interventions	<b>17</b>
Closing remarks	<b>18</b>
Sponsors	<b>20</b>

---

## INTRODUCTION: ACHIEVING SDGs, TACKLING COVID-19

The annual Forum on Health has become a key highlight of our work and represents a prime example of how we as *Business at OECD* empower our stakeholders to engage in a dialogue with OECD and policy makers to inform better policy recommendations.

Since the inception of the Forum on health 4 years ago, we have stressed the inter-linkages that bring innovation, economic productivity, growth, and digital technologies together with health opportunities. Diverse speakers from a multitude of backgrounds have thereby continuously underlined that only through regular and proactive collaboration can the complex challenges of the 21st century be addressed and solved.

The messages we present to you in the following from our 4th Annual Forum on achieving the health related SDGs have become only more relevant and timely now as we navigate the COVID-19 crisis in 2020.

More than ever, multi-stakeholder dialogue and decisive action are pre-requisites to boost health resilience, advance health security, support innovation, seize digital opportunities and enable public private partnerships to reduce risk factors for illnesses. In effect, these five areas are crucial steps towards achieving the SDGs by 2030, but will also play an important role in addressing any potential future health crisis.

The Covid-19 pandemic has showed us that we were not adequately prepared to deal with an outbreak of a communicable disease of a global scale. In addition to efforts to address non-communicable diseases, currently the world's largest cause of mortality, we must therefore equip ourselves with the resources and know-how to address COVID-19, establish better pandemic preparedness, and ultimately achieve sustainability in our healthcare systems in the long term.

Ali Karami-Ruiz  
Senior Director,

Strategic Engagement and Communications

# 4

## FORUM ON HEALTH - MAIN TAKEAWAYS

The role of private sector innovations in promoting health literacy and better health was the focus of the 4th Annual *Business at OECD* Forum, which convened over 200 participants from the public and private sectors.

Over 20 speakers from business, governments, the OECD, patient organizations, and other health experts discussed what needs to be done to achieve the SDGs in Innovation, Health and Partnerships in the remaining ten years until 2030. The main conclusions experts reached throughout the panels revolve around three main areas:

**1** There is an urgent need to increase cooperation across sectors and stakeholders. Bridging silos is an essential task to drive concrete actions and reach the SDGs.

**2** Business, through innovation and partnerships, can contribute to achieve the goal faster and deliver better outcomes for populations.

**3** Empowering people to make better informed choices is critical to prevent illnesses and foster well-being.



# 5



ABOUT THE MODERATOR



**Riz Khan**  
International Journalist  
and Author

Riz Khan is an international journalist, author, and public speaker recognized across the globe for having had flagship TV shows on CNN International and Al Jazeera English – of which he was a Founding Director. Prior to that, Riz had training at, and an extensive career with, the BBC as a correspondent and founding presenter of BBC World.

Beyond fronting news and current affairs programming – as well as reporting of major, live global events while at CNN International - he launched the first, global, live interactive talk show, "Q&A with Riz Khan", an award-winning daily program giving viewers around the world the chance to directly pose questions to high-profile newsmakers and celebrities. Through the span of his career, Riz has conducted more than 10,000 interviews. Riz also gained widespread international acclaim for the first live international coverage of the massive annual Muslim pilgrimage to Mecca, the Hajj.

Riz left Al Jazeera English in 2011, following successful five years of hosting the live, daily, talk show "Riz Khan", as well as a ground-breaking weekly profile series, "Riz Khan's One on One", offering a look into the lives of key figures in the world of politics, sports, business, arts, and entertainment.



SCENE SETTING



**Ali Karami-Ruiz**  
Senior Director, Strategic  
Engagement and  
Communications,  
*Business at OECD*

- The annual Forum is an important platform changing the way we think and act about health policy and its implications for societies.
- Past conversations have demonstrated that a wider array of business sectors can contribute to better health outcomes than what had initially been believed.
- We are 10 years away from our promise to deliver on the SDGs and now is the time to show full commitment to meet our targets.
- Delivering on the SDGs is a key example of how global challenges can only be addressed with collaborative multistakeholder solutions.
- The on-the-ground initiatives from our global membership, show that governments, civil society, and researchers are keen to work with business to tackle problems that would be otherwise unresolved if either party went separate ways.
- We must break the silos, engage in dialogue and drive initiatives jointly – and driving initiatives jointly.



KEYNOTE



**Caroline Roan**  
President, Pfizer Foundation

**A worthy investment:** An investment in global health is an investment in economic growth, education, gender equality and more.

**Patients first:** Patients must remain our north star in everything we do to make sure we design, develop and bring to market the medicines and treatments that meet peoples' needs.

**Power of partnerships:** No single organization or entity can achieve the SDGs alone – bold partnerships, whereby each player leverages their unique strengths - is key to accelerating progress.



PANEL I: UNIVERSAL HEALTH COVERAGE AND THE SDG3



**Francesca Colombo**  
Head of Health Division, OECD

- The SDGs are essential and universal. All countries must achieve them, in all sectors and with the involvement of different stakeholders.
- There is a very strong economic and rational case for investments in health. And the health sector can make a broad contribution to the economy through its positive impacts on productivity and job creation, but money needs to be well spent.
- The OECD provides analyses and metrics that explain why investing in health is crucial, and which help to prioritize investments within healthcare systems to maximize the impact on the health of populations.



**Thomas Cueni**  
Health Committee Chair, Business at OECD  
Director General, IFPMA

- The question is no longer whether the private sector should take part in the discussions, but how to best leverage partnerships with the private sector to achieve the SDGs and attain better health outcomes for patients.
- Industry can deliver a global perspective on the strengths and challenges unique to each health system, recognizing that these issues cannot be addressed with one-size-fits-all solutions. Public-private partnerships with local governments and stakeholders are the most effective approach to achieving sustainable improvements to health systems for the benefit of patients.
- For their part, governments must recognize that health is wealth, that investing in health is essential to the prosperity of their communities. In a conducive policy environment, businesses can continue to do what they do best, to invest in developing cutting edge medicine that address healthcare needs of today but also tackle the unmet medical challenges of tomorrow.

PANEL I



**Dr. Eva Njenga**  
Chair of the Kenya Medical Practitioners and Dentistry Board  
Co-Chair of the NCD, Alliance Kenya

- Our role as society, business, or government is to work together and make sure that people are aware of how they can prevent risks of developing non-communicable diseases.
- Breaking the silos is crucial to bring everybody along and make them take ownership for their health.
- Innovation and progress regarding health information and prevention of harmful habits is essential. In Kenya, as it is one of the biggest countries in terms of mobile phone use, we should be able to collaboratively work on this opportunity to provide people with information through their phones.



## PANEL II: BUSINESS ACTIONS TO PROMOTE WELL-BEING AND THE SDG3



**Peter Anderson**  
Professor, Substance Use, Policy and Practice, Institute of Health and Society, Newcastle University

- Product reformulation to existing alcoholic beverages to lower alcohol strength is even a better solution to improve daily behaviors.
- Dialogue between industry and academics is fruitful, especially where academics can help establish proper measurements for industry health promotion initiatives. OECD can play a broker's role in this context to foster such dialogue.



**Jonathan Brooks**  
Head of Agro-food Trade and Markets Division, Trade and Agriculture Directorate, OECD

- There are important synergies between healthier diets and sustainable resource use. Exploiting these synergies is critical to achieve the SDGs.
- Productivity growth is going to be essential to feed the world in a sustainable manner in the next decades without further stressing natural resources.
- Trade will be increasingly important because the regions of the world where population and demand are growing are not the regions where supply can be increased.



**Pamela Byrnes**  
CEO, Food Safety Authority of Ireland

- Reformulation of processed foods offers a cost effective opportunity to reduce the saturated fat, sugar and salt content of many commonly eaten foods which has been found to have a positive impact on the reduction of overweight and obesity thereby contributing to the health and well being of the population.
- Working in collaboration with the food industry to reformulate foods, to reduce salt, sugar and fat, governments can achieve their population health goals of reducing overweight and obesity with the population.
- Achieving the health-related SDGs needs joint interventions of all stakeholders to achieve tangible outcomes that benefit societal health and wellbeing.

## PANEL II



**Michelle Gibbons**  
Director General of AIM, European Brands Association

- Four years ago, we started an initiative “Nudging for Good”. Nudge comes from the academic world of behavioural science and looks at influencing people’s behavior positively by pushing them towards the desired choice without forbidding them to opt out.
- This new approach represents another tool in the toolbox to modify behaviours and habits, in addition to what already exists through more mandatory forms such as legislation or labelling. From a brand perspective, given our expertise gained from consumer insights, nudging is a way for a brand, to make it easy and desirable for consumers to change their behaviour or habits.
- The key is to nudge people towards more mindful, responsible, and sustainable behaviour while respecting people’s decisions as citizens and consumers.





PANEL III: INVESTING IN INNOVATION AND THE SDG9



**Henry Ashworth**  
Chief Executive,  
International Alliance  
for Responsible  
Drinking (IARD)



**Jonathan Barnow**  
Vice President and Head  
of Strategic Initiatives,  
Technoserve



**Nicole Denjoy**  
Health Committee  
Vice-Chair,  
Business at OECD  
Secretary General,  
COCIR

- Digital marketing breaks through national boundaries and has transformed the way in which people interact with brands. This is now the arena in which consumers want to engage with brands.
- Digital also presents opportunities and ways of age screening such that we can target adults who lawfully buy our products. By putting together a set of digital guiding principles we are raising marketing standards. By creating a partnership with the leading digital platforms (YouTube, Facebook & Snapchat) these standards can go beyond IARD members to other producers and platforms and even other industries.
- There is huge opportunity to harness the power of digital to tackle harmful drinking and this is a potential game-changer in the future.
- In many parts of the world, including in the Latin American and African continents, digital innovation, and sometimes even agricultural and commercial innovation, can be leveraged and can have deeper transformative impacts on societies.
- The change starts with an initial commercial innovation connecting the individual to a market and a buyer in a sustainable way leading to proper technological innovation.
- As there are a lot of information flows, but challenges with regards to trust in and clarity of information, the first factor we are looking for is improved information, and information driving behavioural change. For instance we want to provide information on how to better manage a business, a farm, how to access markets etc.
- AI is today contributing to the efficiency of healthcare systems and will be critical in building clinical evidence and contribute to better patient outcomes.
- We need more trust and transparency between all stakeholders, including in industries that play an important role in providing innovative solutions to support the SDGs.
- The ecosystem is changing drastically with new players bringing disruptive solutions which can contribute to the optimization of machine learning based on the availability of health data, AI, genomics information, high performance computing, and digital innovation.

PANEL III



**Karim Palant**  
UK Public Policy  
Manager, Facebook



**Massimo Visentin**  
President and  
Managing Director  
Pfizer Italy

- Social media platforms have a responsibility for the way people use and advertise products on them.
- Cooperation with a wide range of actors including governments, regulators, civil society and other businesses gives the opportunity to identify risks for people accessing inappropriate content on social media platforms.
- With appropriate digital marketing, business can target more precisely the right audiences, which provides real opportunities for reducing harms across a number of areas.
- We see the benefits that both companies and governments derive from digitalization. We leverage cutting-edge technologies like AI and e-learning to improve our supply chains, while governments use the same tools to tackle challenges related to achieving the SDGs.
- AI and e-learning have the potential to significantly decrease the time to market new and better health care solutions for patients.
- Data needs to be available to everyone to drive better health outcomes. We therefore need to find a good balance between data privacy and security and data access.





PANEL IV: STRATEGIC COLLABORATION AND THE SDG17

SPECIAL INTERVENTIONS



**João Barbosa**  
Co-founder and  
Global Head of Partnerships,  
GymPass

- Physical activity is good, not only for individuals but also for companies and society in general as healthy people can perform better and can enjoy a higher quality of life.
- Companies must invest in physical activities through the creation of eco-systems involving different stakeholders.
- Investing in education and prevention on physical activity can reduce the risks of developing non-communicable diseases.



**Marcus Gners**  
Chief Operating  
Officer, Lifesum

- Lifesum, the digital-nutrition app, is the biggest application in the field, targeted mostly at millennial women Europe and in the US. The application promotes solutions and lifestyle initiatives promoting health.
- Lifestyle plays an important role in modern societies to prevent the spread of non-communicable diseases and to help people and societies save money by reducing the costs associated with treating them.
- Software can be the new cost-effective “pill” preventing people from getting sick.



**Leon Meijer**  
PhD, Deputy Mayor,  
Municipality of Ede,  
the Netherlands

- Although rules and regulations can reduce alcohol consumption and use, they will not change behaviors. Partnerships are fundamental to achieve behavioural change.
- Making efforts to create an environment an environment generating opportunities for healthier lifestyles should be everyone’s concern. It is essential for improving people’s personal development.
- Encouraging positive lifestyles has always been more efficient than imposing them.



**Philippe Lucas**  
Vice President,  
Patient Research  
and Access,  
Tilray

- Medical cannabis regulations now exist in 41 countries globally and CBD products are available in 50 countries. The move into legalization of this product is moving at a fast pace, and therefore calls for partnerships to legitimize its use.
- Medical cannabis has reached millions of patients around the world, generated hundreds of thousands of jobs, and stimulated billions of dollar in investments, sales and tax revenues.
- The shift from an illegal to a legal industry represents a \$150 billion transformation.
- Medical cannabis has the potential to transform disease management in a wide array of pathologies. From severe pain to mental disorders, medical cannabis can lead to better health outcomes.



**Anne-Sophie Thilo**  
Olympic sailor

- Sport is a fantastic and powerful tool for personal development and well-being.
- The essential value for healthier habits and changing behaviours is creating on-the-ground opportunities for everyone.
- A multi sectorial and cross-sectoral approach needs to be implemented to support and encourage people to follow healthier and better lifestyles.



## CLOSING REMARKS



**Russel Mills**  
Secretary General,  
*Business at OECD*

- Reaching the SDGs is fundamental to global growth and prosperity but no sector can do it alone. Business, governments, and civil society must collaborate closely to meet the goals on time.
- Healthy populations are the backbone of a sustainable economy and interventions should recognize the positive impact well-designed health policies can have on strengthening tomorrow's workforce.
- Tragedies are inevitable, but through modern technology and innovations coming from business and delivered through an effective public sector we can save and enhance millions of lives.



## CLOSING REMARKS



**Angel Gurría**  
Secretary General,  
OECD

- We have been frustratingly slow in achieving the SDGs. Among the 37 countries present in the OECD, very few are on the way to achieve the SDGs.
- We need to deal with health so that it becomes a springboard for well-being, than just a large and fast growing expenditure in national budgets.
- We need to make sure that health care remains a source of progress and happiness while doing it in a financially sustainable way.
- Universal Health Coverage is a legitimate aspiration and it should be every country's ambition although it requires adequate financing and social infrastructure to become a reality.
- Partnerships with private and public sectors have been made possible by Business at OECD and its members to achieve the SDGs in health and innovation.





 BUSINESSatOECD  
**Forum on Health**  
Achieving the SDGs

30 OCTOBER 2019 — PARIS, FRANCE — OECD CONFERENCE CENTER

---

**ENGAGE IN THE CONSERVATION:**

**@BusinessatOECD**  
**#AchievetheSDGs**

**HAVE A LOOK AT OUR HIGHLIGHTS VIDEOS  
FEATURING FORUM PARTICIPANTS:**

**Youtube - @BusinessatOECD**

**Video 1:** What role can the OECD play to achieve the SDGs?

**<https://youtu.be/pPpkaSsS2CE>**

**Video 2:** What is the key factor to achieve the SDGs on time?

**<https://youtu.be/G-lGbBDj9aM>**

**Video 3:** What are the key takeaways from this forum?

**<https://youtu.be/6GV4E37Nc6U>**

**SPONSORED BY**

