



**WHO
Foundation**

A New Model for Financing Global Public Goods: Lessons from the WHO Foundation

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Introduction & Agenda



The Challenge

The persistent funding gap for global public goods

A Solution

The WHO Foundation model for diversifying resources and engaging the private sector and other funders

An Application

Applying these lessons to financing ICT household surveys and bridging the digital data gap



For over 75 years, WHO has been the world's health leader, promoting health, keeping the world safe, and serving the vulnerable.

WHO's Mission & The Funding Imperative

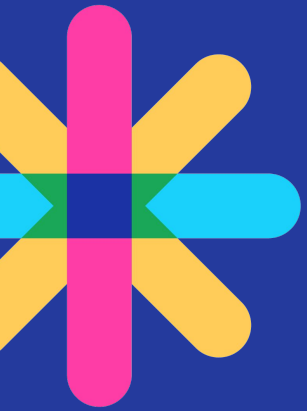
For every \$1 invested in health, WHO calculates a return of \$35. In the last five years alone, WHO's work has helped:

1.25 billion
people live
healthier lives.

429 million
more people get
essential health
services without
financial
hardship.

599 million
people become
better protected
from health
emergencies.

This vital work requires predictable, sustainable, and diversified funding to succeed.



The Birth of a New Model: The WHO Foundation

The WHO Foundation was established in 2020 as an independent Swiss philanthropy to support the WHO.

Mandate: Created by WHO Director-General Dr. Tedros Adhanom Ghebreyesus to **diversify WHO's funding sources** and mobilize new resources, particularly from the private sector, philanthropists, and the public.

Core Characteristics: We are agile, dynamic, and flexible. We co-create collaboratively with partners and are open to experimentation and innovation.



Two organizations, One mission:

Global health equity for all



World Health
Organization

EST. 1948



WHO
Foundation

EST. 2020

From eliminating diseases to promoting health-system resilience worldwide, WHO is **health leadership for the world**.

The WHO Foundation acts as a **catalyst to marshal new resources** from businesses, philanthropists, and individuals.

WHO **provides technical expertise and responds to crises** but often a last-resort healthcare when emergencies arise.

WHO Foundation finds, highlights, and **co-creates solutions** with partners and WHO technical teams that address health inequity.

WHO **develops global standards and norms** that keep the world safe

WHO Foundation acts as a convener of private-, public- and philanthropic parties to make **unique, meaningful, positive impact**



Advantages of the Foundation Model

Building Resilience and Unlocking New Opportunities

- **Diversifies Funding:** Reduces reliance on a few traditional donors and mitigates risks, particularly when anticipated funding is suddenly withdrawn.
- **Manages Conflicts of Interest:** The independent structure provides a clear mechanism for due diligence and risk management when engaging with the private sector.
- **Unlocks Private Sector Potential:** Provides a dedicated channel for corporate partners, who are increasingly expected by consumers, employees, and investors to address societal issues.
- **Agility and Innovation:** Our flexibility allows us to move nimbly, experiment with new financing mechanisms, and capture uncommon approaches that might otherwise be overlooked.



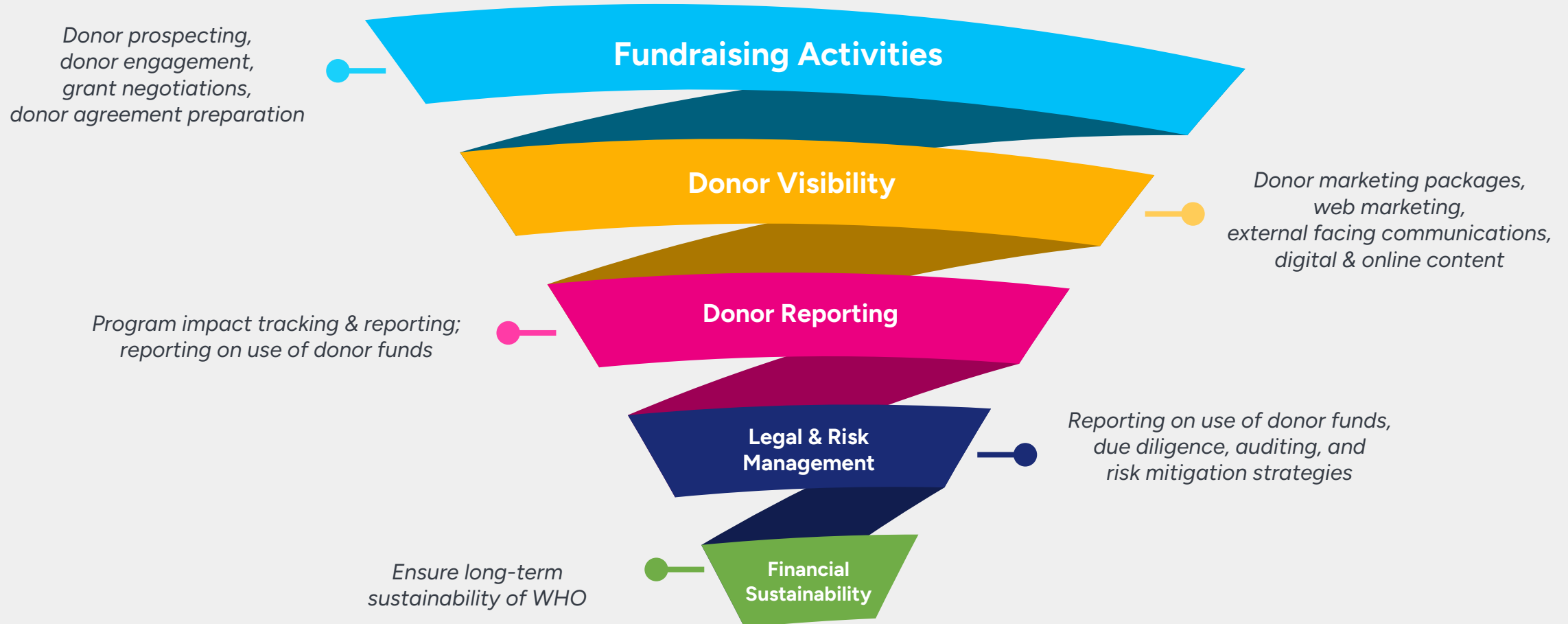
Our Approach: From Donor Prospecting to Impact Reporting

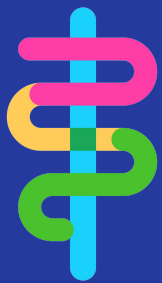
How We Build High-Impact Collaborations

- **Understand Donor Needs:** We work to align partner priorities with WHO's strategic goals, such as in the first WHO Investment Round (Replenishment) supporting its 4 year strategy, the 14th Global Programme of Work for 2025-2028.
- **Co-Create Solutions:** We collaborate with partners and WHO technical teams to design investable programs, that meet the needs of WHO's programs and meaningfully engages partners.
- **Provide Full-Service Support:** We manage the entire donor lifecycle

For every \$1 invested in health,
WHO calculates a return of \$1.15

The Key Considerations of the Donor Lifecycle





Partnership in Action (1): Pooled & Thematic Funding

Creating Scalable, Sustainable Funding Mechanisms



Health Emergencies Alliance (HEA):

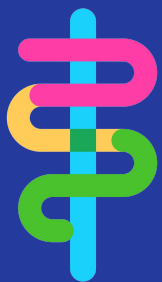
A membership community of businesses and foundations providing **reliable, pooled funding** for WHO to respond rapidly to health emergencies and prepare for future crises. Members get access to expert information to make better business decisions.

WHO Investment Round:

The Foundation played a key role by engaging private sector partners and philanthropists, securing

USD \$50 million towards WHO's core priorities in 2024. This allowed companies to support thematic areas aligned with their values.





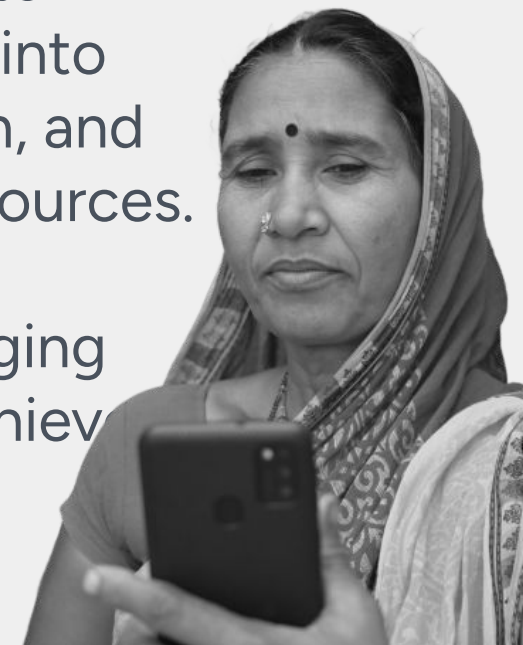
Partnership in Action (2): Digital Engagement

Leveraging Partner Platforms for Global Reach

The Health Online Collective: A collaboration with tech companies to strengthen the digital health ecosystem.

TikTok, Meta (Facebook/WhatsApp), Google (YouTube): We work with these platforms to translate science-based WHO information into accessible content, combat misinformation, and direct billions of users to reliable health resources.

This is not just about funding; it's about leveraging partners' valuable insights and platforms to achieve shared health goals.





The Value Proposition to Partners

What's in it for them? Benefits for Partners

Brand & Reputation

Positive positioning, enhanced brand affinity, and customer loyalty.

Stakeholder Engagement

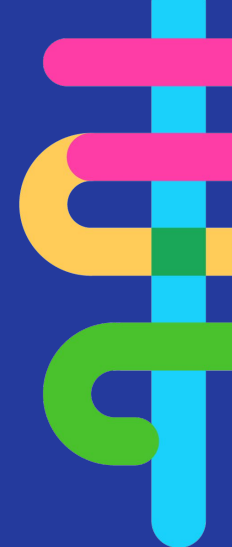
Deeper employee engagement and healthier workforces.

Strategic Alignment

Synergy with key markets and a "seat at the table" on global issues.

Measurable Impact

The ability to contribute to tangible outcomes, like more people reached, improved health systems, and scaled innovations.



From Global Health to ICT Statistics

A Shared Challenge: The Data Financing Gap

The Parallel Challenge: Just as global health needs funding, achieving universal and meaningful connectivity demands robust, timely data.

The Data Gap: The main bottleneck in ICT statistics is financing surveys.

- 60 countries lack baseline ICT household surveys
- Each survey costs an estimated €1.5 to €2M
- A facility to cover just 30 countries would require €60-70M

This is a classic "global public good" problem that requires innovative, collaborative funding mechanisms.



**A Shared
Challenge:
The Data
Financing Gap**

Applying the Lessons

Could an Independent Foundation support the ITU's Mission?

Imagine an independent foundation affiliated with the ITU, dedicated to financing ICT statistics and its other core functions.

Potential Mandate:

- **Mobilize resources** from the private sector, foundations and high-net worth individuals.
- **Convene stakeholders** for an inclusive, multisectoral and multistakeholder approach.
- **Create pooled funding mechanisms** to finance ICT household surveys in countries with the greatest need, among other priorities.

This would complement, not replace, existing funding from governments and development banks.



**A Foundation
Model to
Finance
ICT Data?**

Potential Benefits

How could this model bridge the data gap?

Sustainable & Pooled Funding: A foundation could establish a dedicated financial facility, like our Health Emergencies Alliance, to provide predictable funding for surveys.

Targeted Private Sector Engagement: The private sector relies on connectivity data for market analysis and investment decisions. A foundation provides a vehicle to invest in this data as a shared asset.

Integrated Capacity Building: Funding could extend beyond survey costs to also include technical assistance and capacity building for NSOs, so it moves from philanthropy to sustainability.

Neutral Convener: An independent foundation can serve as a neutral broker between public and private interests, building trust and facilitating collaboration.



**A Foundation
Model to
Finance
ICT Data?**

Key Considerations

What is needed in making this a reality?

Governance is Key: A new entity would need a strong governance structure that ensures its independence while maintaining close alignment with the ITU's technical mandate and international statistical standards.

Define the Value Proposition: Clearly articulate the benefits for private sector partners—beyond CSR but investment into sustainability and playing a role in shaping digital inclusion.

Start with a Participatory Process: Designing such a financial vehicle requires collaboration from the start, involving multisectoral, multistakeholder discussions to ensure fit for purpose mechanisms.



**A Foundation
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THANK YOU!

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