

# Change the Story, Save Lives: The private sector's role in ending malaria

 ZERO MALARIA  
STARTS WITH ME



Change the story

# Contents

- 1 FOREWORD
- 2 MALARIA IN 2025
  - Economic opportunities
  - Delivering gender equity
  - Catherina's story
- 10 WHERE WOMEN LEAD: THE VOIX ESSENTIELLES INITIATIVE
  - Anne Cecile's story
  - Scaling impact: a fund for malaria elimination
  - A Call to Action
  - Chantal's story
- 16 PRIVATE SECTOR ACTION
  - Media and mosquito nets: How Canal+ is supporting malaria elimination
  - Ecobank and the Zero Malaria Business Leadership Initiative
- 20 END MALARIA COUNCILS AND FUNDS
- 22 THE CRUCIAL ROLE OF THE PRIVATE SECTOR
  - Calls to Action
  - Mariam's story



## Foreword

Malaria represses societies, preventing families and companies from thriving and economies from prospering. Today, 45 countries and one territory around the world have been freed from this scourge, their elimination milestones showing that, with political will, advocacy and action, the right tools and sufficient resources, malaria can be ended.

The goal is to eliminate malaria across Africa by 2030, with targets set by the African Union's Catalytic Framework. Yet progress in many African countries has stalled. The interim targets for 2025 are slipping out of reach, and the objective of eliminating malaria by 2030 is in jeopardy. Without an increase in global funding for malaria, hundreds of thousands of additional lives could be lost. Most of these lives would be children – the most vulnerable to malaria, whose voices often go unheard.

What is needed is a renewed global effort – a 'Big Push' – to eliminate malaria. This will require more investment in malaria elimination programmes, including innovative financing and private sector engagement, as well as fast tracking of new interventions and innovations, and the use of real-time data to drive action.

Partners supporting this report have committed to take action to support the Big Push. Working together, Speak Up Africa, the African Leaders Malaria Alliance, the RBM Partnership to End Malaria and Malaria No More UK have rolled out the 'Zero Malaria: Change the Story' campaign to amplify the voices of those most affected by the disease, and ensure that their stories are heard.

Through direct testimony from children and young people, as used in the film accompanying this report, the campaign calls on leaders to invest in the fight against malaria to ensure that the next generation is the last one to face this preventable and treatable disease.

The private sector has a crucial role to play in driving forward the Big Push and Change the Story for millions. And by contributing to the Voix EssentiELLEs Fund for Malaria Elimination – a new fund for private sector partners to invest in community-led, women-driven malaria elimination efforts in Francophone Africa – they can help drive down malaria levels, re-energise societies, bring gender equality and boost economies. Alongside sustained political commitment, increased financial contributions, innovative financing through national End Malaria Councils and Funds, and robust international partnerships, the private sector can make a real difference to the goal of a malaria-free world.

A critical step in 2025 is the Global Fund replenishment, which is imperative to secure the resources necessary to combat malaria. So we are calling on world leaders to support the Global Fund this year to secure the resources needed to fight malaria with renewed energy. Ending malaria is not just a health imperative – it is an investment in a healthier, more equitable, safer and more prosperous future for every nation.



ASTRID BONFIELD  
MALARIA NO MORE UK



JOY PHUMAPHI  
AFRICAN LEADERS  
MALARIA ALLIANCE



DR MICHAEL CHARLES  
RBM PARTNERSHIP TO  
END MALARIA



YACINE DJIBO  
SPEAK UP AFRICA

# Malaria in 2025

## Decades of progress is at risk

Malaria is a preventable and treatable disease. A vibrant research and development pipeline is bringing next generation nets, better treatments, new vaccines and other innovations to support these efforts.

Leaders recognise the importance of fighting the disease, with the African Union's Catalytic Framework setting the target of eliminating malaria incidence and mortality, and preventing its transmission and re-establishment in all countries by 2030. In the March 2024 Yaoundé Declaration, Ministers of Health from 11 high-burden African countries committed to the principle that "no one should die from malaria" given the tools and resources available, and to key actions to accelerate progress against malaria.

These efforts led to remarkable progress in reducing illness and deaths from malaria. Between 2000 and 2023, the malaria mortality rate reduced by 63%, from 140 to 52 per 100,000 population at risk. In African Francophone countries there was a 58% decline in malaria mortality rates between 2000 and 2022. Mortality rates were reduced by 81% in Burkina Faso and by 78% in Côte d'Ivoire in the same period. Overall, since 2000, malaria control efforts have averted 2.2 billion cases and 12.7 million deaths worldwide.

Despite this, progress has stalled since the middle of the last decade, and in 2023 there were 246 million cases and 569 000 deaths from malaria in the WHO African Region.

About 512 million people are still at risk for malaria in Francophone countries. Worryingly, estimated case numbers have increased in many countries over the last five years. In Nigeria, for example, estimated cases have increased by 6.8 million between 2019 and 2023, in Ethiopia by 6.9 million, Madagascar by 4.2 million, the United Republic of Tanzania by 1.9 million and the Democratic Republic of the Congo (1.8 million), Uganda (1.3 million), Mali (1.4 million) and Cameroon (1.2 million).

A perfect storm of challenges is holding back global efforts against malaria. Growing resistance to our antimalarial drugs and insecticides is making our countermeasures less effective. Extreme weather events and humanitarian crises are disrupting malaria programmes. The COVID-19 pandemic had long-lasting impacts on countries' economies. Inadequate funding has led to gaps in vector control, prevention and treatment in many of the hardest-hit countries. And this funding is under even greater pressure than before – in 2024, official development assistance (ODA) fell by 7.1% in real terms compared to 2023, with further significant reductions in early 2025.

The path to eliminating malaria remains possible. But without renewed impetus and funding, the lives of millions of children and adults will be lost, and billions of dollars of economic progress will be unrealised.

“Each time I had malaria, I was so sick I had to go to the hospital.”

**Davila**  
**8 years old**



# The economic opportunities

The economic impacts of malaria continue to hold back the continent's development. Families' earnings are diverted to healthcare, productivity is reduced, and countries' GDPs are stunted.

Malaria treatment and care is often paid for through out-of-pocket expenditure – UNICEF estimates that on average, households in endemic areas spend over a quarter of their income on malaria-related expenses and a study in Mozambique found that over one-third of families impacted by malaria incurred catastrophic costs. Such costs prevent families from engaging with the economy, and from investing in education or other methods of breaking the poverty cycle. And caring for the sick – often young children – is an unseen burden, often on mothers, that takes them away from the workforce.

The private sector is affected through lost productivity, with the debilitating effects of malarial illness sapping workers' energy and increasing absenteeism. Healthcare costs are increased, and consumer spending power is reduced through household-level health expenditures. Malaria control efforts are therefore beneficial to companies and to the overall health of the economy – families are not diverting resources to the treatment and care of malaria, and workers can increase their participation in the labour force.

Eliminating malaria could yield a huge return on investment. A 2019 report found that a 10% decrease in malaria case incidence is associated with a 0.11 percentage point increase in annual GDP per capita growth, while a 2024 study found that if case incidence were reduced by 90% by 2030, the GDP of malaria-endemic countries could see incremental growth of US\$142.7 billion between 2023 and 2030.

In Africa, the projected GDP increase would be \$126.9 billion over the same period. Nigeria could benefit from a GDP boost of nearly \$34 billion by 2030, Kenya and Angola of \$9.4 billion and \$8.5 billion, respectively, Tanzania of \$7.5 billion and DRC of \$4.9 billion.

As well as boosting GDP for malaria-endemic countries, there would be substantial uplifts in international trade – an estimated increase of \$80.7 billion between 2023 and 2030. Over a third (39.3%) of this uplift in trade would be due to increased exports from African countries. Ending malaria would lift millions out of poverty and provide a robust economic stimulus globally by boosting productivity, trade and growth.

By investing in malaria control efforts, the private sector can help catalyse economic growth. Investments would be through innovative funding models, or more direct contributions to entities that are implementing malaria programmes. As well as the financial benefits for the private sector, there are strategic advantages too. Through corporate social responsibility CSR and shared value creation initiatives, private sector leaders can align their companies and brands with the social values of their customers and stakeholders.

Malaria is a **drain** on global **economies**.

**200 million**  
cases of malaria globally each year, keeping adults off of work and children out of school

**\$126.9 billion**  
boost to malaria-endemic economies in Africa if we get back on track to end malaria

**\$80.7 billion**  
boost to international trade if we get back on track to end malaria

The economic impacts of malaria continue to hold back the continent's development. By investing in malaria control efforts, the private sector can help catalyse economic growth.

# Delivering gender equality

When children survive past their fifth birthday, they can go to school. When families are not suffering from repeated malaria infections, adults can keep working and stay productive. Without malaria, countries' healthcare systems would be transformed and economies boosted. And the elimination of malaria can also advance gender equality – a 'double dividend'.

As patients, caregivers and healthcare providers, the lives of women and adolescent girls are impacted by malaria in many different ways. Biological vulnerability to the disease in pregnancy, combined with gender inequality and discrimination, worsens women's health outcomes. Limited economic and decision-making power can prevent women from accessing insecticide-treated nets, attending antenatal care appointments, receiving malaria prevention, or seeking treatment for sick children. And the indirect costs of malaria – including lost schooling and jobs, unequal caregiving burden, higher rates of all-cause under-five mortality – fall unequally on women and girls. They are the largest contributors to the informal care economy, taking care of children, the elderly and the infirm, and managing households. In Ghana, for example, researchers estimate that women provide informal care in 83% of malaria cases.

Women also play crucial roles as healthcare and vector-control workers, as community leaders and advocates, and as leaders in the malaria community. They account for 70% of global community health workers, who are vital to malaria detection, treatment and surveillance. Ensuring equal opportunities for training, employment, leadership and pay for women in the health and care workforce is a powerful way to increase gender equality and programme effectiveness. Such opportunities can be particularly transformative for adolescent girls – the mothers, scientists, community health workers, advocates, and political leaders of the future.



70%

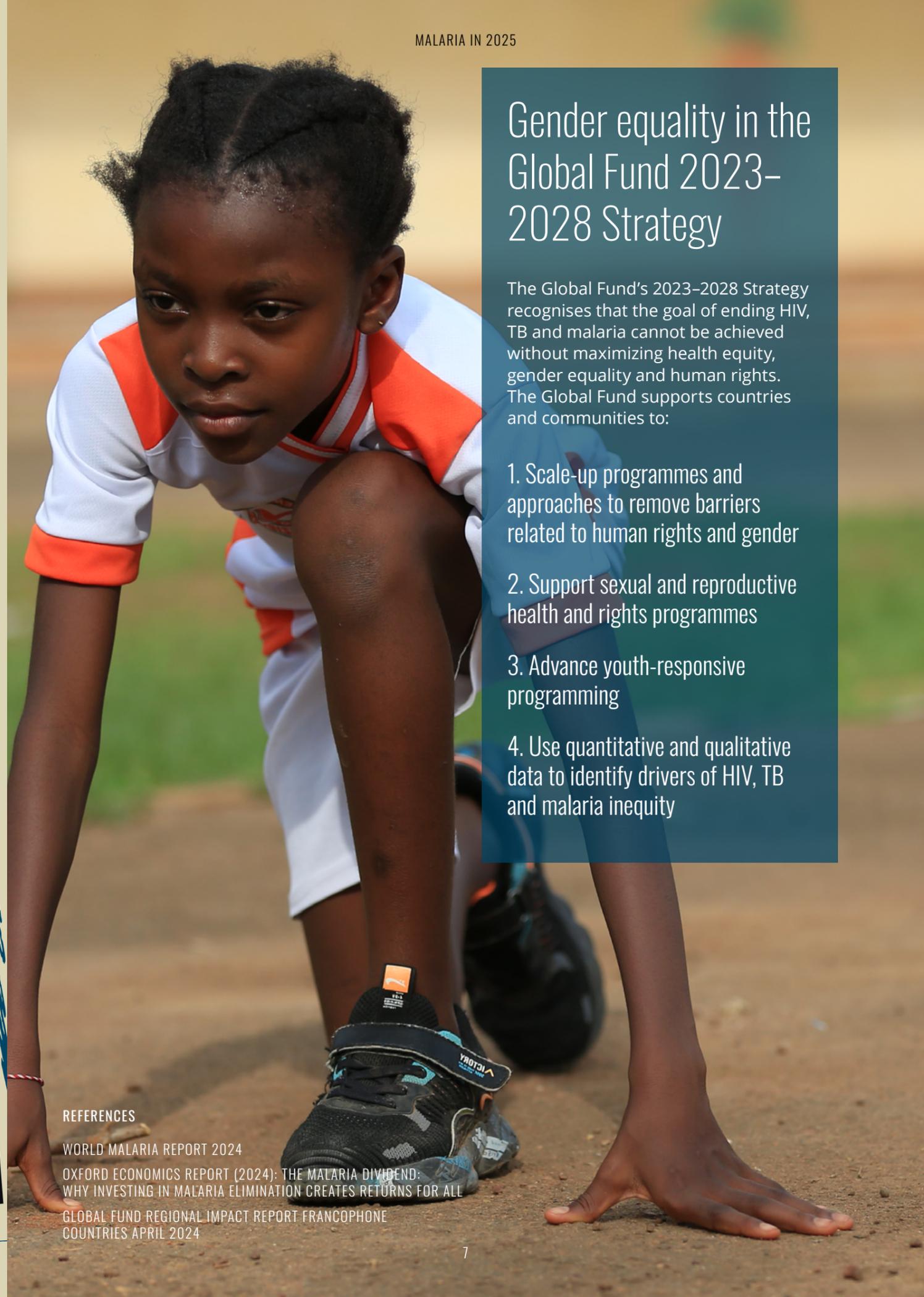
70% of global community health workers are women

1 in 3

1 in 3 pregnant women in sub-Saharan Africa will get malaria, putting their lives at immense risk

83%

Women can provide informal care in up to 83% of malaria cases



## Gender equality in the Global Fund 2023–2028 Strategy

The Global Fund's 2023–2028 Strategy recognises that the goal of ending HIV, TB and malaria cannot be achieved without maximizing health equity, gender equality and human rights. The Global Fund supports countries and communities to:

1. Scale-up programmes and approaches to remove barriers related to human rights and gender
2. Support sexual and reproductive health and rights programmes
3. Advance youth-responsive programming
4. Use quantitative and qualitative data to identify drivers of HIV, TB and malaria inequity

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## Catherina

11 years old



### Catherina's story

At just 11 years old, Catherina knows exactly what she wants to be. She wants to study science to become an engineer. Why? "I want to make cars that are really fast. I want to make cars that are fast, and also cars that are beautiful." Catherina's passion drives her to work hard at school, knowing she needs a higher education to reach her goal. But there's something holding her back.

"I first had malaria when I was one," Catherina says. She's battled the disease throughout her childhood. "Because I get sick with malaria a lot, I miss a lot of school, and I miss exams." Each time, recovery means she can return to her life, but not without having missed out. "After treatment I got better and I could play with my friends."

Catherina isn't afraid to defy expectations of gender. "Anything a boy can do, a girl can do," she says. "A girl and a boy can do the same trades."

Her determination is fueled by more than just her love for cars. It's driven by her love for her mum, Marie Laure, lives with a physical disability. "I want to make cars to sell to give the money to my mum." Catherina hopes that with a solid education and a good career, she will be able to support her family.

No preventable, treatable disease should stand in the way of a determined young girl achieving her dreams – but malaria threatens Catherina's future. "If there was no malaria, everyone could reach their dreams and do what they want," she says.

Right now, the world is facing a resurgence of malaria, threatening to undo years of progress. But we have the tools to fight back. And if we act now, we can end it for good.

# Where Women Lead: The Voix EssentiELLES Initiative

Launched in 2021, the Voix EssentiELLES initiative empowers women-led, community-based organisations in Francophone Africa to lead health advocacy and influence decision-making. Active in Burkina Faso, Côte d'Ivoire, Senegal, Benin and Togo, the initiative helps women and girls engage in shaping the systems and policies that affect their health and futures.

Managed by Speak Up Africa, and supported by Fondation CHANEL and the Global Fund, Voix EssentiELLES provides a unique combination of direct, flexible funding, targeted capacity building, and access to networks and decision-making spaces. Its goal is to transform women from implementers into recognised leaders and influencers in the health sector.

Since its inception, the initiative has awarded \$2.87 million in grants to 60 women-led organizations and five national networks. The supported organisations work on issues including malaria, HIV, gender-based violence, sexual and reproductive health, and climate resilience.

This work is not only closing equity gaps, but also reshaping who gets heard and who gets funded in global health.



27

women have been appointed to formal decision-making bodies

22

organisations have influenced Global Fund national dialogues

480

community-led advocacy activities have been implemented

81

individuals have received tailored capacity strengthening

## Community leadership

### Burkina Faso



FARIDA TIEMTORE

In Burkina Faso, Farida Tiemtore, founder of Les Héroïnes du Faso, has become a leading national and international voice for equity in malaria response. As a member of the Global Fund Youth Council, she advocates for inclusive policies and helped apply the Malaria Matchbox Tool to assess equity and access within Burkina Faso's malaria program.

“I said to myself, ‘Why not create something on the internet to enable people to get the right information?’ Straight-away, the blog let me connect with girls and with female role models. I wanted these role models to share their experience to support other girls and women.”

### Senegal

In Senegal, Aissatou Mbaye Ndiaye, President of the Civil Society Monitoring, Surveillance and Alert Committee (CSVA), has used the Voix EssentiELLES platform to improve community participation in malaria planning. She now serves as Chair of the Global Fund's Country Coordinating Mechanism (CCM) and is supporting other grassroots organisations to influence Global Fund grants.



AISSATOU MBAYE NDIAYE

“Accelerating action for gender equality in healthcare means ensuring women's active participation in decision-making spaces. When women are at the table, we create policies and solutions that reflect the needs of everyone.”

# Scaling impact: a fund for malaria elimination

To expand this successful model, Speak Up Africa will officially launch the Voix EssentiELLES Fund for Malaria Elimination at the Africa CEO Forum 2025 in Abidjan.

This new fund will serve as an entry point for private sector partners to invest in community-led, women-driven malaria elimination efforts in Francophone Africa. With 21 countries in the region (18 of them highly malaria-endemic), the Fund aims to support at least 210 women-led community organisations by 2030, providing them with the resources and tools to lead sustainable change.

The Fund will:

**Support community-led advocacy to improve accountability for malaria commitments;**

**Build a regional feminist coalition to elevate malaria as a political and budgetary priority;**

**Provide flexible malaria-targeted funding and strategic capacity strengthening.**

Aligned with national, regional, and continental malaria strategies, the Fund will mobilize \$4 million by 2030, unlocking new pathways for gender equity and health impact.

## Invest in Leadership, Equity, and Impact

Now is the time to change the story. As malaria resurges and funding shortfalls persist, we must prioritize approaches that are locally led, equity-centered, and sustainable. The Voix EssentiELLES Fund for Malaria Elimination offers the private sector a bold opportunity to contribute to Africa's health transformation—while advancing gender equality and social responsibility. By supporting the Fund, companies can:

**Invest in a malaria-free, more productive, and more equitable Africa**

**Promote inclusive leadership and amplify women's voices in policy spaces**

**Align with national and global public health priorities through a trusted, high-impact mechanism**

Together, we can build a future where malaria no longer holds back communities—and where women lead the way.



“It is important for our organisation to tackle this disease head-on, to raise awareness, but above all to advocate with decision-makers so that we are included in the health system.”

Anne Cecile

## Anne Cecile's story

Anne Cecile Konan, President of the National Union of Disabled Women in Côte d'Ivoire, has spent nearly two decades advocating for the rights of women with disabilities.

She saw firsthand the barriers preventing disabled women from accessing healthcare, leaving them more vulnerable to diseases like malaria. “The health problems of disabled women are part of our specific objectives,” she says. “And we have seen that disabled women are increasingly affected by malaria.”

For Anne Cecile, fighting malaria requires three key actions: access to insecticide-treated mosquito nets, inclusive health services, and, critically, awareness-raising. But shifting behaviours isn't always easy. “Behaviour change is difficult for some people. Some people believe that malaria doesn't kill,” she explains. “They've known about malaria since they were born, and so they often don't adopt protective measures.”

Access to healthcare is a major challenge. “There are villages that don't have health centres. They

have to travel 10 to 15 kilometers to reach one,” Anne Cecile says. “I know that the State has made considerable efforts, but in the region where we operate, villages are still asking us about the construction of a health center.” Long journeys are difficult for anyone, but for disabled women and women with caregiving responsibilities, they can be impossible. That's why their voices must be heard.

The Voix EssentiELLES initiative supports organisations like Anne Cecile's to have greater impact. With this support, she has expanded grassroots awareness campaigns and influenced national health policies. But to go further, more investment is needed. “As part of our project, we often bring in leaders to raise awareness, but more contact with local populations would expand our scope of activity,” she explains.

Can malaria be ended for good? “I am optimistic,” says Anne Cecile. “If the entire population is committed, I think that malaria could disappear.”



## Chantal's story

As a determined business owner and proud member of the National Union of Disabled Women in Côte d'Ivoire, Chantal refuses to be held back.

Her journey has been shaped by an experience with malaria that changed her life forever. "At two years old I fell sick. I had malaria, I suffered – and my parents took me to the hospital."

But as the months passed after her recovery, her family realised Chantal was unable to walk. With no access to mobility aids, Chantal had few options as she grew up. While her siblings went to school and her parents worked out in the fields, she was left alone at home, unable to join in with everyday life.

In that solitude, Chantal found solace in sewing and discovered the joy of creating with her hands. After finally gaining access to a wheelchair, she was able to get around and start building her skills as a tailor. "After the vocational training, I have started working," says Chantal. "I feel good. I am fulfilled."

Now, with an adapted motorcycle that she uses as a scooter, her mobility has expanded even further, bringing newfound independence and joy. "When I got my first scooter, it was a joy! At first, I just looked at it. And then my brother taught me how to ride," she remembers. "It was a joy for me."

Chantal urges parents to take malaria seriously. "To the parents -- when they see that children have a fever, let's send them to the hospital to do the treatment," she says, adding: "It is very important to use insecticide-treated mosquito nets."

If we are to eliminate malaria for good, the voices of survivors and disabled women like Chantal must be heard. Inclusive policies are crucial in ensuring no one is left behind in the fight against malaria.

"We must do everything we can to meet the challenges."

Chantal





# Media and mosquito nets

## How Canal+ is supporting malaria elimination efforts

For the last 5 years, Canal+ and Speak Up Africa have partnered in francophone Africa. Canal+ has contributed \$1.5 million to malaria control efforts through media support and direct donations, using its extensive media presence to drive awareness, alongside its corporate social responsibility initiatives.

Canal+ operates in 25 African countries, with over 600 sales outlets, more than 1000 employees, and a diverse portfolio of over 200 television channels, radio stations, and digital services. Since 2021, Canal+ has been using its media reach and corporate resources to enhance malaria awareness, support prevention efforts, and strengthen healthcare delivery systems in collaboration with national health programmes.

The longest running of the initiatives has been the broadcast of awareness-raising spots that have been produced every year since 2021. These have aired across Africa on Canal+

channels, and in Wolof in Senegal on the local channel Sunu Yeuf. In April 2025, Canal+ Côte d'Ivoire joined the fight by broadcasting malaria awareness-raising content on their Voir+ Ivoire channel.

Other activities have included malaria-focused social media campaigns, a 52-minute documentary – Vanquish Malaria (“Vaincre le Paludisme”) – on the Canal+ Afrique channel, and the production and broadcast of reportage as part of the Enquête d’Afrique series on the development of a new malaria vaccine in Burkina Faso. In 2022, Canal+ organised the Zero Malaria Together (“Zero Palu Ensemble”) concert, featuring prominent African artists such as Lokua Kanza. The concert was broadcast in Africa on Canal+.

Canal+ staff have taken a hands-on role too. The CEO of Canal+ Senegal, a Zero Malaria Champion, organised an advocacy event in Dakar to inspire other business leaders and private media companies to join the fight. And employees in Canal+ Benin took part in an awareness-raising workshop.

In Benin and Senegal, the company has supported malaria prevention efforts by distributing insecticidal nets and equipment to vulnerable populations in high-risk regions. In Benin, nets were provided to children at the Ylang Ylang orphanage in Hinvi, to pregnant women and mothers of children attending the local health centre and the paediatric ward of the hospital, and to Canal+ Benin employees.

In Senegal, Canal+ has donated nets to the ‘Special Olympics’ association for children living with intellectual disabilities, as well as to the country’s Kaolack and Fatick regions. They also supplied bicycles to home healthcare providers to facilitate easier travel between villages in the Diourbel health district.

Using its media reach and corporate resources, Canal+ is a leading private sector partner in the fight against malaria. This commitment is continuing in the future too – Canal+ has recently signed partnership agreements with Speak Up Africa and the National Malaria Control Programs in Benin and Senegal.





# Ecobank and the Zero Malaria Business Leadership Initiative

The success of the Zero Malaria Business Leadership Initiative (ZMBLI) shows how the private sector can drive social impact initiatives against malaria. ZMBLI has mobilised private sector contributions from different companies across Africa, brought new advocates to the fore, and used the media to spread key messages to a wide audience.

Founded in 1985, Ecobank Group is the leading private pan-African banking group. It has unrivalled African expertise and a presence in 35 sub-Saharan African countries, as well as France, the UK, UAE and China. With a deep commitment to contributing to improve the quality of life of the people across the continent, Ecobank has continuously engaged in social impact initiatives aimed at addressing Africa's most pressing challenges.

Piloted between 2020 and 2024, ZMBLI was a collaboration between the Ecobank Group – through its Foundation – Speak Up Africa and

the RBM Partnership to End Malaria. ZMBLI's goal was to bring new financial and in-kind contributions from the local private sector to support national malaria control programmes.

Through advocacy and fundraising efforts, the initiative successfully mobilised US\$6 million in both in-kind and financial contributions from 59 private sector companies across five African countries – Benin, Burkina Faso, Ghana, Senegal and Uganda. These contributions have played vital roles in supporting malaria prevention, treatment, and awareness campaigns.

Joining the initiative as Zero Malaria Champions have been nine private sector leaders. They have led advocacy and outreach efforts within their economic sectors, bringing new voices and expertise to the campaign.

## Catalytic funding and strategic communications

To incentivise and inspire other companies to get involved in ZMBLI, Ecobank Group contributed US\$1 million as catalytic, matched funding. Resources mobilised through the initiative were then centralised through existing or new multi-sectoral committees. In Benin, for example, a new committee was established by Ministerial Decree in 2023 to manage and mobilise resources for the Zero Malaria Fund, chaired by the Managing Director of Ecobank Benin. In Uganda, the Managing Director of Ecobank Uganda joined the board of Malaria-Free Uganda, an existing platform for mobilising resources, focused on the private sector, with Speak Up Africa joining its technical working group. This approach ensures full integration and alignment between new and existing structures and approaches.

Ecobank also played a critical role in bolstering private sector engagement for malaria elimination through thought-leadership and strategic communications. They worked

with influential media platforms to drive key messages to a mass audience. This included publishing opinion pieces, such as an op-ed by Paul-Harry Aithnard (the Managing Director of Ecobank Côte d'Ivoire and Regional Director for UEMOA Region) in Jeune Afrique in 2022. A mini-documentary series highlighting the initiative's impact was produced and broadcast by the major African network TV5 Monde (broadcast to 370 million households worldwide), and new media giant Brut Afrique created a series of social media videos to raise awareness about malaria and the need for society-wide engagement, reaching over 5 million viewers.

Meanwhile, internal awareness campaigns among Ecobank's staff have strengthened buy-in and encouraged active participation in outreach efforts. By educating its employees – especially account managers – Ecobank has empowered them to act as ambassadors, engaging their business clients to support malaria control efforts.

Ecobank's leadership in the fight against malaria through the Zero Malaria Business Leadership Initiative shows the power of private sector engagement in tackling public health challenges. By mobilising significant financial and in-kind contributions, engaging influential business leaders as champions, and driving awareness through strategic communications, Ecobank has successfully positioned itself as a key partner in malaria control efforts across Africa.



# End Malaria Councils and Funds

## Mobilising Multisectoral Leaders for Advocacy, Action, Resources and Accountability

In response to calls from African Heads of State and Government, countries across the continent are establishing End Malaria Councils and Funds (EMCs) to drive advocacy and action, and to mobilise resources to end malaria.

EMCs are composed of senior leaders from government, the private sector, and civil society to support national malaria programmes. These leaders, appointed by the head of state or by government, use their platforms, networks and influence to sustain malaria as a priority across all sectors, to remove operational bottlenecks, and close resource gaps in national strategic plans. EMCs are an important tool to achieve continental initiatives such as Zero Malaria Starts with Me, and to address the urgent need for increased domestic financing for national malaria programmes.

With malaria-endemic countries facing a perfect storm of declining donor funding and rising costs driven by biological resistance and climate change, EMCs are central to ensuring that countries have adequate resources to implement life-saving malaria interventions. EMCs have already mobilised over US\$150 million in financial and in-kind commitments, with existing recurring investments expected to generate a further \$380 million by 2030. The private sector has contributed more than \$85 million to date.

There is a wealth of untapped financial and in-kind resources that support efforts to prevent and treat malaria, and to strengthen health systems. The private sector can bolster national malaria control efforts with transport and

logistics support, data systems and technology, media airtime, SMS messages, workforce training, and more. Using their influence and networks to engage government leaders and businesses, EMCs have engaged with more than 2,500 companies and highlighted the adverse impact of malaria on core business priorities. By aligning malaria with business interests and corporate social responsibility priorities, EMCs have facilitated both financial and in-kind contributions from the private sector.

Equally crucial are communications and working with policy makers to ensure that malaria remains high on national agendas. EMC members have developed media and other communications partnerships that increase visibility and political commitment, as well as coordinating advocacy messages and tactics for diverse audiences. Meanwhile, members have collaborated with parliamentarians and ministries to amplify national commitments and to align policies and budgets with on-the-ground needs. The private sector has held roundtable discussions with ministries (such as energy, mining and agriculture) to enhance planning and implementation, to integrate malaria interventions into broader strategies and governance frameworks, and to bolster long-term sustainability.

The EMC model is highly adaptable and sustainable. By convening decision-makers across sectors, EMCs drive change, secure long-term investments, and hold leaders accountable to their commitments. They are helping African countries take charge of their malaria response, building coalitions, and demonstrating that real progress is possible.

## Private sector investments to end malaria in Zambia

Zambia Sugar and First Quantum Minerals, both members of the Zambia EMC, have integrated malaria control into their core business strategies to protect the well-being of their employees and to sustain operational efficiency.

By improving water management, Zambia Sugar has reduced malaria breeding sites and increased crop yields. It also carries out malaria interventions on its plantations and in adjacent communities, reducing local transmission and worker absenteeism. First Quantum Minerals has invested millions of dollars in procuring and transporting commodities, training community health workers, and conducting preventive measures such as spraying and larval source management around its mining operations. By treating malaria as a business risk and a community responsibility, the company has supported broader public health goals while safeguarding its own workforce.

Liberia and Burkina Faso (the first Francophone EMC) launched EMCs on World Malaria Day, joining Nigeria, Mozambique, Kenya, Tanzania (mainland and Zanzibar), Uganda, Zambia, Eswatini, and Guinea-Bissau.



# The crucial role of the private sector

To avoid losing years of progress in the fight against malaria, new and diversified sources of funding are essential and urgent. The private sector has a crucial role to play in these efforts, driving forward the Big Push and Change the Story campaigns, supporting malaria elimination efforts directly, investing in the Voix EssentiELLEs Fund for Malaria Elimination, and engaging with End Malaria Councils and Funds.

## Direct support

We urge private sector companies to support malaria elimination efforts, through funding or in-kind resources. Malaria has serious effects on the economy and workforce productivity. By supporting malaria elimination programmes directly, through funding or with their resources, assets and expertise, companies can help drive down malaria levels, re-energise societies, bring gender equality and boost economies.

### Mobilising mining companies in Tanzania

The Tanzania End Malaria Council convened a roundtable with mining sector CEOs to discuss how malaria affects the industry. This resulted in \$1.5 million in pledges to support the implementation of malaria interventions in areas surrounding their operations.

## Global Fund Replenishment 2025

We urge private sector leaders to support the Global Fund this year to secure the resources needed to fight malaria with renewed energy.

The Global Fund is a worldwide partnership to defeat HIV, tuberculosis (TB) and malaria and ensure a healthier, safer and more equitable future for all. It raises and invests more than US\$5 billion a year to fight deadly infectious diseases, challenge the injustice that fuels them, and strengthen health systems and pandemic preparedness in more than 100 of the hardest hit countries. For its Eighth Replenishment, the Global Fund is aiming to raise \$18 billion in 2025 to fight disease and strengthen global health systems.

### Mass messaging in Eswatini

The Eswatini End Malaria Fund partnered with telecommunications companies to support nationwide SMS messaging and in-kind support for the Ministry of Health's case notification system. This partnership is enabling the National Malaria Programme to react in realtime to cases and to raise the visibility of malaria.

## Voix EssentiELLEs Fund for Malaria Elimination

We urge the private sector to invest in the Voix EssentiELLEs Fund for Malaria Elimination.

Launched at the Africa CEO Forum 2025 in Abidjan, this new fund is an entry point for private sector partners to invest in community-led, women-driven malaria elimination efforts in Francophone Africa. The Fund will support community-led advocacy to improve accountability for malaria commitments; build a regional feminist coalition to elevate malaria as a political and budgetary priority; and provide flexible malaria-targeted funding and strategic capacity strengthening. Aligned with national, regional, and continental malaria strategies, the Fund aims to mobilize \$4 million by 2030, unlocking new pathways for gender equity and health impact.

## End Malaria Councils

We urge private sector leaders to join End Malaria Councils, using their expertise to drive advocacy and action, and to mobilise resources to end malaria.

End Malaria Councils and Funds are country-owned and country-led, multisectoral forums to accelerate progress in the fight against malaria. They bring together senior leaders from government, the private sector, civil society and the community to champion malaria, advocate for it to remain high on the national development agenda and to mobilise commitments to close gaps in national malaria strategic plans. Over \$150 million of financial and in-kind commitments has been mobilised to date.

## Multinational Public-Private Partnership

Tanzania and Kenya have partnered with SC Johnson to support malaria interventions and to promote local manufacturing of malaria commodities.

This partnership has supported the construction of border health facilities to support testing and treatment, communications campaigns, and a pilot programme on drone-based larval source management.

## Increased national funding for malaria in Nigeria

The Nigeria End Malaria Council, led by private sector industrialist Mr. Aliko Dangote, has mobilized 80 million rapid diagnostic tests and successfully advocated for the inclusion of 80 billion Naira (\$52 million USD) in domestic malaria funding within the national budget.

These resources will complement additional resources contributed by the private sector via the EMC.

“A world without malaria means a healthier society and a more sustainable economy.”

*Mariam Djibo*



## Mariam's story

“When I was little, I had a dream to reach economic independence,” says Mariam Djibo, CEO of Advans Côte d'Ivoire. Inspired by strong women in the arts and liberal professions, her vision was clear. Now leading a successful company, Mariam is determined to use her influence to drive change. “That’s what’s new when we get to serve at this level. We change things, or we’re invited to the table of those who decide. We can address problems, bring solutions, because we’re listened to, because we’re leaders.”

Mariam sees financial independence as key to breaking down barriers for women, yet malaria is a major obstacle to economic empowerment. “Women are the ones who take care of children when they are sick; they will give up their economic activity. They suffer the related economic losses.”

How would Côte d'Ivoire be without malaria? “We would have better educated children. We would have women who would be less hindered

in their career development or in the management of their economic activities, who could contribute better to their home and to the economy,” says Mariam, “A world without malaria means a healthier society and a more sustainable economy.”

Mariam calls on leaders of her country and across Africa to invest in inclusive policies to end malaria, and to listen to those voices that often go unheard – particularly those of children. Together, a world can be created where little girls can dream of brighter futures.

“We need money to fund awareness and prevention programs,” she says, urging private sector involvement. “Let’s take ownership of this fight if we ultimately want to eliminate malaria from our societies and make our world a better place.”

“To advance the fight against malaria, we need your resources. It is important for the country, it is important for your organisations, it is important for our children.”

CHANGE THE STORY, SAVE LIVES: THE PRIVATE SECTOR'S ROLE IN ENDING MALARIA

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