



# Corporate Alliance on Malaria in Africa

The Corporate Alliance on Malaria in Africa (CAMA) is a diverse coalition of companies with interests in Africa. A GBCHealth-led initiative, CAMA channels the collective force of the private sector to drive impactful partnerships for malaria control and elimination in Africa from workplaces to communities.



## Who We Are

CAMA is a platform for corporations working in Africa to share best practices, create new partnerships, gain visibility and advocate for malaria control efforts across the continent. CAMA also provides a forum for business to engage and build relations with key government and civil society stakeholders.

Launched in 2006 by Marathon Oil, CAMA and its member companies both lead and support innovative malaria prevention, control and treatment activities and collectively deploy millions of dollars to programs that serve the needs of malaria-affected people and communities. CAMA is currently chaired by Chevron Corporation.

GBCHealth serves as Secretariat and implementing partner for CAMA—providing management, coordination and advisory services, including expanding corporate engagement, increasing collective action with the public sector, and providing thought leadership to companies, governments and development partners.

**Partner** to eliminate malaria and improve health outcomes in Africa

## What We Do

CAMA's work centers on the development of corporate workplace and community malaria programs. Building from this, CAMA creates opportunities for companies to engage with leaders from governments, NGOs, academia, and other sectors to identify where and how competencies can be leveraged to further malaria efforts in Africa. We focus on:

**Convening** country-level dialogues with key stakeholders to explore issues related to malaria interventions of local specificity. These dialogues ensure that corporate and non-corporate capacities are enhanced through best practice exchange.

**Connecting** corporate sector representatives with their peers and key stakeholders to advance dialogues and opportunities for partnership.

**Catalyzing** multi-sector activities and partnerships which capitalize on the skills and assets of the private sector, including resources, innovation, financial management, logistics, marketing/branding, to increase the scale and impact of malaria control initiatives in key priority countries.



GBCHealth is dedicated to leveraging the resources and expertise of the private sector to meet today's most pressing health challenges. Since 2001, we have helped hundreds of companies develop and implement their own global health programs, brokered countless global and local public-private partnerships and effectively leveraged business advocacy in service of public health. As an initiative of GBCHealth, CAMA enables companies with a focus on malaria to share expertise, lend resources and collaborate on malaria initiatives in Africa.

## Thematic Focus Areas

CAMA members collectively identify strategic issue areas and key geographies to focus the Alliance's efforts. These priorities are selected based on the areas of overlap between disease burden and corporate interests in countries of operation. CAMA's current priorities are:

- Advocating for integration of maternal, child health and nutrition programs with malaria interventions
- Strengthening workplace prevention and treatment programs
- Supporting research to improve disease surveillance and monitoring
- Addressing insecticide and drug resistance
- Promoting integrated vector management

## Membership Levels

CAMA members participate in Alliance activities based on their Membership Level. Strategy development and priority setting is led by the CAMA Chair, in partnership with Leadership Council members. Leadership Council members contribute USD \$25,000 in dues annually. Affiliate members contribute USD \$5,000 to support CAMA's annual work plan, which is agreed by all members.

### Affiliate Level

#### Events and Knowledge Sharing:

- Participate in CAMA group meetings and discussions including expert webinars, regional workshops and conferences offering opportunities to learn about the latest advances in malaria programming and network key technical agencies and partners

#### Garner increased visibility and access to online CAMA resources:

- Provide input into and feature in CAMA web and print publications, newsletters and media
- Reach global audiences with speaking opportunities at events
- Provide input into CAMA advocacy and campaign messages
- Network with a group of high-profile business leaders from diverse industries and share experiences

#### Advocacy:

- Utilize neutral platform to shape national health policies, interact with governments and raise awareness through joint campaigns

### Leadership Council

Leadership council members receive all Affiliate Level benefits plus:

#### Leadership and reputation-building engagement:

- Guide CAMA's strategic priorities
- Gain curated opportunities for access and create connections to leaders in the malaria space, including the Roll Back Malaria Board, government officials and other key stakeholders
- Shape CAMA's agenda and have priority speaking opportunities at regional workshops and meetings and other GBHealth global events
- Access exclusive CAMA and GBHealth networks

## Engaging with CAMA

CAMA is a membership-based Alliance. Participation is open to all companies that share members' commitments to mobilizing the private sector in the fight against malaria. Companies interested in learning more about how they can take action or wish to provide insights based on their experiences are welcome to add their voice. Members typically go above and beyond their membership dues contribution by also supporting specific work streams or activities based on their areas of interest. Non-members are welcome to contribute towards specific activities of interest.



### JOIN CAMA

Be counted in the fight against malaria

CHAIR



Human Energy\*

LEADERS

access>>>



ExxonMobil

AFFILIATE



Nigerian Breweries Plc

SUMITOMO CHEMICAL

syngenta