WINNER: THE COCA-COLA AFRICA FOUNDATION, EXXONMOBIL AND STANDARD CHARTERED BANK

ABOUT THE NETSFORLIFE® PARTNERSHIP
NetsforLife® is a collaborative partnership of The Coca-Cola Africa Foundation, The ExxonMobil Foundation, Standard Chartered Bank, Starr International Foundation, White Flowers Foundation and NGO partner Episcopal Relief & Development. The partnership implements integrated malaria prevention through a network of local faith-based organizations and NGOs.

THE WINNING PROGRAM
NetsforLife® is an extraordinary action model, not only for its ability to distribute bed nets quickly and efficiently, but also for its focus on instilling a "net culture" in 17 malaria-endemic African countries—that is, a culture wherein sleeping under a bed net is the norm, is valued, and where family resources are utilized to acquire and replace worn out nets.

The partnership collaborates closely with national malaria programs to train and mobilize thousands of volunteers. The volunteers, in turn, distribute bed nets and teach people how and why to use them and how to recognize malaria symptoms. To date, NetsforLife® has distributed over two million bed nets and trained nearly 10,000 volunteers.

In addition to co-financing, strategic planning, and contributing business expertise, The Coca-Cola Africa Foundation, The ExxonMobil Foundation and Standard Chartered Bank also contribute by publicizing NetsforLife’s activities and raising awareness about the initiative.

CRITICAL SUCCESS FACTORS
Structuring the Partners’ Roles in the Initiative
Managing collaboration among three major corporations is a complicated task. To streamline the process, NetsforLife® established a steering committee, made up of representatives from each core investor, to make decisions about the strategic direction of the initiative.

Using Focus Groups in M&E
In addition to standard malaria monitoring practices—such as baseline surveys and tracking of prevalence rates—NetsforLife® created community focus groups to help implementers understand local cultural and community needs and concerns. Ultimately, these groups will help the partners find out whether they have successfully created a "net culture" in these areas.

COMMENDED: DIAGEO, HEINEKEN INTERNATIONAL AND UNILEVER

ABOUT THE PARTNERS
Guinness Nigeria Plc (a subsidiary of Diageo Plc) and Nigerian Breweries (part of the Heineken group) are both manufacturers and marketers of alcoholic and non-alcoholic beverages, employing about 1,000 and 2,020 people respectively. Unilever Nigeria Plc manufactures and markets consumer goods such as toothpaste, margarine, detergent powder and skin soap, employing 1,393 people.

THE COMMENDED PROGRAM
In addition to reaching more than 12,000 with critical disease-prevention training, the innovative partnership among Guinness Nigeria Plc, Nigerian Breweries and Unilever Nigeria Plc has advanced a model for supply chain engagement that could be deployed across Africa with similar impact.

Small and medium enterprises (SMEs) are the economic engines of Africa, employing 50-70 percent of the workforce. After developing strong programs for their own employees, the three partners began working with the German aid agency GTZ and the Nigerian Business Coalition against AIDS (NIBUCAA) to extend those programs to their contractors and suppliers.

The partnership targets nine supply chain companies (three from each corporate partner), providing training for champions within each SME who will coordinate their company’s programs, and further train peer educators within each SME—almost 400 have been trained to date.

CRITICAL SUCCESS FACTORS
Strengthening Partners for Long-Term Sustainability
Through this partnership, Guinness Nigeria Plc, Nigerian Breweries and Unilever Nigeria Plc have not only successfully engaged their supply chains—they’ve also invested in strengthening their partner’s ability to fight disease. The companies leveraged their skills and resources along with those of GTZ to build capacity within NIBUCAA and within the SMEs themselves, in order to ensure the continued implementation of the SME workplace programs.

Scaling up Successful Workplace Programs
What makes this partnership so successful is that it prevents SMEs from having to reinvent the wheel. Instead, their programs leverage the lessons learned by the more experienced corporate partners. In addition to providing strategic guidance and models for strong workplace programs, the three corporate partners also adapted their education and awareness materials for use by suppliers and committed to conducting annual refresher trainings.