



Executive Summary
“PPPHealth4All”

**Global Health Partnerships Knowledge Platform for Effective Cross-Sector Collaboration-
Breaking Silos and Enhancing Knowledge Exchange**

2020

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Executive Summary

The UN estimates the gap in financing to achieve the Sustainable Development Goals (SDGs) at \$2.5 trillion per year in developing countries alone.

PPPHealth4All is a knowledge platform that connects all stakeholders in the public-private partnership (PPP) healthcare ecosystem. The objective of the platform is to facilitate preparation and implementation of people-centered PPP projects that are in line with the Sustainable Development Goals (SDGs) from the United Nations. PPPHealth4All - **a globally implemented blockchain-based solution, which operates as a not-for-profit, to minimize transaction costs and eliminate the risk of monopolistic behavior observed in traditional marketplaces and will break information silos.**

In spite of the nexus between PPPs and sustainable development appearing in international organizations' discourses, public policies and academia generally overlook issues such as environmental and social sustainability in PPPs. National PPP legislation and standardized documents for PPP projects such as model contracts and guidelines pay not sufficient attention to sustainable development issues. Likewise, the research and current practices focus on financial sustainability and overlooks environmental and social sustainability of healthcare PPPs.

Problem

Most countries are lagging behind on achievement of health-related SDG.3. If no immediate and consolidated actions are taken, the SDG.3 will be not be achieved by 2030. The WHO boldly states that the Sustainable Development Goals (SDGs) 'can be realized only' through 'strong commitments' to global partnerships between governments, the private sector and civil society. But how to promote partnerships for global health? Public-Private Partnership (PPP) has been identified in SDG 17 as a preferred vehicle for implementation given the lack of resources of Governments; yet the PPP model is complicated and experiences as many failures as successes. Although there is a specific SDG indicator for PPPs within the global indicator framework for the Sustainable Development Goals and targets of the 2030 Agenda for Sustainable Development³, SDG Indicator 17.17.1 – Amount of United States dollars committed to (a) public-private partnerships and (b) civil society partnerships - it only captures one specific input and does not measure the implementation and impacts of PPP projects and whether they are contributing to sustainable development. Further strategies and instruments are necessary to ensure that PPP projects deliver People-first outcomes and implement the 2030 Agenda for Sustainable Development.

Challenge 1. There is, in fact, a low awareness how many healthcare projects already implemented as PPP. The information about such projects is hardly available in systematic way, and available information is often scarce and fragmented.

Challenge 2. Healthcare sector in general and PPP projects are operating in big informational silos and interest groups that are interested to maintain a status quo. Lack of

communications is observed between various groups of stakeholders, as well as different, sometimes conflicting objectives and incentives.

Challenge 3. PPPs are expected to deliver value for money but are not delivering value for people. PPP projects are rarely designed in sustainable way and are not fit to be reduce a carbon footprint.

Challenge 4. Need for Greater Standardization

For achieving the Paris Climate objectives, we need to achieve greater standardization in healthcare infrastructure across the value chain, including project preparation standardization, contractual standardization, financial standardization and impact assessment standardization.

Challenge 5. There are increasing concerns about data protection, health data are recognized by GDPR as a special category of data and provides a definition for health data for data protection. No data available how data protection is being implemented in PPP Healthcare projects.

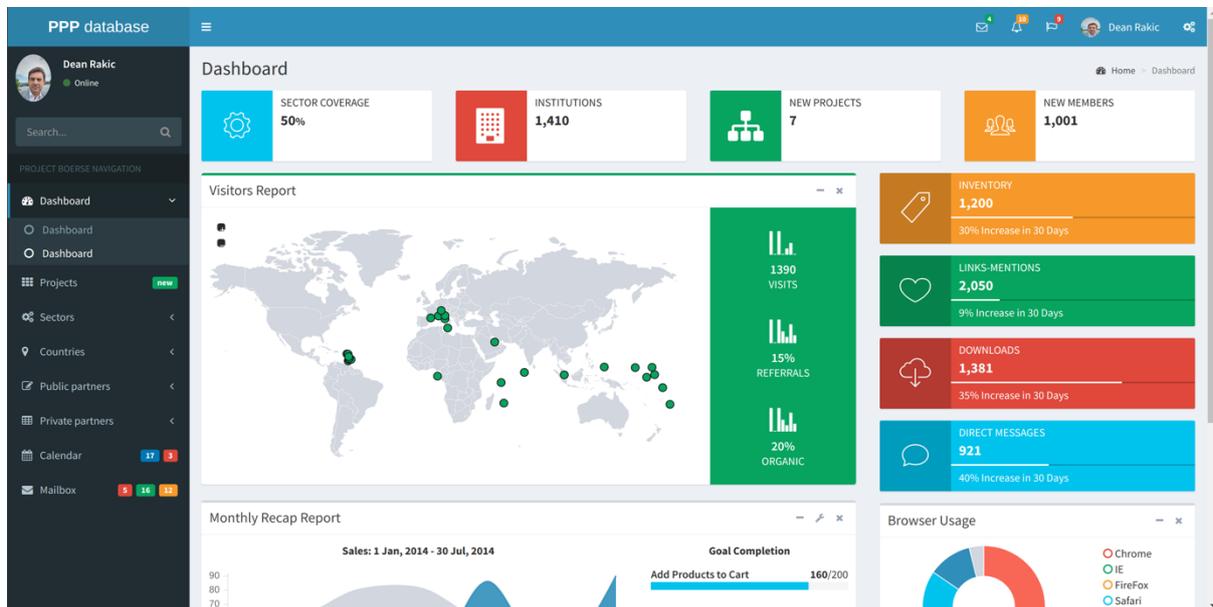


The respond to the challenges mentioned above, SDG.17 Consulting GmbH has come up with an innovative. knowledge platform PPPHealth4All to eliminate weak points in PPP healthcare approaches and to develop efficient PPP healthcare ecosystem.

PPPHealth4ALL:

- 360 perspective for a PPP health ecosystem – breaking silos and connecting the dots.
- develops a seamless approach for preparation and implementation of people - centered PPP projects that are in line with the SDGs and enabling PPP projects and business models that provide clear societal, environmental and economic benefits.
- provides historical data and Informed decision-making, quality and timely data, that is vital for enabling governments, international organisations, civil society, private sector and the general public to make informed decisions and to ensure the accountability of representative bodies.
- Increases affordability of people-centered PPPs and breaks information silos
- is a globally implemented blockchain-based solution, which will be operating as a not-for-profit. We bring blockchain technology to “end user”.
- Early alignment between stakeholders

Product/Service overview



PPPHealth4All could be implemented by a “consortium” - building one or more applications on top of a “blockchain platform”.

Scoping of MVP

- Selection of pilot countries (up to 5 countries) for MVP from which information about already implemented PPP healthcare projects will be collected and encoded into database.
- Preparation of documented guideline of project requirements, features, deliverables, time lines, allocation of resources, as well as reviews and approval process.
- A comprehensive scope document will be prepared, that clearly states the purpose of MVP and all other boundaries in terms of deliverables, schedules, budget, milestones, and process work flow. The procedures for change process—how changes will be developed, who will be authorized to approve changes and who will execute them.
- MVP will consist of a RDB with historical data on PPP healthcare projects, database of stakeholders and experts and blockchain enabled modules for stakeholder consultations, PPP project carbon-offsetting and a sustainability Wizard to facilitate preparation and implementation of sustainable PPP projects.
- Identification of Early Adopters and their involvement
- Customer feedback is extremely important to understand if the design and usability of MVP can be scaled before for official launch of PPPHealth4All

This project will be organized in 4 components:

1. Research
2. Business development
3. Technical development
4. Public outreach

Target Market

PPPHealth4All strives to have a global outreach but catering first and foremost the developing countries to assist them in overcoming a healthcare infrastructure gap and to improve their healthcare services. However, the learning will be also for the developed countries: innovative approaches and new ideas could originate everywhere. There are lessons learned for developed countries as well, especially where digital solutions/sustainability practices are concerned. The pilot will address a selection of African, European and Asian countries with good representation/ pipeline of PPP healthcare projects.

Competition

There is a number of international databases on PPPs, however these databases are not specializing in healthcare. Some databases are free of charge (IPFA, GIH, World Bank Private Participation in Infrastructure, and some are commercial (e.g. IJ Global PPP Projects Database). The differences between databases are in:

- target audience and objectives pursued (aiming mainly at investors, community of members)
- source of information, (information publicly available, provided directly by the governments or sources of information are not disclosed),
- information categories (various parameters used in various databases)
- project maturity (some projects are encoded only after financial closure)
- access fee (free/via subscription)
- availability of information on PPP healthcare (some database does not have health sector in focus)
- inclusion/non inclusion non-infrastructure PPP healthcare projects

In general, the information provided about PPP projects in the healthcare sector is fragmented, not complete and does not always reflect the actual status of the projects. The information about research PPPs, service PPPs, partnerships with NGOs on provisions medical services on public health or strengthening health systems is not available. We would like to make an attempt to systemize the approach and to map all existing PPPs in the healthcare.

Stakeholder consultations To our knowledge, there is no formalized on-line stakeholder consultations for PPP projects in the healthcare.

Sustainability There are many standards on the market related to sustainable infrastructure (Envision Standard, Sure Standard, IFC EDGE Green Building Tool, UNECE People-first PPP Impact Assessment Tool (under development) but these methodologies should be tailored to the needs of healthcare sector and PPP modality and provide various elements but not seamless approach to PPP healthcare life-cycle.

Carbon-offsetting There are many tools on the market and we could build affiliations and

integrate those tools into PPPHealth4All.

Our Business Model

Revenues

- License Revenues from Blockchain As A Service (BaaS). It involves providing businesses with an ecosystem to help manage their blockchain system. The subscription revenue model entails offering customers to purchase a license that customers pay for on annual basis.
- Transactional Revenues (fee for carbon-offsetting transactions, success fee for attracted investments)
- Web Sales (books, reports, training)
- Freemium Revenues (provision of additional services, such as training, tailored requests/consultancy, data visualization, certification fee of sustainable projects/companies)
- Ad-Based Revenues (advertisement of PPP events, publications, companies)
- Affiliate Revenues (Affiliation with product owners, such as sustainability standards, tools, software and PPP facilitation tools)

Scalability

- Administrative scalability: the ability for an increasing number of organizations or users
- to access PPPHealth4All through purchase of licenses
- Functional scalability: the ability to enhance the system by adding new functionalities
- (e.g PPP Contract Management)
- Geographic scalability: the scope could be enlarged from the pilot countries to global
- Extension from health sector to social infrastructure (schools, kindergartens)

Who we are?

The PPPHealth4All is stemming from the multi-stakeholders - initiative Global Health Hub Germany (GHHG) where various German and international actors are getting together to work on promotion of global health agenda. The PPHealth4All was one of the winning projects within the competition "New Ideas for Global Health" and on January 13th 2020, Federal Minister of Health Jens Spahn presented the PPPHealth4All team led by Eng. Natalia

Korchakova-Heeb, Managing Director of SDG.17 Consulting GmbH, with the "New Ideas for Global Health" Award.

Introduction of SDG. 17 Consulting GmbH

SDG. 17 Consulting GmbH is a company that operates at the crossroads between various sectors to promote SDG Agenda and, in particular, SDG.3. The company was established in 2018 and is a women-led startup. SDG.17 Consulting GmbH is deeply engaged in promotion of 2030 Sustainable Development Agenda, advocating for strong public-private partnerships, good health and well-being, inclusive economic growth, investment in infrastructure, enabling environments to foster innovation. SDG.17 Consulting GmbH advocates policies and practices that encourage the development of low-carbon, climate-resilient infrastructure delivered through people-first public-private partnerships in line with Sustainable Development Goals but above all, our focus is on healthcare and sustainable health and in particular, on Sustainable Development Goal 3. and on Sustainable Development Goal.17 Public -Private Partnerships.

SDG.17 Consulting providing the following services:

- Solutions for sustainable infrastructure and sustainable healthcare in line with Sustainable Development Goals (SDGs)
- Advisory services on design and implementation of people-first public -private partnerships in the healthcare sector
- Digital solutions for sustainable healthcare infrastructure's value chain
- Advisory services for development aid projects in developing countries
- Capacity-building on sustainable infrastructure and public - private partnerships in the healthcare sector

SDG.17 Consulting GmbH is a member of German Health Alliance, Global Health Hub Germany, German PPP Association (BPPP e.V.), UN Women National Committee Germany e.V., German Federal Association for Sustainability, Society for International Development (Frankfurt Chapter) and Informal Interagency Task Team of the United Nations on Sustainable Sourcing in the Health Sector (SPHS). SDG.17 Consulting GmbH has been named in 2020 by Diplomatic Council, a global NGO registered by UN, as a Top-3 startups working in the areas of sustainability and innovations and received a prize of the Global Health Hub Germany for the project "PPPHealth4All" presented by the Federal Minister Spahn in Berlin on 13 Jan. 2020.

Our Leadership

Eng. Natalia Korchakova-Heeb is an internationally recognised expert in sustainable infrastructure, public procurement, public-private partnerships and international technical assistance with experience in the public, private and non-governmental sectors. This includes 14 years of services at the European Commission's External Services in charge of various sectors, inter alia, public procurement, competition and state aid and managing a portfolio of more than 50 mln EUR. She is currently Managing Director of SDG.17 Consulting GmbH.

She has also extensive experience of advising the national governments on improvement their national frameworks across the various jurisdictions, and is a PPP-speaker for German Health Alliance, leader of [PPPHealth4All](#) in Germany, member of the strategic Committee of the World Association of PPP Units and PPP professionals and responsible for PPP Health working stream and is the member of the UNECE Working Party on Public-Private Partnerships. She leads working groups on partnerships and on digital solutions for global health within Global Health Hub Germany. She holds a Diploma in Environmental Management of Claude Bernard University (France) and was twice a fellow of the International Policy Fellowship (Hungary), a fellow of the Freedom Support Act Fellowship in Contemporary Issues (USA).

Mrs. Korchakova-Heeb established in 2018 the company SDG.17 Consulting GmbH (Germany) to promote People-first PPPs as an instrument to achieve Sustainable Development Goals and to assist with development of pipeline of people-centered projects in health infrastructure in the developing countries. She is the recipient of numerous awards, including award for Entrepreneurial Excellence (USA), a medal from the European Commission for loyal services (EU), governmental awards (government of Ukraine), Global Health Hub Germany and is also a renowned international speaker, presenting in Belarus, Ukraine, France, Switzerland, Russian Federation, Singapore, Germany, Tanzania, Afghanistan, USA, Turkey and Bulgaria Washington on sustainable public-private partnerships.

Our team for [PPPHealth4All](#) is growing: we have representatives of various countries Germany, India, Portugal, Tanzania, UK, Ukraine, USA. These are the enthusiasts and believers that [PPPHealth4All](#) is a necessary project with big economic, social and environmental impact. Infrachallenge project will be also coordinated by

[David Baxter](#), senior PPP advisor

[David Bernabé Fernandes](#), senior digitalisation expert, CEO of Make it Special

Major Milestones of PPPHealth4All

- Founded in 2019 as a separate project of SDG.17 Consulting GmbH
- Office in Frankfurt and contributors from various countries and institutions
- Project idea presented in 2019 to Global Health Hub Germany and was selected as a winning idea in the competition “New Ideas for Global Health”
- Design-thinking workshop with project team held in Berlin, 14-15 January 2020 with financial support of Global Health Hub Germany administered by GIZ on behalf of the Ministry of Health

- Mock version established.
- Video-pitch is recorded and web-page for [PPPHealth4All](#) is established.