Corporate Social Responsibility

Bayer Press Conference – ICFP 2016, Jan 27

Bayer’s Commitment on the Family Planning Globally

Klaus Brill, Vice President, Global HealthCare Programs, Bayer Pharma AG
Alliances for health

- Family Planning
- Implant Access Program
- Young Adolescents Project
- World Contraception Day

Nuy Talib, 24, Health Extension Worker in Adama, Ethiopia: “Contraceptives are a blessing for our country.”
World Population Dynamics
Population Growth

According to the World Population Clock, 7,320,474,348 people live on our planet.  

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<thead>
<tr>
<th>Global Population Growth</th>
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<tr>
<td>per year</td>
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<td>per day</td>
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<td>per minute</td>
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Unmet Need for Family Planning Methods

Did you know, that*…

- ... at least **200 million** women want to use safe and effective family planning (FP) methods, but lack access to products/services or the support of their husbands and communities.
- ... more than **50 million** of the 190 million women who become pregnant each year have abortions. Many of these are clandestine and performed under unsafe conditions.
- Worldwide, some **14 million** children are born every year to women aged 15 to 19.
- The absolute number of married women who either use contraception or who have an unmet need for FP is projected to grow from 900 million in 2010 to **962 million** in 2015.

Need new approaches to address supply hurdles and increase awareness

UN Roadmap 2015-2030
End global poverty & build a life of dignity

At the 2015 UN Sustainable Development Summit in NYC, 193 Member States of the United Nations officially adopted the historic new agenda “Transforming Our World: The 2030 Agenda for Sustainable Development” including 17 Sustainable Development Goals (SDGs).
Bayer Global HealthCare Programs

Securing Essential Contraceptive Supplies

Bayer provides a broad range of contraceptive choices in highest quality

Method Mix of WHO pre-qualified products

1 The one-monthly injectable is submitted for WHO pre-qualification and currently under review (status: Jan 2016)
Bayer Global HealthCare Programs
Achievements 2009-2014

112.2 Million Couple Years of Protection*

- Which will avert an estimated*:

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<tr>
<td>27,952,498</td>
<td>unintended pregnancies</td>
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<tr>
<td>17,475,729</td>
<td>unintended births</td>
</tr>
<tr>
<td>50,680</td>
<td>maternal deaths</td>
</tr>
<tr>
<td>5,341,311</td>
<td>abortions</td>
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<tr>
<td>2,946,930</td>
<td>unsafe abortions</td>
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- **3.8 Billion** US$ cost savings to families and healthcare systems because of averted maternal deaths, infant deaths and unsafe abortions*

*) Definition CYP (Couple Year of Protection): One CYP is the estimated protection provided by contraceptive methods during a one-year period, based upon the volume of all contraceptives sold or distributed free of charge to clients during that period. (Source: USAID 2011, http://www.usaid.gov/our_work/global_health/pop/techareas/cyp.html)

Source: CYP calculation tool, MSI Impact Estimator 1.2, PSI conversion factors
Bayer Global HealthCare Programs
Implant Access Program

- Contract partner Bill & Melinda Gates Foundation
- Volume Guarantee for Implants for 2013-2018 with a total of 27 Mio units
- **Price reduction of more than 50%** over the next six years: US$18 → US$8.50 ex works per unit
- Effective from 1 January 2013, in more than **50 developing countries** where the 1x10 package is registered or can be brought in through waiver process
- **Multi-Stakeholder Partnership** between Bayer, Bill & Melinda Gates Foundation, Clinton Health Access Initiative (CHAI), Governments of Norway, United Kingdom, United States and Sweden, and Children’s Investment Fund Foundation (CIFF) and the United Nations Population Fund (UNFPA)
Bayer Global HealthCare Programs
Our FP Partners (Selection)

Governmental Sponsors
- BMZ (Federal Ministry for Economic Cooperation and Development)
- DFID (Department for International Development)
- Europäische Union
- giz (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH)
- KfW (Entwicklungsbank)
- USAID

Bilateral/Multilateral Organizations
- UNDP
- UNFPA
- The World Bank
- World Health Organization

Private/Non-Governmental Organizations
- Bill & Melinda Gates Foundation
- Crown Agents
- IMRES
- JSI (John Snow, Inc.)
- PSI (Promoting Standardised Integrated Services)

Note: Partners are mentioned in alphabetical order
Partnership with DSW

Education on Sexual & Reproductive Health

The Bayer-DSW Young Adolescents project (YAP) developed to improve sexual and reproductive health (SRH) and education:

- Project has reached more than 7,100 pupils, 1,900 parents and 340 teachers
- Key objective of improving the SRH of young adolescents in Uganda achieved, sustainable structures built that involve different levels of stakeholders.
World Contraception Day

Promote Family Planning

**Vision** of a world where every pregnancy is wanted

**Mission** to improve awareness of contraception, to enable young people to make informed choices on their sexual and reproductive health

SUPPORTED BY

A coalition of international partners with an interest in sexual and reproductive health
Take Home Messages

1. Bayer is more than just Aspirin

2. Bayer is a global player in Reproductive Health by supplying Family Planning products in more than 130 countries since the late 1960ies
   - Bayer makes a brand portfolio of hormonal contraception available and affordable for women in resource-constraint countries
   - Bayer is committed to improve the awareness of Sexual and Reproductive Health by offering educational services

3. Bayer keeps on selling Aspirin
Thank you for your attention!