



MILLENNIUM FOUNDATION

INNOVATIVE FINANCE FOR HEALTH



The Taskforce on Innovative
International Financing
for Health Systems

**Discussions on the Recommendations from the Taskforce on Innovative
International Financing for Health Systems
London, October 29**

**What happens next for Air Ticket Levy
and Voluntary Solidarity Contributions?**

Dr Bernard Salomé, Managing Director

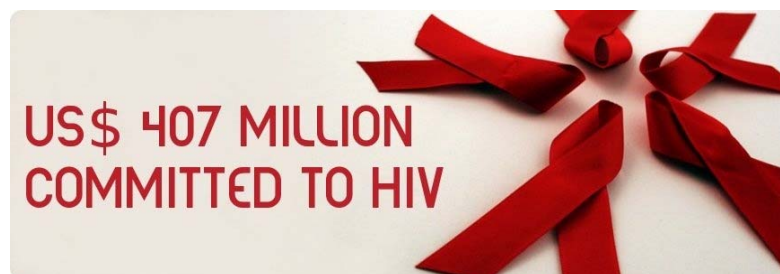
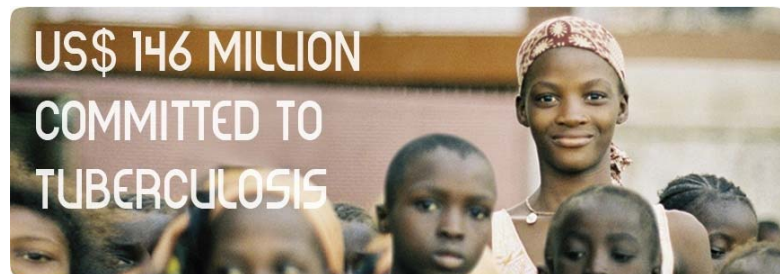
The UNITAID air ticket levy has demonstrated its potential to secure resources and to impact on HIV/AIDs, Tuberculosis and Malaria.

The levy on air tickets has been implemented in 12 countries so far*, including:

- France
- Chile
- South Korea

17 other countries also contribute to UNITAID, including :

- Norway
- United Kingdom
- Brazil



* Morocco has just announced its commitment to implement the tax as well, making the number to 13

MASSIVEGOOD will complement the air ticket levy to maximize the outreach on air travel purchases

Taskforce WG2 recommends: *“Actively explore the links and possibilities for leveraging in the design, rethinking or establishment of different instruments, recognizing that innovative financing mechanisms are complementary”*



Air Ticket Levy

Start up Capital



*Platform for Voluntary
Solidarity Contributions:*

MASSIVEGOOD[®]

- Close coordination between the two secretariats
- Same constituencies represented at the Boards
- Same Chairman

Because the time has come for a scale up in additional funding, the MASSIVEGOOD movement will catalyse non-tax inflows

Taskforce WG 2 recommends: *“Provide public catalytic funding for the development of a range of large-scale private giving initiatives where market research indicates that a material source of sustainable finance can be derived from them”*

A SMALL



X

EFFORT

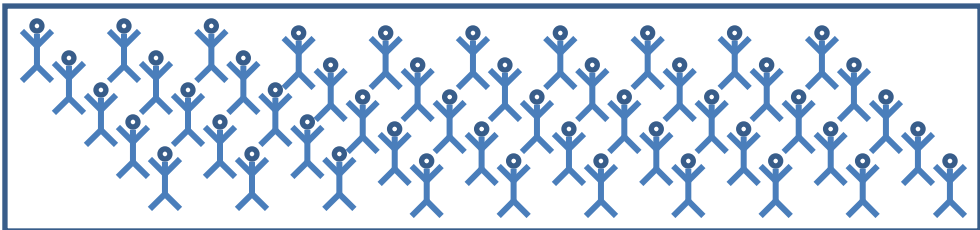
Donate to fight HIV/AIDS, Malaria and Tuberculosis

Choose A Donation Amount: U.S. Dollars

Choose A Currency:

X

BY MANY



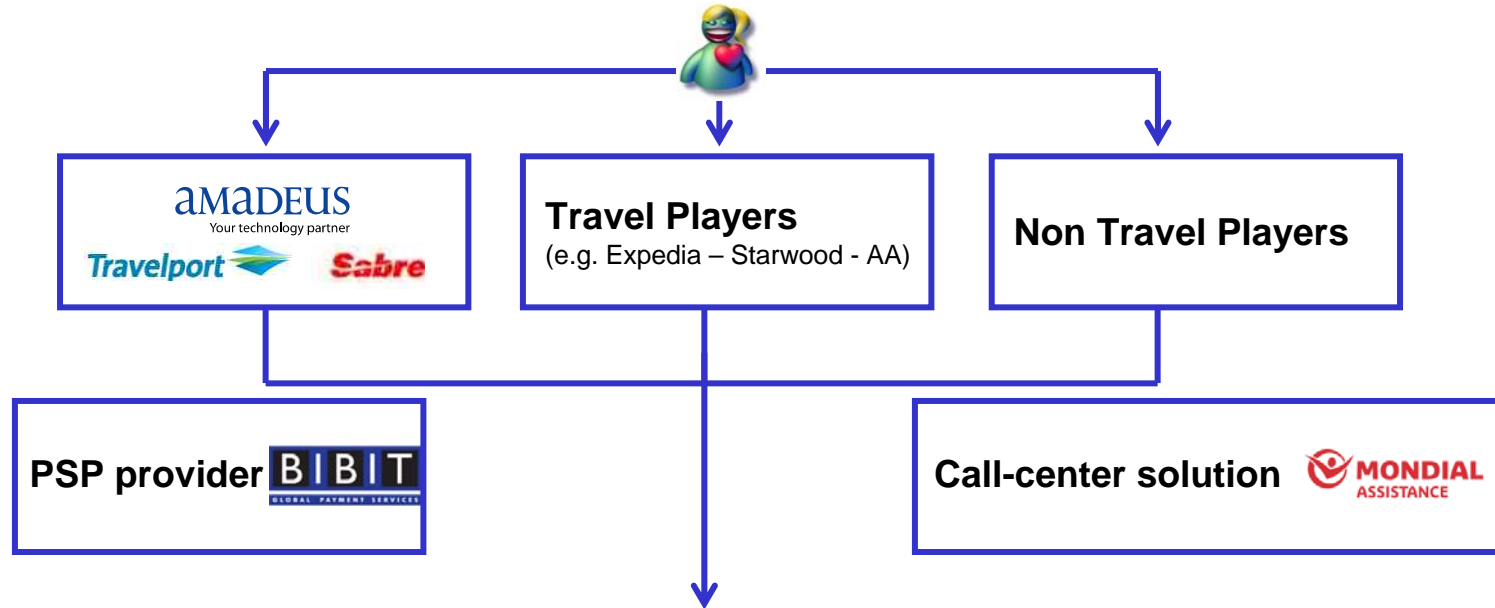
 **MASSIVEGOOD**[®]

“movement”

Presence
Ease of use

Great advancements has been achieved for the integration of the solution to make MASSIVEGOOD become a reality

Taskforce WG 2 recommends: *“to involve the private sector and private sector approaches in raising resources”*



MASSIVEGOOD®

Advocate in the Travel and Tourism Industry



The technical solution will enable MASSIVEGOOD to be gradually rolled out across geographies and industries

MASSIVEGOOD
Individuals



- Integrated to NON-AIR Travel and Tourism Products



- Extension to MASSIVEGOOD Corporations



- Pluggable into other online purchases
- Extension to other countries in concertation with UNITAID's strategy

The Taskforce event on September 23 was the MASSIVEGOOD movement first milestone

- **The UN event**

- 70 people from the travel industry invited by the Millennium Foundation and more than 600 people in the Room during the announcement
- Impressive press coverage :
→ The New York Times, Time Magazine, The Travel Mole, Business Wire...



- **The birth of a movement**

- More than 1350 Facebook fans in less than 10 days
- More than 1300 views on YouTube

- **The existing materials MASSIVEGOOD®**

- Our website :
- The videos
 - [The announcement at the UN](#)
 - [MASSIVEGOOD clip](#)

The « MASSIVEGOOD » name and film have been revealed at the United Nations General Assembly on September 23rd.

MASSIVEGOOD[®]

<http://www.youtube.com/watch?v=e2IIPYviQG8>

The September 23 event has had great media impact for MASSIVEGOOD

- **We posted...**
- Information on www.millennium-foundation.org
- 3 videos on YouTube available in different languages
- [A Facebook Fan page](#)
- A Press Release issued in five different languages



- **Which generated...**
- More than 25 articles in the US in one week
- More than 30 Articles in other countries including Brazil, France, China, United Kingdom, Spain, Italy, Switzerland, Poland,...
- More than 1400 Facebook fans in less than two week
- More than 1500 views of the **MASSIVEGOOD**® video clip on YouTube
- More than 130 twitters

A global communication campaign is now ready with specific efforts on core launch countries

Digital strategy

- Millennium Foundation website (, focus on results & monitoring of activities)
- MASSIVEGOOD website (constantly updated, basis for viral marketing)
- Partnership with social networking websites: Facebook, YouTube, Twitter
- Google has expressed a lot of interest

Public relations

- Interviews with key opinion leaders and press articles to 1) raise the profile of UNITAID and promote its first achievements, 2) raise awareness of the micro-contribution concept and its potential in travel
- Participation to major travel & tourism fairs to promote project & partners

MASSIVEGOOD[®]

Films

- 3-5 short pedagogical films made by world-renown directors at cost, to explain mechanism and encourage people to join the MASSIVEGOOD movement

Events

- Operational launch event(s) in January 2010 (tbc) with online and offline coverage

Key challenges remain to ensure « more money for health and more health for the money ».

« More Money For Health » - Innovative Financing

- MASSIVEGOOD Platform to have **low transaction and administrative costs**
- Efforts to make financial flows **additional, sustainable and predictable**

« More Health for the money » - Innovative Spending

- **Raise trust, transparency and traceability** and **enhance accountability**
- Ensure that resources mobilized will be **needs-based** and **respect countries priorities**
- MASSIVEGOOD expected to have **significant impact** as the airline ticket global distribution systems make a long-term commitment

MASSIVEGOOD[®]

Thank you