

**3rd
European
Public Health
Conference
2010**

First international pre-conference on public private partnerships

RAI Amsterdam, Wednesday, 10 November 2010



New strategic directions in public health policy: the challenge towards Best Practices of Public Private Partnerships (PPP)

Theme

Governments, international health organizations, and non-governmental organizations are no longer the only and central actors in public health initiatives. Private for-profit organizations have come to realize the importance of health-related values for their immediate and long-term objectives, and to embrace a broader view of social responsibility as part of their corporate mandate. This development has set the scene for new collaborative institutional arrangements or so called public-private partnerships.

Relevance

In general, the theme of public-private partnerships is of growing relevance and interest for public health in Europe as well as for the industry and business sector. The EU-policy of free markets and the, sometimes disputed, tendency of national governments to pull back and delegate the governance and/or execution of societal/public services to private (for profit) organizations ("the new public management") implies that there may be a growing democratic deficit. Against this background, it would be wise when the public health

community understands the decision-making mechanisms within these organizations, learns how they are dealing with (population) health issues, and explores how they might use their influence or collaborate for the public health interest. The industry/multinationals are increasingly interested in public-private partnerships with respect to health as people in general come to value health as an affordable good that they want to invest in. Within these for-profit organizations, people increasingly acknowledge the relevance and urgency to invest and develop health-related policies and marketing strategies as part of their corporate mandate. However, these proponents often lack the network, as well as the (scientific) expertise, to develop such health policies. Against this background, they are increasingly interested in platforms where they can exchange and interact with the public health community.

Objective

In this pre conference, we aim to explore the potential of public private partnerships in achieving public health goals. For both the public health community as well

as the industry, it is important to get a dialogue started, and discuss where flourishing public-private partnerships could be build.

The objective of the pre conference is thus to stimulate a much needed discussion on the state of the art, experiences, benefits, risks and implementation issues of Public Private Partnerships (PPP) in Public Health. Top representatives from Public Health, Policy and Industry are invited for a dialogue with the audience by exchanging views, visions, knowledge, and ambitions, and share criticisms and concerns in a trustful atmosphere.

Date : Wednesday, 10 November 2010
Time : 17.00-20.00 hrs
**Location : RAI Amsterdam, 1st Floor,
Emerald Room**

organised by

N P H F

NEDERLANDSE PUBLIC HEALTH FEDERATIE

Programme

Chair: prof. dr. Pieter Glasbergen, University of Utrecht



10
NOVEMBER
2010

New strategic directions in public health policy: the challenge towards Best Practices of Public Private Partnerships (PPP)

17.05 – 17.30 hrs	What do we know? A conceptual Framework for PPP. Pieter Glasbergen (professor at the University of Utrecht, the Netherlands) brings in the knowledge and experience from outside the public health sector on what public-private partnerships are, how you can value them, how you can analyse them, and how effective they are.
17.30 – 18.15 hrs	What does the industry want? Health policy developments by Unilever, PepsiCo and Heinz.
17.30 – 17.45 hrs	Unilever Lecture by Herbert Smorenburg, (director Nutrition & Health, Africa, Middle East & Turkey with Unilever).
17.45 – 18.00 hrs	Pepsico Europe Lecture by Mariusz Michailik (Scientific & Regulatory Affairs director, Pepsico Europe).
18.00 – 18.15 hrs	Heinz corporation
18.15 – 18.30 hrs	Break

18.30 - 18.50 hrs	What do policy makers want? Incentives and governance issues. Invited
18.50- 19.10 hrs	What does a Public Health Professional do with PPP opportunities. Experiences by prof. dr. Willem van Mechelen (VU University Amsterdam).
Part 3 19.10 - 19.30 hrs	PPP's in public health practice : the EPODE project. Jean-Michel Borys, director of the EPODE programme since 2004. The EPODE European Network (EEN) is a European project running from 2008 to 2011 with the support of the European Commission DG Health and Consumers.
Part 4 19.30 – 20.00 hrs	Where should we go from here? A wrap up summarizing the lectures, and sketching the lessons learned and creating an horizon where PPP and Public health should aim for by professor Pieter Glasbergen.

Costs
Pre-conference only
€ 150,-

In combination with main conference
€ 60,-

Registration on:
www.eupha.org/site/upcoming_conference.php

Organisation
The pre-conference will be organised by the NPHF.

Who should attend?
Public health researchers and professionals, health policy makers, representatives of commercial enterprises and NGO's who wish to start the dialogue on how to achieve public health goals through public-private partnerships.

Information /Contact
dr. Thomas Plochg: email
t.plochg@nphf.nl
dr. Boukje Zaadstra: email
b.zaadstra@nphf.nl