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**Subject:** FW: ACTION REQUIRED: Agreement to proceed with Stage 1of IP Campaign- DUE by January 15

Dear Colleagues,

I hope you and your families had the opportunity to enjoy some well-earned rest over the holiday season. I look forward to working with you as we build a stronger IPASA in 2014.

I wanted to provide each of you with an update of where we stand with our work regarding the proposed IP Policy and to gain your agreement on the path ahead. To date it appears that the IP Policy has not been submitted to cabinet for endorsement, therefore we need to continue our activities to ensure we bring more balance into the IP debate.

As we agreed at the last Board meeting in December, we have moved ahead in identifying a high calibre consultancy group to work with us. The group selected is Public Affairs Engagement (PAE), a Washington DC based team led by former US Ambassador James Glassman. This group was selected after a detailed process, where we received proposals from a number of agencies both Local and International. The final selection was carried out in consultation with PhRMA. As part of this work PAE will contract with a local Public Affairs/Lobby team to ensure we have 'constant in country support'. It's currently proposed that Abdul Waheed Patel of ETHICORE (CT based) may be the local partner, but this will be confirmed after Stage 1 of the campaign.

The attached file outlines the proposed campaign in detail. You will notice that we will be staging this campaign. Stage 1 is to commence from January 17 – February 15 and Stage 2 from February 15 through to June 15. The detailed activities under stage 1 in the proposal are merely summarised, IPASA and PhRMA will hold the consultants to the indicated deliverables per a comprehensive project plan and SLA.

**Key Objectives of the Campaign:**

The overall campaign is aimed at delaying the finalization of the IP policy by the Cabinet until after the 2014 election. Delay will provide time to develop a third stage of the campaign: establishing a strong, comprehensive IP policy and, at the same time, a new strategic approach to health care policy in South Africa, supported by the Vision 2025 study.

**Key elements of the Campaign**

Mobilize voices inside and outside South Africa to send the message that the proposed IP policy threatens continued investment and thus economic and social well-being. This mobilization will occur through an energetic campaign, which will feel like a political campaign. With well-constructed and supported activities based around a consistent theme/message

**The theme/message of the Campaign:**

A comprehensive IP policy is needed, but if South Africa rushes into the policy offered by the Department of Trade and Industry, it will be doing great damage to the country and helping competitors such as Nigeria. Moreover, patents do not impede access to medicines; industry stands ready to be a partner with South Africa in finding sustainable healthcare solutions. It is now time for cool heads to prevail. Slow down and devise a better policy.

**Investment:**

The total investment for this 5 month campaign will be circa US\$450K. PhRMA will contribute \$350K & IPASA will contribute \$100K. In addition, IPASA will be responsible for the remainder of IP activities in 2014, with a reserve of \$150K for any additional activities. So in total we will invest approx. \$600K in IP related activities in 2014. Our IPASA contribution will be R2.5m (slightly less to what we were agreed to invest at the December Board meeting).

I'm confident that this positive, forward thinking and proactive campaign is what we need to bring balance back into the entire discussion around IP and access to medicines. PAE have worked successfully with PhRMA in other countries with an established track record.

**What we need from you:**

1) Please **discuss and gain agreement from your above country**/Global HQs on our planned approach. We do not want a situation where above country teams have not been informed and they delay our progress by asking to be brought up to speed. I'm counting on each of you to have detailed discussions with your above country teams. If you need further clarity on any item of our strategy Val/Shakira or myself are at your disposal.

2) **Please revert by COB next Wednesday January 15**, if you or your above country teams have any concerns or reservations activating Stage 1 of the campaign (January 15 – February 15). We can gain agreement on Stage 2 activation at the next IPASA board meeting on February 5. If I do not receive a response from you, then we will assume you and your Global organisations are in agreement with moving ahead with Stage 1.

I'm sure you can sense my urgency; however, we have been successful to date as we have maintained our momentum. We can't afford to wait until February to get this campaign moving. The first four weeks will be critical in setting the foundations for a very successful outcome.

Please let me know if you have any questions or comments.

Kind regards,  
Michael

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