



Building
sustainable
markets for
insecticide-
treated nets.

NetMark

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More than two million Africans will die this year from malaria. Malaria disproportionately affects children, and it hurts African economies.

Sleeping under an insecticide-treated net (ITN) is proven to prevent malaria. ITNs can lower premature births by 42% and dramatically reduce child mortality. But for this to happen, families must understand the need for sleeping under an ITN, and ITNs must be widely available and affordable.

NetMark is a program created to meet this challenge. NetMark builds competitive commercial markets for ITNs, while subsidizing these products for the needy. NetMark unites the commercial sector, NGOs and governments behind a simple goal — making ITNs available to all to create a sustainable public health impact.

Few African families own ITNs today. They are not yet widely available or affordable. Many misperceptions about malaria exist. This is the story about how NetMark is working to change that.

HOW NETMARK WORKS

To meet our goal of making ITNs available and affordable for all, NetMark is implementing the three strategies of the Roll Back Malaria (RBM) strategic framework as described in “Scaling-up Insecticide-treated Netting Programmes in Africa” (<http://rbm.who.int>). These three strategies are supported by our efforts to reduce taxes and tariffs on imported ITNs.

Advocating for changes in policy. NetMark works with ministries of health and other public sector partners to reduce or eliminate taxes and tariffs on imported ITNs to make them more affordable. These efforts create a better environment to enact the following three RBM strategies.

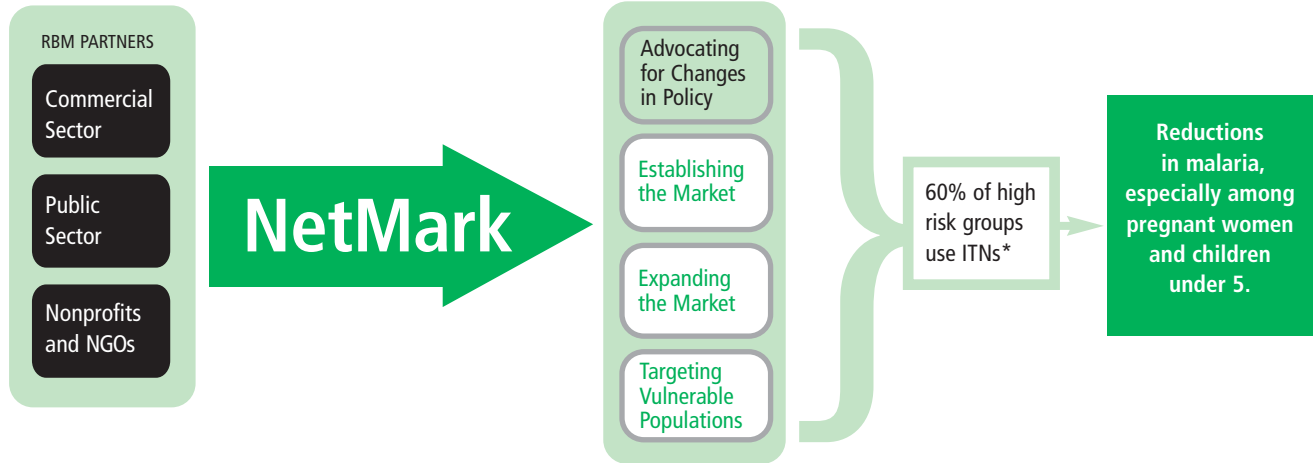
Establishing a commercial market. In countries where awareness of ITNs is low and commercial activities are weak, NetMark uses short-term subsidies to stimulate the market. We deploy marketing teams to enhance the distribution, promotion, and procurement of ITNs. Discounts and vouchers create a demand for ITNs and demonstrate to local distributors and retailers that they are a viable product.

Expanding the commercial market. NetMark increases demand for ITNs through marketing campaigns. This effort is amplified by providing matching funds for brand-specific advertising and distribution by commercial firms. NetMark

works with more than 20 multinational and African manufacturers and distributors to create a competitive and dynamic market. This competition results in improved quality, wider availability, and lower prices for ITNs. NetMark also conducts consumer research to ensure the ITNs being offered are marketable and finances efforts to improve and increase production.

Targeting vulnerable populations. No commercial market is going to reach everyone. We plan for that from the start. NetMark leverages resources to offer vouchers and subsidies that are targeted to those who need them the most. NetMark works with ministries of health, NGOs, donors, and the commercial sector to reach pregnant women, children, and others in ways that will not undermine the commercial market. For example, NetMark is working with ExxonMobil and UNICEF to fund coupons that are distributed to pregnant women through public health clinics so they can purchase ITNs at a discounted price.

THE NETMARK PROCESS: A Catalyst to Maximize Public Health Impact



* Abuja targets

WHY IT WORKS

The NetMark approach is founded on the concepts of **sustainability** and **joint investment**. For us, sustainability means creating a market that will continue to offer affordable ITNs once donor support is withdrawn. As the commercial market increases availability and access to ITNs, more donor money can be spent on vulnerable populations.

Sustainable markets are created by requiring joint investments upfront. Risk is shared. Commercial companies invest heavily to

build the market, so they have a vested interest in growing and maintaining it.

Yet, this is only part of the solution. NetMark is designed to meet the needs of all Africans. NetMark teams with donors, NGOs, and public sector partners to ensure vulnerable populations are consistently served. By creating a vibrant commercial market for ITNs, NetMark is reducing the need for donor funding and creating a sustainable public health impact.



Commercial investment.
Competition.
Consumer-friendly products.
Lower prices.
New technologies.
More ITNs.

It is this unique mix of features that allows NetMark to cover more African families with the protection they need.

www.netmarkafrica.org

NetMark is funded by USAID.

Commercial Partners:

A-Z Textiles
BASF
Bayer AG
Harvestfield Industries
Mossnet Industries
Siamdutch Mosquito Netting Company
Sunflag (Nigeria) Ltd.
Syngenta
Vestergaard Frandsen

Communication Partners:

FCB South Africa
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