



World Federation of Public Health Associations

WFPHA - Permanent Presence in Geneva Feasibility Study

May 2008

Agenda

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 - International NGOs
 - Advantages
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 - Premises
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1. A permanent presence in Geneva

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1. A permanent presence in Geneva (I)

> Objective

- « *To enable the WFPHA to establish an ongoing professional presence in Geneva, where the Federation has its legal basis, WHO and other UN agencies relevant to health have their headquarters, and most of the networking relevant to global public health including with other international NGOs takes place.* »
- To contribute to the achievement of the WFPHA vision and mission
 - « *To lead the quest for a healthy global society.* »
 - « *... promoting and protecting global public health.* »
- To reaffirm WFPHA positions and promote its values

1. A permanent presence in Geneva (II)

> Goals of the Geneva Office

- Relay international public health leadership in Geneva
- Influence global policies to improve the health of populations
- Assist international organizations with public health insights
 - Platform linking Geneva based organizations and the WFPHA members
- Participate / support / guide new global initiatives related to public health
- Reinforce the network of national public health associations by
 - Providing a direct access to Geneva based organizations
 - Offer a presence at relevant meetings and conferences
- Develop partnerships with international organizations
- Help the WFPHA achieve its strategic goals (especially Goal 3 – *To expand and strengthen internal and external partnerships*)

1. A permanent presence in Geneva (III)

1. An advocacy office

- Liaison with UN agencies, International Organizations and International NGOs
- Permanent presence – flexibility, availability for relevant meetings and conferences
- Ad hoc professional assistance – initiatives, campaigns, lobbying, ...

2. A location for meetings

- Premises (board meetings, annual meetings, ...)
- Organizational support

3. An additional support for the WFPHA Secretariat in Washington

2. Services to be provided to WFPHA members

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2. Services to be offered

- > Access to numerous international organizations, international NGOs, other health related NGOs
- > Liaison with the International Organizations based in Geneva
- > Interface between Geneva based organizations and WFPHA members
- > Lobbying and Advocacy work

- > Organizational and administrative assistance for board meetings and annual meetings to take place in Geneva

3. Why Geneva

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3. Why Geneva (I) – International Organizations

- > More than 20 International Organizations and their subsidiaries, for example
 - UN Organizations and related
 - WHO (World Health Organization) and related initiatives
 - UNAIDS
 - ILO (International Labor Organization)
 - WIPO (World Intellectual Property Organization)
 - IOM (International Organization for Migration)
 - WTO (World Trade Organization)
 - UNICEF (United Nations Children Fund – European Office)
 - UNDP (United Nations Development Program – European Office)
 - UNEP (United Nations Environment Program – European Office)
 - UNFPA (United Nations Fund for Population)
 - OCHA (Office for the Coordination of Humanitarian Affairs)

3. Why Geneva (II) – International Organizations

- > More than 20 International Organizations and their subsidiaries, for example
 - Other
 - IFRC (International Federation of the Red Cross)
 - ICRC (International Committee of the Red Cross)
 - GFATM (Global Fund to fight Aids, Tuberculosis and Malaria)
 - GAVI Alliance
 - WFP (World Food Program – European Office)
 - FAO (Food and Agriculture Organization – Geneva Liaison Office)
 - COHRED (Council on Health Research for Development)
 - GFHR (Global Forum for Health Research)
 - OHCHR (Office of the High Commissioner for Human Rights)
 - Office of the World Bank
 - WEF (World Economic Forum)

3. Why Geneva (III) – International NGOs

- > Approx. 200 International NGOs, for example
 - Health related NGOs
 - WHF (World Heart Federation)
 - UICC (International Union Against Cancer)
 - WFMH (World Federation for Mental Health)
 - ICN (International Council of Nurses)
 - WMA (World Medical Association)
 - IFPMA (International Federation of Pharmaceutical Manufacturers Associations)
 - CIOMS (Council for International Organizations of Medical Sciences)
 - DNDi (Drug for Neglected Diseases Initiatives)
 - IPPF (International Planned Parenthood Federation)
 - MSF (Doctors without borders / Médecins sans frontières)
 - Other relevant NGOs
 - World Council of Churches

3. Why Geneva (IV) – Governmental support

- > Support has been expressed by a number of consulted bodies
 - Support from the Federal Council - National strategy to make Geneva the “world health capital city”
 - Support from the Swiss Federal Office of Public Health
 - Support from the Government of the Canton of Geneva
 - Support from the Government of the City of Geneva
 - Support from the International Community of Geneva
 - Support from the WHO
 - Support from the GFHR, COHRED, GAVI Alliance
 - Support from numerous other Geneva based NGOs (WHF, UICC, WCC, ICN, ICRC, IFRC, ...)
 - Support from the Graduate Institute of the University of Geneva

3. Why Geneva (V) - Advantages

- > WFPHA is already a Geneva based association, with a registered office
- > Tax exempted
 - Non profit NGOs are tax exempted
- > Available free services for NGOs
 - Assistance for work permit and visas
 - Assistance for premises
- > Availability of important conference venues
 - Often free of charges for international conferences
- > Financially more competitive than the Euro zone

4. Scenarios

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4. Scenarios

- > Initial mandate of two years to
 - Set the contacts with relevant UN Agencies, International Organizations and International NGOs
 - Participate in important relevant meeting taking place in Geneva
 - Build-up professionals relations with the WFPHA secretariat
- > Under the supervision of the Swiss Society of Public Health
 - Mandate given by WFPHA to the Swiss Society of Public Health (through a Memorandum of understandings)
 - Workforce hired by the Swiss Society of Public Health (to ease administrative issues)
 - Selection process to be validated by the board of the WFPHA

4. Scenarios – Workload – Workforce – (II)

> Profile

- Public Health Professional (MPH or PhD)
- Bilingual (English and French)
- Experience at international and national level
- Networking experience
- Experienced public health advocate
- Dynamic and enthusiastic professional

> Permanent presence of a 0.2 FTE in Geneva

- Full cost of a qualified 0.2 FTE
- Full cost of approx. CHF 28'000 per annum

4. Scenarios – Premises

- > Own office
 - + Flexibility
 - + Room Availability
 - + Visibility
 - High Cost (approx. CHF 18'000 per annum)
 - High Initial Cost (equipment & infrastructure)
 - Less Synergies
- > Shared office with other NGOs
 - + Lower cost
 - + Maximal Synergies
 - Less Flexibility and Visibility
 - Shared Premises
- > Hosted by a partner organization
 - + Low cost
 - + Some Synergies
 - Less Flexibility and Visibility
 - Shared Premises
- > Virtual office (P.O. Box and Home based professional)
 - + Low cost
 - Less Flexibility and Visibility
 - No Premises
 - No Synergies

5. Possible support & collaborations

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5. Possible supports & collaborations

- > Possible financial support from the Swiss Government – seed money (pledged)
- > Initial professional support from the Swiss Society for Public Health – possible conditional financial support
- > Possible financial support from the City of Geneva (project based)

- > Possible collaboration with WHO initiatives and other Global Health Initiatives
- > Possible collaboration with other health related NGOs
- > Possible collaboration with the NGO Forum for Health

6. Our proposition

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6. Our proposition – (I)

> Initial mandate of **two years**

- Hiring a public health professional on 0.2 FTE basis
 - Sharing an office with (an) appropriate partner(s)
 - Establishing a permanent presence in Geneva
 - Establishing a professional network for public health advocacy
 - Gaining visibility amongst International Organizations and NGOs
 - Participating in public health initiatives launched or managed by Geneva based organizations
 - Participating in relevant conferences and meetings in Geneva
 - Organizing board meetings and annual meetings in Geneva
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- Total estimated cost (including set-up) CHF100'000
(Approx. US\$ 100'000)

6. Our proposition – (II)

> Next steps

- Formal decision from the board and the general assembly
- Formalizing support from partners
- Memorandum of understanding
 - Services to be provided
 - Workload
 - Office
 - Organization – Roles and Responsibilities
 - Financial agreement
- Selection process – Identifying and hiring a professional workforce
- Identifying appropriate office space and formalizing an agreement
- Launching the official presence of the WFPHA in Geneva

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7. References - Websites

- > Why Geneva?
<http://www.geneva.ch>
- > Centre d'accueil – Genève internationale
<http://www.cagi.ch>
- > Mandat international
<http://www.mandint.org>
- > Geneva International Portal
<http://www.genevainternational.org>
- > International cooperation
<http://www.ngo-info.org>
- > NGO Forum for Health
<http://www.ngo-forum-health.ch>

7. References - Contacts

- > NGO Liaison Officer of the Chancellery of the State of Geneva
- > WHO
- > World Heart Federation
- > International Union Against Cancer
- > World Council of Churches
- > University Hospitals of Geneva
- > Geneva Institute for Social and Preventive Medicine
- > NGO Forum for Health
- > Service de la solidarité internationale
- > La Maison des Associations