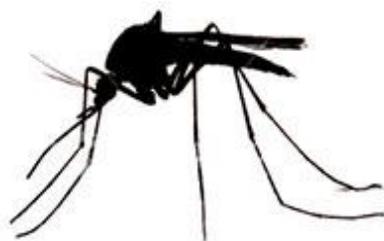


+ PLUS paper

91%
1.3%

Malaria deaths occur in African countries
Centre for Disease Control

How much malaria can decrease a country's GDP
African Development Bank



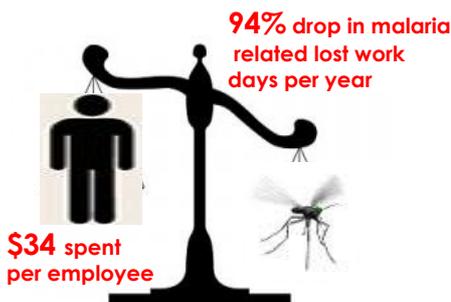
Malaria costs Africa an estimated US\$ 12 billion annually in lost productivity
World Bank

Malaria sucks African GDP

We are at a pivotal time in the fight against malaria, one of the greatest threats to global health and economic development. Recent advances in treatment and prevention combined with aggressive goals for 2015 create new optimism that malaria deaths can be brought to near zero. Research suggests that nearly three-quarters of companies in sub-Saharan Africa find that malaria is negatively impacting their business, with 39% perceiving the impact to be serious (Source: Rollback Malaria 2006).

A business case for malaria control

Preventable and curable, malaria is an obvious target for business response because of the disease's huge impact on work-forces and their families in areas of high prevalence.



Source: Zambia sugar, Mopani Copper Mines, Konkala Copper Mines

A unique coalition of companies with business interests in Africa, called "The Corporate Alliance on Malaria in Africa" was launched in 2002 by Marathon Oil in collaboration with the Global Business Coalition on Health. Marathon Oil reports a 4 to 1 financial return on investment in its malaria efforts.

In celebration of World Malaria Day 2013
YEDI is supporting the following initiatives in Lagos from 1 April - 10 May:

- "Draw the Lines against Malaria" - A drawing competition for primary school pupils
- "Write Malaria Off" - An essay competition for secondary schools
- Testing tournament - A football tournament organized as a backdrop for awareness raising and testing services.
- "Cross-out Malaria" - A Guinness World Record attempt

Distribution of bed nets to poor rural settings has become good CSR practice such as in the Vanilla farming communities in Uganda where Danida and private companies work to improve livelihoods.

In Nigeria, CSI+ works with ExxonMobile to support the NGO YEDI (Youth Empowerment and Development Initiative) to raise awareness on Malaria across schools in Lagos, Nigeria (see box).

Exxon Mobil has raised both cash and popular awareness of malaria among U.S. TV audiences through its sponsorship of Idol Gives Back. It has also donated about \$14 million for the distribution of thousands of bed nets in Angola.

The Novartis Malaria Initiative has been pioneering the fight against malaria by delivering more than 500 million Coartem treatments since 2001 in more than 60 malaria endemic countries.

"I'm calling on the private sector to be more active in the fight against malaria. This issue is important to everyone who lives and works on the African continent, so we need to see every company involved."
Yvonne Chaka Chaka, Roll Back Malaria Partnership Goodwill Ambassador

