

ANNEX 1: EXTERNAL RELATIONS – OCTOBER 2003-OCTOBER 2004: MAIN ACTIVITIES

Countries	Goals	Strategy	Activities	Calendar	Activities and results to-date July 2002-September 2003	Expected results
Canada	To improve GF image and increase contributions to the GF	<ul style="list-style-type: none"> - Maintain/develop contacts with high level officials, NGOs - New PM in October will represent additional opportunity for lobbying - To access Parliamentarians - To raise image of the GF 	<ul style="list-style-type: none"> - To work with Board delegations to identify key players - To organize mtgs with NGOs - To organize visit to Canada between GF leadership and high political leaders of Canada to encourage higher Canadian contributions to the Fund - To develop collaboration with media and provide media material to the GF 	<p>Ongoing</p> <p>First 6 m 2004</p> <p>First 6 m 2004</p> <p>Ongoing</p>	<ul style="list-style-type: none"> -Attended IUALTD Mtg in Montreal – Sept 2003 met Minister of Dev Coop -Held high level meetings with Govt officials and NGOs in May 2003 -established working relationship with NGO sector -increased media coverage in Canada 	<p>Additional support and funds to the GF</p> <p>Increased knowledge about the GF</p>
France	<ul style="list-style-type: none"> - To follow up the momentum created by the July meeting - To continue to work closely with France as this year's host of the G8 summit and in the handover process to next year's G8 host (USA) to ensure a continued central position for GF in the G8 deliberations. - To advocate \$1 billion in total contribution from Europe for 2004 	<ul style="list-style-type: none"> - To increase awareness about the GF with the general public and to continue dialogue with government officials, NGOs, parliaments and other key partners. 	<ul style="list-style-type: none"> - To support the creation of the Friends of the Fund network - To coordinate messages and new initiatives (including government involvement in engaging French private sector companies and renewed support from the private sector) - To engage private sector in fund-raising, and in country work to exploring co-financing possibilities - To launch a branding and communication campaign -To support the Twinning/ Esther initiative 	<p>Ongoing</p> <p>Second half 2004</p> <p>Ongoing</p>	<ul style="list-style-type: none"> - Increased contribution in 03 - 05 of over US \$ 162 M per year - Mobilized NGOs and political leaders (Presidency) - Held high-level mtgs pre and post G8 Summit -Conducted successful media awareness with Intl Conf on 16 July 03 - increased media coverage in France - Established close relations with Presidency 	<p>Continued support with G8</p> <p>Maintain political support from France</p>

Countries	Goals	Strategy	Activities	Calendar	Activities and results to-date July 2002-September 2003	Expected results
Germany	-To building further confidence in GF and encourage higher German contributions	- To continue dialogue with government officials, NGOs, parliaments and other key partners to encourage public debate and advocacy around GF - To raise awareness about the GF with the general public and	- To set-up mtg with NGOs - Follow-up mtgs with govt and Parliament -To launch a branding and communication campaign with local media. - To support the creation of the Friends of the Fund network	Second part of 2004	-Held high level meetings to capital in October 02, February 03 and September 03 -Established working rel'ship with Parliament and MOFA -Increase in pledge by €150M -Increased media coverage in Germany	Increased financial resources
Japan	- To increase political interest about the GF and GF public image - To secure support from high-level decision-makers & individuals in Japan, and focus on symmetry in contribution levels among G7 nations.	- To continue dialogue with key players: MFA, MOH, Parliament, NGOs - To strengthen contacts with private sector companies (e.g. Mizuho Financial Bank) - To strengthen cooperation with NGOs - To explore direct mail possibilities	- Executive Director visit Japan for substantial discussions about funding & other issues - To develop credit card plan with Bank, through support with MFA - To identify private sector companies for fundraising campaign -To support the creation of the Friends of the Fund network	November January Jan/Dec	- High level meetings of the Executive Director in Japan in Nov 02 - During the year, Secretariat staff visited Japan for meeting with NGOs and govt officials	Increased political support & financial resources to GF
Italy	-To raise political interest about GF and GF public image -To confirm amount of 2003 and 2004 contribution -To mobilize support with EC and EU during Presidency and beyond - To advocate \$1 billion cont from Europe for 2004	-To continue dialogue with key players: MFA, MOH, Parliament, NGOs -To establish contacts with Confindustria and selected private sector companies. - To negotiate with Prime Minister Office free-TV time - To launch a branding and communication campaign with local media and	-To organize mtgs between RF and Prime Minister and Minister of Foreign Affairs. - To provide footage and develop spots in partnership for Italian TV -To assist Italian TV to develop a TV programme on selected African countries	Dec in GVA or early 2004 in Rome Jan/Feb	-High level meetings held in the capital in October 02, July 03and September 03 -Established working relationship with Parliamentarians and MOFA officials - Increase in pledge of €200M -Increased private sector interest in GF	Increased political support and financial resources to the GF

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UK	<ul style="list-style-type: none"> - To increase political interest about the GF and GF public image -To mobilize support with EC and EU - To dialogue with G8 delegates 	<ul style="list-style-type: none"> - To continue dialogue on technical, governance and finance issues is taking place with DFID - To launch a branding and communication campaign with local media selecting national and international celebrities -To collaborate with NGOs and individuals - To dialogue with Parliament and key political leaders 	<ul style="list-style-type: none"> - High level visit by Executive Director - To provide information about GF progress to parliamentarians - To organize a political event with private sector companies and NGOs - To launch a branding and communication campaign with local media - To support the creation of the Friends of the Fund network 	<ul style="list-style-type: none"> November Ongoing Second half of 2004 	<ul style="list-style-type: none"> -High level meetings held in capital in Nov 02, Feb 03, July 03 - Technical briefing of DFID officials held -Co-sponsors of the Wilton Park conference on Global Public Goods, June 03 -Increase in pledge of US\$80M -increased media coverage of the Global Fund 	Increased political support & financial resources to GF
USA	<ul style="list-style-type: none"> - To increase political support for the GF and GF public image, through actively supporting the Chair 	<ul style="list-style-type: none"> -To continue dialogue with government officials, Congress, Senate, media and NGOs - To launch a branding and communication campaign with local media, selecting national and international celebrities. 	<ul style="list-style-type: none"> - To provide information to Congress and to NGOs and other groups which work for increased support for the Fund in the context of the ongoing appropriations process for the 2004 budget. - To collaborate with NGOs and individuals - To support the Friends of the Fund network - To select appropriate private sector companies for possible fundraising activities (e.g. P&G, Nike, Levi) -To organize filed visits for CEOs. 	<ul style="list-style-type: none"> Ongoing Ongoing First half 2004 Ongoing 	<ul style="list-style-type: none"> -High level meetings held in capital in Dec 02, Feb 03, May 03 and June 03 --Increase in contribution to the GF of US1Bn -Increased GF press coverage in US -on-going engagement with NGO sector, foundations and the privates sector -increased private sector interest in the GF 	Increased political support & financial resources to GF
European Institutions	<ul style="list-style-type: none"> - To increase political interest about the GF within EU member states and accession countries. 	<ul style="list-style-type: none"> - Through Board member, to raise profile with DGDEV and RELEX Commissioners and staff. - To promote use of EDF for GF programmes 	<ul style="list-style-type: none"> - To organize mtgs with Commissioners and President - To continue mtgs with ACP Ambassadors and MEP. - To dialogue with Italian Presidency (mission in BXL) and 	<ul style="list-style-type: none"> Nov-Feb Ongoing Oct-Dec 	<ul style="list-style-type: none"> -High level meetings held in Brussels in November 02 -Strong engagement with GF board members from the EC -strong advocacy efforts in the lead up to the G8 meeting in 	-To raise Euro 1bln from Europe (EC and Member states), increasing EDF contributions.

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	<ul style="list-style-type: none"> - To increase financial support from EC (EDF and regular budget). - To raise profile of GF within European Institutions 	<ul style="list-style-type: none"> - To continue dialogue with selected MEP and ACP Ambassadors in BXL. - To advocate with President cabinet and Presidencies. - To mobilize BXL based NGOs - To increase visibility within BXL based media 	<ul style="list-style-type: none"> to begin work with Irish presidency - To continue strategic mtgs with NGOs and Foundations in view of raising GF's profile - To organize press conferences and provide material about the GF to selected BXL based journalists 	<p>Jan-Jul</p> <p>Ongoing</p> <p>Ongoing</p>	<ul style="list-style-type: none"> Evian and the July 16 meeting in Paris -increase in pledge of €340M 	
Spain	<ul style="list-style-type: none"> - To raise GF profile and increase funding 	<ul style="list-style-type: none"> - To mobilize MOH and MFA, including local media and NGOs 	<ul style="list-style-type: none"> - To organize high level visit of Executive Director with MOH, NGOs, media and officials in MFA responsible for Development issues. - To continue dialogue with national authorities, as well as explore possibilities with regional budgets 	<p>Jan-Mar</p> <p>Ongoing</p>	<ul style="list-style-type: none"> -Discussions with MOH and MOFA officials at a range of fora including the WHA meeting and Mission briefings 	<ul style="list-style-type: none"> - Additional multi-year pledges
Denmark, Norway and Sweden	<ul style="list-style-type: none"> - To raise GF profile and increase funding 	<ul style="list-style-type: none"> - To mobilize national authorities, NGOs and media - To identify selected private sector companies for possible fundraising opportunities (e.g. Nokia, Ikea, Statoil, etc.) 	<ul style="list-style-type: none"> - To set-up strategic mtgs with NGOs in view of developing appropriate strategies to better approach government authorities. - To organize high-level visit for Executive Director - Sweden: to establish contacts with Princess Victoria for advocacy. 	<p>Ongoing</p> <p>Jan-June</p>	<ul style="list-style-type: none"> High level meetings held in Sweden, Oslo and Denmark in Dec 02, Jan 03, An all day briefing meeting took place between the Chair of the Board and reps from .7 countries held in May 03 in Stockholm - Ongoing engagement with NGO sector is taking place 	<ul style="list-style-type: none"> - Additional multi-year pledges
Austria, Belgium, Greece, Ireland, Netherlands, Portugal,	<ul style="list-style-type: none"> - To raise additional funds 	<ul style="list-style-type: none"> - To establish dialogue with national authorities. - To get support from local NGOs in developing strategic approaches for additional funding 	<ul style="list-style-type: none"> - To continue providing information about results achieved by GF. - Netherlands: mtg with NGOs and Parliamentarians and visit Executive Director 	<p>Ongoing</p> <p>Oct</p> <p>First week 2004</p>	<ul style="list-style-type: none"> - GF has participated in a number of important fora to discuss issues relevant to the Global Fund Davos Economic Forum, World Health Assembly, Wilton Park Global 	<ul style="list-style-type: none"> - Additional multi-year pledges

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and Switzerland		- To mobilize NGOs and other key partners, including media.	- Switzerland: to maintain contacts with Federal Govt and local NGOs. To develop contacts with selected private sector companies (e.g. UBS, CS/ Winthertur, Nestle') - Greece: to promote cooperation between Olympic Games in Athens and local authorities - Belgium: to strengthen relations with DevCoop during visits to EC in BXL - Ireland: to lobby with Govt during EU presidency	Ongoing Oct-Aug Ongoing Jan-June	Public Goods Conference -High level meetings held in Brussels, Dublin and Bern -New pledges received from Portugal and Greece -increase in pledge from Belgium and Ireland	
Australia, Finland and South Korea	-To receive pledges	- To develop contacts with high-level officials. - To mobilize NGOs and media	- To inform key decision makers about the work of the GF. - To establish contacts with national authorities	Oct- Ongoing	-Information collected in preparation for approaching countries -Mission briefings held in NY and Geneva	- Initial pledges
Eastern Europe (EU accession countries)	- To inform high level officials about the GF and lobbying for funding from national budget and support from EC institutions	- To develop support on GF through contacts with national authorities and missions in BXL. - To lobby for EU and EC support.	-To establish contacts with missions in GVA and BXL -To organize briefing mtg(s) in GVA and possibly BXL. - To mobilize NGOs	Ongoing	- Mission briefings held in NY and Geneva and documentation provided	- Initial pledges
Gulf States (UAE, Oman, Kuwait and Saudi Arabia)	-To raise awareness about the GF and results achieved - To raise funding	- To establish contacts with HoS about work of the GF, particularly results achieved in Middle Eastern countries	- To identify key players and establish first contacts for additional funding	Feb-June	- Mission briefings held in NY and Geneva and documentation provided	- Initial pledges

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Africa	<ul style="list-style-type: none"> - To ensure support to the GF with donors. - To reallocate uncommitted/ unspent EDF funds for GF activities. - To ensure on-going financial support to the GF 	<ul style="list-style-type: none"> - To continue to mobilize key leaders - To continue to involve Ministries of Finance and Planning in discussions about reallocation of EDF funding. - To continue to seek support from Board members of Southern delegations - To mobilize NGOs 	<ul style="list-style-type: none"> - To organize bilateral mtgs with key leaders and Executive Director - To continue dialogue in BXL with ACP Ambassadors. - To organize briefings with key officials during international gatherings - To identify key-spokespersons about GF 	Jan-Mar (East and West Africa)	<ul style="list-style-type: none"> - Mission briefings held in NY and Geneva and doc provided - High level meetings held in Tanzania, Mozambique, and Ethiopia. -Briefings on the Global Fund held at the Commonwealth Investment Forum Meeting, WHA, African Union Heads of State, UNGA High Level Meeting on HIV/AIDS ,and TICAD 	<ul style="list-style-type: none"> - Increased knowledge about GF's results and additional financial resources.
Other Recipient countries	<ul style="list-style-type: none"> - To reallocate uncommitted/ unspent EDF funds for GF activities. - To ensure financial support to the GF 	<ul style="list-style-type: none"> - To mobilize key leaders - To involve Ministries of Finance and Planning in discussions about reallocation of EDF funding. - To seek support from Board members of Southern delegations - To mobilize NGOs 	<ul style="list-style-type: none"> - To organize bilateral mtgs with key leaders and Executive Director. - To continue dialogue in BXL with ACP Ambassadors. - To organize briefings with key officials during international gatherings - To identify key-spokespersons about GF 	On-going	<ul style="list-style-type: none"> - Mission briefings held in NY and Geneva and doc provided - High level meetings held in, India, Thailand -Briefings on the Global Fund held at the Commonwealth Investment Forum Meeting, WHA, UNGA High Level Meeting on HIV/AIDS 	<ul style="list-style-type: none"> Increased knowledge about GF's results and additional financial resources
United Nations	To expand and deepen partnerships with the UN	- To develop and maintain contacts with key officials and the office of the Secretary Generals	<ul style="list-style-type: none"> - to inform the UN on a regular basis on the work of the GF -maintain and expand strong working relationship with relevant offices of the UN 	On-going	Participated in the UN General Assembly High Level Meeting on HIV/AIDS	<ul style="list-style-type: none"> - Strong UN support of the Global Fund