

Challenging the idea of “substandard and falsified medical products ”: what role for WHO in facilitating geographically diversified medical manufacturing?

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The Public Pharma Project

1. Public Pharma for Europe
2. Establish, protect and expand public pharma
3. Global work, regional approach



Conference Public Pharma for Europe, March 15-16, 2024

PPfE information flyer available at <https://publicpharmaforeurope.org/>



PUBLIC PHARMA FOR EUROPE

A coalition advocating for increased public ownership in the pharmaceutical industry.

GOALS THAT WILL PROMOTE THE RIGHT TO HEALTH GLOBALLY

- ▶ Timely and equitable access to medicines, vaccines, and other health technologies;
- ▶ R&D priorities aligned with public health needs and providing evidence of human and societal benefit;
- ▶ Expanded systems of public participation in decision-making;
- ▶ Improved conditions for health workers;
- ▶ Raise awareness across every sector of society;
- ▶ Mobilise collective political power to drive change;
- ▶ Put forth concrete proposals to establish, continue, and expand Public Pharma in Europe.

STRATEGIC ACTION TO OVERCOME BIG PHARMA'S LOBBY

- ▶ Public Pharma calls to the institutions, public, and appropriate institutions:
 - Refuse awareness across every sector of society;
 - Mobilise collective political power to drive change;
 - Put forth concrete proposals to establish, continue, and expand Public Pharma in Europe.

Billions of euros around the world lack access to medicines, vaccines and other health technologies. Despite major public contributions, pharmaceutical development and production are largely controlled by the private sector, particularly large transnational corporations known as Big Pharma.

This profit-driven model is characterised by several dysfunctionalities that significantly hinder the global realisation of the right to health, including a lack of innovation, a globalised consumer R&D effort and public health issues. A lack of evidence on therapeutic benefit or need for high-cost health products, private appropriation of public resources, shortage of essential medicines, technological, scientific and production barriers, evidence based clinical trials, distribution and green practices, power asymmetries and monopolistic practices, and increasing tensions and inequalities between the Global North and the Global South.

The COVID-19 pandemic has exacerbated these issues, but is not an exception that they are long-standing problems that have threatened public health for decades. Therefore, we argue that increasing public leadership and responsibility, including the establishment, continuation, and expansion of Public Pharma can serve as an antidote to Big Pharma's abuses and better safeguard people's health.

WHAT DO WE MEAN BY PUBLIC PHARMA?

Public Pharma refers to the institutions, public, and appropriate institutions: mandated to advancing the above-mentioned objectives. It encompasses a wide range of organisations whose governments have given them decision-making power and can establish governance driven by public interest. It does not include initiatives that are public resources, whether financial or material, to do risk finance arrangements.

We believe that Public Pharma should not be restricted to the early stages of pharmaceutical production, development, or specific groups of diseases. States should

assume their responsibility to promote public health by giving priority to serving groups, enterprises and related entities engaging in manufacturing, development, marketing and distributing pharmaceutical products to serve public health needs.

WHAT IS OUR OBJECTIVE?

The Public Pharma for Europe (PPfE), coalition advocates for realising public health and responsibility by establishing, maintaining and expanding pharmaceutical infrastructures, policies, and governance mechanisms in Europe.

International solidarity is a crucial part of this initiative. Public Pharma provides a corporate power of technology, business, scientific, promoting technology business, enabling the economic, scientific, and expanding the power of transnational corporations operating in the Global South.

HOW WILL WE ACHIEVE OUR GOALS?

The level of engagement alone may not be enough to counter the dominant and ever-growing Big Pharma's lobby. We believe that the establishment, continuation, and expansion of Public Pharma will only be possible through a combination of direct, negotiated, awareness-raising, pulling forth concrete proposals, and mobilising political power to drive change.

ABOUT OUR COALITION

The Public Pharma for Europe Coalition is a diverse and open group, welcoming anyone who believes in our struggle and believes in public pharmaceutical sector. We are actively composed of a great range of networks, social movements, civil society organisations, policy think-tanks, academics, scientists, clinicians, activists, and advocates. We are based in Europe and also need to involve other global solidarity networks, including within global public Pharma networks. We do not accept funding from a private for-profit entities.

PUBLICPHARMAFOREUROPE.ORG

FOLLOW US



Context of Public Pharma in Brazil

1. Diversified network of Public Pharma stakeholders
2. Universal Health System (SUS)
3. “Waves” of capacity expansion and privatization



Image by ALFOB presented during “Public Pharma in Brazil: past, present and future” workshop organized by PHM’s Public Pharma project in 2024

Health Sovereignty: the role of public pharma

1. Local production x public production
2. Regulation as part of public pharma
3. Intellectual Property



Image by Brazil's governmental news agency
<https://agenciagov.ebc.com.br/>
Image by Friocruz
<https://agencia.fiocruz.br/>



mRNA technology in Brazil

1. Groundbreaking technological innovation
2. Good example of innovation capacity in the global south through Public Pharma
3. Challenges and opportunities affect other areas of public local and regional production

Image by Fiocruz archive - 2024 annual review



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A gente respira
SAÚDE PÚBLICA
O envio do S/S

RETROSPECTIVA 2024

Conclusão do envase do quarto lote da vacina de RNA mensageiro (mRNA) para testes pré-clínicos.

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