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NETMARK ALLIANCE

COMBATING MALARIA AND CREATING SUSTAINABLE MARKETS

THE CHALLENGE

In Sub-Saharan Africa, more than 2 million people die each year as a result of malaria; most victims are pregnant women and children under five. Insecticide-treated mosquito nets (ITNs) are one of the most effective methods for preventing malaria: their use has decreased severe malaria by 45 percent, premature births by 42 percent, and all causes of child mortality by 20 percent. To protect the most at-risk populations, the World Health Organization estimates an annual need for 32 million insecticide-treated nets.



THE APPROACH

USAID has invested \$30 million in NetMark throughout Sub-Saharan Africa, including Zambia, Ghana, Cameroon, and Senegal. ExxonMobil has contributed \$900,000 to date. The NetMark Alliance represents a time-limited investment by USAID to reduce the burden of malaria in Sub-Saharan Africa by increasing the commercial supply of, and public demand for, insecticide-treated nets. The alliance builds local commercial capacity to meet the demand of those willing and able to pay for bed nets. Creating this market enables limited donor resources to provide for those unable to afford life-saving nets at any price. This is achieved through a coordinated market segmentation strategy, including an extensive discount voucher program in partnership with ExxonMobil.

PARTNERS

Academy for Educational Development, BASF, Bayer AG, Exp Momentum, ExxonMobil Corporation, FCB Advertising, SiamDutch Mosquito Netting Co., Vestergaard Frandsen A/S

RESULTS

- More than 44 commercial partners have invested over \$18 million for the sustainable bed net market in Africa
- 15-38 percent increase in household bed net ownership in countries where NetMark operates
- Treated nets now cost 75 percent less than the cost of untreated nets in 2000
- The Netmark Alliance works in the national and international policy arena to reduce or eliminate tariffs that impede the market for ITNs

