

Saving Lives and Livelihoods

In partnership with the Mastercard Foundation



mastercard
foundation

Newsletter

May 2022

In June 2021, the Mastercard Foundation partnered with the [Africa CDC](#) to launch a \$1.5 billion initiative called [Saving Lives and Livelihoods](#). Together, we are purchasing vaccines for more than 65 million people, deploying vaccines to millions more across the continent, enabling vaccine manufacturing in Africa by developing the workforce, and strengthening the Africa CDC's capacity.



Saving Lives and Livelihoods initiative hits one-year milestone

June 8, 2022, marks the first anniversary of the Mastercard Foundation's partnership with the Africa CDC to purchase and deliver millions of vaccines and **drive long term health security**. The journey towards enhancing access to COVID-19 vaccines to more people across the continent continues.



Shots in Arms: Update on Saving Lives and Livelihoods

The following are key highlights of the Saving Lives and Livelihoods initiative since its launch:

The first tranche of 15 million vaccines delivered: The first tranche of 15 million vaccines, procured through the Saving Lives and Livelihoods initiative, is currently being distributed across Africa. [Read full statement](#)



Enabling continental vaccine manufacturing:

Last year, the governments of Senegal and Rwanda signed a Memorandum of Understanding with German biotechnology company, BioNTech, to establish mRNA vaccine sites in their respective countries. The sites will initially focus on producing COVID-19 vaccines, but eventually expand to other vaccines. The Mastercard Foundation is supporting the transfer of critical technical knowledge that will be key in enabling mRNA vaccine manufacturing by funding the development of a historic white paper intended to facilitate the transfer of knowledge. [Read the press release](#)

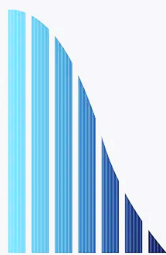
Strengthening the Africa CDC: The initiative is also supporting the Africa CDC as it oversees a historic vaccine rollout, responds to future public health crises, and champions improvements in public health.

Addressing expiring vaccines: The Saving Lives and Livelihoods initiative deployed rapid response teams to support vaccination in countries facing the prospect of vaccine expiration, including Cameroon and South Sudan. In Cameroon, part of the focus included training health workers to address vaccine hesitancy in communities.



GLOBAL COVID-19 SUMMIT

Ending the Pandemic and
Building Back Better
to Prepare for the Next



Second Global COVID-19 Summit: In recognition of the Foundation's significant commitment and action to deliver COVID-19 vaccinations, Mastercard Foundation CEO Reeta Roy, was invited to moderate a high-level session at the second Global COVID-19 Summit, around "Vaccinating the World" and ensuring vaccination among the most vulnerable unreached groups. [Learn more](#)



One-on-one with

Reeta Roy

President and
CEO of the
Mastercard Foundation

The *African Business* magazine spoke to the Mastercard Foundation's President and CEO, Reeta Roy, on the progress made by the Saving Lives and Livelihoods initiative.

Below are excerpts from the interview.

1

Through the Saving Lives and Livelihoods initiative, the Mastercard Foundation is deploying \$1.5 bn over the next three years in partnership with the Africa CDC and other organizations, in part to ramp up vaccination. How critical is the vaccine situation in Africa today?

Right now, only two countries have achieved a vaccination rate of 70 per cent, and only 6 countries have vaccinated between 40 and 70 per cent of their populations. Overall, Africa still has the lowest vaccinated rate of any region in the world, with less than 20 per cent of the population fully vaccinated.

Until all countries in the world achieve high vaccination coverage, this virus will persist. Variants remain a threat, with the power to shut down markets, devastate families, and destroy livelihoods. So, it would be a costly mistake for the world to 'move on' from continuing to vaccinate citizens in Africa.

2

The Mastercard Foundation is planning to purchase vaccines for more than 65m people and support delivery to millions more. How will you ensure that these vaccines reach those who need them?

The key focus right now is driving vaccination among young people. Approximately 60 per cent of Africa's population is under the age of 25. So, for the continent to achieve its goal of vaccinating 70 per cent of its population, more young people need to get vaccinated. The African Union and Africa CDC are taking an intentional focus on targeting this demographic. With our support, they recently launched the Bingwa (meaning champion) initiative to recruit young people as vaccine advocates in their communities.

Together, we are also running an online campaign dubbed #ItsUpToUs, issuing creative challenges that encourage young people to "shoot their shot" and get vaccinated, while simultaneously tackling vaccine disinformation online.

3

How will this initiative promote the importance of COVID-19 vaccines and tackle vaccine reluctance among sections of the population?

In many countries, the issue is not necessarily reluctance, but reservation based on lack of information. Under the Saving Lives and Livelihoods initiative, we are investing in community outreach through trusted messengers to ensure people have accurate information on vaccines, so they feel confident getting their shot.

4

The global pandemic has highlighted the importance of enabling Africa to produce critical pharmaceutical products, including vaccines. What is the Mastercard Foundation doing to help build manufacturing capacity?

The African Union set a bold goal: to ensure that 60 per cent of Africa's vaccine demand is met through domestic production by 2040. This would be a gamechanger for the continent. Already, African leaders have taken tremendous strides to actualize this vision. First, they have established the Partnerships for African Vaccine Manufacturing (PAVM) to coordinate action and investments towards continental manufacturing. Second, the African Medicines Agency (AMA) has been established, which will have a central role to play in harmonizing regional regulation of vaccine and medical manufacturing.

5

How will the vaccine initiative support the Mastercard Foundation's wider development goals in Africa?

We see our Saving Lives and Livelihoods initiative both as an enabler of our Young Africa Works strategy (to enable 30 million young people to access dignified and fulfilling work by 2030), creating the preconditions for economic recovery, and a contributor to our strategy, directly enabling dignified and fulfilling work by developing the human capital required to make "made in Africa" vaccines and pharmaceuticals a reality.

Read the full interview on page 40-41

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Interview

Reeta Roy, President and CEO of the Mastercard Foundation

African Business sat down with the Mastercard Foundation's President and CEO Reeta Roy (below) for an update on the Foundation's Saving Lives and Livelihoods initiative – a \$1.5bn partnership with the Africa CDC and the largest single philanthropic investment in public health with an African institution

Driving development through vaccination

Through the Saving Lives and Livelihoods initiative, the Mastercard Foundation is deploying \$1.5bn over the next three years in partnership with the Africa CDC and other organisations, in part to ramp up vaccination. How critical is the vaccine situation in Africa today?

Right now, only two countries have achieved a vaccination rate of 70 per cent, and only a handful have vaccinated between 40 and 60 per cent of their populations. Overall, Africa still has the lowest vaccinated rate of any region in the world, with less than 30 per cent of the population fully vaccinated. Until all countries in the world achieve high vaccination coverage, this virus will persist. Variants remain a threat, with the power to shut down markets, devastate families, and destroy livelihoods. So, it would be a costly mistake for the world to 'move on' from continuing to vaccinate citizens in Africa.

As we think about doubling down on vaccination efforts, we need to appreciate the context and needs in each country. Previously, the challenge facing many countries was access to and affordability of vaccines. For months, the continent could not get access to vaccines – even when some countries had more doses than they really needed.

Fortunately, amid the crisis we witnessed leadership and exceptional unity, coordination, and innovation at the level of African Heads of State, the African Union, the Africa CDC and the African Vaccine Acquisition Trust (AVAT). The African Medicines Supply Platform was created to

The Saving Lives and Livelihoods initiative has four goals:

- To purchase vaccines for more than 45m people on the continent.
- To enable the vaccination of millions more by supporting the logistics of vaccine delivery and administration.
- To lay the groundwork for vaccine manufacturing through a focus on human capital development.
- To strengthen the capacity of the Africa CDC.

aggregate Africa's buying power for PPE and other essential products. The AVAT's second purchase options for up to 400m Johnson and Johnson vaccines and 100m Moderna vaccines, in part enabled by the Mastercard Foundation's support. Now, attention must be on delivery and getting vaccines into arms.

So far, the Saving Lives and Livelihoods initiative has delivered about 12m of the vaccine doses we committed to. The Africa CDC is currently focused on turning vaccines into vaccinations to meet the African Union's target of vaccinating 70 per cent of Africa's population by the end of this year. This is important not just for Africa, but for the world.

The Mastercard Foundation is planning to purchase vaccines for more than 45m people



"It's Up To Us", which she produced for the campaign.

How will you personally promote the importance of COVID-19 vaccines and tackle vaccine reluctance among sections of the population?

First, it's worth noting that in many countries, the issue is not necessarily reluctance, but reservation based on a lack of accurate information. A 10-country study conducted by the Africa CDC about a year ago found that on average, 80 per cent of Africans would take the vaccine if it was deemed safe and effective.

Under the Saving Lives and Livelihoods initiative, we are investing in community outreach through trusted messengers to ensure people have accurate information on vaccines so they feel confident getting their shot. When we launched Saving Lives and Livelihoods, one of the first actions the Africa CDC took under our partnership was to deploy rapid health responses to countries where vaccine uptake was at risk of slipping, to expedite vaccine adoption and administration by engaging communities. As I mentioned earlier, there is also a strong focus right now on reaching young people, who make up most of Africa's population.

For the Foundation, the issue of ensuring people have access to accurate information is one we've been focused on throughout the pandemic. Very early on, we launched a public awareness campaign bringing together young leaders in their homes and sport arenas, as well as grassroots influencers, and using multimedia approaches to disseminate accurate health information to communities in engaging ways.

How will the vaccine initiative support the Mastercard Foundation's wider development goals in Africa?

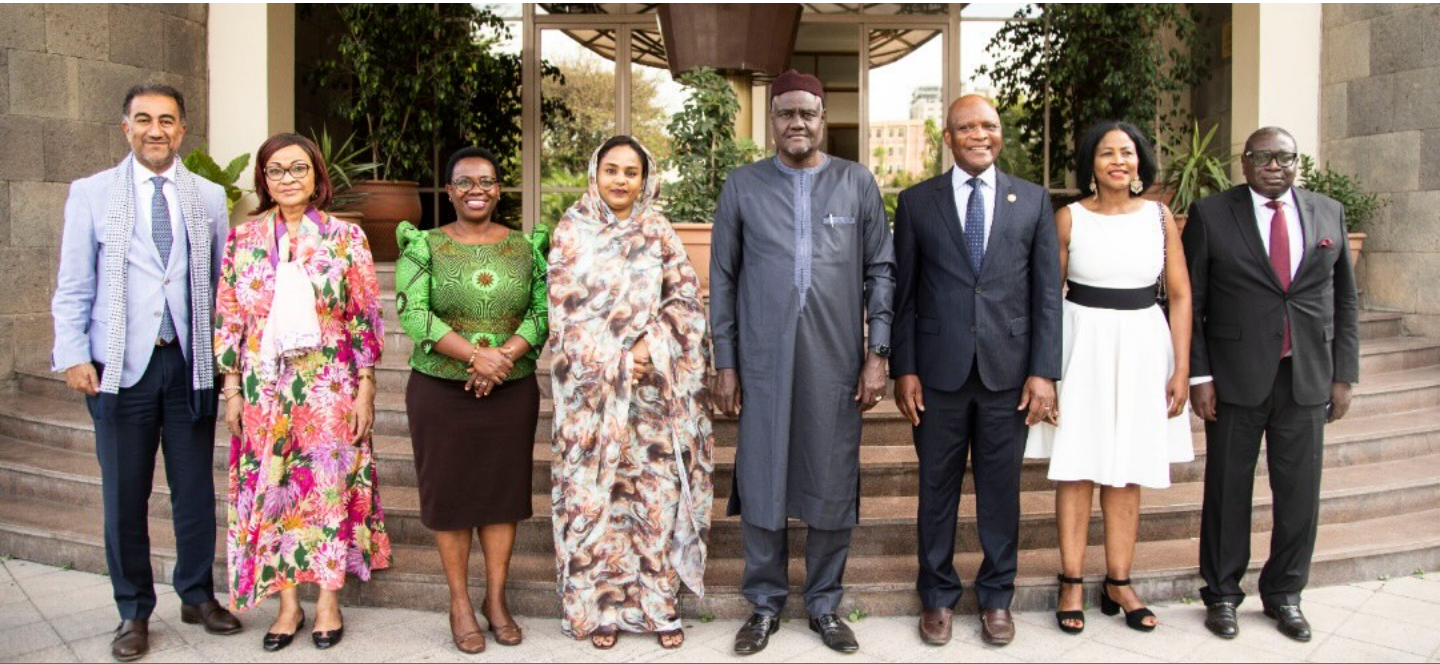
COVID-19 reminded us of the inextricable link between public health and economic growth and development. The two work together in a mutually reinforcing way. A 10-year strategy called Young Africa Works, which is a goal of enabling young people to access dignified and fulfilling work by 2030, is a goal of this target. We have also committed to driving our work in partnership with local and regional institutions, ensuring that we are not duplicating efforts, and that we are not undermining African organisations.

What does the future look like, it was clear that we couldn't realise our strategy without addressing the pandemic, which was having profound social and economic implications and threatening decades of development. We see our Saving Lives and Livelihoods initiative as both an enabler of our Young Africa Works strategy, creating the preconditions for economic recovery, and a contributor to our strategy, directly enabling dignified and fulfilling work by developing the human capital required to make "made in Africa" vaccines and pharmaceuticals a reality. Ultimately, however, the Saving Lives and Livelihoods initiative is about to support not just our strategy, but Africa's own overarching development goals and agenda. That's what matters most.

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AU bids farewell to Dr. John Nkengasong, Africa CDC's Director

The U.S. Senate has confirmed Dr. John Nkengasong as the U.S. Global AIDS Coordinator, which will include leadership of the [U.S. President's Emergency Plan for AIDS Relief \(PEPFAR\)](#) — the U.S. government's global HIV initiative. In a past interview, Dr. Nkengasong reflected on his time at the Africa CDC and the crucial task of putting national systems and structures in place to strengthen Africa's capacity to fight back against diseases and viruses.



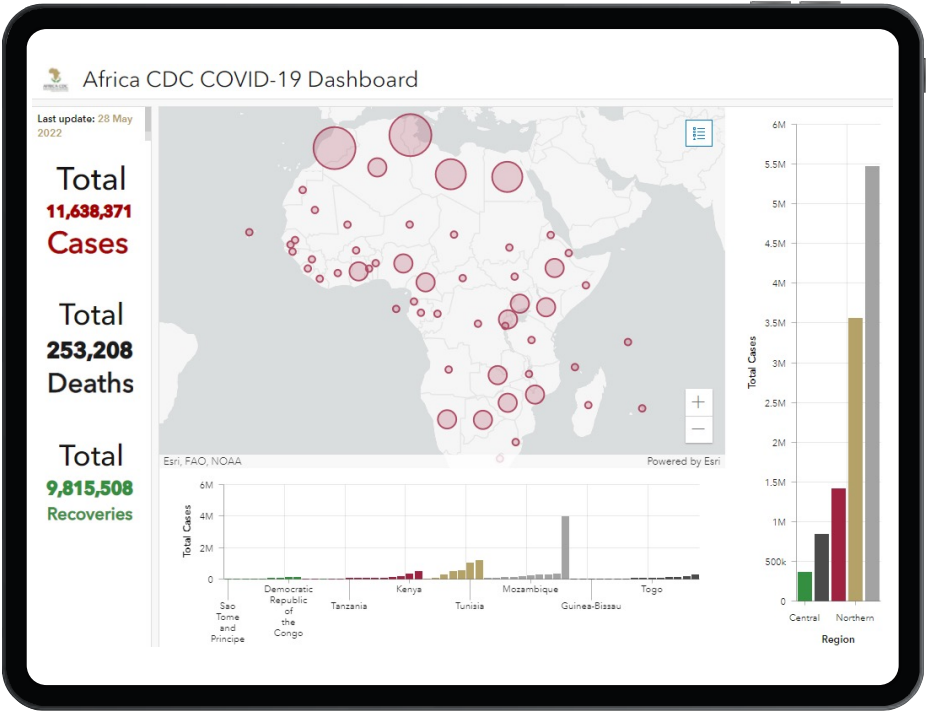
The AU, led by Chair Moussa Faki, held a farewell reception for Dr. Nkengasong at the Africa House in Ethiopia on May 31st 2022.



High level leaders from the AU, Africa CDC, Ambassadors and Regional heads of partner organizations paying farewell to Dr. Nkengasong on June 2nd 2022 at the AU headquarters in Ethiopia.

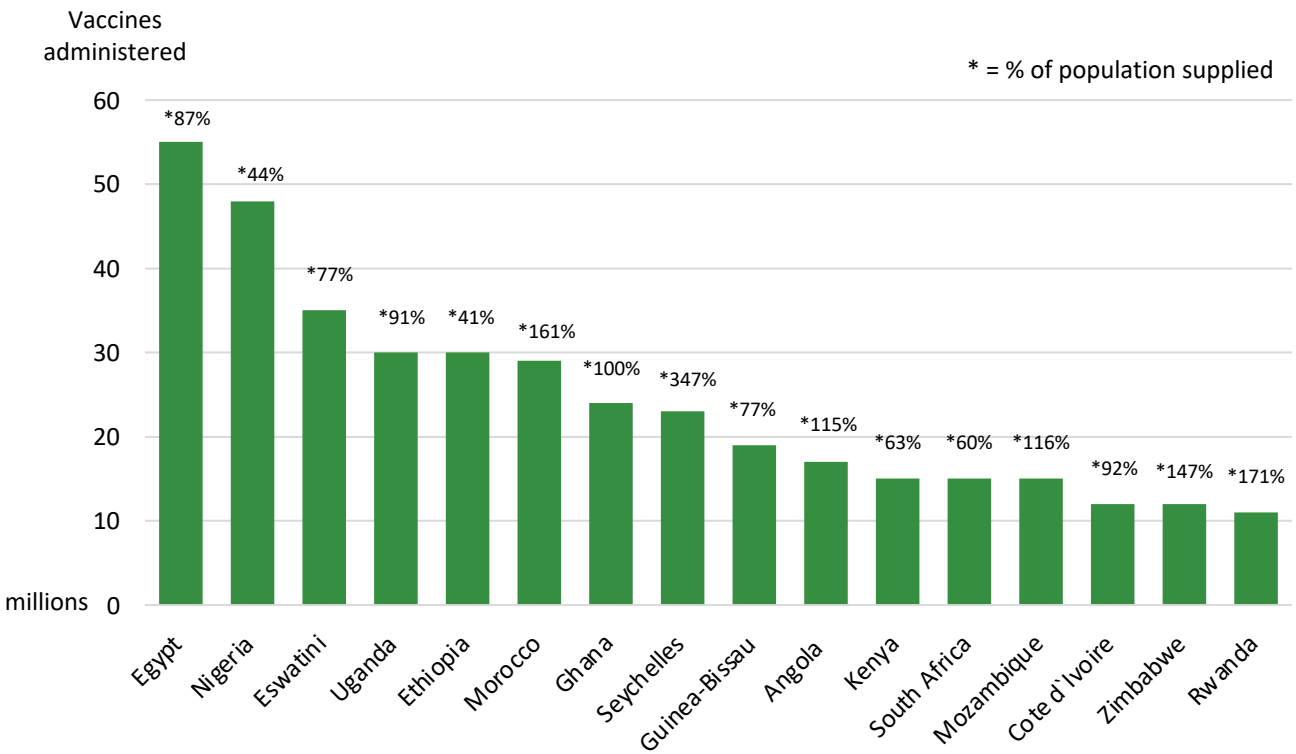
COVID-19 in Africa: Where we are today

Africa has registered more than 11.6 million COVID-19 cases since the start of the pandemic. Egypt, Ethiopia, Libya, Morocco, South Africa, and Tunisia are among the countries that have had the highest number of cases on the continent. Meanwhile, only about 16% percent of the continent's population is fully vaccinated. [Read more](#)



Vaccines administered

The latest data from the Africa CDC indicates that the following 10 countries have administered the most vaccines so far:



Spotlight on the Mastercard Foundation Public Awareness Campaign, at the SABRE Awards 2022

The Mastercard Foundation received seven SABRE awards for superior achievement in branding, reputation, and engagement for the 'Mastercard Foundation COVID-19 Public Awareness Campaign' #ItsUpToUs. The campaign provided information about COVID-19 safety protocols, dispelling myths and encouraging everyone to get vaccinated to protect ourselves, families, and communities. The awards included:



***#ItsUpToUs campaign
(with Engage BCW,
Kenya)***

Finalist - in the coveted Platinum SABRE Award for Best in Show

Top prize – Eastern Africa category

Top prize – Digital Campaign category



***Vaccine equity in Africa
– Saving Lives and
Livelihoods campaign
(with Edelman Africa)***

Top prize – Corporate Social Responsibility category

Certificate of Excellence – Eastern Africa category



***COVID-19 Public
Awareness Campaign***

Certificate of Excellence – Western Africa category (with Integrated Indigo)

Certificate of Excellence – Not for Profit/Charities category (with brainchild BCW)

[Read more](#)

Other important developments

During the second Global COVID-19 Summit in May, co-hosted by the United States, Belize, Germany, Indonesia, and Senegal, several African countries made the following commitments:

Senegal

has pledged, in partnership with Institut Pasteur de Dakar, to facilitate the new \$200 million Madiba (Manufacturing in Africa for Disease Immunization and Building Autonomy) biotechnology platform, which will include the production of vaccines against COVID-19 and other diseases. new variants.

Nigeria

will support vaccination efforts for 112 million citizens above the age of 18 as it works towards the goal of vaccinating 70% of the population by December 2022; expand access to COVID-19 testing and treatment, focusing on those at highest risk; integrate testing/treatment into existing health systems while prioritizing COVID-19 for monthly reporting on the Integrated Disease Surveillance and Reporting System.

Rwanda

will vaccinate children between the ages of five and 11 years with at least one dose by the end of 2022 and vaccinate at least 70% of the total population with the primary series (two shots) by June 2022.

Côte D'Ivoire

will increase vaccine demand creation, uptake and accelerate vaccine coverage while immediately prioritizing full vaccination and providing boosters to key sub-populations such as teachers, healthcare workers, people with comorbidities, and adolescents; and strengthening genomic sequencing to identify new variants.

Botswana

committed to vaccinating at least 80% of its population according to the Country's National Vaccine Deployment Plan; implement the second stage of Phase 4 (5–12-year-olds) by mid-2022 pending successful consultation; and continue to focus on improving and accelerating vaccine uptake and coverage.

South Africa

has committed to working with African leaders to achieve vaccine coverage through mass campaigns across the continent; continue to advocate for a TRIPS (Trade-Related Aspects of Intellectual Property Rights) waiver in the WTO to improve global access to vaccines, therapeutics, and diagnostics; donate 5 million doses of the Pfizer vaccine and 10 million doses of the Johnson & Johnson vaccine to other African countries to deploy more life-saving vaccines to those in need.

Tanzania

will support vaccination efforts for 112 million citizens above the age of 18 as it works towards the goal of vaccinating 70% of the population by December 2022; expand access to COVID-19 testing and treatment, focusing on those at highest risk; integrate testing/treatment into existing health systems while prioritizing COVID-19 for monthly reporting on the Integrated Disease Surveillance and Reporting System.

[Read the full statement](#)



The Africa CDC plans to hold its second Annual International Conference on Public Health in Africa later this year. The conference themed, *Preparedness for future Pandemic and Post-Pandemic Recovery: Africa at a Crossroad*, will be held in Rwanda and offers a unique platform for African leaders, researchers, policymakers, and stakeholders to share scientific findings and public health perspectives as well as collaborate on research, innovation, and public health across the continent. [Read more](#)

News and media

The Africa CDC has urged COVID-19 vaccine buyers to order from South Africa's Aspen Pharmacare to help boost its manufacturing on the continent. In November, Aspen negotiated a licensing deal to package and sell Johnson & Johnson's COVID-19 vaccine and distribute it across Africa. [Read more](#)



Dr. John Nkengasong
Outgoing Director, Africa CDC

“ We use a simple equation at Africa CDC: vaccines + vaccinations = lives saved.