

LOOKING AHEAD:

IN PURSUIT OF CONTINUED, ACCELERATED PROGRESS

IN TACKLING THE HEALTH CARE CHALLENGES OF THE DEVELOPING WORLD, WE NEED TO LEAVE OUR OWN 'COMFORT ZONE' AND COLLABORATE WITH OTHERS, BE IT IN ENGAGING ON HEALTH SYSTEMS REFORM OR IN PARTNERSHIPS TO BRING MEDICINES TO PEOPLE IN RESOURCE-CONSTRAINED SETTINGS.

Thomas Cueni,
Director General, IFPMA⁷³

This 50 year milestone is as much an opportunity to look ahead as it is to reflect back on progress. Whatever the future may bring – as we live longer lives, as technology advances, and the world changes in ways we can only partially understand (see 'Present to Future' section) – the world depends on improved global health to continue to promote prosperity and enable human progress.

The SDGs, launched in 2015, give greater visibility of the role of the private sector in a shared societal agenda and emphasize the importance of collaboration across countries, actors, and sectors for a wider array of development outcomes - health and wellbeing prime among them. Meeting the highly ambitious 17 goals and 169 targets by 2030 will require further scientific breakthroughs and strategic innovations.⁷¹

Health underpins the common view of the future we want, as articulated in the SDG agenda for 2030, not only SDG 3 for good health and wellbeing. The R&D-based biopharmaceutical industry is no stranger to multi-stakeholder partnership and looks forward to continuing to deliver positive outcomes in collaboration.⁷²

<p>1 NO POVERTY</p>	<p>PRIORITIZING THE HEALTH NEEDS OF THE POOR</p>	<p>2 ZERO HUNGER</p>	<p>ADDRESSING THE CAUSES AND CONSEQUENCES OF ALL FORMS OF MALNUTRITION</p>
<p>3 GOOD HEALTH AND WELL-BEING</p>			
<p>ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES</p>			

<p>4 QUALITY EDUCATION</p>	<p>SUPPORTING HIGH-QUALITY EDUCATION FOR ALL TO IMPROVE HEALTH AND EQUALITY</p>	<p>5 GENDER EQUALITY</p>	<p>FIGHTING GENDER INEQUITIES, INCLUDING VIOLENCE AGAINST WOMEN</p>
<p>6 CLEAN WATER AND SANITATION</p>	<p>PREVENTING DISEASE THROUGH SAFE WATER AND SANITATION FOR ALL</p>	<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>PROMOTING SUSTAINABLE ENERGY FOR HEALTHY HOMES AND LIVES</p>
<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>PROMOTING HEALTH EMPLOYMENT AS A DRIVER OF INCLUSIVE ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>PROMOTING NATIONAL R&D CAPACITY AND MANUFACTURING OF AFFORDABLE ESSENTIAL MEDICAL PRODUCTS</p>
<p>10 REDUCED INEQUALITIES</p>	<p>ENSURING EQUITABLE ACCESS TO HEALTH SERVICES THROUGH UNIVERSAL HEALTH COVERAGE BASED ON STRONGER PRIMARY CARE</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>FOSTERING HEALTHIER CITIES THROUGH URBAN PLANNING FOR CLEANER AIR AND SAFER AND MORE ACTIVE LIVING</p>
<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>PROMOTING RESPONSIBLE CONSUMPTION OF MEDICINES TO COMBAT ANTIBIOTIC RESISTANCE</p>	<p>13 CLIMATE ACTION</p>	<p>PROTECTING HEALTH FROM CLIMATE RISKS, AND PROMOTING HEALTH THROUGH LOW-CARBON DEVELOPMENT</p>
<p>14 LIFE BELOW WATER</p>	<p>SUPPORTING THE RESTORATION OF FISH STOCKS TO IMPROVE SAFE AND DIVERSIFIED HEALTHY DIETS</p>	<p>15 LIFE ON LAND</p>	<p>PROMOTING HEALTH AND PREVENTING DISEASE THROUGH HEALTHY NATURAL ENVIRONMENTS</p>
<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>EMPOWERING STRONG LOCAL INSTITUTIONS TO DEVELOP, IMPLEMENT, MONITOR AND ACCOUNT FOR AMBITIONS NATIONAL SDG RESPONSES</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>MOBILIZING PARTNERS TO MONITOR AND ATTAIN THE HEALTH-RELATED SDGs</p>

Based on WHO's 'Health in the SDG era' graphic

REFERENCES

- 71 United Nations 'The Sustainable Development Agenda', accessed March 2018 <http://www.un.org/sustainabledevelopment/development-agenda/>
- 72 World Health Organization 'Infographic on Sustainable Development Goals (SDGs)', accessed March 2018 <http://www.who.int/sdg/infographics/en/>
- 73 IP Watch 'The True Believer: An Interview With New IFPMA Director General Thomas Cueni', 2017 <http://www.ip-watch.org/2017/05/08/true-believer-interview-new-ifpma-director-general-thomas-cueni/>