

Summary case - the Female Health Company – ROI in SRHR

Share-Net event 'From the GGR to She Decides and Beyond' (Contraception and Abortion thematic meeting) – 23 May, 2017 – Pakhuis de Zwijger

We, advocates for SRHR, think in human rights, but money talks. We say, 'if you invest in SRHR, we save this number of lives, we prevent this many STIs...' and that is what matters. But we need to quantify this ROI in terms of health and lives financially as well. So instead, we could say 'if you invest in SRHR, your ministry will save this much money by preventing your population from falling sick or getting an unplanned pregnancy.'

In summary:

- We need to shift the focus and conversation from upfront/investment costs, to cost savings and overall economic gain*.
- Lead with evidence. To show what the impact of investing in SRHR is, we need scientific research and a business case**.
- See a donor as an investor. Quantify the financial ROI of your SRHR efforts.

*For example: Investing [amount in \$] in female condoms saves money, because with this investment, averted productivity losses, health costs (HIV treatments), stronger economy (less school dropouts or workforce losses), etc.

**For example, the Business Case on Female Condoms by Global Health Visions. Another great example is the cost-effectiveness analysis (research publication) on female condoms in South Africa and Brazil. This serves as a business case for female condoms because it shows averted productivity losses and overall economic growth thanks to investment in female condoms. These governments now invest in female condoms every year.

Make sure you have the same objective, but bridge the language gap. (Human rights language versus financial language). Switch your language depending on your target audience. Sometimes this helps take the political dimension out of it, 'just talking money'.

Social enterprises and NGOs are in the same boat, because they find themselves in the same funding landscape.