

WHAT IS THE C EXCHANGE?

Women Deliver's C Exchange aims to inform, engage and support the private sector in efforts to improve maternal and reproductive health. C Exchange members are representatives from corporations with a commitment to social responsibility and products and services that can improve the lives of women and girls.

C Exchange meetings bring corporate representatives together with select non-governmental organizations to discuss the latest needs and innovations in maternal and reproductive health. They also provide an opportunity for members to collaborate on joint initiatives. Women Deliver's unsurpassed convening power ensures that the C exchange members are talking with the key players - United Nations, governments,

civil society in the girls' and women's sector. Through various Women Deliver meeting modalities, C Exchange provides unique high-level forums for member industry representatives, select NGO leaders, and global government decision-makers. These forums provide unprecedented access to strategic discussions with an emphasis on mutually beneficial solutions that will improve the health and well-being of women and girls.

➤ WHAT IS THE C EXCHANGE YOUTH INITIATIVE?

In 2013-2014, the C exchange is focusing on an initiative designed to enable youth leaders from the Global South to expand and intensify their communications and advocacy skills in maternal and reproductive health. The C exchange members recognize that young people are and will be important partners in efforts to ensure

that girls' and women's health needs are prioritized and met at the country-level. The C Exchange Youth Initiative seeks to:

- Strengthen the project development and advocacy capacities of 50 young leaders.
- Develop and disseminate online resources designed to expand the knowledge base of young leaders and youth-serving organizations.
- Provide opportunities for young leaders to put skills into practice in their own, local projects.
- Increase young leader's impact on their societies by providing them with the skills and tools to design, create and implement strong, fundable projects

The C exchange youth initiative complements Women Deliver's "Deliver for Youth" program. Key activities of the C exchange Youth Initiative are:

- Facilitated online E-Course for youth leaders to further enhance the capacity of young leaders to conduct compelling and effective advocacy work.
- Small grants for "youth-run" communications and advocacy projects in Africa, Asia and Latin America
- On-line toolkit on project design, development and evaluation for youth advocates.
- Opportunities for interacting with international NGOs and private sector partners



WOMEN DELIVER

INVEST IN GIRLS AND WOMEN - IT PAYS



WHO ARE THE C EXCHANGE MEMBERS?

- Johnson & Johnson
- WomanCare Global
- Bayer HealthCare Pharmaceuticals
- GE
- HRA Pharma Foundation
- MTV Staying Alive Foundation
- Merck (known as MSD outside the United States)

HOW DOES A CORPORATION JOIN THE C EXCHANGE?

The principal criteria for membership are a commitment to improve maternal and reproductive health and an agreement to work together on joint projects.

Please contact Roger Pagano, rpagano@womendeliver.org for more information.

C EXCHANGE MEMBERS



150 Years
Science For A Better Life

