

V E T  
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Empowering  
Livestock Health



Empowering Livestock Economies  
Through Health Innovation and Technology

# The Role of Public-Private Partnerships in Disease Control

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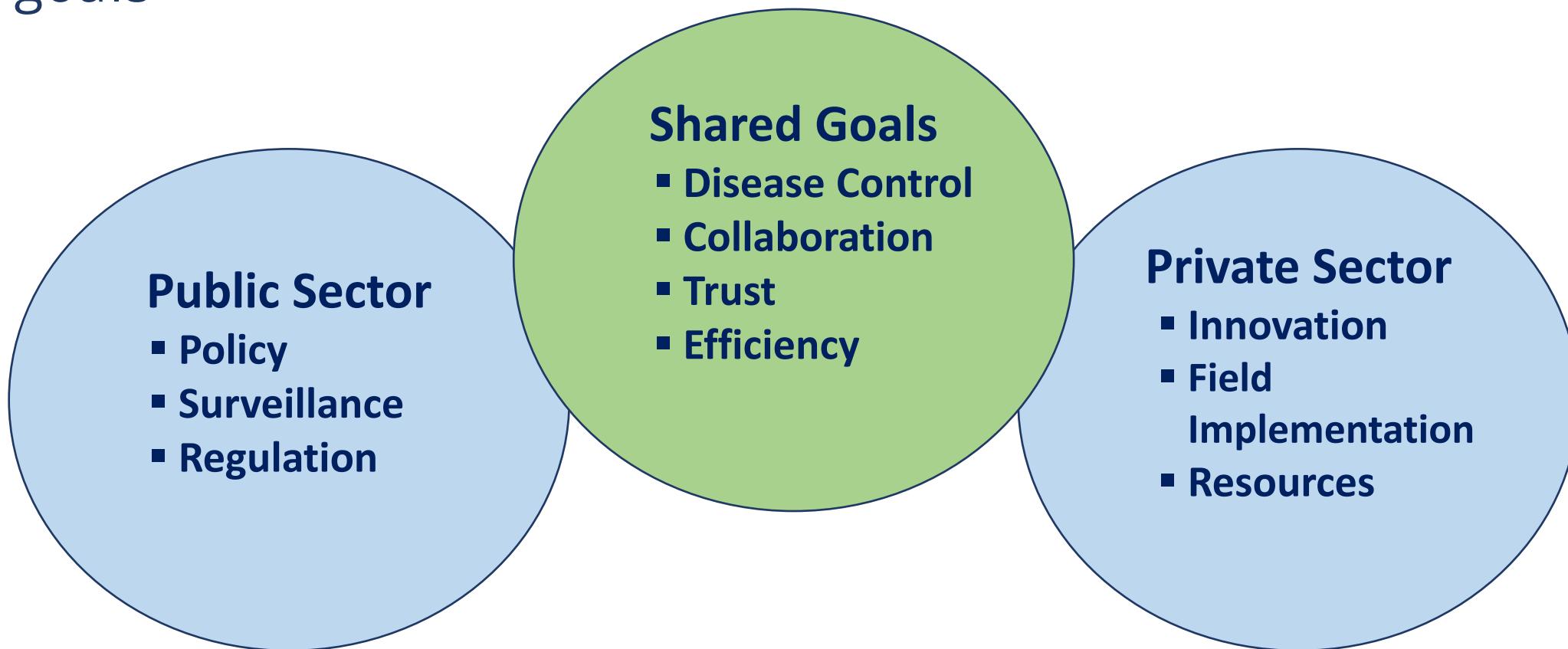
2-3 of December 2025, Riyadh

# Why Public-Private Partnerships in Animal Health?



# What is PPP?

A Public-Private Partnership (PPP) is a joint effort where the public and private sectors work together to achieve shared goals



# What is PPP?

**Shared Responsibility**  
Both sectors agree on roles and tasks

**Resource Pooling**  
Financial, technical, and human resources are combined

**Risk Sharing**  
Risks are distributed according to capacity and expertise

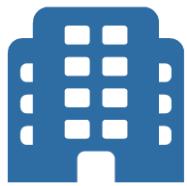
**Sustainability Focus**  
Aims for long-term impact and efficiency

**Common Objectives**  
The partnership works toward mutually beneficial outcomes

# Who are the key partners?



Public sector  
Veterinary authorities  
Ministries  
Research institutes



Private sector  
Farmers  
Vets  
Pharmaceutical  
companies  
Industry associations  
Trader



Others  
NGOs  
International  
organizations  
Academia

# Who are the key partners?



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Diversity and the value  
of inclusive engagement

companies

Industry associations  
Trader



Others  
NGOs  
International  
organizations  
Academia

# Benefits of PPPs in Disease Control

- Faster disease detection and response
- Improved coverage of control measures
- Better use of resources
- Increased trust and ownership
- Shared risk management

# PPPs are important in animal health

## Faster Disease Detection and Response

- Private actors (farmers, vets) are on the frontlines and can detect and report early
- Lead to better disease prevention, early detection, and response to outbreaks
- Joint use of (digital) tools enhance speed

## Improved Coverage of Control Measures

- Improve access to veterinary services
- Combining public and private expertise to develop more effective strategies for prevention and control
- Joined development of tools
- Secured supply of tools to detect and control diseases

# PPPs are important in animal health

## Better Use of Resources

- Avoids duplication of efforts
- Development of stronger veterinary services
- Private vets can supplement public services
- More comprehensive approach to animal health, addressing both the public and private aspects of the problem

## Increased Trust and Ownership

- Farmers and businesses feel heard and involved - more likely to comply
- Transparency in planning builds credibility on both sides
- Joined approach to complex challenges

# PPPs are important in animal health

## Shared Risk Management

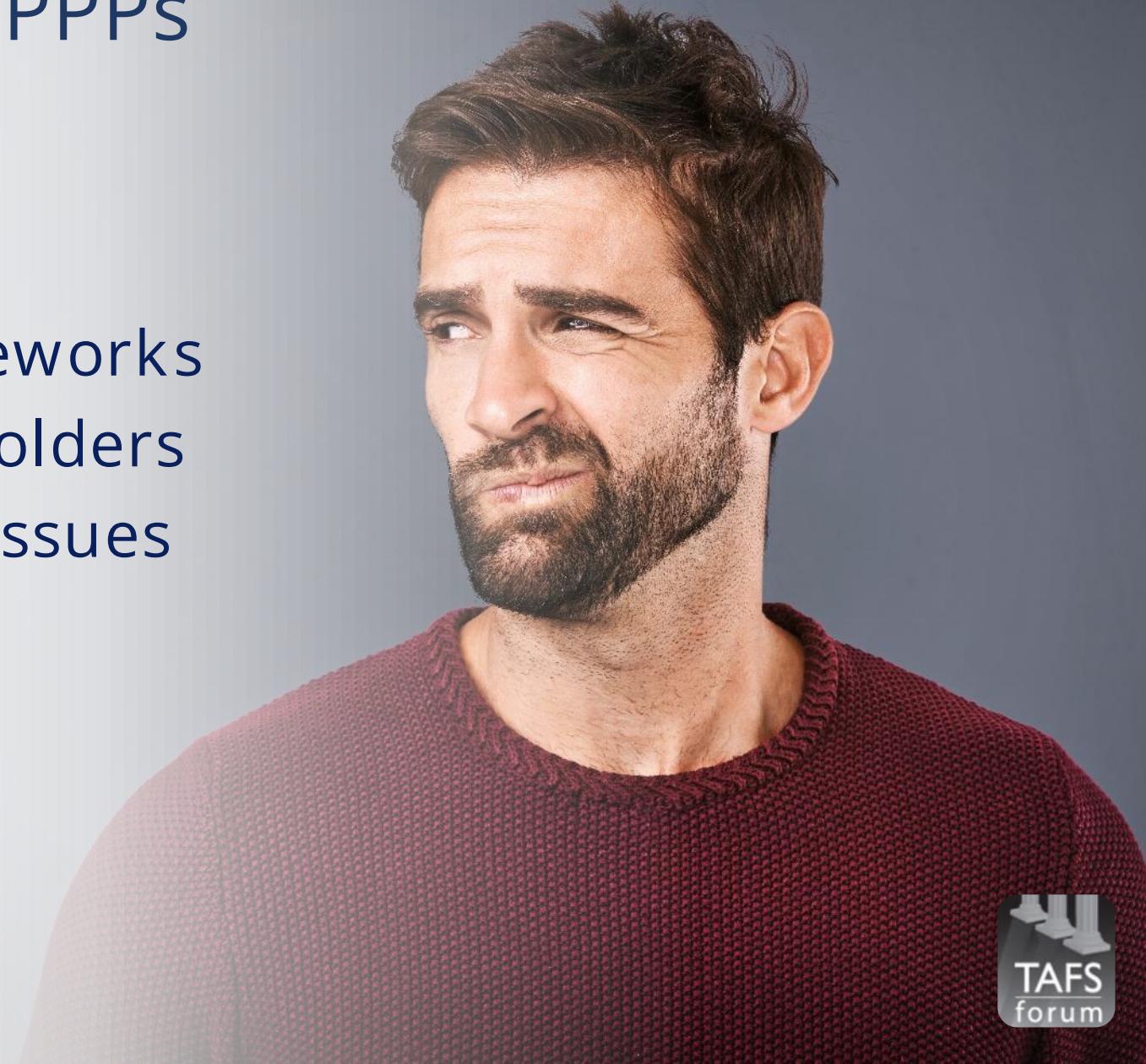
- Disease control becomes a joint investment, not just a public cost
- Shared responsibility for preparedness, contingency planning, and recovery

# Roles and Responsibilities

Role	Public Sector	Private Sector	Joint Efforts
Surveillance	Oversight & analysis	Field data collection	Data sharing protocols
Control measures	Policy & logistics	On-farm implementation	Emergency response
Communication	Risk messaging	Peer-to-peer outreach	Joint campaigns

# Challenges to Effective PPPs

- Trust gaps
- Misaligned incentives
- Lack of legal or policy frameworks
- Exclusion of smaller stakeholders
- Funding and sustainability issues



# Success Factors for Effective PPPs

- Shared vision and clear roles
- Transparent communication
- Inclusive stakeholder engagement
- Long-term commitment
- Monitoring and joint evaluation



# What do PPPs look like in practice?

- Structured collaboration between public authorities and private stakeholders



- Formal: Legally established
  - e.g., co-financing vaccination campaigns



- Informal: Collaborative but without legal framework
  - e.g., joint awareness campaigns



- Institutionalized: Ongoing platforms or networks
  - e.g., taskforces, advisory bodies

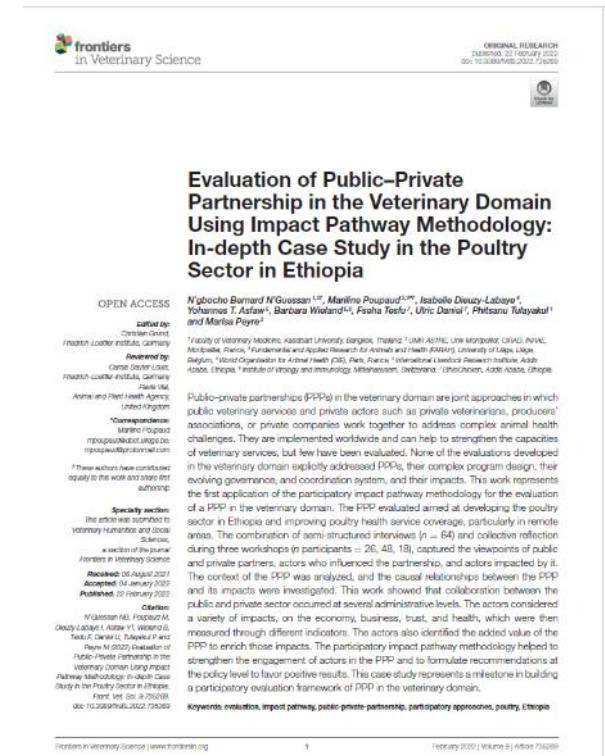
# Public-Private Partnership in Poultry Health – Ethiopia

## Objective:

- Collaboration between public veterinary services and EthioChicken
- Improve poultry health services, especially in remote rural areas

## Key Impacts:

- Expanded poultry health service coverage
- Enhanced trust and coordination between sectors
- Business development and economic benefits
- Better animal health and community resilience



**Evaluation of Public-Private Partnership in the Veterinary Domain Using Impact Pathway Methodology: In-depth Case Study in the Poultry Sector in Ethiopia**

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*Evaluation of PPP in the Veterinary Domain Using Impact Pathway Methodology (Front. Vet. Sci., 2022)*

# ASF Awareness Campaign – Eastern Europe and Asia

## Objective:

- Promote awareness to prevent the spread of ASF
- Educating farmers and other stakeholders
- Extend reach

## Key Impacts:

- Reach more people – higher impact
- Increased Awareness and Knowledge
- Improved Early Detection and Reporting
- Disease prevention and control
- Enhances biosecurity measures



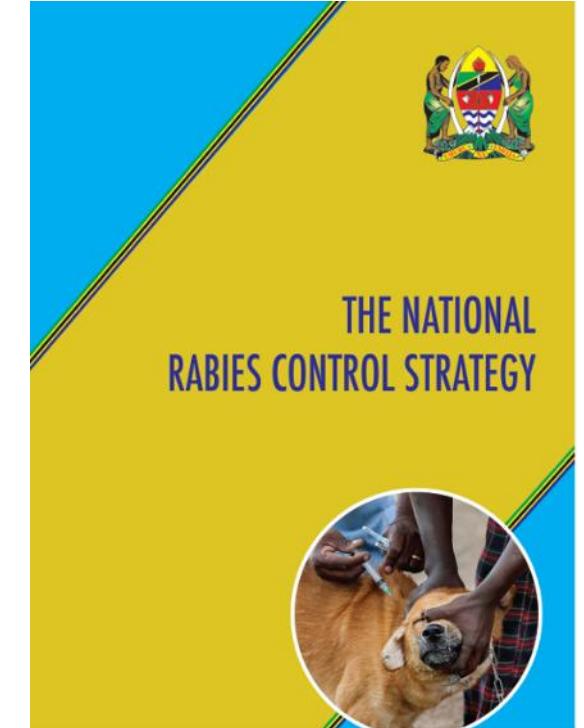
# Rabies Control in Tanzania

## Objective:

- Overarching goal is to eliminate dog-mediated human rabies in Tanzania
- Mobilizing resources to support various components of the strategy

## Key Impacts:

- Increased public awareness and education
- Enhanced rabies surveillance
- Mass dog vaccination
- Improve access to post-exposure prophylaxis
- Capacity development in rabies management and prevention



# Strengthening PPPs for Animal Health

- Institutionalize PPPs
  - Establish or reinforce legal and policy frameworks
  - Develop formal PPP strategies or roadmaps
  - Create dedicated coordination units or platforms
- Build trust and mutual understanding
  - Promote transparent communication between sectors
  - Share data, risks, and responsibilities in a balanced way
  - Invest in joint capacity building to develop a common understanding and goals

# Strengthening PPPs for Animal Health

- Co-develop solutions
  - Involve the private sector from the beginning
  - Develop solutions that reflect field realities
  - Focus on win-win approaches: align disease control objectives with business incentives
- Invest in “Enablers”
  - Support digital tools and data systems that facilitate coordination, reporting, and analysis
  - Strengthen veterinary networks, including public-private service delivery in remote areas
  - Improve access to quality inputs (vaccines, diagnostics, feed) through PPP-managed supply chains

# Strengthening PPPs for Animal Health

- Monitor, Learn and Adapt
  - Build joint monitoring and evaluation frameworks for PPPs
  - Collect evidence of impact: both public health and business outcomes
  - Facilitate regional exchange of experiences and lessons learned

PPPs are not a quick fix, but a long-term investment in shared responsibility, shared value, and shared resilience for animal health



# Thank you for your attention!

