

**V E T
TECH**

Empowering
Livestock Health



Empowering Livestock Economies
Through Health Innovation and Technology

The Role of Public-Private Partnerships in Disease Control

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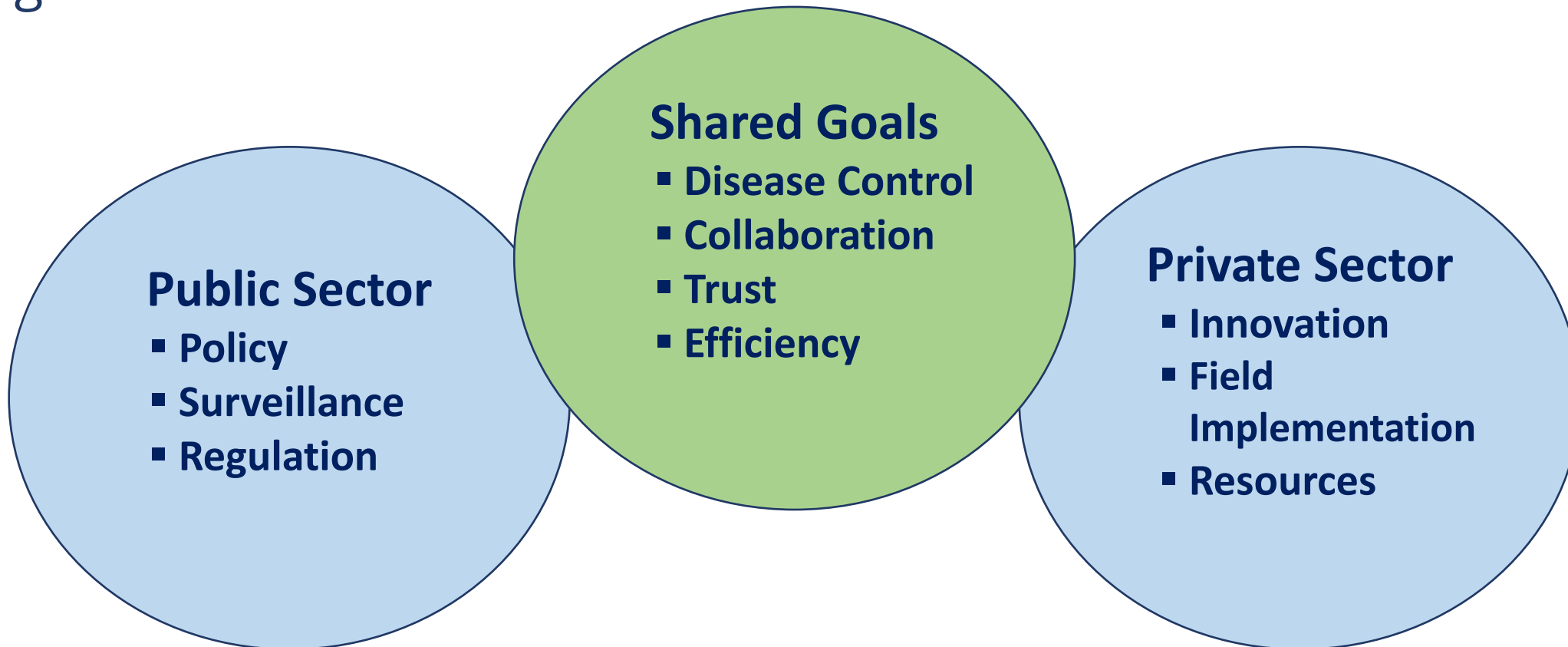


Why Public-Private Partnerships in Animal Health?



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?



Public sector
Veterinary authorities
Ministries
Research institutions

Diversity and the value
of inclusive engagement

companies
Industry associations
Trader

Others
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International
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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

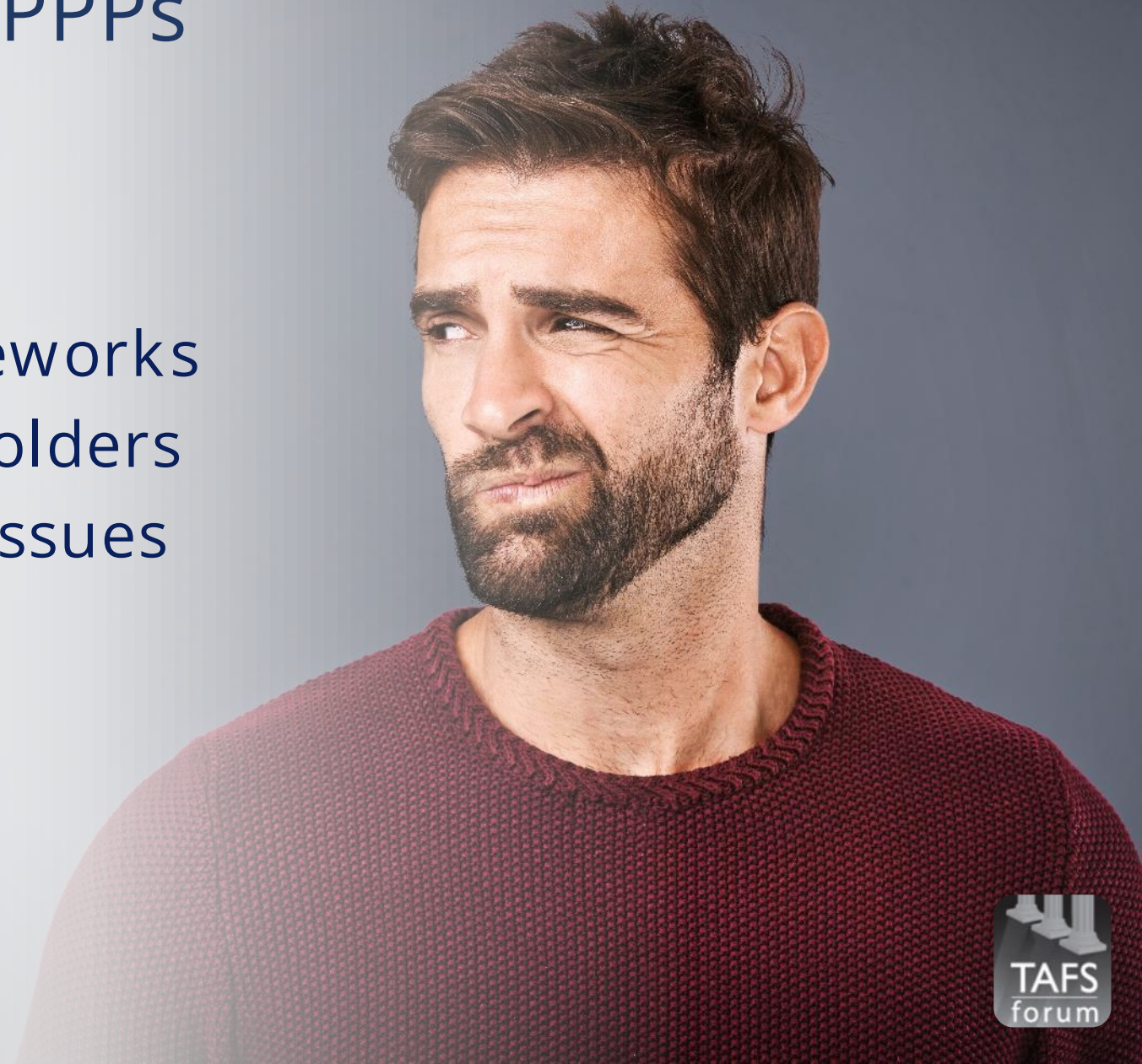
- Disease control becomes a joint investment, not just a public cost
- Shared responsibility for preparedness, contingency planning, and recovery

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 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



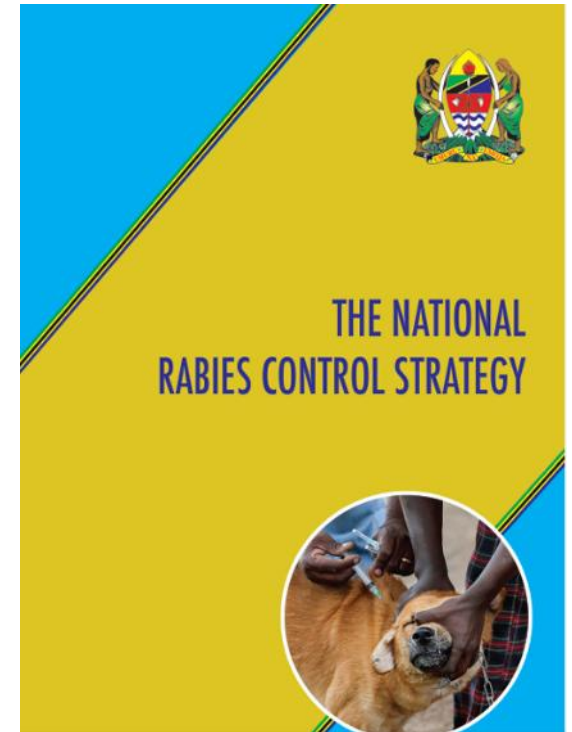
Rabies Control in Tanzania

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!

