

Health: A Political Choice

Investing in
health for all



An official publication of the GGP

A GGP publication with the support of the WHO

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“Health: a Political Choice, Investing in Health for All” is a very well-established, powerful and prominent tool that calls on world leaders, politicians and heads of the leading IGOs to unite in their response to the COVID-19 pandemic and threats to global health and economies.

The 2022 publication features a high-level, multilateral platform with contributions from leading global authorities and experts from governmental, intergovernmental, civil society, business and research communities.

The fourth in the series, “Health: a Political Choice, Investing in Health for All” offers a unique opportunity to permanently increase global action and multilateral collaborations to appropriately address the challenges ahead of us.

Having previously been exclusively supported by the World Health Organization, this year we needed to put some changes forward to the WHO. Our goal was to open it up and include all the voices required to rebuild the global health system

post-pandemic; not just those from a leadership perspective. With reduced but ongoing support by WHO, this year and for the first time ever, we are now able to include every organisation’s opinion on these ever-evolving times.

Co-Edited by Ilona Kickbush and Professor John Kirton, leading voices and key actors in global health delivery will discuss these and other topics, (see our editorial synopsis for a full list of authors).

- Access to Essential Medicine
- Biomedical Research
- Climate Change and Health
- Digital Innovation
- Drugs and Vaccines
- Global Health Security
- Health Systems Strengthening
- Pandemic Preparedness
- Patient Safety
- Planetary Health
- Sustainable Development Goals (SDGs)
- Universal Health Coverage

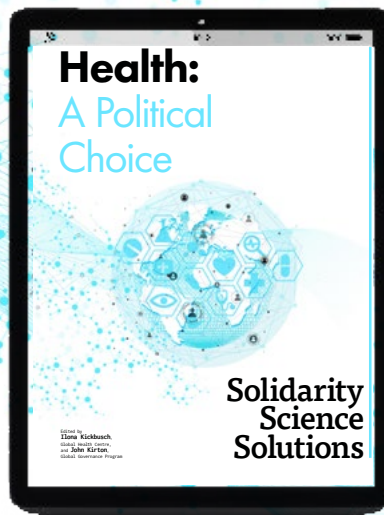


See the video message from the latest edition by

Dr Tedros Adhanom Ghebreyesus



Read the latest edition online
Health: A Political Choice
Solidarity, Science, Solutions



Distribution

Physical distribution begins as the new format, larger than ever, World Health Summit is reborn in October 2022 (16-18th) with 4,000 copies circulated over the three-day event. We also ensure that QR codes for digital versions are available on site with bespoke, high-profile banners and postcards created.

The World Health Summit is one of the world's leading strategic forums for global health. Every October it brings together leaders from politics, science and medicine, the private sector, and civil society to set the agenda for a healthier future. 300 speakers and 6,000 participants from 100 countries take part in Berlin and online.

We also distribute the publication to a global and highly influential audience via a targeted print run of 7,000 copies which are sent to:

- G20 leaders and their offices (sherpas etc.).
- All G20 ministers, including the ministers of finance, foreign affairs, trade, health, development and their counterparts many more countries worldwide,
- Heads of all relevant intergovernmental organisations, i.e., UN, OECD, WHO, FAO, IEA, WTO, IMF, World Bank, etc.,
- CXO-level private-sector individuals of the largest companies in the G20 countries.

Two weeks after the launch at WHS 2022 in Berlin, the title will enjoy further distribution again at the G20 Leader's Summit in Bali. Continuing to influence one of the world's most economically driven summits with the most pressing issues and links to the global health agenda.

Over the two summits, the publication is also shared via email to an opt-in database of 30,000 subscribers. Shared via the Global Governance Project's social media channels and via our unique partnership distribution model. Contributing editorial partners also host the Project's content on websites and to promote it to their considerable social media audiences.

All translating to a digital footprint of over

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stakeholders
worldwide

300,000 views
of digital copies distributed
on average



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The Global Governance Project contains a global network of volunteer scholars, students and professionals whose mission is to serve as the world's leading independent source of information & analysis on the G7, G20 summits & WHA.

Collectively we have over 30 years' experience in publishing for some of the world's largest, most politically, economically influential summits, governments and organisations.



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