



Royal Philips Every Woman Every Child Pledge

Philips' mission is to improve the lives of 3 billion people a year by 2025, through delivering innovations which make life healthier and more sustainable. Our technologies can help improve the lives of mothers and children around the world. To further the goals of Every Woman Every Child, a global movement spearheaded by UN Secretary-General to improve the health of women and children, Philips will target the populations of women and children where maternal and child mortality are concentrated and where nutrition and energy challenges are most acute, with a special focus on sub-Saharan Africa and South East Asia.

We aim to improve the lives of at least 100 million women and children in Africa and South East Asia by 2025 by committing to:

1. Deliver the next-generation of care for mothers and their children. Right from the start.

We will do this by developing inclusive health care innovations that support the strengthening of local health care systems and that help improve health outcomes specifically for both mother and child. With our integrated solutions we are able to track the health and wellbeing of mother and baby, from conception through pregnancy and labor & delivery to post-natal care. We will actively work with governments in emerging markets to develop and deploy affordable and effective national health care infrastructures, health care transformation, and provide clinical education and skills training for Health care Professionals.

Philips already has experience with delivering large scale health care transformation and revitalization programs, such as in Zambia, Tanzania, Ghana, Vietnam, Indonesia and the Philippines. We will continue to do so offering recipient countries affordable financial solutions through our Philips Capital organization. Our Health care Transformation Services has been tasked to provide consulting, design and education services and enable transformations also in mother and childcare. Since 2011, we have trained 2,500 health care professionals in Africa. Through our annual Philips Africa Roadshow and partnerships with organizations such as AMREF we aim to train many more in the future. We also run a program with Imaging the World deploying a low-cost ultrasound solution that has already resulted in increased antenatal clinic visits and attended deliveries in rural Uganda.

We will continue to advocate for the improvement of mother & childcare to all relevant stakeholders through our thought leadership activities, our partnerships with civil society, and engagements with members of the UN organizations.

Philips will develop thought leadership activities which we will disseminate via the EWEC community, our partnership with the World Economic Forum, UNOPS, UNICEF, the Philips Foundation (to be launched in Q3 of 2014), our annual Philips Africa Roadshow, the Fabric of Africa platform, and our advocacy network in the countries.



2. Provide better access to health care.

Creating solutions which enable healthier, safer living.

We will continue to develop and deploy quality solutions and new business models that enable access and improve quality of care for mothers and their children in low-resource settings, particularly in Sub-Saharan Africa through our global research and innovation centers in Kenya, India, China and The Netherlands. The Philips Africa Innovation Hub was founded in 2014 and currently already employs close to 30 researchers, corporate entrepreneurs and sales and marketing staff who connect to our business and 1500 Philips researchers globally. Healthier, safer living solutions include clean cooking stoves, automated respiration monitors that supports the diagnosis of pneumonia in children under 5, and solar lighting, as well as e- and m-Health solutions which can provide healthy living and nutritional advice. For example, we developed a mobile obstetrical monitoring solution in Indonesia which remotely monitor pregnant women for early high risk identification via a new telehealth solution.

Currently, 500 million Africans (including women and children) have no access to electricity. Furthermore, it is estimated that 25-50% of the primary health care clinics in Africa have no access to electricity. In support of the UN SE4ALL High Impact Opportunity of Energy and Women's Health we will continue to deploy (solar) community life centers (CLCs) which provide outdoor lighting and generate sufficient electricity to improve access to health care. Health care services enabled through CLCs include the refrigeration of vaccines, basic health care technologies, and indoor light for mothers to be able to deliver their children safely during the night.

The Philips Foundation will drive for partnerships which will focus collectively on improving the health of infants in their first 1000 days of life. The first 1.000 days, from pregnancy to toddler, are decisive for survival and a healthy future. The Philips Foundation will combine their innovative strengths with partners to make a difference on preventable causes of infant mortality and improve access to healthcare.

3. Promote healthy and nutritious diets for mothers and children, understanding barriers to breastfeeding and supporting breastfeeding in the workplace.

We recognize the critical importance of nutrition for the healthy development of both mothers and children, and we are committed to support new mothers (and the health care professionals that support them) to enable the best start in life for their children, from family planning and conception onwards. We will step up our research to even better understand the adoption of healthy and nutritious diets for mothers and children from the pre-natal period through the first 1000 days.

We will continue to support breastfeeding in particular in the first year after birth, given its opportunity to overcome feeding challenges particularly in developing countries and acknowledging that working women need special support to continue breastfeeding, including access to pumps and a supportive breastfeeding environment at home and at work. For example, we will conduct research in Ghana and Kenya in the second half of 2014 to better understand how to support African women who work outside the home to continue to breastfeed to the levels recommended by international development agencies. The research will probe attitudes to breastfeeding, to breastfeeding supportive technologies including breast pumps and to breastfeeding supportive policies, particularly those that relate to the workplace.

We will forge more partnerships with civil society, public health and other stakeholders to provide education on breastfeeding and drive advocacy for the improvement of breastfeeding facilities in the workplace. For example, in 2014 Philips provided breast feeding classes for nurses and midwives in Yangon.