

# DEVELOPING INVESTMENT CASES FOR TRANSFORMATIVE RESULTS

TOOLKIT

January, 2021



● Ending preventable maternal deaths ● Ending the unmet need for family planning ● Ending gender-based violence and all harmful practices, including child marriage and female genital mutilation



# DEVELOPING INVESTMENT CASES FOR TRANSFORMATIVE RESULTS

TOOLKIT





United Nations Population Fund

This toolkit was drafted to support UNFPA offices to develop country investment cases in support of one or more of the transformative results. It offers a concise and practical guide on how to develop a national investment case, including a step-by-step guide on how to prepare for the investment case, how to estimate the cost of the investment using standardized tools, how to develop investment scenarios to determine the scale of the impact that can be attributed to the investment, how to frame the investment angle, and how to use the investment case in national advocacy efforts.

UNFPA wishes to thank the following researchers who have contributed to this work:

Nadia Carvalho, Avenir Health

Angela Micah, Institute of Health Metrics and Evaluation, Washington University

Bruce Rasmussen, Victoria University

John Stover, Avenir Health

Joseph L. Dieleman, Institute of Health Metrics and Evaluation, Washington University

Michelle Weinberger, Avenir Health

Rachel Sanders, Avenir Health

Victoria Chou, Johns Hopkins University

William Winfrey, Avenir Health

Photo Credits: UNFPA photo collection

**For information please contact:**

Tharanga Godallage ([godallage@unfpa.org](mailto:godallage@unfpa.org))

Howard Friedman ([friedman@unfpa.org](mailto:friedman@unfpa.org))

United Nations Population Fund

605 Third Avenue

New York, New York 10158

+1-212-963-6518

[psd@unfpa.org](mailto:psd@unfpa.org)

ISBN: 978-92-1-129507-8

Copyright © 2021 United Nations Population Fund

All rights reserved

# TABLE OF CONTENTS

<b>Foreword</b>	<b>7</b>
<b>Abbreviations &amp; Acronyms</b>	<b>8</b>
<b>Chapter 1: Introduction</b>	<b>11</b>
Background	11
Cost of the transformative results UNFPA is committed to achieving by 2030	12
Purpose of toolkit	13
What is an investment case?	13
Purpose of a country investment case	14
How is a country's investment case developed?	15
Lessons learned: Rwanda's family planning business case	15
Country investment cases: Guiding principles	17
<b>Chapter 2: Planning for the country investment case</b>	<b>20</b>
Concept note	21
Situation analysis	21
<b>Chapter 3: Estimating the cost of achieving the transformative results</b>	<b>24</b>
Estimating the cost of ending preventable maternal deaths	25
Estimating the cost of ending the unmet need for family planning	31
Estimating the cost of ending child marriage	39
Estimating national expenditures	42
<b>Chapter 4: Implementing the investment case</b>	<b>42</b>
Estimating the return on investment	43
Summary	46
Introduction	46
<b>Chapter 5: Writing up the country investment case</b>	<b>46</b>
Context	47
Current state of maternal health	48
Cost of meeting the transformative result	49

Results . . . . .	50
What is advocacy? . . . . .	52
Advocacy goal and objectives . . . . .	52
Identifying and analyzing target audiences . . . . .	52
<b>Chapter 6: Advocating for the investment case . . . . .</b>	<b>52</b>
Developing advocacy messages . . . . .	53
Converting a national investment case to a resource mobilization strategy . . . . .	53
Developing advocacy plans. . . . .	54
<b>Chapter 7: Monitoring and reviewing the investment case . . . . .</b>	<b>56</b>
<b>ANNEXES . . . . .</b>	<b>58</b>
A. Checklist for Investment Case Development . . . . .	58
B. Stakeholders & Roles/Responsibilities . . . . .	60
C. Terms of Reference . . . . .	61
D. Sample Scopes of Work for Investment Case Implementer. . . . .	63
E. Templates for Situation Analysis . . . . .	64
F. Downloading and Installing Spectrum . . . . .	65
G. Instructions for new LiST Users . . . . .	66
H. Intervention coverage data collection template . . . . .	74
I. Data collection: Treatment Inputs . . . . .	75
J. Country investment case format and style guide . . . . .	76
K. Data Collection Template for National Costing and Investment Cases . . . . .	78
L. Sample Terms of Reference: Working Group. . . . .	79
M. Sample LiST Data Collection Template . . . . .	80
N. Template for Investment Case Advocacy Plan. . . . .	82

# FOREWORD

For the first time, the global community knows the cost and the new investments that must be made to achieve three world-changing transformative results: (a) ending preventable maternal deaths; (b) ending the unmet need for family planning; and (c) ending gender-based violence and harmful practices.

The world will not achieve these transformative results by 2030 without accelerating progress, and this acceleration will not happen without filling the resource gaps and stepping up political commitment at all levels.

While all categories of donors have a major role to play in this effort, ultimately national governments are the most reliable and sustainable source of funding for programmes that benefit their citizens. Early action by governments that demonstrates commitment to the three transformative results, identifies areas where the government can make additional investments and also identifies gaps where outside assistance is needed will mobilize and effectively target the most resources and help ensure success at the national level.

The level of new resources needed to achieve the three transformative results is substantial and increases rapidly year-on-year as coverage targets are projected to increase steadily. In order to achieve this level of sustained commitment, the transformative results need to be incorporated into public budgets and development cooperation efforts. It will be necessary to develop strategies to make this new funding available while maintaining current commitments.

Our vision is that each country in which UNFPA operates will have a national investment case by the close of 2021. I hope this toolkit will guide you in accomplishing this vision. I look forward to hearing your stories and the impacts of your efforts.

**Jacqueline Mahon**  
Interim Director  
Policy and Strategy Division  
UNFPA



# ABBREVIATIONS & ACRONYMS

<b>CCA</b>	Common Country Analysis
<b>CGA</b>	Commodity Gap Analysis
<b>CHERG</b>	Child Health Epidemiology Reference Group
<b>CIP</b>	Costed Implementation Plan
<b>CMOI</b>	Child Marriage Optimal Interventions
<b>DALY</b>	Disability-Adjusted Life Year
<b>DHS</b>	Demographic and Health Survey
<b>EI</b>	Economic Incentive
<b>FGM</b>	Female Genital Mutilation
<b>GBV</b>	Gender-Based Violence
<b>GFF</b>	Global Financing Facility
<b>IGME</b>	Inter-Agency Group for Child Mortality Estimation
<b>ICPD</b>	International Conference on Population and Development
<b>INFF</b>	Integrated National Financing Framework
<b>IPD</b>	Inpatient Days
<b>IPTp</b>	Intermittent Preventive Treatment of Malaria in Pregnancy
<b>IPV</b>	Interpersonal Violence
<b>IRS</b>	Indoor Residual Spraying

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_20166](https://www.yunbaogao.cn/report/index/report?reportId=5_20166)

