

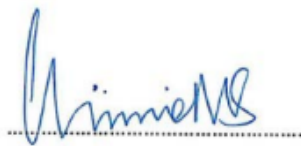
12 September 2017

RBM/2017/EDP1 – RBM branding

The Roll Back Malaria (RBM) Partnership Board approved the recommendations of the RBM CEO, RBM Board Communication Sub-Committee and the Strategic Communications Partner Committee (SCPC) to adopt the evolved RBM branding framework, and requested the RBM Management Team to support the SCPC in taking this forward and ensuring that the RBM Board is kept updated as to the progress.

The RBM Partnership Board accepted the recommendation to adopt the evolved RBM brand recommendations with limited implementation at the UN General Assembly meeting and authorised the SCPC to prepare the Terms of Reference and a budget for full implementation of the evolved branding.

Signed:



Dr Winnie Mpanju-Shumbusho
RBM Partnership Board Chair



Mr Kieran Daly
RBM Partnership Board Vice-Chair