

Role of Private Sector Engagement in PPR and Similar Transboundary Animal Diseases (TADs) Control and Eradication

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Regional Capacity Building Workshop for the Middle East:
*Empowering Public–Private Partnerships to Strengthen
Private Sector Engagement in PPR Eradication*
9-11 December 2025, Amman, Jordan



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Transboundary Animal Diseases (TADs)

TADs are highly contagious livestock diseases that easily cross national borders, spreading rapidly and causing

- major economic losses,
- threatening food security,
- impacting trade and livelihoods,
- with severe socio-economic consequences
- potential public health risks



Examples: FMD, PPR, RVF, AI, ASF, Rabies, Brucellosis



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Peste des Petits Ruminants (PPR)



- PPR is a highly contagious viral disease affecting small ruminants, causing devastating economic losses, especially among pastoralist communities and small-scale livestock producers.
- The persistent presence of PPR in the Middle East underscores the importance of continued surveillance, vaccination, and regional cooperation to control and eventually eradicate these diseases.

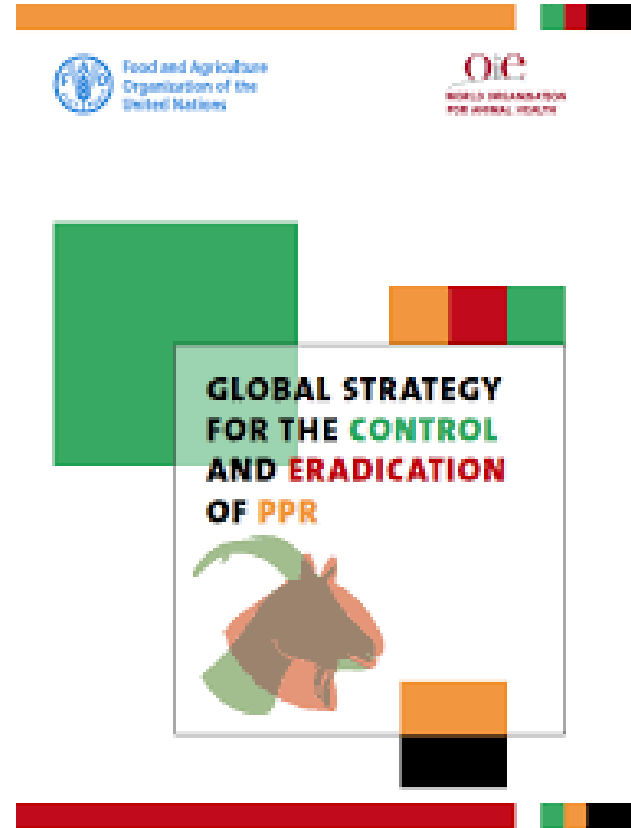


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The Global Eradication Programme (GEP)



The Global Eradication Programme (GEP) aims to eliminate PPR globally by 2030 through

- strategic partnerships,
- targeted vaccination,
- surveillance, and
- coordinated national and regional actions.



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Public Sector, Private Sector, Public Private Partnership



Public Sector: the part of an economy that is controlled by the state.

Private Sector: the part of the national economy that is not under direct state control.



Public-Private Partnership: a joint approach in which public and private sectors agree responsibilities and resources and risks to achieve common objectives deliver benefits in a sustainable manner.

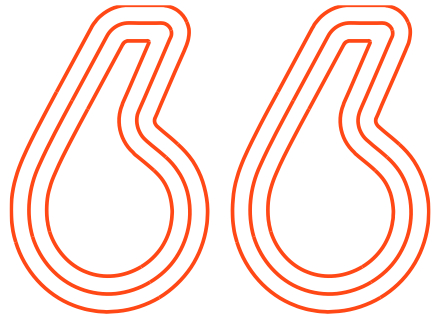


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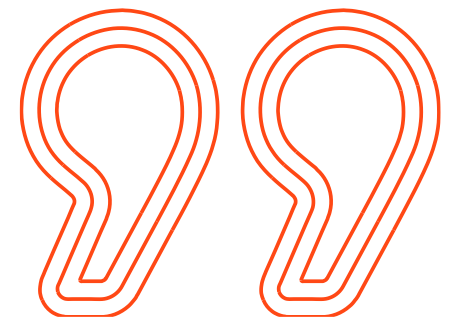
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Public-private partnership is a joint approach in which the public and private sectors agree responsibilities and share resources and risks to achieve common objectives that deliver benefits in a sustainable manner.

World Organization for Animal Health

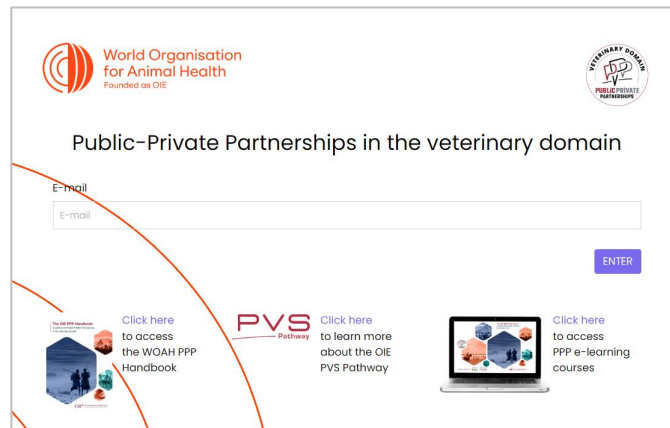




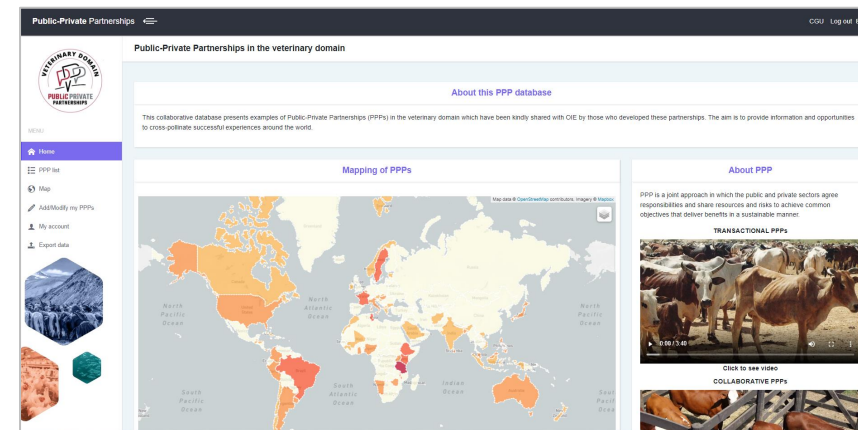
Examples

PPPs supporting disease control

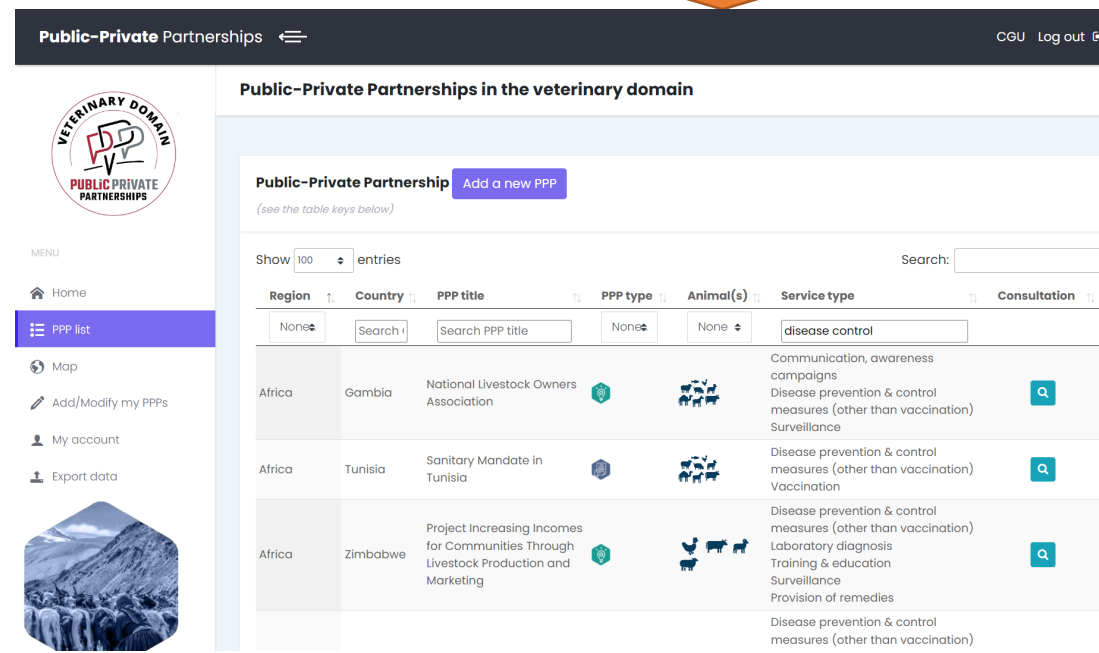
Step 1: www.woah-ppp-database.com



Step 2:
Access the WOAH PPP Database by entering your email.
If you wish to add/modify your PPP story, please register



Search from the PPP List



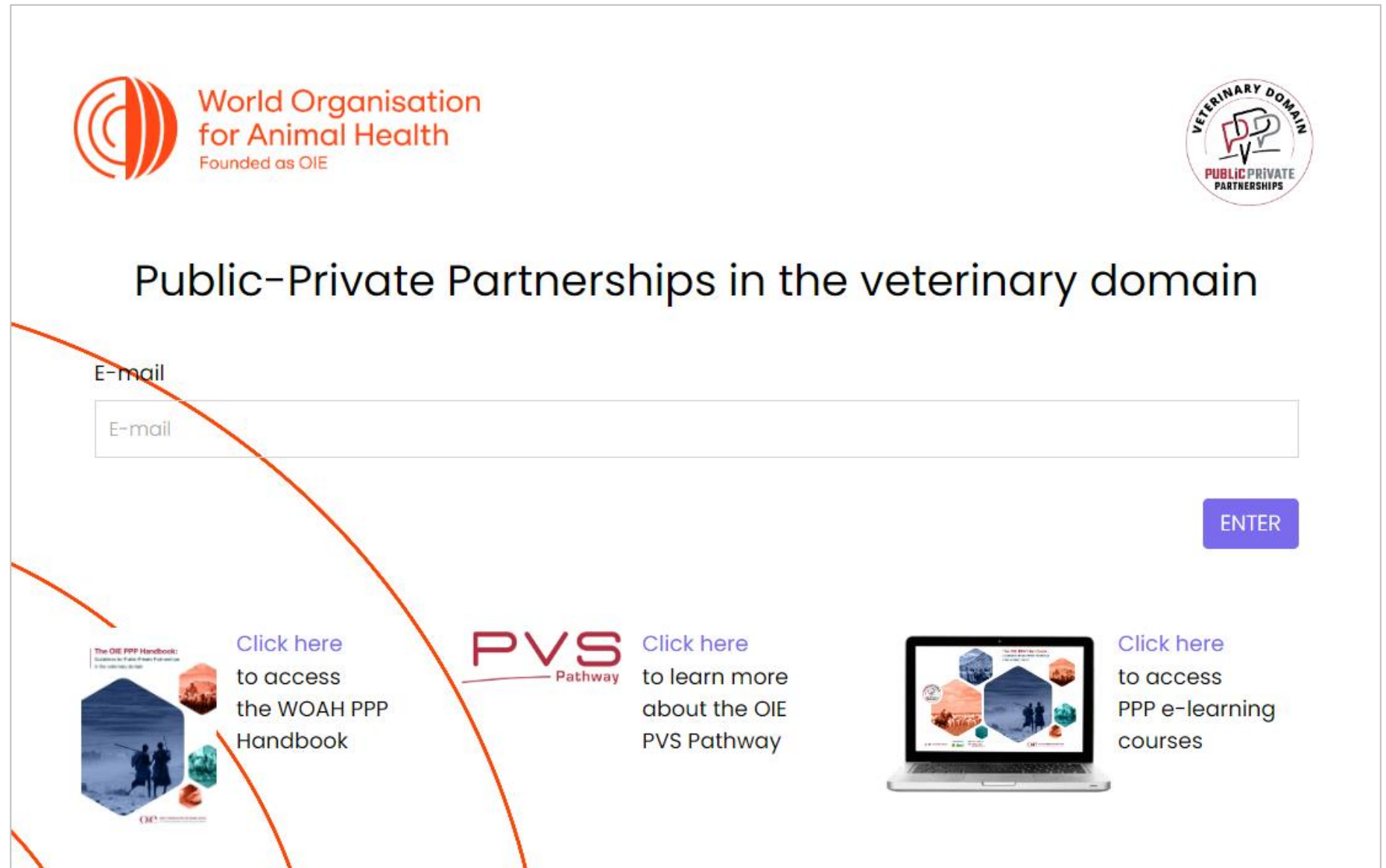


Open-access

WOAH PPP Database

Step 1: Please go to
www.woah-ppp-database.com

You can explore by
entering your email.



The screenshot shows the homepage of the WOAH PPP Database. At the top left is the WOAH logo with the text "World Organisation for Animal Health" and "Founded as OIE". At the top right is a circular logo for "VETERINARY DOMAIN PUBLIC PRIVATE PARTNERSHIPS". The main heading is "Public-Private Partnerships in the veterinary domain". Below this is an "E-mail" input field with a placeholder "E-mail" and a blue "ENTER" button. At the bottom, there are three links: "Click here to access the WOAH PPP Handbook" (with a book icon), "Click here to learn more about the OIE PVS Pathway" (with the "PVS Pathway" logo), and "Click here to access PPP e-learning courses" (with a laptop icon showing a course interface).

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VETERINARY DOMAIN
PUBLIC PRIVATE
PARTNERSHIPS

Public-Private Partnerships in the veterinary domain

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E-mail

ENTER

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to access
the WOAH PPP
Handbook

PVS
Pathway

Click here
to learn more
about the OIE
PVS Pathway

Click here
to access
PPP e-learning
courses


Step 2:

Access the WOAHP PPP Database by entering your email, even if you don't have registered.

If you wish to add/modify your PPP story, please register first.


Public-Private Partnerships

CGU Log out



MENU

- Home
- PPP list
- Map
- Add/Modify my PPPs
- My account
- Export data




Public-Private Partnerships in the veterinary domain

About this PPP database

This collaborative database presents examples of Public-Private Partnerships (PPPs) in the veterinary domain which have been kindly shared with OIE by those who developed these partnerships. The aim is to provide information and opportunities to cross-pollinate successful experiences around the world.

Mapping of PPPs




Map data © OpenStreetMap contributors, Imagery © Mapbox

About PPP

PPP is a joint approach in which the public and private sectors agree responsibilities and share resources and risks to achieve common objectives that deliver benefits in a sustainable manner.


TRANSACTIONAL PPPs



0:00 / 3:40

Click to see video

COLLABORATIVE PPPs





Step 3

You can search PPPs in the veterinary domain.

You can search by

1. Region
2. Country
3. PPP title
4. PPP Type
5. Animal (s) species
6. Service type
7. Detail of any PPP case updated in the database

Public-Private Partnerships

MENU

Home

PPP list

Map

Add/Modify my PPPs

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Public-Private Partnerships in the veterinary domain

Public-Private Partnership [Add a new PPP](#)

(see the table keys below)

Show entries














Search:

Region	Country	PPP title	PPP type	Animal(s)	Service type	Consultation
<input type="text" value="None"/>	<input type="text" value="Search"/>	<input type="text" value="Search PPP title"/>	<input type="text" value="None"/>	<input type="text" value="None"/>	<input type="text" value="disease control"/>	
Africa	Gambia	National Livestock Owners Association			Communication, awareness campaigns Disease prevention & control measures (other than vaccination) Surveillance	
Africa	Tunisia	Sanitary Mandate in Tunisia			Disease prevention & control measures (other than vaccination) Vaccination	
Africa	Zimbabwe	Project Increasing Incomes for Communities Through Livestock Production and Marketing			Disease prevention & control measures (other than vaccination) Laboratory diagnosis Training & education Surveillance Provision of remedies	
					Disease prevention & control measures (other than vaccination)	



10 entries

Search:

Region	Country	PPP title	PPP type	Animal(s)	Service type	Consultat
None	<input type="text" value="Search"/>	<input type="text" value="Search PPP title"/>	None	None	<input type="text" value="Search Service type"/>	
Middle East	Saudi Arabia	Vaccination against FMD in small farms near the big farms		  	Communication, awareness campaigns Vaccination	
Middle East	Kuwait	Notifiable diseases control Kuwait		     	Disease prevention & control measures (other than vaccination) Surveillance Monitoring, Field activities	
					Animal production food safety and inspection Animal Welfare Clinical services Communication, awareness campaigns Disease prevention & control measures (other	

Middle East	Iraq	National Program for Rehabilitation of the Poultry Sector		all the value chain of poultry products	control measures (other than vaccination) Emergency preparedness & response Laboratory diagnosis On-farm biosecurity Production/control of veterinary products (including AMR control) Surveillance Training & education Vaccination
Middle East	Cyprus	Vaccination against BTV-8			Vaccination Vaccine purchase and storage, vaccinations registration
Middle East	Afghanistan	Engaging Veterinary Paraprofessionals for the National control of animal diseases in Afghanistan			Training & education Monitoring, Implementation Disease prevention & control measures (other



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[Home](#) » [Articles](#) » **The vaccine shot that protected livestock in Morocco**

Article

The vaccine shot that protected livestock in Morocco





Developing partnerships and trust

1. A vaccination campaign against PPR costs Morocco an average 12 million dollars, with 75% of the budget allocated to veterinary workforce and the remaining 25% to vaccine doses, which are locally produced.
2. Since the 1980s, Morocco has invested in developing its private veterinary sector, encouraging veterinaries to establish practices in rural areas.
3. Their presence not only ensures regular support to farmers but also provides an **effective network of professionals** on which animal health authorities can promptly when vaccination campaigns need to be deployed.
4. The Veterinary Services have cooperated with Moroccan pharmaceutical companies from the beginning to produce a vaccine against PPR. As of today, two companies are producing effective PPR vaccines in Morocco. This enables the country to access reliable, field-tested vaccines at competitive prices, while minimising the risk of supply shortages during large-scale vaccination campaigns.



Vaccination against FMD in small farms near the big farms

15



Alkharj Province in Riyadh Region is the capital of milk production in Saudi Arabia because it contains the big milk production farms like Almarai and Alsafi, near these farms there are a lot of small farms for milk and meat production and they are sometimes the source of infection to those big farms, so those big farms of big companies presented by Saudi milk producers association agreed with participation of Ministry of Environment, Water and Agriculture to provide Foot and Mouth Disease Vaccine to vaccinate animals in those small farms.



Open Access

Interactive

Collaborative

100+ PPP Stories



Open-access
Collaborative



Animal Disease control
and eradication
31 countries



Livestock productivity
27 countries



Improve competencies of
veterinary professionals and
paraprofessionals
21 countries



Improved livelihood
and employment
51 countries



Improve the quality of
veterinary services
42 countries



Improve food safety
and security
17 countries



AMR Control
10 countries



Improve Market
Access
10 countries

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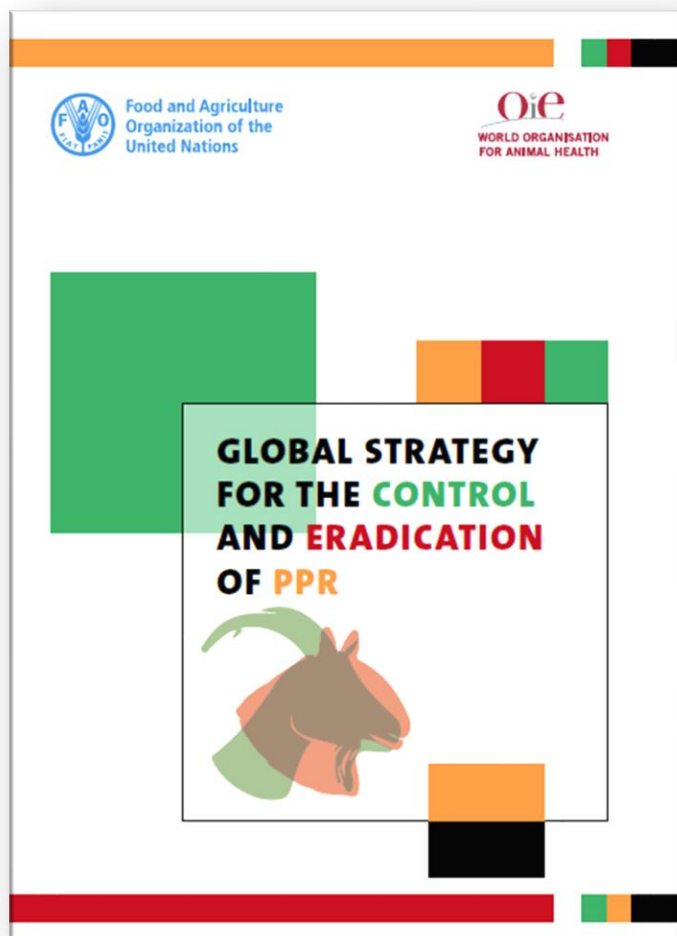


What are the probable areas for PPP intervention in PPR Global Control and Eradication Strategy?





WOAH/FAO Global Strategy for the control and eradication of PPR (GCES) highlights PPPs in SWOT¹⁸ analysis



Component 1 – PPR control and eradication

Weakness: Vaccine delivery hampered by insufficiently developed private-public partnerships (PPP)

Component 2 – Strengthening Veterinary Services (VS)

Opportunity: Possibilities to develop PPPs by using para-professionals and community animal health workers (CAHWs) in some specific contexts under veterinary supervision

Component 3 – Prevention and control of other major diseases of small ruminants

Weakness: Some already mentioned for PPR and VS, e.g. VS to be improved, lack of appropriate delivery systems and PPP, other priorities than animal health and veterinary public health (VPH), weak roles of some stakeholders (producers and consumers, private veterinarians, etc.)

Opportunity: Some already mentioned for PPR and VS, e.g. growing global demand for animal protein, livestock development potential, possible access to higher value markets, donor interest in animal production and improved control of animal diseases, PPP for improvement of the efficacy of animal health systems, etc.



How can PPP strengthen the capacity of veterinary services

1. PPR diagnosis system
2. PPR Surveillance system
3. PPR Prevention and control system
4. Legal framework for PPR prevention and control
5. Stakeholders' involvement

1. Can PPP ensure **timely availability** of PPR vaccine, diagnostics and other veterinary inputs by creating robust supply chain of retailers, distributors and manufacturers?
2. Can PPP assist **training** of veterinary professionals, para-professional and community animal health workers for efficient veterinary service delivery?
3. Can PPP improve **awareness** among small ruminant farming communities/ pastoralists for effective adoption of animal health and welfare practices?
4. Can PPP improve the **surveillance, control/ eradication** of PPR in the **targeted PPR episystems** through the **strengthening of public-private platforms along with community**?
5. Can PPP **empower livestock entrepreneurs** to produce and market quality livestock products for the domestic and export?

Diversity of Private Partners



Veterinary
Education and
training
institutes



Policy Makers,
Animal Health
services providers
Veterinary
Professional,
Paraprofessional,
community animal
health workers



Farmers, Communities
producer association,
livestock entrepreneurs
and industries, civil
society



Livestock Traders,
slaughterhouses,
Processors for Value
added livestock
products



Manufacturers,
Importers and
Distributors of
veterinary inputs,
livestock and
livestock products,
exporter of value-
added livestock
products



Research on area
specific veterinary
inputs,
socioeconomic
research for
sustainable
livestock
production , Donor/
international
development

Potential value addition by PPPs

1. Development of the **private veterinary sector**
2. **Training and education** to veterinary professionals, paraprofessionals and community animal Health workers and their efficient **regulation**

3. **Infrastructure** development e.g. diagnostic laboratories, slaughter-houses
4. Technology adoption and good health practices by **Awareness** creation through community, producers' association (health certification) and Livestock entrepreneurs/progressive farmers

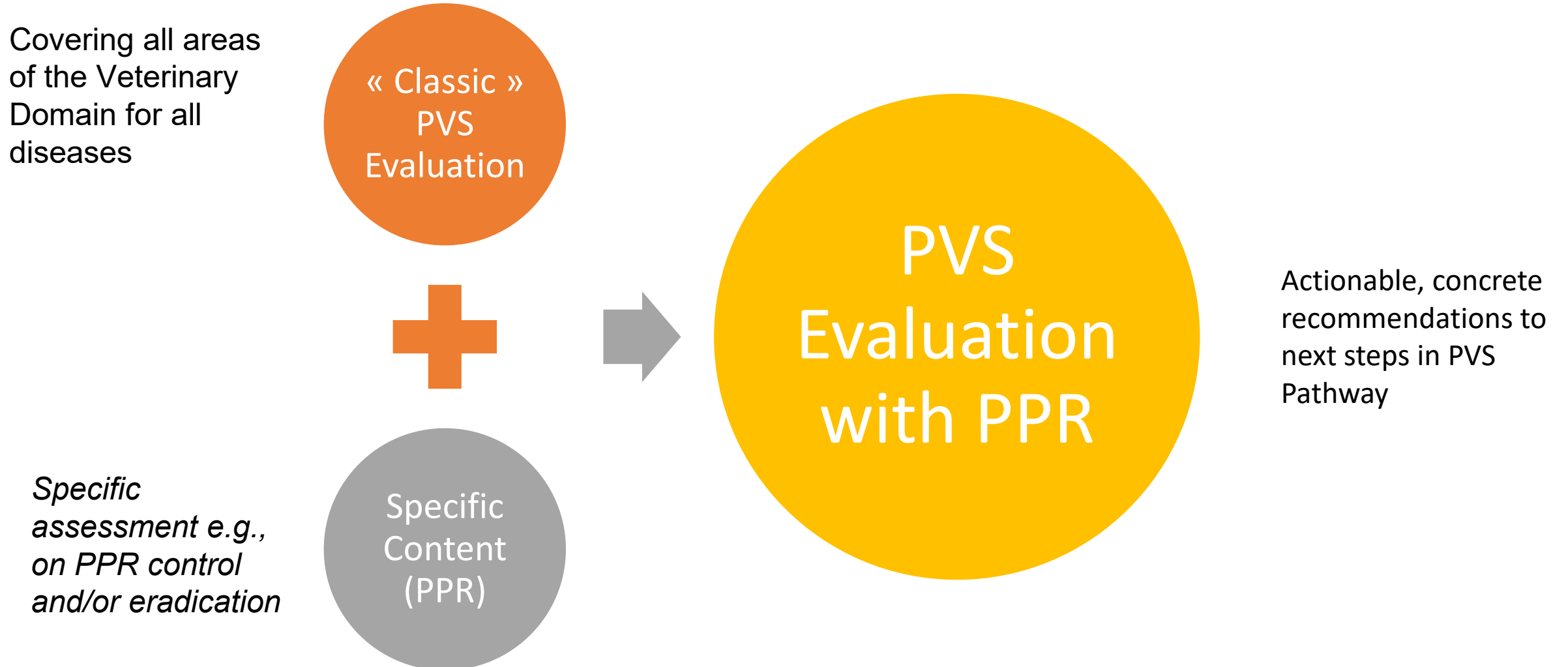
5. **Mass access** of good quality and cost-efficient veterinary **inputs** (medicines, vaccines, biosecurity products etc)
6. **Access to markets** for live sheep and goats and products from sheep and goats through **sanitized trade**



Meaningful partnerships among relevant stakeholders in the small-ruminant value chain



Objective: To help countries improve their prevention and control programmes via a ***systems approach***, building capacity in the ***transversal areas with significant coordination and specific targets***



PVS-PPR mission tools



Guiding Principles of an OIE PVS Evaluation mission (with PPR Global Eradication Programme Supplement)

Developed by the PVS/PPR Specific Content Methods Task Group comprising: J Stratton, D Sherman, N LeBoucq, G Ferrari, J Soula, B Diop, and L Cameroun/C Loi (Secretariat), reviewed by S. Münstermann incorporating the experience of eight PVS/PPR specific content pilot missions undertaken during the period March 2017 to October 2019.

General

- An OIE PVS Evaluation (with PPR Global Eradication Programme Supplement) (PPR-GEP) mission is an OIE PVS Evaluation (or Follow Up) mission that includes specific content or a dedicated focus on national VS capacity and eradication.
- The OIE PVS Evaluation (or Follow Up) mission (PPR-GEP) is reported on as a mission covering the entire veterinary domain in issues and diseases.
- The PPR specific aspect is not the main focus of the mission, rather, it is an add-on to the generic mission and report, which must be completed in full.

The OIE PVS Team and the PPR Specialist Role

- OIE PVS Evaluation (PPR-GEP) missions will generally require the addition of a PPR Specialist to the standard mission team. The duration of the mission will be the same as for a normal PVS Evaluation or Evaluation Follow Up mission. The length of the mission for previous PVS Evaluations can be referred to as a guide.
- Where a country accepts to host an OIE PVS Evaluation (PPR-GEP) as designated by the OIE, will be responsible for leading and coordinating the mission preparations, conduct and report. To better ensure a generic whole-of-system PVS mission, this PPR specialist will not also be responsible for the PPR specific content.
- The PPR Specialist will be supported by a "PPR secondary" (Team I member) nominated by the PVS Team Leader in consultation with the PPR Specialist.
- The involvement of the PPR Specialist and Secondary in the mission, including assigning drafting of CCs, is still required, but should be carefully tailored to the given workloads, noting the PPR Specialist has primary responsibility for the PPR specific content. Experience has shown that the PPR Specialist can usefully contribute to Component II relevant to disease management such as surveillance and control, and focus on these elements of VS capacity.
- Other members of the PVS team, including the Team Leader, will participate on the mission as per a normal PVS Evaluation mission, unless their specific expertise relevant to PPR are sought by the PPR specialist (e.g. PPR specific site visit the PPR specialist is unable to attend, or provision of comments on the annex). General contributions on the PPR element should generally be limited to the PPR specific content.

APPENDIX [X]

Specific Content on Peste des Petits Ruminants (PPR) in relation to the PPR Global Eradication Programme¹

Executive Summary

Introduction

The OIE has decided to offer PVS Evaluation or PVS Follow-Up Evaluation missions with specific content to its Member Countries, with the initial priority topic selected as PPR. This concept has received positive feedback from OIE Member Countries and key partners including at the OIE PVS Pathway Think Tank Forum of April 2017, and via many consultations since, including at the OIE General Sessions of 2017 and 2018, and at OIE Regional Commission Conferences around the world over this period.

This new approach aims at further enhancing the profile and impact of the PVS Pathway, as well as helping countries better manage their PPR control/eradication programmes via a systems approach. It also brings full consistency among OIE global high-level strategic priorities, including the declaration of PPR global eradication by 2030 supported by the adoption of the FAO-OIE Global Strategy for the Control and Eradication of PPR (GCES) in April 2015. The need to reinforce national Veterinary Services, in line with OIE standards on the quality of Veterinary Services, is an indispensable condition to the efficient and sustainable control of PPR and other small ruminant diseases, and this is well reflected in the GCES and the PPR Global Eradication Programme (PPR GEP), which serves as the first five-year implementation plan of the 15-year GCES.

The PVS/PPR specific content is based on 32 of the 45 Critical Competences in the PVS 7th edition which have been identified as particularly relevant to PPR control and eradication efforts (PPR-related CCs). These 32 PPR-related CCs are linked to different Stages of the GCES as shown in the table below. They also form part of the revised PMAT tool (PMAT 2). It is recommended to carry out a PMAT exercise during the PVS - PPR evaluation to complement and strengthen the evaluation.

CC relevant in PPR Stage 1 - Assessment (11)	CC relevant in PPR Stage 2 - Control (15)	CC relevant in PPR Stage 3 - Eradication (2)	CC relevant in PPR Stage 4 - Post-Eradication (4)
I.2.A; I.3; II.1.A; II.1.B; II.2; II.4.B; III.2; III.3; III.4; III.5.*; IV.1.A***,	I.1.A; I.1.B; I.2.B; I.5**; I.6.A; I.6.B; I.7; I.8; II.4.A; II.6; II.7.B; III.1; III.6; IV.1.B***; IV.6	II.1.C; II.12.A	I.9; II.3; II.5; IV.5

Following feedback from OIE members, partners and experts, the full integrity of the PVS Evaluation or Evaluation Follow-Up mission and report, as reflecting the full range of system approach, remains the priority.

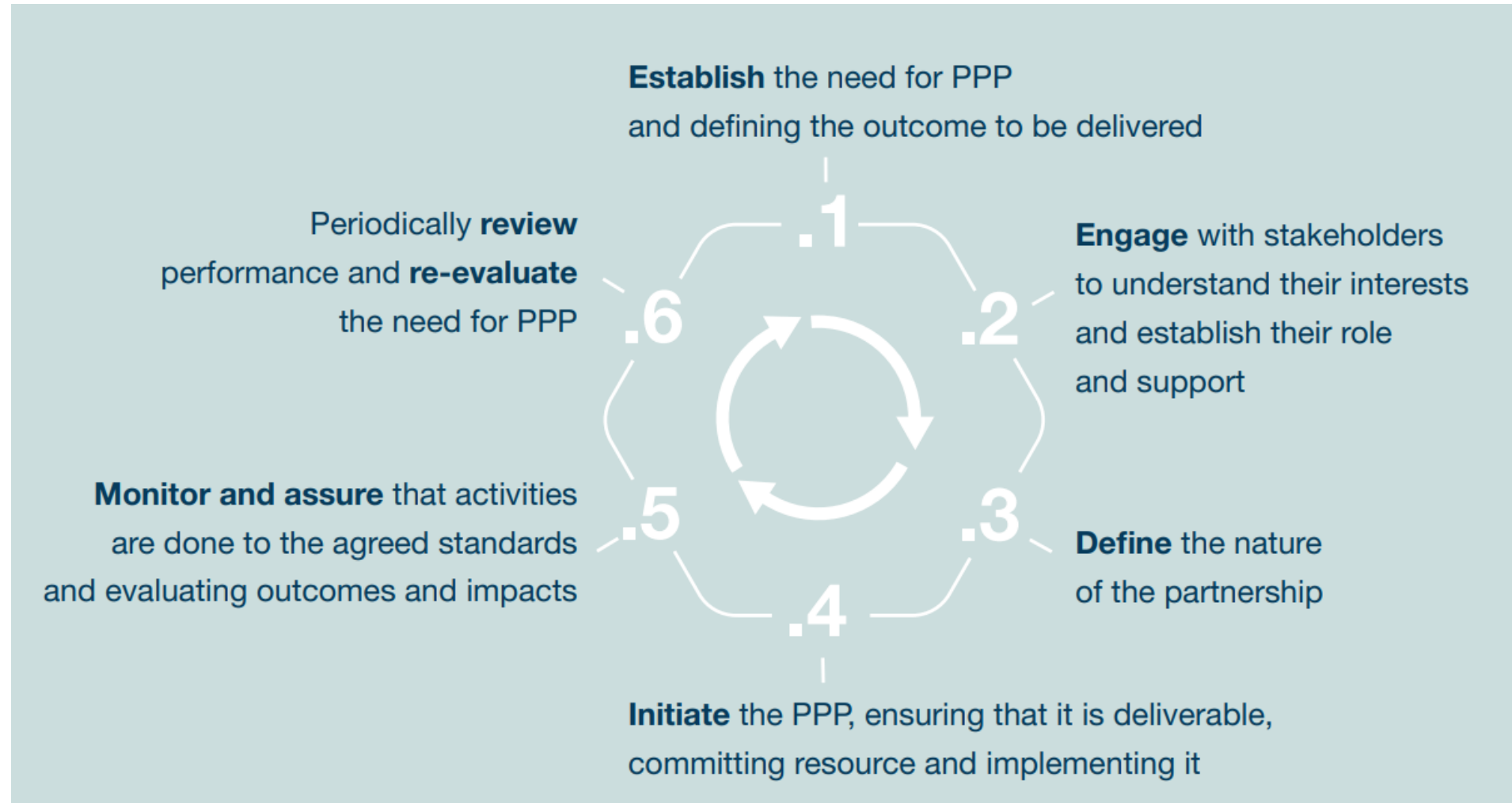


Based on
recommendations of
PVS Evaluation with
specific focus on PPR
and Members' Need

PVS Targeted Support

1. Public-Private Partnerships
2. Workforce development
3. Veterinary Legislation Support Programme
4. Sustainable Laboratories Mission
5. Veterinary Laboratory & Vet Education Twinning Programmes

Key steps for successful PPP



Thank You

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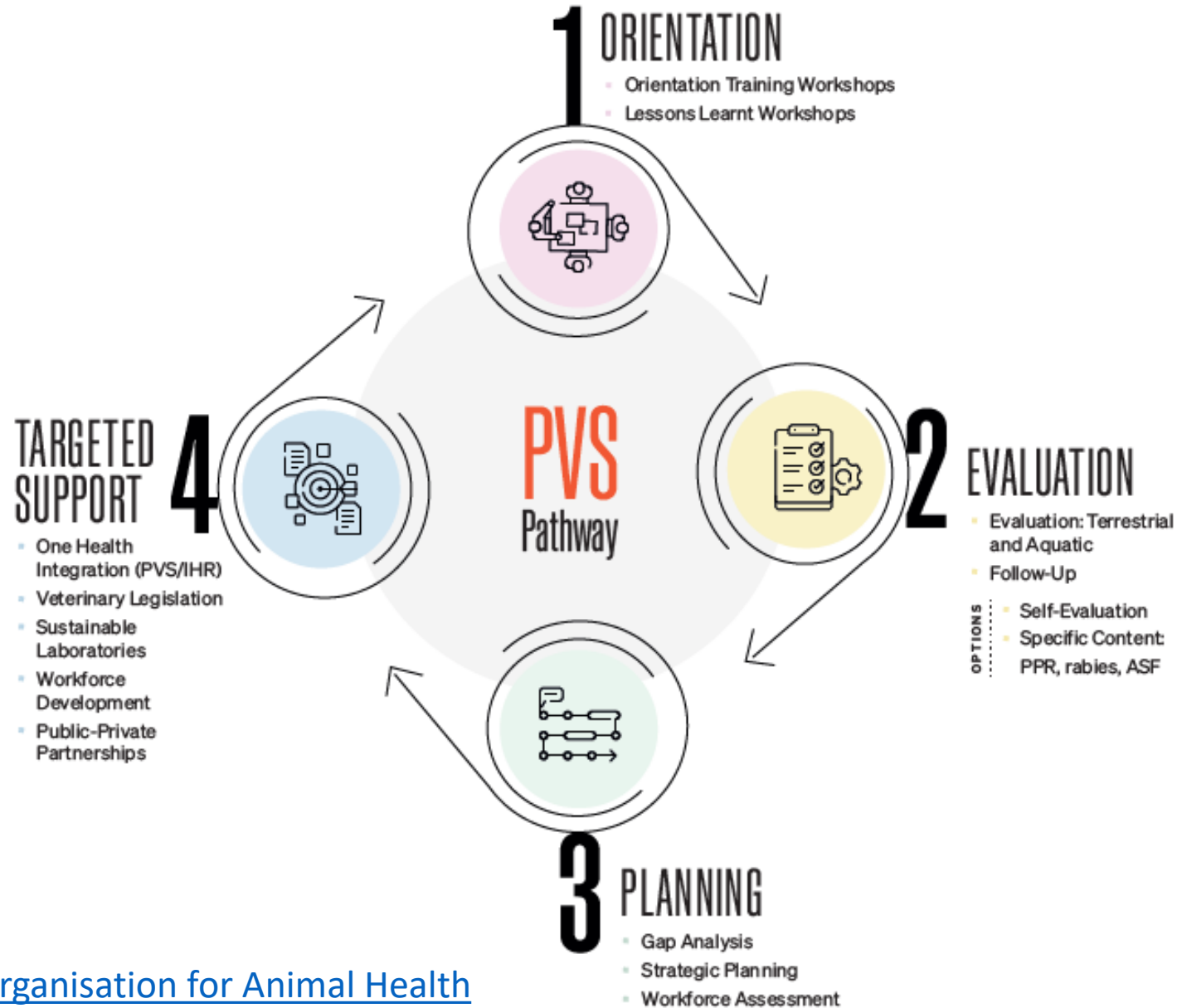
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Performance of Veterinary Services Pathway (PVS)

PPP integrated in
the PVS Pathway



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[PVS Pathway - WOA - World Organisation for Animal Health](https://www.woah.org/)

Types of Public- Private Partnership



TRANSACTIONAL PPP

Definition Government procurement of specific animal health/sanitary services from private veterinary service providers	Private stakeholders Private veterinarians, Veterinary paraprofessionals, community-based animal health workers	Main initiative sector Public
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COLLABORATIVE PPP

Definition Joint commitment between the public sector and end-beneficiaries to deliver mutually agreed policies/ outcomes	Private stakeholders End-beneficiaries, often producer organizations	Main initiative sector Public Private
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TRANSFORMATIVE PPP

Definition Establishment of sustainable capability to deliver otherwise unattainable major programmes	Private stakeholders National and multinational private sector companies (e.g. pharmaceutical or food industry, etc)	Main initiative sector Private
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Source: The WOAHPPP Handbook: Guidelines for Public-Private Partnerships in the veterinary domain

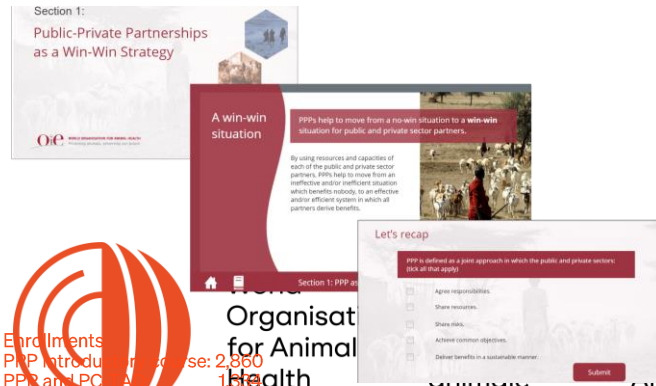
Building partnership capacities

PPP Handbook



<http://www.oie.int/publicprivatepartnerships/OIEPPPHandbook>

E-Learning Courses



Enrollments
PPP Introduction course: 2,860
PPP and LPOC: 1,118

<https://elearning-ppp.oie.int>

Publications



•<https://doi.org/10.1371/journal.pone.0224079>
•<https://doi.org/10.1371/journal.pone.0252103>

Regional Workshops in Africa, Asia, Middle East



Kathmandu,
Bangkok, Addis
Ababa, Tunisia

200+ Participants

35 Countries



How is WOAAH building partnership capacities?

