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The pharmaceutical sector is committed to doing all it can to stamp out the issue of fake medicines and medical equipment. While the issue is an ongoing one (and has been so for many years), it has been brought to prominence once again due to many instances of fake Covid vaccines being distributed across the world.

□ *Article by Alf Goebel, CEO of advanco*



One important way that the pharma sector can work together to minimise the effect of the fraudsters plying their dangerous trade is for every business to treat ESG as a cornerstone of their operations. Support of global ESG initiatives is an important way of stamping out the issue of fake drugs, whether these are fake Covid vaccines, or any other type of drug or piece of equipment.

One critically important piece of legislation is the 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, which provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



Conclusion:

Advanco strongly believes that all firms should be familiar with its contents and should be doing all they can to adhere to them for any future collective battle against a global pandemic.

Indeed, we have already ensured that our solutions are playing a vital part in helping companies to meet the challenges of the Charter. For example, our track and trace systems help companies meet Sustainable Development Goal (SDG) 3: Good Health and Wellbeing, by allowing access to genuine, safe, quality, and affordable medicines and vaccines for all.



Furthermore, we believe that in the future, our products will enable companies to meet other Sustainable Development Goals (SDGs), such as SDG 2: Zero Hunger and SDG 12: Responsible Consumption and Production.

However, the current issue that pharmaceutical ESG should be focusing on is how to prevent fake drugs and ensure that only genuine medicine is being delivered across the globe, whether this is genuine Covid vaccines, or other necessary medicines. We have a duty to adhere to important pieces of legislation that are designed to enhance life and prosperity for all, and as a pharma sector, we have the obligation to work together to achieve this.

resistance to those who think it is acceptable to risk lives – and livelihoods – by peddling fake medicine.

