



# CAREER EVENT AT MAASTRICHT UNIVERSITY

## *Working as a Public Health Consultant in Development Cooperation*

*Lina Brandt and Elisabeth Rechberg*

GFA CONSULTING GROUP GMBH

## STRUCTURE OF TODAY'S WORKSHOP

1. Welcome to the workshop
2. Presentation about GFA – who we are and what we do
3. Presentation on the work of a consultant
4. Case study and group work
5. Workshop evaluation and closure

▶ WHO WE ARE – GFA HEADQUARTERS

BASED IN HAMBURG, GFA CONSULTING GROUP IS ONE OF THE LEADING EUROPEAN CONSULTING FIRMS ACTIVE IN THE INTERNATIONAL COOPERATION SECTOR



► BUSINESS AREAS (% TURNOVER GFA CONSULTING GROUP, 2020)



EDUCATION, SKILLS  
& EMPLOYMENT

12%



ENERGY &  
CLIMATE CHANGE

9%



PRIVATE SECTOR  
DEVELOPMENT

16%



HEALTH

8%



GOVERNANCE & PUBLIC  
SECTOR MANAGEMENT

14%



WATER, SANITATION &  
WASTE MANAGEMENT

4%



PUBLIC  
FINANCE MANAGEMENT

10%



FINANCIAL  
SYSTEMS DEVELOPMENT

4%



AGRICULTURE &  
RURAL DEVELOPMENT

10%



SPECIAL ISSUES

4%



NATURAL RESOURCES  
MANAGEMENT & ENVIRONMENT

9%

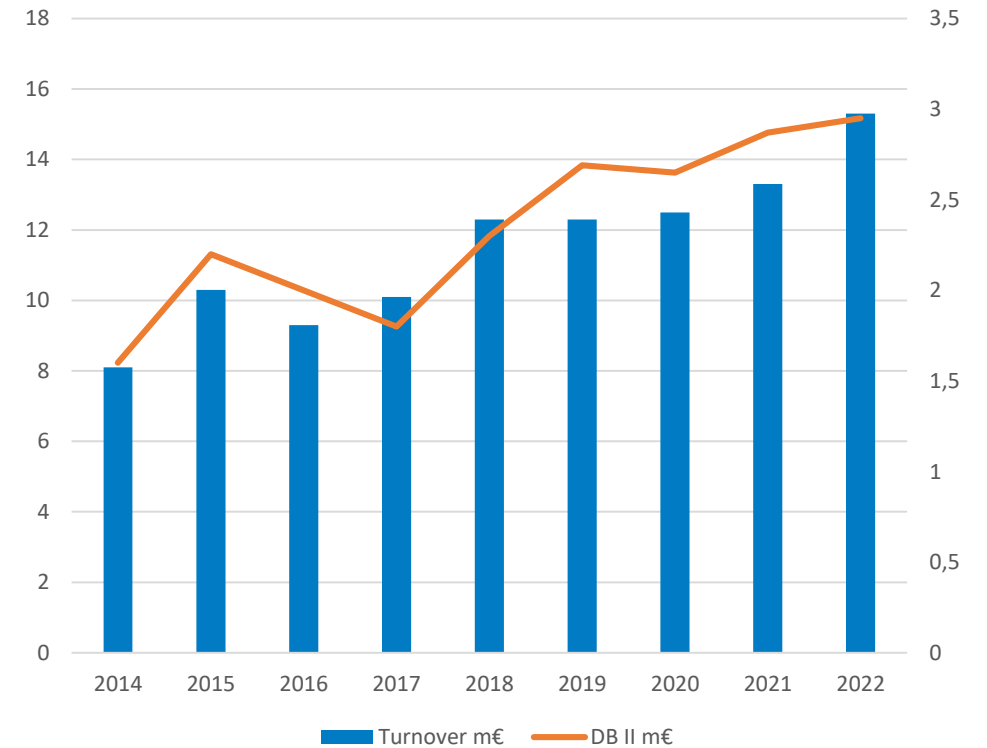
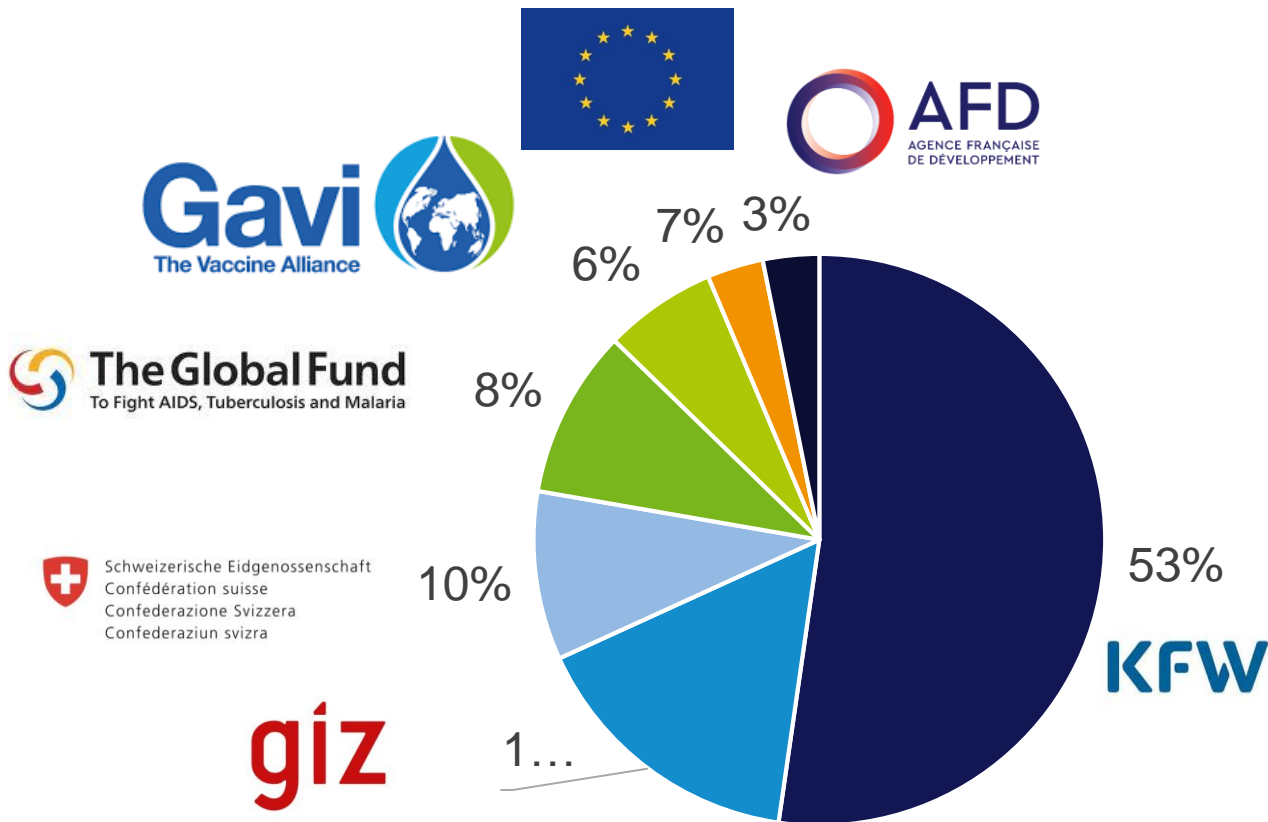
# ▶ KEY FACTS ABOUT THE HEALTH DEPARTMENT



▶ **GFA Health Department:** founded in **1997**

▶ **Main clients:** KfW, GIZ, SDC, GF, Gavi, EU, AFD

▶ **Turnover:** in 2022 estimated at > 15 Mio.

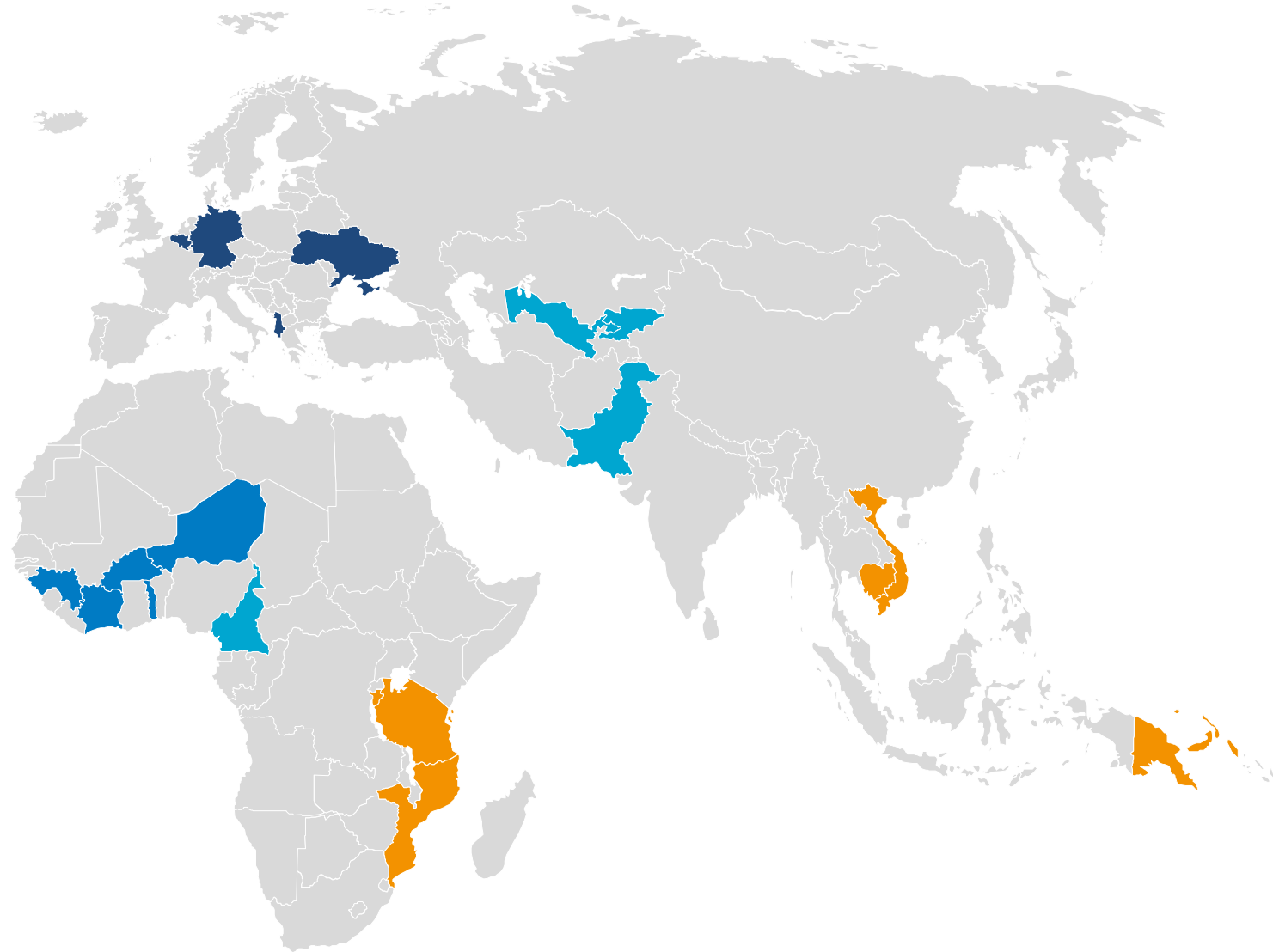




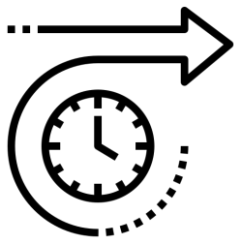
- Health systems strengthening
- Health financing and health insurance
- Communicable and non-communicable disease control
- Health services management and delivery
- Health promotion
- Nutrition security
- Procurement and maintenance
- Digital health



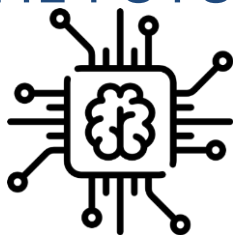
# COUNTRIES IN WHICH THE HEALTH DEPARTMENT CURRENTLY HAS PROJECTS



# WITH THE HEALTH DEPARTMENT INTO THE FUTURE



▶ exploring the **integration of AI** in health systems

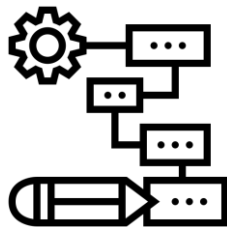


▶ Advising on how to make **digital public goods** sustainable

▶ Piloting the application of **blockchain technology** to improve vaccine supply chains



▶ Designing **modelling and networking** for one health



**KfW**  
Vietnam  
Feasibility Modelling and Networking for One Health  
(12.2020 – 05.2022) 200.000€

**giz**  
Germany  
Sector Initiative Global Health -  
Consultancy Services in Digital Health  
(11.2021 – 06.2022) 77.370€

**KfW**  
Africa  
Application of Blockchain Technology to  
Support GAVI's Mission  
(07.2020 – 05.2023) 82.400€





# WORK OF A CONSULTANT - THREE AREAS OF WORK

## Acquisition



- Pre-acquisition activities, incl. fact finding missions
- Proposal preparation: building partnerships, designing technical approach, drafting technical proposal, recruiting team of experts, calculating financial proposals

## Project Coordination



- Technical and administrative backstopping (remotely and on-site)
- Report writing, financial monitoring, monitoring & evaluation

## Technical assignments



- Long-term or short-term; home-based or on-site
- Currently in-house personnel at the Health Department is involved in: feasibility studies, impact evaluations, trainings, gender mainstreaming, procurement support

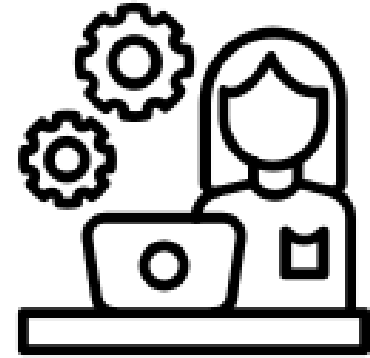
## WORK OF A CONSULTANT – WHAT WE ARE LOOKING FOR

- Strong interest in development cooperation and health system strengthening
- Academic background in public health, medicine, health economics, digital health, nutrition, engineering, etc.
- Language skills: Working proficiency in English and a further foreign language (French, Russian or Portuguese)
- Relevant professional experience
- Soft skills
  - Team working skills
  - Time-management skills
  - Cultural flexibility



## WORK OF A CONSULTANT – OPTIONS FOR GATHERING EXPERIENCE AT GFA

- Junior Professional Programme (1,5 years)
  - Consultant (in Hamburg and overseas)
  - Internship (6 months)
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- Vacancies for JP programme and consultant vacancies are published on our website and on job portals
  - Interns are largely recruited through spontaneous applications



## STAKEHOLDER MAPPING GROUP EXERCISE



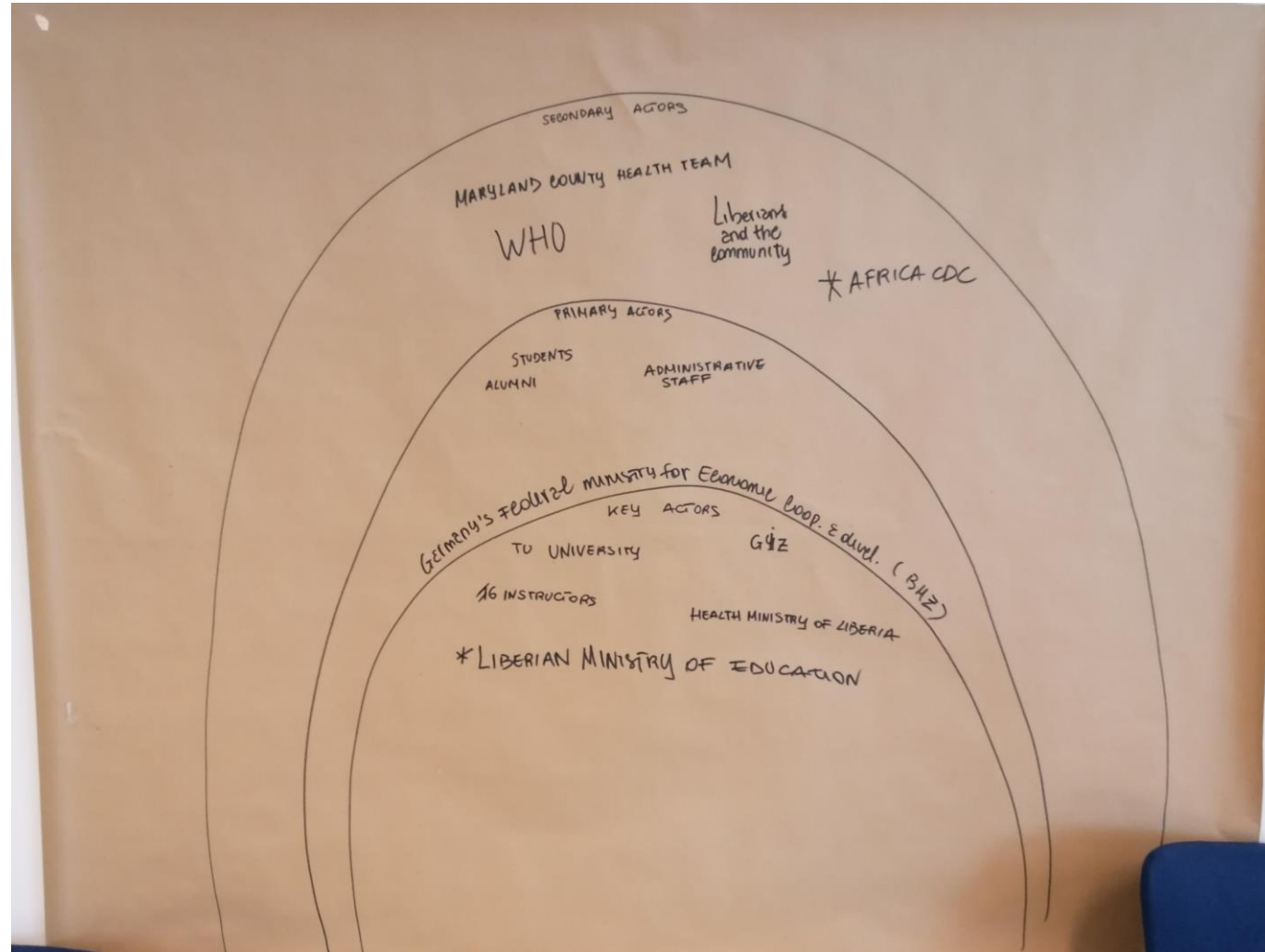
### Tasks:

1. You have the task to do a stakeholder mapping of relevant stakeholders for a new project in Liberia.
2. First, identify all stakeholders.
3. Second, try to classify them as key, primary and secondary stakeholders.
4. Third, map them on the stakeholder map.
5. Forth, try to define the relationship between different stakeholders.

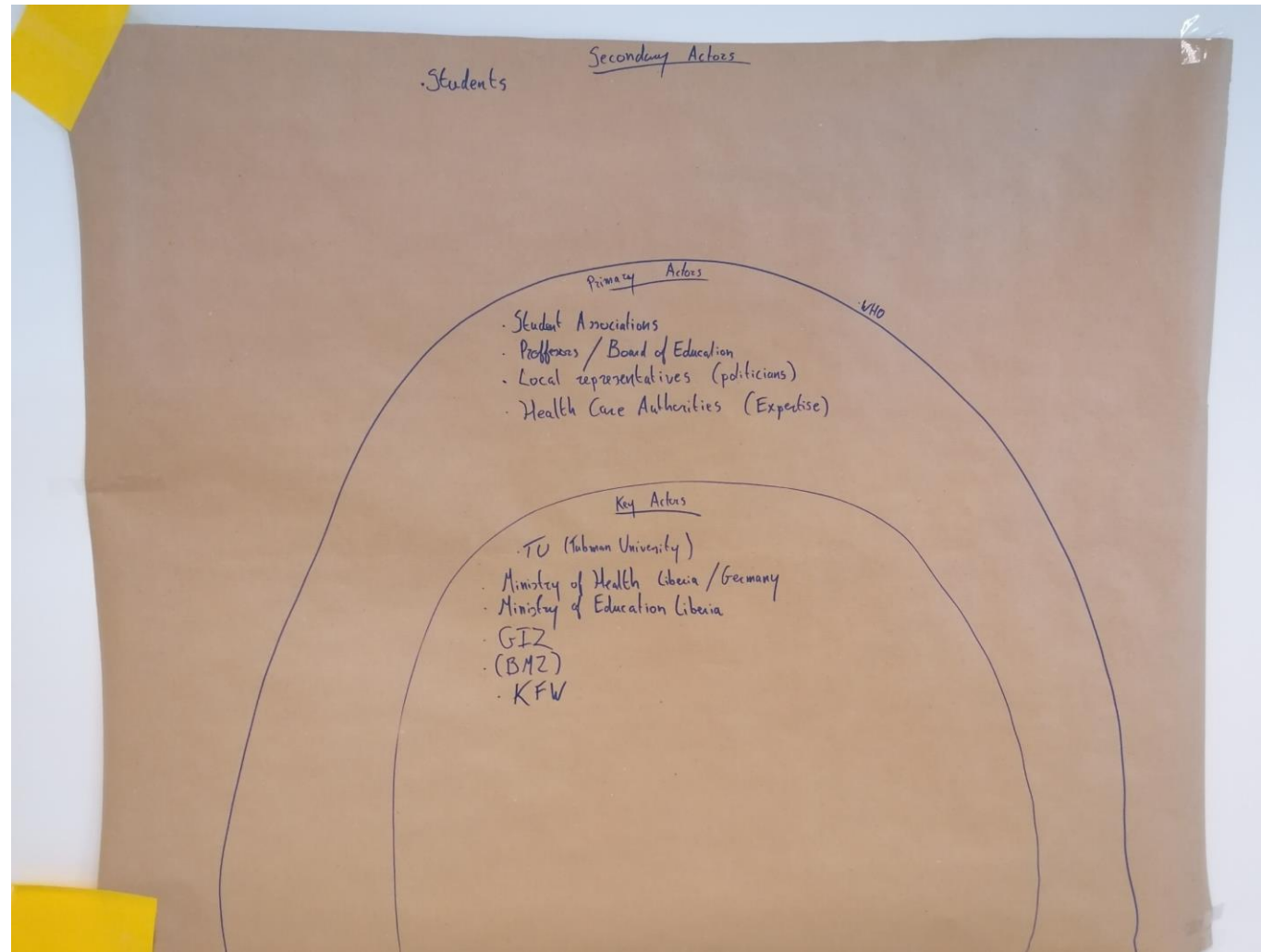
**Groups work results will be shared in plenary**

**Time for group work: 20 minutes**

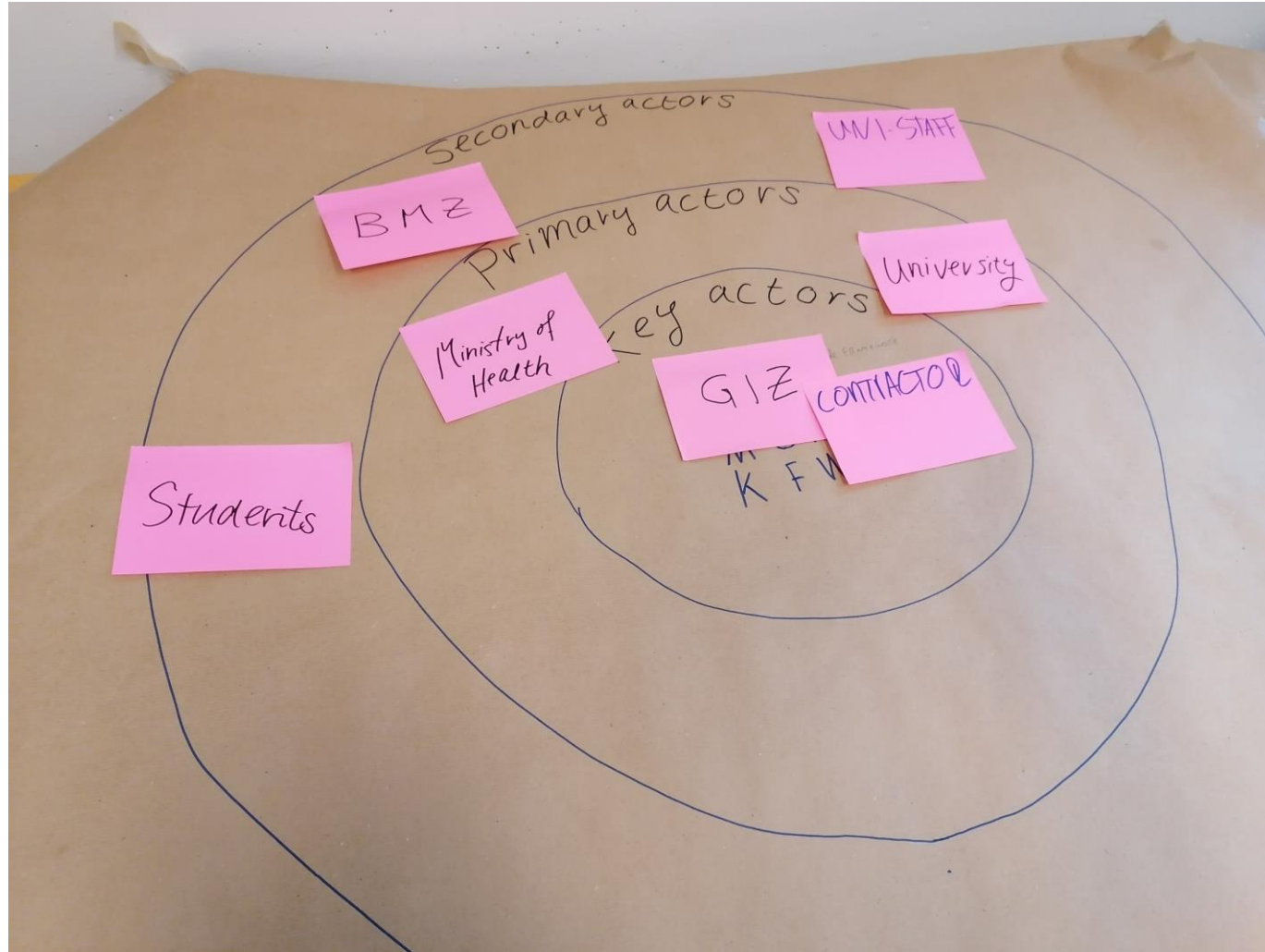
# GROUP WORK RESULTS



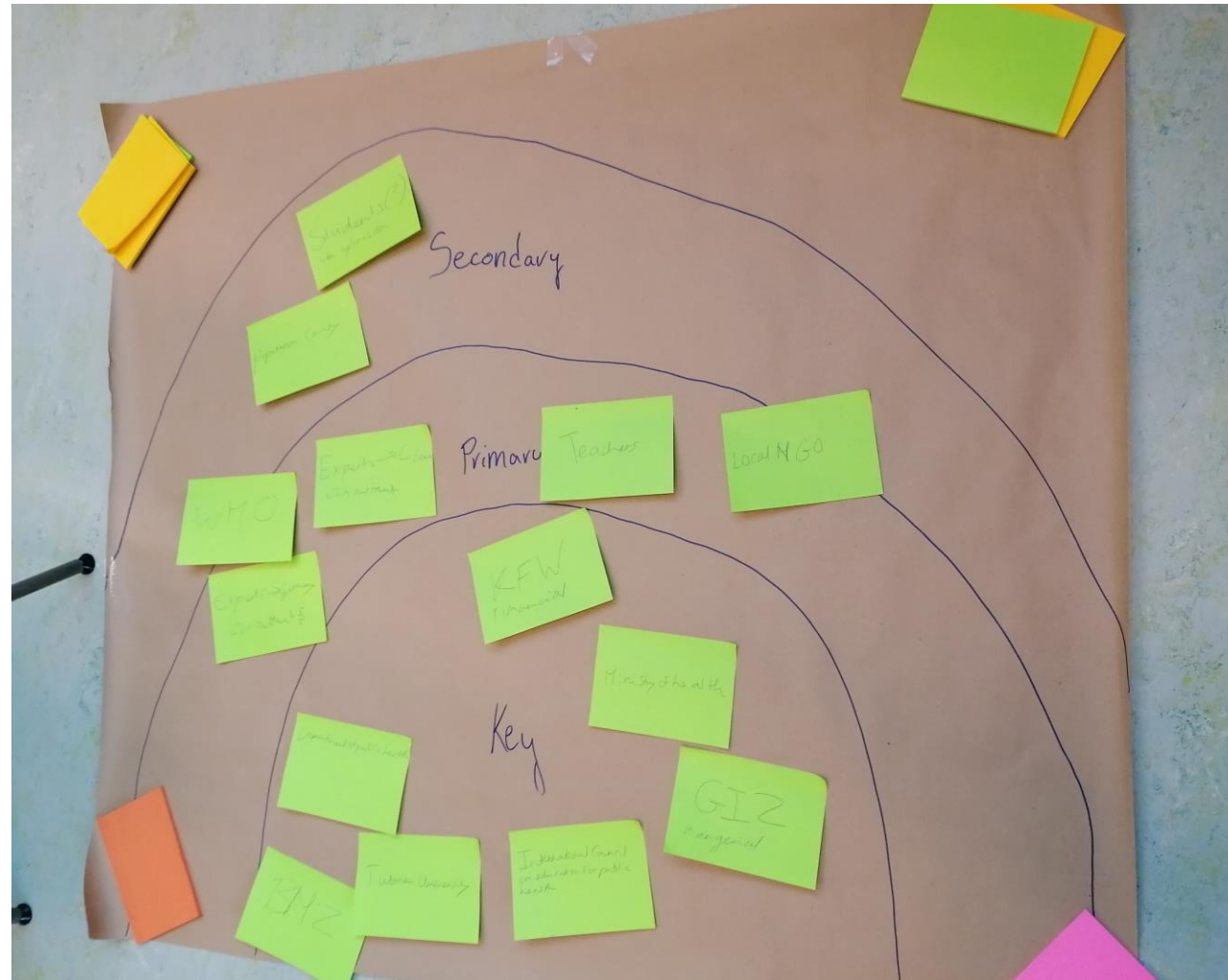
# GROUP WORK RESULTS



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# GROUP WORK RESULTS





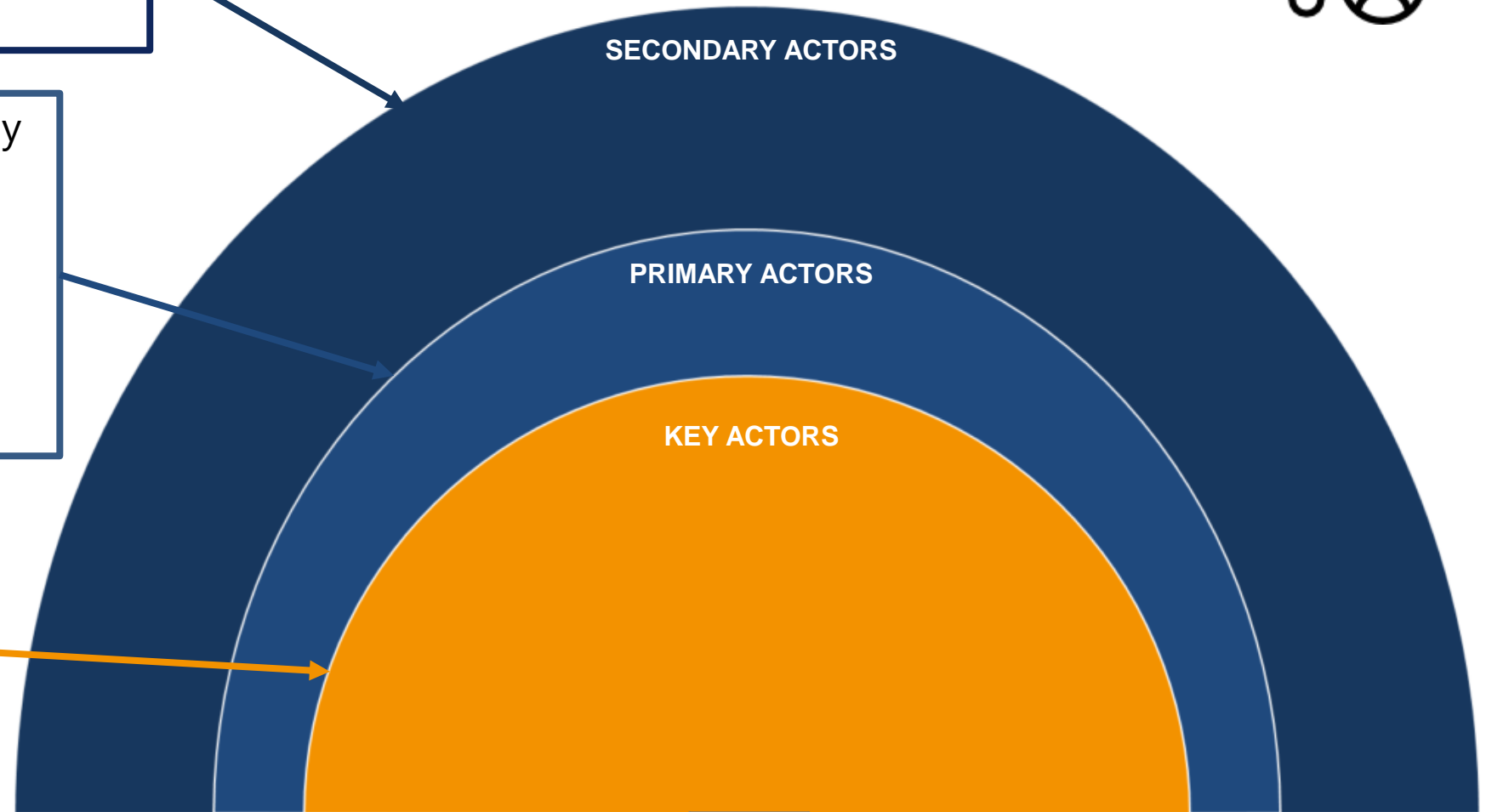
# STAKEHOLDER MAPPING GROUP EXERCISE



**Secondary** actors whose involvement in the project is only indirect or temporary

**Primary actors** are directly affected by the project, either as the designated beneficiaries or because they stand to gain or lose power and privilege as a result of the project

**Key actors** are able to use their skills, knowledge or position of power to significantly influence a project



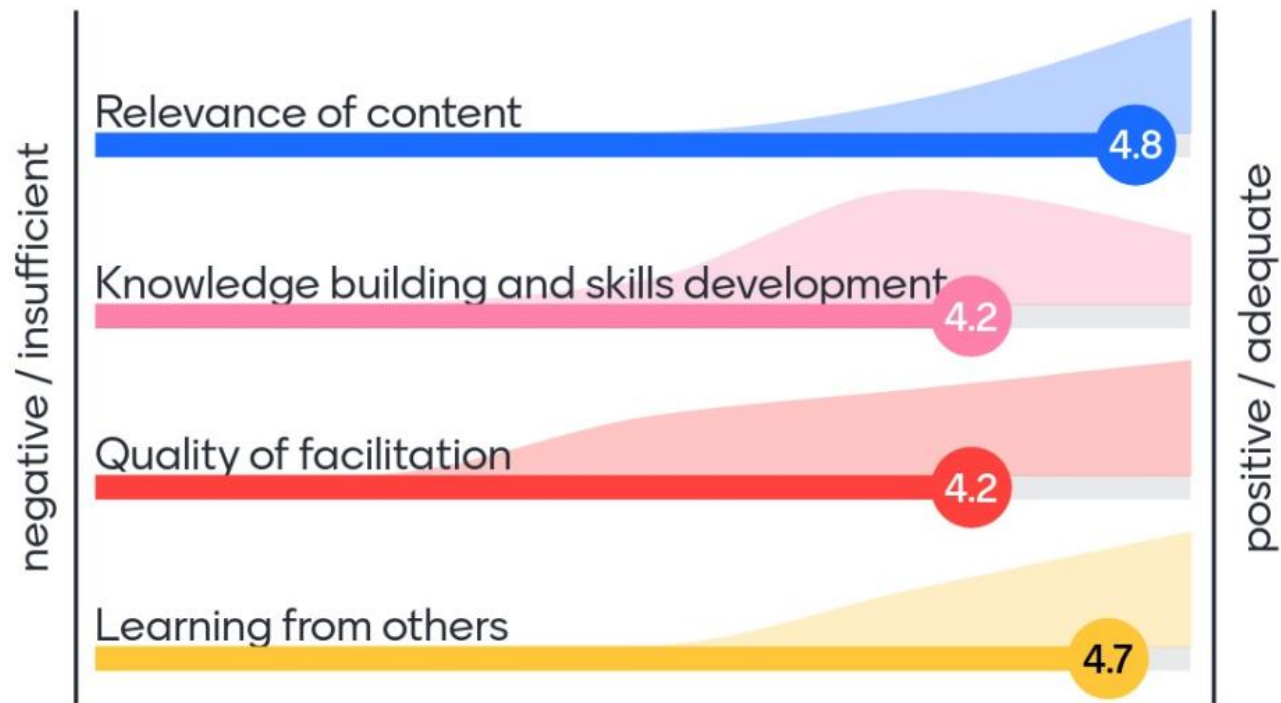
Broad objective: ???



- ▶ Please scan the QR Code or go to [www.menti.com](https://www.menti.com) and type in the code **1474 1376** to access the evaluation question.



# HOW DO YOU RATE THE FOLLOWING ASPECTS OF THE WORKSHOP ON A SCALE FROM 1-5?



# DO YOU HAVE ANY OTHER COMMENT / FEEDBACK TO SHARE WITH US?

The workshop provided a great overview of how consultancy works! Relevance information was provided and questions were answered in a nicely manner, with a lot of information! Thank you for this experience!

Perhaps a more compact case, to base the actor map on, since time is limited.

Great initiative!

The stakeholder mapping was very helpful and fun and we know more about the tasks of consultants now. The beginning slides were a bit less interesting

Nice workshop, which gave a good first impression of the work of a public health consultant. Thank you!

Very nice and informative workshop with a relevant, concise and practical case study

In my opinion it has been a great idea to give us a "real" case to work on, and realize that the learned knowledge is very useful. Thank you for your presentation!



[GFA - We are part of the GFA team - when will you join us? \(gfa-group.de\)](http://gfa-group.de)



▶ LET US CONNECT ON SOCIAL MEDIA



**GFLAGROUP**



**GFA\_CG**



**COMPANY/GFA-CONSULTING-GROUP-GMBH**



**COMPANIES/GFACONSULTINGGROUP**