

Sick of corporate greed

The fight for affordable medicine on your campus



The fight for affordable medicine

In 2015 Martin Shkreli hit headlines after his company gained the rights to a drug widely used by AIDS patients, Daparin and hiked the price up by 5,000% overnight- from \$13.50 per pill to \$750. But this isn't a stand-alone case. The pharmaceutical industry is driven by high profit margins and is the perfect environment for those driven by unrestrained greed to flourish in.

Historically, the impact of expensive medicines and the struggle for affordable and accessible medicines has been linked to the global south. But this isn't the case anymore; this is now a global problem as almost 2 billion people worldwide lack access to essential medicines. Here in the UK, our already underfunded NHS increasingly has to ration or reject drugs because of the spiralling costs.

Why this pack exists and who it's for

When starting a campaign it can be hard to know where to begin. This pack has been put together to guide you in planning and running your campaign. Although the campaign has various aims, some of which may seem quite daunting, if we work together and in solidarity with each other we can win.

Universities are essential drivers in pharmaceutical innovation and so can take steps to help advance global health through research, licensing and education. Universities should be pushing for research into diseases that are neglected by the pharmaceutical industry for not being profitable enough and making sure their life-saving research leads to drugs that are accessible and affordable across the globe.

This pack has been made for university students as they are in a prime position to campaign on campus and affect change through targeting their university. Therefore, all of the campaign aims are designed so that they can be called for and worked upon from campus.

As well as changes on the university level, there are larger societal changes that need to happen but won't be achieved through just campaigning on campus. These larger aims will be a lot harder and take a lot longer to achieve, but they should be aims that we are striving for nonetheless. These include aims such as pushing for more radical systemic change which should be discussed as part of the campaign.

Background: How drug companies make a killing out of public research

Why are medicines so expensive? When a new medication is created it is understood to be 'intellectual property' and so it is then patented for 20 years. Patents provide the owner legal protection to prevent others making, using or selling a new invention for a certain period of time. This creates a legal monopoly as there is no competition. So, patents enable the patent owner (in this case, pharmaceutical corporations) to charge whatever price they want for their invention (in this case medicine).

Companies claim that they charge so much because the cost of researching and developing (R&D) new medicines is so high. It's difficult to assess this claim as there's very little transparency in the pharmaceutical sector around costs. But, we do know that the pharmaceutical industry is one of the most profitable in the world. And 9 out of the 10 top pharmaceutical companies spend more on marketing and sales than on R&D. Public funding is also a large contributor to global research and development. In the UK, the government spent £2.3bn in 2015 on R&D and is the second largest country funder of R&D. So when drug companies take over publicly-funded research and charge extortionate prices to the NHS, taxpayers end up paying twice for medication- once for the research and then when it is sold at high prices to the NHS.

A big problem with patents is that they protect the profit of corporations at the expense of public health. Drug companies are incentivised to produce medicines for people who can afford high prices; this means there is little investment in diseases that affect people in poorer countries.

HIV/AIDS epidemic

The first effective treatment for HIV/AIDS became available in the mid-1990s, but millions could not afford the \$10,000 a year price tag for the drugs, especially in the global south. At the face of this catastrophe and under pressure from groups like Treatment Action Campaign, South Africa's government under Nelson Mandela decided to set aside international patents on HIV medicines and import cheap, generic versions of the drugs. South Africa faced trade sanctions by the US and big drug companies took South Africa to court in 1998 for threat to their profits, but eventually had to drop the case in 2001 because of international outrage.

Even with these developments, the patent system still keeps prices high for new and more advanced treatments. There are still one million people dying from HIV/AIDS each year and an estimated 35 million deaths since the beginning of the epidemic.

In addition to medicine being unaffordable, the profit-driven R&D model has other damaging consequences for global public health:

- There is a severe lack of investment into medicines for diseases that are not profitable. These are often diseases that affect low and middle-income countries, such as tuberculosis (TB), Ebola and malaria. TB killed 1.5 million people in 2014 alone but until the end of 2012, no new drug had come to market for nearly fifty years.
- This system also discourages scientific collaboration and gets in the way of technological progress as scientists work in competition and secrecy. Often researchers can't use patented drugs as a basis to develop other new drugs.
- The obvious aim of medical R&D is to create ground-breaking ways of treating health problems. But medical innovation has stalled in the last decade. Instead of generating new medicines, the pharmaceutical industry is developing 'me-too' drugs – these offer no, or only small, improvements over existing treatments. But they can then be re-patented and therefore continue the monopoly for another 20 years. They also bring substantial profits at a much lower financial risk than developing totally new medicines.

Here at home

The NHS is in crisis. In early 2017 the Red Cross stepped in to address the "humanitarian crisis." Budget cuts combined with an aging population are the main factors responsible. But, in addition to this, drug prices have shot up dramatically over the past decades and are cutting deeply into the budget that's supposed to pay for nurses and hospital beds etc.

The NHS hands over billions of pounds to big pharmaceutical companies on an annual basis. And that amount is going up. The NHS drug bill rose by £3.8 billion in 2016 compared with 2011. That is more than twice the total NHS deficit last year (£1.85 billion).



Campaign aims

Some estimates are that public funds are responsible for as much as two thirds of the research and development of pharmaceuticals. And yet, there is no protection put in place which means that the public, both here and abroad, can have easy and affordable access to the medication.

All of the campaign aims are designed so that they can be called for on campus.

Campus aim: Making universities' health research beneficial to society

Universities are essential drivers in pharmaceutical innovation. The current government sees universities as key to leading the expansion of research and development capacity so that they may "enjoy the commercial fruits of their research". Researching, developing and creating medication should be about saving lives not making profit.

This can be achieved through a manner of different ways

- **Implement Global Access Policies as part of the Global Access Licensing Framework.** Every university-developed technology with potential for further development into becoming a medication or vaccine should be licensed with a concrete and transparent strategy to make affordable versions available on a global basis. Creating such licenses is a complex process. Therefore each license will be unique and slightly different from the next.

All licenses should adhere to the following six principles:

1. Access to medicines and health-related technologies for all is the primary purpose of technology transfer of health-related innovations. This includes protecting access to the final end product needed by patients (e.g. formulated pills or vaccines).
2. Technology transfer should preserve future innovation by ensuring that intellectual property and patents do not act as a barrier to further research.
3. Generic competition is the most efficient method of facilitating affordable access to medicines in resource-limited countries. Legal barriers to generic production of these products for use in resource-limited countries should therefore be removed. In the cases of biologic compounds or other drugs where generic provision is forecast to be technically or economically infeasible, "at-cost" or other provisioning requirements should be used as a supplement to generic provisioning terms but should never replace those terms.
4. Proactive licensing provisions are essential to ensure that follow-on patents and data exclusivity cannot be used to block generic

production. Other barriers may need to be addressed for the licensing of biologics.

5. University technology transfer programs should facilitate future innovation by patenting only when truly necessary to promote commercialization, utilizing non-exclusive licensing, creating streamlined processes for materials transfer, and reserving broad rights to use licensed technology in future research.
6. A global access licensing policy should be systematic in its approach, sufficiently transparent to verify its effectiveness, and based on explicit metrics that measure the success of technology transfer by its impact on access and continued innovation.

For more detailed information, background and citations explaining these principles, download the full version of the Global Access Licensing Framework here <http://bit.ly/2BnGSTk>.

- **Work to increase the proportion of research resources devoted to health in low- and lower middle-income countries and neglected diseases.** Diseases that occur more in poor countries are often neglected because they are not as profitable. For example, tuberculosis (T.B) kills 1.5 million people every year and in the last 50 years only two new treatments for it have been developed. In that same time, 14 new treatments have been developed for hay fever, which kills no one. Most T.B. deaths occur in poorer countries which won't be able to pay for expensive medication.

In order to increase the research into neglected diseases universities will need to apply for and secure increased grant funding. But they can also: recruit more faculty and students to specialize in these areas; ensure they receive adequate training and support; and advocate to funders the need for increased overall investment in this area.

Research into neglected diseases occurs in countries that are affected more by them. However, as these are often low and middle-income countries there is often limited money going in to it. Setting up research partnerships would help

- **Refrain from seeking patents — or “file and abandon” patents — on university technologies in low- and middle-income countries.** Following on from this, they should allow generic drug makers there to produce low-cost versions of medicines developed from the university's research. Inherently linked to this aim, is the aim that eventually **practices and know-how will be shared through events, publications, trainings and interactions.**

National aims

These are larger aims that can be discussed while campaigning on campus but will not be achieved solely through campus campaigning. They can, however, be incorporated into your campaign if you want to go beyond the campus.



Aim: Call on the UK government to attach conditions to public funding

The UK government spent £2.3bn on health R&D in 2015 and yet even when the UK taxpayer has funded a substantial proportion of the R&D for innovative new medicines, there is no guarantee of an equitable public return on this public investment. That is to say, no guarantee that patients in the UK and beyond will be able to access the medicine at an affordable price and be able to make use of the data, knowledge and technologies generated in the research process.

As a group you can write or meet with your MP to raise this issue and ask your MP to write to the Secretary of State for Business, Energy and Industrial Strategy to attach conditions to public funding for medical R&D to ensure the drugs produced from publicly-funded research are affordable and accessible.



Running a campaign:

Do your research

The more information you can gather about ties your university has with the pharmaceutical industry the better equipped you will be to affect change and to break these ties. The more information you gather, the faster you can progress your campaign and, ultimately, the faster you can win. It also means university staff can't trick you with false information. Your university may already have a policy around their pharmaceutical work and if so you want to find it so you can set about rewriting or replacing it.

UAEM and Students for Global Health have created a university report card to score how well different Universities do in terms of access to medication and innovation. This is a good place to start your research- you can access it at globalhealthgrades.org.uk. Remember, even the ones at the top aren't perfect and there's still improvements to be made.

Your university will probably have a Technology Transfer Office (TTO) and they are responsible for the commercialisation of the research that takes place in the university i.e. they are very important people to talk to about this issue. If your university doesn't have a TTO then it will probably have a Patenting and Licensing Department. It is worth researching who sits on this body - and other relevant decision making bodies - and the ties they have to the pharmaceutical industry.

There are 6 Universities in the UK (that we know of) that currently have policies on pharmaceutical issues which they pass onto Technology Transfer Offices:

- Manchester ["Humanitarian IP Commercialisation Policy"](#)
- Oxford ["Access to essential medicines in the developing world"](#)
- Edinburgh "Essential Medicines Position Statement"
- Dundee ["Policy to maximise the benefits of university health research for low and middle income countries"](#)
- Bristol ["Humanitarian IP Commercialisation Policy"](#)
- UCL ["Equitable dissemination of medical technologies"](#)

There are a few different ways to do your research and get the information you are after:

If you don't ask you don't get

Often the best way to get information about something is to ask. Never be afraid to pick up the phone and call people! It's often the easiest and quickest way to get answers to smaller questions and to find out who to direct other questions to. Staff may be happy to directly share the information you need. Their contact information will be available through the students' association or university website.

Freedom of Information requests

However, it's not always the case that your institution will hand over the information needed - in fact sometimes they like to try and make it very difficult for you. Thankfully Freedom of Information (FOI) requests are something which we can use to our advantage here.

The Freedom of Information Acts in England and Scotland give everyone the right to ask for any information held by a public authority and there are several ways you can do this.

There is likely to be a section on your institution's website which explains how to submit an FOI but if not then just work out who in your organisation is responsible for FOIs and give them a call. You then want to make sure that you email your FOI into your institution - that way you have a paper trail and can make sure that you write exactly the question you want.

With some exceptions, your institution is required by law to respond to you within 20 working days of receiving your request. You may find your institution refuses to give you the information you requested but, you have the right to appeal this decision and you should!

You can find a template FOI letter in the resource section of this pack.

You don't need to know everything

While it is good to gather lots of information don't let this completely stall you. Trying to learn everything about your Universities policies on this issue will take forever, work out what you need to know and learn as you go along. If make some allies in the university then ask them how the Global Access Licensing Framework could be implemented at the university. It's very likely that there will be professors in the university who know lots about these issues and will be happy to help.

Building support

The bigger the support base a campaign has the more likely it is to win - and to win quickly! You need to build a broad base of support with your fellow students but you also need to create links with the decision makers at your university. Academic, wider university staff support and community support can also really help your campaign and can be useful for getting media support. To have the highest chance of success you need to be able and willing to run your campaign out on your campus and in the meeting rooms.

What exists already? Find out what local groups and campaigns already exist in your community. Do they intersect with the issue or campaign you want to work on? It might be that there are similar groups or networks in other places which you can plug in to and get support or inspiration from.

Create a petition

A petition can be a good way to talk to people about your campaign, as well as to demonstrate to your institution that students, staff and the local community support equal access to medicines. You could collect individual petition responses on cards and then send them to members of university staff you are lobbying (or use them for other stunts).



One way to talk to people about your campaign and get them to sign your petition is by having a stall. Outside the library, a popular cafe on campus or the Students' Union building can be a good place to hold this. Think about if there are any eye catching props (like giant cardboard pills) you can have on your stall to make it more eye catching. You can read this for more advice on [how to run an effective stall](#).

Hold a public meeting on campus

In order to build support and inform people about your campaign, you need to bring people together who might be interested in getting something off the ground.

Make it interesting:

You want people to go away feeling excited, inspired and empowered to take action. You could show some short videos or invite an external speaker. Put up some photos of what other groups have achieved.

Take time to get to know people:

What prompted them to come? What are their interests, knowledge and experience? What skills do they have that might be useful? You could ask people to write a couple of thoughts on post-it notes and stick them up on the wall.

Map out your networks:

It's likely that people in the room will be involved in other groups or have useful contacts within your community. On a large piece of paper or flipchart, map out who is in the room. Think about who you want to outreach to and whether there are any existing connections.

Sketch out a timeline for the next few months:

Think about potential campaigning opportunities – are there any upcoming events where you could hold a stall to attract more people to your group? Are there any national or regional actions that you can join? Are there upcoming board meetings or external hooks?

Identifying moments and opportunities can give groups a sense of purpose by knowing each meeting will have a tangible outcome or is working towards something.

Work out next steps:

When are you next going to get together? How are you going to stay in touch with each other? You can set up an email list or a Facebook group so you can have discussions outside of the meeting.

After the first public meeting make sure you don't stop there but have regular campaign meetings. For more information on how to make sure you get the most out of these meetings make sure you check out our: [How to hold a great meeting](#). You can also read our advice on [how to chair a public meeting](#).

Film screenings

Film screenings can be a good and easy way for people to understand the wider context of the pharmaceutical campaign. A screening shouldn't just be focused on simply showing the film, especially as films can be so thought provoking.

Before the film make sure you don't forget to welcome people and briefly explain why you are showing the film and what it is about. After the film showing, try to encourage people to discuss the issues that came up in the film and end with what can be done about it on your campus. Make sure that you mention if a discussion will be happening before you show the film so that you don't catch anyone off guard.

There are a few good films about the pharmaceutical industry but we would recommend a showing of *Fire in the Blood*. This film tells the little-known story of an unlikely alliance, fighting back against the pharmaceutical industry. In the years following 1996, Western pharmaceutical companies aggressively blocked access to low-cost AIDS drugs for the global south - causing more than ten million unnecessary deaths. As the film makes clear, this story is far from being over. Although we have had victories the fight for life-saving medicines continues,

You can watch the trailer [here](#). Global Justice Now has a copy of the film so just get in touch if you want to borrow it.



Get the students' union on board

Get in touch with the student union officials

Your student's' association will have some students that have been elected to run the organisation in the interests of student - at some places these will even be full-time paid positions. A first step is to get in touch with these officers and try and get them on board with your issue - they can provide access and knowledge from the institutions committees they sit on.

Pass a policy at your student council

You can find out from your students' union when the next student council meeting will be happening and how to submit policy. Doing this will formalise the Association's support for the campaign and mean they have to spend some of their time and resources working on the campaign. If your student council meeting is open then you probably want to bring along some supporters to help vote for your motion and if not then you might want to spend some time explaining your campaign to student reps who can vote.

You can find a template motion for your student could in the resource section of this pack.



Get the message out there

Put up posters

Around your campus there will be loads of places where you could put up posters and/or leave flyers about your campaign.

They can have interesting key facts, info graphics, info about an upcoming event but they all must have the name of your campaign and details for how people can get in touch.



Online tools

Social media is great for reaching lots of people. Have a think about a # for your campaign (check to make sure something else isn't already using that #). You could create a [Thunderclap](#) or a Twitterstorm to highlight your campaign at key moments.

You could also set up a website to explain your campaign to supporters and publish information like answers (or lack of!) to FOI requests. Wordpress.com is free and easy to use.

Do lecture shout-outs:

Shout-outs are an easy way to reach a lot of people in one go and so is a really effective way of raising awareness. Arrive a few minutes before and ask the lecturer whether they would mind you making a short announcement before they begin. Hopefully they will agree!

Try to keep your shout-out short and to the point, less than 90 seconds is best. You may want to practise beforehand if that makes you more comfortable. Giving out leaflets and or passing round a sheet for contact details at the same time is usually a good idea.

Get some media attention

The media is a great way to spread your message. Also, getting your institution some bad press is an excellent way to put pressure on them. Institutions care about their reputation; they want to attract new students and funding. If you have some interesting data or a campaign stunt planned, get in touch with local journalists and enquire if they'd be interested in covering your story.

As well as local and national media it's very likely that on your campus there is a student radio station and a student newspaper. Get in touch with them and see if they'll let you do a piece or interview you.

Kick up a fuss

In order to get your institution some bad press you're going to have to kick up a bit of a fuss - thankfully this is also the most fun bit! Get creative and cause some trouble. You want people to be discussing your campaign so make it eye catching and make it bold. In order to build support it's usually best to start with the smaller stunts and actions first and then escalate them as your campaign escalates.

Letter to the principal:

Write a letter to your university principal/vice-chancellor to introduce your argument. You could send this privately and ask for a follow up meeting but if this is denied then make it public and tell the world. It may be useful to back up your argument by collecting signatures to the letter from students as well as university staff. You can find an example letter in the resource section of this pack.

Do an action:

You could do a banner drop or a human ring around the finance committee meeting, or organise a march around campus. Work out when is a good time to have your action - you could coincide with a university meeting on the topic or a governance meeting or even do it at an Open Day to really hit your university where it hurts!

Instead of a flash mob with dancing (although you could do one of those!) you could organise a die-in to represent all the people who die because they can't afford to access the medication they need.

Use props:

Props and costumes are a great way to get people's attention and help explain what you're up to. You could wear white lab coats or have your petition on giant prescription sheets or put some of the stats on giant medicine bottles.

Get chalking:

Chalk is cheap and washes off in the rain, so doesn't leave lasting damage. Draw some pictures, write some shocking facts and use it as another way to spread the message about your campaign. Some Universities may have a policy against chalking so make sure you look this up and discuss it before you get started.



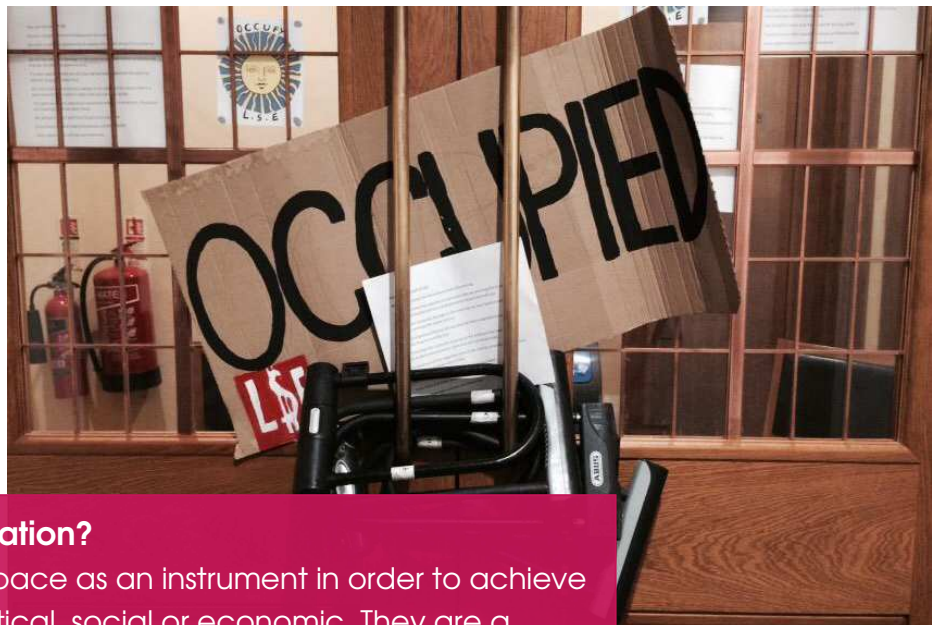
Organise an occupation:

When your university is refusing to listen to your demands then it's time to get more serious and escalate. One way to do this is by having an occupation of a strategic location that will really get people's attention – especially the attention of university staff. The aim is to put pressure on decision makers, so one should try to keep the space occupied until demands are met or as long as you can.

Before you start your occupation you should ensure you have a core group of people involved. You also need to make sure you are clear on what the demand(s) of the occupation is - this could be your whole campaign aim or a stepping stone on the way to this.

You also want to have some materials ready to go so that as soon as your occupation starts you can announce to the world what you're doing and why. Occupations force management to meet with you on your terms, in a space that is reclaimed from them to make them reconsider the purpose of the university – to make them put principles before profit. For more information or help on planning an occupation you can get in touch with againstfeesandcuts@gmail.com

For more ideas and advice you can read our [how to spark creative action ideas](#) info sheet or check out Beautiful Trouble: beautifultrouble.org or Actipedia: A database of creative actions from around the world actipedia.org



What is an occupation?

Occupations use space as an instrument in order to achieve change – be it political, social or economic. They are a protest strategy defined by the fact that they often aim to last for a long period of time and are located in specific places.

By occupying a space one reclaims it. This creates a counter-space that can be created to be like the society one hopes to create after change has come about.

You are not alone!

We hope that this guide is useful in planning and running your campaign on campus. Although there are some big aims, together we can win. Remember that you can get in contact for any support or questions that you need answering.

Planning the next steps are crucial and can be difficult, but we are available to come run a workshop, introduce you to the campaign and help you get started.

We also have workshops on more general skills that are necessary for campaigning and we can come to run these on your campus. Workshops that we currently run are:

- Facilitating meetings
- Planning stunts or protests
- Organising public meetings
- Campaign strategy
- Using social media for activism
- How to have persuasive conversations
- How to run a campaigning group
- How to lobby decision makers

We're there to help so just get in touch if you have any questions.

kirsty.haigh@globaljustice.org.uk

The following organisations are also out there campaigning on this issue; don't be afraid to get in touch with them for more information and support.

- **Universities Allied for Essential Medicines:** office@essentialmedicine.org
- **StopAids:** info@stopaids.org.uk
- **Youth Stop Aids**
- **Students for Global Health:** info@studentsforglobalhealth.org

Further reading

- <http://www.globaljustice.org.uk/resources/pills-and-profits-how-drug-companies-make-killing-out-public-research>
- <http://www.globaljustice.org.uk/sick-corporate-greed>

Resources

Template FOI

(Insert date)

Dear (Enter name),

I am writing to make an open government request for all the information to which I am entitled under the Freedom of Information Act. In order to assist you with this request, I am outlining my query as specifically as possible. If however this request is too wide or too unclear, I would be grateful if you could contact me as I understand that under the act, you are required to advise and assist requesters. Could you please provide me the following information in electronic format?

- 1.
- 2.
- 3.

I look forward to hearing from you in the near future.

Yours,

(Your name)

(Contact Details)

Here are some questions that a UAEM & SFGH group asked in an FOI to their University:

In all points below, "TTO" refers to (specific TTO name) and any other entities that register and license patents deriving from the University's research.

1. Between 01/08/2013 and 01/08/2014, what number of patents were registered by TTO?
2. Between 01/08/2013 and 01/08/2014, what number of patents pertaining to healthcare and/or biomedical technologies were registered by TTO?
3. Between 01/08/2013 and 01/08/2014, what number of patents pertaining to healthcare and/or biomedical technologies were licensed exclusively to one party?

4. Between 01/08/2013 and 01/08/2014, what percentage of patents pertaining to healthcare and/or biomedical technologies were licensed exclusively to one party? Please report a best estimate if you are unable to report this percentage specifically.
5. Between 01/08/2013 and 01/08/2014, what number of patents pertaining to healthcare and/or biomedical technologies registered by TTO were licensed to private entities?
6. For each patent pertaining to healthcare and/or biomedical technology licensed by TTO between 01/08/2013 and 01/08/2014, please provide the total number of licensees for each patent.
7. Between 01/08/2013 and 01/08/2014, what number of patent licenses pertaining to healthcare and/or biomedical technologies included contractual provisions that exclude parties other than the primary licensee from producing that patented technology?
8. Between 01/08/2013 and 01/08/2014, what percentage of patent licenses included contractual provisions that exclude parties other than the primary licensee from producing that patented technology? Please report a best estimate if you are unable to report this percentage specifically.
9. Between 01/08/2013 and 01/08/2014, for each patent pertaining to healthcare and/or biomedical technologies, please list all countries in which a patent was sought.
10. Between 01/08/2013 and 01/08/2014, for each patent pertaining to healthcare and/or biomedical technologies, please classify the geographical scope of each patent licensing contract made by TTO.

Template student union motion

If possible you want to add some information that is specific to your university into the motion.

This union notes:

1. Almost 2 billion people worldwide lack access to essential medicines.
2. There is a severe lack of investment into medicines for diseases that are not profitable. These are often diseases that affect low and middle-income countries, such as tuberculosis (TB), Ebola and malaria. TB killed 1.5 million people in 2014 alone but until the end of 2012, no new drug had come to market for nearly fifty years.
3. Our already underfunded NHS is rationing or denying access to medication as it cannot afford the spiralling costs.
4. Lots of pharmaceutical research is done by publicly funded universities but the research is then privatised and becomes unaffordable to those who need it.
5. Of the 5 most expensive drugs for the NHS, two were developed with substantial taxpayer money.
6. In 2016 the NHS spent £1 billion on drugs the taxpayer helped develop.
7. The Global Access Licensing Framework says that a good Global Access policy follows these 6 principles:
 - Access to medicines and health-related technologies for all is the primary purpose of technology transfer of health-related innovations. This includes protecting access to the final end product needed by patients (e.g. formulated pills or vaccines).
 - Technology transfer should preserve future innovation by ensuring that intellectual property does not act as a barrier to further research.
 - Generic competition is the most efficient method of facilitating affordable access to medicines in resource-limited countries. Legal barriers to generic production of these products for use in resource-limited countries should therefore be removed. In the cases of biologic compounds or other drugs where generic provision is forecast to be technically or economically infeasible, "at-cost" or other provisioning requirements should be used as a supplement to generic provisioning terms but should never replace those terms.
 - Proactive licensing provisions are essential to ensure that follow-on patents and data exclusivity cannot be used to block generic production. Other barriers may need to be addressed for the licensing of biologics.

- University technology transfer programs should facilitate future innovation by patenting only when truly necessary to promote commercialization, utilizing non-exclusive licensing, creating streamlined processes for materials transfer, and reserving broad rights to use licensed technology in future research.
- A global access licensing policy should be systematic in its approach, sufficiently transparent to verify its effectiveness, and based on explicit metrics that measure the success of technology transfer by its impact on access and continued innovation.

This union believes:

1. Currently universities are part of the problem and the way they deal with their research means that people are priced out of the medicine they need.
2. Everyone should have access to affordable medication and the pharmaceutical industry should operate on the basis of helping people and not profit.
3. Universities are essential drivers in pharmaceutical innovation and so can take steps to help advance global health through research, licensing and education
4. Every university-developed technology with potential for further development into a drug, vaccine, or medical diagnostic should be licensed with a concrete and transparent strategy to make affordable versions available for medical care.

This union resolves:

1. To lobby the University to implement, and publicly publish, a policy that adheres to the Global Access Licensing Framework.
2. To mandate the students' union to put some staff time and resources towards this campaign.
3. To adopt a public commitment to socially responsible or "global access" licensing for university medical innovations.
4. To lobby the University to adopt institutional policies that mandate public-access publication by researchers, through submission to university repositories and other open access databases at the point of publication.

Draft lecture shout-out:

As you may know many of the most important medical innovations on the market came from universities. The problem is that this research is sold and licensed to large pharmaceutical companies who then make billions of dollars in profits, while 10 million people die every year from curable diseases because they can't afford these medicines.

We're asking our University to adopt a global access licensing policy that will allow these medical products to be sold at affordable prices in developing countries. While there are a few different ways of doing this, one example is to license the research to a generic company for sale in the developing world at the same time it is licensed to a large pharmaceutical company.

While our University can play a huge role in implementing more progressive policy, they are doing little to change the current licensing policy. Which means it is time for us to stand up and be heard!

We're running a campaign to pressure the University to make access to essential medicines a priority. We need students who are passionate about global health, social justice and human rights to help lead in this effort.

If you are interested in finding out more about how to get involved or have any questions I will send around a sign-up sheet for you to put your information down on. We will also be holding a meeting on ____ day at ____ time.

Sample letter to the Technology Transfer Office

This is a letter sent by a UAEM group in America

Dear Assistant Vice Chancellor Moores,

We represent the University of California San Diego chapter of the international advocacy organization, Universities Allied for Essential Medicines (UAEM, www.uaem.org). Our organization seeks to increase developing country access to life-saving medicines and technologies developed at universities such as ours through the adoption of conscientious licensing and technology transfer policies. The World Health Organization estimates that 10 million people around the world will die in 2011 from diseases that have readily available cures. As proud students, researchers, and alumni constituents of UCSD, we believe that our school has the potential to profoundly impact this global crisis through more responsible management of its intellectual property.

To this end, UAEM has developed a Global Access Licensing Framework that provides each campus' administration with a flexible set of guidelines to ensure global access to the biomedical innovations that are patented and licensed. We encourage every university to develop a set of licensing policies that addresses the unique research environment on each campus and fits within the letter and spirit of the Framework.

Many of our peer institutions have already taken a first, critical commitment towards ensuring that the global poor can access their life saving innovations. On November 9, 2009, six universities (Boston University, Brown, Harvard, Oregon Health and Science University, the University of Pennsylvania, and Yale) and the Association of University Technology Managers collectively signed onto a document outlining a set of principles to ensure global access to university-developed medical innovations. This "Statement of Principles and Strategies for the Equitable Dissemination of Medical Technologies" (available here: <http://www.autm.net/endorse>) has since been adopted broadly by more than 20 institutions, including the National Institutes of Health, the Centres for Disease Control and Prevention, two University of Illinois campuses, the University of Vermont, and Duke University. We believe this Statement represents a significant step forward that should become the common denominator guiding all university technology transfer practices.

In April 2011, UC San Diego will be hosting the international meeting of the Clinton Global Initiative – University (CGIU). In his 2009 address to the Yale Alumni Association, President Clinton himself condemned university patenting and licensing policies that have served as barriers to global medicine access and voiced his strong support for UAEM's work.

We hope that UCSD will seize the momentum from the upcoming CGIU summit and publicly commit to promoting global access to medicines. If we are to fulfil our university's mission of serving the public good, then we must ensure that UCSD's medical innovations actually reach those in most desperate need around the globe. As the Assistant Vice Chancellor for Technology Transfer, you can help bring out this necessary systematic change. We request that you urge Chancellor Fox to endorse the Statement of Principles and Strategies and to establish a process that is transparent and contains appropriate metrics to monitor and evaluate its implementation.

We look forward to hearing from you and continuing this important dialogue.

Sincerely,