



FACTSHEET

BUMBY

Business United for Mothers, Babies and Youth

Business responsibility

Maternal and child health

A proposed global covenant

What it is

BUMBY is Accra Reset's campaign to advance a global corporate covenant on maternal and child health in workplaces and business practice. It brings the responsibilities of business into the same conversation as health systems, public finance and sovereign capability.

Why business belongs in the picture

The conditions in which people work, the services available to families, and the way companies organise their relationships can affect whether public health commitments reach everyday life. BUMBY seeks to make maternal and child health part of sustained business responsibility, rather than an isolated charitable gesture.

Who it brings together

Employers, suppliers, insurers and investors are invited into a common framework, alongside public institutions, civil society and health partners. The intended direction is measurable commitments and credible verification, supported by practical implementation design and evidence from workplaces and communities.

How it connects to Mother Africa

Mother Africa focuses the public agenda on skilled care, essential supplies, financing, data and dignified facilities. BUMBY adds a complementary corporate track. The separate BUMBY covenant will define the detailed commitments, participation arrangements and approach to implementation and accountability. The next phase connects that framework to employer adoption, local evidence and practical delivery.

Put the health of mothers and children into everyday business responsibility.