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Chateau Laurier, Ottawa ON

Hosted by Senator Mohamed-Iqbal Ravalia, Senate of Canada

Discussion Document

At a Crossroads: Advancing Sustainable Incentives for Antimicrobial Resistance (AMR) Innovation

Context and Purpose

We are at a pivotal moment in global health: antimicrobial resistance (AMR) is accelerating faster than innovation can keep pace, while economic disincentives continue to undermine the development of new antimicrobials.

A recently published article in eClinicalMedicine (September 2025): [*Bridging the fair share gap for antibacterial innovation: an observational analysis of antibacterial revenues in the G7 and EU27*](#) highlights just how modest potential revenues are in this space compared with the wider pharmaceutical market.

As the authors note, **an antibiotic receiving global revenues equal to the mid-range targeted value of \$363 million per year would rank only as the 230th best-selling on-patent pharmaceutical globally in 2024**. This stark comparison underscores the structural weakness of the antibiotic market: even “success” barely registers within the global pharmaceutical landscape, leaving little incentive for private investment.

In addition, this newly-released [*brief*](#) from International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) identifies key barriers to antibiotic R&D and the policy measures needed to address them. In particular, it points out that sustainable, effective pull incentives are urgently required to ensure a reliable pipeline of new antibiotics for patients and health systems and sets out how these should be designed and implemented, guided by a set of core principles to maximize their impact.

Against this backdrop, the high-level meeting in Ottawa is being convened to complement Canada’s 2025 G7 Presidency (though it is not an official Government of Canada event), bringing together senior representatives from health, finance, and economic development sectors, along with global institutions, frontline physicians, economists, and innovators. The purpose is to align strategies, identify actionable solutions, and design long-term, sustainable economic incentives capable of reversing current trends and securing the future of AMR innovation.

The Innovation Pipeline Is Drying Up: The global antimicrobial pipeline remains sparse. Without push, as well as new pull incentive tools that reward success rather than just effort, few companies can afford to invest.

Pull Financing Shows Promise—but Remains Underutilized: As noted in numerous policy reports, AMR R&D incentive structures that pay for successful outcomes can drive innovation and can provide meaningful societal returns.

Stewardship Must Match Innovation: Even where new antimicrobials become available, without strong stewardship practices—including surveillance, prescribing safeguards, and equitable access—their effectiveness will be rapidly eroded. Stewardship and innovation must advance together.

Government Budgets Are Constrained: Even countries committed to AMR solutions are challenged by how to sustain incentives across multi-year budget cycles.

New Threats Are Emerging: Antifungal resistance and AMR in conflict zones represent growing, under-addressed risks requiring urgent attention.

Global Leadership Is Needed: G7 countries are uniquely positioned to lead the way on coordinated, sustainable AMR R&D and stewardship strategies.

Discussion Topics

1. Revitalizing the antibiotic R&D ecosystem

- What is the state of antibiotic R&D and investment landscape and what are the current gaps?
- How can pull incentive mechanisms be made more attractive to governments?
- What lessons can we learn from the UK subscription model or models proposed in other G7 and elsewhere?

2. Budgeting for the Long Haul

- How do we design incentives that align with national budget cycles?
- What is the role of finance ministries in embedding AMR within health, innovation and defence spending plans?
- Which mechanisms can support predictable funding, including in terms of the broader AMR response?

3. G7 Leadership and Shared Incentive Principles

- What concrete steps can the G7 take to drive coordination, including with G20 partners?
- How can G7 nations collectively work together to support a favourable R&D and access ecosystem for new antimicrobials?

- How do we ensure that AMR policy is truly "One Health" and inclusive of environmental and veterinary perspectives?

4. Stewardship and Access

- What policy, program and funding approaches can best coordinate stewardship efforts that are managed locally with the global nature of AMR?
- What are the barriers frontline infectious disease physicians face in accessing appropriate treatments? Are they consistent between G7 countries, providing opportunities to devise common strategies?
- How do we build stewardship into innovation incentive models in consistent ways to support both local and global stewardship, such as use of diagnostics and surveillance technologies?

5. Urgent Issues

- How can addressing AMR in conflict zones strengthen our common commitments to global security and public health?
- What role can NATO and G7 countries play in AMR response? How could investments in AMR preparedness count toward NATO country spend?
- Cancer and AMR: Can we work together to update national cancer action plans to draw attention to the connection between AMR and cancer?

Facilitating Questions for Breakout Sessions

1. Strategic Framing and Financial Sustainability

- How can we account for AMR programs that reward success within broader government economic, industrial and health agendas?
- What are viable pathways for making AMR incentives sustainable over the longer-term, including across government budget cycles?

2. Policy Innovation and Collaboration

- How do we ensure that incentive frameworks are accessible to developers of biomedical solutions?
- What governance frameworks are needed to track and coordinate implementation?

3. Impact and Accountability

- What metrics will demonstrate that incentives are working?

- How can we align public investment with stewardship and sustainable equitable access?

This meeting aims to surface actionable insights and forge lasting partnerships to secure the future of antimicrobial innovation. With the right strategies, this crossroads can become a springboard. Without them, the cost of inaction will be profound.

Background Documents - Links

World Health Organization (WHO). *National Action Plans on AMR.* [Link](#)

Public Health Agency of Canada. *Pan-Canadian Action Plan on Antimicrobial Resistance.* [Link](#)

Center for Global Development. *The Case for More Pull Financing.* [Link](#)

Council of Canadian Academies. *When Antibiotics Fail: The Potential Socio-Economic Impacts of Antimicrobial Resistance in Canada.* [Link](#)

Council of Canadian Academies. *Overcoming Resistance: Pull Incentives for High-Value Antimicrobials.* [Link](#)

Global AMR R&D Hub. *Investment Dashboard.* [Link](#)

eClinicalMedicine. *Bridging the Fair Share Gap for Antibacterial Innovation: An Observational Analysis of Antibacterial Revenues in the G7 and EU27.* [Link](#)

International Federation of Pharmaceutical Manufacturers and Associations (IFPMA). *Revitalizing the Antibiotic Pipeline by Implementing New R&D Incentives.* [Link](#)

Cahan, E. *Could a Conflict-Borne Superbug Bring on Our Next Pandemic?* Rolling Stone. [Link](#)