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Informal Norms in Global Governance

Human Rights, Intellectual Property Rules and
Access to Medicines

Wolfgang Hein, GIGA German Institute of Global and Area
Studies, Germany and **Suerie Moon**, Harvard University, USA

with a foreword by **Susan Sell**

'A fascinating study of how to achieve global change in an area of critical importance to millions of people, against considerable odds, through the combination of innovative ideas, clever strategies and the power of norms. If it can be done through access to medicines, it can also be done elsewhere.'

– John Gerard Ruggie, Harvard University, USA

'Global health is increasingly challenged to deal with the transnational political and the commercial determinants of health – but international political institutions are often weak and fragmented and find it difficult to apply the legal and normative instruments at their disposal. This book describes the fundamental conflicts of interest at stake and illustrates how the framing of access to medicines as a human right has opened up new opportunities for civil society to demand a new approach to global governance for health. Its message is clear: global health requires a change in the character of global politics.'

– Ilona Kickbusch, The Graduate Institute Geneva, Switzerland

Hein and Moon take up a serious problem of contemporary global governance: what can be done when international trade rules prevent the realization of basic human rights? This book recounts the remarkable story of the access to medicines movement and offers an explanation for how the 'access norm' emerged against long odds. It also explores the stability and scope of the norm with respect to other diseases and emerging economies. Finally, in light of the high barriers to changing formal global trade rules, the book considers the potential and limitations of informal norms for protecting human rights, and when renewed focus on changing formal norms may be warranted.

Contents: Foreword; Preface; Introduction; Towards a global society; Access to medicines: a matter of human rights; Access to medicines and intellectual property; The HIV/AIDS crisis: the rise of the access norm; Beyond HIV in Africa: solidification and expansion of the access norm; Challenges to the stability of informal norms; Re-framing the access norm: incorporating innovation; The impact of non-state actors on informal norms: nodal governance and global democracy; Conclusions; Annexes; References; Index.

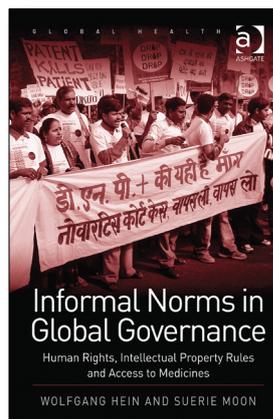
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