

A shirtless man is working on a large, complex industrial machine, possibly a boiler or steam engine, in a factory setting. The machine is made of metal and has various pipes, valves, and gauges. The man is focused on adjusting a valve on the machine. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of industrial scale and human effort.

“HIV/AIDS threatens our workers,  
our customers and our communities...”



GLOBAL BUSINESS COALITION ON  
HIV/AIDS

*Leading the Business Fight Against HIV/AIDS*

## GBC MEMBER COMPANIES

*membership is expanding rapidly and includes:*

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BHP BILLITON  
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GLOBAL TECHNOLOGY INVESTMENTS  
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MODICARE  
MTV NETWORKS INTERNATIONAL  
NATIONAL BASKETBALL ASSOCIATION  
NIKE, INC.  
OGILVY PUBLIC RELATIONS  
OLD MUTUAL (SA)  
ORASURE TECHNOLOGIES

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PERSEUS LLC  
PFIZER INC.  
PLACER DOME  
PLEZECALL, INC.  
POLAROID  
RANBAXY  
RENAULT  
RESOURCELINC.COM  
RIO TINTO  
R.K.C. (UKRAINE)  
ROBERT BOSCH  
ROYAL DUTCH/SHELL GROUP OF COMPANIES  
RPG ENTERPRISES  
RRR INDUSTRIES  
SBC COMMUNICATIONS  
SERONO  
SHIRE HEALTH GROUP  
SIEMENS  
SIMPSON, THACHER & BARTLETT  
SPENCER TRASK & Co.  
SRF LTD (INDIA)  
SSL INTERNATIONAL PLC  
STANDARD CHARTERED BANK  
STATOIL ASA  
TATASTEEL  
TELEPAR BRAZIL  
TELKOM SA  
THE BODY SHOP  
THYSSENKRUPP AG  
TOTAL FINA ELF  
UNILEVER  
VIACOM INTERNATIONAL  
VIROPHARMA  
VOITH  
VOLKSWAGEN  
YANKEES ENTERTAINMENT & SPORTS NETWORK

# Introduction by Juergen E. Schrempp

Chairman of the Board of Management, DaimlerChrysler AG Chairman of the Global Business Coalition on HIV/AIDS

*Juergen E. Schrempp was presented with the GBC's 2002 Award for "Excellence in the Workplace" by UN Secretary General Kofi Annan in recognition of DaimlerChrysler South Africa's benchmark HIV/AIDS workplace program. At the same time, Mr Schrempp assumed the chairmanship of the GBC. He has since accepted a second term as GBC Chairman until mid-2004.*



One way global business can meet its wider obligations to the international community is through *dedicated adherence* to sensible corporate social responsibility programs.

Without such commitment, companies will almost certainly not be able to answer globalization skeptics. Nor will they be able to yield truly sustainable results in the most important markets of the world. They need to build genuine – not superficial – goodwill that is based on measurable performance.

In establishing such unassailable credentials, business needs to accept its most crucial social challenge of modern times – to step up dramatically its involvement in the fight against HIV/AIDS.

We must – indeed we can – make a difference. Through the Global Business Coalition on HIV/AIDS, we are calling on world commerce and industry to accept this fact and play their part in helping to win the war declared on this spreading and deadly virus. We believe that there is a serious onus on the business community to support, in its own special way, worldwide leadership efforts to eradicate HIV/AIDS.

Many of our more than 110 member companies have launched elaborate and comprehensive workplace programs to fight the AIDS scourge. Some – like DaimlerChrysler – have had their efforts recognized by the GBC's annual award for "Excellence in the Workplace". And most significantly, many companies have joined the battle and are benefiting from the GBC's considerable experience and guidance in what is – after all – mostly uncharted territory.

Notwithstanding progress that has been made recently, we must continue to persuade more business leaders to take firm action. It is our aim to develop a comprehensive response to AIDS that becomes standard business practice. By devoting the energy and expertise of GBC members to their employees and their families, I have no doubt we will make a serious impact on the disease, its causes, and its social implications.

As a matter of urgency, we all need to protect our workers, providing them with access to voluntary and confidential counseling and testing, and providing care and treatment for those actually living with HIV/AIDS.

We must act in concert with others. We must also become passionate advocates of this cause, securing meaningful commitments from other leaders, not only in business, but representing society-at-large.

**A most important move in this direction came from President George W. Bush. He has given tremendous impetus to greater government involvement. Towards the end of April 2003, I was invited in my capacity as a business leader, and as Chairman of the GBC, to the White House where we discussed the \$15 billion presidential HIV/AIDS initiative. On that occasion, I was able to promise the full cooperation and support of the GBC to the Bush plan. GBC's President & CEO Richard Holbrooke and I are dedicated to fostering our organization's partnership with the Administration in mobilizing the global business sector to pursue aggressively one of humankind's most important goals – an end to HIV/AIDS.**

Money is important to this campaign. But of equal importance is the ability to bring all parties together and achieve the highest levels of efficiency. We envisage a blossoming public-private partnership: Business with its efficient workplace programs and dedicated community outreach; and public funding focused on education, health and poverty programs.

Political leaders, artists, athletes, and business leaders – to name but a few groups – share a common advantage. People generally listen to them when they speak with sincerity and passion about their beliefs. In the case of business, our GBC constituency, the setting of strong corporate and personal examples is essential. So is an intensified commitment to new standards of social responsibility and societal awareness.

That is why the GBC has become such a courageous and effective standard-bearer in the war against HIV/AIDS. We truly are in the vanguard of those who believe in that historic battle – and who, perhaps most importantly, can see the victory ahead.

**If your company is not yet a member of the GBC, please consider joining us. This fight involves all of us.**

# Introduction from Richard Holbrooke

President and Chief Executive Officer of the Global Business Coalition on HIV/AIDS



*HIV/AIDS is the worst health crisis in at least six hundred years. It is perhaps the worst in history. A devastating public health crisis, this virus spreads silently and rapidly. The symptoms can take years to develop, without an individual knowing they are infected. This virus is deadly: AIDS kills.*

HIV/AIDS has also become an unprecedented threat to global security, stability and economic growth. There is not one country that remains untouched by AIDS. As it reaches epidemic proportions in heavily affected regions, it devastates economies and markets, as we are now witnessing in Southern Africa. For companies operating in these regions, HIV/AIDS will have major consequences on profitability and productivity. It must be stressed that the full impact and visibility of AIDS is not yet fully evident in most areas, although HIV is prevalent. Thus, the visible effects are going to become far worse.

There is no cure for AIDS. Our only weapon is the massive mobilization of every section of society. National governments, the United Nations, civil society and the business sector have to respond decisively – collaborating on innovative comprehensive AIDS prevention and treatment strategies.

**Business has too often been an untapped partner. It is an inescapable fact that the sector as a whole has been slow to respond to AIDS. Yet, businesses not only have a responsibility to act, but an opportunity to play a crucial role in the global fight against the epidemic, particularly within their own workplace.**

The international community is now waking up to the terrible threat of HIV/AIDS. There have never been greater expressions of commitment from governments, business and civil leaders. What we do with this commitment is now the historic challenge in front of us.

**While by no means enough, the business community is now joining the fight against the greatest issue of our age. This brochure outlines our strategy for achieving further business involvement. More importantly, it highlights the leadership demonstrated an increasing number of leading international companies – members of the GBC. But much more is needed. If your business has not already done so, I strongly urge you to join us to make business a genuine and valued partner in the global fights against this terrible epidemic.**



# TataSteel: Shakti Sharma Head, Social Services & Family Initiatives at TataSteel

TataSteel is the largest steel company in India and employs 50,000 people. The company exports products to Japan, USA, Middle East and Southeast Asian countries.



**Q: What are the everyday challenges in implementing your HIV/AIDS workplace programs?**

**A:** Since TataSteel has been actively involved in HIV/AIDS education and prevention for more than eight years, the main challenge is to continuously engage with the workforce who sometimes feel that it is a repetition. While the workforce is comfortable dealing with the subject on the level of education and awareness the real challenge is to draw them deeper into the issue of stigma, discrimination and social acceptance of positive people.



**Q: What does your employee health mean to you?**

**A:** It was our founder, Mr. J. N. Tata's philosophy, "A healthy worker is a productive worker". All our health initiatives are towards providing optimum health services to our employees and their families for mental, social and physical well-being. In economic terms too, healthy and happy workers are more productive, absenteeism and employee replacement/re-training costs are very low.

**Q: How does the absence of public health action impact your company's HIV/AIDS response?**

**A:** Even those persons who are not employed with the organization look up to TataSteel to provide for free counseling, testing and treatment of HIV+ persons. Currently the organization provides free VCTC facilities to everyone, irrespective whether they are employees of the organization or not.

**Q: What is your biggest motivator?**



**A:** "A life saved is worth a million". Our programs have had an impact on stakeholders and led many to change their "unsafe" sexual behavior, thus saving them from the scourge of AIDS. This drives us on to conduct more of these ICE interventions on a war-footing.

**Q: Why do you make HIV/AIDS your business?**

**A:** TataSteel is always concerned with the well-being of its stakeholders. HIV/AIDS is preventable with simple interventions like raising awareness levels amongst masses. TataSteel also has a large employee force of approximately 50,000. Moreover, Jamshedpur is an industrial town with a large population of migrant laborers and truckers.

**Q: How has working with HIV/AIDS affected your life?**

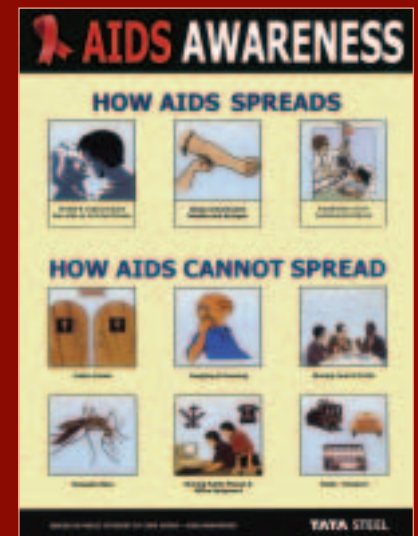
**A:** It has made me realize that social education has the power to save a generation....that information is the first and most important step towards behavioral change.

**Q: How are employees encouraged to use your services?**

**A:** Information on availability of ICE program is highlighted through various fora. Helpline telephone service, VCTC and an AIDS Cell is available.

**Q: How does your HIV/AIDS program affect attitude in the workplace?**

**A:** Employees are regularly updated and sensitized to the various workplace issues of HIV/AIDS by continuation of AIDS Awareness program, ICE materials and interactions by Human Resources Officers. Acceptance levels for HIV affected persons in the departments are high – many employees are aware of their colleagues who are infected and still employed at their place of work or whose family members are infected. Employees are aware that confidentiality is always maintained. This trust has taken years to build.



# Global Business Coalition on HIV/AIDS

The Global Business Coalition on HIV/AIDS is a *rapidly expanding alliance* of international companies dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise.

“ The impact of AIDS on business and economic prosperity cannot be ignored. Our customers in many parts of the world, and our own staff, are threatened by the epidemic. For companies operating in regions where HIV/AIDS is having its biggest impact, the day to day operations of business could be compromised by diminishing productivity. We have to help solve the problem. ”



Mervyn Davies  
Group Chief Executive  
Standard Chartered Bank plc



The GBC Secretariat.

The GBC has embarked on an ambitious program of policy leadership and advocacy to increase dramatically the involvement of the business sector. With an expanded membership the GBC is shaping the business and HIV/AIDS agenda, supporting company practice and sharing vital information through its website, [www.businessfightsaids.org](http://www.businessfightsaids.org). HIV/AIDS is nothing less than the greatest threat of our generation. Therefore, engagement by the business sector is critical in turning the tide of the epidemic. The GBC's goal is to make responding to HIV/AIDS standard business practice, for all businesses large and small, recognizing that the ways in which they act will depend on their size and individual circumstances.

The GBC believes that business can respond in a variety of ways:

- Implementing workplace policies, and prevention and care programs for employees and their immediate communities
- Bringing business' core strengths of innovation and flexibility to improve the reach and effectiveness of AIDS programs
- Advocacy and leadership by business leaders, lobbying for greater action and partnerships with governments and civil society

Since 2001, the membership of the Coalition has increased from 17 to over a hundred and ten companies, representing nearly three million employees in 178 countries around the world. GBC members span geographic regions and industrial sectors – we share the vision of making the business community a genuine and valued partner in the fight against the epidemic. GBC Chairman Juergen E. Schrempp – Chairman of DaimlerChrysler AG and GBC President & CEO, Richard Holbrooke – former US Ambassador to the United Nations, lead the GBC's efforts urging all sections of society to take action.

Registered in 2001 as a 501 (c)(3) non-profit organization in the USA, the GBC's Secretariat is based in New York. GBC offices are provided free of charge by member company Viacom International. In addition to direct support from member companies for the running of the GBC, the Coalition has received support from the Bill and Melinda Gates Foundation, the Open Society Institute, the United Nations Foundation, UNAIDS and legal counsel Simpson Thacher & Bartlett.

## Lafarge: Alain Guillen Vice President Social Policies, Lafarge

Lafarge is a French-based multinational company employing 77,000 people in 75 countries (7500 employees in 10 Subsaharan African countries), and is the world leader of building materials including cement, aggregates & concrete, roofing and gypsum.



### Q: What are the everyday challenges in implementing your HIV/AIDS workplace programs?

A: One of the main objectives is to ensure treatment access for all employees in Africa. However, we are certain that this can only be achieved in an efficient and sustainable manner if three conditions are met: the existence of an efficient prevention & education program, the support of adequate and professional medical structures and the support and participation of local government in the program. Furthermore, significant costs related to antiretroviral treatments require us to review our health system: setting up of more appropriate sickness coverage, development of internal medical structures, management of health costs, etc. It is therefore essential that the comprehensive program to combat HIV/AIDS is embraced by local managers if it is to be effective and ultimately successful, since that will enable a health solution to be found while not losing sight of the fact that the HIV/AIDS program is also a business issue.

### Q: What are the overall responses from your workers about your HIV/AIDS workplace programs?

A: Although numerous actions are being implemented locally, and have even been in place for several years in some cases, employees are expressing a real need for clarification with regard to group policy. We must clearly set out our commitments in this respect and do our utmost to achieve a climate of trust. Otherwise, employees could become suspicious and, for instance, might end up refusing to attend for voluntary screening. Implementation of our comprehensive program to combat HIV/AIDS will be that much more successful if our employees and, more broadly, our internal and external partners become involved in the process.



### Q: How does the absence of public health action impact your company's HIV/AIDS response?

A: The minimal involvement of the State, the lack of health infrastructures and qualified medical staff, the non-availability of treatments or uncertain supplies all represent major problems for the company. When the deficiencies of the State are too great or an emergency situation develops (as in the case of HIV/AIDS) the company may decide to become more heavily involved in employee health. Today, we are prepared to accept our responsibilities, even if we recognize that our role can only be a limited one. We cannot take on the fight against AIDS single-handedly. On the contrary, we must work alongside

other partners such as the public authorities and, above all, local communities, in order to support solutions which must be both pragmatic and efficient.

### Q: Why do you make HIV/AIDS your business?

A: Today, HIV/AIDS is the main cause of death for our employees in Africa. It is our responsibility to do everything we can to bring this state of affairs to an end because this undertaking stems from the principles underpinning our actions but also because HIV/AIDS is emerging as a major industrial risk for the company in terms of absenteeism, health expenditure, loss of skills and reduced productivity.

### Q: How has working with HIV/AIDS affected your life?

A: The fight against AIDS ties in closely with my personal philosophy so I have had no difficulty in getting to grips with this issue. By doing away with the cultural taboos associated with HIV/AIDS, I have gone to great lengths to treat it like any other issue. This means that I have the distinct impression that a positive contribution is being made.

### Q: How does your HIV/AIDS program affect attitude in the workplace?

A: Perceptions differ markedly depending on the local context. There will need to be a change in attitudes in the long term but it is clear that this process will be speedier in some places than in others.

### Q: How is stigma and discrimination addressed in the workplace?

A: The best way to combat stigma and discrimination is to strengthen the trust which employees place in the company. We have to set up tools locally appropriate to the creation of the climate of trust, which is necessary if we are to make progress in our fight against HIV/AIDS.

In concrete terms, the teams of peer educators which exist in nearly all our sites, have made extraordinary efforts to combat discrimination and lack of information. In certain sites, people living with AIDS have been invited to speak of their experience to the assembled staff. In South Africa, an employee even decided to publicly declare that he was HIV-positive to his colleagues with the full backing of the management.

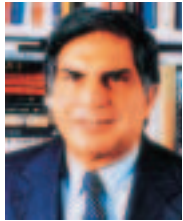




# Impact of AIDS on Business

*Business cannot ignore the HIV/AIDS epidemic. While the toll in terms of human suffering and loss of life is tremendous, the potential economic, social and political impacts of the epidemic are staggering.*

“ Unless we act now India could become one of the next epicenters of the AIDS epidemic.



Businesses have to join this fight. At Tata, social responsibility forms part of our core business processes as we believe that our stakeholders include not just our employees but

also our customers and the community at large. Partnership with global institutions like the GBC forms a critical component of our strategy.”

*Ratan N. Tata  
Chairman, Tata Sons*

“ The severity of the HIV/AIDS epidemic in Sub-Saharan Africa is



a significant threat to economic growth and development. It is an issue of global concern that requires concerted intervention on the broad-

est possible scale. Providing access to treatment in developing countries has become a humanitarian as well as an economic and social imperative.”

*Tony Trahar  
Chief Executive Officer, Anglo American plc*

Poverty rises as families suffer loss of income, increased health care costs and the need to care for a growing number of orphans. In Botswana’s poorest households, income will drop by 13% while households will gain an extra four dependents as a result of HIV/AIDS. Having lost 7 million agricultural workers to AIDS in 25 African countries since 1985, HIV continues to destroy the agricultural foundations of society, threatening food security and nutritional status. Access to education is also compromised as teachers are lost to the epidemic, government resources are diverted and school-age children are forced to serve as care-providers in their families and communities.

## The Need to Act Now

HIV/AIDS is particularly devastating to national economies where the epidemic is most prevalent. However, if left unchecked the epidemic will also have devastating economic consequences for some of the world’s largest, most populous countries, including China, India and Indonesia. In the throws of the next wave of the epidemic, these emerging market nations face a direct threat to their human resource base and economic growth. China estimates that over 1 million people are infected, with over 4 million people living with AIDS. India will soon surpass South Africa as the nation with the greatest absolute number of infections. Russia has the fastest rate of HIV infection worldwide – having increased by more than one-third in 2001.

## Business Rationale – The Bottom Line

No section of society is immune from the affects of AIDS. Increased costs, loss of productivity and overall threats to the foundations of the economies in which companies operate threaten the bottom line. The workforce is placed at increased risk, with the epidemic disproportionately affecting people in their most productive years and leading to declines in life expectancy by as much as 30 years in some heavily affected nations.

## HIV/AIDS Affects Profitability

The epidemic has a clear impact on a company's profits through direct costs and declining markets.

- **Increased costs** – with increasing number of employees falling sick, companies have to bear the rising costs of health insurance, sick leave and funeral benefits, as well as recruitment and training of new staff
- **Declining markets** – HIV/AIDS threatens economic prosperity by putting national economies at risk, deterring investment and decreasing output for foreign exchange
- **Threats to consumer base** – overall demand for goods and services decreases and companies are forced to be less dependent on their consumer base

## HIV/AIDS Affects Productivity

In countries heavily affected by the epidemic, companies report declines in productivity caused by:

- **Increased absenteeism** – from sickness and caring for ill family members and preparing and attending funerals for family and friends
- **Staff turnover** – due to death and illness. Operations are increasingly focused on training new employees rather than on company outputs
- **Lower Morale** – as a result of illness, suffering and loss of colleagues, friends and family. This disrupts continuity in the workplace and community



Doctor treating a patient at a Heineken clinic, Kinshasa, DRC.

“ HIV/AIDS retards economic development and business growth. The epidemic



impacts the workforce, the communities and the markets in which business operates. Business can provide leadership in the global response to this challenge. We have a responsibility to our employees and to the communities in which we operate. We can use our core skills to fight stigma and discrimination, increase awareness and strive to improve access to care and treatment for those affected. As we do this, we can encourage other business leaders to join emerging partnership of solidarity to fight HIV/AIDS. This is both an ethical imperative and the key to business success. ”

*Jean-Pierre Garnier  
Chief Executive Officer, GlaxoSmithKline plc*

“ We see extraordinary opportunities for media, communications and information tech-



nologies to raise global awareness of the HIV/AIDS epidemic and to encourage action at every level. AOL Time Warner is committed to using its unique capabilities in these areas to educate and inform communities around the globe about what causes HIV/AIDS, how it can be prevented and what can be done to end this pandemic. ”

*Kathy Bushkin  
President, AOL Time Warner Foundation and  
Senior Vice President Corporate Relations  
AOL Time Warner*

# Business Leadership and Advocacy

Perhaps *the greatest contribution* business leaders can make is to use their reputation and reach to speak out publicly to persuade societies and their governments about the urgency of the HIV/AIDS crisis and the need to take action.

“ The Global Business Coalition is well positioned to foster collaborations among private business, government bodies, NGOs, and other institutions and organizations to help improve access to care and treatment for those living with HIV. These partnerships are critical if we are to make meaningful progress against the threatening tide of the HIV/AIDS epidemic. ”



Raymond V. Gilmartin  
Chairman, President & Chief Executive Officer  
Merck & Co., Inc



Business people are often respected leaders in their communities, and can use their influence to dispel the myths, stigma and discrimination associated with HIV/AIDS, that have contributed to its spread over the last twenty years.

## Prioritizing AIDS on the Business Agenda

More and more business leaders are speaking out about the threat of HIV/AIDS whether at shareholder meetings, in the media or through business coalitions like the GBC. Business leaders are more willing to listen to their peers than any other AIDS advocate.

Individual companies are beginning to encourage their commercial partners and suppliers to implement HIV policies and programs. Levi Strauss & Co. is in discussion with its supply network to determine how it can extend their corporate policies around non-discrimination and stigma reduction to these secondary operations. The Coca-Cola Company is setting up contractual agreements with its bottling companies in Africa to ensure that they work jointly to provide access to treatment for HIV-infected employees.

An essential part of the Coalition's business mobilization is the Corporate Advisory Board, made up of CEOs of 18 member companies. The Advisory Board advises and supports Juergen E. Schrempp and Richard Holbrooke on the Coalition's strategic direction and have all committed to reach out to their peers to encourage more companies to join the fight. In June 2003, Juergen E. Schrempp co-chaired with Tommy Thompson, US Secretary of Health and Human Services, a meeting of the Corporate Advisory Board to promote the involvement of more businesses in the fight against AIDS.

GBC Chairman, Juergen E. Schrempp and Corporate Advisory Board member, Raymond V. Gilmartin were invited by US President George W. Bush to a meeting of civil society leaders to discuss the President's plan to fight AIDS. The meeting took place on April 29, 2003 in conjunction with a White House ceremony calling for rapid action by the US Congress in finalizing the President's \$15 billion initiative to fight global HIV/AIDS.

## CORPORATE ADVISORY BOARD MEMBERS

**Juergen E. Schrempp**

Chairman of the Board of Management  
Daimler Chrysler AG

**Kathy Bushkin**

President, AOL Time Warner Foundation and  
Senior Vice President Corporate Relations  
AOL Time Warner

**Bertrand Collomb**

Chairman and Chief Executive Officer  
Lafarge

**Douglas N. Daft**

Chairman and Chief Executive Officer  
The Coca-Cola Company

**Mervyn Davies**

Group Chief Executive  
Standard Chartered Bank

**John Demsey**

President, Chairman of the Board  
M•A•C Cosmetics

**Mark Fox**

Chairman and Chief Executive Officer  
The Fox Group

**Jean-Pierre Garnier**

Chief Executive Officer  
GlaxoSmithKline

**Raymond V. Gilmartin**

Chairman, President and Chief Executive Officer  
Merck & Co., Inc.

**Leo J. Hindery, Jr.**

Chairman and Chief Executive Officer  
Yankees Entertainment & Sports Networks (YES)

**Christopher J. Kirubi**

Chairman and Chief Executive Officer  
Haco Industries

**Jan Leschly**

Chairman and Chief Executive Officer  
Care Capital

**William H. Roedy**

President  
MTV Networks International

**Michel de Rosen**

Chief Executive Officer  
Viropharma

**Anthony Ruys**

Chairman of the Executive Board  
Heineken N.V.

**David Stern**

Commissioner  
National Basketball Association (US)

**Ratan N. Tata**

Chairman, Tata Sons  
TataSteel

**Tony Trahar**

Chief Executive Officer  
Anglo American plc



Outreach advertisement campaign  
2003 - placed in US and inter-  
national print media.

## Business and Government

For business to play its full part, the sector must collaborate with governments, international agencies and affected communities. While all these partnerships are of critical importance, the Coalition has placed particular emphasis on fostering more effective partnerships with governments. Business leaders have the unique opportunity to be strong and visible advocates for greater government action. Heads of companies are powerful global voices. They can garner political commitment and resources.

The business community is experiencing challenges similar to those experienced by the public sector in workplace and community responses to the epidemic. Whether concerns related to resource mobilization, infrastructure development or sustainability of HIV programs, there is a unique opportunity for business and government to learn from one another and develop mutually beneficial collaborated efforts.

On June 11th 2003, the GBC held a US Congressional Briefing, hosted by Senators Frist and Biden to identify how the business community can participate in and support the recently announced US government AIDS initiatives. Later that day, the GBC held its annual awards for business excellence at the Kennedy Center in Washington D.C., at which Colin Powell, US Secretary of State gave the keynote address. The GBC will hold similar events in the capitals of other countries over the course of next year.

## The Global Fund on AIDS, TB & Malaria

The GBC is working with the Global Fund on AIDS, TB and Malaria, a multi-billion dollar fund established to address the scourges of HIV/AIDS, tuberculosis and malaria in the developing world. The GBC and a core group of member companies are part of the Private Sector Delegation to the Fund. The Delegation advises the Committees, Board and Secretariat of the Fund on how best to mobilize the business community and seeks to generate significantly greater business sector involvement in the Fund.

Photo courtesy Eskander Debebe/UN.



**M•A•C Cosmetics** On October 31, the United Nations Development Program Poverty Eradication Awards 2002 honored John Demsey, President of M•A•C Cosmetics and Chairman of the M•A•C AIDS Fund, among others, for the Fund's outstanding achievement in the fight against poverty through its support of people affected by HIV/AIDS. John Demsey's leadership through the M•A•C AIDS Fund in the global fight against AIDS and poverty serves as an excellent template for successful corporate collaborations. The M•A•C AIDS Fund is the heart and soul of the company with its employees giving their time, energy, and talent to help those affected by HIV/AIDS worldwide. This partnership has allowed M•A•C Cosmetics to offer much needed assistance to the organization, which in turn provides the knowledge, experience and resources that can enable people to build better lives.

# Business Action in the Workplace

*Protecting employees and their families from HIV/AIDS is the greatest immediate responsibility and opportunity for every company.*

“ For a world-class industrial group like Lafarge, addressing HIV/AIDS is a significant element of our business culture, reflecting our concern for our workforce and our wish to contribute to supporting the communities where we work. Our membership in the Global Business Coalition on HIV/AIDS illustrates the importance we put in this. ”



Our membership in the Global Business Coalition on HIV/AIDS illustrates the importance we put in this.

*Bertrand Collomb  
Chairman & Executive Officer, Lafarge*

“ The most immediate way business can take action on HIV/AIDS is by protecting its most valuable resource - its employees. From awareness and prevention to care, support and treatment, this is not only good corporate citizenship but an absolute necessity in countries heavily affected by the virus. This approach underpins Heineken's Health strategy. ”



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*Anthony Ruys  
Chairman of the Executive Board, Heineken N.V.*

Businesses can also help employees already infected with HIV to remain healthy and able to contribute to the business for as long as possible, by providing access to care, support and treatment.

## Increasing Business Responses in the Workplace

Since 2001, promoting greater business action in the workplace has been at the core of the GBC's strategy. More and more companies are now tackling AIDS in the work environment and the GBC assists its member companies by:

- **Documenting existing good practices** – In December 2002 Managing HIV in the Workplace, an online resource tool of over 60 employer programs was launched
- **Identifying the components of a comprehensive workplace program** – The GBC advocates that effective company initiatives should include non-discriminatory policies and practices, prevention and awareness education, access to confidential voluntary counseling and testing, and access to Care, Support and Treatment
- **Brokering collaboration between business, governments and non-governmental organizations (NGOs)** – In May 2003, the GBC and its partners STOPAIDSNOW! and PharmAccess held an expert meeting which set priorities for action in expanding private and public sector HIV treatment programs, identifying first wave countries and industrial sectors. The full report has been widely disseminated and is available on the GBC website at [www.businessfightsaids.org](http://www.businessfightsaids.org)

## Company Programs

### AFA Botswana



AFA Botswana has, since 1991, provided employee/family access to anti-retroviral therapy through a health insurance scheme, which bears 90% of the medical costs. The company pays in full the employees' insurance premium and 50% of their family share. AFA has an HIV/AIDS policy and provides access to free condoms to its employees. HIV/AIDS information/education is provided by an Employee Health Committee, backed by an in-house HIV/AIDS managed care program.



Patients at the West Rand Hospital gather round as a counselor from the wellness clinic explains the need to use condoms.  
Courtesy of AngloGold.

program was upgraded in January 2003 and is currently in the process of being rolled-out across all Barclays Africa operations. The core structure of the program revolves around three pillars: Coping, Prevention and Treatment. There are a number of action steps under each of these pillars and they are being rolled-out in order to manage the disease effectively within the workplace. These action steps include policy implementation, risk and impact assessment, surveys, support for HIV positive staff, voluntary counseling and testing for employees and establishing community partnerships.

### Anglo American



In August 2002, Anglo American announced that it would enhance its wellness programs for HIV positive employees by providing antiretroviral therapy (ART) at company expense for employees progressing to AIDS. Anglo American believes that treatment is the single short-term intervention that will make a difference to the way the HIV/AIDS epidemic unfolds, both in the workplace and in the communities within which it operates. Providing treatment is a direct challenge to the ignorance, denial and stigma that have fuelled the AIDS epidemic since its inception. In an environment of enhanced care and support for those affected by HIV/AIDS, employees and their partners are more likely to establish their HIV status through Voluntary Counseling and Testing (VCT) and to embrace the need for individual behavioral change.

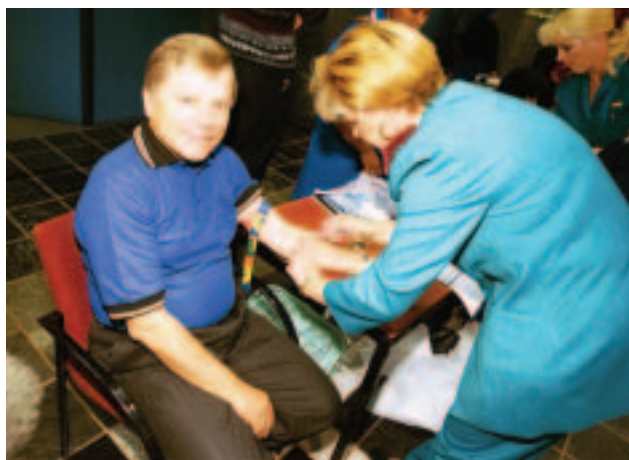
### Barclays Bank



The Barclays Africa HIV/AIDS program has formally been in place since 1999 even though there have been many country education and awareness initiatives conducted before then. The program



Barclays Ghana HIV program planning meeting.



DaimlerChrysler South Africa chairman, Christoph Koepke takes the test during the HIV/AIDS public testing dubbed "The Big Bleed" at the Pretoria Head Office.

### British American Tobacco



British American Tobacco (BAT) operates an HIV workplace program in its African operations, as part of a coordinated approach to infectious disease, including malaria and TB. The 'Significant Indigenous Diseases Best Practice' offers information on the various 'indigenous diseases' and provides a mechanism for action, monitoring, costing and reporting at the local level.

### DaimlerChrysler



The DaimlerChrysler HIV/AIDS Workplace Program in South Africa remains a leading example of best practice ensuring the integrated management of appropriate prevention, treatment, care and support services for employees, their families and immediate communities. In April 2003 the corporation enhanced its commitment to greater access to antiretroviral treatment with the addition to the workplace policy of a clause detailing the extension of treatment beyond employment for workers who become redundant due to operational requirements. Over and above Corporate Investment in community-based HIV/AIDS initiatives, community involvement activities include the training of community doc-



An Eskom HIV/AIDS awareness March held in December 2002, during "International AIDS Week". Eskom's Management Board has urged all Eskom employees to provide support to people who are infected and affected by HIV/AIDS.

tors in the proper treatment of Sexually Transmitted Infections, Tuberculosis and HIV/AIDS; the training of student and teacher Peer Educators in selected schools of employee dependents; and collaboration with African Traditional Healers in appropriate HIV/AIDS treatment and care. Specialist and technical support and especially assistance in monitoring, evaluation and reporting is provided by the German Technical Cooperation through a public-private-partnership cooperation agreement.

### Eskom



The South African power utility has a long-standing program, including an

innovative monitoring and evaluation strategy which ensures that company policies and initiatives reflect the changing dynamic of the South African epidemic.

### GlaxoSmithKline



GSK provides HIV/AIDS healthcare programs for employees. While arrangements differ depending on local circumstances, all the programs are based upon a set of principles, which reflect current best practice and draw upon guidelines agreed jointly by the International Organization of Employers and UNAIDS. Included in the principles is that: GSK does not discriminate against any employee based on their HIV status; GSK provides information and training to staff on HIV and AIDS prevention, appropriate to their needs; GSK ensures appropriate provision for the care of HIV positive regular employees, their long term partners and immediate families, including access to voluntary testing with counseling, and provision of ARVs; and GSK maintains medical confidentiality at all times.



GlaxoSmithKline progress report on contributions to improving healthcare.



Heineken doctor posing with patients, Kinshasa, DRC.

### Heineken N.V.



Heineken N.V. expanded its existing medical program for its African breweries to include ARVs with the support of the Dutch NGO PharmAccess.

### L'Oréal



In addition to its ongoing contribution to the Nelson Mandela Children's Fund, L'Oréal's commitment to supporting the communities of which it is a member was extended in 2002 to participation in the Train-the-trainer HIV/AIDS program.

Twenty-seven members of staff from L'Oréal South Africa were trained as part of the Pedagogy of Action Programs organized by the American University of Michigan's Study Abroad Program. These members of staff trained 100 other L'Oréal employees during 2002 who have, in turn, reached out to their communities and provided training on HIV/AIDS prevention for more than 200 people - both young and old.

L'Oréal's commitment to the Train-the-trainer HIV/AIDS program will continue in 2003, with the extension of the program to other parts of the L'Oréal South Africa business and, importantly, other communities in the country.

## Modicare

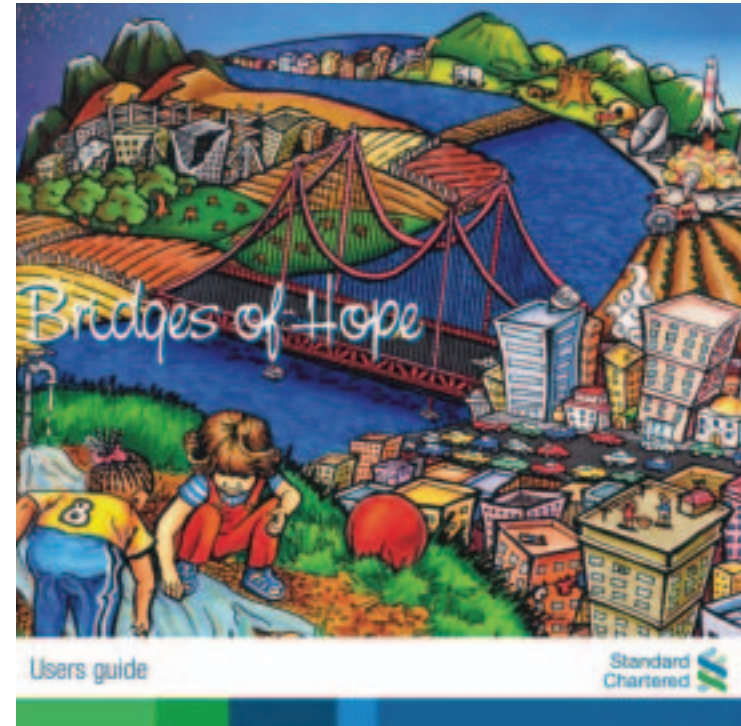


Modicare, the Indian network marketing company, set up in 1996 the Modicare Foundation, an independent, non-profit, non-governmental organization, with a commitment to prevent the spread of HIV/AIDS, enhance awareness and erase the myths and misconceptions surrounding it. The Foundation receives a percentage of Modicare's turnover each year and its focus is to promote HIV/AIDS awareness and to increase commitment through resources both monetary and non-monetary, specifically targeting Modicare distributors, industrial workers, schools and sex workers.

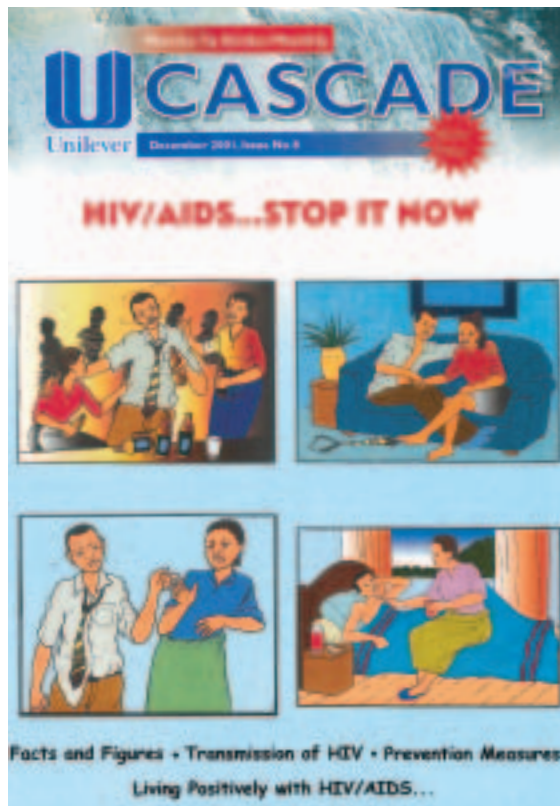
## Standard Chartered Bank plc



The “Staying Alive” Campaign, launched in 2000 and initially rolled out to the African business, has proven to be a pioneering product for corporate responsibility, not only in the finance sector, but across many sectors in the countries in which it was launched. The new “Living with HIV” Campaign which commenced in April 2002 is being introduced globally and focuses on education and prevention, alleviating suffering and giving care and support to staff and their families. Standard Chartered strives to sustain and strengthen its HIV/AIDS advocacy and education programs across the Globe and to share its tools and techniques with other companies and organizations.



Standard Chartered Bank 'Bridges of Hope'.



## Unilever



Unilever Africa Regional Group is emphasizing the role of leadership, the sharing of good practice and capacity building as they continue to extend their HIV/AIDS activities, both within the workplace and neighboring communities. They have adopted a roadmap methodology to assist management teams in the development of their programs.

Unilever's CASCADE Monthly.



# Debswana: Lena (Tumelo) Kwanyana

Jwaneng Mine AIDS Program Coordinator at Debswana

Debswana Diamond Company (PTY Ltd) is owned in equal shares by the Government of Botswana and by De Beers Centenary AG. The diamond mines employ just over 5000 people.



**Q: What are the everyday challenges in implementing your HIV/AIDS workplace programs?**

**A:** The length of time it takes for some of the programs to bear fruit. That is, it takes time before some of the results can be visible. And this is not easy for us, especially working in a production orientated environment.

**Q: What are the overall responses from your workers about your HIV/AIDS workplace programs?**

**A:** Mixed. Some employees support our programs fully, while others are still on the border line. This does not surprise us because HIV/AIDS has a lot to do with attitudes, and for some people change does not come easy.



**Q: What does your employee health mean to you?**

**A:** The employees are the living gems of Debswana and therefore the company can only survive through looking after these assets. Our philosophy is to show that we care about our employee's health by helping extend their productive lives.

**Q: How does the absence of public health action impact your company's HIV/AIDS response?**

**A:** There is support from everyone, especially our country's leadership. The President's office has made it a national issue, even creating a slogan, "Ntwa e bolotse" meaning "We have declared a war on HIV/AIDS".

**Q: What is your biggest motivator?**

**A:** Enthusiasm and commitment by some employees who give us the courage to implement the programs. As well as the testimonies of our employees, their dependants or members from our local communities who benefit from our efforts.

**Q: Why do you make HIV/AIDS your business?**

**A:** Debswana takes profit and loss very seriously, and views HIV/AIDS as a strategic issue not a health issue and has therefore made it the company's business to make a difference.

**Q: Give three reasons you stay involved in the fight against HIV/AIDS?**

**A:** To keep our workforce healthy, to assist the local community fight HIV/AIDS and to reduce the impact of the epidemic on Debswana and the economy at large.

**Q: How has working with HIV/AIDS affected your life?**

**A:** Working with HIV/AIDS has affected me to a great extent. I have realized that building partnerships is extremely important and that people infected with HIV/AIDS are not only patients in the wards, they are people who are struggling to stay alive and live positively with HIV. We are one aspect in a bigger picture and need to form partnerships to fight side by side to defeat AIDS. This is not an individual fight but a group effort.

**Q: How are employees encouraged to use your services?**

**A:** We show them the benefits of using our services and we also publicize these services. Most of our programs are designed in close consultation with our employees, and therefore are what the people want.



# The Workplace Comes First: GBC Initiatives to Support Member Companies

Since 2001, the GBC has *undertaken initiatives* to help business to protect their workforce and their families against the spread of this epidemic, and to support employees infected with HIV in remaining healthy and able to contribute to the business as long as possible.



GBC "Employees and HIV/AIDS: Action for Business Leaders".



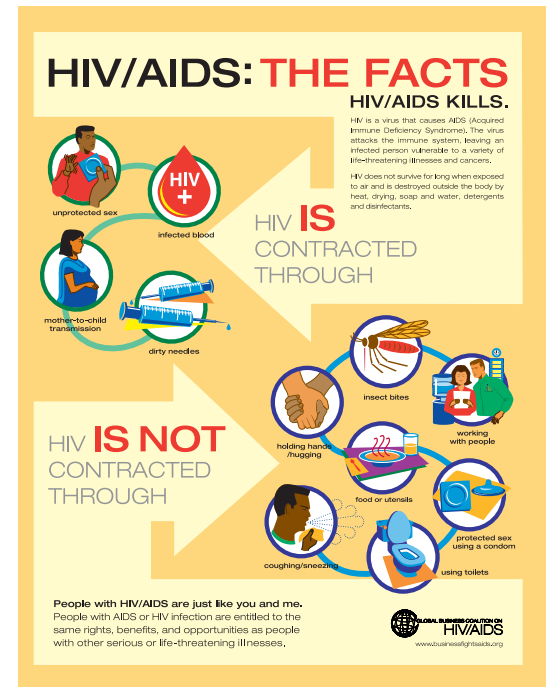
GBC Business Guidelines.

- The GBC produced “Employees and HIV/AIDS: Action for Business Leaders” to provide advice to senior company directors on the feasibility and effectiveness of establishing HIV workplace programs. The experiences of other companies are invaluable in helping individual businesses face up to the challenge of HIV/AIDS

- The GBC has reviewed a number of HIV employee programs adopted by companies across a range of business interests in regions of the world with high HIV prevalence, including automotive manufacturing, breweries, electricity, petroleum and banking. They can all be found on the GBC website [www.businessfightsaids.org](http://www.businessfightsaids.org).

- The GBC AIDS awareness poster for in the workplace or for adaptation by companies in their own programs was distributed widely around the world, particularly used in Kenya, Mozambique and Zambia

In 2003, GBC launched ‘How Can My Business Fight AIDS’, a short set of business guidelines, showing Chief Executives the steps they can take to bring their own companies in line with current good business practices on AIDS.



GBC AIDS awareness poster.

# Scaling Up Access to Treatment: Public-Private Sector Collaboration, Netherlands, 5-6 May 2003

The GBC, PharmAccess International and STOP AIDS NOW! held an *Expert Meeting* on May 5-6 in The Netherlands, on ‘The Role of the Private Sector in scaling-up access to Antiretroviral Therapy (ARVs)’ in developing countries.

The focus included:

- The role of business in establishing ARV programs in the absence of similar state-run services
- How to synergize the business sector’s efforts with those supported by national governments, NGOs and bilateral/multilateral agencies and what support for business programs can be mobilized (such as technical advice, shared procurement and access to diagnostic services).

The meeting drew together a small group of companies and organizations who are well acquainted with private sector involvement in the HIV/AIDS epidemic. The aim of the meeting was to help frame the international policy dialogue in addressing these issues. The report of the meeting was launched at the GBC’s 2003 Awards for Business Excellence in Washington DC in June 2003 and has been disseminated widely to help inform international treatment access initiatives such as the International HIV Treatment Access Coalition (ITAC) and the Global Fund to fight AIDS, Tuberculosis and Malaria.



Participants of the Expert Meeting in The Netherlands.

“ Business leaders have the unique ability to tackle head-on the stig-



ma and discrimination that has enabled this virus to spread rampantly over the past 20 years. With their talent, employees, retail partners, and customers can carry a simple message and change public perceptions about the epidemic and improve the rights of people living with HIV/AIDS and those at risk of infection. ”

*John Demsey  
President, M·A·C Cosmetics  
Chairman of Board, M·A·C AIDS Fund*

“ HIV/AIDS is devastating people of all genders, races and ethnic backgrounds. It is



an epidemic without borders and continues to spread at alarming rates across the planet. As a global company and a member of the GBC, we want to do our part and use our expertise where we can help the most. We hope others in our industry will join us by airing the messages or getting involved in other ways. ”

*Mel Karmazin  
Chief Operating Officer  
Viacom International*

# Extraction Companies

*The oil and extraction companies have made major strides in the fight against HIV/AIDS over recent years. Many of their workers are located in heavily affected regions. In addition, the population movement associated with the exploitation of natural resources in new regions could be a factor in the spread of HIV.*

BP



The HIV/AIDS programs of BP businesses are underpinned by a global policy that states that employees will not be discriminated against on the basis of their actual or perceived HIV status and that guarantees the confidentiality of infected or affected employees. Country specific programs focus on prevention, education and awareness, voluntary counselling and testing, care support and treatment, as well as partnerships to share learning and experience.

ChevronTexaco



The Company's GBC award winning program was initiated in Nigeria, where it works with local community groups and NGOs to implement workplace prevention and care programs.



More recently, Nigerian President Chief Olusegun Obasanjo named Jay Pryor, Chevron Nigeria Limited's Chairman and Managing Director, as Co-Chairman of a newly formed private sector coalition on HIV/AIDS. Inaugurating the Nigerian Business Coalition Against HIV/AIDS, the President indicated that Mr. Pryor's selection to lead the body was in recognition of ChevronTexaco's sustained commitment to combating HIV/AIDS in Nigeria and the rest of Africa.



Jay Pryor presents a copy of *A Day in the Life of Africa*, sponsored by ChevronTexaco as part of its contribution to the HIV/AIDS Campaign, to President Obasanjo at the ceremony.

In Chad and Cameroon, ExxonMobil sponsored village-based "theatrical dramatizations" as part of a preventive education campaign.

## ExxonMobil



ExxonMobil is actively working with nearby communities in many of our Sub-Saharan Africa operations to address the unprecedented public health crisis of HIV. The scale and breadth of the problem dictates that innovative alliances and public-private partnerships with other companies and with NGOs and intergovernmental groups be organized to provide the basis for sustainable community health improvements. For major new oil development projects, its role is typically to work directly with local governments and other public health providers to develop a framework for incorporating workforce and community health considerations into project development plans. For existing operations, it links HIV prevention programs to local community outreach activities.

## Shell



Shell has revised its 1993 Guidelines on HIV/AIDS to facilitate its contribution to preventing the spread of infection and its participation in support programs at local, national and international level, in a consistent manner.

Shell's efforts will focus on safeguarding the health of its stakeholders to prevent further infection and specifically, where not otherwise available, Shell will provide anti-retroviral drugs and counseling to employees and their dependants affected by HIV/AIDS.

The implementation of the Guidelines will be tested in five African countries during 2003, and this will provide a learning process for Shell, supplementing existing AIDS prevention and care programs run by Shell companies for their employees and families and activities that use Shell retail outlets to raise public awareness.

## Statoil



Statoil has a non-discriminatory corporate policy on HIV/AIDS. It encourages and promotes programs and initiatives on prevention of HIV/AIDS in the local communities where it operates. Cooperation and partnership with community organizations, international organizations and other businesses is also vital. It custom-makes programs to care for and support its employees living with HIV/AIDS and also offers the medication they need. Testing is naturally voluntary and confidential. Statoil believes in prevention of HIV/AIDS through information, education and training.



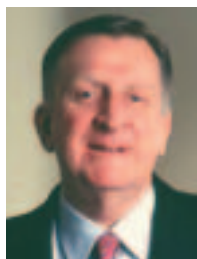
Opening the Shell Institut for HIV prevention in Yamassoukrou, Cote d'Ivoire.



# Bringing Core Business Strengths to the Global Response to HIV/AIDS

Beyond supporting the workplace, *business has the unique ability to respond faster and more efficiently to the AIDS epidemic than other sectors.*

“ The pandemic of HIV/AIDS is evolving as one of the major concerns facing business today. The Global Business Coalition on HIV/AIDS, as coordinator of vast and varied business networks, plays an important role in helping businesses align their actions in response to this epidemic. ”



evolving as one of the major concerns facing business today. The Global Business Coalition on HIV/AIDS, as coordinator of vast and varied business networks, plays an important role in helping

Douglas N. Daft  
Chairman & Chief Executive Officer  
The Coca Cola Company

Companies have the opportunity to apply their core business skills to improve HIV/AIDS programs around the world.

Working in partnership with governments and civil society, businesses can positively impact:

- **behavior change** – the creative application of communication and marketing skills to develop a broad range of media and outreach campaigns, particularly those targeting specific groups like young people and women
- **access to commodities** – by employing existing logistics and distribution infrastructures to increase access to commodities and prevention materials on a sustainable basis, particularly in hard-to-reach rural communities
- **management of HIV/AIDS programs** – through the application of human resource and organizational management skills to improve the efficiency and effectiveness of public sector and community programs
- **application and use of information technology** – by expanding everyday use of information technology to enhance availability of HIV/AIDS related information and to strengthen community networks

The GBC regularly reviews business programs on HIV/AIDS in the community. Examples are documented on the GBC website and are drawn from a variety of industrial sectors. The GBC presented an update of this review at the International AIDS Conference in Barcelona in 2002. A new GBC working group has recently been established to harness the skills of the media, entertainment and communications industries.

## Company Programs

### Abbott Laboratories



Abbott has been committed to the fight against HIV/AIDS since 1985, when it introduced the first licensed HIV test. Since then, Abbott has continued its leadership in HIV diagnostics and has developed antiretrovirals.



Abbott Laboratories supports various programs for AIDS orphans and vulnerable children including reconstruction of the Kipande School in southwestern Tanzania.

Abbott and the Abbott Fund will also invest \$100 million by 2007 in humanitarian programs to address HIV/AIDS in the developing world. *Step Forward* focuses on improving the lives of orphans and vulnerable children infected and affected by HIV/AIDS in Romania, India, Burkina Faso and Tanzania. Through *Tanzania Care*, it works with the government of Tanzania to strengthen the public health care infrastructure and systems to expand access to quality care for people living with HIV/AIDS. *Abbott Access* provides Abbott's antiretrovirals at a loss and rapid HIV tests at no profit in the poorest countries of the world. Through the Determine HIV Rapid Test Donation Program, Abbott has committed to donate up to 20 million of its rapid HIV tests over five years to programs to address the prevention of mother-to-child transmission of HIV.

### Altria Group, Inc



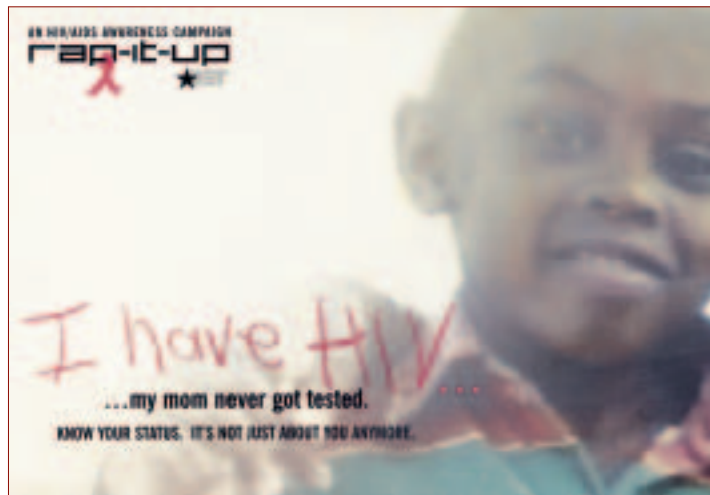
**Altria**

Altria Group, Inc. was one of the first corporate funders of HIV/AIDS programs, making its first grant in 1986. Altria naturally focuses much of its philanthropic efforts on the issue of hunger, as parent company to the second largest food manufacturer in the world. Given its expertise in this area and the documented need in the community, the company's HIV contributions program concentrates on HIV and nutrition. Through its 'Positive Helpings Program', initiated in 1997/98, it has provided grants for the provision of home delivered meal services, congregate meals and food pantry services to men, women and children living with HIV/AIDS. Programs across the US have been funded, as well as agencies in England, France, Canada, Mexico and South Africa.

### AOL Time Warner

#### AOL Time Warner

AOL Time Warner is a proud partner in *Pandemic: Facing AIDS* ([www.PandemicFacingAids.org](http://www.PandemicFacingAids.org), AOL Keyword: Pandemic), a multifaceted public education and outreach campaign aimed at raising awareness of the global AIDS crisis through a variety of cultural and educational projects, including a five-part HBO documentary series by director Rory Kennedy, a Warner Music Group CD, an award-winning Web site funded by the AOL Time Warner Foundation, a Public Service Announcement campaign narrated by Elton John, a book and international photo exhibition and an educational campaign in five languages.

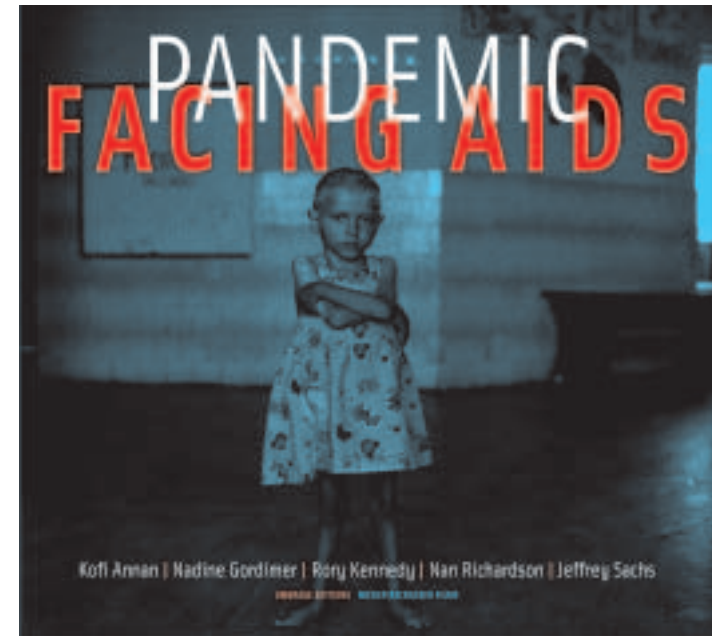


### BET



BET, the number one 24-hour cable channel targeting African-Americans, began its sexual health initiative in 1998 with the Kaiser Family Foundation, and subsequently launched 'Rap-It-Up' in 2000, a nationwide HIV/AIDS awareness campaign targeting the African American community. It includes special programming, PSAs, celebrity spokespersons, event sponsorship, promotion of community based health organizations for VCT and referral, website, toll-free hotline linked to the CDC, high school visits ('Teen Forums') and the Cable in the Classroom Rap-It-Up School Curriculum.

BET's Rap-It-Up, HIV/AIDS Awareness Campaign.



AOL Time Warner Pandemic Poster.



## The Body Shop



The Body Shop has been facing up to the challenge of HIV/AIDS since the mid 1980's. It has donated millions of dollars to AIDS groups through the sale of red ribbons and bracelets, run public education campaigns in its stores and engaged with other businesses around the world to involve employees and suppliers in taking effective action. In India it supported a Community Trade supplier's awareness raising campaign, which included the use of an elephant and rickshaw as billboards, in local villages, schools and at truck stops.

## Cimpogest



As member of the board of the Mozambique – United States Chamber of Commerce, CIMPOGEST Lda is leading the business fight against HIV/AIDS at the workplace level in Mozambique. It is the founder and coordinator of the HIV/AIDS Business Forum that involves leaders of the 15 biggest companies operating in the country that all together employs approximately 10,000 people.



Alkis Macropulos from Cimpogest leading a discussion of the Business Forum Against HIV/AIDS attended by Business leaders members of the CCMUSA.

## condomi



condomi has established a holistic approach to HIV in the workplace. This has been done by developing a strategic partnership with Exidemics, a leader in detection and treatment regarding HIV and AIDS, together with condomi's expertise in prevention this gives a one stop shop for all employers. Condom usage is being de-stigmatized through novel interactive approaches and workplace programs allow employees to discuss their sexual health issues in complete confidence, even to the stage of establishment of status. condomi also has developed effective distribution methods in the workplace to allow employees access to quality condoms and also allowing employers to add value to worker health programs.



Anita Roddick OBE, founder and Co-Chair of The Body Shop International PLC, driving a Teddy Exports auto rickshaw, bearing AIDS-awareness messages.

## The Coca-Cola Company



The Coca-Cola Company programs in Africa focus on three broad strategies:

- Employees - the Company has implemented effective workplace programs focusing on comprehensive HIV/AIDS awareness, prevention and treatment, including anti-retroviral drugs, for employees, and their spouses and children.
- The Coca-Cola Africa Foundation/NGO Partnerships - the Company is implementing programs with local and international NGO's such as UNICEF, Population Services International, The Family Health Trust and UNAIDS. The two main areas of focus are Marketing and Communication Initiatives and Local Community Infrastructure Initiatives.
- Bottlers - The Company and its bottlers in Africa have established one of the first and most extensive employee healthcare programs for HIV/AIDS in Africa. The program provides comprehensive HIV/AIDS awareness, prevention and treatment, including anti-retroviral drugs, to employees, and their spouses and children in 54 African countries.

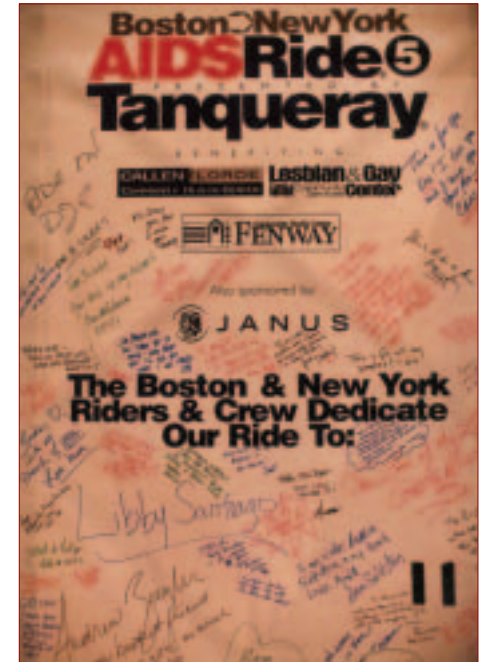
## Diageo

# DIAGEO

Diageo has, through its GuinnessUDV South Africa brand decided to embark on an HIV/AIDS initiative with the following strategic objectives:

- Align with Diageo's commitment to its people
- Prevent new HIV infections amongst employees
- Extend the life expectancy of HIV positive employees
- Preserve our skills base
- Be seen as a preferred employer
- Align corporate action to moral imperative

Diageo has, through its Tanqueray brand, supported annual cycle rides across the United States, raising a total of \$160m for HIV/AIDS charities and support organizations.



M•A•C publicity for VIVA GLAM IV.

## Hewlett-Packard Company



The Hewlett-Packard Company is focused on health education and management, including HIV/AIDS. Through its i-Communities initiative, HP is discovering innovative technologies and solutions that empower developing communities around the world (including those in Brazil, India and South Africa) — allowing them to better share information and improve health care.

## M•A•C Cosmetics

**MAC** All proceeds from the sales of MAC Cosmetics' VIVA GLAM lipsticks benefit the MAC AIDS Fund, created in 1994. To date, the MAC AIDS Fund has raised \$30 million to offer help globally to men, women and children living with HIV/AIDS. The AIDS Fund is the heart and soul of the company, with its employees giving time, energy and talent to help those affected by the epidemic.

## Pfizer Inc.



Pfizer Inc. has established partnerships with Ministries of Health and NGOs to support comprehensive interventions that address the HIV/AIDS pandemic. The cornerstone of this effort is:

- The Diflucan Partnership Program, a program that provides an antifungal, Diflucan, free-of-charge, for the treatment of two HIV/AIDS associated opportunistic infections
- The building of an Infectious Disease Training Institute in Uganda's Makerere University
- AIDS in the workplace program





### SSL International



SSL International has been working in partnership with Instituto Promundo and John Snow Brasil to develop a peer-led education campaign called the ‘Guy-to-Guy’ project to engage young men in sexual health issues and gender-based violence prevention.

The project launched in Rio de Janeiro in 1999 through observation, interaction and focus group discussions with young men. Topics discussed included promoting condom use, STIs and HIV/AIDS, and gender and domestic violence issues.

The young men are now distributing specially designed condom packs, together with essential information about HIV/AIDS, to young people in bars, discos, at local community events and are available in more traditional pharmacy and drug stores in Bangu, a low-income community of Rio.

SSL International specially designed condom packs.

### Bristol Myers Squibb



**Bristol-Myers Squibb Company**

Bristol-Myers is a global pharmaceutical company whose mission is to extend and

enhance human life. Our commitment to fight the HIV epidemic goes beyond research efforts to find a cure for this disease. Through our innovative Secure the Future initiative, our Company has made an unprecedented pledge of \$115 million to help develop local, sustainable programs to fight the devastating impact of HIV/AIDS in nine sub-Saharan and West African Nations. And as a lead partner in the public-private Accelerating Access Initiative, Bristol-Myers Squibb makes available its HIV medicines Zerit and Videx for below costs at \$1 per day in all countries in sub-Saharan Africa.



Bristol-Myers Squibb Secure the Future pin.

Viacom: Carl Folta Senior Vice President of Corporate Relations  
Imara Jones Director, Initiative on HIV/AIDS

Viacom is a leading global media company, with preeminent positions in broadcast and cable television, radio, outdoor advertising, and online. Viacom leads in the creation, promotion, and distribution of entertainment, news, sports, and music and the company's well-known brands include CBS, MTV, Nickelodeon, VH1, BET and Paramount Pictures.

**Q: What is your Know HIV/AIDS global media campaign about?**

**A:** Viacom's Know HIV/AIDS campaign—a public education initiative of the company and the Henry J. Kaiser Family Foundation—is a multi-year, global effort to combat HIV/AIDS through prevention and awareness messages aimed at the general population and those at greatest risk for the disease. With over \$120 million in media value pledged for 2003 alone, the campaign has three essential elements: 1) Public Service Announcements to widely disseminate information about the disease, prevention methods and additional resources through targeted television, radio, and outdoor spots across all Viacom properties; 2) Programming incorporating story lines on HIV/AIDS that reinforce the campaign's PSA messages, and which humanize the disease for viewers; and 3) Employee education to inform employees about HIV/AIDS and HIV/AIDS workplace-related issues.

**Q: What are the overall responses you receive from your HIV/AIDS campaign?**

**A:** In a recent survey of American adults, 44 percent recognized either the Know HIV/AIDS brand or one of the two public service announcements asked about. Additionally, in two of the key target audiences—African Americans and Latinos—awareness was 51 percent. Since the campaign launched on January 6, there have been nearly 2,500,000 unique visits to the Know HIV/AIDS Web site, more than 18,000 calls to the hotline and over 80,000 copies of an educational guide on HIV/AIDS have been distributed.

**Q: Why does Viacom make HIV/AIDS its business?**

**A:** We decided to make HIV/AIDS our business after concluding that Viacom's assets were well-suited to the task of combating HIV/AIDS. Despite the crisis posed by the pandemic, apathy among many in the West and the next-generation countries for the disease—namely China, Eastern Europe, and India—is at an all-time high. Drug therapies prolong life, but do not cure the disease. More importantly, access to these medicines for those most in need around the world is limited. As a result, information is a key way to halt the spread of this disease.

**Q: How is stigma and discrimination addressed in your HIV/AIDS campaign?**

**A:** Reducing stigma and discrimination are central to combating this disease. Know HIV/AIDS does so by breaking the silence around a whole host of issues related to the spread of HIV/AIDS. Silence leads to misconception about who's at risk and how the

disease is spread, both of which are at the core of discrimination. The two primary target groups for Know HIV/AIDS in the U.S. are the public-at-large and those at greatest risk of contracting HIV/AIDS. The primary benefit for each group is greater information about the disease, which is presented in a way that is accessible and relevant to their own lives. For each group, we have a call to action—for parents it is talk to your kids about HIV/AIDS; for people under 25, women, people of color, and men who have sex with men it is use protection and get tested; for employees it is a reemphasis of non-discrimination and equal treatment. Reducing stigma and discrimination are also key issues at the heart of our efforts internationally. They will continue to guide our work in Western Europe, with the BBC in Africa and the Caribbean, and beyond.

**Q: How are employees encouraged to use your services?**

**A:** All material produced under the campaign is rights free and available for anyone—including Viacom employees—for use. They can do so through the website [www.knowhivaids.org](http://www.knowhivaids.org). More broadly, employee education on HIV/AIDS and HIV/AIDS workplace-related issues is required for all personnel at Viacom Corporate. Other units, such as MTV Networks and Simon & Schuster are implementing similar education programs. Approximately 65,000 employees at Blockbuster received copies of an educational guide produced by the campaign with their paychecks. All facets of the campaign direct audiences to the initiative's comprehensive website, [www.knowhivaids.org](http://www.knowhivaids.org) or toll-free number 1-866-344-KNOW (5669). Both offer the free 30-page educational guide—produced by Simon & Schuster and the Kaiser Family Foundation—as well as additional information on HIV/AIDS and links to other resources. The hotline and website link to the U.S. Centers for Disease Control and Prevention's national HIV/STD counseling and referral center.

**Q: How does your HIV/AIDS program affect attitude in the workplace?**

**A:** We believe that Know HIV/AIDS has a positive impact on the workplace. It does so by decreasing ignorance about the disease and by boosting the morale of employees at all ranks and levels of the company. Viacom's employees have seized upon the opportunity to use their everyday skills for a higher purpose. This resulting increased commitment to work and the company has a number of positive tangible and intangible outcomes, which Viacom will continue to reap in the years ahead.



Ted Danson and Hattie Winston from CBS' Becker. Viacom-owned properties produced ten broadcast shows with HIV/AIDS themes, reaching over 50 million viewers.

# Supporting National Business Action

*A vital component of the GBC's strategy is to support the expansion of national business responses to HIV/AIDS, as well as working with the headquarters of multinational corporations.*

The GBC encourages local operating companies of international businesses to join national AIDS efforts, and promotes greater leadership by business champions in nationally-owned companies in priority countries that are, or will be affected by the epidemic. With its partners, the GBC hosts meetings with leaders from business, labor, government and civil society, to expand existing initiatives and to develop national action plans that engage the private sector fully.

## AFRICA

### Botswana

Botswana has been an important priority for the GBC, given its economic development, high rate of adult infections (just under 40 per cent), and high-level national and international commitment (including the Merck, Gates Foundation and national government partnership). A number of GBC members, including Debswana and AFA Botswana have already developed internationally-respected initiatives. The challenge now is to promote greater action by the country's network of small to medium enterprises. The Botswana Business Coalition on AIDS (BBCA) and the Botswana Confederation of Commerce, Industry and Manpower have developed a new campaign, with the support of the GBC, to adapt the prevention and awareness programs developed by larger employers for use by small to medium companies, linking them into the government's national AIDS strategy headed by the National AIDS Control Agency.

### Kenya

Kenya has already seen a significant mobilization of the business community, including the establishment of the Kenya HIV/AIDS Private Sector Business Council, the involvement of senior business leaders in both the National AIDS Control Council and the Global Fund's Country Coordination Mechanism. The Kenya Federation of Employers has developed and published its own workplace guidelines (available on the GBC website) taken from the ILO's Code of Practice on HIV/AIDS. The GBC is working with these partners and the East Africa Business Council to host an East African business summit on AIDS in September 2003, in conjunction with the 13th International Conference on AIDS and STIs, taking place in Nairobi.

“ The HIV/AIDS pandemic has caused untold misery in Sub-Saharan Africa, and only through leadership, increased awareness, prevention and education shall we notice decreases in infection and achieve containment of the HIV/AIDS scourge. Enhancing access to treatment and affordable drugs still remains a major challenge in the fight against HIV/AIDS. ”



*Christopher J. Kirubi  
Chairman & Chief Executive Officer  
Haco Industries*



Photo courtesy Bristol-Myers Squibb.

## South Africa

The South African Business Coalition on HIV/AIDS (SABCOHA) was one of the first national partners of the GBC. Richard Holbrook met its board and many of its members during his first visit as GBC President in early 2002. In June 2002, SABCOHA launched a portal on the Metropolitan RedRibbon website ([www.redribbon.co.za](http://www.redribbon.co.za)), providing access to resources and case studies to support the business response. Additionally, a resource centre is envisaged at the SABCOHA offices, particularly to provide small companies access to the internet and hard copies of reference materials. SABCOHA recently commissioned the Department for International Development sponsored Deloitte and Touche survey “Business response in Small, Medium, and Large Companies in South Africa.

## ASIA

### India

India is home to the highest number of infections after South Africa, with just under 4 million people living with HIV/AIDS. The country is presented with a unique opportunity to prevent a widescale epidemic, which given the size of its general population could dwarf those seen in other countries. The GBC’s partner in India, the Confederation of Indian Industry has led the business sector’s efforts, particularly in providing a forum for business leaders to speak out

“ We are talking - not only about a crisis - but a catastrophic situation with impact far beyond the sub-Saharan Africa region. Demographics will be altered as AIDS takes the lives of people in their most productive years. As business leaders, we have a unique contribution to make to the fight against AIDS by bringing together governments, communities and businesses in the common fight against AIDS. Investing in AIDS is investing for the future of humanity. ”



Jan Leschly  
Chairman, Care Capital LLC

“ The NBA is pleased to support the efforts of the Global Business Coalition on HIV/AIDS to create a more comprehensive awareness about the importance of AIDS prevention and the role that business can play in the fight against stigma and discrimination. ”



David Stern  
Commissioner  
National Basketball Association (NBA)

“ No company or individual of conscience and convictions

can ignore the horrible and tragic AIDS pandemic. As the chief executive of a company operating in the work of sports and broadcasting, I urge every company and my media industry allies to join the Global Business Coalition on HIV/AIDS in mobilizing our resources to help snuff out this tragic disease. It is absolutely the right thing to do, and it is clearly in America's and the world's interests I urge you to act now. ”



*Leo Hindery, Jr.  
Chairman & Chief Executive Officer  
Yankees Entertainment and Sports Network (YES)*

“ In the 30's, the world did not, when

it could, prevent Hitler from making Germany a war machine and organizing WWII and the Holocaust. Today, there is no bigger tragedy than the spread of AIDS in the developing world. Our generation's historical duty is to fight it and to stop it. ”



*Michel de Rosen  
Chief Executive Officer  
Viropharma*

publicly about the threat of AIDS and to promote greater action by the government. In October 2003, CII and the GBC will host a high-level summit of business and political leaders to campaign against the stigma and discrimination associated with the spread of HIV/AIDS, bringing businesses from around the world to share their experiences and learn from each other and their Indian peers.

## Thailand

Thailand is one of the world's success stories in turning back the spread of HIV/AIDS. However, the country and South East Asia more broadly, still face the threat of broader epidemics. The Thailand Business on Coalition on AIDS (TBCA) was the first national business coalition to be created in the early 1990s and provided the model for both the GBC and many other national business responses. It also gave birth to the Asian Business Coalition on AIDS (ABCA), the GBC's regional partner. The three organizations hosted a press conference in February 2003, headed up by Richard Holbrooke, to highlight the need for stronger business commitment. The GBC and ABCA collaborate by providing each other with strategic and technical advice and coordinating advocacy efforts with the broader business community in the region.

## China

The GBC is working with the Center for Strategic and International Studies (CSIS), the US China AIDS Foundation and the Asia Society to build corporate support for a coordinated national response to the epidemic in China. These groups are laying the foundation for business involvement, by working with public sector leaders and increasing awareness, education and professional training.

## EASTERN EUROPE

### Russia

The GBC has a longstanding collaboration with the AIDS Foundation East West which resulted in the translation of the GBC's 2001 publication "Business Action on HIV/AIDS – A Blueprint" into Russian (which can be found on the GBC website). The GBC is a member of East West Institute's US-Russia Working Group Against HIV/AIDS which held its first Moscow meeting in May 2003. As well as recruiting a number of leading Russian companies into GBC membership, the partners identified the need for a network of Russian and multinational companies to tackle HIV/AIDS which will be developed during the course of 2003.

### Ukraine

R.K.C. (Ukraine) joined the GBC as its first Ukrainian member in 2003, and will work with the GBC and UNDP to create and launch the country's national business coalition on HIV/AIDS later in the year.





# GBC Awards for Business Excellence

Instituted in 1998, the GBC Awards for Business Excellence bring international recognition to the *valuable contribution* made by businesses to the fight against HIV/AIDS, to identify models of good practice, and to encourage greater action by the business sector as a whole.

The awards are given for action in the workplace and local community, and in some instances for individual leadership. Previous award winners include leading multinational companies such as DaimlerChrysler, ChevronTexaco, MTV Networks International, Unilever and Volkswagen, as well as pioneering national companies from Brazil, the Czech Republic, India, Nepal and Thailand.

## 2003 Awards for Business Excellence

In 2003, the GBC received an unprecedented number of high-quality entries for its awards program. The winners were presented at the GBC's gala event in Washington DC on June 11, 2003.

### 2003 GBC AWARDS FOR BUSINESS EXCELLENCE

- **WORKPLACE** The GBC Award for Business Excellence in the workplace was presented to UK headquartered Standard Chartered Bank
- **COMMUNITY** The GBC Award for Business Excellence in the Community was presented to TataSteel (India)

“ Today it is clear that business has a vital role to play in addressing the HIV/AIDS epidemic. With the leadership of the GBC we can fill an important gap by taking action in creative and innovative ways that only the business sector can, while cooperating with other governmental and non-governmental organizations to make the biggest impact. ”



William H. Roedy  
President, MTV Networks International  
UNAIDS Ambassador

### PREVIOUS AWARD WINNERS

- 2002 ■ Pan Pacific Hotels and Resorts  
■ DaimlerChrysler AG

### INDIVIDUAL BUSINESS LEADERSHIP

#### SPECIAL AWARD

- William H. Roedy, President, MTV Networks International and UNAIDS Ambassador

- 2000/2001 ■ Gessy Lever ■ ChevronTexaco

- 1999 ■ ALMS, Czech Republic ■ Anglo Coal, South Africa  
■ Larsen & Toubro Ltd., India ■ Volkswagen, Brazil  
■ American International Assurance, Thailand

- 1998 ■ Eskom, South Africa ■ Fundação Odebrecht, Brazil  
■ Palla, Koblinger & Partner ■ AustriaGet Paper Industry, Nepal  
■ The Regent Hotel Bangkok, Thailand



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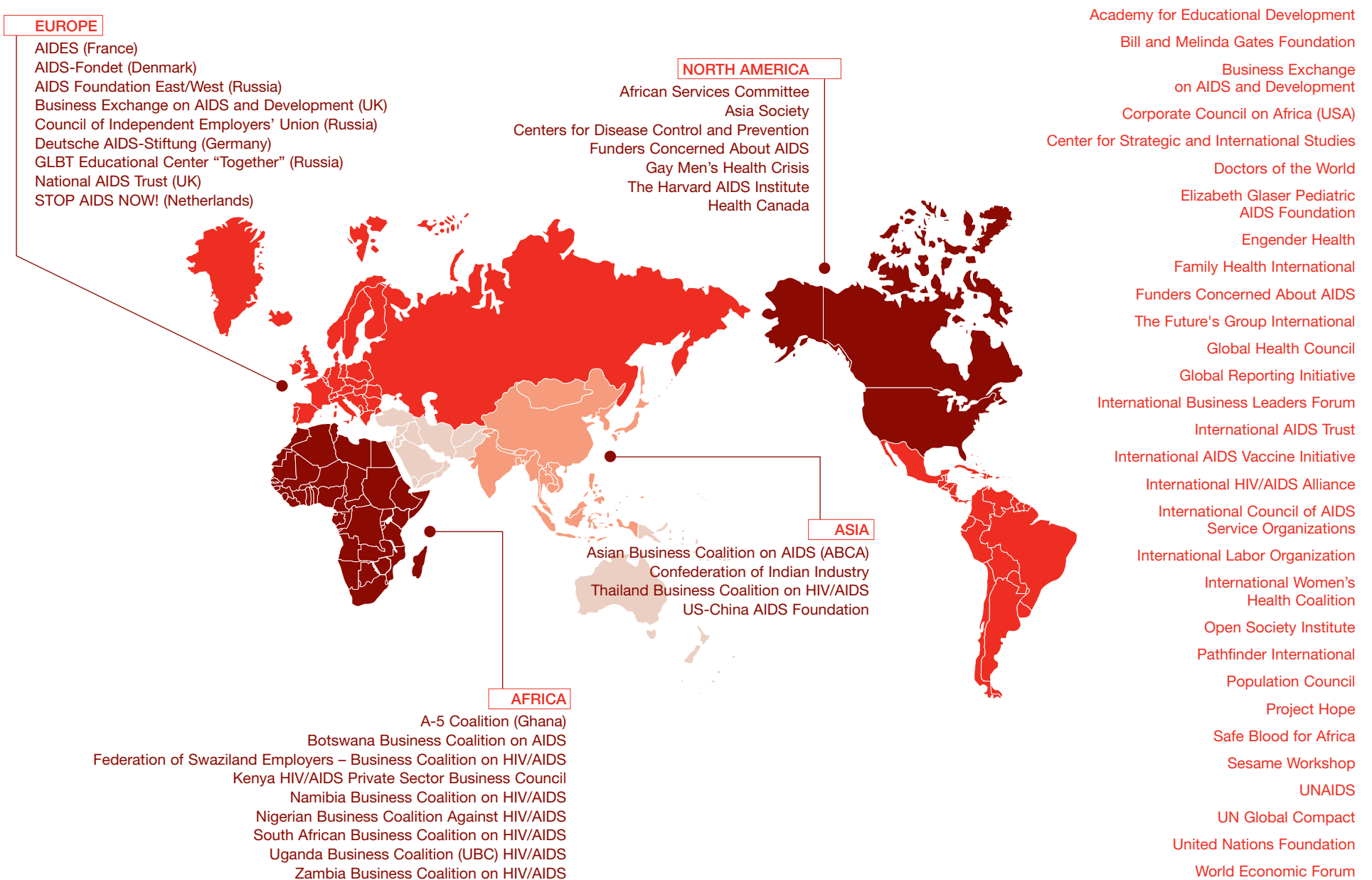
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## GBC PARTNER ORGANIZATIONS

The GBC works with a range of non-governmental partners in the HIV/AIDS and corporate responsibility fields to further the work of the business sector more broadly. Formal partnerships are also built at the national level with business associations and national business coalitions on HIV/AIDS.





[www.businessfightsaids.org](http://www.businessfightsaids.org)