

UNAIDS' work with Private Sector

Partnership with private sector.....	2
Benefits to being a partner in the AIDS response	2
Are partnerships just for large businesses?	2
What we bring	3
UNAIDS Private Sector partnerships - contacts	4

Partnership with private sector

UNAIDS Vision

UNAIDS brings together the efforts and resources of ten UN system organizations to the global AIDS response, with the aim to help mount and support an expanded response – one that engages the effort of many sectors and partners, including the private sector.

UNAIDS seeks partnerships with the private sector that can help us fulfill our mission. We consider alliances that can provide support, directly and indirectly, to UNAIDS' work.

UNAIDS' alliances with the private sector can take many forms: programmatic partnerships, advocacy, fundraising support, or contributions-in-kind.

UNAIDS is committed to bringing the wisdom, experience and commitment of the private sector to the AIDS response.

Benefits to being a partner in the AIDS response

It makes business sense to respond to AIDS

Nine out of ten people living with HIV are adults in their most productive years. The global labour force has already lost 28 million people to AIDS, a number that could grow, without a much stronger response from all sectors of society. In some countries, HIV takes a direct toll on markets, investment, services and education through:

- Decreased productivity
- Increased absenteeism
- Staff turnover
- Loss of skills
- Declining morale
- Increased costs, including training and recruiting
- Rising costs of insurance and sick leave
- Supply chain disruptions

Being part of an effective response to AIDS generates goodwill and demonstrates a company's commitment to good corporate citizenship and to the wellbeing of its employees, customers and communities. Studies indicate that employees strongly appreciate when their company and senior management are involved in social causes.

Companies working in countries heavily impacted by HIV note improvements in productivity, morale and staff turnover when they take an active, visible role in the AIDS response.

Are partnerships just for large businesses?

While a number of large multinational companies have become increasingly involved in addressing the epidemic, the majority of business operations in much of the world, particularly in low and middle income countries, are made up of small and medium-sized

enterprises (SMEs). The need to involve small and medium-sized enterprises in the AIDS response is particularly important in the regions of the world most seriously affected by HIV such as Africa, where SMEs employ between 55% and 75% of workers in the formal economy.[1]

The capacity of large companies to operate effectively often depends on networks of supplier and service enterprises, the majority of which are SMEs. Larger companies can assist SMEs by extending their education and prevention and health care programmes to their direct business partners; or by providing leadership, training, materials, advice and finance.

Involvement of the small producers that make up the informal economy is also key, as the precarious nature of informal employment, the lack of social protection and the limited access to health services makes workers in this sector particularly vulnerable to the epidemic's impact.

UNAIDS is committed to working with businesses of all sizes and of all sectors to strengthen the AIDS response.

[1] Source: Kaufmann, 2004/5 'Financing SMEs in Africa.' OECD Development Centre

What we bring

UNAIDS supports businesses that commit to addressing AIDS by sharing knowledge, experiences and best practices.

UNAIDS can provide communication support for partnerships; research support on issues facing the private sector; and liaise with other international partners such as the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC), the Global Fund to Fight HIV/AIDS, Tuberculosis and Malaria, the Global Health Initiative of the World Economic Forum, the ILO and other UNAIDS cosponsors.

UNAIDS can also provide materials, assets, skills and networks of contacts, and can help businesses connect with stakeholders such as groups of people living with HIV, organizations from local communities and government bodies such as National AIDS Councils.

Our job is to make private sector partnerships succeed. We invest the appropriate time and effort in developing an agreement of roles and expectations; a system of monitoring and evaluation of the partnership's outcomes; a plan to engage the support of all relevant UNAIDS country offices; and a shared communication plan to help ensure the success and visibility of the effort.

UNAIDS Assets:

- A coordination mechanism for bringing together 10 UN cosponsors.
- Long-term, sustainable development programmes.
- Globally recognized/respected leadership and sharing of strategic information and advocacy.
- Organizational and impartial credibility.
- Expertise in partnership-building among multiple stakeholders and sectors.
- Capacity to provide technical support to implement and evaluate work place HIV prevention programmes.

- Existence of dedicated partnership and social mobilization advisers

UNAIDS Private Sector partnerships – contacts

Meet the team

If you believe that it's time for your business or business hub to become more involved in the AIDS response, or if you simply want to know more about how your business could benefit from greater involvement, please contact us at the UNAIDS Secretariat.

Regina Castillo Chief
Tel: +41 22 791 4244
Fax: +41 22 791 4179
E-mail: castillor@unaids.org

Alison Phillips-Pearce
Tel. + 41 22 791 4756
Fax. + 41 22 791 4898
E-mail phillipspearcea@unaids.org

Catherine Pollard Assistant
Tel: +41 22 791 4776
E-mail: pollardc@unaids.org