



**Outstanding Business Action on HIV/AIDS**  
Case Studies — 2005



GLOBAL BUSINESS COALITION ON HIV/AIDS

Leading the Business Fight Against HIV/AIDS

## A brief history...

**Twenty-five years ago, AIDS did not have a name. Businesses had no idea that in the years to come, a disease they had never heard of would claim 20 million lives, primarily individuals ages 15-45, the most economically productive demographic.**

Nor could businesses have imagined how, a quarter century later, the private sector would have to rise to the challenge and revolutionize the way HIV/AIDS is discussed, addressed, and prevented.

By 1985, the first International AIDS Conference had convened in Atlanta, and at least one HIV/AIDS case had been reported in each global region. By 1986, isolated cases of South African mining and energy industry employees presented with opportunistic infections symptomatic of severely compromised immune systems. Worker productivity visibly suffered. Overcome with panic and desperate to limit disease exposure, the most afflicted industries concluded that keeping infected persons out of the workforce would protect their employees and operations. These companies began pre-screening potential employees for HIV—a practice that was criticized as a human rights violation and would soon be replaced with nondiscrimination policies and supportive workforce programs.

At the same time, effective public-health strategies regarding HIV were being formulated. As the 1990s unfolded, HIV/AIDS became serious business. Companies directly involved with facets of the disease—pharmaceutical and condom manufacturers, diagnostic medical providers, and syringe suppliers—were the first to expand their HIV-related products and services. Leading companies in the health and bio-medical sector engaged in price negotiations, training and distribution—with governments and civil society—to increase access to life-saving products and services.

It was rapidly acknowledged that the burden of addressing HIV was too large to be managed by a single sector, and many more private-sector firms had a diversity of roles to play.

Where governments were either unable or unwilling to fund the often expensive, yet much-needed treatment interventions, private companies—extractives, energy, mining and manufacturing—were forced to take action by the economic and social impact of the disease. Most evident in ever-evolving South Africa, the workplace often became a platform for accessing accurate information on HIV, voluntary counseling and testing (VCT) services, and eventually treatment and care.

Meanwhile, a few leaders in industries with less obvious connections, started to tap their resources to make a difference. Media companies, for example, started carrying public service announcements or incorporating HIV-related storylines into TV programs and print publications to spread awareness.

Today, industry best practices call for each business to develop its own, tailor-made strategy and plan of action for HIV/AIDS. The range and depth of programs engaging employees, their families and the community, local or global, have expanded significantly, fueled by shared learning.

Businesses are increasingly becoming aware their workplace programs, now core components of business, cannot operate in isolation. For effective change, they cannot turn a blind eye to events in the community. They need to acknowledge that societal factors affect their workers' vulnerability to disease. With complicated psychosocial dimensions such as gender violence, socioeconomic, risk behavior, and civil context, AIDS has forced companies to realize that they cannot fight the disease in a vacuum.

The private sector can also make significant contributions by meeting key public health needs. Shipping companies, for example, expedite delivery of supplies. Consumer companies use celebrity endorsers and social marketing campaigns to validate the importance of testing and non-discrimination. Energy operators provide power and lighting to research laboratories. Tremendous capacity can be drawn from the core competencies of businesses of all kind, building on their expertise, infrastructure, employee skills, marketing networks, and branding power.

While the workplace was one of the first frontiers for the business response to AIDS, the next frontier may be the consumer base. Building awareness or responding to consumer interests, several companies have designed innovative ways to be relevant in the fight against AIDS while engaging their consumer base in this endeavor.

When U.N. Secretary-General Kofi Annan called on Ambassador Richard Holbrooke to lead the global business response to AIDS in 2001, the disease was already wreaking havoc in sub-Saharan Africa and had surged on all continents. As the epidemic continues to spread, threatening not only Africa but also emerging economies such as China, India and Russia, the corporate sector has to build a solid response. And the pandemic's varying prevalence rates dictate highly tailored responses molded by regional context.

Today, the private sector has a clear role to play in fighting HIV/AIDS. No group can single-handedly manage the epidemic, nor can any company excuse itself from its responsibility. The six winners and 15 commended companies in this awards booklet show that every business holds potential to apply innovative thinking, tap into its core competencies, take action in vulnerable emerging markets, and assume a leadership role in the global response to HIV/AIDS.

**Managing the crisis needs educated business leaders. We urge a new wave of industries to capitalize on their expertise and expansive networks, leveraging them to help stop HIV/AIDS.**

**WORKPLACE**

Winner: Volkswagen of South Africa . . . . .4  
Commended: Chevron Corporation (Angola) . . . .7  
Commended: Lafarge (Kenya) . . . . .8  
Commended: SABMiller . . . . .9

**COMMUNITY**

Winner: Bristol-Myers Squibb Company . . . . .10  
Commended: Eni SpA . . . . .13  
Commended: Reliance Industries Ltd. . . . .14  
Commended: SSL International (Brazil) . . . . .15

**INNOVATION**

Winner: Getty Images . . . . .16  
Commended: Bayer (China) . . . . .18  
Commended: Levi Strauss & Co. . . . .19  
Commended: Odessa Commercial Sea Port . . .20  
Commended: Unilever . . . . .21

**CORE COMPETENCY**

Winner: M•A•C Cosmetics . . . . .22  
Commended: Becton, Dickinson and Company 24  
Commended: Fedics . . . . .25  
Commended: Pfizer Inc. . . . .26  
Commended: VH1 . . . . .27

**LEADERSHIP**

Winner: Virgin Unite . . . . .28

**TESTING AND COUNSELING**

Winner: De Beers . . . . .30  
Commended: Xstrata . . . . .32

## WORKPLACE WINNER: VOLKSWAGEN OF SOUTH AFRICA

- EMPLOYEE BENEFITS:** The Volkswagen Group has more than 320,000 employees worldwide;Volkswagen South Africa employs 5,198 workers.
- AREA OF OPERATION:** Uitenhage, an industrial town approximately 35 km from Port Elizabeth in the Eastern Cape.
- STATE OF EMERGENCY:** At the end of 2003, UNAIDS estimated that 5.3 million South Africans were infected with HIV. According to data from antenatal clinics, the HIV prevalence rate among pregnant women in South Africa rose between 2000 and 2004; in the Eastern Cape, the 2004 prevalence rate for this group was 28%. The 2002 Nelson Mandela Study estimated that HIV prevalence among all Eastern Cape residents was 6.6%.
- IN GOOD COMPANY:** Established in 1946, Volkswagen of South Africa (VWSA) produced its first Beetle on August 31, 1951. VWSA is now one of the seven major passenger car manufacturers in South Africa. In 2001, its 100,000<sup>th</sup> export car rolled off the production line. VWSA is part of the Volkswagen Group, which produces more than five million vehicles each year. It is the fourth largest car manufacturer in the world, and produces the most cars in Europe.
- FIRST IN THE FIGHT:** Recognizing the danger HIV/AIDS could wreak on its productivity, VWSA spent much of 2001 devising an effective corporate strategy to tackle the disease. In September 2001, it entered a three-year partnership with The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), which agreed to provide free technical expertise.
- GBC STATUS:** Volkswagen has been a GBC member company since February 2003.
- GETTING IN GEAR:** VWSA launched its comprehensive HIV/AIDS policy in February 2002. With an annual budget of R1 million (US \$167,000), the outstanding program has two main objectives: prevention of further HIV infection among employees and their families, and management of HIV-positive employees living with AIDS in a fair and compassionate manner. The program has four components: Education and Awareness, Integrated Health Care, Risk Management, and Community Involvement.
- DRIVING FORWARD:** The Education and Awareness component acknowledges the unfortunate fact that increased levels of knowledge do not necessarily lead to changes in risk-behavior patterns. As such, peer educators, storytellers, and comprehensive campaigns are specifically employed to disseminate information in a culturally sensitive and conscientious manner that encourages behavior change. The Integrated Health Care component moves beyond pure education, providing VWSA employees and their family members with concrete medical services and products, including provision of anti-retroviral therapy for all employees and their dependents, tuberculosis and sexually transmitted infection (STI) management, and free condoms for men and women, which are available at 47 distribution points conveniently located throughout the plant. Voluntary counseling and testing services provided by nine qualified medical staff encourage employees to learn their HIV status. Through Risk Management, VWSA conducts HIV prevalence surveys. In July and August 2002, for example, the company engaged more than 70% of employees in a survey, which revealed a 6% HIV prevalence rate. The Risk Management rubric also finds VWSA conducting cost-benefit analysis to measure the potential effects of HIV on the company. Finally, through Community Programs/Outreach, VWSA and GTZ develop training modules for General Practitioners and introduce primary school students to age-appropriate HIV/AIDS education materials.
- LEARN MORE:** [www.vw.co.za](http://www.vw.co.za)

**TOOLROOM  
BLAZES A TRAIL...**

Accidents. Falls. Injuries. And about 100,000 deaths from the  
Infection. HIV. supported the Voluntary Counseling and  
Testing Programme, and went for testing at the VWSA  
Medical Centre. They are seen in the picture above, some  
pridefully wearing the "Do you know your status? Talk  
about. They started at the Medical Centre.

September saw a record number of people going for VCT  
(133). Which department will be next to take on the challenge?

Don't let HIV/AIDS  
get the better of us.  
Let us work together to get the  
better of HIV/AIDS!

Working together,  
Stronger forever.



**STOP  
think**

Love wisely.  
Use a condom.

You do have a choice! Abstaining from  
sex is 100% risk-free. If you are  
planning on having sex, stop and think!  
It's worth it! Remember - life is  
precious. Use a condom.

Working together,  
Stronger forever.

VWSA supports random tests.

**BEEN THERE, DONE THAT,  
GOT THE T-SHIRT!**

ARE YOU HIV NEGATIVE OR POSITIVE?

Why not make sure of your HIV status by visiting our  
voluntary Medical Centre. If you are HIV Positive, we will help  
to manage your situation until you are well. If you are  
HIV Negative, we will help you to stay that way.

**YOU CAN:**

- Use to one of our special workers or peer educators.
- Pre- & Post-test counselling is available.
- Remember HIV testing costs is **FREE**.
- If you prefer you can be tested off-site at your local  
clinic or doctor (refer to your healthcare provider for  
the appointment).
- All results are confidential. Once you have been  
tested, you will receive a **free t-shirt or cap**.  
(This offer is open per employee during the 12 month period of  
September 2003 to September 2004).

During the course of the year "Storytellers" will be  
visiting various sections in the plant. Keep a  
look out for them, they are well worth listening to.

Voluntary HIV/AIDS Counselling & Testing Programme,  
starting in September 2003 & running  
until September 2004.

THE ADVANTAGES OF TESTING ARE AS FOLLOWS:

- Early stage of infection.
- Detailed plans for preparing oneself emotionally & spiritually  
to live with HIV.
- Symptoms can be treated which will keep you healthier for longer.
- Antiretroviral treatment can be considered.
- Advice on how to prevent and reduce the risk of  
transmission to others and how to protect yourself and others. &
- Make decisions for future care of loved ones.

Then if you choose to be  
tested at the VWSA offer  
**FREE Pre & Post-test Counselling  
Contact Social Work Services  
844 4220**

Working together,  
Stronger forever.

## COMMENDED WORKPLACE: CHEVRON CORPORATION (ANGOLA)

**EMPLOYEE BENEFITS:** With 53,000 employees in more than 180 countries, Chevron is engaged in every aspect of the oil and gas industry. Its Angolan subsidiary, Cabinda Gulf Oil Company Ltd., known as Cabgoc, employs 2,700 staff and 3,000 contractors.

**AREA OF OPERATION:** Cabgoc's operations in the northernmost province of Angola were launched in 1966 with the company's first offshore oil discovery.

**STATE OF EMERGENCY:** UNAIDS attributes Angola's relatively low national HIV prevalence rates—below 5%—to almost three decades of armed conflict. The conflict has halted population mobility, thus decreasing the spread of HIV—but precious lives are lost and profits from valuable diamond and petroleum resources are seriously diminished. And not every area is immune to the disease: the province of Cabinda, home to both the world's largest off-shore oilfields and Angola's guerrilla independence fighters, is characterized by higher HIV prevalence rates ranging from 6.5 – 8%. Sexual transmission accounts for 80% of all infections in Cabinda, and 12% of infections are transmitted from mother to child.

**IN GOOD COMPANY:** Chevron traces its roots to the 1879 discovery of oil in Pico Canyon, north of Los Angeles. The Texas Fuel Co., later known as Texaco, was born in 1901. So each brought more than a century of industry experience to the 2001 ChevronTexaco merger, which now stands as the world's fifth largest integrated energy company. (The company is now called Chevron.)

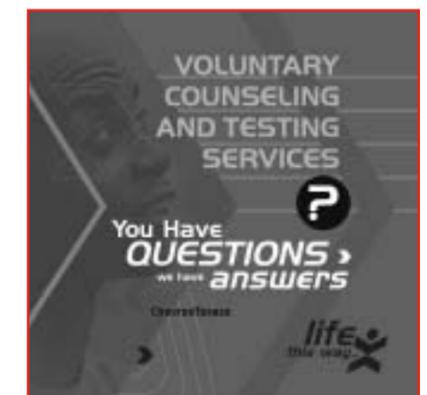
**FIRST IN THE FIGHT:** Chevron began battling the HIV/AIDS epidemic in the early 1990s by setting up awareness and prevention programs and partnering with governments to secure safe blood supplies and fight TB and malaria. In 2001, Chevron Nigeria programs were recognized by the GBC's Excellence awards and were mentioned as best practice by U.N. Secretary General Kofi Annan. The company is currently sponsoring a US \$3 million condom distribution project in conjunction with Population Services International (PSI) in Angola. Chevron is also the largest corporate sponsor of Trans Atlantic Partners Against AIDS (TPAA), working with the organization to develop an emergency action health plan for Russia.

**GBC STATUS:** Chevron has been a GBC member company since December 2001.

**THE CHEVRON WAY:** Assisted by PSI, Cabgoc launched **Life This Way** in 2003 and donated US \$2 million to Angola's government-run community health centers. A comprehensive HIV/AIDS awareness and prevention program, **Life This Way** registered 57% attendance and resulted in the opening of Angola's first voluntary counseling and testing center. Cabgoc also has been working with the Angolan government to protect the nation's next generation by testing pregnant women and providing antiretroviral treatment for those who are HIV-positive.

**PEERING UP FOR THE FUTURE:** Cabgoc encourages all employees to participate in HIV/AIDS workshops and educational programs. In addition, approximately 100 peer educators are regularly nominated by employees to conduct these workshops in the workplace and the wider community. Chevron and all its subsidiaries recognize that poverty elimination and access to education are essential to resolving the health crisis. Launched in 2002, Angola Partnership Initiative provides credit access to Angolan citizens running small businesses and also supplies video and TV equipment for schoolchildren in Cabinda, Bengo and Huambo provinces.

**LEARN MORE:** [www.chevron.com](http://www.chevron.com)



## COMMENDED WORKPLACE: LAFARGE (KENYA)

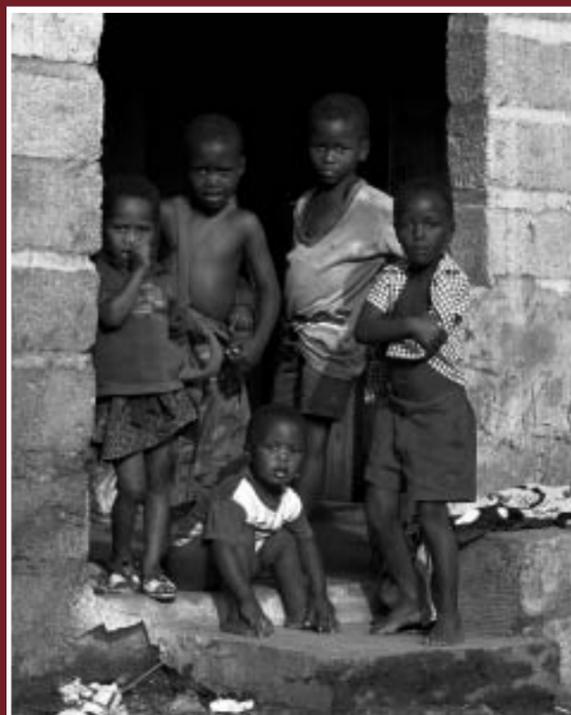
- EMPLOYEE BENEFITS:** Lafarge's Bamburi Cement employs 520 workers.
- AREA OF OPERATION:** With its main headquarters in Nairobi, Kenya, Lafarge's Bamburi Cement also maintains a Mombasa plant, which began production in 1954.
- STATE OF EMERGENCY:** At the end of 2003, UNAIDS estimated that between 760,000 and 1,600,000 Kenyans ages 15-49 were living with HIV. That same year, Kenya endured an estimated 150,000 AIDS deaths.
- IN GOOD COMPANY:** Founded in 1951 by Felix Mandl, Bamburi Cement was acquired by Lafarge, the world's largest building materials group, in 1989. Today, Bamburi Cement is the largest cement manufacturing company in the region and the largest industry on the Kenyan coast; its Mombasa plant is the second-largest cement plant in sub-Saharan Africa.
- FIRST IN THE FIGHT:** Bamburi Cement began its HIV/AIDS program in 1992 with prevention workshops, peer educators, and manager's guidance on how to assist workers. A nine-member AIDS Committee composed of employee union members as well as the HR department and the company doctor meets monthly.
- GBC STATUS:** Lafarge has been a GBC member company since January 2002.
- SET IN STONE:** Bamburi Cement's 520 employees benefit from an HIV/AIDS program that boasts 34 peer educators at four sites, two trained staff medical doctors, and condom dispensers at all facilities. The company has a nondiscrimination policy, provides antiretrovirals to all eligible employees and their dependents, as well as free treatment for opportunistic infections and prevention of mother to child transmission of the disease.
- SOLID SERVICES:** As a result of the continuous education on awareness and prevention, Bamburi Cement has a low HIV prevalence relative to the general population. Currently, 5% (26 of 520 workers) of the work force is HIV+ compared with the 7% prevalence rate in Kenya's general adult population. If future employees do become infected, Bamburi Cement assures they will be taken care of, promising to cover one spouse and three children for each of its workers. Services provided to Bamburi Cement employees and their families are, in fact, so commendable that they are being sought by community members not affiliated with the company. Consequently, Bamburi Cement is working with local NGOs to provide services to those in need. As one Bamburi Cement doctor said, "You can't just live on an island around your home. You have to support the community. HIV doesn't belong to one person—it belongs to the world around us."
- LEARN MORE:** [www.bamburicement.com](http://www.bamburicement.com)

## COMMENDED WORKPLACE: SABMiller

- EMPLOYEE BENEFITS:** SABMiller has 40,000 employees worldwide.
- AREA OF OPERATION:** A leading international brewer and bottler of soft drinks, SABMiller operates in 40 countries on four continents. In Africa, it has markets in Ghana, Tanzania, Angola, Zambia, Botswana, Uganda, Malawi, Mozambique, Zimbabwe, Swaziland, and Lesotho.
- STATE OF EMERGENCY:** In 2001, the company and its soft drinks division, Amalgamated Beverage Industries (ABI), conducted an HIV prevalence survey and found that 15.9% of the work force had the disease. In 2004, additional surveys conducted in four African countries found that Ugandan employees had an 11% prevalence rate; in Tanzania the rate was 9%; in Mozambique it was 19%; and in Zambia it was 29%.
- IN GOOD COMPANY:** When the company was founded in 1895, the preferred beverage in South Africa's dusty prospecting fields was raw potato spirit mixed with tobacco juice and pepper. South African Breweries Ltd. (SAB Ltd) changed all that by becoming the company's original brewing company, introducing beer to the Johannesburg Stock Exchange. Today, SABMiller owns more than 150 beer brands including Amstel Lager, Miller Genuine Draft, Peroni, and Foster's. It also has agreements to distribute Coca-Cola and Schweppes products as well as a variety of juices, waters, wines, and spirits.
- FIRST IN THE FIGHT:** The company began its HIV/AIDS programs in the early 1990s when many of the South African beer and soft drink operations also began addressing the epidemic. Early efforts included condom distribution, poster campaigns, and education videos, but the company soon discovered that these activities did little to affect the behavior and attitude change essential to decreasing prevalence rates. Concerned that it was not accomplishing its goals, the company stepped up its efforts in the late 1990s, hiring a full-time manager with 10 years of experience in the HIV/AIDS field. The manager guided the senior team to develop and implement a new strategy, stressing the importance of prevalence surveys, cost and impact analysis, case studies, and KAP (knowledge, attitudes, practices) surveys.
- GBC STATUS:** SABMiller has been a GBC member company since April 2005.
- PEER REVIEW:** With a focus on behavior and attitude change, SABMiller's peer education program uses a formal selection process to find representatives from all levels of the organization. The 540 active educators apply a behavior change model in their HIV/AIDS education sessions, which are conducted in small groups of 12-15 employees. The minimum requirement is one peer educator to 50 employees but most operations and countries have far exceeded this number. Held during work hours, these sessions are mandatory, and employees must attend a minimum of four educational hours per year. Outside of SABMiller's facilities, the peer educators play a valuable role in their communities, using training kits and materials to educate those who do not work for the company.
- HEIGHTENED AWARENESS:** With a firm belief that voluntary counseling and testing (VCT) is essential to facilitating treatment, SABMiller repositions its VCT initiatives through the Awareness Counseling and Testing Campaign (ACT). Sixty percent of the company's African employees have participated in the campaign, which emphasizes confidentiality and covers costs for dependents. Employees can be tested at a variety of on- and off-site facilities.
- LEARN MORE:** [www.sabmiller.com](http://www.sabmiller.com)



BRISTOL-MYERS SQUIBB

**SECURE THE FUTURE<sup>®</sup>***Care and support for Women and Children in Africa with HIV/AIDS***COMMUNITY WINNER: BRISTOL-MYERS SQUIBB COMPANY**

**EMPLOYEE BENEFITS:** Bristol-Myers Squibb Company has 44,000 employees worldwide.

**AREA OF OPERATION:** Company headquarters are in New York City, with offices in Europe, Asia, Latin America, and Africa.

**STATE OF EMERGENCY:** Bristol-Myers Squibb Company's Secure the Future Initiative was originally created to advance HIV/AIDS research and community outreach programs in South Africa, Botswana, Namibia, Lesotho, and Swaziland. With 5.3 million people infected, South Africa has the largest number of HIV-positive people living in any single country; the UNAIDS statistics for the other countries are also quite grave. At the end of 2003, Botswana had 350,000 people living with HIV; Namibia had 200,000; Lesotho had 300,000; and Swaziland had 200,000.

**IN GOOD COMPANY:** Bristol-Myers Squibb Company traces its roots to 1887 when William McLaren Bristol and John Ripley Myers founded a company to sell medicines directly to doctors. In 1858, Edward Robinson Squibb founded a pharmaceutical company dedicated to production of consistently pure medicines. The two companies came together in 1989 in what constituted the world's second-largest pharmaceutical enterprise.

**FIRST IN THE FIGHT:** By 1999, almost 15 million people in sub-Saharan Africa had already died of HIV/AIDS, with children accounting for more than 20% of these deaths. Even though sub-Saharan Africa accounted for just one-tenth of the world population, by 1999, it had almost 80% of all global AIDS deaths and about 70% of the world's population living with HIV/AIDS. Bristol-Myers Squibb Company knew it had to get involved. Though there were no models to emulate, the company made an initial commitment of \$100 million over a five-year period to focus on community outreach and education as well as medical research and care. These funds are still critical: according to UNAIDS, sub-Saharan Africa now has over 25 million people infected with HIV.

**GBC STATUS:** Bristol-Myers Squibb Company has been a GBC member company since July 2001.

**SETTING THE BAR:** Bristol-Myers Squibb Company's Secure the Future grants began by funding several projects: a lab for local HIV monitoring and research; an HIV nursing curriculum; a physicians' exchange program between Africa and the U.S.; large-scale studies of the feasibility and effectiveness of antiretroviral therapy in Africa for both prevention and treatment; a children's clinical center of excellence in Botswana; and considerable community-driven initiatives including orphan care, home care, counseling, and other services. In 2000, Bristol-Myers Squibb Company partnered with four pharmaceutical companies and international agencies in the UNAIDS Drug ACCESS Initiative. Working to make antiretroviral medicines and therapies more widely available in African countries that have developed a coherent national AIDS strategy, the Initiative is clearly bolstered by BMS, which agreed to reduce the prices of HIV/AIDS drugs in those countries by 90%.

**GOING WEST:** Today, the Secure the Future program includes an additional \$15 million designated for four countries in West Africa: Mali, Cote d'Ivoire, Senegal and Burkina Faso. Bristol-Myers Squibb Company also offers HIV/AIDS drugs at below cost in Africa and is ensuring that patents do not prevent inexpensive therapies from reaching poor populations across the continent. In June 2005, the company extended its efforts, pledging nearly \$150 million in critical support.

**LEARN MORE:** [www.bms.com](http://www.bms.com)

## COMMENDED COMMUNITY: Eni SpA

- EMPLOYEE BENEFITS:** One of Italy's largest companies, Eni SpA employs 71,497 workers worldwide.
- AREA OF OPERATION:** Eni maintains operations on six continents. Created in 1962, its Nigerian subsidiary, Nigerian AGIP Oil Company (NAOC), runs the commended community program.
- STATE OF EMERGENCY:** The most populous country in Africa, Nigeria is rich in oil and short on food. Years of unstable and corrupt rulers have cheated the Nigerians out of billions of dollars, and the current administration is conducting substantial economic reform. Along with fiscal recovery, the Nigerian government is increasing the national response to HIV/AIDS, and not a moment too soon. Fueled by poverty, lack of empowerment of women and girls, and a pervasive absence of disease knowledge, it's predicted that 15 million in Nigeria will be infected by 2010. Infections in children are rampant, with 90% of cases transmitted from mother to child.
- IN GOOD COMPANY:** Eni was created in 1956 by the Italian government's strategic decision to concentrate all energy sector activities in one group. Today, the company is one of the world's leaders operating in oil and natural gas, petrochemicals, and oil field services industries, and expanding into power generation. With offices in more than 70 countries, Eni has proved reserves of more than 7.2 billion barrels of oil equivalent, most located in Italy and Africa. The Italian government still owns about 30% of Eni but is considering selling the holding.
- FIRST IN THE FIGHT:** In 1988, Eni began implementing HIV/AIDS prevention and treatment programs in its Congolese subsidiary. Remaining attentive to nation-specific health issues, Eni has continued its prevention efforts, developing effective behavioral, testing and educational health programs in Congo, Nigeria, Kazakhstan, Libya, Venezuela, Ecuador and Azerbaijan. Eni donated US\$500,000 to the Global Fund to Fight AIDS, Tuberculosis and Malaria for prevention programs in sub-Saharan Africa.
- GBC STATUS:** Eni has been a GBC member company since April 2003.
- CHILD SUPPORT:** Alarmed by chilling statistics of infected children in Nigeria, Eni committed to sponsor the UNICEF Nigeria project for Prevention of Mother to Child Transmission of HIV/AIDS (PMCT). UNICEF launched six pilot PMCT sites in 2002. With Eni's support, the number of the PMCT centers increased to ten in 2003. Four new sites opened in Nigeria's hardest-hit Rivers and Bayelsa states.
- FUEL FOR LIFE:** Targeting women ages 15-49, Eni-sponsored programs aim to prevent HIV infection, reduce transmission from HIV-infected women to their children, and provide care and support for women, children and families affected by HIV/AIDS. As of May 2005, a total of 4,790 women had been screened for HIV, with 185 new cases detected. As a part of successful PMCT practices, Eni programs mobilize communities against discrimination and train health personnel in counseling.
- LEARN MORE:** [www.eni.it](http://www.eni.it)



## COMMENDED COMMUNITY: RELIANCE INDUSTRIES LTD.

**EMPLOYEE BENEFITS:** Reliance Industries Ltd. (RIL) employs 11,358 workers in India.

**AREA OF OPERATION:** Located in the Gujarat state of India, RIL represents Asia's largest and most integrated petrochemicals complex.

**STATE OF EMERGENCY:** According to UNAIDS, India has more than five million HIV cases and a national average prevalence rate of 0.9%. As of May 2005, ten of India's 38 states contained 92% of all nationally reported AIDS cases. One of these ten states, Gujarat, is home to RIL; it has 5,284 known cases of AIDS and an HIV prevalence rate of 0.5% in the general population.

**IN GOOD COMPANY:** Founded by the late Dhirubhai Ambani in 1977, RIL is a conglomerate. Activities span exploration and production (E&P) of oil and gas, refining and marketing, petrochemicals (polyester, polymers, and intermediates), textiles, financial services and insurance, power, telecom and infocom initiatives. More than 100 countries receive the group's exports.

**FIRST IN THE FIGHT:** In May 2004, RIL opened the Reliance TB and HIV Control Center in Village Mora in the state of Gujarat. A public-private partnership project, the Center was created to cater exclusively to TB and HIV detection, prevention, and control among high-risk groups. It involves the Revised National Tuberculosis Control Program (RNTCP), the Confederation of Indian Industries (CII), the Gujarat State Network of People Living with HIV and AIDS (GSPN+), and Lok Vikas SANja (LVS), the official non-government organization working with the Gujarat State AIDS Control Society.

**GBC STATUS:** Reliance Industries Ltd. is not a GBC member company.

**TARGET AUDIENCE:** The Reliance TB and HIV Control Center targets several key populations, with villagers from 12 of the surrounding communities drawn to the center through awareness exhibits at bus stands, community halls, and other gathering centers. In addition, 700,000 truck drivers receive condoms distributed at key entry points, parking areas, and food stations. Commercial sex workers are provided with female condoms and counseling and testing services. Street theater and short skit performances bring the message to between 8,000 and 10,000 migrant laborers and their families. More than 3,550 schoolchildren receive sex education; 1,598 inmates at the Surat Central Jail benefit from the program's outreach services, which are conducted within the prison.

**EARLY SUCCESSES:** The Reliance TB and HIV Control Center has already registered and provided counseling to 4,615 patients. One-hundred eight patients are on active antiretroviral therapy; 97 patients receive directly observed treatment short-course therapy for tuberculosis; and 286 HIV-positive patients are being actively monitored.

**LEARN MORE:** [www.ril.com](http://www.ril.com)

## COMMENDED COMMUNITY: SSL INTERNATIONAL (BRAZIL)

**EMPLOYEE BENEFITS:** SSL International, British multinational manufacturer and distributor of healthcare products, employs 4,500 people worldwide.

**AREA OF OPERATION:** Headquartered in London, SSL International operates from commercial offices in more than 35 countries; it has manufacturing capabilities in Thailand, Spain and the U.K. as well as joint venture manufacturing in India and China.

**STATE OF EMERGENCY:** Brazil's first AIDS cases were documented in the late 1980s, prompting the government to launch a nationwide prevention program in 1987. Though it once ravaged high-risk groups such as homosexual men and commercial sex workers, the disease is now frequently spread through heterosexual transmissions among poorly educated young people from low-income brackets. Brazil entered the 21<sup>st</sup> century with 600,000 people living with HIV/AIDS.

**IN GOOD COMPANY:** SSL was born in 1999 from a merger of three companies: Seton Healthcare, Scholl, and London International. Seton began in 1952 as a seller of tubular bandages and expanded to a full line of consumer and medical products. Scholl, founded in 1904, is a world-recognized producer of comfort footwear. London International, established in 1915 as The London Rubber Co., is the maker of Durex condoms and personal lubricants.

**FIRST IN THE FIGHT:** SSL has long supported global government-led public-health campaigns, including condom provision to national programs aimed at reducing unplanned pregnancy and HIV transmission. The company has worked with the governments of Brazil, Uganda, Kenya, Thailand, and Bangladesh and donated condoms to HIV/AIDS programs in those countries as well as in Ghana, South Africa, The Netherlands, and Poland. SSL has supplied condoms to the Brazilian Ministry of Health since 1997.

**GBC STATUS:** SSL International has been a GBC member company since July 2001.

**HEAT WAVE:** "Hora H"—translated roughly as "in the heat of the moment"—was the term Brazilian young men used to explain why they did not use condoms. Now, Hora H is a quality condom brand, designed and promoted by participants of SSL's Program H. Conceived in 1999 by Brazilian NGO Instituto Promundo as a research project among young men aged 15-21, Project H is a social marketing campaign. Aimed at young, low-income urban men prone to promiscuous sexual behavior and violence against women, Program H uses community workshops, role play, and peer educators to initiate behavior change and encourage gender equity. In just one year, the program witnessed a more-than 20% drop in STI symptoms and an 18% increase in condom use.

**SPREADING THE WORD:** Already established on the streets of Rio de Janeiro and expanding into Sao Paulo and Brasilia, Program H is now traveling to new global destinations. SSL has already begun activities in Mumbai to fight the HIV/AIDS epidemic and address key gender issues. And Program H educational resources have been adapted and translated into Hindi.

**LEARN MORE:** [www.ssl-international.com](http://www.ssl-international.com)



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## INNOVATION WINNER: GETTY IMAGES

**EMPLOYEE BENEFITS:** Getty Images employs more than 1,700 workers worldwide, located in 11 countries.

**AREA OF OPERATION:** Getty Images is the world's leading creator and distributor of visual content and the first place creative professionals turn to discover, purchase and manage imagery. The company's award-winning photographers and imagery help customers create inspiring work, which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and Web sites. Headquartered in Seattle, Washington and serving customers in more than 100 countries, Getty Images believes in the power of imagery to drive positive change, educate, inform, and entertain.

**STATE OF EMERGENCY:** Getty Images sends world-renowned photographers to document HIV/AIDS around the globe. Photographer Brent Stirton has already traveled to South Africa and China to document the epidemic. In South Africa, it is estimated that 600 people die from AIDS each day. China, which has only recently begun to address the disease, is estimated to have between 1.5 and 2 million current cases; UNAIDS believes the country could have between 10 and 15 million cases by 2010.

**IN GOOD COMPANY:** Serving more than 2.3 million visitors through its website each month, Getty Images showcases and offers the world's broadest and most compelling imagery collections for media and business communications. Getty Images co-founders Mark Getty and Jonathan Klein were recently recognized by *American Photo Magazine* as No. 1 on its list of "The 100 Most Important People in Photography."

**FIRST IN THE FIGHT:** Getty Images became involved in the fight against HIV/AIDS in 2003. In December 2004, Getty partnered with Virgin Unite and other GBC member companies on the "Your Finest Hour" World AIDS Day in London. In addition to providing photographers to cover the news aspects of this charitable event, many Getty Images employees donated the recommended one hour of their annual salary to show that each and every one of us can make a difference in the fight against AIDS. Today, the company and its employees—although not directly impacted by the pandemic—have made it their mission to ensure that imagery impacts political and social change. More than 100 Getty Images' news photographers, who capture events around the world, also work to capture HIV/AIDS-related images wherever possible. The company's website currently showcases more than 2,800 HIV/AIDS-related images, which are provided free of charge to organizations committed to communicating their own HIV/AIDS efforts. In 2004, the total value of imagery donated for this explicit purpose was valued at US \$875,000.

**GBC STATUS:** Getty Images has been a GBC member company since August 2003.

**PHOTO OPPORTUNITIES:** Brent Stirton's November 2004 visit to China documented brothels, bars, and clinics, producing a powerful series of imagery on the country's HIV/AIDS crisis. By documenting the country's sex trade, intravenous drug world, and newfound testing opportunities, his work adds a deeper level of understanding to any text it accompanies. Indeed, Stirton's photos for Getty Images and the GBC generate a necessary sense of urgency and humanity, encouraging viewers to grapple with images that might make them uneasy and ultimately learn more about the disease's impact on emerging economies. In August 2005, Stirton traveled to Ukraine, which UNAIDS estimated to have 360,000 HIV-infected citizens at the end of 2003.

**PICTURE PERFECT:** Recognizing that AIDS is also a problem in the "first world," Getty Images is firmly committed to educating its own employees and customers globally about HIV/AIDS. As such, the company uses its own publications to heighten awareness. The second edition of Getty Images' magazine, *Edit*, featured a cover quote and feature article on the epidemic in South Africa. A special edition reprint of that article is presented to each person attending the 2005 GBC Gala event.

**LEARN MORE:** [www.gettyimages.com](http://www.gettyimages.com)

## COMMENDED INNOVATION: BAYER (CHINA)

- EMPLOYEE BENEFITS:** International chemical and health care giant Bayer employs 95,000 people on each of the seven continents. It is one of the largest investors in China, where it has 2,900 workers.
- AREA OF OPERATION:** In the past ten years, Bayer has gone from playing a minor investment role to running 18 world-class production facilities across China.
- STATE OF EMERGENCY:** The Chinese epidemic is spreading from high-risk groups—intravenous drug users and commercial sex workers—to the general population. Migrant workers and single heterosexual young men are especially at risk. Lack of education about the disease, China's enormous population, and rapid economical development still stand in the way of progress.
- IN GOOD COMPANY:** Formed in Germany by Friedrich Bayer and Friedrich Wescott, the Bayer company was born in 1863. Originally created to manufacture and sell synthetic dyes, the company soon expanded to a major research capability. In 1899 it began selling Aspirin, which was hailed the “drug of the century.” As one of today's largest high-tech material, health care and nutrition product manufacturers, Bayer willingly contributes its technical and business expertise to sustained and environmentally friendly development. Its activities span the globe and range from prison child-care centers to mosquito net distribution. Bayer also takes part in global initiatives such as Global Compact and Water for the World and is active in the Clinton Foundation's HIV/AIDS initiatives.
- FIRST IN THE FIGHT:** Bayer has run a notable HIV/AIDS program in Brazil since the early 1990s. In Belford Roxo, Brazil—Bayer's largest production site in Latin America—the company operates educational and prevention programs for children. In Africa, the company assists Project DREAM (Drug Enhancement Resource Against AIDS and Malnutrition) by supplying diagnostic equipment and analytical systems capable of quantifying infection and monitoring therapy in HIV patients. In November 2004, Bayer teamed up with Beijing's Tsinghua University for a unique HIV/AIDS Media Studies Program.
- GBC STATUS:** Bayer has been a GBC member company since March 2003.
- MEDIA STUDIES:** The Tsinghua-Bayer Public Health and HIV/AIDS Media Studies Program offers media research, media advocacy, and journalist training to create a network of trained and informed media experts in China. Once trained, these experts deliver accurate information on the epidemic, shaping public attitudes and encouraging behavior change through China's publication and broadcast media. In its first year, the program has already launched a knowledge base Website—[www.aids333.com](http://www.aids333.com). Also at Tsinghua University, Bayer helped orphans from Henan and Anhui provinces by partnering with National Population and Family Planning Commission.
- ART THERAPY:** In 2004, Bayer also worked with “Positive Art Workshop,” the Beijing art therapy project run by people living with HIV/AIDS. By supporting an art exhibit that promotes active skill sharing, Bayer helped raise disease awareness among the general public and reduce stigma and discrimination against people living with HIV/AIDS.
- LEARN MORE:** [www.bayer.com](http://www.bayer.com)

## COMMENDED INNOVATION: LEVI STRAUSS & CO.

- EMPLOYEE BENEFITS:** One of the world's most recognizable brand names, Levi Strauss & Co. employs 8,850 people worldwide; 3,315 workers are based in the United States.
- AREA OF OPERATION:** Levi Strauss' worldwide operations are organized into three geographic divisions—North America, Europe and Asia Pacific—responsible for distribution. With more than 30 global offices, the company sells its products in 110 countries.
- STATE OF EMERGENCY:** CDC statistics confirm that injected drug use accounts for one third of all AIDS cases in the United States. In women, the numbers are even more dramatic: since the beginning of the epidemic, 57% of AIDS cases in the U.S. have been attributed directly, or indirectly, to injected drug use. Research shows that harm-reduction approaches, including access to clean syringes, decreases risky injection behavior by up to 73%.
- IN GOOD COMPANY:** Bavarian immigrant Levi Strauss could not have imagined the current worldwide demand for his brand when he moved to the U.S. in 1847. After observing the fragility of clothes worn by California gold and mine workers, Strauss and tailor Jacob Davies dyed durable canvas blue to better conceal stains and patented the process of putting copper rivets in pants for strength. Thus, in 1887, the world's first blue jeans were born. The first U.S. apparel company to advertise on radio and television, Levi Strauss was also one of the first companies to formulate a response to the HIV/AIDS epidemic. In 1992, it was the first Fortune 500 company to extend full medical benefits to domestic partners of employees.
- FIRST IN THE FIGHT:** Since 1982, Levi Strauss has donated more than US \$27 million to worldwide HIV/AIDS care and prevention programs. In 1985, the Levi Strauss Foundation provided its first HIV/AIDS specific grant to the San Francisco AIDS Foundation, which developed a food bank for people living with HIV/AIDS in San Francisco.
- GBC STATUS:** Levi Strauss has been a GBC member company since June 2001.
- NEEDLE WORK:** In 2004, the Levi Strauss Foundation created the Syringe Access Fund. The first corporate foundation to openly support the clean syringe effort, Levi Strauss, joined by Tides Foundation and the National AIDS Fund, directed the funding to syringe exchange programs and education efforts in California, Texas, New York, New Jersey, Florida and the District of Columbia. Injected drug use was identified as the leading cause of HIV transmission in these six areas. In 2005, the Fund was joined by new donors and grew by 75%.
- ALWAYS IN STYLE:** In February 2005, Levi's, in collaboration with Treatment Action Campaign South Africa, launched the “Red for Life” campaign. The initiative immediately resulted in formation of the “Rage for the Revolution” concert series. Attended by over 3,000 youth, the event also resulted in the distribution of more than 60,000 free condoms in schools, Levi's stores, and at social youth gatherings. Also this year, Levi Strauss Foundation partnered with Fundacion Huesped, Argentina's leading AIDS organization, to create Preventoons, the first cartoons about HIV/AIDS for children ages 8-10. Preventoons launched in 3,000 Argentinean schools and an additional 20,000 copies were distributed by Ministry of Health in Argentina. Preventoons is now up for distribution to Uruguayan public schools.
- LEARN MORE:** [www.levistrauss.com](http://www.levistrauss.com)



## COMMENDED INNOVATION: ODESSA COMMERCIAL SEA PORT

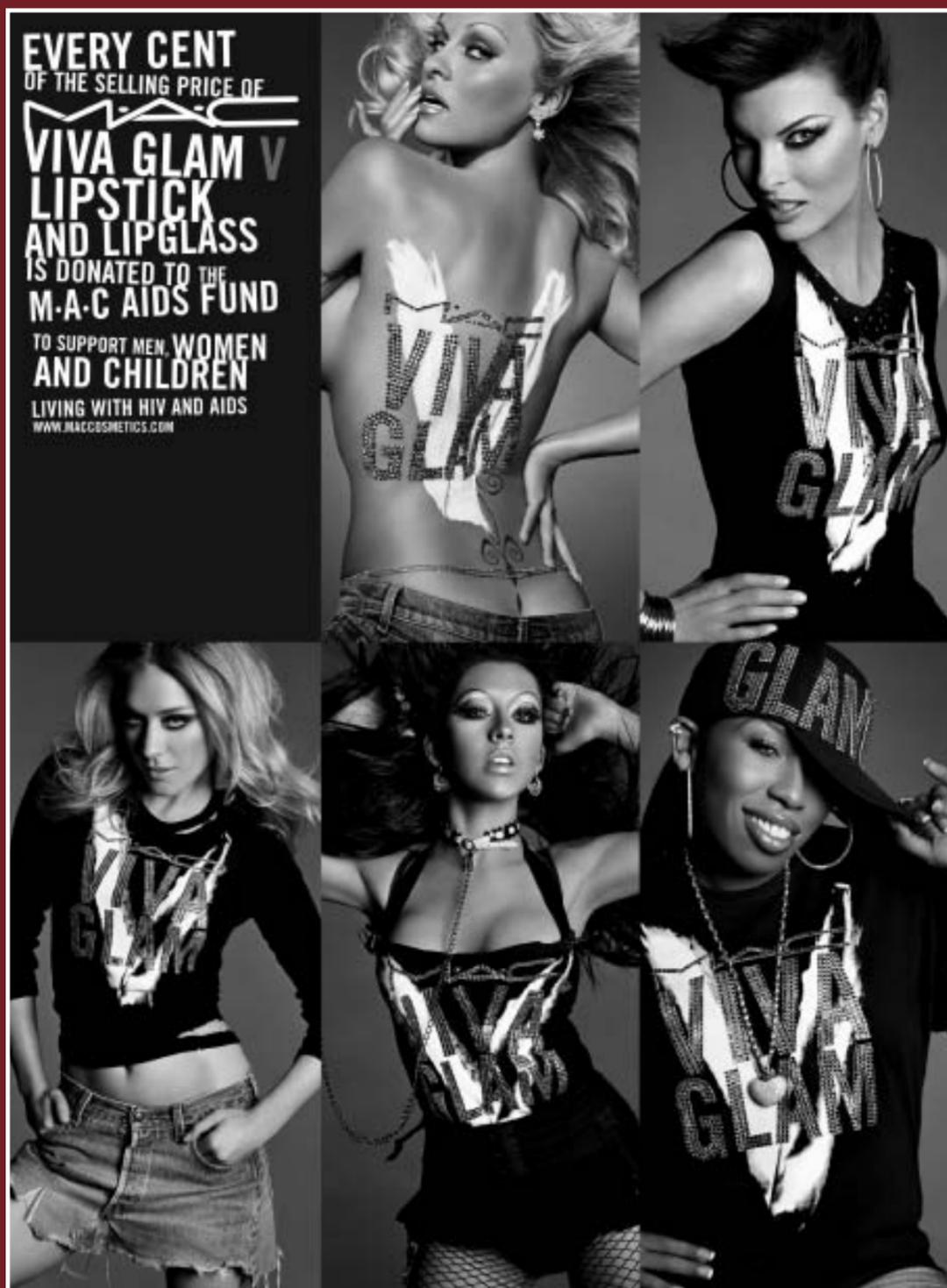
- EMPLOYEE BENEFITS:** Odessa Commercial Sea Port is one of the largest sea ports in Ukraine with 3,500 employees.
- AREA OF OPERATION:** The setting for the 1925 film “Battleship Potemkin,” Odessa is a port city in southwestern Ukraine with a population of around 1.1 million.
- STATE OF EMERGENCY:** HIV prevalence in Ukraine is 1.4%—the highest in Europe. The growth rate of the epidemic is even more alarming, with 1,000 new infections reported each month. Though once believed to only affect intravenous drug users, HIV is now evident in the general population. Last year, 42% of all infections were in women, 51% of whom were under age 25; the number of pregnant women living with HIV quintupled over the past four years. With an estimated 7,000 HIV/AIDS cases, Odessa is particularly vulnerable because of its location: a crossroads between Asian suppliers and western European consumers, the Black Sea port is a point of entry for illicit drugs.
- IN GOOD COMPANY:** Odessa Commercial Sea Port traces its roots to 1794, when Russian Empress Catherine the Great ordered construction of a naval fortress in Khadzhibei, which was newly gained from Turkey. From 1819-1858, Odessa port was a porto franco, an economic free zone and an important trade area. After 1917, it was a Soviet Union naval base. After the Soviet Union collapsed, the port, like other state-run enterprises, suffered great losses. In 2000, the Ukrainian government resurrected the port as an Economic Free Zone to attract foreign investment and allow trade access to Ukraine and other countries of the former Soviet Union. Odessa Commercial Sea Port is now a state company licensed to remain an economic free zone until 2025.
- FIRST IN THE FIGHT:** Odessa Commercial Sea Port is the first large Ukrainian enterprise to adopt HIV/AIDS workplace policy and programs. In a region devoid of a philanthropic culture and private sector response to the HIV/AIDS epidemic, Odessa Commercial Sea Port is a true innovator.
- GBC STATUS:** Odessa Commercial Sea Port is not a GBC member company.
- SMOOTH SAILING:** The Odessa Commercial Sea Port developed a comprehensive plan of action in 2004, concentrating on anti-discrimination campaigns and improved conditions for persons living with HIV/AIDS. The company also financed a developing system for monitoring the infected, as well as programs to insure and train port medical personnel. SMARTWork—Strategically Managing AIDS Responses Together—a unique workplace intervention program funded by the U.S. Department of Labor, was Odessa Sea Port’s guide in developing policies and prevention and information materials.
- STATE OF THE UNION:** Among its most important accomplishments, the company established a link between the Port’s activities and the Trade Union Council policies. Odessa Sea Port even motivated Federation of Employers of Odessa Region and Trade Union Federation of Odessa Region to adopt the SMARTWork workplace HIV prevention approaches already implemented at the port. As a result, the Trade Union Council of Marine Transport of Ukraine in 2004 signed an order requiring all chapters to demand implementation of HIV/AIDS workplace programs and requested education and informational materials for the Council. The Marine Union is an organization with 103 chapters and 99,240 members, of whom 22,923 are below the age of 30 and 22,261 are women.
- LEARN MORE:** [www.port.odessa.ua](http://www.port.odessa.ua)

## COMMENDED INNOVATION: UNILEVER

- EMPLOYEE BENEFITS:** Unilever has 300,000 employees worldwide, with 6,000 South African workers.
- AREA OF OPERATION:** Unilever is located in Durban, the site of the 13th Annual International AIDS conference held in 2000.
- STATE OF EMERGENCY:** As is typically the case in humanitarian disasters, children are the most severely affected by South Africa’s AIDS crisis. According to UNICEF, the country is home to more than one million AIDS orphans, who have lost one or both parents to the disease. Defined as children ages 14 and younger, AIDS orphans are highly vulnerable to neglect, which often begins even before the death of the sick parent. Once orphaned, a child’s access to shelter, food, clothing, health, education, and other basic necessities is severely compromised. The extreme stigma from extended family relatives and community members alike forces many AIDS orphans to fend for themselves and engage in dangerous survival activities.
- IN GOOD COMPANY:** A registered South African company since 1904, Unilever produces a significant number of the consumer household products found in millions of South African homes. With international brands like Knorr, Rama, Joko, Sunlight, Dove, and Axe, the company strives to offer high-quality products at affordable prices. Customers range from fast-food chains to five-star hotels, and Unilever also features proudly South African brands including Glen, Joko, Mrs Balls, OMD, Rama, Shiel, Stork, Sunlight, and Sunsilks.
- FIRST IN THE FIGHT:** Active in the fight against South Africa’s HIV/AIDS crisis since 1997, Unilever began a partnership with the Durban Children’s Society. Its pilot project was established in Umlazi township (Kwa-Zulu Natal) in October 2002. Using the simple but effective model of home-based childcare, the company helped launch the Thokomala Model, which derives its name from the isiZulu word for “warmth” or “comfort.” Orphans are often removed from their communities and placed in separate institutions, but Thokomala enables them to stay in their hometowns.
- GBC STATUS:** Unilever has been a GBC member company since July 2001.
- HUMAN RESOURCES:** To create a “warm” and “comfortable” environment, Thokomola purchases houses to accommodate the orphans and recruits community housemothers to serve a parental role. In addition, Thokomola assists families interested in taking in vulnerable orphans by providing them with resources to accommodate additional household members.
- HOMEWARD BOUND:** After the pilot project established a best practice model, the Unilever Foundation partnered with Boksburg Child Welfare Society and the German NGO DEG to create homes in Durban, Vosloorus, Guateng and many other areas. As of July 2005, 278 children were being cared for through Thokomala projects.
- LEARN MORE:** [www.unilever.co.za](http://www.unilever.co.za)



# MAC



## CORE COMPETENCY WINNER: M•A•C COSMETICS

**EMPLOYEE BENEFITS:** M•A•C Cosmetics has more than 9,000 employees in 50 countries.

**AREA OF OPERATION:** M•A•C maintains headquarters in Toronto and New York City. It sells cosmetics at more than 350 locations around the world, including international department stores, drug and beauty Websites, and M•A•C signature stores, which are manned by enthusiastic salespeople well versed in the brand's benefits.

**STATE OF EMERGENCY:** In its 2004 report on the Global AIDS Epidemic, UNAIDS estimated that 950,000 Americans were HIV-positive; the Kaiser Family Foundation estimates that 30% of this group does not know it is infected. In Canada, the most recent estimates indicate that 56,000 people were living with HIV at the end of 2002, and that as many as one-third of these individuals were unaware of their status. Canada has experienced an increase in infections linked to unsafe heterosexual intercourse.

**IN GOOD COMPANY:** Now part of the Estée Lauder Companies, Inc., M•A•C (Make-Up Artists Cosmetics) is the leading brand of professional cosmetics. Founded in 1985, M•A•C was immediately popular with makeup artists, models, photographers and journalists, who all endorsed the products via word-of-mouth and insisted on their presence at fashion shows and photo shoots. Today, M•A•C's complete line of cosmetics extends to everything from eye shadows to fragrances to nail polishes to makeup brushes and tool kits. Always evolving, the company is constantly creating new collections to suit its diverse clientele; it has collaborated with fashion darlings such as British designer Luella Bartley.

**FIRST IN THE FIGHT:** Launched in 1994, the M•A•C AIDS Fund was the brainchild of M•A•C co-founders Frank Toskan and Frank Angelo. Desperate to make a dent in an epidemic quickly decimating the fashion and cosmetics industries, the Fund was created at a time when AIDS was still a taboo subject seldom discussed by business leaders. Today, the Fund has raised more than \$48 million for AIDS-related programs, primarily through the sale of its VIVA GLAM Lipsticks, which have been marketed in five fabulous colors over the past 11 years.

**GBC STATUS:** M•A•C has been a GBC member company since June 2001.

**NOT JUST LIP SERVICE:** Dubbed the "heart and soul" of M•A•C Cosmetics, the M•A•C AIDS Fund has provided extensive assistance in three important areas: advocacy to generate a much stronger overall response to HIV/AIDS; HIV-prevention and awareness raising; and capacity-building in resource-limited settings. Unlike most corporate foundations, which use a portion of company profits to fund philanthropic activities, the M•A•C AIDS Fund relies primarily on its VIVA GLAM lipsticks to raise money for this important cause. The company has employed other innovative fundraising vehicles, such as the Kids Helping Kids Greeting Cards, which are created by children affected by HIV/AIDS and sold during the holiday season to benefit pediatric HIV/AIDS organizations. The cards have raised more than \$1 million despite the fact that they are only sold at year's end.

**FAMOUS FACES:** Held in the highest regard, the M•A•C AIDS Fund is the subject of the company's only advertising campaign. In the past, the eye-catching ads have featured celebrity spokespeople including Boy George, Lil' Kim, and Shirley Manson. Today's superstar spokespersons include Christina Aguilera, Missy Elliott, Linda Evangelista, Chloë Sevigny, and recently named Pamela Anderson. Coming from very diverse backgrounds, each of these amazing women has an ability to communicate with very specific groups and a willingness to educate M•A•C customers and the general public about HIV/AIDS.

**LEARN MORE:** [www.maccosmetics.com](http://www.maccosmetics.com)

## COMMENDED CORE COMPETENCY: BECTON, DICKINSON AND COMPANY

**EMPLOYEE BENEFITS:** Global medical technology company Becton, Dickinson and Company (BD) has 25,000 employees worldwide, with 11,600 in the United States.

**AREA OF OPERATION:** With its global headquarters in Franklin Lakes, New Jersey, BD operates in more than 50 countries, including Zambia, South Africa, Ghana, Ethiopia, Kazakhstan, Kenya, Zimbabwe, Tanzania, India, and China.

**STATE OF EMERGENCY:** All the countries in which BD works have significant HIV/AIDS concerns. China and India, however, have recently received a great deal of attention, with the disease holding the potential to devastate both emerging economies. UNAIDS believes that China has 1.5 million cases but U.S. intelligence sources place this number closer to 2 million and predict between 10 and 15 million infections by 2010. India is similarly worrisome: U.S. intelligence sources predict the country will sustain 20 - 25 million HIV infections by 2010.

**IN GOOD COMPANY:** Since its founding in 1897, BD has been on the front lines of key health issues around the globe, focusing on medical devices, infectious disease diagnostic systems, and life-science research. BD was the first U.S. manufacturing facility to produce syringes and needles (1906); in 1942, it was credited with developing a unique injection device used during World War II for the first injections of penicillin. In 1988, it placed the first auto-disable syringes for childhood immunizations into WHO field trials to address the spread of HIV and other diseases through reuse of injection devices.

**FIRST IN THE FIGHT:** Following participation in a 2003 GBC-led trip to four sub-Saharan African nations, BD experienced a “revelation” about its role in the fight against HIV/AIDS. Though it had long used its flow cytometers in laboratories to monitor the immune systems of HIV patients and HIV vaccine research, the company realized it could do even more. After the GBC trip, the company was inspired to create its “Technologies Relevant to HIV/AIDS” framework for mapping capabilities across the various therapies required for prevention, diagnosis, monitoring, and treatment of HIV.

**GBC STATUS:** BD has been a GBC member company since August 2003.

**ALL OVER THE WORLD:** BD has recruited some of the top HIV/AIDS experts and medical professionals from WHO, Médecins Sans Frontières, and UNICEF in Africa and Asia to help lead training, engage with policy officials, and conduct other implementation efforts. The company also works to help establish economically sustainable healthcare infrastructures. In Zambia, for example, it is collaborating with the Ministry of Health and the Centers for Disease Control to provide good laboratory practice training to officials who diagnose and monitor HIV and tuberculosis. Interested in preventing the iatrogenic transmission of disease, BD worked with the Indian government and the public-private partnership Hindustan Latex Ltd. to prevent the dangerous reuse of syringes, the second leading cause of HIV spread in India.

**MEDICAL BENEFITS:** Acutely aware that access to diagnostic technologies is crucial to curtailing HIV/AIDS, BD has a number of philanthropic agreements. Working with the Clinton Foundation, BD promises to provide CD4 cell-counting technology at significantly reduced prices for developing countries. Similarly, it has made agreements with the Foundation for Innovative New Diagnostics to improve diagnosis of pulmonary tuberculosis in developing countries.

**LEARN MORE:** [www.bd.com](http://www.bd.com)



## COMMENDED CORE COMPETENCY: FEDICS

**EMPLOYEE BENEFITS:** Widely recognized as the leader in South Africa’s outsourced catering market, Fedics employs 6,802 employees.

**AREA OF OPERATION:** One of three primary operating divisions in the Tsebo Outsourcing Group, Fedics is based in Johannesburg.

**STATE OF EMERGENCY:** According to UNAIDS, South Africa has 5.3 million individuals living with HIV, the largest number in any single nation. In the Guateng Province, which includes Johannesburg, prevalence exceeds 30%.

**IN GOOD COMPANY:** Founded in 1971 as a modest contract catering business, Fedics has grown into a leading, multidimensional hospitality services company. Today, it serves more than one million meals and snacks every day to clients ranging from corporations to educational and health care institutions to industrial, mining, construction, and remote sites. By operating 11 niche brands, the company caters to the specific nutritional needs of the different industries it serves.

**FIRST IN THE FIGHT:** In April 2004, Fedics became the first South African company specifically to create and offer nutritionally enhanced food products designed to boost the immune systems of people living with HIV/AIDS. Said CEO Clive Smith, “Most organizations in South Africa have some form of in-house HIV management program; however, few have considered the benefit of directly addressing the nutritional intake of employees infected with HIV. We want to place the focus on living with HIV, not dying of AIDS. While good nutrition won’t cure HIV/AIDS, it most certainly can help maintain and improve health.”

**GBC STATUS:** Fedics is not a GBC member company.

**FOOD FOR THOUGHT:** Using World Health Organization (WHO) and Department of Health (DOH) guidelines on nutrition for HIV-positive people, Fedics grades each of its recipes into three categories. Foods that enhance general wellness are coded with one AIDS ribbon; foods that enhance immune wellness receive two AIDS ribbons; and foods that are essential for immune wellness carry three AIDS ribbons.

**MANAGING EXPECTATIONS:** Supervising this important project is Alan Brand, Fedics’ Group National HIV/AIDS manager, who was diagnosed with the disease in 1997. With both a personal and professional conviction that HIV wellness goes beyond the use of antiretrovirals, Brand strongly advocates the value of healthy eating and creating meals centered around the four primary food groups. “Medication and vitamin supplements are important,” he says, but can “never replace” the value of good food.

**LEARN MORE:** [www.fedics.co.za](http://www.fedics.co.za)



## COMMENDED CORE COMPETENCY: PFIZER INC.

- EMPLOYEE BENEFITS:** Pfizer Inc. has 122,000 worldwide employees; 43,000 work in the United States.
- AREA OF OPERATION:** Headquartered in New York, Pfizer maintains offices all over the world. Its commended community program is located in Kampala, Uganda.
- STATE OF EMERGENCY:** One of the least developed countries in the world, Uganda's strong national commitment to HIV/AIDS awareness and promotion has, according to UNAIDS, resulted in an average 18% decline in the prevalence rate, which was last estimated at 6%. Nonetheless, AIDS remains the leading cause of death for Ugandans between the ages of 15 and 49. Among the more than two million orphans in Uganda, more than half lost their parents to HIV/AIDS.
- IN GOOD COMPANY:** With products available in more than 150 countries, Pfizer discovers, develops, markets, and manufactures prescription medicines for people, animals, and many of the world's best-known consumer brands. In its 155-year history, the company has evolved from a small family-owned business to a powerful corporation with a firm philanthropic philosophy.
- FIRST IN THE FIGHT:** Located at the Makerere University School of Medicine, the Infectious Disease Institute (IDI) was inaugurated in October 2004 under the leadership of Dr. Nelson Sewankambo, Dean of the Faculty of Medicine at Makerere University, and Dr. Merle Sande, an American infectious disease specialist. Both doctors sought to create a state-of-the-art African HIV/AIDS training and treatment facility that could also serve clinical, prevention, research, and education efforts. Funding for this ambitious project was provided by Pfizer, with an initial \$11 million grant to support construction and facility staffing over a three-year period. To date, Pfizer has contributed approximately \$30 million to this project.
- GBC STATUS:** Pfizer has been a GBC member company since November 2001.
- TRAINING DAY:** Designed to train African medical professionals, the IDI offers three programs for health care workers. The month-long HIV/AIDS Training Program for Medical Doctors in Africa uses a public-health-sanctioned train-the-trainer model to educate physicians in the latest HIV/AIDS care and prevention techniques; a weeklong program for health care provider groups, the Multi-Disciplinary Topical Training Program employs didactic and practical clinical experiences for its instructional methods; providing critical skills to nurses, clinical officers, lab technicians, and dispensers, the Nurses and Clinical Officer Training Program recognizes the importance of educating those working autonomously in resource-poor environments.
- GOOD FELLOWS:** In addition to donating the antifungal medicine Diflucan to the clinic's HIV/AIDS patients, Pfizer has detailed three of its Global Health Fellows to Makerere University. Discussed in the GBC's Fall 2005 magazine, *Business & AIDS*, this program enables Pfizer employees to travel abroad to lend their skills to HIV/AIDS care.
- LEARN MORE:** [www.pfizer.com](http://www.pfizer.com)



## COMMENDED CORE COMPETENCY: VH1

- EMPLOYEE BENEFITS:** Television network VH1 employs 350 people in the United States.
- AREA OF OPERATION:** A unit of Viacom International Inc., VH1 is based in New York City's Times Square.
- STATE OF EMERGENCY:** AIDS is still a huge problem in New York: the state's AIDS rate is almost double the national rate for men and triple the national rate for women. In New York City, more than 90,000 residents are known to be living with AIDS and an estimated 45,000 more are infected and don't know it. Since the epidemic began 25 years ago, the city has endured 16% of the national death toll, with more than 85,000 AIDS casualties to date.
- IN GOOD COMPANY:** Available in 87 million U.S. households, VH1 is a pop culture enthusiast's dream come true. Offering viewers the music, artists, and celebrities they crave, the cable network provides an array of series, specials, live events, exclusive online content, and public affairs initiatives. In 1997, VH1 launched its Save The Music Foundation, which has received the prestigious Emmy and Peabody Awards. The Foundation, which restores music education programs in public schools around the country, has donated more than \$25 million worth of musical instruments to 1,000 public schools in 80 cities, benefiting 500,000 children. The company's digital services include VH1 Classic, VH1 Soul, VH Uno, VH1 Mega Hits, and VH1 Country.
- FIRST IN THE FIGHT:** VH1 launched its HIV/AIDS initiatives in 2003 with the KNOW HIV/AIDS campaign. Designed to be both compelling and thought provoking, the campaign grew from a companywide commitment Viacom already had made to fighting the epidemic. Shown on National HIV/AIDS Testing Day, June 23, 2003, VH1 began its efforts with a 30-second public service announcement called Ten Reasons to Test for HIV/AIDS. Later that same year, on Dec. 1, 2003, the network aired VH1 News Presents: "AIDS: A Pop Culture History." Shown on World AIDS Day, the documentary provided some of the most moving images from the 1980s and 1990s, chronicling the disease's development over the past two decades. In April 2004, the documentary was provided to education groups and schools across the country.
- GBC STATUS:** VH1 has been a GBC member company since July 2005.
- FUNDING OPPORTUNITY:** One year after launching its HIV/AIDS initiatives, VH1 teamed up with The Global Fund to Fight AIDS, Tuberculosis, and Malaria. In this collaboration—the first time a U.S. television network and an individual non-profit partnered on such an extensive effort—VH1 agreed to create three HIV/AIDS public service announcements. "Weapon of Mass Destruction," "Birthday" and "Balloons" were enormously compelling spots: "Weapon" declared AIDS the real weapon of mass destruction; "Birthday" explained that AIDS has reduced the average life expectancy to 33 years old in the hardest-hit countries; and "Balloons" urged people to donate resources where they are most needed.
- CAUGHT ON CAMERA:** At a special Washington, D.C., screening on June 23, 2005, VH1 debuted its documentary "Tracking the Monster: Ashley Judd & India.Arie confront AIDS in Africa." Presented at the Motion Picture Association of America, the documentary screening was targeted to members of Congress, key constituents, philanthropists, and ambassadors two weeks prior to the G8 Meeting in Gleneagles, Scotland. In August 2005, VH1 aired the documentary for all of its viewers.
- LEARN MORE:** [www.vh1.com/aids](http://www.vh1.com/aids)





**'MY** name is Sibulele Sibaca. I am 21 years old originally from Cape Town. In 1996, when the rest of the country was celebrating two years of democracy and freedom, I was trying to figure out what was wrong with my mother. On 2nd June 1996 my mother passed away. On 24th February 2000, my father passed away. I later found out via the grape vine that both my parents had passed away from AIDS and that my father had infected my mother.

At this point I was not angry. I was about to kill someone. The discrimination from people who once pretended to love my parents was terrible. I was a complete outcast at the time that I had grown up in.

Life is now very different. I'm being part of Women on the Move, along with hundreds of other women from disadvantaged communities. I am being given the chance to earn a University degree from CIDA on full scholarships, and be trained by Life College and LifeLife to teach other young women about sexual health and life.

Women on the Move has given me an opportunity to be proud of where I come from but most importantly it has made me proud to be a woman. A woman who is responsible, who dignity, love for herself and others, and respect.

Education on HIV/AIDS EQIC, Your Women's Health and other businesses to see a new generation of South African women by 2010 - motivated and inventive, able to participate fully and equally in social and economic life, and free of HIV.

**Women on the Move** is a collaboration between three frontline charities - CIDA, LifeLife and SA Life College. Funded by Your Finest Hour a Campaign launched by the Virgin Group, Global Business.

**unite**

**IT'S TIME TO ACT, SPONSOR A WOMAN ON THE MOVE. TO FIND OUT MORE LOG ONTO WWW.VIRGINUNITE.COM**

## LEADERSHIP WINNER: VIRGIN UNITE

- EMPLOYEE BENEFITS:** Virgin has approximately 30,000 employees worldwide.
- AREA OF OPERATION:** Headquartered in London, Virgin also offers its services and products in the United States, Canada, and Australia as well as throughout Africa, Europe, and Asia.
- STATE OF EMERGENCY:** By the end of 2003, the Health Protection Agency estimated that the United Kingdom had 53,000 HIV-positive adults; 14,300 (27%) of them were unaware they were infected. In March 2005, the same agency reported that 70,783 people in the U.K. had been diagnosed with HIV. In 2004, the country was estimated to sustain approximately 7,000 new HIV infections. At least 13,145 UK residents have died from AIDS-related causes.
- IN GOOD COMPANY:** Founded in 1968, Virgin is the brainchild of Sir Richard Branson, who was knighted in December 1999 for his "services to entrepreneurship." In addition to flying an airline often celebrated for its comfortable seats and great transatlantic service, Virgin is an entertainment, mobile telecommunications, and lifestyle leader. Its Megastores are giant pop culture palaces offering everything from CDs to books to DVDs to video games. The company also operates a Virgin Active line of health care clubs offering the finest spa services alongside top-end athletic equipment. A clothing line, hot air balloon ride service, and bevy of bubbly beverages also bear the Virgin label. Its 21<sup>st</sup> century projects include Virgin Cars, Virgin Wines, Virgin Student, Virgin Money.com, Virgin Energy, Virgin Travelstore.com, and Virgin Bikes.
- FIRST IN THE FIGHT:** Branson has been involved with the fight against HIV/AIDS since 1987, when he launched Mates Condoms to help build awareness, destigmatize condom use, and promote prevention in the U.K. He also mobilized a team of 400 Virgin employees to spend six months generating ideas how the company could contribute more. In 2004, Virgin worked with the GBC and other companies to launch "Your Finest Hour." Serving as the campaign's co-coordinator, Virgin helped distribute more than 1 million educational materials across the U.K. and raised more than £50,000 for South Africa's "Women on the Move Project," which enables 350 young people to receive a full university degree from CIDA City Campus in Johannesburg, Africa's first virtually free higher education institute for underprivileged youth.
- GBC STATUS:** Virgin has been a GBC member company since March 2004.
- TOP OF THE CLASS:** Scheduled to open at the end of October 2005, The Branson School of Entrepreneurship will represent a partnership between the Virgin Group and CIDA City Campus. The Branson School will train students on how to successfully start and run their own businesses and also encourage entrepreneurship, destroy negative perceptions about creating businesses in South Africa, and create jobs. Virgin has already raised £240,000 to set up a micro-financing "seed fund" for Branson graduates, who may receive support during the first six to twelve months of operation.
- SKY HIGH:** By providing free flights for many international artists, Virgin helped ensure the success of the historic 46664 concert in Cape Town, which honored Nelson Mandela and raised critical funds for South Africa's AIDS crisis in November 2003. Other activities include the "adoption" of seven South African grassroots charities focused on youth empowerment; support of a sustainable village project in Dumfries village, South Africa, with an emphasis on significantly decreasing the incidences of HIV/AIDS, Tuberculosis, and Malaria in the surrounding area; and hosting several "wake up trips" to make Virgin staff, celebrities, and other business people aware of infectious diseases.
- LEARN MORE:** [www.virgin.com](http://www.virgin.com) or [www.virginunite.com](http://www.virginunite.com)

# DE BEERS

A DIAMOND IS FOREVER



## TESTING AND COUNSELING WINNER: DE BEERS

- EMPLOYEE BENEFITS:** De Beers has 24,000 employees worldwide, with about 17,000 workers in its southern African operations.
- AREA OF OPERATION:** De Beers maintains its corporate headquarters in the Southdale suburb of Johannesburg, South Africa.
- STATE OF EMERGENCY:** No global region has been more seriously affected by the HIV/AIDS epidemic than southern Africa. Prevalence rates exceed 15% in Botswana, Swaziland, Lesotho, Zimbabwe, South Africa, Namibia, and Zambia. In South Africa, where the national prevalence is almost 22%, the disease imperils De Beers employees. According to seroprevalence studies conducted at the end of 2004, approximately 10% of the company's employees were HIV-infected.
- IN GOOD COMPANY:** Founded by Cecil Rhodes in 1888, De Beers has grown into the world's largest diamond company. In its early years, when the company was the only major diamond supplier, it produced more than 90% of the world's diamonds. Now privately owned by DB Investments, De Beers today maintains mines in South Africa and works with the governments of Namibia, Botswana, and Tanzania to produce more than 40% of global gem diamonds; its expertise extends to every form of the mining business, including underground, alluvial, open cast, marine, and coastal. In addition to the 20 mines it operates in Africa and its exploration program, which extends to 13 countries on five continents, De Beers will open its first Canadian diamond mine at Snap Lake in the near future.
- FIRST IN THE FIGHT:** In 1954, Sir Ernest Oppenheimer, founder of Anglo American Corporation of South Africa, proclaimed that De Beers had a responsibility to generate profits in a manner that would make a real and lasting contribution to the communities in which it operates. Oppenheimer's philosophy still guides the company, and is evident in the company's outstanding HIV/AIDS program. In the late 1990s, De Beers began offering voluntary counseling and testing (VCT) to employees at various locations. Today, the program recognizes the rights of all employees, including those who are HIV-positive. It also provides access to free prevention, care, support and treatment for all employees, dependants and contractors.
- GBC STATUS:** De Beers has been a GBC member company since June 2002.
- ALL ABOUT AWARENESS:** Recognizing that it is critical to create an environment that encourages employees, their partners, and contractors to feel comfortable getting tested, De Beers raises awareness about HIV-related issues through several well-financed campaigns and celebratory events. At Namaqualand Mines in Kleinsee on the west coast of South Africa, HIV/AIDS coordinator Denise Langeveld was concerned about the high incidence of violence against women. Recognizing that this violence—or the threat of violence—could affect a woman's decision to get tested, Langeveld launched a campaign to educate men on women's rights. Similarly, at Venetia mine, HIV/AIDS coordinator Kefilwe Mokgoko recognized that with its proximity to a transborder trucking route and the Zimbabwe border, her workers would benefit from a campaign specifically geared to those who work in high-mobility areas.
- THREE GREAT MINES:** During its two-week campaign, Koffiefontein Mine became the first mine in De Beers Consolidated Mines (DBCM) to exceed 90% employee uptake of voluntary counseling and testing. In December 2004, the Cullinan Mine tested more than 1,500 employees, raising the percentage of employees tested to close to 80% from 20%. Between October 2004 and March 2005, Kimberley Mines exceeded its goal of reaching 90% of the work force with educational information about the benefits of voluntary counseling and testing.
- LEARN MORE:** [www.debeersgroup.com](http://www.debeersgroup.com)

## COMMENDED TESTING AND COUNSELING: XSTRATA COAL SOUTH AFRICA

**EMPLOYEE BENEFITS:** Xstrata Coal South Africa (XCSA) employs 3,700 workers.

**AREA OF OPERATION:** Xstrata's three business divisions in South Africa are located in Tweefontein, Mpunzi, and Mpumalanga.

**STATE OF EMERGENCY:** Based on unlinked seroprevalence testing it conducted in 2002, Xstrata determined that its South African workers maintain an HIV prevalence rate of 20%. Of the one in five employees infected with HIV, many did not know they had the disease, which has been linked to household-level poverty and social disruption. With little access to care and services in their impoverished and underserved communities, these employees could not depend on the government for voluntary counseling and testing, primary care, and antiretroviral treatment.

**IN GOOD COMPANY:** Xstrata Coal South Africa is part of the Xstrata Group, which spans four continents. It is South Africa's third largest exporter of thermal coal, producing almost 20% of all thermal coal exported from the country.

**FIRST IN THE FIGHT:** In 2002 it became evident that increasing numbers of Xstrata workers were experiencing AIDS-related sickness, disability, and death. Even conservative estimates made it clear there would be additional costs to employment by 2010 if the company did not manage the economic impact of the disease.

**GBC STATUS:** Xstrata has been a GBC member company since February 2005.

**BEAUTY MARK:** Translated to "The Beauty of Life!" the "uBuhle Bemphilo" program manages the financial risks to the company of HIV/AIDS and contributes to a dedicated trust fund for sustainable care and treatment. Other important program components include comprehensive primary HIV care and medical treatment services to all affected employees; a high-intensity on-site voluntary counseling and testing (VCT) campaign; President's Emergency Plan for AIDS Relief (PEPFAR)-sponsored community-based interventions; and working with traditional healers to mobilize community support.

**SAYING KNOW:** Facilitated by Re-Action!, Xstrata distributes the highly praised *I Know! The way to live* publication to its employees. A comprehensive health literacy text, *I Know!* dispels myths about HIV/AIDS and replaces disease misconceptions with facts and figures. Endorsed by Dr. Brian Brink, Senior Vice-President of Health at Anglo American, the book contains a useful glossary defining key disease terms as well as personal narratives from HIV patients.

**LEARN MORE:** [www.xstrata.com](http://www.xstrata.com)



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