



A guide for business

Working together towards ending AIDS

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AIDS is not over, but it can be

The Sustainable Development Goals (SDGs), which are shaping the global development agenda from now until 2030, call on all societal actors to use creativity and innovation to address challenges such as eradicating poverty, promoting good health and well-being, fuelling inclusive growth and protecting the environment.

As we enter the implementation phase toward achieving the SDGs, leaders across the public and private sectors recognize that we cannot afford to step back from working towards ending the AIDS epidemic as a public health threat by 2030.

UNAIDS' strategy, which is aligned with the SDGs, is centred around a set of targets that aim to draw the critical linkages between health, development, injustice, inequality, poverty, sustainable cities and communities. In order to reach these targets, we wish to engage with the business community in an effective and meaningful way, by leveraging companies' commitment to help improve prevention and treatment services, as well as respecting human rights (including the right to health) across their operations and business relationships.



Business as usual will not help us reach our goals by 2030. A new course is required. This is why we embarked on a reflection, summarized in this guide, of how we wish to engage business in our quest toward a world free from AIDS. Working with forward-looking companies, we wish to zoom in on four focus areas for joint action and shared progress: HIV testing; care and treatment; prevention; and human rights. This will result in reductions of new HIV infections, in providing treatment, care, and support to people living with HIV and in addressing stigma and discrimination.

Ending AIDS is everybody's business—please join us, building on a vast experience in developing successful public-private partnerships and in working towards solutions-oriented approaches to enable a future that brings prosperity, opportunity, and human rights for all.

Michel Sidibé

UNAIDS Executive Director

HIV has a high cost to society and is a barrier to economic growth

The AIDS epidemic is far from over and continues to affect health and development in many parts of the world. Unlike most other health crises, HIV largely affects people in the prime of their life.

There is a negative correlation between HIV prevalence and economic growth. Why? Because people living with HIV who are not on treatment may be unable to work, may take time off work when ill and may incur significant out-of-pocket health-care costs. AIDS-related deaths result in a smaller skilled workforce, reducing productivity. Workers taking time off to look after ill family members further lowers productivity.

36.7

(30.8–42.9)

**million people are
living with HIV in 2016.**

70%

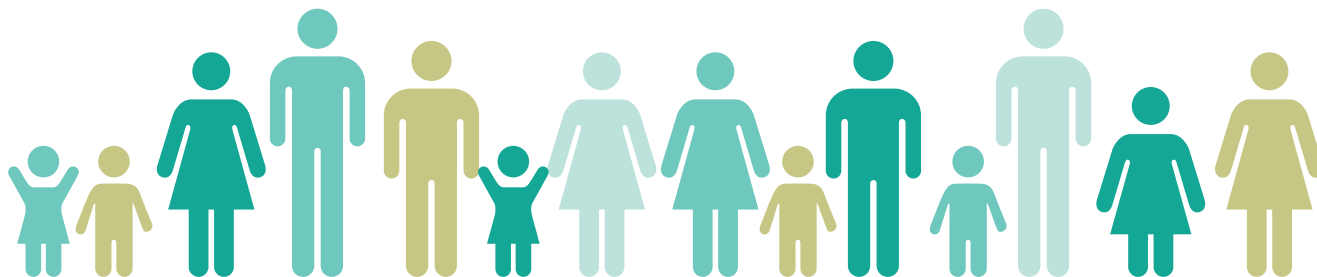
(51%–86%)

**know they are HIV-
positive. The rest do not.**

20.9

(18.4–21.7)

**million people living with
HIV are on antiretroviral
therapy in 2017.**



HIV matters to business

RISK

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

REPUTATION

Being part of an effective multisector AIDS response generates goodwill and demonstrates a company's commitment to strong corporate citizenship and to the well-being of its employees, customers and communities.

OPPORTUNITY

Forward-thinking businesses forging ahead with sustainable and inclusive business models can radically reshape markets and the future direction of policy.

COMMUNITIES

Aligning with communities and meeting their basic needs and protecting their human rights will enable companies to forge a new and improved social contract.

AIDS has an impact on business

9 OUT OF 10 PEOPLE

living with HIV are adults in their most productive years. In the most affected countries, HIV takes a direct toll on markets, investments, services and education.

When companies working in countries heavily affected by HIV take an active, visible role in the AIDS response, they see improvements in productivity, morale and staff turnover, which also has a positive impact on their corporate image.

By aligning themselves with the AIDS response, companies are able to differentiate themselves from their competitors and build trust among governments, shareholders and customers.

In many countries, companies may have access to tax incentives for investing in the AIDS response.

Ending AIDS as part of the Sustainable Development Goals

The SDGs set out a framework of 17 goals and 169 targets to tackle the world's most pressing social, economic and environmental challenges in the lead-up to 2030.

UNAIDS is working to end the AIDS epidemic as a public health threat by 2030.

AIDS will be ended through an integrated approach, drawing on the linkages between HIV and health, development, injustice, inequality, poverty, sustainable development of cities and communities and conflict settings set out in the SDGs.

The Business and Sustainable Development Commission has estimated that the SDGs have the potential to unleash innovation, economic growth and development at an unprecedented scale and could be worth at least US\$ 12 trillion a year in market opportunities and generate up to 380 million new jobs by 2030.

According to the Commission, in the area of health and well-being, achieving the SDGs would unlock US\$ 1.8 trillion in business value by 2030 through solutions such as risk pooling, remote patient monitoring and telehealth.



Corporate leadership on human rights is key

Corporate leadership on human rights is key in the realization of the SDGs and ending AIDS.

Since their endorsement by the UN Human Rights Council in 2011, the Guiding Principles on Business and Human Rights (UNGPs) have established an authoritative global standard on the respective roles of businesses and governments in helping ensure that companies respect human rights in their own operations and through their business relationships.





There is no more powerful way for business to accelerate social development than by driving respect for human rights across value chains, including issues such as the right to health and gender equality.

Business can contribute to the UNGP agenda by creating safe work environments across its operations so as to address stigma and discrimination, which is a major contributor to new HIV infections, linked to lower access to health services but also income inequality.

Four focus areas for joint action and shared progress

Ending AIDS is everybody's business and will need collaboration between both the public sector and the private sector.

Ending AIDS by 2030 needs effective action on:

- HIV testing
- Prevention
- treatment and Care
- Human rights

Solutions-oriented approaches by the business community are required in each of these areas.



We need the business community

The reach, expertise, skills and institutional resources of businesses are key to:

- Ensuring that their workforces and local communities receive HIV prevention, testing, treatment and support through workplace programmes.
- Strengthening systems for health and HIV prevention programme management.
- Making sure that AIDS funding reaches and works for the people most in need.
- Reaching people with the information and tools they need to keep themselves and their loved ones healthy.
- Innovating towards new solutions, ranging from pharmaceutical and diagnostics to service delivery, use of new technologies and financial mechanisms—often—in partnership with the public sector.



Business solutions

Companies can strengthen the AIDS response through:

WORKPLACE PROGRAMMES:

giving HIV prevention, testing, treatment, care and support services directly to workers, dependants and communities.

POLICY AND ADVOCACY:

disseminating HIV information through print, TV and radio and social media.

INNOVATION AND PROGRAMME SOLUTIONS:

harnessing new technologies to increase awareness and strengthen prevention and treatment and care programmes.





STRATEGIC PHILANTHROPY:

cash and in-kind contributions in support of HIV prevention, testing, treatment, care and support programmes.

CAUSE-RELATED MARKETING:

raising funds by selling a specific product, with the net proceeds earmarked for HIV programmes.

EMPLOYEE GIVING PROGRAMMES:

sharing expertise and, where appropriate, providing funds.

About UNAIDS

UNAIDS works on behalf of people affected by or living with HIV around the world.

UNAIDS provides technical support to, and works as a bridge between, governments, United Nations bodies, civil society, partner institutions and others towards the goal of ending AIDS by 2030.

UNAIDS is the global source of the high-quality, timely data on the AIDS epidemic required to develop the policies and programmes needed for success.

UNAIDS has been at the forefront of UN reform and is the only joint programme in the UN system. Together with its partners—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—UNAIDS provides leadership and strategic direction to the international AIDS response.

How can UNAIDS support effective business action?

INFORM

UNAIDS gives regular and authoritative updates on the latest thinking and trends, based on scientific insights and data.

CONNECT

As collaboration experts, UNAIDS connects businesses with government partners and other sectors to deliver results that could never be realized by a single company alone.

INNOVATE

UNAIDS helps develop investment options for funding related to HIV services and products across countries.

ADVOCATE

UNAIDS communicates how business partners can contribute to the right to health.

An example of collaboration in practice



Anglo American, a global mining company with more than 90 000 employees, is a leader in HIV prevention and treatment. So-called “testing fatigue”, however, had resulted in a significant decrease in the number of its employees in southern Africa testing for HIV.

UNAIDS and Anglo American teamed up in 2016 to reach some 6.3 million people through social media. Renewed calls for testing and a World AIDS Day campaign reinforced the testing message to its employees, resulting in the company’s HIV testing rates increasing to 86%, well above the percentage in 2015.

Our vision



ZERO

new HIV infections



ZERO

discrimination



ZERO

AIDS-related deaths

AIDS is everyone's business. Please contact us.

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