



**WORKING**  
WITH **BUSINESS**

# Foreword

**Today, the world is united around a commitment to end the AIDS epidemic as a public health threat by 2030 and has embraced UNAIDS' ambitious vision of zero new HIV Infections, zero AIDS-related deaths and zero discrimination.**

We have made some notable strides forward. We know that, where prevention is implemented well and at scale, it works. There are more people receiving treatment than not, and we now have real momentum behind ending HIV-related stigma and discrimination and ensuring that no one is left behind. Despite this promising progress, we face headwinds – ending AIDS as a public health threat is not a foregone conclusion.

One important way to mobilise more resources and achieve a greater programmatic impact is by harnessing the full range of assets, capacities and innovations business has to offer – whether they be financial, technical or institutional.

Forward-looking companies can make a vital contribution to accelerating access to an integrated, person-centred approach to health including HIV testing, prevention, treatment and care, respecting human rights, and addressing gender equality in an effective and meaningful way.

Ending AIDS is everybody's business – please join us and build on our significant experience of developing successful public-private partnerships and working with businesses towards solutions-oriented approaches that bring health, prosperity, opportunity, and human rights for all.

**Gunilla Carlsson**  
Executive Director a.i., UNAIDS

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Ending AIDS by 2030  
requires a collective  
response

# ENDING AIDS WILL REQUIRE COORDINATED ACTION ON OTHER GLOBAL CHALLENGES THAT EXTEND BEYOND HEALTH.

The Sustainable Development Goals recognize the interconnections between global health and development challenges.

Recognizing that our goal of ending AIDS as a public health threat by 2030 cannot be reached without progress on other interconnected challenges, including injustice, inequality and human rights, UNAIDS has centred its strategy around five Sustainable Development Goals most relevant to the AIDS response.

Given the scale and complexity of the challenge, UNAIDS will increasingly focus on addressing a wider set of issues and engaging with a broader group of stakeholders across the public, private and civil society sectors.

## UNAIDS' PRIORITIES IN THE SUSTAINABLE DEVELOPMENT GOALS



### Sustainable Development Goal 3: GOOD HEALTH AND WELL-BEING



HIV-sensitive universal health coverage can play a vital role in promoting health equity, while integration with rights-based services for sexual and reproductive health, noncommunicable diseases, tuberculosis and other conditions can improve health outcomes.

### Sustainable Development Goal 5: GENDER EQUALITY



Gender-transformative HIV programmes that engage men can reduce violence and empower, while integration of rights-based services for HIV and sexual and reproductive health increases dual uptake and impact.

### Sustainable Development Goal 10: REDUCED INEQUALITIES



Protection against discrimination alongside legal services, rights literacy, access to justice and international protection can empower people to claim their rights and enhance access to HIV services.

### Sustainable Development Goal 17: PARTNERSHIPS FOR THE GOALS



Efforts to secure affordable HIV commodities, including second- and third-line drugs, can benefit wider health and equity agendas, including TB, hepatitis C and noncommunicable diseases.

### Sustainable Development Goal 16: PEACE, JUSTICE AND STRONG INSTITUTIONS



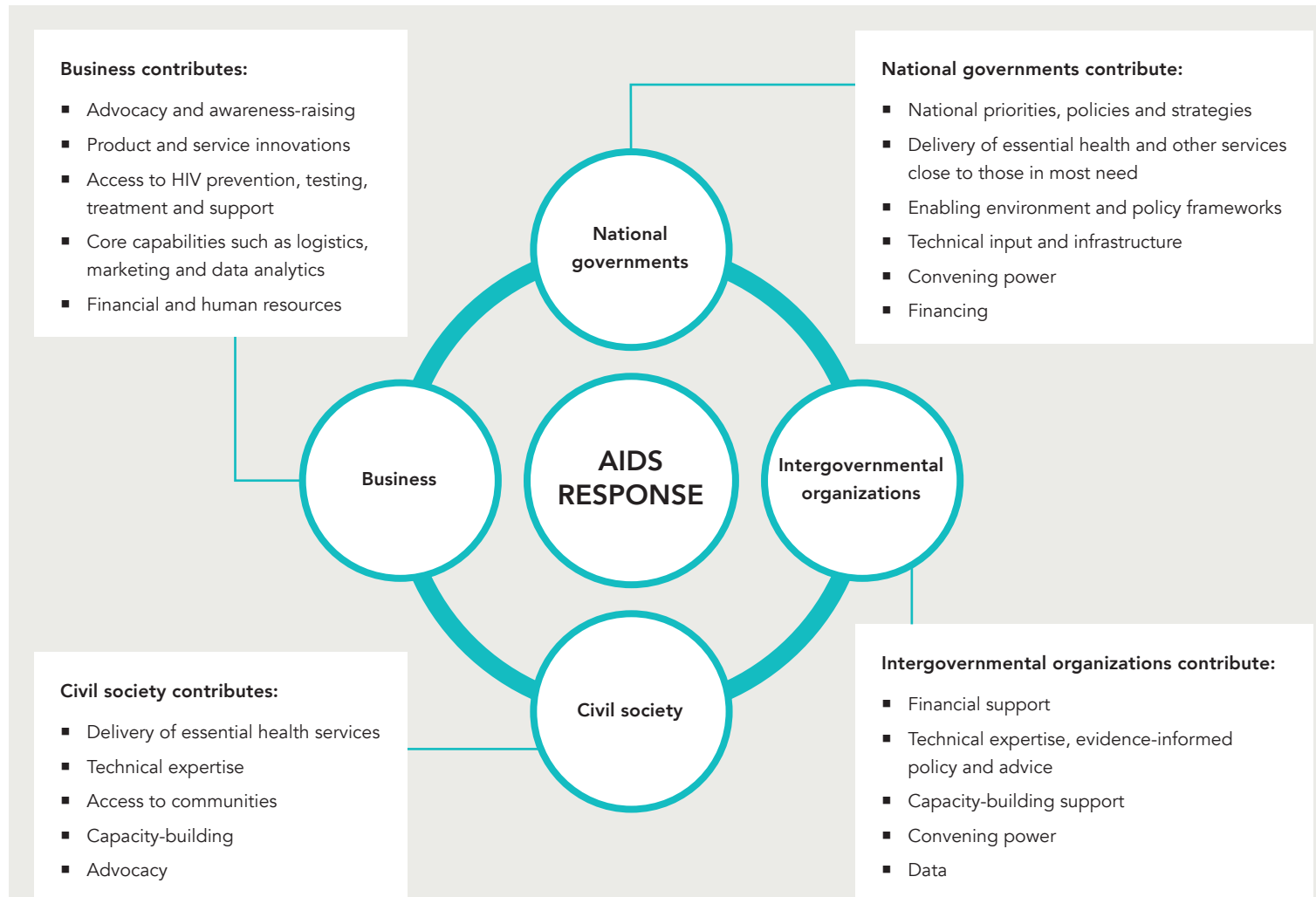
Participatory governance – which includes community-led responses – can drive more relevant, rights-based programmes and stronger accountability for health and development.

# THE CHALLENGE IS TOO GREAT FOR ANY ONE SECTOR TO TACKLE ALONE. ALL SECTORS HAVE A VITAL ROLE TO PLAY IN ENDING AIDS, INCLUDING BUSINESS.

Ending the AIDS epidemic as a public health threat by 2030 is achievable, but it will require all sectors to adopt a more ambitious, innovative and collaborative approach to designing and implementing solutions.

Governments, intergovernmental organizations, civil society and business each possess important, unique and complementary resources and capabilities to contribute to the global AIDS response. As the examples in this guide show, when sectors succeed in combining these assets, the potential for greater impact at scale increases significantly.

Despite promising examples, some of which are explored in greater depth in this guide, there is simply not enough collaboration with business at sufficient scale and level of ambition to meet the gaps in investment and implementation needed to meet the target of ending AIDS as a public health threat by 2030.



# BUSINESS CAN CONTRIBUTE TO THE AIDS RESPONSE IN MANY WAYS.

The comparative advantage of business in the AIDS response can be found in its core business capabilities and reach to employees, suppliers, distributors and customers. These areas offer far greater potential for more sustainable impact at scale compared with traditional philanthropy and social investment.

For example, business innovations in products and services, relationships with employees, consumers and policy-makers, core capabilities in logistics, data analytics and marketing and financial and human resources can all help to fill gaps in publicly funded HIV testing, prevention and treatment programmes.

There is no one-size-fits-all approach to how business can contribute to the AIDS response. Across industry sectors, major differences in capacity, competencies and constraints influence the approach and contribution of business to tackling HIV and AIDS.

## BUSINESS IMPACT AREAS



### ADVOCACY AND AWARENESS-RAISING

Businesses can help to raise public awareness and donations for HIV prevention, testing and treatment programmes, for example, by using business media and marketing channels (print, tv, radio and social media) and by contributing to public policy dialogue and advocacy in support of government health, human rights, anti-discrimination and diversity policies and sexual and reproductive health and rights. High-potential sectors: media, communication and technology and fashion and beauty



### PRODUCT AND SERVICE INNOVATIONS

Business innovation in products and services can range from pharmaceutical and diagnostic companies investing in new testing technologies and treatments to financial services companies offering insurance products that meet the needs of people living with HIV. High-potential sectors: pharmaceuticals, diagnostics, financial services and technology



### WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION

All companies can implement supportive policies, consistent with the ILO Code of Practice on HIV/AIDS, that prohibit discrimination and protect human rights. Businesses, particularly those in high-prevalence countries, can ensure access to testing, treatment and prevention programmes in the workplace, supply chain and communities, especially those that engage large numbers of male employees away from their communities, High-potential sectors: health-care providers, extractives, agribusiness, garments, construction and logistics



### CORE BUSINESS CAPABILITIES

All companies have specific competencies and capabilities that can be extremely valuable in the AIDS response. Expertise in supply chain logistics can be harnessed to improve access to testing, treatment and prevention, data analysis capabilities can be used to improve programme targeting and evaluation and marketing and communication expertise can strengthen awareness, mindset and behaviour change activities. High-potential sectors: all sectors



### FINANCIAL AND HUMAN RESOURCES

All companies with an interest in health, gender, human rights, diversity and inclusion can be sources of funding through cause-related marketing, social investment and philanthropy. Many have employees interested in giving their time to support fundraising, advocacy and volunteering. High-potential sectors: all sectors

# THE BUSINESS CASE FOR CONTRIBUTING TO THE AIDS RESPONSE VARIES FROM COMPANY TO COMPANY.

**The business case for contributing to the AIDS response can commonly be framed around four business drivers: risk avoidance, reputation enhancement, accessing market opportunity and ensuring a stable and thriving operating environment for the business.**

For many businesses not directly engaged at a global level in HIV prevention, treatment or testing, the local context will largely determine their level of response, with businesses most likely to engage in countries with a high prevalence of HIV, where the business risks are greater, societal expectations higher, government leadership stronger and engagement platforms more readily available.

## RISK

**Reduce business risk in workforce and supply chain in high-risk and high-prevalence countries**

AIDS not only affects business productivity and operations but also harms the macroeconomic environment and adds to the cost of doing business.

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

## REPUTATION

**Derive reputational benefits**

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

## OPPORTUNITY

**Access new market opportunities**

An estimated US\$ 20 billion is spent globally on the AIDS response each year. Forward-thinking business see market opportunities in the AIDS response, whether developing new products or providing services.

The Business and Sustainable Development Commission has estimated that, in the area of health and well-being, achieving the Sustainable Development Goals would unlock US\$ 1.8 trillion in business value by 2030 through such solutions as risk pooling, remote patient monitoring and telehealth.

## FAVOURABLE ENVIRONMENT

**Ensure stable and prosperous communities**

Businesses recognize that they can only thrive in communities that are healthy and prosperous and where human rights are protected.



# UNAIDS ALREADY WORKS SUCCESSFULLY WITH BUSINESSES AROUND THE WORLD. BUT WE WANT TO ENGAGE MORE BUSINESSES MORE STRATEGICALLY AND SYSTEMATICALLY TO ENSURE GREATER IMPACT FOR MORE PEOPLE.

// In Thailand, UNAIDS teamed up with **Standard Chartered Bank** using the Bangkok Marathon, Thailand's largest sporting event, to promote HIV awareness under the theme Run for a Reason: Get to Zero HIV. The Bank has also partnered with UNAIDS and established a longstanding programme on sensitizing staff on HIV and translating human rights into practical steps within corporations. The company has set people-centred targets and developed innovative products, including financial services for same-sex couples."

**Pradeep Kakkattil**  
Director, Office of Innovation

// In Uganda, UNAIDS has worked with ILO and a group of private sector organizations to introduce the **One Dollar Initiative**, which aims to supplement existing resources for the HIV and AIDS response in Uganda. The programme emphasizes the broader contribution business can make to the AIDS response beyond philanthropy and the need to integrate business action on AIDS to corporate social responsibility approaches. Developing more self-sustaining approaches to supporting testing, treatment and prevention activities is key in light of declining contributions from donors and the continued prevalence of the disease in Uganda."

**Karusa Kiragu**  
UNAIDS Country Director, Uganda

// In Eswatini, UNAIDS has helped to catalyse a partnership between the government, **Royal Swaziland Sugar Corporation** and donors to harness the company's clinics to provide HIV counselling, testing and treatment to all staff, including seasonal staff and their families, as well as surrounding communities. We are now exploring the scope to expand the company's engagement to include prevention work in local communities with a focus on young women and adolescent girls, who are at higher risk of HIV infection."

**Tim Rwabuhemba**  
UNAIDS Country Director, Eswatini






// In Brazil, UNAIDS has partnered with **Globo Television** since 2015 to help reduce the stigma associated with HIV and with vulnerable populations. Most recently, a storyline highlighting the relationship between one of the characters and her boyfriend living with HIV was included in one of Brazil's longest running soap operas, *Malhação – Seu Lugar No Mundo* (Young Hearts – Your Place in the World), which averages a daily audience of 24 million viewers, mainly among pre-adolescents and their parents."

**Georgiana Braga Orillard**  
UNAIDS Brazil

# What business can add to UNAIDS' work

(The case studies include a combination of examples of how business can contribute to UNAIDS' focal areas and specific UNAIDS partnerships with companies)

# A RANGE OF EXAMPLES DEMONSTRATE HOW BUSINESSES CAN CONTRIBUTE TO UNAIDS' FOCAL AREAS OF HIV TESTING, TREATMENT, PREVENTION, CARE AND HUMAN RIGHTS.

		FOCUS AREAS IN THE AIDS RESPONSE			
		HIV TESTING	TREATMENT AND CARE	PREVENTION	HUMAN RIGHTS *
BUSINESS IMPACT AREAS	ADVOCACY AND AWARENESS-RAISING				
	PRODUCT AND SERVICE INNOVATIONS				
	WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION				
	CORE BUSINESS CAPABILITIES				
	FINANCIAL AND HUMAN RESOURCES				

\* Ending AIDS as a public health threat has become a catalyst for greater convergence between ending poverty and diseases of poverty and promoting human rights.

UNAIDS has been playing an important role in leading a rights-based approach to HIV, including access to health services, promoting sexual reproductive health and rights for women and girls and standing up for the most marginalized groups, including sex workers, LGBTI, people who inject drugs, prisoners and transgender people.

## HOW BUSINESS CAN CONTRIBUTE TO UNAIDS HIV TESTING PROGRAMMES



### ADVOCACY AND AWARENESS-RAISING

Businesses in high-prevalence countries can use their relationships and reach with consumers and communities to raise awareness of the importance of getting tested and provide information and advice on how to access testing.

Employees can also become advocates for HIV testing in local communities.



### PRODUCT AND SERVICE INNOVATIONS

Businesses can develop and deploy affordable and accessible HIV testing technologies and kits.

Businesses can also develop new technologies that increase the speed and efficiency of testing and post-test linkage to prevention, treatment and care services, including smartphone diagnostic applications for use by community health workers.



### WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION

In line with the ILO Code of Practice on HIV/AIDS, companies can provide their employees with voluntary testing alongside counselling and ensure no screening for employment or recruitment.



### CORE BUSINESS CAPABILITIES

Depending on the type of business, companies can use their logistics expertise to improve the distribution of testing kits, their communication skills to destigmatize HIV testing and technology assets to reach consumers with information and advice on how to get tested.



### FINANCIAL AND HUMAN RESOURCES

Businesses can provide funding for community-based HIV testing programmes.

# BUSINESS CASE STUDY: ANGLO AMERICAN



## HOW ANGLO AMERICAN CONTRIBUTES TO THE AIDS RESPONSE

- Anglo American, one of the world’s largest mining companies, launched an HIV workplace programme in 2002 in response to the devastating impact of HIV on its workforce in southern Africa.
- It was one of the first companies to introduce free antiretroviral therapy to all its employees and dependents at a time when access to treatment was a remote possibility for many people. Mortality and morbidity rates have dropped significantly in its operations in southern Africa, which were severely affected by the AIDS epidemic.
- Anglo American recognizes the importance of sustaining its efforts. People who are HIV positive may enter its workforce, and existing employees may change their status at any time. The company has committed to achieving the UNAIDS 90–90–90 targets for 2020. Towards that end, its workplace programme includes voluntary counselling, testing and treatment along with care and support.
- Achieving HIV testing targets is included in the performance targets of senior managers, and some of these waived part of their bonus because testing targets were not achieved.

### Impact:

- 76 000 members of Anglo American’s workforce in southern Africa, including contractors, participated in HIV testing in 2017.
- 83% of employees in southern Africa knew their HIV status in 2017.

## HIV TESTING

### UNAIDS PARTNERSHIP WITH ANGLO AMERICAN

**Challenge:** Tackling testing fatigue, which leads to decrease in testing rates.

#### Solution:

- Anglo American employees are encouraged to know their HIV status through free testing at the company’s medical clinics and annual testing drives. The company is also exploring home-based testing options.
- In 2016, Anglo American and UNAIDS signed a memorandum of understanding to address HIV. Their first collaboration was around the 21st International AIDS conference in Durban, South Africa in 2016, where the two organizations joined together to support ProTESTHIV, a global initiative that encourages people to get tested for HIV.
- The company brought its marketing expertise to UNAIDS, helping to craft key messages on the importance of getting tested and helped raise visibility of ProTESTHIV through its workforce and social media.

#### Impact:

- The UNAIDS partnership reached more than 6 million people on social channels and – via the #ProTESTHIV and #GenEndIt campaigns – achieved more than 100 000 protests on the [ProTESTHIV website](#).
- The renewed call for testing and reinforcement of key messages to employees led to testing rates increasing to 83%, well above the 2015 level.



## HOW BUSINESS CAN CONTRIBUTE TO UNAIDS TREATMENT AND CARE PROGRAMMES



### ADVOCACY AND AWARENESS-RAISING

Companies can use their voice and influence to advocate for greater access to treatment and care programmes.



### PRODUCT AND SERVICE INNOVATIONS

Pharmaceutical and health-care companies can develop new treatment innovations and improve access to existing treatments by developing affordable generics and supporting the licensing of patented technologies and medicines at pricing levels that ensure commercial viability.



### WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION

In high-prevalence countries, companies can provide reduced-cost or free-of-charge antiretroviral therapy to employees and dependants, in addition to access to care and support such as counselling through company's clinics, health-care staff and information on where to access support and treatment.



### CORE BUSINESS CAPABILITIES

Technology companies could contribute their data analysis capabilities to target and track treatment uptake, and logistics companies could use their distribution expertise to enable more efficient and effective last-mile distribution of treatments and essential medicines.



### FINANCIAL AND HUMAN RESOURCES

Companies can make philanthropic grants to fund treatment and care in local communities.

# BUSINESS CASE STUDY: ViiV HEALTHCARE

- 
**ADVOCACY AND  
AWARENESS-RAISING**
- 
**PRODUCT AND  
SERVICE INNOVATIONS**
- 
**WORKPLACE**
- 
**CORE BUSINESS  
CAPABILITIES**
- 
**FINANCIAL AND  
HUMAN RESOURCES**

## HOW ViiV HEALTHCARE CONTRIBUTES TO THE AIDS RESPONSE

- Established in 2009, ViiV Healthcare is an independent global specialist HIV company focused on developing and delivering innovative medicines for the care and treatment of people living with HIV. ViiV currently has a portfolio of 12 HIV treatments and invests in a pipeline of new medicines.
- The company is committed to making its medicines as widely available to people regardless of income through a combination of new business models, including flexible pricing models and local manufacturing collaborations, innovative partnerships and solutions around patents and voluntary licensing and investments in research, health care and community capacity in low- and middle-income countries.
- At the community level, ViiV's Positive Action programme provides grants to community groups that support the people most vulnerable to HIV., including youth, girls and women, sex workers, gay men and men who have sex with men, transgender people, people who inject drugs, homeless people and incarcerated people.
- Projects funded by Positive Action aim to build the capacity of grassroots community groups, prevent HIV, tackle stigma and discrimination and test innovations in education, care and treatment.
- ViiV Healthcare also funds Positive Action Challenges, an innovation platform that aims to mobilize global problem-solvers to work together to identify new and innovative approaches to tackling gaps, unmet needs and bottlenecks preventing the end of the global HIV epidemic.

## TREATMENT AND CARE

### UNAIDS PARTNERSHIP WITH ViiV HEALTHCARE

**Challenge:** At a time of declining interest in the HIV response among donors, policy-makers and the public, a key challenge for the HIV community is how to move beyond echo chambers and engage new and hard-to-reach audiences to re-energize support for an effective response, to address misconceptions about HIV and tackle stigma.

**Solution:**

- Positive Action Challenges teamed up with UNAIDS to launch a Breaking Out of the Echo Chamber Challenge, with the aim of highlighting and recognizing storytellers with great ideas for engaging hard-to-reach and at-risk groups using innovative and creative approaches employing digital technologies.
- As they become increasingly ubiquitous, the potential for digital technologies, including social media and mobile communication, to engage audiences with HIV testing, treatment, care and prevention messages and content, in addition to driving behaviour change, is becoming increasingly understood. Yet in many cases, at-risk populations are not being reached.
- The Challenge aims to encourage storytellers who use digital technologies to develop innovative ideas for breaking out of the AIDS echo chambers and to recognize the key role they can play in ending HIV epidemic as a public health threat.

**Impacts:** Three prizes each worth US\$ 10,000 each have been awarded to storytellers in Bulgaria, the Philippines and Thailand with the most people-centred, replicable, scalable and impactful ideas.



## HOW BUSINESS CAN CONTRIBUTE TO UNAIDS PREVENTION PROGRAMMES



### ADVOCACY AND AWARENESS-RAISING

Businesses can support prevention education through public awareness campaigns. For example, in some sectors, including fashion and beauty, companies want to support prevention because their primary target consumers are the young adults that are likely to engage in risky sexual behaviour. Businesses can also enhance the links between those who self-test or test outside the health system to appropriate prevention interventions to ensure they remain negative, stay healthy and minimize the risk of transmission.



### PRODUCT AND SERVICE INNOVATIONS

Businesses play a key role in manufacturing and distributing male and female condoms.



### WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION

There is a key role and rationale for companies to support HIV prevention education and support campaigns in the workplace, especially in high-prevalence countries where the cost of testing and treatment is high. This can include the distribution of condoms free of charge to employees, and extending to sex workers in the local community and along the supply chain to include, for example, companies providing transport and distribution services.



### CORE BUSINESS CAPABILITIES

Businesses can use their consumer insights and marketing to encourage behaviour that reduces the risk of HIV transmission and encourages the uptake of condoms or can deploy their logistics expertise to ensure that contraceptives are readily available.




### FINANCIAL AND HUMAN RESOURCES

Businesses can fund community prevention activities.



# BUSINESS CASE STUDY: AIRTEL AFRICA

- 
**ADVOCACY AND  
AWARENESS-RAISING**
- 
**PRODUCT AND  
SERVICE INNOVATIONS**
- 
**WORKPLACE**
- 
**CORE BUSINESS  
CAPABILITIES**
- 
**FINANCIAL AND  
HUMAN RESOURCES**

## HOW AIRTEL CONTRIBUTES TO THE AIDS RESPONSE

- Airtel is a leading global telecommunication company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks among the top three mobile service providers globally in terms of subscribers.
- Since 2005, Airtel has been harnessing its mobile technology expertise, network infrastructure and reach to millions of people in support of the AIDS response across a range of countries, enabling greater access to information and support and the more efficient distribution of critical medicines.
- Airtel and UNAIDS have enjoyed a longstanding partnership and, over the years, Airtel has made an important contribution to UNAIDS testing, treatment and prevention programmes.
- In Nigeria, for example, the potential for telephone services to play a role in delivering HIV counselling to the estimated 60% of Nigeria's population who subscribe to mobile telephone services has increasingly been recognized. Airtel initially donated four toll-free mobile telephone lines for providing sexual and reproductive health and HIV information, counselling and referral services, with advice and support provided by four nongovernmental organizations involved on sexual and reproductive health and HIV counselling. Working with the National Agency for the Control of AIDS together with partners, the project was subsequently scaled up through the establishment of a national call centre with the capacity for 30 simultaneous voice calls, also supported by Airtel.
- In Malawi, the National Association of People Living With and Affected by AIDS, in partnership with Airtel Malawi and UNAIDS, is using an SMS-based reporting system to provide real-time monitoring for stock-outs of antiretroviral medicines and TB medicines. They are also using mobile technology to provide counselling support, HIV prevention campaigns and monitoring of experiences of stigma and discrimination faced by people living with HIV in the health-care sector. Clients prefer telephone counselling because their identities remain anonymous.

## PREVENTION

### AIRTEL GABON'S PARTNERSHIP WITH UNAIDS

**Challenge:** A key challenge in Gabon is a lack of public awareness and understanding of the need for HIV testing and prevention.

**Solution:** Airtel Gabon and UNAIDS have partnered to use mobile phones as a tool to raise awareness of HIV, providing as many people as possible with HIV and AIDS health-care information and promoting HIV prevention and testing. Young people have also been encouraged to make safe choices about their health and well-being, using national goodwill ambassadors to convey comprehensive HIV prevention messages. HIV prevention messages have been conveyed at promotional events organized by the company and HIV workplace policies and programmes have been developed for employees, families and communities.

**Results:** Publicity for the service through mass-media channels has been very effective and yields huge responses. However, measures have to be put in place to sustain this strategy.



## HOW BUSINESS CAN CONTRIBUTE TO UNAIDS HUMAN RIGHTS PROGRAMMES



### ADVOCACY AND AWARENESS-RAISING

Businesses can contribute to public policy dialogue and advocacy to support government health, human rights, anti-discriminatory and diversity policies, and use their marketing insights, resources and channels to address social norms.

Businesses can also support the United Nations Guiding Principles on Business and Human Rights, which establish the respective roles of businesses and governments in helping to ensure that companies respect human rights in their own operations and value chains, including the right to health and gender equality.



### WORKPLACE ACCESS TO TESTING, TREATMENT AND PREVENTION

In accordance with the ILO Code of Practice on HIV/AIDS, businesses can ensure the establishment of non-discriminatory policies and practices in relation to people living with HIV. More specifically:

- No discrimination in employment related to HIV status (real or perceived)
- Continuation of employment, regardless of HIV status
- Confidentiality in a healthy and safe work environment
- Gender equality as the basis of interventions for prevention and care
- Voluntary testing with counselling, but no screening for employment or recruitment
- The need for social dialogue, prevention programmes and care and support as the basis for addressing the epidemic in the workplace.



### FINANCIAL AND HUMAN RESOURCES

Business can also fund public policy advocacy activities and initiatives in support of human rights.

# BUSINESS CASE STUDY: DLA PIPER



## HOW DLA PIPER CONTRIBUTES TO THE AIDS RESPONSE

- DLA Piper is a global business law firm with offices in more than 40 countries and has one of the world's largest pro bono practices led by a dedicated team of lawyers. In 2017, it donated nearly 200 000 hours to pro bono and community projects. The rule of law and access to justice are at the heart of its work.
- DLA Piper and UNAIDS have been collaborating for more than seven years, assisting countries in improving their legal protections for people living with HIV and key populations. Before the Sustainable Development Goals existed, DLA Piper and UNAIDS were working together on the intersection between ending the AIDS epidemic (Sustainable Development Goal 3), access to justice and the rule of law (Sustainable Development Goal 16) and developing their public-private partnership (Sustainable Development Goal 17).
- With a new focus on the rule of law in the global community, and the importance of innovative partnerships, DLA Piper and UNAIDS have strengthened their collaboration. In 2017, DLA Piper seconded a full-time human rights lawyer to UNAIDS headquarters, and UNAIDS and DLA Piper continue to explore new ways of working together to create a legally empowering environment for people living with HIV and key populations.

## HUMAN RIGHTS

### UNAIDS PARTNERSHIP WITH DLA PIPER

**Challenge:** Key challenges are enhancing the legal and human rights capacity of UNAIDS through partnerships, monitoring political commitments on law and human rights, providing technical assistance at the country level and building the legal capacity of civil society.

**Solution:**

- DLA Piper has been a long-term partner of UNAIDS, working together with UNAIDS on creating an enabling legal environment, removing human rights barriers to prevention, testing, treatment and care and monitoring progress on the 2016 Political Declaration on HIV and AIDS.
- DLA Piper worked with the UNAIDS Regional Support Team for Asia and the Pacific to map the legal barriers for young key populations to access harm reduction services.
- In 2016–2017, to build capacity to use international mechanisms, DLA Piper partnered with UNAIDS to develop a training manual for young advocates on using international human rights mechanisms to advocate for sexual and reproductive health rights.
- DLA Piper has also provided technical assistance to UNAIDS in supporting law reform efforts at the country level, analysing and providing advice on proposed HIV legislation in a number of countries. The law firm has also provided research and litigation support to UNAIDS for amicus briefs submitted to United Nations treaty bodies.
- In 2017, more than 100 lawyers from across the world joined forces to map countries' legislation against their political commitments under the 2016 Political Declaration, including on mandatory testing, age-of-consent laws, sexual orientation, sex work, anti-discrimination, travel restrictions and gender-based violence.

**Results:** Over the years, DLA Piper has provided more than 3500 hours of legal support, equivalent to more than US\$ 1.1 million. They have helped ensure law reform efforts at the country level are enabling rather than creating barriers, that human rights standards are progress at the United Nations level and that countries are held to account on their policy and human rights commitments.

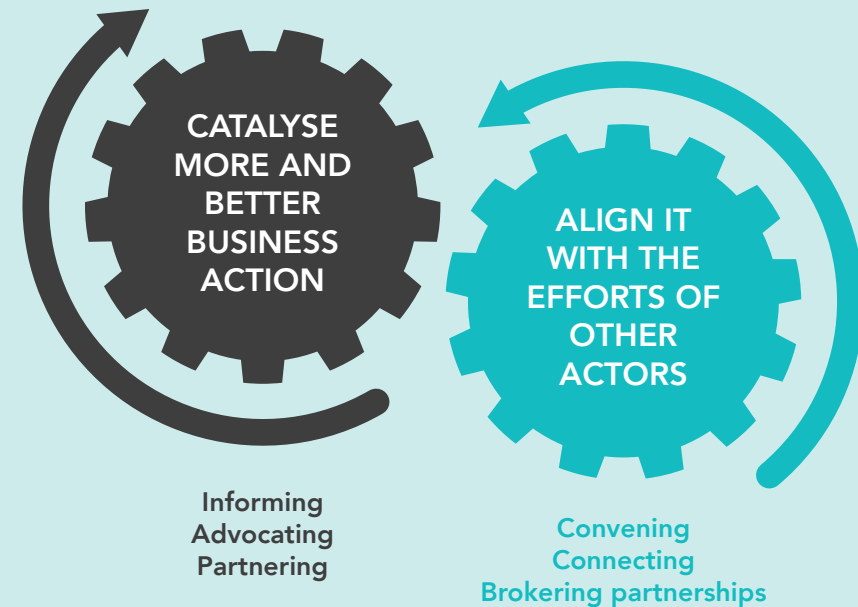
# How UNAIDS can support business

# UNAIDS HAS A CLEAR VISION AND MISSION TO GUIDE AND DRIVE OUR RENEWED FOCUS ON ENGAGING BUSINESS.

UNAIDS envisions a world in which companies, working with other actors, are: accelerating access to an integrated, person-centred approach to health including HIV testing, prevention, treatment, and care, respecting human rights, eliminating stigma and discrimination and addressing gender inequality in ways that directly contribute to our **five priority goals**:



Our **mission** is to catalyse more and better business action toward the AIDS response – and to align business action with the efforts of governments, civil society, donors and Cosponsors for maximum impact.



# UNAIDS SUPPORT AND VALUE ADD TO BUSINESS LIES IN FOUR AREAS:

## EXPERTISE

Businesses value UNAIDS' blend of specialist expertise in testing, treatment and prevention, understanding of how HIV intersects with other priorities related to health and human rights and insights on how to overcome the social challenges associated with the condition.

For example, we have advised many businesses on how to establish effective workplace programmes.

## DATA

UNAIDS is the world leader in collecting, analysing and disseminating data on HIV epidemiology, programme coverage and funding. UNAIDS data put the most vulnerable and marginalized people on the map.

Access to data helps business programmes in reaching the right people in the right place and at the right time. Providing businesses with high-quality data on the AIDS response also enables businesses to set ambitious, measurable and time-bound targets for tracking progress and ensuring accountability.

## COUNTRY PRESENCE AND CONVENING POWER

The on-the-ground presence of UNAIDS in 70 countries means the Joint Programme is uniquely positioned to share in-depth local knowledge of the AIDS situation and to help businesses align with the government's strategic priorities and programmes and access specialized on-the-ground knowledge and experience.

As the global lead in setting and coordinating the AIDS response and with its strong country presence, UNAIDS is also well placed to catalyse partnerships and connect governments, the private sector, civil society and communities to deliver innovative testing, treatment, prevention and human rights programmes.

## ADVOCACY

UNAIDS places people living with and affected by HIV at the decision-making table and at the centre of designing, delivering and monitoring the AIDS response.

As a leading advocate for addressing the legal and policy barriers to the AIDS response, UNAIDS is well positioned to bring together and harness business voices and influence in support of shared advocacy priorities.

## KEY TAKE-AWAYS:

- The challenge of ending AIDS is too great for any one sector to tackle alone. All sectors have a vital role to play, including business.
- The Sustainable Development Goals highlight the links between AIDS and other global health and development challenges, the need for joint action and the key role for business
- Business can contribute to the AIDS response in many ways.
- The business case for contributing to the AIDS response varies from company to company.
- UNAIDS already works successfully with businesses around the world. But we want to engage more businesses, more strategically and more systematically to achieve greater impact for more people.
- UNAIDS support and value add to business lies in four areas: expertise, data, country presence and convening power.

## WHAT NEXT?

For more information on how your business can contribute to the AIDS response, please contact:

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AIDS is everyone's business.  
Please contact us.

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