

**Cooperation Framework  
Between  
The Secretariat of the Joint United Nations Programme on HIV/AIDS (UNAIDS)  
and the  
German Development Bank (KfW)**

**1. Background**

This Cooperation Framework serves to document the understanding between our respective organizations to collaborate on the execution of social marketing programmes in Central America and the Caribbean in collaboration with key regional institutions.

**2. Mission and key functions of the two parties**

UNAIDS is a joint Programme of nine UN Agencies brought together to fight the global epidemic of HIV/AIDS. UNAIDS strives to maximize the United Nations efficiency and impact in the field of HIV/AIDS by pooling the experience, efforts and resources of its Cosponsoring agencies. The Joint Programme is supported by the UNAIDS Secretariat.

The German Development Bank (KfW) finances investments and project-related advisory services for the expansion of the economic and social infrastructure in developing countries on behalf of the German Federal Government. Contribution towards the global fight against HIV/AIDS is a priority of KfW. To this end, the German Government has assigned grant funds through KfW for two regional Social Marketing Programmes in Central America (4.6 million EUR) and the Caribbean (6 million EUR).

**3. Objectives**

The principal objectives of this Framework include:

- To complement and scale up national and regional responses to HIV/AIDS in Central America and the Caribbean;
- To contribute towards the overall goals of preventing HIV transmission in Central America and the Caribbean through a) health information aiming at behavior change for effective prevention and, b) better access to affordable, good quality health products such as condoms;
- To insure the implementation of efficient and well coordinated programmes on social marketing for behavior change in the region, in harmony with national and regional policies and strategies; and

- To enhance coordination among key partners in the region working on HIV/AIDS prevention, social marketing and related issues.

#### **4. Principles governing partnership**

UNAIDS and KfW share the common goal of supporting prevention of HIV transmission in Latin America and the Caribbean. The two parties support a regional approach which provides strategic opportunities for synergies and economies of scale in supporting, complementing and scaling-up national responses to HIV/AIDS in the areas of social marketing for behavioral change. To this end, this cooperation aims at ensuring coordination among donors, regional institutions, national AIDS programs, and public and private sector stakeholders working on social marketing for HIV/AIDS prevention in the region.

#### **5. Terms of cooperation**

UNAIDS will play an overall coordination, programmatic and technical guidance role for this social marketing initiative. UNAIDS staff will work in collaboration with KfW and key Central American and Caribbean regional agencies at all stages of activity that fall under this Framework.

KfW will also work in collaboration with its main regional counterparts - the Central American Bank for Economic Integration (CABEI) and, the Caribbean Community (CARICOM). The regional entities will lead all management and contractual aspects of the programs. The social marketing expertise will be solicited from qualified international social marketing organizations: PASMO (Pan-American Social Marketing Organization) is the 'Project Executing Agency' for Central America, while its Caribbean counterpart will be identified through an international competitive bidding process that will be undertaken by CARICOM and KfW. KfW has entered into separate agreements with these regional entities (CABEI and CARICOM) to execute the programs.

In accordance with this Framework agreement, UNAIDS will chair a multi-partner Consultative Monitoring Group in each of the two program regions, which will be comprised of key prevention stakeholders including national AIDS programmes, non-governmental organizations and bi- and multilateral donors. For the preparation and execution of the work of this Monitoring Group, UNAIDS will be assisted by a Monitoring Consultant who will be entirely financed by the grants of the German Government. The Monitoring Groups will meet annually on the occasion of the existing annual donor (Central America) and PANCAP meetings (Caribbean) to evaluate measures, results and impact of the respective Social Marketing Program on the basis of the reports given by the Project Executing Agencies and, to discuss future strategies and related recommendations for action. The Terms of Reference of the Monitoring Groups will be jointly developed by UNAIDS, KfW, CARICOM and CABEI and finally approved by the consultative Monitoring Groups. The Terms of Reference of the Monitoring Consultant will be sent to UNAIDS for review.

## 6. Resource implications

Activities falling within this Framework will be financed as follows:


- a) Monitoring Consultant (for organization of Monitoring Groups) by KfW
- b) Chairship of annual meetings of the Monitoring Groups by UNAIDS
- c) Participation at the annual meetings of the Monitoring Groups in combination with the existing donor (Central America) and PANCAP meetings (Caribbean) by the respective participating agencies.

## 7. Duration

This Framework will take effect from the date of signature indicated below and will cover a three-year period. It may be further revised upon the request of either party. Either party may terminate the agreement with 90 days' notice.

## 8. Monitoring and follow-up

The UNAIDS Latinamerica and Caribbean (LAC) desk and the Department of Human Development for Latinamerica and Caribbean of KfW (LIId/3) will represent their organizations for this Framework and will be responsible for monitoring related activities. This Framework will remain active through ongoing communication initiated by both parties via conference calls, regular meetings and attendance at key activities resulting from or supporting this Framework. Both parties will jointly evaluate the activities undertaken through this Framework on annual basis and summarize the results in a joint report.




---

Peter Piot  
Executive Director  
Joint United Nations Programme  
on HIV/AIDS




---

Dr. Hanns-Peter Neuhoff  
Senior Vice President  
KfW

Geneva, 22.7.04  
(Date)

Geneva, 22.07.04  
(Date)