Country-level example: How Indonesia is engaging the private sector.

Strategic information: A critical component in building partnership in Indonesia

"Ultimately we are working for the 42 million people infected, that is our ultimate constituency" Dr Peter Piot (May 2003)

Where were we in 2001?

Some partnerships with community, none with private sector or mass media.

	What we have been doing	The challenges	Achievements
Partnership with the private sector	• Development of the partnership menu by stakeholders • TA from Ed and Georgina (SMI PTN) • Catalytic activity funds • Participation of team in Bangkok training • Asia Pacific private sector Meeting • Private Sector (PS) meetings co-organized with NBA on HIV/AIDS • Relevant & translated into local language • Intensive work with PS consultants (Hadi and Nick) kick-start initiatives	• Hard to get consensus on technical aspects • Very time consuming • More communication with NGOs listed in the menu needed. • Funding and finding consultants	• Menu established UNAIDS as a player • Menu owned and widely used for advocacy • National Business Alliance on HIV/AIDS formed • Employer's federation and Chamber of Commerce vocal about HIV/AIDS • Indonesian private sector experts now lead • Ad Hoc Working Group on Work Place Formed by NAC • ILO, a strong advocate for policy development at work place
	Strategic information		
Partnership with the mass media	• Participation of UCC in Global Summit • TA from Mahesh (SMI PTN) • Catalytic activity funds • UN Chief Editors Meeting in Jakarta • Push for NAC involvement and other stakeholders • UNAIDS Courtesy Visit to Local Media	• Must have Communication and Advocacy staffer • Positioning the CE Meeting so stakeholders saw UN was setting a bigger agenda not taking over • Critical to follow up with all participants • NAC involvement uncertain with changes in NAC leadership	• High profile Global AIDS Media Summit • CE Meeting showed UN "convening power" • Key national media proposes a Media Task Force (MTF) • Some media companies start with work plans • Media coordination group formed with key stakeholders • Advocacy plan in place and roles clearer • Leveraging other funding
	Strategic information		
Partnership with the community	• "Space" in the UNAIDS office • A visible partner in the UN • Contact on daily basis • Partnership between WHO and UNAIDS 3 x 5	• Lack of funds to support • Roles lose clarity • New premises not as user friendly • We all get too busy	• Community access direct to UNAIDS • UNAIDS helps to dissipate tensions related to 3 x 5 with partners • UNAIDS takes responsibility for 3 x 5 information • UNAIDS facilitates formation of community advocacy team • Indonesia model of community involvement • UN supports community near the UN

Where are we in May 2004?

Dynamic developing partnerships with the private sector, the community and the mass media.

Lessons learned about SI and building partnerships 2001 – 2004

- Working together on joint tasks builds partnerships
- Building partnership needs a long term investment
- Partnership needs comprehensive approach
- SI means the right information to the right people for the right effect
- SI is about local information for local use
- Package SI to suit all needs – e mail updates, hard copy, CD Rom
- Translate and adapt UNAIDS SI for country level
- The high technical quality of UNAIDS SI adds value
- UCCs need technical assistance + flexible UCC-managed catalytic fund
- UNAIDS teams need staff to manage SI and build partnership