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New Tool for Engaging Private Sector in Fight Against HIV/AIDS

New York, 2 February 2002 - UNAIDS and the World Economic Forum (WEF) have created a new tool to help the private sector find innovative HIV/AIDS partnership opportunities in developing countries. Known as the [Partnership Menu](#), it provides potential donors with a list of HIV/AIDS projects they can sponsor at the country level, ranging from youth-friendly health services, to home-based care programmes, to education for orphans. The first series of menus features Brazil, India and Zambia.

The Zambia menu, for example, highlights the [Zambian Business Coalition on AIDS](#), which helps companies to care for their employees and is also helping to set up home-based care programmes. Workers and dependants are trained in counselling and as caregivers for home-based care. With a contribution of USD 24,000, businesses could help train ninety caregivers for the company-supported home-based programmes.

In India, USD 50,000 could train 1500 condom retailers in HIV and sexually transmitted infection (STI) prevention in one Indian state the size of Tamil Nadu in one year.

The menus, developed by UNAIDS in consultation with the national AIDS programmes, provide examples of projects that fit within the country's AIDS strategy framework and in a language the private sector can understand. They also reflect the thematic areas outlined in the Declaration of Commitment adopted at the United Nations General Assembly Special Session on HIV/AIDS last year.

The menus are part of the Global Health Initiative, which was launched at the World Economic Forum annual meeting in Davos last January by UNAIDS, the World Health Organization and the WEF. Its purpose is to engage the private sector in the fight against HIV/AIDS, tuberculosis and malaria. Forum member companies participating in the initiative are currently exploring ways in which corporations can make a difference through workplace and community best practices, resource mobilization and advocacy.

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