



UNAIDS Guidelines: Working in Partnership with the Private Sector

1. Introduction

UNAIDS, the Joint United Nations Programme on HIV/AIDS, brings together the efforts and resources of ten UN system organizations to the global AIDS response, with the aim to help mount and support an expanded response – one that engages the effort of many sectors and partners from government, civil society and the private sector.

UNAIDS seeks partnerships with the private sector that can help us fulfill our mission. We consider alliances that can provide support, directly and indirectly, to UNAIDS' work. UNAIDS' alliances with the private sector can take many forms: programmatic partnerships, advocacy, fundraising support, or contributions-in-kind.

2. Partnership Eligibility

UNAIDS actively seeks partnerships with those in the business community whose behavior demonstrates a willingness to **respond to the AIDS epidemic**, exercises corporate social responsibility, and has a positive public image.

No partnerships are possible with entities involved in the sale or manufacture of armaments and weapons or their components; entities which violate United Nations sanctions; entities involved in exploitative and/or corrupt practices; and entities engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child. UNAIDS also recommends not developing partnerships with entities in sensitive sectors such as tobacco, gambling and pornography.

3. Partnership Types

Every company can make its own contribution to the AIDS response based on its size, type of workforce, geographical range, financial strength and core capabilities. While models for partnerships are practically limitless, activities often fall into one of four main categories:

1. **HIV WORKPLACE PROGRAMMES:** Workplace programmes expand access to HIV prevention, treatment, care and support services directly to workers. The International Labour Organization (ILO) and UNAIDS can work with companies to promote HIV policies and programmes at the workplace and provide guidance on their implementation and monitoring.
2. **ADVOCACY:** Businesses can disseminate vital AIDS information through print, broadcast and billboard advertising space. Businesses can also educate their employees, customers and business partners on AIDS. Businesses can finally participate in policy dialogue for more effective AIDS policies or to accelerate the development of new and more affordable HIV medicines and diagnostics.
3. **CASH DONATIONS:** Financial resources are urgently needed to support AIDS prevention, treatment, and care and support activities. Business is becoming a significant contributor to the AIDS response by donating financial resources for these lifesaving programmes.

4. IN-KIND CONTRIBUTIONS: Business expertise, services and materials are needed in every aspect of the AIDS response. In-kind contributions from businesses can include the donation of advisory services, seconded personnel, printing, office facilities, equipment, supplies and access to distribution networks. Companies may offer logistical support and networks for the distribution of vital goods such as condoms or ARVs.

4. General Principles

All Partnerships should be guided by the following general principles:

- No exclusivity: UNAIDS does not grant exclusive permission to reproduce the UNAIDS name, logo and emblem. To do so could make UNAIDS vulnerable to allegations of partisan behaviour by companies or their governments and is incompatible with our UN status. In addition, granting exclusive permission could be misconstrued as unfair advantage.
- No endorsement: UNAIDS does not endorse any products, goods, or services.

5. Use of the UNAIDS Name, Logo and Emblem

A business entity entering into an alliance with UNAIDS may be authorized to use the UNAIDS name, logo and emblem. The policy regarding general usage of the UNAIDS name, logo and emblem is set out in UNAIDS Brand Guidelines. The policy regarding usage of the UNAIDS name, logo and emblem in relationship to a private sector partnership is set out in the Private Sector Engagement Manual for UNAIDS staff. Compliance with the manual is highly recommended, as it guarantees a clear and consistent message as well as reinforces our objectives. Permission to use the UNAIDS name, logo and emblem may only be granted in writing and only on approved terms (time, manner and scope).

6. Partnership Procedures

Partnerships should be drafted in writing, with the roles and responsibilities of each actor clearly set out. Certainly, all partnerships where the business ally is permitted to use the UNAIDS name, logo and emblem must be set out in a legal agreement. Arbitration of such agreements will be referred to the UNICTRAL, the United Nations Commission on International Trade Law.