Building National Business Coalitions against HIV/AIDS

Objective

To assist the private sector response to HIV/AIDS to achieve scale and sustainability at country levels through national business coalitions against HIV/AIDS (business coalitions).

Lessons learned

Business coalitions can:

- Organise the national private sector response
- Enable transfer of best practice and promote prevention, testing and treatment activities
- Facilitate engagement with other stakeholders.

Methodology

Definition: Business coalitions are organisations of businesses, joined together to address the issue of HIV/AIDS, and may also include sectoral associations, chambers of commerce, labour unions, employer federations and other groups of companies that have committed themselves to HIV/AIDS.

1. Workshops in 2003 - 2004

The World Economic Forum, the World Bank and UNAIDS convened a series of workshops bringing together participants from over 30 countries, including business coalitions, national AIDS councils, donors and development partners in an effort to develop coordinated national private sector engagement strategies.

2. Business coalition toolkit

In consultation with the stakeholders, a management framework was designed to support the initiation of business coalitions against HIV/AIDS. It includes strategic, organisational and operational issues to support establishing and expanding national business coalitions.

3. National strategies

Workshop participants developed national plans for private sector mobilisation of multisectoral collaboration.

Business coalitions can strengthen the private sector response

Snapshot of global practices

Currently, there are many different business models used by business coalitions. Examples are shown in the table below:

<table>
<thead>
<tr>
<th>Key Characteristics</th>
<th>Brazil</th>
<th>South Africa</th>
<th>Thailand</th>
<th>Zambia</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Prevalence</td>
<td>0.7%</td>
<td>20.1%</td>
<td>1.8%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Membership</td>
<td>30 private members (national &amp; multinational companies)</td>
<td>30 private members (multinationals and large corporates), international organisations and donors</td>
<td>1500 companies, including 170 current private sector partners (national and international companies), as well as 16 public sector partners and donors</td>
<td>4 private &amp; public sector partners (4 national and 19 multinational companies), including a NGO</td>
</tr>
<tr>
<td>Business model</td>
<td>Membership contributions, support national business coalitions, encourage the involvement of other companies, such as national coordinating bodies, NGOs, international organisations, and foundations</td>
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<tr>
<td>Product and service offerings</td>
<td>Information dissemination, joint awareness campaigns, joint advocacy campaigns</td>
<td>Workplace health policies, health partnerships, prevention training, training contribution</td>
<td>Workplace awareness and prevention training, workplace health policies, information dissemination, training contribution, community support for ASO, support national business coalitions, encourage the involvement of other companies, such as national coordinating bodies, NGOs, international organisations, and foundations</td>
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<tr>
<td>Secretariat structure</td>
<td>30 full-time employees</td>
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</tr>
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</table>

Framework for establishing business coalitions

Key success factors

- Set goals and measure progress
- Serve business needs
- Develop a business model that focuses on meeting the needs of member businesses
- Create strong leadership
- Establish a sustainable funding model

Partners need to collaborate to build strong business coalitions

Committed businesses - support national business coalitions, encourage the involvement of other companies and actively engage in coalition activities.

Business coalitions - organise to share good practices and lessons learned and reach out to other stakeholder groups.

National AIDS councils/governments - create enabling environments for businesses to develop and engage in business coalitions; involve coalitions in the national HIV strategy.

Donors/ international community - support the formation and growth of business coalitions and use as a channel to a broader private sector strategies.

NGOs & community support - provide technical assistance and capacity building to support company efforts and outreach to larger community.