

SABMiller and the Permanent Mission of Uganda
Report on roundtable on Public Private Partnerships
and HIV/Aids in Africa
Geneva, 5 May 2009



HIV and Aids – Sharing the lessons



THE PERMANENT MISSION OF THE REPUBLIC OF UGANDA
TO THE UNITED NATIONS, GENEVA



Present

For Permanent Mission of the Republic of Uganda to the United Nations:

Oscar J Edule Second Secretary

For SABMiller:

Jenni Gillies Group HIV Consultant

Christine Thompson Policy Manager

For Business Action for Africa:

Hester le Roux Deputy Director

External stakeholders:

Regina Castillo UNAIDS

Michelle Davey Sidley Austin LLP

Marie Engel UNAIDS

David Evans The Global Fund to fight AIDS, Tuberculosis and Malaria

Dr Elizabeth Mason World Health Organisation

Dr Joseph H Perriens World Health Organisation



The roundtable was held in Geneva, home to many of the world's key international organisations such as the World Health Organisation (left) and the United Nations (right).

Notes to the meeting

Introduction

This roundtable on HIV and Aids was the eighth in a series of similar stakeholder conversations arranged by SABMiller over the course of the past three years. These events allow for a productive sharing of ideas and a frank exchange of views, and provide SABMiller with a valuable opportunity to hear stakeholder opinions about an issue of core interest to SABMiller's business and to respond to those.

The focus at this roundtable discussion was on HIV/Aids, a key development issue for SABMiller. The roundtable was co-hosted by the Permanent Mission of the Republic of Uganda to the UN. The government of Uganda has won recognition for its early and sustained response to rising HIV infection rates. Uganda is also the site of SABMiller's most successful public private partnership programme to address HIV among stakeholder communities. SABMiller was therefore particularly pleased to be able to co-host the event with the Ugandan mission.

Background

There is a growing recognition among many in the development community that the private sector has an important role to play in responding to the challenge of HIV and Aids. In many countries the scale of the problem is such that government alone cannot deal with it. Business is highly incentivised to respond to rising HIV infection rates as it represents a very real cost, not only in human but also in business terms, when employees and their dependents become sick. In addition, research has confirmed that one of the most effective ways to inform people is through the workplace, which suggests this would be the ideal route through which to channel prevention and access to treatment messages.

It is therefore not surprising that the workplace has emerged as an important frontier in the fight against the epidemic. Many companies have implemented workplace intervention and community programmes, with varying degrees of success. SABMiller has been on the forefront of the drive to address the challenge of HIV and Aids at the workplace and beyond. Its efforts in this area have been recognised by, among others, the Global Business Coalition on HIV/Aids, Malaria and TB which commended its workplace programmes in 2004 and 2005 in its annual Business Excellence Awards, and last year the company received the Corporate "My Hero" award from US-based NGO Aid for Aids, who commended the company "for their unrelenting dedication to the fight against Aids in the workplace".

As results of corporate programmes and partnerships begin to emerge it is increasingly becoming clear what works and where the greatest impact can be made. The objective of the Geneva meeting was to present SABMiller's HIV/Aids strategy and to discuss the importance of public private partnerships (PPPs) in Africa.

Presentations

- **Hester le Roux**, Deputy Director for Business Action for Africa (BAA), provided a brief overview of the network's activities. BAA is an international network of businesses and business organisations with operations in Africa and committed to supporting Africa's development. Created in 2005, the network today has over 200 members. BAA facilitates collective advocacy and collective action in pursuit of three objectives: to positively influence policies needed for growth and poverty reduction; to promote a more balanced view of Africa; and to develop and showcase good business practice.
- HIV and Aids is a key BAA policy theme. Several BAA members are recognised to have best-practice workplace programmes, including Anglo American, Unilever, De Beers, Coca Cola and Standard Chartered to name but a few – and many go beyond the workplace, engaging with communities, supply chains etc. During 2007 BAA invited a small group of cross-party members of the British Parliament to South Africa to demonstrate the vital role that business can play, as a partner to government and civil society, in tackling the widespread impacts of Aids - particularly in developing countries where public healthcare resources are constrained. The visiting MPs made some recommendations for action on corporate responses to HIV/Aids and on the need for more partnerships. Their findings and recommendations were captured in a report that was launched in parliament and warmly received across the political spectrum. The report is available at www.businessactionforafrica.org.

Notes to the meeting

- **Jenni Gillies**, Group HIV Consultant for SABMiller, provided an outline of SABMiller's approach to combating HIV/Aids, focusing on how the company tracks and reduces HIV and Aids through its spheres of influence. SABMiller operates in some of the countries with the highest HIV prevalence rates in the world and is also increasingly expanding into new markets where prevalence is on the rise. Developing effective and strategic workplace intervention programmes has therefore been an urgent priority for some years, and much has been learnt about what works. SABMiller's HIV/Aids strategy incorporates both curative and preventive components with a view to managing existing infections as well as reducing new infections. The company provides free testing and treatment to all employees as well as their dependents, and continues to provide free treatment even after employment ends due to retirement or redundancy. Jenni also provided more information about how the company tackles stigma. SABMiller's workplace intervention programmes contain a strong behaviour change component and a number of tools have been developed specifically to address stigma, including the ACT (Awareness Counselling and Testing) campaign in SAB Ltd and ABI, its South African bottling subsidiary. Much of the focus is on how to reach more spouses with prevention and treatment.
- SABMiller's programme goes beyond employees and their dependents. Jenni also provided an overview of the company's engagement in their stakeholder communities and supply chain, including small-scale farmers, truck drivers and tavern owners/bar waitresses. Jenni highlighted some of the successes of their flagship PPP in Uganda, an innovative partnership between local subsidiary Nile Breweries and a local NGO Health Initiatives for the Private Sector (HIPS) with funding from the United States Agency for International Development (USAID), where early results have been very encouraging. The company is now looking to scale up this programme with help from other donor/funder partners.
- Plans for the next year include extracting lessons from the company's experience in Africa and transferring them to new markets through a series of capacity and skills building workshops in Latin America and India.

Discussion

During the discussion, participants provided brief introductions to the areas of focus in their organisations' programmes and started to identify areas of possible collaboration. Comments focused primarily on the question of how the opportunities presented by partnerships could be optimised.

- The importance of public-private partnership was broadly endorsed, with several participants referring to interest inside their organisations to work more closely and more effectively with the private sector.
- There was evidence of an ongoing shift in expectations of what each party could bring into a partnership, with prospective partner organisations no longer viewing companies primarily as providers of funds but also as strategic partners with relevant skills, technical expertise and valuable experience to contribute. For example, the Global Fund private sector strategy is structured around four perceived key roles for the private sector: contributing financial and in-kind resources to the Fund and grant recipients; implementing Global Fund grants; commercial provider of key goods and services; and public advocate and contributor to good governance.
- For their part, companies are increasingly aware of their role in advancing the development agenda through sound core business models rather than just through corporate philanthropy, and are actively seeking out partnerships with development experts to help leverage their skills and resources to maximum effect. Companies recognise that they have much to learn about best practice in the development sphere, which is not their core area of expertise, and that partnerships offer the prospect of optimizing diverse strengths and maximizing potential impact.
- The World Health Organisation (WHO), through its Child and Adolescent Health and Development programme is doing a lot of work in the field of HIV prevention amongst adolescents and young people. In addition, their work with youth around football coaching is used as a vehicle to bring life skills into affected communities. The WHO offered to share its experience and expertise gained through these programmes with SABMiller.
- The Global Fund has just completed its five-year review and one of its key recommendations was that PPPs should be strengthened. However it is important to note that PPPs are not a good in themselves – a PPP is only justified if it lowers costs, increases the reach of a programme or improves efficiency. The private sector's role as mobiliser of funds is growing rapidly. The number of private sector recipients of funds is also increasing. The Global Fund actively brokers PPPs and pursues partnerships on the ground for delivering and implementation of HIV/Aids programmes. It has also set up a new co-investment fund which may present some opportunities for collaborative work, particularly in Latin America.

Notes to the meeting

- UNAIDS have had very positive experiences working with business coalitions, for example in Brazil. In addition the GBC-led partnership project in Kenya which reaches out to couples in their homes has great scope for substantial scale-up – they are aiming to reach 2 million people by 2010.
- When approaching donor/funders for funding support with community programmes, companies need to be able to demonstrate that their programmes work. Impact assessment tends to be a weakness of many proposals, in particular for prevention programmes. Donors want to know that their money is being put to optimum use – even more so in the current economic environment where resources are constrained. This is a very crowded landscape with fierce competition for funds; and when it comes to demonstrating value for money, big companies will be treated the same as small NGOs in terms of the need for accountability and showing results.
- A number of suggestions were put forward where there may be scope for donor/funder partnership with SABMiller:
 - Adapting SABMiller's model for vocational and life skills training for OVCs to target young adults more generally, with a view to capturing the 'next generation' of people potentially at risk.
 - Using the company's advertising resources for educational messaging – eg through sponsorship of a league for local African football clubs for boys. If this could focus on less advantaged communities the reach of vocational and life skills training could be significantly extended.
- The importance of embedding partnerships and initiatives in national health systems and incorporating them in National Aids Councils was emphasised, as this is the best way to ensure their sustainability.

Outcomes and next steps

The Geneva roundtable was intended as a first step in an ongoing dialogue to explore opportunities to collaborate. We hope that key points raised during meeting will continue to inform participants' policy discussions and partnership programme development.

For its part, SABMiller intends to:

1. Continue its programme of capacity and skills building workshops, expanding their reach beyond Africa to some of the company's new markets where HIV/Aids is a growing problem. Over the next 12 months workshops will be held in India and Latin America, followed by Russia the next year.
2. Apply key learnings from the company's experience in Africa to development of workplace programmes in new markets. Specifically, addressing stigma will continue to be a high priority and all programmes will contain a strong behaviour change element aimed at confronting and reducing stigma.
3. Actively seek out partnership with donor/funders and civil society organisations to enable it to continue to expand and scale up prevention and treatment programmes beyond the company's own workforce into supply chains and broader stakeholder communities.



Condoms are distributed to small-scale farmers who supply sorghum to Nile Breweries in Uganda



A peer educator receives a new bicycle at SABMiller's supply chain project in Hoima, Uganda