THE 2009 GBC BUSINESS EXCELLENCE AWARDS

are earned by companies that have demonstrated extraordinary commitment, actions and results. These companies have had exceptional successes in putting their assets to work in the fight against three of the greatest threats of our time. These companies are having real impact on improving the lives of people and communities around the world.

Business is indispensable in the fight against HIV/AIDS, tuberculosis and malaria. The reach, infrastructure, and competencies of the private sector—honored amid the demands of global competitiveness—are powerful assets.

Of course, it’s people who create programs and achieve success. Commitments come from CEOs and boards of directors. They come from people at all levels who care about the cause. Business is critical to the fight largely because of people’s talents, creativity, and know-how.

So congratulations to the winners. Let’s celebrate their success. Let’s learn from them. The problems are not insurmountable, but there is much more we need to do.
# TABLE OF CONTENTS: Case Studies

**Introduction** ................................................................. 42

**Community Investment**
- **Standard Chartered Bank** ........................................... 44
- **Vestergaard Frandsen SA** ........................................... 44
- **Bristol-Myers Squibb** .................................................. 45
- **BD** ........................................................................... 45

**Core Competence**
- **Warner Bros. Entertainment** ....................................... 46
- **MTV Networks** ............................................................. 46
- **Ogilvy & Mather Companies** ........................................ 47

**Partnership**
- **Shell Petroleum Development Company Nigeria** ............ 48
- **Astra Zeneca** ................................................................. 48

**Performance Measurement**
- **Marathon Oil Corporation** ............................................ 49
- **Lafarge South Africa** ...................................................... 49

**Supply Chain Engagement**
- **Unilever Tea Kenya Limited** ......................................... 50
- **Alafa** ........................................................................... 50
- **Nile Breweries (SABMiller)** ........................................... 51

**Workplace**
- **Anglo Coal South Africa** .............................................. 52
- **Hippo Valley Estates Ltd** ............................................... 52
- **Sher Karuturi Ltd** .......................................................... 53

**The Richard C. Holbrooke Award for Business Leadership**
- **Chevron Corporation** .................................................... 54
- **Levi Strauss & Co** .......................................................... 55

**Judges** ........................................................................... 56-59
WINNER: STANDARD CHARTERED BANK

ABOUT STANDARD CHARTERED BANK
Standard Chartered Bank derives more than 90 percent of its operating income and profits from Asia, Africa and the Middle East, with over 1,600 branches and outlets located in over 70 countries. The Bank employs more than 70,000 people worldwide, nearly half of whom are women.

THE WINNING PROGRAM
Standard Chartered Bank’s best practice Living with HIV program began as an internal workplace HIV education campaign before it was rolled out to local communities. The success of the Bank’s community investment is largely due to the varied partnerships—with business, foundations and academic institutions—that allowed the company to bring its workplace program to scale effectively. Through collaboration with other organizations, the Bank aims to educate one million people about HIV/AIDS by 2010, using resources, models and tools—including an online e-learning module—that the company has developed during ten years of experience conducting HIV education for its employees. The HIV education tools are available in 10 languages, and Living with HIV uses a volunteer network of “HIV Champions” who educate their peers about HIV—including components on reducing stigma and encouraging people to get tested for HIV.

The Bank's community investment partners include a number of national governments, the Clinton Global Initiative and other companies, such as Crown Worldwide and Virgin Group.

CRITICAL SUCCESS FACTORS

Engaging Small and Medium Enterprises
In partnership with the World Economic Forum, the Bank has worked with small and medium enterprises, most of which do not have enough resources to create HIV/AIDS programs on their own and employ workers who are less educated than those at the Bank. The partnership has already reached more than 1,000 SMEs in Africa alone.

Leveraging Partners to Fill Gaps in Reach
Fifteen to 24-year-olds account for 45 percent of new HIV infections—an age group to which the Bank has limited access. By partnering with AIESEC (one of the world’s largest student organizations) and through one-on-one collaborations with other schools and universities in endemic regions, the Bank will be able to reach 300,000 young adults with HIV/AIDS education by 2010.

COMMENDED: VESTERGAARD FRANDSEN SA

ABOUT VESTERGAARD FRANDSEN
Vestergaard Frandsen is a Swiss-based international company specializing in complex emergency response and disease control products. It operates under a unique Humanitarian Entrepreneurship business model, or ‘profit for a purpose’ approach.

THE COMMENDED PROGRAM
Vestergaard Frandsen conceptualized an Integrated Prevention Demonstration (IPD) campaign and executed it in partnership with the Kenyan Ministry of Health and CHF International. The campaign incentivized voluntary HIV testing and counseling (VCT) while integrating prevention of three of the most important public health problems—HIV, malaria and diarrhea.

Through the innovative approach, which was also funded by Vestergaard Frandsen, more than 47,000 Kenyans received VCT and a CarePack™ containing anti-malaria PermaNet® bed nets, LifeStraw® water purifiers, condoms and health education materials. Those who tested positive for HIV were given a starter pack of a broad spectrum antibiotic and referred to a local treatment and care center.

In order to reach the entire catchment area in only seven days, Vestergaard Frandsen set up 30 mobile clinics. The company also flew 150 employees (almost its entire staff) to Kenya to observe the campaign and help the community understand the usage of each CarePack™ health product. The campaign ultimately surpassed the target of testing 80 percent of the sexually active population.

CRITICAL SUCCESS FACTORS

Pre-Intervention Social Research
A Kenyan social marketing agency was hired to conduct research to determine the best way to encourage local participation. Messages were developed, tested and refined prior to the launch of a mobilization campaign. The whole campaign was branded and a variety of communication tools were used to attract people to the campaign.

Incentivizing HIV Testing and Counseling
One of the primary goals of the campaign was to demonstrate a model for rapidly scaling up HIV testing and counseling along with developing unique distribution models for delivering health products to adults not targeted by other campaigns. The social research indicated that residents would be more likely to consider participating if an incentive were offered. The CarePack™ was then developed as an incentive and a resource itself.
COMMENDED: BRISTOL-MYERS SQUIBB

ABOUT BRISTOL-MYERS SQUIBB
Bristol-Myers Squibb is a global pharmaceutical and related healthcare products company whose mission is to extend and enhance human life. The company is a leader in cancer therapies, as well as providing treatments for infectious diseases, including HIV/AIDS, and for disorders of the central nervous system.

THE COMMENDED PROGRAM
In May of 1999, BMS and the BMS Foundation (BMSF) announced a groundbreaking five year $100 million initiative called Secure the Future “Care and Support for Women and Children Affected by HIV/AIDS (STF). It was the first major private philanthropic program to target the epidemic in Africa. The goal of STF was and remains to support innovative, cost-effective, sustainable and replicable models of care and support in resource-limited settings. Through the years, STF has grown to a $150 million commitment with partnerships in 20 African countries.

Through STF, BMS supports medical research; community education and supportive services; training for doctors and other healthcare professionals; and the construction of new facilities and infrastructure in resource-limited communities.

A core focus, however, is pediatric AIDS. The Baylor College of Medicine and STF developed the first African treatment center devoted exclusively to the testing, treatment, and care of HIV-infected infants and children—as well as their families—in Botswana. Three other Children’s Clinical Centers of Excellence quickly followed—in Swaziland, Lesotho and Uganda—with two more under construction in Tanzania and Kenya.

CRITICAL SUCCESS FACTORS

Capacity Building for NGOs
STF has established Africa’s first NGO Training Institute—a virtual training center with courses, certificate programs, and training modules aimed at building management and good governance skills among community organizations working to fight HIV/AIDS across Africa.

Community-Based Treatment Support Model (CBTSP)
Through the CBTSP model, STF focuses not only on antiretroviral treatment for people living with HIV/AIDS, but also cost-effective support services like nutritional support and home-based care. STF leverages the strengths of government, the private sector and community-based organizations to offer a true continuum of care—which helps sustain health gains over the long term.

COMMENDED: BD

ABOUT BD
BD (Becton, Dickinson and Company) is a leading global medical technology company that manufactures and sells medical devices, instrument systems and reagents. BD employs approximately 28,000 people in nearly 50 countries throughout the world.

THE COMMENDED PROGRAM
BD’s innovative community partnership with the International Council of Nurses (ICN) and national nurses associations in sub-Saharan Africa tackles the needs of a unique and essential group—healthcare workers in endemic regions—with a unique solution: Dedicated wellness centers that provide them with HIV and TB services, and much more.

Healthcare workers are on the front lines of the fight against disease, and as a consequence are at high risk for infection by HIV and TB. Working closely with ICN and nurses on the ground, BD is ensuring that wellness centers support those healthcare workers—including nurses, physicians, pharmacists, laboratory and other technicians, maintenance and kitchen staff and their immediate family members. The Wellness Centers for Health Care Workers are critically important in maintaining a healthy, motivated health workforce.

Beginning in Swaziland (where more than 80 percent of the health workforce has been reached) and now expanding through sub-Saharan Africa, this healthcare worker program has also been supported by the U.S. Office of Global AIDS Coordination and nursing associations in Sweden, Denmark and Norway.

CRITICAL SUCCESS FACTORS

Strengthening Healthcare Workforce
BD’s partnership strengthens critical health systems, not only ensuring that healthcare workers are themselves healthy, but also equipping them with the tools and knowledge to better combat HIV and TB. The program is also estimated to help reduce the drain of qualified healthcare workers out of Africa—in the year following the initiative’s first phase in Swaziland, no nurses left Swaziland for work abroad.

Targeting Mental Health
The Wellness Centers for Health Care Workers don’t just focus on the physical well-being of healthcare workers—they also provide them with psychological support. What’s more, wellness centers are known by healthcare workers as “safe spaces” and send an important message to often-stressed healthcare workers: They are valued and will be cared for.
ABOUT WARNER BROS. ENTERTAINMENT

Warner Bros. Entertainment—a fully integrated, broad-based entertainment company—is a global leader in the creation, production, distribution, licensing and marketing of all forms of creative content and their related businesses, across all current and emerging media and platforms.

THE WINNING PROGRAM

In partnership with the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), Warner Bros. applied its core competence to develop an action-based videogame pilot that is delivering targeted HIV prevention messages to East African youths.

The videogame combines traditional game play with messages aimed at changing behavior, focusing on five key behaviors that can reduce HIV infections among youth: Delaying the onset of sexual activity, abstinence, avoiding multiple sex partners, correct and consistent condom use, and uptake of voluntary counseling and testing services. The pilot game is called “Pamoja Mtaani,” which is Swahili for “Together in the Hood.”

The game development is part of The Partnership for an HIV-Free Generation, a public-private collaboration among PEPFAR and businesses with critical core competencies such as messaging, new technologies and market research.

CRITICAL SUCCESS FACTORS

Leveraging Multiple Core Competencies

Warner Bros. tapped the robust competencies of various departments, including creative development, creative marketing, film production and distribution, print media advertising and web design and development. The company was able to not only design the videogame pilot, but also market the game through animated short films, trailers shown in movie theaters and an interactive “Pamoja Mtaani” website.

Effectively Engaging Employees

Warner Bros. actively engaged 45 employees ranging from technical support staff to senior executives in the creation and marketing of the videogame. Hundreds more employees took part in collateral events in the U.S., including a special presentation by then U.S. Global AIDS Coordinator, Mark Dybul.

COMMENDED: MTV NETWORKS

ABOUT MTV NETWORKS

MTV Networks, a unit of Viacom, is one of the world’s leading creators of programming and content across multiple media platforms. MTV Networks operates more than 145 channels and more than 300 interactive properties worldwide.

THE COMMENDED PROGRAM

MTV International’s global HIV/AIDS campaign Staying Alive raises awareness and educates young people through television programming, documentaries, public service announcements, youth forums, concerts and interactive web content.

The campaign effectively targets MTV’s demographic (15 to 25-year-olds) by matching the network’s core competencies in audience research, creative development, production and marketing with the knowledge of expert partners like UNAIDS and UNICEF. Staying Alive targets high-risk groups wherever possible, such as young women in Africa and young MSM in Latin America.

In 2008 Staying Alive reached more than 627 million TV households worldwide, and touched viewers in 49 of the top 50 countries worst affected by HIV/AIDS. Rigorous monitoring through partnerships with Family Health International and the Bill & Melinda Gates Foundation, enables MTV to evaluate what messages are actually changing youth behavior.

CRITICAL SUCCESS FACTORS

Expanding Reach through Partner Networks

MTV not only uses its own vast reach to deliver HIV messages, but leverages the reach of other broadcasters and partner organizations through rights-free partnerships. In working with 111 third party broadcasters, Staying Alive reached nearly 200 million more viewers in 2008 than it would have using MTV channels only.

Leveraging Star Power to Reach Youth

MTV leverages the star power of some of its biggest names—celebrities who are role models for global youth. Staying Alive outreach has featured Beyoncé Knowles, P. Diddy, Alicia Keys, Kanye West, Justin Timberlake and Enrique Iglesias. In 2008 Kelly Rowland became the first Staying Alive ambassador, visiting Kenya, Tanzania and South Africa to raise awareness about HIV prevention. This year Rowland is working with Travis McCoy, lead singer of the Gym Class Heroes, to help talk about the issue of ‘boys and men’ within HIV prevention.
ABOUT OGILVY & MATHER COMPANIES
Ogilvy Public Relations Worldwide and Ogilvy & Mather are leading global advertising, marketing and communications companies under the WPP Group, with offices in more than 80 cities around the world. Ogilvy PR is a communications leader that blends proven PR methodologies with cutting edge digital innovations.

THE COMMENDED PROGRAM
Ogilvy companies have contributed their core competencies in marketing and communications toward two major public education collaborations—GBC’s China HIV/AIDS Media Partnership (CHAMP) and the Russia Media Partnership (RMP).

Ogilvy brought to these partnerships the special ability to use audience-focused research to gain insight into the knowledge, attitudes, practices and information needs of target demographics. With this critical information, Ogilvy was able to inform the development of public service announcements (PSAs) and advertisements whose messages resonated with the various audiences.

The RMP PSAs, which were produced and aired by a consortium of more than 50 Russian media companies, were viewed by an astounding 85 percent of the nation’s population. CHAMP’s PSAs, which are designed to raise awareness of HIV and reduce stigma against people living with HIV among those aged 15-24 and 25-49, were launched in November 2008 and have already reached nearly 700 million people across China.

CRITICAL SUCCESS FACTORS
Applying Core Competence to Collective Actions
Both CHAMP and RMP are cross-sector media collaborations, bringing together multiple companies, government agencies and other stakeholders to achieve focused objectives. By contributing its core communications competence to this partnership, Ogilvy significantly enhanced the resonance and reach of these campaigns.

Effective Market Research
In China, Ogilvy PR’s technical assistance in executing a comprehensive consumer market survey, in partnership with Renmin University and GBC, formed the basis of the CHAMP strategy. The survey captured data on the knowledge, attitudes, behaviors and practices of more than 6,000 respondents in six major Chinese cities and included oversamples of migrant workers who live at elevated risk of HIV infection. Similar collaborative support was provided to baseline market research efforts at the outset of RMP.
**WINNER: SHELL PETROLEUM DEVELOPMENT COMPANY NIGERIA**

**ABOUT SHELL PETROLEUM DEVELOPMENT COMPANY NIGERIA**
Shell Petroleum Development Company Nigeria (SPDC) is the operator of a joint venture agreement involving the Nigerian National Petroleum Corporation (55%), Shell (30%), EPNL (10%) and Agip (5%). The company produces 43 percent of Nigeria’s oil output and employs more than 4,500 people directly.

**THE WINNING PROGRAM**
The Niger Delta AIDS Response (NiDAR)—SPDC’s partnership with the Government of Nigeria and Family Health International (FHI)—has helped build healthcare capacity for HIV and TB in rural communities around the company’s Nigerian operations.

The partnership has so far led to 1,165 people (and 86 pregnant women) learning they were HIV positive and allowed more than 590 people to begin antiretroviral treatment, of which 49 were also placed on anti-TB treatment. In addition, a total of 234 government healthcare workers at NiDAR facilities were trained with a diverse set of new skills.

NiDAR began in 2007 after a large-scale baseline assessment of existing health facilities, community risks and accessibility to services. From there, the partners identified existing cottage hospitals as the best avenue for expanding HIV and TB services into rural areas of the Niger Delta.

SPDC was an active partner throughout the development and implementation of the project, contributing US$1.5 million toward FHI as well as in-kind services, such as logistics, security and transportation support, and SPDC medical staff supervision.

**CRITICAL SUCCESS FACTORS**

**Leveraging Existing Health Infrastructure**
By tapping into the network of localized cottage hospitals, NiDAR was able to integrate HIV and TB services into broader health systems while effectively reducing the average journey for HIV-positive community members to receive critical specialized medical services from 200 km to just 40 km.

**Engaging Government and Community Stakeholders**
Input and buy-in from those on the ground were ensured through Community Health Management Teams and a Hospital Advisory Committee. Through monthly community meetings, the partnership was able to increase local ownership of the effort, collect insights and drive demand for HIV services locally.

---

**COMMENDED: ASTRAZENECA**

**ABOUT ASTRAZENECA**
AstraZeneca is a major international healthcare business engaged in the research, development, manufacturing and marketing of meaningful prescription medicines and supplies for healthcare services. The company is active in more than 100 countries and employs more than 65,000 people.

**THE COMMENDED PROGRAM**
AstraZeneca and the African Medical and Research Foundation (AMREF) have partnered to develop and pilot a pathbreaking model for integrated disease management in Uganda. The model builds the capacity of rural healthcare systems to effectively target HIV/AIDS, TB and malaria together.

The partnership is improving healthcare infrastructure and training healthcare workers at all levels—from medical records assistants to lab technicians. Nearly 950 volunteer health workers are now active in 139 villages in central Uganda. Their primary duties are to promote health awareness, provide home-based care for HIV/AIDS, TB and malaria, psycho-social support and referrals to clinics. The partnership focuses particularly on those most vulnerable to illness and death from disease, including women of childbearing age, children and youth.

AMREF works closely with the local government and Ugandan Ministry of Health to ensure local oversight and government buy-in for the integrated model. AstraZeneca has committed US$3 million toward the partnership to support the pilot through 2012.

**CRITICAL SUCCESS FACTORS**

**Strengthening Health Systems**
Rather than create disease-specific systems in their own silos, the AstraZeneca /AMREF partnership focuses on strengthening existing systems to respond better to the high disease burden brought about by malaria, HIV/AIDS and TB. This includes the training of lab assistants and hundreds of village health workers to manage HIV/AIDS, TB and malaria within the home, and the refurbishment of five out of 10 targeted laboratories.

**Integrating Across Diseases**
By taking an integrated approach across all three diseases, the model is able to scale up and cost-effectively impact the region it serves. Integrated healthcare services and the help of trained volunteer health workers are increasing the access to information and healthcare coverage for communities in need. Overall, the program has reduced training costs by about 40 percent.
ABOUT MARATHON OIL CORPORATION
Marathon Oil Corporation is engaged in exploration and production; oil sands mining; integrated gas; and refining, marketing and transportation operations in the United States, Angola, Canada, Equatorial Guinea, Gabon, Indonesia, Ireland, Libya, Norway, and the United Kingdom.

THE WINNING PROGRAM
The extraordinary results to date of Marathon Oil’s Bioko Island Malaria Control Project (BIMCP)—an integrated malaria control program implemented in partnership with the Government of Equatorial Guinea—are directly related to its robust monitoring and evaluation (M&E) plan. The plan uses a proven methodology to assess progress, detect and address shortcomings, and evaluate the capacity of the island’s healthcare personnel and facilities.

From the very first comprehensive baseline entomological and health assessments to current performance measurement, BIMCP had a framework in place with the right indicators—ranging from biting behavior, insecticide resistance and malaria-related case fatality rate to the percentage of laboratories with Quality Assurance protocols.

The M&E plan, which was executed in partnership with several academic institutions and NGOs, helped to identify emerging constraints and make necessary course corrections. It also highlighted BIMCP’s successes, which include a 65 percent reduction in malaria incidence over four years.

CRITICAL SUCCESS FACTORS
Technology for Real Time Data Analysis
BIMCP uses the most effective technology available to coordinate team members on three continents in real time. On-the-ground data are collected on PDAs, then uploaded to an online GIS database where project partners overseas can analyze it and send critical “early warning” information back to the team in the field.

Use of M&E for Continual Improvement
By evaluating what works in real time, BIMCP has been able to make changes where activities weren’t yielding results. In the first year, the team’s analysis found that mosquitoes on the island were resistant to the class of pesticide they were using. The pesticide was changed, leading to a 99 percent reduction in the number of infected mosquitoes caught in the home.

WINNER: MARATHON OIL CORPORATION

COMMENDED: LAFARGE SOUTH AFRICA

ABOUT LAFAARGE SOUTH AFRICA HOLDINGS (PTY) LIMITED
Lafarge South Africa Holdings (Pty) Limited was formed in 1998 when the Lafarge Group acquired the interests of Blue Circle Limited in South Africa. Lafarge South Africa Holdings has two operating companies: Lafarge Industries South Africa (Pty) Ltd. and Lafarge Mining South Africa (Pty) Ltd.

THE COMMENDED PROGRAM
Lafarge’s comprehensive workplace HIV/AIDS program in South Africa stands out for its regular, transparent assessments by independent external specialists, which allow the company to continually adjust its focus and ensure the program’s resources are applied effectively.

The company’s employee-targeted HIV/AIDS efforts include workplace awareness campaigns, the provision of voluntary counseling, testing and medical services by a third-party organization (Lifeworks), and live theatre performances to help educate large numbers of semi-literate workers.

Most of Lafarge’s monitoring and evaluation has been conducted through knowledge, attitudes and practices (KAP) surveys, over the last seven years. While the surveys showed the many extremely positive achievements of the program, the company has been particularly honest about areas where measurement showed negative trends. This includes slight drops in employee knowledge and awareness between 2004 and 2008, which were mainly attributed to a large influx of new employees who had yet to be trained on HIV/AIDS.

CRITICAL SUCCESS FACTORS
Strong, Consistent KAP Surveying
Lafarge has conducted three KAP surveys among its employees since 2002, providing a detailed look at trends within the workforce. The KAP surveys are especially credible due to their high uptake—the 2008 survey included responses from half of all Lafarge employees in South Africa.

Use of KAP Data to Identify Knowledge Gaps
Not only has Lafarge been open about negative trends in its workplace program, but it uses that information to make the program stronger. Lafarge South Africa’s 120 peer educators use the KAP survey data to identify knowledge gaps and cultural barriers that prevent their peers from acting safely, and integrate those findings into their outreach and awareness efforts.
ABOUT UNILEVER TEA KENYA LIMITED
Unilever Tea Kenya is the single largest private sector employer in Kenya and was founded in 1924. The company grows, processes and packages tea on 13,000 ha—which includes eight tea manufacturing factories—and employs over 18,000 workers.

THE WINNING PROGRAM
Unilever leveraged the power of collaboration to bring its best practice workplace program to more than 500,000 people through more than 50 tea growers in the region.

In partnership with both the company’s own supply chain and local tea growers, Unilever has brought its comprehensive model—including voluntary counseling and testing, public education and engagement, prevention of mother-to-child transmission and the provision of antiretroviral treatment (ARV)—to the surrounding community. The dramatic scale and reach of the initiative is made possible through collaboration with the Kenya Tea Growers Association and dozens of small-scale farmers that directly supply tea to Unilever.

Unilever used community members to broaden the reach of the program, equipping 92 community members with the tools and knowledge to then train other community members to become peer educators. In total, 510 voluntary peer educators were trained on HIV prevention, where to get tested and how to get treatment—information they are now passing on to their fellow community members. ARV treatment is provided through a partnership with the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR).

CRITICAL SUCCESS FACTORS
Expanding from the workplace
Unilever focused on creating a strong workplace program before bringing services to the community. Community and donor partnerships allowed the company to fill gaps and bring the program to scale rapidly, including support from GTZ in developing the community outreach component and a partnership with PEPFAR for the provision of ARV treatment.

Engaging local leaders and stakeholders
Local engagement is critical to Unilever’s supply chain efforts. A steering committee composed of 26 local tea companies helps guide the initiative—overseeing implementation and selecting peer educators. Unilever also actively engages the Kenyan National Organisation of Peer Educators (NOPE) and has leveraged the support of Moi University in executing on-the-ground surveying.

COMMENDED: ALAFA
ABOUT ALAFA
Launched in May 2006, ALAFA (the Apparel Lesotho Alliance to Fight AIDS) is an NGO that leads and coordinates a long-term, sector-wide, comprehensive HIV/AIDS workplace program implemented by individual factories. ALAFA is supported by several Lesotho textile and apparel industry buyers, including: EDUN, Gap Inc. and Levi Strauss & Co.

THE COMMENDED PROGRAM
ALAFA is a unique partnership. It combines the resources and knowledge of major multinational corporations, community-based organizations and government to bring HIV/AIDS services to apparel workers in Lesotho.

This innovative and effective public-private partnership has brought comprehensive HIV/AIDS workplace programs to almost the entire industry in Lesotho, rolling services out to over 30 factories in a two-year period. The majority of the target workforce now has access to prevention and treatment services and are choosing to use the services. Voluntary counseling and testing (VCT) uptake is at 60 percent in some factories, despite significant stigma around HIV testing.

Buyer representatives encourage factories to fully implement the ALAFA model. Factory participation is further promoted through labor union organizers and HIV coordinators designated within each factory. ALAFA’s success is largely attributed to the sustained commitment by managers and buyers, the adequate financing available to help bridge gaps in interventions, and the presence of primary healthcare services in the workplace.

CRITICAL SUCCESS FACTORS
Industry- and Region-Specific Standardization
The ALAFA model took best practices from HIV/AIDS workplace interventions in the region and created a standardized approach that could be broadly applied to all apparel manufacturers in Lesotho. That standardization is attractive to small and medium enterprises, which oftentimes don’t have the resources to create an HIV/AIDS program on their own.

A Structured and Coherent Partnership Model
ALAFA creates a broadly-applicable model that coordinates multiple partners coherently—allowing for each partner to maximize the value of their contribution. Partners include: the Ministry of Health (VCT, adherence counseling and training); Population Services International (condom distribution and VCT); Catholic Relief Services (urban food gardens); Bookwise (medical monitoring); Insight Strategies (curriculum development); Bohlale (training of peer educators) and Khanye (theatre productions).

WINNER: UNILEVER TEA KENYA LIMITED
ABOUT NILE BREWERIES LIMITED (SABMILLER PLC)

Nile Breweries Limited is a beer brewing company that has been in operation in Uganda since 1951. Nile Breweries Limited is a subsidiary of SABMiller plc, the world’s second largest brewing company. Nile Breweries Limited is located in Jinja, eastern Uganda, on the bank of the River Nile; 80 kilometers from the capital Kampala.

THE COMMENDED PROGRAM

Nile Breweries engages its supply chain on health issues with a truly comprehensive approach—supporting small and medium enterprises ranging from small-scale farmers to truck drivers to the very bartenders who sell its product. The program is particularly relevant given that small and medium enterprises form the base of the Ugandan economy.

The company’s supply chain efforts build off Nile Breweries’s strong workplace program, which integrates across HIV/AIDS, TB and malaria. That program includes awareness and prevention education, voluntary counseling and testing (VCT) and the provision of antiretroviral therapy (as needed) and anti-malaria bed nets. While expanding from the workplace into the community, Nile Breweries ensured that peer educators worked within their own groups. For example, the 290 sorghum and barley farmers who were trained as peer health educators have reached 4,000 of their fellow farmers with critical HIV/AIDS information.

The supply chain program is executed through a co-financing partnership with Emerging Markets Group’s Health Initiatives in Private Sector (HIPS) program.

CRITICAL SUCCESS FACTORS

Supply Chain Engagement “From Grain to Glass”

Nile Breweries takes a comprehensive view of its supply chain, engaging employees at every level. Health interventions begin at the very bottom of the chain (sorghum and barley farmers and suppliers) and end with the final point of consumption (bartenders and bar-goers who sell and consume the beer).

Close Alignment with Parent Company Programs

As a subsidiary of SABMiller plc, Nile Breweries initially relied on expert guidance from its parent company’s African headquarters in Johannesburg to undertake a workplace and supply chain needs assessment. Nile Breweries now operates its health programs in close alignment with those of its parent company.
ABOUT ANGLO COAL SOUTH AFRICA

Anglo Coal is the world's sixth largest private-sector coal producer and exporter, with operations in South Africa, Australia, South America and Canada. In South Africa, Anglo Coal owns and operates ten mines, employing more than 9,000 people nationwide.

THE WINNING PROGRAM

Anglo Coal's best practice HIV/AIDS workplace program educates, engages and safeguards its employees through innovative approaches and a positive outlook—the company not only protects employees' health, but also gives them hope.

The program follows a five pillar approach, focusing on voluntary counseling and testing; awareness, education and prevention; care, support and treatment; partnerships; and commitment to One Anglo's six values. The company has taken major steps in guaranteeing confidentiality and creating awareness about its HIV non-discrimination policy—both of which reduce stigma and encourage testing.

The results are clear—94 percent of Anglo Coal's workforce has been tested for HIV and 86 percent were tested in 2008 alone (clock set back to zero annually). Anglo Coal's 253 wellness peer educators not only educate their co-workers about HIV, but also reach out into the community with home-based care. In addition, the company's partnership with the Ndlovu Care Group (an NGO), the U.S. government and Virgin Unite has brought critical healthcare services to another 84,000 community members.

CRITICAL SUCCESS FACTORS

Leadership Commitment at All Levels

Anglo Coal's workplace program benefits from leadership engagement ranging from C-level executives (who regularly take public HIV tests) to regular employees, securing buy-in from Anglo Coal's three employee unions. The program structure includes leadership personnel at multiple levels, including chief medical officers, regional coordinators and on-site HIV coordinators at all operations.

Sustained Follow-through with Those Who Test Positive

Antiretroviral treatment is available to every employee and his/her family who needs it, as well as additional health and nutritional support through fully staffed on-site clinics. Employees living with HIV must attend quarterly checkups at the centrally located Anglo Coal Highveld Hospital and are provided free transportation to those checkups. Knowing that they will receive such support is a leading factor in the company's high testing uptake.

ABOUT HIPPO VALLEY ESTATES LTD

Hippo Valley Estates is an agro-industrial company that grows and mills sugar cane to produce raw and refined sugar. Established in 1957, the company now employs a workforce of 8,000 Zimbabweans, the vast majority of whom reside on the estate.

THE COMMENDED PROGRAM

The best practice workplace program implemented by Hippo Valley Estates takes a holistic approach to HIV/AIDS—addressing non-discrimination, employee education, prevention, voluntary counseling and testing (VCT), and antiretroviral (ARV) treatment for those who need it. The program also incorporates provisions to screen for and treat TB, sexually transmitted infections and opportunistic infections like meningitis.

For Hippo Valley Estates, there is a bottom-line interest in tackling HIV—one-third of its workforce was found to be HIV positive in a 2003 baseline assessment. The company has since enrolled 1,500 employees on ARV treatment, 99 percent of whom are now fully healthy and back to work.

While the program’s treatment efforts have kept more than 1,000 HIV-positive people healthy and productive, Hippo Valley Estates’s prevention efforts have nearly halved the HIV prevalence rate among employees. HIV prevalence dropped from 34.8 percent in 2003 to 18.3 percent in 2006.

CRITICAL SUCCESS FACTORS

Fighting Stigma Where Stigma Kills

Hippo Valley Estates has taken a strategic approach to HIV/AIDS stigma, using the power of peer educators, HIV support groups and family health days to raise awareness and reduce fear. In 2008, the company organized a community music concert featuring performers who are living with HIV/AIDS. The performers challenged audience-members' preconceptions about what it means to live with HIV/AIDS through songs, dramatic skits and personal testimonials.

Cost-Sharing Partnerships

Hippo Valley Estates has been able to expand the scope and scale of its program thanks to co-financing agreements, like the one it has with The Global Fund to help pay for HIV-positive employees’ ARV treatment. The company also shares costs with the Ministry of Health, which provides HIV test kits free of charge, and a local NGO, ZAPSO, which performs its employee prevalence surveying.
COMMENDED: SHER KARUTURI LTD

ABOUT SHER KARUTURI LTD
Sher Karuturi Ltd is a flower farm whose core business is planting and exporting roses. The farm covers approximately 200 hectares near Naivasha, Kenya, and employs a workforce of 3,500. The company provides social services to all employees and their 15,000 dependents.

THE COMMENDED PROGRAM
In 2004, Sher Karuturi began a workplace HIV/AIDS program with the aim of creating a work environment that supported employees and their families in dealing with the disease. In 2006, with the threat of other health issues on the rise, the program expanded to include tuberculosis and malaria.

The company’s workplace efforts focus on educating employees about their health risks, giving them access to screening and testing, and providing treatment where necessary. Sher Karuturi has seen great successes deploying resources to its employees—for example, while the company only distributed 500 condoms in 2005, that number increased to 18,000 by 2008.

Sher Karuturi is committed not only to encouraging HIV testing—all employees with a cough for more than two weeks receive TB tests and all those with a fever are tested for malaria. The company’s treatment efforts have already saved hundreds of lives. The program has put 120 HIV-positive employees on antiretroviral therapy and free TB treatment has led to a drop in the TB death rate among employees from 25 percent in 2005 to 13 percent in 2008.

CRITICAL SUCCESS FACTORS
Employee Engagement and Activation
Sher Karuturi engages its employees as active partners in its health programs. Employees serve as TB and HIV/AIDS committee members, volunteer peer health educators, community health workers, and caregivers to local orphaned and vulnerable children. HIV-positive employees who are willing to disclose their status can also serve as “Ambassadors of Hope.”

Strategic Focus on Women and HIV
Sher Karuturi’s program directly addresses the fact that the majority of its employees are female. The company provides HIV-positive pregnant workers with access to special treatment that prevents the mother-to-child transmission of HIV. Sher Karuturi has also integrated the issue of gender dynamics into its various workplace education campaigns.
ABOUT CHEVRON CORPORATION
Chevron Corporation is one of the largest integrated energy companies in the world. Headquartered in San Ramon, California, and conducting business in approximately 140 countries, the company is engaged in every aspect of the oil and natural gas industry, including exploration and production; refining, marketing and transportation; chemicals manufacturing and sales; and power generation.

THE WINNING PROGRAM
Chevron has long been a leader in the fight for global health. That position was cemented in 2008, when the energy giant became The Global Fund to Fight AIDS, Tuberculosis and Malaria’s first-ever Corporate Champion—committing $30 million over three years to Global Fund activities to help control and eradicate these diseases in select countries in Asia and Africa.

Its healthcare work spans the globe, with many of the company’s approximately 120 physicians and 600 healthcare professionals supporting comprehensive HIV/AIDS, tuberculosis and malaria policies and programs that are both innovative and impactful.

For example, in a first-of-its-kind effort, Chevron partnered with Vestergaard Frandsen in 2007 and 2008 to manufacture special anti-malaria-treated curtains for windows and doors for the company’s entire Angolan workforce. The initiative, through which 90,000 treated curtains were distributed, leveraged the success of a similar program for dengue fever in Brazil in 2005. The numbers speak to its success: malaria cases among Chevron employees in Angola dropped from 3,741 in 2004 to 1,114 in 2008—more than 70 percent.

The active engagement of internal leadership right to the top of the company is critical to Chevron’s work. Chevron Chairman and CEO David O’Reilly and his leadership team are not only strong supporters of the company’s global health initiative—they were also among the first to complete the HIV/AIDS training course. What’s more, the managing director of Chevron operations in Angola regularly delivers malaria awareness messages to employees in both Portuguese and English.

Chevron also is committed to collective action through platforms like GBC. The company sits on the board of the Corporate Alliance on Malaria in Africa (CAMA), a private sector action group hosted by GBC. In 2008, Chevron provided technical support to GBC and CAMA in developing a comprehensive malaria management guide for business.

Consistent performance measurement has allowed Chevron to continually evaluate and modify its programs to maximize results. Every 18 months, Chevron surveys half its workforce (approximately 30,000 people) on their knowledge, attitudes and practices in regard to HIV/AIDS. Chevron also holds regular teleconferences so peer health educators can share what they’ve learned and identify gaps in training or resources.

CRITICAL SUCCESS FACTORS
Innovative Approaches to Supply Chain Engagement
Chevron has been an influential pioneer in supply chain engagement, extending the impact of its workplace program to small and medium enterprises (SMEs). Oftentimes, SMEs that supply larger corporations don’t have the resources or capacity to develop their own employee health programs. Chevron provides SMEs with technical support, which includes making all of its HIV/AIDS, TB and malaria educational materials available for their employees.

In addition to direct technical support, Chevron is also a key supporter of industry-wide action on the supply chain. Through the Oil and Gas Supply Chain Roundtable, the company has helped set the agenda on engaging SMEs and provided critical leadership on this emerging trend. Earlier this year, Chevron hosted the second meeting of the roundtable in Houston.

Integrating HIV/AIDS, TB and Malaria Programs
Chevron’s corporate HIV/AIDS, TB and malaria policies ensure employees have access to the latest prevention education materials, as well as the tools and resources to protect themselves. Chevron is also one of the first companies to distribute bed nets to employees in malaria-affected regions, and in 2007 and 2008 the company distributed more than 230,000 condoms to employees and communities in areas with high rates of HIV/AIDS.

Through an integrated approach, Chevron helps safeguard the health of all of its employees. Companywide health efforts for HIV/AIDS, TB and malaria include prevention awareness, peer education and testing. And treatment for HIV, TB and/or malaria is available to all employees and their dependents as needed.
WINNER: LEVI STRAUSS & CO.

ABOUT LEVI STRAUSS & CO.
Founded in 1853, Levi Strauss & Co. is a leading international manufacturer and marketer of jeans and other apparel, with sales in more than 110 countries around the world. The company's regional headquarters are located in San Francisco, Brussels and Singapore.

THE WINNING PROGRAM
Levi Strauss & Co. has been actively involved in the fight against HIV/AIDS since the beginning of the epidemic. As early as 1982, Levi Strauss' employees and executives started a grassroots educational effort that would quickly evolve into the first major corporate HIV/AIDS prevention initiative.

Today, Levi Strauss is extending comprehensive HIV/AIDS treatment and care—including access to antiretroviral medication, counseling, preventive care, and education—to all Levi Strauss employees and their families worldwide. Through a Clinton Global Initiative commitment made in 2006, Levi Strauss is the first apparel company to provide such a global comprehensive program. In countries where access to testing, treatment, and care is not adequately provided through private health benefits or the national public health system, the program reimburses employees for HIV/AIDS-related services through a global reimbursement mechanism with a third party vendor that has been designed to ensure confidentiality and ease of use for its workforce. The company is also extending its reach by supporting workplace programs for workers and suppliers in countries such as China, the Dominican Republic, Haiti, Kenya, Lesotho and Mexico.

CRITICAL SUCCESS FACTORS
Deep Employee Engagement
As early as 1982, Levi Strauss employees formed a community involvement team (the AIDS Action Group) in San Francisco to address employee interest in HIV/AIDS issues. Employees have maintained a sustained commitment each year supporting projects such as the San Francisco AIDS Walk and fundraising efforts for local AIDS service organizations, Community Days and World AIDS Day commemorations. Last year alone the AIDS Action Group raised more than $100,000 for local HIV/AIDS non-profits.

The company continues to update and refresh its employee engagement approach. To commemorate World AIDS Day 2008, the company utilized digital media to roll out an interactive website that tests employee knowledge about HIV/AIDS. Upon completion of the quiz, employees are directed to links offering additional resources and education.

Extensive Strategic Collaboration
Throughout its more than 25-year commitment to fighting HIV/AIDS, Levi Strauss has engaged numerous partners around the world —ranging from business coalitions and global advocacy organizations, to smaller grassroots NGOs. Since 1982, the company has contributed more than $40 million to non-governmental organizations (NGOs) that promote HIV/AIDS prevention and care programs.

In 2008, the company was commended by GBC for its partnership in China, which extended HIV and health education to 850,000 migrant women workers. The collaboration with the Levi Strauss Foundation and the Asia Foundation integrated HIV into a holistic package of programs involving health education, legal services, and counseling.

In the innovative Red for Life campaign in South Africa, the company created partnerships with local NGOs and community stakeholders to co-brand mobile units that deliver voluntary counseling and testing. Since its inception, more than 80,000 people in South Africa have been tested through the program.

In another U.S. strategic partnership, the Levi Strauss Foundation joined Oakland Mayor Ron Dellums and the City of Oakland in the 2007 launch of "Get Testing Oakland"—a public-private collaboration to encourage the public to test their HIV status. This program builds upon the 2004 launch of the Syringe Access Fund, a multi-year initiative between the Levi Strauss Foundation, the Tides Foundation and the National AIDS Fund to increase support to programs that make sterile syringes available in the fight against HIV/AIDS.
Manisha Bharti, MPH, MBA, is Vice President for Planning, Development and Communications at Family Health International (FHI) where she oversees strategic planning, business development and communications to help expand the impact of the organization’s research and public health programs. Previously, Bharti worked to help launch Avahan, the India AIDS Initiative of the Bill & Melinda Gates Foundation. She was Manager of the World AIDS Campaign at UNAIDS in Geneva, Switzerland, and worked with several UN organizations including McKinsey & Company and the FXB Foundation. A Canadian citizen, Bharti is the youngest person to have served on a Canadian Royal Commission. She holds an undergraduate degree from Harvard University and MPH and MBA degrees from Johns Hopkins University.

Steven Chapman is Senior Vice President, Research & Metrics for Population Services International (PSI). Chapman serves as chief technical officer for PSI managing the company’s efforts to launch and scale up innovations in malaria, HIV, reproductive health, child survival, social marketing, research and metrics and capacity building. His research interests include evaluating the performance of social marketing interventions, and the study of methods for integrating evidence into social marketing decision making. Chapman was a Peace Corps volunteer in Togo, and holds a PhD in Population Dynamics from the Johns Hopkins University School of Public Health and a JD from the George Washington University School of Law.

Rob Donnelly, MD, is the Vice President of Health for Royal Dutch Shell plc based in The Hague, Netherlands. In his role at Royal Dutch Shell, he directs policy, strategy and delivery of health services to Shell operations worldwide including on and offshore locations, remote sites and major manufacturing complexes including refineries and chemical plants. Donnelly has previously worked in the steel industry and served for six years in the Royal Army Medical Corps. Donnelly is a graduate of the Edinburgh University Medical School and a Fellow of the Faculty of Occupational Medicine of the Royal College of Physicians, London, UK. His professional interests include environmental and community health, and the health and productivity of the workforce.

Marcos Espinal, MD, PhD, a native of the Dominican Republic, has served as Executive Secretary of the Stop TB Partnership since 2003. In this role, he coordinates the Secretariat’s work on partnership building, resource mobilization, advocacy, communication and social mobilization as well as the activities of the Global Drug Facility. Espinal studied medicine at the University of Santo Domingo Medical School in the Dominican Republic. He completed his master’s and doctoral degrees in public health at the University of California, Berkeley. In 1996, he was awarded the Scientific Prize by the International Union against Tuberculosis and Lung Disease. Espinal has published more than 50 papers and book chapters, primarily on TB, MDR-TB and HIV/AIDS.
RENUKA GADDE

Renuka Gadde is a Director of Global Health at Becton, Dickinson and Company (BD) leading the Global Immunization and Injection Safety initiative for the developing world which improves policies and practices in immunization and injection practices across Asia, Africa and Latin America. Along with the BD team, Gadde works with agencies such as UNICEF, the WHO, UNAIDS, the Global Fund and the American Red Cross to help establish public-private partnerships that advance policy or programs related to public health. Examples of some of these partnerships include working with the American Red Cross to reduce measles mortality, UNICEF to eliminate maternal neonatal tetanus, and the International Council of Nurses to develop comprehensive wellness centers for healthcare workers and their families in Southern Africa.

JENNI GILLIES

Jenni Gillies is Group HIV Manager for SABMiller, which has operations in more than 40 countries worldwide. Over the past 15 years, Gillies has focused on developing and implementing best practice strategies to effectively manage and reduce the cost and impact of HIV/AIDS in the workplace, supply chain and communities. She has consulted to large multi-national organizations as well as smaller companies—in urban and rural settings—and has worked in India, Russia and South America where HIV/AIDS is a coming concern. Gillies represents SABMiller on the South African Business Coalition on HIV/AIDS Board and is an Advisory Group member of the Global Fund’s Private Sector Delegation. She frequently presents papers at US and international conferences and facilitates HIV/AIDS-related workshops.

ELISABETH GIRRBACH

Elisabeth Girrbach is Rwandan Health Sector Coordinator for The German Technical Cooperation (GTZ). She is a cultural anthropologist and public health specialist. Girrbach’s main areas of expertise are health systems development, sexual and reproductive health, and HIV/AIDS workplace programs. In 1996, Girrbach joined GTZ as an advisor at the Ministry of Health in Madagascar. Since 2002, she has headed the regional GTZ project on HIV workplace programs in sub-Saharan Africa where she led a GTZ team and business coalitions in responding to the HIV pandemic. Girrbach conducted several evaluations, among them, the Pechiney's HIV/AIDS Program in Cameroon on behalf of the Global Compact.

PIET HENDERSON

Piet Henderson is General Manager Risk for Xstrata Coal South Africa (XCSA), part of Xstrata plc, the fifth largest diversified metals and mining company in the world. Henderson’s formal background is in Industrial Psychology and Industrial Relations. In his role at XCSDA, Mr. Henderson is responsible for business risk, operational human resources, group education, training and development, and security. In 2003, he volunteered to manage HIV awareness campaigns for XCSA, which employs 10,000 workers and contractors. Through his efforts cultivating public and private sector participation and leadership, Henderson has played an integral role in raising awareness of HIV/AIDS and TB-related concerns. For this work, XCSA been acknowledged internationally and is the recipient of three GBC Awards.
Richard Kasesela, MBA, is Chairman of the Pan African Business Coalition and the Chief Executive Officer of the AIDS Business Coalition Tanzania (ABCT), a non-governmental coalition of Tanzanian employers and employees engaged in the fight against HIV/AIDS in the workplace. ABCT combines corporate and private sector efforts with those of public institutions in the fight against HIV/AIDS. In 2004, Kasesela served as Director of External Relations for T-MARC, a $25 million USAID project funding efforts concerning HIV/AIDS, reproductive health and child survival. Kasesela is a member of the Brand Tanzania Task Force and the Tanzania Country Coordinating Mechanism, a high-level committee for approving funding in Tanzania’s health sector.

Christian Lengeler, MSc, PhD, is a Unit Head at the Swiss Tropical Institute and Professor of Epidemiology at the University of Basel, Switzerland. For the past 25 years, he has worked on the epidemiology and control of tropical diseases, with a strong focus on malaria. Lengeler was instrumental in developing insecticide-treated nets (ITNs) as a malaria control tool and has pioneered many developments in large-scale vector control in sub-Saharan Africa. Since 1999 he has been involved in the establishment and running of the national ITN program in Tanzania. Currently, his group is involved in understanding and improving access to malaria treatment in malaria-endemic countries, as well as the introduction of improved diagnostic strategies.

Michael Macdonald, ScD, is a malaria advisor for the US Agency for International Development (USAID), where he advises Ministries of Health on public health and mosquito-borne diseases in Africa and Asia. Macdonald supervises activities for the 15-country President’s Malaria Initiative, the Mekong Malaria Program, and in collaboration with WHO, a global integrated vector management (IVM) initiative. He received his ScD from Johns Hopkins University School of Public Health in 1988 and afterward spent 10 years working with the UN on vector-borne diseases and refugee healthcare programs in Burma, Thailand and Cambodia; five years with Johns Hopkins advising on malaria and dengue control programs in Asia and Africa; and four years in Zambia advising the Zambia National Malaria Control Program through Boston University.

Kyle Peterson, MPA, MBA., is Managing Director at FSG Social Impact Advisors where he leads global health and economic development practices. Prior to joining FSG, Peterson served as a strategy consultant at Monitor Consulting where he co-authored a major regional economic study with Michael E. Porter and led a competitiveness consulting project in Rwanda. Peterson was country director in Zimbabwe and Rwanda for Population Services International (PSI). In Zimbabwe, he managed a $20 million program focused on HIV/AIDS prevention, family planning and malaria prevention. In the mid-1990s, he launched health product “firsts” on the continent which included mass marketing insecticide treated mosquito nets, female condoms and establishing a novel network of voluntary counseling and testing centers.
**DR. PETER PIOT**

Peter Piot, MD, PhD, is a Senior Fellow at the Bill & Melinda Gates Foundation and the Director designate of the Institute of Global Health at Imperial College, London, UK. He was the founding Executive Director of UNAIDS and Under-Secretary of the United Nations from 1995 until 2008. Under his leadership, UNAIDS became the chief advocate for worldwide action against AIDS, spearheading reforms by uniting UN organizations. In 1976, Piot co-discovered the Ebola virus in Zaire, and led research on HIV/AIDS, women’s and public health in Africa. He was a professor of microbiology, and of public health, at the Institute of Tropical Medicine, Antwerp, the Free University of Brussels, the University of Nairobi, and was a Senior Fellow at the University of Washington.

**BEN PLUMLEY**

Ben Plumley is Vice President, Global Health Partnerships for the Johnson & Johnson Pharmaceuticals Group where his goal is to establish collaborations between the international community on the development of new compounds and technologies in global health. Infectious disease is Plumley’s priority with collaborations in TB and HIV drug development, diagnostics and the engagement of women and girls in clinical trials. Prior to joining Johnson & Johnson in May 2006, Plumley was Director of the Executive Office at UNAIDS where he was tasked with oversight of policy development, notably, the UN’s HIV prevention policy and the establishment of the “Three Ones” donor and country AIDS program coordination. Plumley also established the Global Business Coalition on HIV/AIDS (GBC), acting as Executive Director, with its President, Ambassador Richard Holbrooke.

**DR. STEFAAN VAN DER BORGHT**

Stefaan Van der Borght, MSc, is Director of Health Affairs for Heineken, an international brewer with production facilities in several African and Asian countries. Van der Borght began his career with Heineken in 1999 as Corporate Health Advisor to the company. Heineken provides in-house healthcare for employees and their dependents when suitable external services cannot be procured. Van der Borght has worked overseas for 14 years. He spent three years in Kinshasa, Democratic Republic of the Congo, as medical director for the local Heineken operating company and before that with Médecins Sans Frontières in Cambodia, Angola, Sudan, Chad and other African companies. He holds an MSc in Public Health in Developing Countries from the London School of Economics and Political Science.

**ZONIBEL WOODS**

Zonibel Woods is the Program Manager of the Global HIV/AIDS Initiative at the Ford Foundation. Launched in 2006, the Initiative focuses on supporting work in the areas of Leadership, Accountability and Equity. Before joining Ford, Woods worked for the International Women’s Health Coalition as the Senior Advisor for International Policy where she launched and coordinated an initiative aimed at focusing global attention on the increasing feminization of the AIDS epidemic. In 2008, she delivered the plenary speech on Women and Girls at the International AIDS Conference in Mexico. Woods has served on the Leadership Committee for the International AIDS Conference and on the UNAIDS Program Coordinating Board. She has extensive experience on issues related to youth, human rights, sexual rights, reproductive health and HIV/AIDS.
GBC AWARDS SPECIAL HONOREES

THE RICHARD C. HOLBROOKE AWARD FOR BUSINESS LEADERSHIP

The Coalition honors Ambassador Richard C. Holbrooke, who served as president and CEO of GBC until his recent appointment as President Obama’s Special Representative to Afghanistan and Pakistan. In tribute to Holbrooke’s remarkable leadership and action on global public health throughout his career, the Coalition is renaming the GBC Business Leadership Award in his honor.

In January 2000, Holbrooke helped make HIV/AIDS an international priority when he used his rotation as president of the United Nations Security Council to put HIV/AIDS on the Council’s agenda as a national security issue – the first time a Security Council session was devoted to a health issue, and coming at a critical time when the disease was not of significant concern to most governments.

Holbrooke was one of the first to recognize the power of business to fight disease. He was also one of the earliest proponents of widespread, high-quality HIV counseling and testing, now seen as fundamental to ending the HIV/AIDS epidemic.

Holbrooke, urged by then UN Secretary-General Kofi Annan to take leadership of GBC, grew the Coalition from 17 member companies in 2001 to 225 today. Under his leadership, GBC developed new strategic imperatives, including the creation of partnerships among business, governments and NGOs to combine resources and capabilities in battling disease—partnerships that were rare when he assumed leadership of the Coalition.

As he has in so many areas, Holbrooke has made an enduring impact on the world through his leadership of GBC.

“The Coalition owes a great debt to the energy and leadership of Richard Holbrooke. Thanks to his vision, we have grown and expanded, not just in number and reach but in effectiveness. He has been a tireless advocate for concerted efforts by the business community in the fight against HIV/AIDS, TB and malaria.”

— Sir Mark Moody-Stuart, Chairman, GBC Board of Directors

GBC INSPIRATION AWARD: CONGRESSMAN JOHN LEWIS

The Coalition is deeply honored to present U.S. Representative John Lewis with our first Inspiration Award. Congressman Lewis is a legend of the U.S. Civil Rights Movement and an early and indispensable leader in the fight against HIV/AIDS. His work over the years has saved millions of lives around the world.

A moral leader, widely respected on Capitol Hill, throughout America and around the world, Congressman Lewis has dedicated his life to advocating for justice, protecting civil liberties, and building “the Beloved Community” in America.

From the very beginning of the HIV epidemic, Congressman Lewis consistently authored legislation and supported funding increases for HIV/AIDS prevention, research, treatment and care through landmark initiatives like the AIDS Drug Assistance Program (ADAP). He continues to support increased funding for child survival and health, and seeks to ensure that the social determinants that exacerbate HIV/AIDS among African Americans are adequately addressed in all legislation.

With the knowledge that HIV/AIDS-related stigma kills, Rep. Lewis has been a longtime supporter of anti-stigma initiatives—such as the inclusion of HIV/AIDS non-discrimination policies in the workplace. He has also sought to ensure that HIV/AIDS bills put a greater emphasis on prevention efforts and the expansion of needle exchange and condom distribution programs.

Congressman Lewis has long supported increased funding for global health assistance, including the establishment and later reauthorization of the U.S. President’s Emergency Plan for AIDS Relief and the President’s Malaria Initiative. He further supports The Global Fund to Fight AIDS, TB and Malaria and has consistently advocated for such platforms to focus on community-centric prevention, testing and awareness efforts.

Today, he is as committed as ever to raising awareness about the devastating impact of HIV/AIDS among some of the hardest-hit American communities and communities worldwide. He continues to provide inspirational leadership for the health and social well-being of people around the world.

“When you visit Congressman Lewis’s office, you see that it’s filled with dozens upon dozens of awards that honor his tremendous humanitarianism. But those awards, even taken together, don’t begin to equal what he has accomplished for the people of America and the world. In the fight against AIDS, he has been there first and has been leading every step of the way, advocating for justice and always challenging us to reach a higher level of humanity.”

— John Tedstrom, GBC President and CEO
GBC THANKS THE FOLLOWING:

BUSINESS EXCELLENCE AWARDS DINNER SPONSOR

PFIZER INC

GOLD SPONSORS

CHEVRON CORPORATION
ANGLO AMERICAN PLC
STANDARD CHARTERED BANK

SILVER SPONSORS

BP
COCOLA-COLA
EXXON MOBIL CORPORATION
HBO/WARNER BROS.

BRONZE SPONSORS

ABBOTT FUND
BLOOMBERG
THE BRINK’S COMPANY
BRISTOL-MYERS SQUIBB
JOHNSON & JOHNSON

SUPPORTERS

BD
BOOZ & COMPANY
CONSOLIDATED CONTRACTORS INTERNATIONAL COMPANY S.A.L
DIAGEO
EDELMAN
GLAXOSMITHKLINE

ORASURE TECHNOLOGIES
RUSSELL REYNOLDS ASSOCIATES
SC JOHNSON
SSL INTERNATIONAL
SUMITOMO CHEMICAL
UNITED NATIONS FOUNDATION

SPECIAL THANKS

DAVID AHN
LANI CHOI
LUKE DUROCHER
THE BRIDGE GROUP
GREG GROWN
CAPITAL HILTON
DELL

ALEJANDRA NEGROPONTE
NISA PATEL
TITOU PHOMMACCHAN
CAPITAL HILTON

JACKIE WILLIS
THE WEBSTER GROUP
NANCY ZIMLER
BRECKENRIDGE DESIGN GROUP
GETTY IMAGES
THE YOUNG & RUBICAM TEAM

THE CONFERENCE ADVISORY BOARD

GEORGIA ARNOLD, MTV NETWORKS
PAURVI BHATT, LEVI STRAUSS & CO.
BRYAN CALLAHAN, OGLIVY PUBLIC RELATIONS WORLDWIDE
GARY COHEN, BD
JOHN DAMONTI, BRISTOL-MYERS SQUIBB

JENNIFER GILLES, SAB MILLER
PIET HENDERSON, XSTRATA
DAVID MCMURRY, CHEVRON CORPORATION
CLIFFORD PANTER, DAIMLER AG
JEFF RICHARDSON, ABBOTT FUND

JEFF STURCHIO, FORMERLY MERCK & CO.
ANDRE VAN DER BERGH, BHP BILLITON
DR. JACK WATTERS, PFIZER INC

We would also like to thank all of our member companies who have worked with us these past few months to make the Annual Conference and Awards Dinner possible.
GBC BOARD OF DIRECTORS
CHAIRMAN
Sir Mark Moody-Stuart
Chairman
Anglo American plc

VICE CHAIRMEN
Bertrand Collomb
Honorary Chairman
Lafarge

DIRECTORS
Peter Sands
Group Chief Executive
Standard Chartered plc
Malva Rabinowitz
Principal
Deloitte Consulting, LLP

PRESIDENT AND CEO
John Tedstrom, Ph.D.

CORPORATE ADVISORY BOARD
Sir Richard Branson
Virgin Group of Companies
Richard T. Clark
Merck & Co., Inc.
Andrew Witty
GlaxoSmithKline plc
Rajat Gupta
McKinsey & Company
Muhtar Kent
The Coca-Cola Company
Christopher J. Kirubi
Haco Industries
Jonathan Klein
Getty Image
Anne Lauvergeon
AREVA Group
Joe Laymon
Chevron Corporation
Victor Pinchuk
EaOne LLC
Richard Plepler
HBO
William H. Roedy
MTV Networks International
Juergen E. Schrempp
Daimler (ret.)
David Stern
National Basketball Association (NBA)
Ratan N. Tata
Tata Iron & Steel Co. Ltd
Jean-François van Boxmeer
Heineken N.V.
Charles Zhang
SOHU.com Inc.

LEGAL COUNSEL
Simpson Thacher & Bartlett

AFRICA
Access Bank plc (Nigeria)
AFA Botswana
AngloGold Ashanti (South Africa)
Bidco Oil Refineries Limited (Kenya)
Cimpogest (Mozambique)
De Beers (South Africa)
Debswana (Botswana)
Discovery Health (South Africa)
Dow Southern Africa (South Africa)
Eskom (South Africa)
FirstRand Bank (South Africa)
Haco Industries Ltd (Kenya)
Impala Platinum (South Africa)
Independent Newspapers (Pty) Limited (South Africa)
Kenya Kazi Services Limited (Kenya)
Liberty Group Ltd. (South Africa)
Metropolitan (South Africa)
Micato Safaris (Kenya)
Nigeria LNG Ltd. (Nigeria)
Old Mutual (South Africa)
Power Technologies (Kenya)
Royal Bafokeng Holdings (South Africa)
Sappi Ltd (South Africa)
Shanduka Group (South Africa)
Standard Bank (South Africa)
Telkom SA (South Africa)
Thanda Private Game Reserve (Pty) Ltd. (South Africa)
thewinwingroup (Pty) Ltd. (South Africa)

AMERICAS
Abbott (USA)
Accenture (USA)
Altia (USA)
American Express Company (USA)
American International Group (USA)
APCO Worldwide (USA)
Barrick Gold Corporation (Canada)
BD (Becton, Dickinson and Company) (USA)
Beckman Coulter, Inc. (USA)
Black Entertainment Television (BET) (USA)
Bloomberg LP (USA)
BMO Financial Group (Canada)
Booz & Company (USA)
The Brink’s Company (USA)
Bristol-Myers Squibb (USA)
Burson-Marsteller (USA)
Canadian Imperial Bank of Commerce (CIBC) (Canada)
CBS Corporation (USA)
Chevron Corporation (USA)
Citigroup (USA)
Civico, Inc. (USA)
The Coca-Cola Company (USA)
Colgate-Palmolive Company (USA)
Cornwall Capital (USA)
Dell (USA)
Deloitte (USA)
Discovery Communications, LLC (USA)
Edelman (USA)
Eli Lilly and Company (USA)
Estée Lauder Companies (USA)
Exxon Mobil Corporation (USA)
Facebook (USA)
FedEx Corporation (USA)
Gap Inc. (USA)
General Motors (USA)
Gerson Lehrman Group (USA)
Getty Images (USA)
Global Technology Investments (USA)
The Goldman Sachs Group, Inc. (USA)
Google, Inc. (USA)
Hampshire Hotels and Resorts (USA)
Harman International Industries (USA)
Hawthorn Capital Inc. (USA)
Hema Diagnostic Systems (HDS) (USA)
Home Box Office (HBO) (USA)
IAC/InterActiveCorp (USA)
Indigo Books & Music Inc. (Canada)
InterMedia Partners VII (USA)
JG Black Book of Travel (USA)
JN-International Medical Corp. (USA)
Johnson & Johnson (USA)
Kerzner International (USA)
Kohlberg Kravis Roberts & Co. (USA)
Levi Strauss & Co. (USA)
M·A·C Cosmetics (USA)
Magna International Inc. (Canada)
Marathon Oil Corporation (USA)
McKinsey & Company (USA)
Merck & Co., Inc. (USA)
Merrill Lynch & Co., Inc. (USA)
Morgan Stanley (USA)
National Basketball Association (NBA) (USA)
Newmont Mining Corporation (USA)
News Corporation (USA)
Nike, Inc. (USA)
Nyhus Communications LLC (USA)
NYSE Euronext, Inc. (USA)
Ogilvy Public Relations Worldwide (USA)
OraSure Technologies (USA)
PepsiCo (USA)
Perseus LLC (USA)
Pfizer Inc (USA)
Playboy Enterprises Inc. (USA)
Power Corporation of Canada
PricewaterhouseCoopers (USA)
RealNetworks, Inc. (USA)
ResourceLinC.com (USA)
Ripplewood Holdings, LLC (USA)
The Ritz-Carlton Hotel Company, LLC (USA)
Royal Bank of Canada
Russell Reynolds Associates
Salesforce.com Foundation (USA)
SC Johnson (USA)
Schering-Plough Corporation (USA)
Scotiabank Group (Canada)
Simpson, Thacher & Bartlett (USA)
Sun Life Financial (Canada)
TD Bank Financial Group (Canada)
Thomson Reuters (USA)
Travel Guard/Noel Group (USA)
Tyco International Ltd (USA)
U.S. Chamber of Commerce (USA)
Vale (Brazil)
VH1 (USA)
Viacom International (USA)
Wal-Mart Stores, Inc. (USA)
The Washington Times (USA)
Winston & Strawn LLP (USA)
Yahoo! Inc. (USA)

ASIA / PACIFIC
Avexa (Australia)
Bajaj Auto (India)
BHP Billiton (Australia)
China Northeast General Pharmaceutical Factory (China)
Gobon-Guilin Latex Manufactory (China)
GS Caltex Corporation (Korea)
Horizon Research Group (China)
Lancaster Holding (Kazakhstan)
Luckystar (China)
Modicare (India)
Mylan and Matrix Laboratories Limited (India)
Premier Medical Corporation (India)
Qingdao Double Butterfly Group Co. (China)
Ranbaxy (India)
RPG Enterprises (India)
RRR Industries (India)
Shanghai Desano Pharmaceuticals Holding Company Limited (China)
Shunyi (China)
SOHU.com (China)
SRF Ltd (India)
STAR (Hong Kong)
Sumitomo Chemical (Japan)
Tata Iron & Steel Co. Ltd (India)
ZMQ Software Systems (India)

EUROPE
XXI Century Investments (Ukraine)
Accor (France)
Anglo American plc (UK)
AREVA Group (France)
AstraZeneca (UK)
Axios (Ireland)
Bayer AG (Germany)
BG Group (UK)
bioMérieux (France)
Bionor Immuno (Norway)
BMW Group (Germany)
Boehringer Ingelheim (Germany)
BP (UK)
British American Tobacco (UK)
Coca-Cola Hellenic Bottling Company S.A. (Greece)
Consolidated Contractors International Company S.A.L. (CCC) (Greece)
CTC Media, Inc. (Russia)
Daimler AG (Germany)
Deutsche Post World Net (Germany)
DHL Worldwide (Belgium)
Diageo (UK)
EastOne LLC (Ukraine)
EDUN (Ireland)
Eni SpA (Italy)
Enka (Turkey)
Fiat Group (Italy)
Generation Investment Management LLP (UK)
GlaxoSmithKline (UK)
Heineken N.V. (Netherlands)
HSBC (UK)
Imperial Tobacco Group (UK)
Industrial Union of Donbass Corporation (Ukraine)
Intesa Sanpaolo (Italy)
Koç (Turkey)
Lafarge (France)
L’Oréal (France)
Mota-Engil, Sgps, S A (Portugal)
MTV Networks International (UK)
Nokia Corporation (Finland)
Novartis (Switzerland)
Pearson plc (UK)
Pirelli & C. SpA (Italy)
Publicis (France)
R.K.C. (Ukraine)
Renaissance Capital (Russia)
Rio Tinto (UK)
Robert Bosch (Germany)
Royal Dutch Shell plc (Netherlands)
Sabanci Holding (Turkey)
SABMiller (UK)
Sanofi-Aventis (France)
Siemens (Germany)
Solvay (Belgium)
SSL International plc (UK)
Standard Chartered Bank (UK)
StatOil ASA (Norway)
SUEZ (France)
Syngenta Crop Protection AG (Switzerland)
System Capital Management (Ukraine)
TNK-BP (Russia)
Total (France)
TV5 (France)
Unilever (Netherlands/UK)
Veolia Environment (France)
Vestergaard Frandsen Inc. (Switzerland)
Virgin (UK)
Volkswagen (Germany)
Vostok-Service (Russia)
Xstrata (Switzerland)