Business Councils: Good for People, Good for Business

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Business Councils Produce Results

- Engaged business leaders as change agents who connect with the NGO and government leaders

- Committed to collective action through a common voice in HIV

- Increased public awareness of sensitive issues
Engaging Leaders: Identify, Engage, Sustain

Phase 1: Identify – Situation analysis of policy environment

Phase 2: Engage – Business leaders

Phase 3: Sustain – Skills-building of technical assistance providers and emphasis on workplace policies

Photo credit: Kathy McClure, JaBCHA execs go for HIV testing
Phase 1: Identify – Situation Analysis

Who are the leaders and what do they think?

- **Focus group discussion** with people living with HIV in Mexico City
- **Corporate survey** on workplace policies and programs
- **Stakeholder interviews**
- **Review** of global surveys on CSR trends

These companies participated in the 2004 corporate survey in Mexico:
Phase 2: Engage – Business Leaders

- Bring individuals together – in private sector and with other sectors
- Speak their language – know the business lingo!
- Know why HIV matters to business
- Help them organize around a central theme
- Support them in setting up a structure
- Foster involvement
Public Events with the Ministry of Health

July 27, 2007:

CONAES members signed their commitment to end workplace discrimination related to HIV.

Mexican Minister of Health José Ángel Córdova Villalobos honored CONAES.

Photo credit: Liz Mallas, Mexico, 2007
Partnerships with the Private Sector

• Tripartite partnerships in focus issues
  Ex: Mexican Social Security Institute (IMSS), Health, Rights and Justice (SDJ), and CONAES

• Collaborative goal setting

• Commitment needed from all partners
  Ex: Memorandum of understanding
Phase 3: Sustain – Skills-building of technical assistance providers

- Network developed to provide TA
- Business council member leaders, TA providers, and government strengthened in HIV policy development
- Policies developed and monitored
What We’ve Learned

- Private sector has formal voice on HIV issues
- Accountability for HIV workplace programs
- Sensitive topics addressed in public by leaders has a ripple effect