

Global Business Coalition (Private-International)
<http://www.gbcimpact.org/>

Part I: Summary

The Global Business Coalition (GBC) is comprised entirely of businesses committed to addressing HIV/AIDS, malaria, and tuberculosis. The group shares best practices as well as reaching out to the non-business community (government, community groups, etc.) to engage in collaborative actions. This global initiative includes many fortune five hundred businesses and has offices in China, Russia, South Africa, USA, and Kenya. GBC occupies a unique place in the community of non-government organizations. Coalition members apply the private sector's special capabilities to the fight against HIV/AIDS, tuberculosis and malaria. GBC has offices in China, Russia, India, South Africa, France, USA, Kenya. Clients include Chevron, GAP, Abbott, British Petroleum, Daimler, Sumitomo Chemical, Yahoo, and many more international businesses.

Part II: Statement of Purpose

For years, governments, multilaterals and community groups have called on business to be an active partner in their health and economic development work. In recent years requests have shifted from purely financial contributions to asking business to be active partners in collaborative actions often sharing infrastructure, influence, expertise and human resources.

Global Business Coalition (GBC) supporting these types of active partnerships. GBC is comprised of businesses that are committed to improving global health specifically in areas of HIV/AIDS, malaria, and tuberculosis. Working with other types of organization, GBC helps coalition members "re-purpose" their business know-how, infrastructure and reach into tools for improving public health.

To support these efforts, coalition staff find the best opportunities for public-private collaboration; define where and how members can most effectively apply their capabilities; and provide guidance, professional development and counsel to help ensure business action produces exceptional results. The staff analyzes outcomes and document results as case studies – which are made available exclusively to Coalition members. The website contains many case study examples organized by disease type, region, industry, and intervention type. GBC publishes subscriber-based magazines and newsletters.

The Coalition's world headquarters is located in New York. All GBC offices worldwide work together as one global team. While particular initiatives may be led from either New York or from one of the regional offices, global

strategy, member services and program execution are conceived and managed by drawing on the appropriate GBC expertise wherever it exists worldwide. Program development is also routinely done via collective action and consultation with GBC members and non-corporate partners worldwide.

Coalition members have partnered with a very wide range of organizations, including various agencies of the United Nations, government programs such as the U.S. President's Emergency Program for AIDS Relief (PEPFAR) and the Kenyan Ministry of Health. Our partners include dozens of national, regional, international and community NGOs.

GBC has offices in China, Russia, India, South Africa, France, USA, Kenya where staff guide the development of the initiative, assembly of partners and execution, as well as ongoing monitoring and evaluation. The Coalition maintains dedicated personnel in each Impact Initiative region to provide localized technical guidance. Globally, the initiatives are managed by the vice president of Impact Initiatives in New York.

For example: Staff assist with an Impact in the following manner:

1. Idea development and incubation: Companies, partners or Coalition staff propose an Impact Initiative that meets three key criteria:
 - a. Achieves one of GBC's five strategic priorities
 - Workplace policies
 - Supply chain
 - Media and public awareness
 - Sustainable funding sources
 - Health-care systems
 - b. Has the potential for major impact through collective action.
 - c. Will be sustainable and enduring.
2. Exploration: Coalition staff assess the needs, opportunities and potential partners associated with the proposed initiative.
3. Assembling an action team: Partners are assembled and work with the Coalition to define the scope of their participation.
4. Initial planning meeting: This meeting brings together key stakeholders, including leading member companies, government representatives and partners to identify roles and responsibilities.
5. Building out the action team: Following the initial planning meeting, action team stakeholders identify unmet needs and seek out select businesses and partners to fill critical financing and execution gaps.

6. Developing a business plan: The action team maps the final plan for the initiative.
7. Implementation: The final team of businesses and partners work collectively to bring the plan to fruition.
8. Monitoring and evaluation: Rigorous assessments track the initiative's progress and help stakeholders to identify additional needs and opportunities.
9. Sustainability: The initiative is ensured ongoing success through sustainable sources of funding and resources.
10. Knowledge development and communication: Throughout the life of the Impact Initiative, the Coalition and its partners will collect and communicate actionable knowledge and insights that can improve the effectiveness of the global fight. Messages about progress and impact will also be communicated to raise awareness of the role of business and the importance of partnerships.

The initiatives generally are in their infancy. The following are overviews of four projects the GBC is currently launching:

- **HIV Testing for 2 Million Kenyans**

Beginning in late 2008, Coalition members have worked to bring a highly successful home-based health model to two million Kenyans over a two-year period. The initiative will build on the work of AMPATH, a Kenyan non-government organization, bringing its program to scale in close alignment with the Kenyan government's HIV-testing agenda.

- **Media Partnerships for Deep Education in China and Russia**

The Coalition's HIV/AIDS media partnerships bring together leading creative, marketing and media companies who are experts at reaching target audiences with messages and have the infrastructure to convey them. By leveraging private sector skills, talents and reach these messages can make a dramatic impact in Russia and China.

Part III: Outcomes

- Knowledge-sharing: They specialize in applied knowledge. Our products corral critical knowledge and tools in the form of online workspaces, and provide clear guidance for company action through case studies, implementation guides, and program templates. They

facilitate knowledge co-creation and joint planning through working groups and round tables - which are focused on outcomes, not just intellectual exchange.

- Agenda setting: The Coalition staff provides tools and counsel for members to define their role in the fight and set the best, highest-impact priorities.
- Connections, Partnerships and Networking: Partnerships take the form of one-to-one joint ventures, collective action and cost-sharing. Partners come from both the corporate and non-corporate sectors. They bring valuable partners together through networking events, working groups, special co-funding and collaborative action programs, as well as individual consultation and facilitation for members.

Awareness, Advocacy, and Communications: The Coalition organizes collective advocacy programs, which include representing business to key stakeholders. They raise visibility through our newsletters, magazine, website, and special communications and provide tools for members' internal communications. And They conduct media relations.

Section IV: Additional resources

Business Action Online. An online magazine of the Global Business Coalition.
http://www.gbcimpact.org/itcs_node/0/0/magazine_issue/942

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