



Automotive Industry Development Centre
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Business Action on Health Award:

GBCHealth 10th Anniversary Conference and Awards Dinner, New York 1st and 2nd of June 2011

Early 2011, GBCHealth invited all businesses worldwide to submit applications for this year's 10th Anniversary Business Action on Health Awards. The Awards honour exceptional company programmes that demonstrate the unique power of business to help overcome the world's most pressing health challenges.

The AIDC HIV&AIDS and Wellness project team in Port Elizabeth submitted an application in February 2011 under the name of Ford Motor Company of Southern Africa as GBC limited the participation to private businesses. In May 2011 GBC announced that the application won the second price in the category partnerships/collective action.

The programme was born in 2007, when the Automotive Industry Development Centre, AIDC, in Port Elizabeth, South Africa, partnered with the German Development Service (DED, now deutsche Gesellschaft für Internationale Zusammenarbeit, GIZ) and AIDS prevention and Health Promotion Workplace Programs in Southern Africa (AWiSA) to offer a workplace solution to small and medium enterprises of the automotive sector in Port Elizabeth and Uitenhage. It has since 2008 partnered with the Ford Struandale Engine Plant (Ford SEP) to focus on the implementation of HIV&AIDS and Wellness Workplace Programmes (WPP) at Ford SEP's suppliers. A case study about the Ford-AIDC-AWiSA programme was prepared by GBCHealth for publication in the conference programme booklet as well as on GBC's homepage (<http://conference2011.gbciimpact.org/awards.php#winning>). AWiSA, AIDC and Ford also submitted a small 2 minute film summarising the main objectives and achievements of the programme. It has been published on YouTube (<http://youtu.be/grDYIG2M0-I>).

The Global Business Coalition on HIV/AIDS was born in 2001 with the mission to assist business in taking action against HIV/AIDS on a global scale. During this year's conference the "Global Business Coalition on HIV/AIDS, TB and Malaria" enlarged their mandate and became "GBCHealth".

Friederike Baasner Weihs, AWiSA International Expert based at the AIDC EC, flew to New York to attend the conference and the award ceremony representing AIDC, AWiSA and GIZ. Ford SEP was represented by Mr Jeffery Nemeth, President and CEO of Ford Motor Company of Southern Africa.

The first day of the conference on the 1st of June 2011 took place in the Thomson Reuters Building, Time Square and was attended by more than 200 participants. The most interesting topic from an AWiSA point of view was: **The role of the Private Sector in addressing Non-communicable Diseases (NCD): Lessons Learned from Business Action on HIV.** It revealed the challenges of business in general to address HIV&AIDS separately from other diseases rather than using a more holistic approach. This is an experience that was also observed by the HIV&AIDS and Wellness project team in the past and led to the approach to also include other health issues into the programmes offered. Most of the larger

businesses have already implemented more holistic approaches and lobby for funders, like PEPFAR or UNAIDS, to acknowledge this. Speakers at the conference were in consensus that addressing other health impacting factors and NCD not only reduces the impact of the respective diseases/ illnesses/ health conditions on business, communities and economies, but also creates synergies. It helps to facilitate access to health services, managing stigma, increase the possibilities of prevention. However, advocacy, leadership, research is needed. Partnerships between business, civil society organisations and government are needed. Governments have to provide and adapt policies in this regard.

The second day of the conference on the 2nd of June 2011 took place at the Cipriani Building, Wall Street and with approximately 500 participants in attendance. Several plenaries/discussions were held as well as presentations about different business initiatives. Large companies seem to all focus on holistic approaches to create sustainable future for their business. The challenge seems to be to turn risks into business opportunities. Key focus areas to develop sustainable and successful programmes are accountability, transparency and good governance. Other focus areas included: using the power of businesses to enforce the delivery of governments; key to success is a collective voice and partnerships; monitoring and reporting on indicators; the need for new approaches to measure the health of the institution; inclusion of consumers in programmes as to drive social change; utilising social marketing to bring benefits to communities and business and change consumer behaviours (“Shoes are not the only thing we encourage you to wear”, Kenneth Cole; using flight-miles to introduce health behaviour, Virgin).

A running slide show of companies to be awarded was on show during break times on the second day of the conference. The awards for our category partnerships/collective action were presented by William Roedy, Chairman & CEO of MTV Networks.

Approximately 700 people attended the awards dinner hosted later the evening. Several speakers addressed the audience and three musicians (Yvonne Chaka Chaka and Vusi Mahlasela from South Africa and Nathalie Merchant) entertained the audience. Ted Turner and George Soros were honoured with the Business Leadership award which honours business visionaries who have shown true commitment to philanthropy and humanity. Gordon and Sarah Brown were honoured with the Vision & Impact Award in recognition of their dedication to the fight to reduce maternal mortality and improve the health of women and children.

In conclusion, it was a very valuable experience to be able to attend the GBC conference and to receive the award on behalf of the team. It was impressive to see what collective action of business is able to achieve. It was encouraging and very motivating to see how many large businesses have realised that taking care of their employees, their families and communities can benefit not only the targeted people but also the company.

Mr Nemeth and the AIDC representative were very impressed with all speakers’ contributions and with the presented case studies that described business sector’s efforts to make a difference. They return home very inspired by the power of social marketing demonstrated by the GBC 2011 Award participating companies and once more realised the positive impacts of corporate social responsibility not only for Ford’s employees, their families and communities but also for Ford’s businesses. Based on the interactions during this conference the AIDC believes that Mr Nemeth is committed and will continue to support the Ford-AIDC-AWiSA programme in Port Elizabeth and enable it to further grow.