

INDONESIAN BUSINESS COALITION ON AIDS (IBCA) PROFILE

December 2007

Country Manager Indonesia: Taslima Lazarus
Address: Menara Duta, 3rd Flr
Jl. Rasuna Said, Kav. B-9, Kuningan
Jakarta 12910, Indonesia

Tel.: +62 522 5080/5090 ext 334
Fax: +62 522 9572
E-mail: IBC-onAIDS@ibca.com
Website: ibca@sintesagroup.com

1 Background

The Indonesian Business Coalition on AIDS (IBCA) was formed as part of the Asia-Pacific Business Coalition on AIDS network, and launched on 2 December 2007. The founding members of IBCA include: Sintesa Group, Gajah Tunggal Group, Sinar Mas Group, Chevron Indo Asia, Freeport Indonesia, BP and Unilever Indonesia.

IBCA is a non-profit, politically neutral, voluntary association of businesses operating in Indonesia that is working together to adopt best practice in the fight against HIV/AIDS. The overall goal of IBCA is to halt and reverse the spread of HIV through the delivery of effective workplace programmes that focus on awareness, prevention and behaviour change; and promote universal access to care, support and treatment for all workers, as set out in Indonesia's National Framework.

The immediate objectives of IBCA are:

- To create and develop IBCA as the key mechanism to deliver an effective private sector response to HIV/AIDS in Indonesia.
- To assist employers develop non-discriminatory workplace policies and to deliver affordable workplace training programmes in line with international best practice.
- To develop a sustainable business model for foreign and local businesses in Indonesia. This includes the establishment of an effective board, management team and office infrastructure. It includes establishing a membership model that funds IBCA activity and delivers value to member companies. IBCA will draw its membership from companies that are privately owned, state owned or foreign joint-ventures with a high level of commitment to addressing HIV/AIDS as a business issue.
- To coordinate the private sector response to HIV in Indonesia and provide the focus for HIV/AIDS business programmes nationally. IBCA will provide businesses with accurate and targeted information on HIV workplace training materials, policy development and programme implementation. IBCA will also be the main liaison office between government and employers on HIV/AIDS workplace responses; organizing domestic and regional training programmes, events and presentations.
- To promote awareness of HIV/AIDS as a workplace issue within the broader corporate social responsibility (CSR) agenda.
- To publicize international and domestic best practice HIV/AIDS prevention, care and treatment initiatives through the web, publications, media presentations, participation in targeted trade, human resource and industry events.

IBCA was established with assistance from the Asia-Pacific Business Coalition on AIDS (APBCA), which provided advice on forming a Business Coalition, and made approaches to select companies with a view to establishing IBCA. APBCA's strategy was to present the business case for action to all the major companies engaged in HIV/AIDS efforts in Indonesia. APBCA also met with Indonesia's National AIDS Commission, UNAIDS, the International Labour Organization, Business Alliances and NGOs to outline the vision and business case. APBCA has provided opportunities for the companies to share best practice and play a broader role in HIV workplace initiatives through its regional network.

2 Organization

APBCA has funded IBCA's 2007 human resource requirements. It is anticipated that IBCA's secretariat and capacity to self-fund will be realized in 2008.

3 Membership Analysis

Membership Profile

IBCA's Founding Members are:

- Sintesa Group
- Gajah Tunggal Group
- Sinar Mas Group
- Chevron Indo Asia
- Freeport Indonesia
- BP
- Unilever Indonesia

Membership Structure

All IBCA members are part of the network of Asian and Pacific Business Coalitions addressing HIV/AIDS, however, they must elect to become paying members of APBCA, which accrues additional benefits. Companies opting to be members of IBCA have the option of Gold or Supporting memberships, as all Founding Membership places have been filled.

Founding Membership

Members receive: one seat on the IBCA board; all management team training provided free of charge for one year; member company logos displayed on all publications and at all events organized by IBCA; one HIV/AIDS notice board supplied free of charge; two condom vending machines provided free of charge; and monthly newsletters and posters. Seven multinational and national companies have become Founding Members of the coalition.

Gold Membership

Members receive: two training programmes for management team provided free of charge for one year; member company logos displayed at all events organized by IBCA; one condom vending machine provided free of charge; and monthly newsletters and posters. No limit on the number of member companies is anticipated at this level.

Supporting Membership

This membership category will suit small, medium and micro-enterprises requiring affordable, quality HIV workplace programmes, and entitles members to become part of the Indonesian Business Network, supported by the Founding and Gold members. Supporting members will have the opportunity to network with large-size companies at annual IBCA events, and remain informed of key activities, developments and issues through a monthly newsletter and posters. On occasion, these companies will have their workplace programme promoted in the media, and will be provided free-of-charge network facilities and minimum service fees.

Membership Dynamics

IBCA is highly engaged with its founding members, which have provided initial capital, in-kind resources and will form part of the inaugural board.

Membership Engagement IBCA aims to provide the best quality service to its members and will endeavour to:

- Providing accurate and useful information on HIV/AIDS relating to workplace and employment issues, such as voluntary counselling and testing, key information and education on HIV policy development and implementation
- Work with members and employers to eliminate HIV-based discrimination from the workplace
- Develop and coordinate HIV/AIDS behaviour change programmes for workers of member companies
- Assist member companies ensure their employees have access to HIV prevention, care and treatment services.

Member Benefits IBCA has been established to help employers protect their human resource investments. IBCA can assist employers by providing advice on best practice approaches to minimizing the impact of HIV on their business.

Membership entitles business to the following services:

- An assessment of your workplace HIV policy and programme environment
- Briefing to executive management team and human resources team
- Assistance to bring your policy in line with international best practice

Other tools available for a small fee are:

- Design of a tailored HIV programme package
- IBCA workplace training programme delivered, if required, on site

4 Coalition Activities

Activities

Providing Information
Initially IBCA has been disseminating information informally via informal networks. IBCA aims to launch its website in early 2008. IBCA will also circulate a monthly newsletter to members.

Community Engagement
IBCA will support members address HIV in local and national communities through initiatives such as community partnerships and sponsoring specific programmes.

Member Events
IBCA will hold members meetings twice a year. The meetings will provide a forum to update members on IBCA's progress, generate new ideas, and for members to meet and network.

Disease Focus IBCA programmes will focus chiefly on HIV/AIDS. However, illnesses which are closely related to HIV/AIDS, such as tuberculosis and sexually transmitted infections, will be addressed in the scope of IBCA's programme.

5 Coalition Relationships

Relationship Profile

IBCA is part of the Asia-Pacific Business Coalition on AIDS (APBCA), an umbrella organization that supports Business Coalitions on AIDS throughout the Asia-Pacific region. The APBCA delivery model operates via a network of country-based Business Coalitions, with each of the country coalitions delivering HIV workplace programmes and services to its member companies within that country.

The APBCA Network of Business Coalitions



IBCA will not be a parallel organization duplicating the work of other organizations in the field. IBCA aims to identify and fill resource gaps by utilizing corporate resources, such as management marketing skills, material assets and human resources.

IBCA will compliment existing HIV interventions through its advocacy and programme approach. IBCA will bring together companies that are difficult for government, donors or NGOs to reach. IBCA's comparative advantage is its private sector foundations and the "for business, by business" approach. Existing members will encourage and recruit new members. IBCA aims to bring together large companies and become a role model for small and medium size companies.

IBCA plans to work closely with Indonesia's National AIDS Council (KPA), which is well placed to liaise with donors and NGOs. IBCA's activity will compliment the KPA's work place programme strategy. Though working independently, IBCA will work closely with KPA in ensuring quality control for programme activities. IBCA looks forward to working closely with the KPA team to avoid duplication of activity, and importantly, to share best practice and innovation as it emerges from the APBCA network and nationally-based companies implementing best practice programmes.

6 Funding

Funds for IBCA will come from its members. Resources provided by sponsors will be used to run the programme activities. All founding members and gold members have committed funds for three years initially. IBCA founding members will contribute seed money and create a fund to finance the secretariat; at least 2-3 staff will be hired to run the secretariat. The expenses will be recovered by membership fees. IBCA will not require any public funds, nor will be used politically or commercially to mobilize resources for any party.

7 Success Stories

In less than six months, IBCA has developed into an operational Business Coalition on AIDS. With such strong endorsement from Indonesia's private sector, IBCA is on its way to becoming a successful and influential Business Coalition, driving the Indonesian private sector response to HIV/AIDS.

8 The Future

IBCA aims to provide a positive model for effective business engagement on key health and development issues. Over the next few years, IBCA aims to assist the Indonesian government establish a system to ensure that appropriate and necessary policies are in place to equip the private sector response to HIV/AIDS, and to minimize the burden and difficulty companies often face when developing and implementing HIV/AIDS workplace responses.

A key function of IBCA will be the development and coordination of HIV/AIDS awareness and behaviour change programmes for private sector workers, with an emphasis on workplace policies that try to eliminate HIV-based discrimination in the workplace.