



**GBCHealth**

Mobilizing Business for a Healthier World



**GBCHEALTH  
10<sup>TH</sup> ANNIVERSARY  
CONFERENCE AND AWARDS DINNER  
JUNE 1-2, 2011 | NEW YORK CITY**

**BOLD LEADERSHIP.  
BIG IMPACT.**

Business Driving Change for a Healthier World

# GBCHEALTH: LOOKING BACK, MOVING FORWARD

AT THE BEGINNING OF THE NEW MILLENNIUM, THE HIV/AIDS PANDEMIC HAD BEEN SPREADING AROUND THE WORLD FOR 20 YEARS, DEVASTATING PEOPLE, FAMILIES, COMMUNITIES AND ECONOMIES. WHILE SIGNIFICANT PROGRESS HAD BEEN MADE ON MANY FRONTS DURING THAT TIME—IN THE AVAILABILITY OF TESTING AND COUNSELING, TREATMENT AND PREVENTION—LIVES WERE STILL BEING LOST AT A BREATHTAKING PACE.

## **FRESH PERSPECTIVES AND NEW APPROACHES WERE NEEDED TO TURN THE TIDE.**

One of the great, untapped opportunities for stepping up the fight was the business community. Many individual companies had been dealing with the impact of HIV/AIDS on their employees when, by 2001, Kofi Annan, Nelson Mandela, Richard Holbrooke and a group of visionary business leaders had argued that a dedicated business movement was essential to ending the pandemic.

From that initial impetus in 2001, the Global Business Coalition on HIV/AIDS (GBC) was born. Its singular mission: to assist business in taking action against HIV/AIDS on a global scale.

Workplace programs, community initiatives, targeted partnerships and advocacy efforts were the weapons GBC and its founding members wielded in the fight. Soon, other businesses joined the cause, looking to GBC for help to maximize the impact of their HIV/AIDS efforts.



As a result of GBC's work in sharing knowledge across companies, championing great ideas and fostering collaborations among businesses, governments, multilaterals and NGOs, millions of workers, their families and communities were educated about HIV/AIDS, offered counseling and testing and,

when it was needed, given life-saving treatment. The remarkable power of business to impact the health of people was unmistakable.

As membership and influence grew, it became clear that the GBC model could serve as a powerful tool in the fight against other diseases. So, in 2007, GBC expanded its mandate to include tuberculosis and malaria. Along with this expanded focus, GBC began proudly serving as the Focal Point for the Private Sector Delegation on the Board of the Global Fund to Fight AIDS, TB and Malaria. In this role, GBC orchestrates the private sector delegation participation, with the goal of enabling co-investments and facilitating other corporate engagement with the Fund’s recipients worldwide.



While HIV/AIDS, tuberculosis and malaria continue to take an unacceptable toll on communities and regional economies, progress is seen every day—especially as more companies join the fight. One of the hallmarks of the work championed by GBC is collective action. No company, government or organization can address these huge health challenges alone, and time and again we’ve seen that by working with each other and in partnership with governments and civil society, we can have a far greater impact.

Alas, new threats loom on the horizon: Non-communicable diseases present a rising global threat—even in low— and middle-income countries where infectious diseases still impose a huge burden. Diabetes alone is positioned to drain national health program resources and cripple economic development if it is not met with a concerted, multi-stakeholder effort. As with HIV/AIDS, tuberculosis and malaria, business can and must play a part in addressing these and other threats to human health.



That is why, as we enter our second decade, the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria is becoming GBCHEALTH.

It’s the right change for our shared future. We look forward to working with the biggest, smartest and most caring companies on earth as we mobilize change—individually and as a collective force—for a healthier world.