



HIV/AIDS:

How is your organisation responding to the threat?

Standard Chartered Bank has developed an effective HIV/AIDS workplace education model

We have rolled it out to all our staff globally as part of a comprehensive workplace programme

We have a proposal for you...



Living with HIV

Standard Chartered 

Our proposal to you

"I invite you to become a partner and use this ready-made model and all the intellectual capital it contains to educate those who work in your organisation."

Standard Chartered is an international bank with more than 70,000 employees reaching across Asia, Africa, the Middle East, Europe and the Americas.

HIV/AIDS is a threat, not just to the economies in which we invest and the communities in which we operate, but to each of our businesses. Back in 1999, ten per cent of our employees in an African country were absent from work due to an HIV related issue: either because they were ill, caring for a sick member of their family, or attending a funeral. We knew we had to act.

Standard Chartered is not alone. As businesses, we are all exposed. We have a clear business rationale to respond, as well as a moral imperative to take action.

Through our 'Living with HIV' programme, we developed a highly effective workplace education model that has since been rolled out to all our employees, as well as external audiences such as our customers, suppliers, and wider communities. It equips people with the knowledge of how to avoid becoming infected, and also how to avoid infecting others.

This education has made a real difference to the lives of many people across the Standard Chartered footprint. We wish to build on this.

Last year we made a commitment to the Clinton Global Initiative to educate one million people on HIV/AIDS by 2010. Today, I invite you to become a partner by using this ready-made model and the intellectual capital it contains to educate those who are part of your organisation, and help us to make good on that promise.

Together we can be so much more than the sum of our parts. Together we can make a significant difference.



Peter Sands, Group Chief Executive, Standard Chartered



The global HIV/AIDS epidemic

- ▶▶ Young adults between 15 and 24 years old, those making up the future workforce, account for the greatest number of new infections (Global Business Coalition)
- ▶▶ It is estimated that an average of 15 years of working life will be lost for each employee affected by AIDS (International Labour Organization)
- ▶▶ The global labour force has lost more than 28 million people as a result of AIDS. Without further intervention this number could grow to 74 million by 2015 (UNAIDS and World Health Organization)
- ▶▶ By 2010, per capita GDP in some of the hardest-hit countries may drop by 8 per cent and per capita consumption may drop even further (United Nations Special Session on HIV/AIDS)
- ▶▶ In countries with high infection rates, nearly two thirds of private sector organisations expect future business impacts to be serious (World Economic Forum)

What is Standard Chartered's approach?

Standard Chartered's 'Living with HIV' programme involves delivering education through employee peer educators, called HIV Champions, who conduct face-to-face HIV/AIDS awareness sessions.

Employees volunteer to become Champions and are trained about HIV/AIDS, how to communicate effectively, and are offered a choice of educational resources. The Champions are able to adapt their campaigns to their own local and cultural contexts.

With an approximate ratio of one Champion to 150 employees, the Champions then begin a programme of HIV/AIDS education sessions for their colleagues. The accompanying assessment process ensures that all staff acquire a basic level of HIV/AIDS knowledge. This workplace education programme is supplemented with an online e-Learning module.

What does the partnership involve?

The partnership is deliberately flexible to ensure that it can be tailored effectively to your organisation. The programme would involve the adoption of at least one of the following Standard Chartered educational approaches:

- Face-to-face education sessions conducted by HIV Champion peer educators. This would involve Standard Chartered's HIV Champions training HIV Champions within partner organisations to use educational material, modules, case studies and games developed by the Bank
- The roll-out of an e-Learning module for employees who regularly use computers

We will not charge for sharing our educational products and techniques with partner organisations.

How would the partnership work in practice?



Already on board

AIESEC

AIESEC, one of the world's largest student organisations, has teamed up with Standard Chartered to educate 300,000 young adults around the world.



In 2003, Standard Chartered and AIESEC established an HIV/AIDS Learning Network in Malaysia. Through this network, the Bank's HIV Champions trained 75 AIESEC members to deliver peer-to-peer education within their universities. The scheme was then extended to include teenagers across the country.



Chiew Sin Mun, a Standard Chartered HIV Champion in Malaysia, with an AIESEC undergraduate who had completed the Standard Chartered AIESEC "Train the Trainers" programme

"The partnership helps us achieve our mission of educating today's youth, who we aim to develop into tomorrow's leaders, about critical issues like HIV which plague our world today. This helps them make informed decisions for themselves and identify a tangible contribution they can make for a better tomorrow."

Rishabh Chopra, Vice President External Relations, AIESEC International

VIRGIN GROUP

On World AIDS Day 2007, the Virgin Group became a global partner and began rolling out an adapted version of the e-Learning module to its workforce.

The Group, which manages more than 250 branded companies in 29 countries, will educate its 50,000 employees throughout Europe, North America, Asia and Africa.



"Virgin is passionate about the importance of protecting its employees throughout the world from HIV/AIDS, and we are extremely pleased to join the Bank as a partner. As Standard Chartered has shown through the success of its workplace education programme, business has a crucial role to play in tackling HIV/AIDS."

Patrick McCall, Virgin Group Commercial Director

Why is Standard Chartered's approach right for your business?

The workplace programme is flexible, both to meet the diverse needs of participants, and to reduce the costs of implementation for potential partners. It is straightforward to set up and simple to run. As the programme filters through the workforce via a few highly trained and motivated HIV Champions, it is very efficient in terms of staff and management time.

As well as delivering successful outcomes, this approach has proven to be a valuable way of engaging employees. Implementing the workplace programme through HIV Champions and e-Learning shows staff not only that their company cares for their welfare, but also that it trusts them to take charge of their own learning.

"I felt immense pride, coming from Standard Chartered, which leads the way as an ethical company walking the talk... I really felt that I had made a difference."

Junie Foo

Vice President, Regional Account Manager,
Global Corporates, Singapore



Junie Foo watches as one of the course participants steps up to the challenge

A Champion's Story



Daniel Luzinda

Head of Solution Delivery, Client Relationships, Uganda

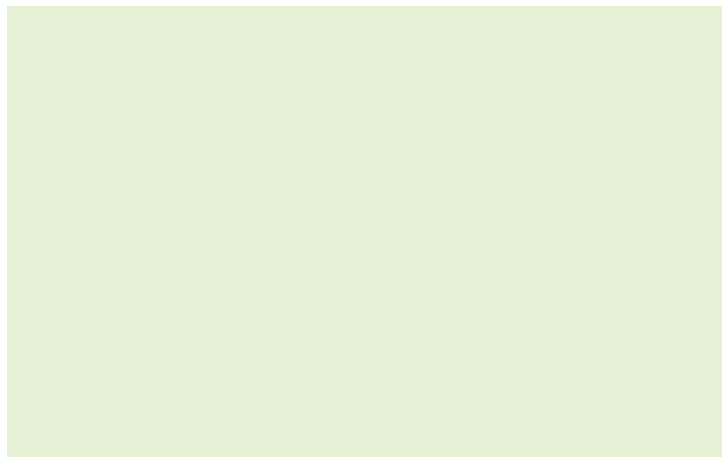
"Uganda is one of the few African countries where the rate of HIV infection has declined. It is a rare example of success in a continent facing a severe AIDS crisis. At the end of 2003 the Government and UNAIDS stated that only 4.1% of adults had the virus compared to 15% in the early 90's.

"Standard Chartered Bank Uganda has used the **ABC** approach – firstly, encourage **A**bstinence from sex until marriage; secondly, advise those who are sexually active to **B**e faithful to a single partner or reduce their number of partners; and finally, especially if you have more than one partner, always use a **C**ondom.

"We work to break down the stigma associated with HIV and AIDS, and encourage frank and honest discussions on sexual behaviour – previously a taboo. The HIV Champions meet with staff informally to provide emotional and social support. Unity amongst individuals has been strengthened. We have also partnered with people living with HIV to testify and share their experiences at gatherings for students at Makerere University, where the Bank recruits young talent."

How to find out more about becoming a partner

Please send an e-mail requesting more information to Vanessa Green in Standard Chartered's Group Sustainability team - LivingWith.HIV@standardchartered.com - or your personal contact:



**You care
we commit**

Educating one million people about HIV/AIDS by 2010

About Standard Chartered

Standard Chartered PLC is listed on both the London Stock Exchange and the Hong Kong Stock Exchange and is consistently ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network in over 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world's most international banks, Standard Chartered employs more than 70,000 people, representing more than 100 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

For more information, please visit: www.standardchartered.com