

Tracking Corporate Engagement on HIV & AIDS

#workingpositively



For nearly 30 years, corporations in the United States have engaged in the HIV and AIDS awareness movement in various ways, intersecting and paralleling the call for LGBTQ workplace equality. From early internal efforts based in education and policy in the 1990s, to large-scale visibility campaigns in the 2000s, corporations have adopted policy protections and increased acceptance of people living with HIV and AIDS.

The trajectory of corporate engagement from the early 1990s to the present day:

1990s

Internal organizational efforts



- In 1988, and ahead of many others, Levi Strauss & Co. integrated HIV and AIDS education into their new employee orientation training in the U.S.
- Employers began adopting non-discrimination policies that cover sexual orientation and began offering domestic partner benefits, organizationally recognizing their LGB employees.

2000s

Visibility campaigns



- In 2004, the Levi Strauss Foundation became the first corporate foundation to support the "Syringe Access Fund," advocating access to clean syringes for injecting drug users as a critical measure to slow the spread of HIV and AIDS.
- In 2006, "Product Red" was started as an initiative to get businesses and consumers involved in eliminating HIV and AIDS in Africa.

2010s

A Global Move to End Discrimination



- In 2012, the Levi Strauss Foundation led a pledge calling on governments to end HIV-related travel restrictions. "HIV travel restrictions are discriminatory and bad for business," said Chip Bergh, President and CEO of Levi Strauss & Co. Along with more than 40 other CEOs, Bergh signed an initiative urging the repeal of laws in 45 countries that restrict travel for those living with HIV and AIDS.

- In 2019, IBM and SAP partner with Deutsche Aidshilfe to launch **#workingpositively** in Germany, recruiting over 100 companies and organizations to commit to ending workplace discrimination for people with HIV and AIDS.

2020

The Movement Continues



- Building on the success of the 2019 German campaign, the HRC Foundation, in partnership with IBM, SAP and Deutsche Aidshilfe, bring **#workingpositively** to the United States. **#workingpositively** is a global campaign that invites employers to commit to being visible role models in their support for employees who are HIV-positive and ending discrimination against people living with HIV.

Learn more about the program and take the employer's pledge here: hrc.im/workingpositively

