

CAVEAT

NOTE: NOT AN AUTHENTIC CORPORATE DOCUMENT

In several articles, I have referred to the "Heineken" HIV/AIDS policy, which I claim is a proactive document **on paper** (content and goals), and might well be emulated by other globalized companies as a first step; criticism has been in the speed and breadth of implementation, and in particular, Heineken's (and other beer companies') reticence to apply fully such a policy in order to protect the lives of beer promotion women selling its products in South -Asian markets such as Cambodia.

My statements have been based upon the attached document, originally faxed to me by Heineken's in April, 2002. It is not a confidential document, but rather an internal company document, not widely disseminated outside of the company.

This version may not represent Heineken's most recent version. It also may contain some errors due to the faxing, and scanning and OCR translation

Those wishing to cite Heineken's policy in articles ought to consult the company directly for the authentic version they can supply.

Only Heineken can provide its true and authentic policy.

This document is only for information purposes concerning the documentation of claims made by myself and others working with Cambodian NGOs about Heineken's implementation. It does not represent any endorsement of Heineken policies either by the author nor by the websites posting this.

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Siem Reap, Cambodia

Mar. 7,2004.

Heineken's

HIV/AIDS Policy

contribution of a private company

Heineken International

Foreword

HIV/AIDS has significant negative implications both for world-wide public health and global economic development. But the problem also has direct and indirect effects on Heineken. That is why Heineken has been executing HIV/AIDS prevention and care programmes in its facilities for many years now.

We believe that public health is primarily the responsibility of national governments. However, we have to face the facts that in some areas in the world governments fail to fulfil their primary public health duties. In such areas Heineken accepts, under certain conditions, a supplementary role in the organisation of health care.

With the right medical infrastructure, HIV therapy could prolong productive life and reduce sickness. Heineken as an employer can meet these conditions and has decided to include anti-retroviral therapy in existing local medical curative programmes, unless those concerned are eligible for a comparable external programme.

Anti-retroviral therapy is a complex therapy and must and will be properly monitored and managed. Open channels of communication are maintained with international agencies, local governments and non-governmental organisations.

In many cultures, the issue is still sensitive, and there is always a danger of stigmatisation and discrimination of HIV-positive people.

This HIV/AIDS policy has been developed to clarify Heineken's position and to define the conditions and principles of its prevention and medication policy.

We sincerely hope that Heineken will set an example for both international businesses and governments to jointly fight this pandemic, which had and unfortunately will have such a devastating impact on the development of the world community.

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January 2002



Preamble

In formulating the Heineken HIV/AIDS policy, the following principles are of primary importance:

- employee health and safety is a high priority for Heineken. The company's main focus here is on the prevention of work-related accidents and damage to health;
- Heineken believes that public health is primarily the responsibility of national governments. This includes health problems resulting from environmental factors (e.g. malaria) and also damage to health, which might have been caused or aggravated by individual behaviour outside the working environment (e.g. HIV/AIDS). If and in so far as national governments fail to assume their primary public health duties and if this failure affects employee performance, the company will accept a supplementary role in the organisation of health care.
- when determining the nature and extent of its responsibility in this regard, Heineken takes into consideration the positions of international bodies (such as the WHO, the ILO, etc.) and international business. However, Heineken reserves the right to conduct its own evaluation of the effects of its policy on the local company effects

Basic principles of Heineken's HIV/AIDS policy

Given the nature and development of the disease and its effect on business, Heineken focuses primarily on prevention and on health support for HIV and AIDS patients.

Heineken firmly opposes discrimination in general, including discrimination of employees with HIV, and will make every effort to ensure that employees are not stigmatised. Their HIV status will not affect job security, terms of employment or any other element of social policy. They will be treated in the same way as employees suffering from any other chronic disease with regard to absenteeism, assessment, transfer to a less demanding position or working environment. HIV status will not be a criterion in redundancy selection. Heineken will not oblige anyone to undergo an HIV test or treatment, whether it concerns employees, potential employees, their families, or third parties. Personal medical information including a request for and the result of voluntary HIV tests will be treated in the strictest confidence.

Heineken will co-operate where possible with relevant organisations and institutions. Heineken will do its utmost to allow local communities to benefit from the spin-off of preventive activities which Heineken organises for its employees.

Prevention and health support programme

A. Prevention programme should result in changes in behaviour.

An integrated prevention programme will include at least:

- information and education;
- measures to increase the availability of condoms;
- general protection and preventive measures;
- management of sexually transmitted diseases (STDs);
- counselling;
- opportunities for voluntary HIV tests;
- measures for the prevention of vertical transmission from mother to child

Additional programmes will be developed locally for groups with an increased risk of infection (e.g. promotion girls, employees who live apart from their families, etc.). Evaluation of the risks could lead to radical changes in working conditions, training, coaching and management control.

B. Health support programme for HIV and AIDS patients

Employees who test positive for HIV can be productive for a long time if they receive the right help and guidance.

Heineken will establish an effective health support programme for employees with HIV and their immediate family. This will consist of:

- prevention and treatment of opportunistic Infections;
- counselling and care for AIDS patients.

Anti-retroviral therapy

A. Basic principles

The Executive Board of Heineken has decided to include, under conditions set out below, anti-retroviral therapy in existing local medical curative programmes unless one is eligible to a comparable external programme. This decision applies in principle to all Heineken organisations world-wide. A temporary different position of one of the organisational units or countries is only permissible if there are objective differences in local circumstances that make the implementation of such a policy unattainable.

Heineken will organise access to anti-retroviral therapy in so far as and as long as such therapy is not otherwise available or, in the company's view, this cannot be afforded and/or there is no access to the proper medical infrastructure. Heineken will offer anti-retroviral therapy within the context of existing local medical policy, including the conditions of entry and exclusion rules adopted as part of this.

Heineken solely offers anti-retroviral therapy if a controlled supply of medication is reasonably guaranteed over an extended period without interruption. Therapy will not be offered if Heineken cannot guarantee a high level of quality.

Therapy will solely be offered in accordance with protocols laid down by Heineken International Medical Services (HIMS). A competent external body will internationally monitor the quality of the necessary infrastructure, level of knowledge and treatment.

B. Eligibility

Only those who qualify for medical facilities under the existing policy also qualify in principle for the therapy referred to. Generally speaking, these are staff, their partners and their dependent children up to a set age.

In establishing whether someone qualifies for therapy, no distinction is made according to the position of an employee in the organisation or any other irrelevant discriminatory criteria. Qualification for therapy will be based on medical grounds only.

In so far as and as long as one qualifies for the medical facilities under existing arrangements, any therapy in place will in principle be continued unless the individual concerned fails to observe the stated terms for therapy or is eligible for a comparable external programme. By way of exception from this, therapy already started will, subject to conditions remaining the same, also be continued after redundancy due to reorganisations.

The local management will endeavour and, for those no longer qualifying for anti-retroviral therapy under the existing entry/exclusion rules, promote access to an alternative external programme. Those receiving therapy will be expected to make a reasonable personal financial contribution and to take the steps necessary to ensure that the therapy can be effective.

C. Organisation and management

The local management is responsible for implementing the HIV/AIDS policy. In doing so, it endeavours to involve international organisations, local authorities, non-governmental organisations and, if possible, other local and international companies.

Where necessary, the formulation of programmes can be adapted to the local culture, as long as this does not affect efficiency and safety and as long as implementation takes place within the HIMS policy formulated in this brochure.

Support for programmes will be established among employee representatives, usually trade unions and/or internal consultative bodies.

In every operating company where this is relevant, a committee will be established to advise on the organisation of the prevention programme, health support programme, anti-retroviral therapy and associated problems. Ethical dilemmas should be submitted by the management to the Corporate Medical Ethics Committee (being established) which, after consultation, takes a decision on individual cases and develops guideline for medical ethical action within Heineken worldwide.

The local management will assess the possibility of placing the infrastructures and expertise of Heineken - both medical and organisational - at the disposal of the local business community so that they can initiate similar programmes. Furthermore, the local management will actively draw its policy to the attention of local business partners and other enterprises and, where possible, enter into partnerships with them in order to pursue effective policy concerning HIV/AIDS prevention and therapy as a shared initiative.

Heineken will grant assistance to research initiatives on biomedical and psychosocial aspects of HIV/AIDS prevention and anti-retroviral therapy.

Communication

For Heineken and for the success of any HIV/AIDS programme, it is important that the participants, authorities and general public will be informed correctly. Information should cover the nature of the measures taken and the reasons behind them. The local management is

responsible for full and proper communication in this regard which should be based on the following principles:

- Heineken will not pro-actively publicise its policy and the latter will be implemented in a 'low profile' way. It is not the intention to use this policy for 'competitive advantage'.
 - collaboration will be sought with international bodies such as the World Health Organisation (WHO)/UNAIDS, the World Bank, the International Labour Organisation (ILO), the Global Business Council on HIV/AIDS and the Global Health Initiative (GHI) of the World Economic Forum.
 - criticism about the policy or components of it should be countered by engaging in an open dialogue.
 - local management will, particularly in the initial phase, have to monitor public opinion actively.
 - local management will do its utmost to support local initiatives that are aimed at supplying medication, including initiatives which are not aimed at its target group.
- In view of the policy of the ILO and others, local management should consider making the issue of alcohol and AIDS part of its Alcohol Policy.

Costs

The costs of the HIV/AIDS policy are borne by the enterprise.

A personal contribution is expected from those included in the test and medication programme. The level of this contribution is determined by the local management, but should be reasonable in relation to disposable income. The object of this contribution is primarily to promote compliance with the requirements imposed by the therapy.

The costs of developing these programmes, the materials, etc., and costs of the training and supervision, etc. of the medical staff will in principle be charged to HIMS.

The local implementation of these programmes, including the costs of any medication, will in principle be charged to the local organisation, unless the management of the national umbrella organisation or cluster decides to take care of these costs.
