



Royal Dutch Airlines

KLM and the HIV/AIDS Awareness Project in Africa

KLM does its utmost to strike a balance between business considerations and the interests of broader society. We devote attention to local and global issues such as HIV/AIDS. As a global, multinational organization, we believe it is our corporate duty and responsibility to help tackle problems associated with HIV and AIDS.

Did you know?

In 2005, KLM initiated an HIV/AIDS awareness program for its staff in Africa. Its main aims are to provide information and dispel myths about this disease, and to tackle the problem of discrimination.

What are we doing?

The information campaign consists of 4.5-hour workshops provided by a professional trainer, who creates a highly interactive environment designed to put participants at ease.

What is the result?

Having run the program for two years, KLM now wants to take it to the next level. Staff inside and outside the company will be prepared to advise and inform others in their immediate surroundings.

We intend to initiate similar HIV/AIDS program on other continents in due course.

Our partner, Air France, has now also adopted the program, giving it an even broader base.

