Our vision, mission and values

Our vision is a world with no new HIV infections, and where those living with HIV and AIDS do so with equality and the support they need.

Our mission is to ensure widespread knowledge and understanding of HIV and AIDS, in order to reduce infections and improve the lives of those affected. We will do this by promoting innovative approaches, partnerships and action to inform and empower.

Through our organisational values we strive to be:

**Evidence-based**

We are a non-profit knowledge organisation, committed to providing reliable, accurate, and accessible information on HIV and sexual health – based on sound evidence – which can save lives and improve the global response.

**Responsive**

We are responsive and adapt to changing trends in the HIV epidemic and in technology to ensure our work remains insightful and relevant, and to maximise our impact.

**Trustworthy**

We have more than 30 years of experience working in the HIV response. We pride ourselves on our honesty, transparency and responsibility – to those we support and to those who support us.
Creative

We understand the power of new approaches to support change and to reach those who need to know about HIV. We are future-focused and solutions-oriented, and think creatively to bring new insights to our work and to the sector.

People-oriented

People are at the centre of what we do and how we do it. We support, value, engage and involve them. We aim to be accessible, inclusive and friendly in everything we do.

Collaborative

We believe by working in partnership we can have greater impact through the pooling of skills and resources and sharing of learning.

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