

Why Should The Private Sector Be Engaged On Nutrition?

To achieve the Sustainable Development Goals:

“ Intensive global engagement in support of implementation of all the Goals & targets [is required], bringing together Governments, the private sector, civil society, the United Nations system & other actors & mobilizing all available resources. ”

2030 Agenda for Sustainable Development

The private sector is increasingly recognized by public sector actors as a key contributor to both social and economic development.

Nutrition offers opportunities for business to increase sales and profits in a way that contributes to both social and economic development.

“In the food and agriculture sector, net annual investments of US \$320 billion by the private sector could result in business opportunities across the food system totaling US \$2.3 trillion a year by 2030 in areas from food production, all the way to processing and sales.”¹

- Valuing the SDG Prize in Food & Agriculture

Strengths of Private Sector

- Private sector produces many non-food products & provides services that contribute to improved nutrition
- Private sector's operating model requires scale, efficiency & cost effectiveness to achieve profit
- Private sector has extensive expertise that can be applied to solutions for improved nutrition

Private Sector Workforce & Impacts Of Nutrition

- The private sector employs a substantial part of the 3.4 billion-strong global labor force. Formal industry provides employment and thus, income, to 22% of the global labor force; over 50% of the labor force is also employed in the service industry, and 26% in agriculture. (ILO, 2018)
- Good nutrition leads to reduced sick days, improved productivity, and a breastfeeding-friendly workplace can also play a role in improved breastfeeding practices.
- Opportunities to reach people by leveraging the private sector as both suppliers and employers to improve nutrition are high.

The SUN Movement & SUN Business Network

1 Overview

Established in 2010, the Scaling Up Nutrition, or SUN Movement, is a global movement that supports country-level action to end all forms of malnutrition.

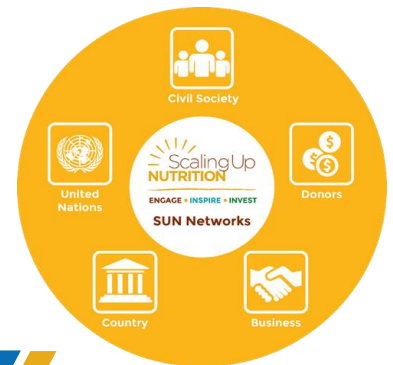
Countries sign up to the Movement, recognizing that ending malnutrition is a multi-sectoral and multi-stakeholder effort.

By late 2018, 60 countries and three Indian States had joined the SUN Movement. Each national government then appoints a SUN Focal Point to at country level.

2 Multi-stakeholder 'Network' Model

To support national governments and foster this multi-stakeholder approach, SUN Networks were comprised:

- Donor Network of SUN funding partners (established in 2010)
- United Nations SUN Network, which includes of relevant UN agencies working within the nutrition space (established in 2010; housed within WFP HQ)
- Civil Society Network of committed civil society partners (established in 2011).
- **Business Network (established in December 2012)**



3 SUN Business Network Co-conveners

WFP was strategically selected based on the agency's reach and ties with the private sector due to its organizational footprint and its wide range of operational contracts with manufacturers, transporters and retailers.

Global Alliance for Improved Nutrition (GAIN) was selected based on its track record in working with the private sector to build local development outcomes surrounding nutrition at country level and its relative agility as an International NGO. The SUN Business Network Secretariat is housed at GAIN.

4 Initial Country Level Action

GAIN catalyzed action in several countries through their global support to Country Offices in Tanzania, Mozambique, and Nigeria

WFP supported grass-roots action over a number of years to engage local business in Zambia, launching the country's SUN Business Network in 2014

Indonesia was the first to successfully establish a Business Network driven by the private sector, with the IndoFoods company in the lead.

SUN Business Network

An Overview

Platform for engagement of businesses within a multi-stakeholder, country-owned, approach to scaling up nutrition.

The SUN Business Network aims to harness the expertise, reach and market impact of the private sector to improve nutrition for consumers.

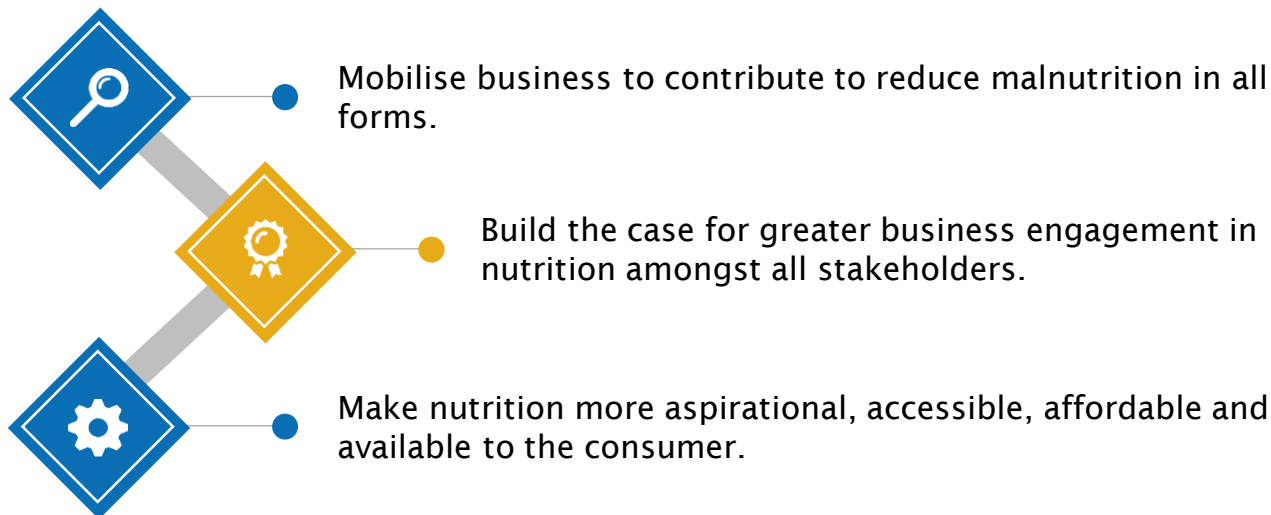
At country level, the SBN sits under the national Government SUN Focal point, but usually convened by an external entity.



Objectives

Globally, the SUN Business Network aims to reduce malnutrition in all its forms through mobilizing business to invest and innovate in responsible and sustainable actions and operations.

It has laid out three key objectives to achieve this



SUN Business Network Website: <http://sunbusinessnetwork.org/about/>

SUN Business Network Engaging with Other Partners & Stakeholders

Non-Private Sector Collaboration & Partnerships

01

Non-private sector institutions can also support engagement and initiatives that further enhance the private sector's role in nutrition

02

Partners that work in complementary areas may be identified, providing opportunities for strategic partnerships that support SUN Business Network objectives

03

Depending on shared objectives, partnerships may be formal, with roles and responsibilities clearly defined for collaboration on specific initiatives, or informal, with general coordination and support

Based on the country context, Network conveners may choose to have different levels of SUN Business Network membership for different types of institutions (including public sector and development institutions), or may engage with non-private sector 'supporters' in a less formal manner.

Non-private sector members or supporters may include

- Government Institutions,
- Business, Trade or Industry Associations
- Chambers of Commerce
- Donor Agencies
- Civil Society Organizations (local and international),
- Foundations
- Health Systems & Health Professionals Associations
- Nutrition Associations
- Local UN Agencies
- Academic and Research Organizations
- Others

Any of these types of organizations may be engaged and leveraged for different reasons, depending on what is relevant within the local context.

SUN Business Network

Engagement across SUN Networks

Engagement and Collaboration with Other SUN Networks

Given the multi-stakeholder and multi-sectoral nature of the SUN Movement, engagement with other SUN Networks is important.

These stakeholders should be involved throughout the setup process to refine Business Network priorities, membership criteria, and the governance structure, and ensure that concerns of the other Networks related to working with business are addressed.

Development process of a SUN Business Network Strategy is an opportunity to identify points of collaboration between the Business Network and Government, or the Business Network and other Networks.

Potential areas and considerations for working together may include:

01

Government:

The SUN Focal Point will be involved and is a key stakeholder within the local Network, but that degree of involvement will depend based on the country context, including capacity of the SUN Focal Point, entry points for collaboration, and the overall interest of the Focal Point to engage.

Government may play a leadership role, or may provide technical guidance and validation of priorities and initiatives.

02

United Nations:

The convening role of the UN can be built on to bring together stakeholders.

Technical staff may be leveraged to provide technical nutrition advice and guidance to ensure interventions are in line with UN guidance on health and nutrition. Staff may also play a longer-term technical role in design of interventions, the vetting of potential Business Network members, or otherwise.

03

Donors:

Donors and the local Donor Network may be called upon to provide catalytic funding to establish and operate an SBN.

Increasing Donor priorities on engagement with private sector can be built upon to create links between their existing economic development portfolio and nutrition.

04

Civil Society:

Collaboration with Civil Society may focus on advocacy and messaging, specifically focusing on relevant aspects where they private sector can improve nutrition, including breastfeeding. Depending on the context and selected initiatives, there may be opportunities to leverage Civil Society as a watchdog to help monitor implementation an intervention.