Helping Consumers to identify and choose nutritious foods

CRS Integrated Nutrition Conference
14th November, 2016
The SUN Business Network (SBN)

- Globally, the SBN is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders from member companies.
- In Zambia, the SUN Business Network is led by NFNC & facilitated by WFP, with support from a number of donors.
- Vehicle of engagement for business within a multi-stakeholder, country-owned, approach to scaling up nutrition.
- Businesses are required to sign up to several commitments including to uphold the International Code on Marketing of Breast Milk Substitutes.

Why Engage the Private Sector in nutrition?
- Businesses can provide **investment**, technological innovation and commercial capabilities to increase the supply of nutritious, safe and diverse foods.
- **Business competencies** in marketing & behaviour change communications (BCC) and mobile technology and can support efforts to build demand for and educate consumers about the importance of good nutrition.
- **Meaningful dialogue** between businesses, national governments & civil society groups facilitates better understanding of the different priorities & motives of each.
SUN Business Network: A Global Perspective

www.sunbusinessnetwork.org

Sept 2013: SUN Global Gathering - 8 companies join
Feb 2014: SBN integrates commitments from 2013 Nutrition & Growth Summit, Target set to recruit 99 companies
July 2014: Business commitments tracked through Global Nutrition Report
Nov 2014: Guide to Business Engagement is launched
Jan 2015: 107 companies recruited, exceed target for 2015
June 2015: First SBN Regional workshop for Eastern & South Africa
Nov 2015: 164 companies recruited
Jan 2016: Target to recruit 200 companies

Commitments made under SBN will reach 166m consumers every year by 2020

Benefiting 1.3bn consumers between 2015-2020

As business engagement and outreach grows in more SUN countries, more companies will be added to the global platform

Countries developing business strategies in 2015

Guatemala, Zambia, Cameroon & Tanzania have launched SUN Business Network strategies
Nigeria, Indonesia, Mozambique, Pakistan, Kenya, Ethiopia & DR Congo committed to beginning a SUN Business Network strategy by end of 2015

Commitments: number of commitments/total population reach between 2015-2020 (where figure available)

- 29 countries requested support from SBN to develop engagement strategies
- 29 countries have business leaders participating in multi-stakeholder platforms
- 40 Nutritional Foods (Including fortification) 252,868,000
- 30 Agriculture, Behavior, Dairy, Agriculture inputs 6,534,000
- 30 Workplace 1,221,584
- 14 Mobile Communications, Information Technology 3,500,000
- 8 Nutrition Education 2,333,000
- 4 Micronutrient Supplementation 61,300,000
- 3 Social Marketing Programmes 500,000
- 3 Food Safety 1,005,500,000
- 16 Behavioural Change, Communications, Marketing & Advertising
- 13 Food Security and Procurement
- 12 Financial Services
- 10 Nutrition Research
- 5 Extractives
- 4 Consumer Insight & Research
- 4 Health Education
- 3 Supply Chain & Logistics

199 commitments in total
How is the SBN Structured?

- **National Food and Nutrition Commission (NFNC)**
  - 50%+ private sector
  - Provide strategic guidance to the SBN
  - Raise awareness of nutrition in the private sector
  - Meetings every 6 months

- **SUN Business Network Team (within WFP Zambia)**
  - Lead, Support, Encourage
  - Accountability and oversight
  - Quarterly meetings
  - Guidance on major decisions

- **Advisory Group**
  - Convening Committee (WFP and NFNC)
  - SUN Business Network Global Board and Team
  - • Accountable and oversight
  - • Quarterly meetings
  - • Guidance on major decisions

- **Local Civil Society (CSO-SUN Alliance)**
  - Members of the SUN Business Network
  - Private Sector
  - Government
  - NGO & Partners
  - Academia
  - United Nations

<table>
<thead>
<tr>
<th>Purpose</th>
<th>A business community that leads, supports and encourages the members it represents, and the broader Zambian private sector, to improve nutrition</th>
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<tbody>
<tr>
<td>Vision</td>
<td>To become the centre for promoting nutrition in Zambia’s private sector</td>
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We will achieve our vision through 6 strategic pillars

<table>
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<tr>
<th>Our focus</th>
<th><strong>Lead</strong> “SBN team solely owns and drives”</th>
<th><strong>Support</strong> “SBN team coordinates these initiatives; with various levels of support from donors, partners and members”</th>
<th><strong>Encourage</strong> “SBN team helps to facilitate these initiatives by linking together interested parties”</th>
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</table>

**Strategic Pillars**
1. Develop a strong SBN brand and membership
2. Increase nutrition awareness and demand
3. Increase commercial engagement in the nutrition market
4. Improve the nutrition regulatory environment
5. Improve nutrition distribution partnerships
6. Improve nutrition in the business community
**Initiatives**

**SERVICES AND TOOLS**
Available from SUN Business Network

- **‘How To’ guide on fortification**
  - Practical and simple guide on the key steps in fortifying food products for commercial sale in Zambia - Approved by Zambia Bureau of Standards (ZABS)

- **Nutrition Business Tool**
  - Assessment tool and supporting questionnaire to help businesses understand their readiness to enter the nutrition market

- **The Good Nutrition Award**
  - Annual prize category for start-up businesses in food and nutrition in partnership with local Business Plan Competition (3 Awards since 2015)

**RECENT EVENTS (Highlights)**

- **November 2016:** Workshop to develop Certification standards - Good Nutrition Logo
- **October 2016:** Awarded ‘Good Nutrition’ prize – 2016 Nyamuka Business Plan Competition
- **August 2016:** Project Launch – Good Nutrition Logo
- **April 2016:** Dial-A-Load distribution pilot Launch & Distribution Study report
- **Nov 2015:** 1st Anniversary Gala Dinner of the SBN in Zambia

**WHAT’S NEXT?**

- **SBN Good Nutrition Festival** (December 2016)
- **Economic Analysis and costing** of regulatory tools for improved Nutrition
**Key SBN Stakeholders & Members**

### Benefits of Joining the Network

- Networking platform to facilitate learning and partnerships
- Market opportunities in nutrition market; news, trends and consumer behaviour
- Support in developing proposals to access finance and technical assistance
- Global exposure as a supporter of improved nutrition on the SBN website

### Members

- **Food Producers, Marketers, Processors/Distributors**: 32%
- **NGO & Partners**: 18%
- **United Nations**: 3%
- **Financial services**: 3%
- **Agriculture**: 10%
- **Industry Associations & Others**: 25%
- **Academia & Health Services**: 9%
- **Non-private sector**: 25%
- **Private Sector**: 75%

**What are the benefits of joining the Network?**

- Government
- NGOs & Partners
- United Nations
- Donors
- Universities and nutrition researchers

**Members**

60 and counting...
Members (Companies)
The Zambia Good Nutrition Logo
Good Nutrition Logo: The Rationale

Project Objective:
Develop and roll out a Good Nutrition Logo on foods that meet established nutrition-related standards to increase ease of identifying nutritious products for consumers

Initiative Rationale:
1. Nutrition knowledge and awareness is limited
2. Consumer demand for nutritious foods is low
3. Availability of nutritious products is inadequate
4. Junk food is cheap, fast, and everywhere
5. Various food products make nutrition claims that are not validated; there is no criteria or mechanism for validation
# Nutrition Labelling: Options and Types

**Policy**

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<th>Nutrient Listing on Packaging</th>
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**Description:**
Consumers prepare less food from raw ingredients and buy more processed, pre-packaged food. Consumers of pre-packaged food and beverages are dependent on nutrition labelling to guide their choices.

3 types of listings:

1. Mandatory declaration of nutrients
2. Mandatory declaration if a claim is made about a specific nutrient
3. Voluntary declaration of nutrients

### Interpretive or warning labels (front of packaging)

### Nutrient lists (often found on back of packaging)
Many countries have developed their own front of-pack nutrition logos, which vary in design and complexity; most logos target reductions in non-communicable diseases.

Some countries have recommended labelling systems like the Multiple Traffic Light (MTL) developed by the United Kingdom’s Food Standards Agency and the ‘Choices’ logo in Netherlands.

The aim of most campaigns involving logos has been to help people make better food choices.

Front-of-pack nutrition labels encourage companies to reformulate existing products and develop new ones with a healthier product composition.

Logos must be:
- Simple – one stamp for many products and is easily recognisable within a few seconds
- Credible – scientific criteria set by an independent committee
- Open – any food, retail or catering company can participate
- Effective marketing & visibility are essential to encouraging use of the symbol
Country-level positive front-of-pack logos

- Australia
- Thailand
- Singapore
- Mexico
- Abu Dhabi
- Slovenia
- Scandinavia
- Finland
- Argentina
- Poland
- Global
- Netherlands
- Czech Republic
- Philippines
- Nigeria
## Project Plan/phasing

<table>
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<tr>
<th>I. Idea Evaluation</th>
<th>II. Business Feasibility</th>
<th>III. Development</th>
<th>IV. Scale-up</th>
<th>V. Running Business</th>
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<tbody>
<tr>
<td>Jan–March ’16</td>
<td>April–Dec ’16</td>
<td>Jan–April ’17</td>
<td>May–Jun ’17</td>
<td>&gt; July ’17</td>
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### Goal

1. Analyze Nutrition Logo Best Practices
2. Define a high-level vision for the Nutrition Brand Logo
3. Form SC to set local Nutrition Criteria

### Current Focus

1. 1. Project plan & estimated cost for the logo
2. Regulatory feasibility check & business support
3. Form SC to set local Nutrition Criteria

### Key Next Steps

- Formulate Logo Certification Standards, Enforcement Mechanism
- Develop Marketing & Communication Strategy for initiative, including social media strategy
- Design and Support implementation of Nutrition Logo Programme

1. 1. Form legal entity and implement logo
2. Increase visibility & formalize business support
3. Conduct Consumer Baseline study

1. 1. Identify Compliant Products
2. Add logo to compliant products
3. Launch the BCC Campaign

1. Successfully run the logo
2. Recruit new companies to join
3. Show impact of the logo
Thank you

Questions?