



NUTRITION AND THE PRIVATE SECTOR

The private sector can play an important role in combating undernutrition by:

1. Contributing to improving nutrition outcomes from a Corporate Social Responsibility or philanthropic approach
2. Investing in the production of new nutritional products or improve the nutritional value of existing ones to contribute to the delivery of quality nutritional products at scale
3. Advocating to governments for policy changes and increased prioritization of nutrition
4. Supporting local economies by sourcing food from small-scale producers
5. Improving workplace nutrition policies, such as increasing length of maternity leave and support for workplace breastfeeding, provision of nutrition education, etc.

Investments in undernutrition can also benefit the private sector by:¹

1. **Developing new markets** – Consumer demand for nutritious food is growing. The International Finance Corporation estimates that the 4.5 billion people at the “base of the economic period” spend \$2.3 trillion a year on food and beverages.²
2. **Improving workforce productivity** – Undernutrition impairs cognitive development and productivity. Businesses can invest in the health and nutrition of their current and future workforce to improve their productivity as well as their wellbeing.
3. **Building more sustainable communities and supply chains** – Better nutrition contributes to the economic sustainability and welfare of a community. Businesses can build more stable and dependable markets through improving the nutrition of the communities they serve.

✓ COMMITMENTS

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BUSINESSES MADE COMMITMENTS TO IMPROVE NUTRITION AS PART OF THE NUTRITION 4 GROWTH SUMMIT IN 2013³

THE SCALING UP NUTRITION (SUN) MOVEMENT'S BUSINESS NETWORK CURRENTLY CONSISTS OF
164 COMPANIES,
WITH COMMITMENTS REACHING
166 MILLION
CONSUMERS PER YEAR BY 2020⁴

A SNAPSHOT OF EXISTING PRIVATE SECTOR COMMITMENTS TO IMPROVING NUTRITION



GLAXOSMITHKLINE

Pledged to increased access to affordable nutritional drink product through selling 600 million under-10-rupee (~10p) sachets in Africa and India.



CARGILL

Reaches 200 small food producers in Africa to improve the nutritional quality of their products.



CLIFFORD CHANCE

Committed £1 million of pro bono legal services to support the Nutrition 4 Growth initiative.



UNILEVER

Target of reaching 500,000 mothers with handwashing education.



KPMG

Committed to introducing a corporate nutrition policy and providing support to breastfeeding mothers.

Sources: SUN Business Network company commitments, 2013 Nutrition for Growth Commitments.

17 PARTNERSHIPS FOR THE GOALS



Delivering on the SDGs will require collaborative partnerships – with the private sector playing an important role. Bringing new private sector partners into the fight against undernutrition will help the world to achieve SDG 17 – and especially the targets to mobilise new financing and promote a range of new public, public-private and civil society partnerships.

The Nutrition in the Global Agenda Series, issued by The Power of Nutrition, aims to clarify why and how investments in nutrition can maximise other development objectives and be a major pathway towards the achievement of the world's shared Sustainable Development Goals by 2030.



The Power of Nutrition is a charitable foundation whose primary focus is improving the nutritional welfare and care of young children and adolescent mothers in Africa and Asia. Visit www.powerofnutrition.org and follow @gofundnutrition to learn more about our work.

¹ Adapted from Scaling Up Nutrition Business Network, 'Guide to Business Engagement for SUN Countries'.

² World Bank Group and International Finance Corporation, 'Global Consumption Data for Inclusive Business'.

³ 'Nutrition for Growth Commitments: Executive Summary', available at <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/207274/nutrition-for-growth-commitments.pdf>, accessed on 29 July 2016.

⁴ Statistics as of July 11, 2016, from the Scaling Up Nutrition Business Network infographic.