

**SUN Business Network**

# Highlights

## 2018-2019



# About the SUN Business Network (SBN)

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is the private sector branch of the SUN Movement and is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP).

The SUN Business Network mobilises business to act, invest and innovate in responsible and sustainable actions in emerging markets to improve the consumption of nutritious and safe food for all people. The SUN Business Network provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at a regional, national and global level.

## How we work

The SUN Business Network aims to increase the availability and affordability of safe, nutritious food to low-income consumers through activities at global and national levels.

At a national level, the SUN Business Network

1. **Convenes** businesses with government and Civil Society, Donor and UN Networks to mobilise business support to SUN Country Nutrition Strategies
2. **Assesses** business members for the technical, financial and other business support service they require to act and invest in nutrition – and facilitates links and partnerships with support providers
3. **Advocates** to business to adopt responsible business practices and advocates for an

enabling environment which incentivises responsible business actions and investments

At a global level, the SUN Business Network acts as a focal point for engaging international businesses in nutrition activities such as making workforce nutrition commitments and fosters global partnerships between investors and multinational companies to provide finance or technical assistance support to country networks and their business members.

## Why we work with business



*The contribution of the private sector food industry is essential. Most people in the world no longer grow their own food, or only grow a portion of it. Rather, they buy their food from stores or markets, put there by actions of a range of private sector actors along the food value chain, from production to processing, transport, retail and marketing. In short, there is no food without the private sector.<sup>1</sup>*



**Lauren Landis, Director of Nutrition, World Food Programme**

# 2018–2019 at a glance

64%

of food consumed in Africa is handled by millions of SMEs<sup>2</sup>

650+

SUN Business Network Members

\$110m

identified investment deals with SMEs for nutrition

1.1m

employees of SUN Business Network global members, to be reached through workforce nutrition programmes

8

global members of the SUN Donor and UN Network provided technical assistance or funding support to country networks

135

partnerships established to support country networks and their members



*The SUN Business Network has shown encouraging growth in expanding the reach and impact of its country networks and global membership in 2018-2019. It has found its niche – engaging high impact companies interested in nutrition, surfacing investable propositions and linking companies to B2B technical assistance and investment opportunities.*



**Lawrence Haddad, Executive Director, Global Alliance for Improved Nutrition (GAIN)**

<sup>1</sup> <https://www.globalcause.co.uk/world-food-day/to-end-malnutrition-the-private-sector-needs-to-be-at-the-table/>

<sup>2</sup> Africa Agriculture Status Report. AGRA. 2019: <https://agra.org/wp-content/uploads/2019/09/AASR2019-The-Hidden-Middleweb.pdf>

# Country Progress

At a national level, we seek to support SUN Countries to develop national business engagement strategies and build nationally-led business networks to support SUN Country government nutrition strategies.

Our country networks are actively implementing strategies that mobilise the private sector to address the multiple burdens of malnutrition. These efforts continue to strengthen the SUN Movement's approach – as a multi-stakeholder, multi-sectoral movement for nutrition impact and results.

**14**

ESTABLISHED COUNTRY NETWORKS

**27**

EMERGING COUNTRY NETWORKS

## Nigeria

*NutriPitch 2018: The Nourish Nigeria Challenge*

In May 2018, SBN Nigeria launched a nutrition focused accelerator programme, NutriPitch: The Nourish Nigeria Challenge. It provided dedicated support to position 141 entrepreneurs for scale and investment.

## Tanzania

*2018 Africa country gathering*

Tanzania hosted the annual SBN Africa Country Gathering in June 2018 for 11 countries to learn from each other and develop action plans to build and develop their networks.

## Kenya

*A successful multi-stakeholder partnership*

The SBN Kenya secretariat brings together representatives from the private sector, government and UN organisations to provide overall strategic and technical guidance, advice and oversight.

## Japan

*2019 Asia country gathering*

The SBN Asia Country Gathering was held in Tokyo in February 2019, supporting 10 SUN countries to strengthen private sector engagement and use SBN tools to develop their networks.

## Bangladesh

*Nutrition Business Monitor for SMEs*

SBN Bangladesh is developing a voluntary self-assessment tool for SMEs to assess and improve their performance in increasing the availability and affordability of nutritious food.

## Sri Lanka

*Strong business governance*

SBN Sri Lanka was launched in March 2019. Three working groups (focused on workplace nutrition, production of nutritious food, and nutrition awareness), each led by a local business leader, drive the agenda of the network.

## Zambia

*Good Food Logo*

SBN Zambia is working with the local Bureau of Standards and National Nutrition Commission to roll out Africa's first nutrition quality seal that address both drivers of diet-related NCDs and micronutrient deficiencies.

## Mozambique

*Business recovery following cyclone Idai*

SBN Mozambique has been supporting the response to cyclone Idai by facilitating TA to affected SMEs to recover the production and distribution of food as soon as possible.

## Malawi

*Launch of SBN Malawi*

SBN Malawi launched in February 2019, bringing together and formalising private sector support to ongoing government commitments to improve nutrition outcomes by 2030.

## Indonesia

*Nutrition improvement programmes*

In Indonesia, workforce nutrition programmes have benefitted around 25,000 employees. The network has also created a nutrition education programme, reaching 125,000 students.

# Global Members

Our global members are committed advocates and supporters of improved nutrition worldwide.

Our global membership platform currently has **23 members**, who have a combined workforce of **1.1 million employees worldwide**. They had combined annual revenues in 2017/2018 of over **560 billion USD**.

Global members are food and non-food companies who are not headquartered in a SUN country and have committed to:

1. Provide technical assistance to country networks and their members (predominantly SMEs)
2. Implement workforce nutrition policies
3. Improve actions to address malnutrition in all its forms, including addressing overweight and obesity

## Workforce Nutrition Guidance for Global Members

In July 2018 a new principle of engagement was endorsed by the SBN Advisory Group for all global members, stating that “businesses should support workforce nutrition commitments (including breastfeeding support)”. To strengthen this new principle, we published examples of our members’ workforce nutrition initiatives to foster peer learning and best practice exchange. Programmes included (i) nutrition-focused health checks (ii) healthy food at work (iii) breastfeeding support (iv) nutrition education and (v) physical activity.

## Nutrition Africa Investor Forum (NAIF)

Leading business leaders, investors, policy makers and prominent nutrition campaigners joined over 200 delegates at the first ever Nutrition Africa Investor Forum (NAIF), hosted by the SUN Business Network, GAIN and Royal DSM in Nairobi in October 2018. The Forum was focused on unlocking commercial investments and the overall potential of SMEs working to improve the nutritional quality of the food system across Africa. A dedicated Nutrition Dealroom connected high growth nutrition-related companies with investment firms to provide finance, mentorship and market entry solutions to scale up their businesses. 127 one-to-one investor meetings were held, discussing nearly \$100m in business deals for nutrition.



## Elimination of trans-fat, a B2B approach

In March 2019 we received a grant from Resolve to Save Lives to promote the replacement of industrially produced trans fatty acids by supporting the WHO REPLACE technical package in emerging markets. The project aims to utilise the expertise of members of the International Food & Beverage Alliance (IFBA), to identify and implement relevant cost-effective solutions to eliminate industrially produced trans fatty acids from the products of 20 SMEs in Nigeria and Pakistan.

## B2B Technical Assistance

Over the course of 2018-2019 our global members have identified opportunities for business to business (B2B) technical assistance transfer programmes to benefit our country network members, who are predominantly SMEs. Potential technical assistance offers include: fortification, product reformulation, food safety, affordability,

financial inclusion, marketing and other. We have matched our country networks with 135 global partners since 2018, 25 of these matches led to global investment or technical assistance for our country networks and their members.

## Business accountability mechanisms on nutrition

In November 2018, together with GAIN, we commissioned a review of business accountability mechanisms on nutrition. The report recommended that current accountability mechanisms should align more on the collection and management of data, and the design of commitments sought from business. In addition, the report noted gaps in accountability initiatives around the contribution of the retail and out of home sector to nutrition. We are now working on the design and implementation of concrete solutions to ensure the alignment of current accountability initiatives ahead of the 2020 Global Nutrition Summit.

## Building Business Commitments for the 2020 Global Nutrition Summit

The Prime Minister of Japan will host the Global Nutrition Summit in 2020 and we have been asked to mobilise businesses to commit to actions and investments to address malnutrition in all its forms. We have convened our own business members, Japanese businesses and global and regional business associations such as the World Business Council on Sustainable Development, Consumer Goods Forum, International Food & Beverage Alliance and Food Industry Asia to build support for the Summit, including developing guidelines and frameworks for business commitments to nutrition in 2020.



# SUN Pitch Competition 2018

The SUN Pitch Competition harnesses innovative solutions for improved nutrition by connecting SMEs in emerging markets with technical assistance and investment opportunities. In 2018, national pitch competitions were held in Tanzania, Nigeria, Mozambique, Zambia, Kenya, Malawi, Ethiopia and Indonesia, leading to the final which took place during the Nutrition Africa Investor Forum in Nairobi in October 2018.

450+

SMEs applied

21

finalists selected

\$10M+

investment sought

Ope Olanrewaju, founder of Kennie-O Cold Chain Logistics, was crowned the SUN Business Network Nutrition Champion and winner of the first ever SUN Pitch Competition. Kennie-O Logistics provides dedicated and reliable cold chain solutions for the Nigerian food industry. It is strategically positioned as a nutrient preservation business in the food value chain and also serves as a key enabler in supply chains for farmers, processors, retailers and final consumers. As the winner of the 2018 SUN Pitch Competition, Ope travelled to Utrecht, the Netherlands to receive a week-long business development training and investor engagement tour provided by BoP Innovation Center. The training equipped him with the knowledge to scale his business, ultimately contributing to improved access to nutritious foods in Nigeria.

Additional technical assistance and mentorship prizes were awarded to finalists by the Graca Machel Trust, Growth Africa, Royal DSM, BoP Innovation Center and Indofood.



# Global Business Champions

The SUN Business Network Advisory Group provides strategic advice to the network's overall priorities and champions the role of the private sector in scaling up nutrition amongst the business community and the SUN Movement. Our Advisory Group business champions provide expert business insight, knowledge and experience to further support our work at global and national level.



## Axton Salim

(CO-CHAIR OF THE SUN BUSINESS NETWORK ADVISORY GROUP),  
DIRECTOR, INDOFOOD

Axton has advocated for the role of the private sector in improving nutrition at global events, including the Asian Congress of Nutrition (August 2019) and Food Industry Asia's Food for the Future Summit (April 2019). He has also been involved in the creation of nutrition education and workforce nutrition programmes in Indonesia and led the development of SBN Indonesia's 2018 pitch competition.



## Feike Sijbesma

(CO-CHAIR OF THE SUN BUSINESS NETWORK ADVISORY GROUP), CEO, ROYAL DSM

Feike has transformed Royal DSM into a company focused on health, nutrition and materials. The company is a key supporter of the SBN, co-sponsoring the first ever Nutrition Africa Investor Forum - highlighting the need for investment in nutrition-related SMEs - and offering a technical assistance prize to one of the five winners of the 2018 SUN Pitch Competition.



## Saori Dubourg

MEMBER OF THE EXECUTIVE BOARD, BASF

Saori leads on BASF's Corporate Sustainability and is passionate about strengthening country networks with a focus on innovation and multi-stakeholder partnerships. Over the course of 2018-2019 BASF have organised 70 food fortification workshops, including in Nigeria, Kenya and Pakistan.



## Monica Musonda

FOUNDER & CEO, JAVA FOODS

Monica Musonda is CEO & Founder of Java Foods, a Zambian based food processing company committed to providing high quality and nutritious food from local products at affordable prices. Monica has spearheaded the development of SBN Zambia's Good Food Logo and has committed herself to being the SME champion in her role on the SUN Lead Group.



## Masaya Tochio

MEMBER OF THE BOARD & CORPORATE SENIOR VICE PRESIDENT, AJINOMOTO CO., INC.

Masaya Tochio leads Ajinomoto's nutrition strategy and policy. They are working closely with the SBN to develop business commitments for the 2020 Global Nutrition Summit. In February 2019, Ajinomoto and SBN co-hosted a meeting with Japanese government and business representatives to start mobilising businesses ahead of the Summit.

# SUN Business Network in SUN 3.0

As we approach the next phase of the SUN Movement, we are committed to strengthening the ability of business, particularly Small and Medium sized Enterprises (SMEs), to contribute to improved nutrition in SUN Countries by focusing on:

## Country-led growth

We will support the development of new country networks and grow existing networks – driven by requests from national stakeholders and SUN focal points. We will focus on driving membership through national businesses and national business associations. We will expand South to South learning and test different means of collaboration with SUN Networks at country level.

## Building the investment case

Building on the success of our Nutrition Africa Investor Forum and SUN Pitch Competitions, we will seek to build a pipeline of investment opportunities with SMEs to engage more investors in our network. We will seek more partnerships with business accelerators and public, private or blended funds to promote investments in nutrition.

## Scaling up innovations

We will challenge and support SMEs to identify and scale up disruptive, appropriate and commercially viable innovations that can improve the availability of affordable nutritious foods, through the 2019/2020 SUN Pitch Competition.

## Empowering women-led businesses

We will identify how the SBN can support women owned or women led businesses and address the challenges they face in accessing finance or business development services.

## Addressing malnutrition in all its forms

In addition to mobilising business to address undernutrition and micronutrient deficiencies, we will engage national businesses to take action on the growing issues of overweight, obesity and diet-related non-communicable diseases.

## Building business contributions to the 2020 Global Nutrition Summit

We will mobilise business to commit actions and investments to address malnutrition in all its forms at the 2020 Global Nutrition Summit.





## Contact Us

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