



BUSINESS OPPORTUNITIES IN NUTRITION UNDER THE SDG FRAMEWORK

Nutrition Japan Public Private Platform

November 28, 2017

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NUTRITION CUTS ACROSS KEY DEVELOPMENT SECTORS

2 ZERO HUNGER



SDG 2.2
End all forms of malnutrition

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION




5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

\$4 -7 Trillion

\$170 Billion ODA

OPPORTUNITY FOR PRIVATE SECTOR SOLUTIONS

\$50 B

*Investment needed to achieve **40% reduction** in number of children under 5 who are stunted*



375 M

*Children receive **school meals** / take-home rations every year*

\$16

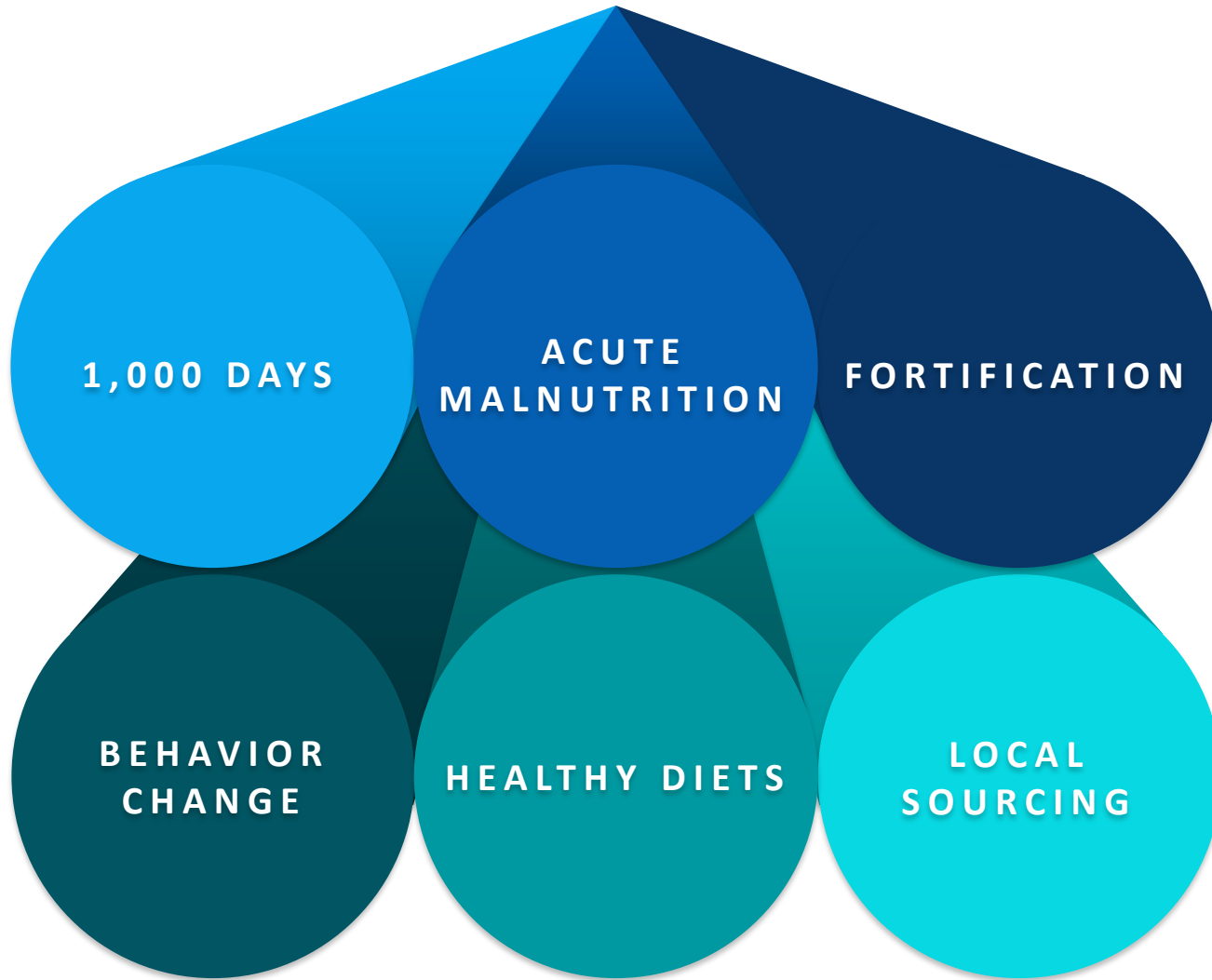
ROI for every \$1 invested in nutrition interventions in developing countries



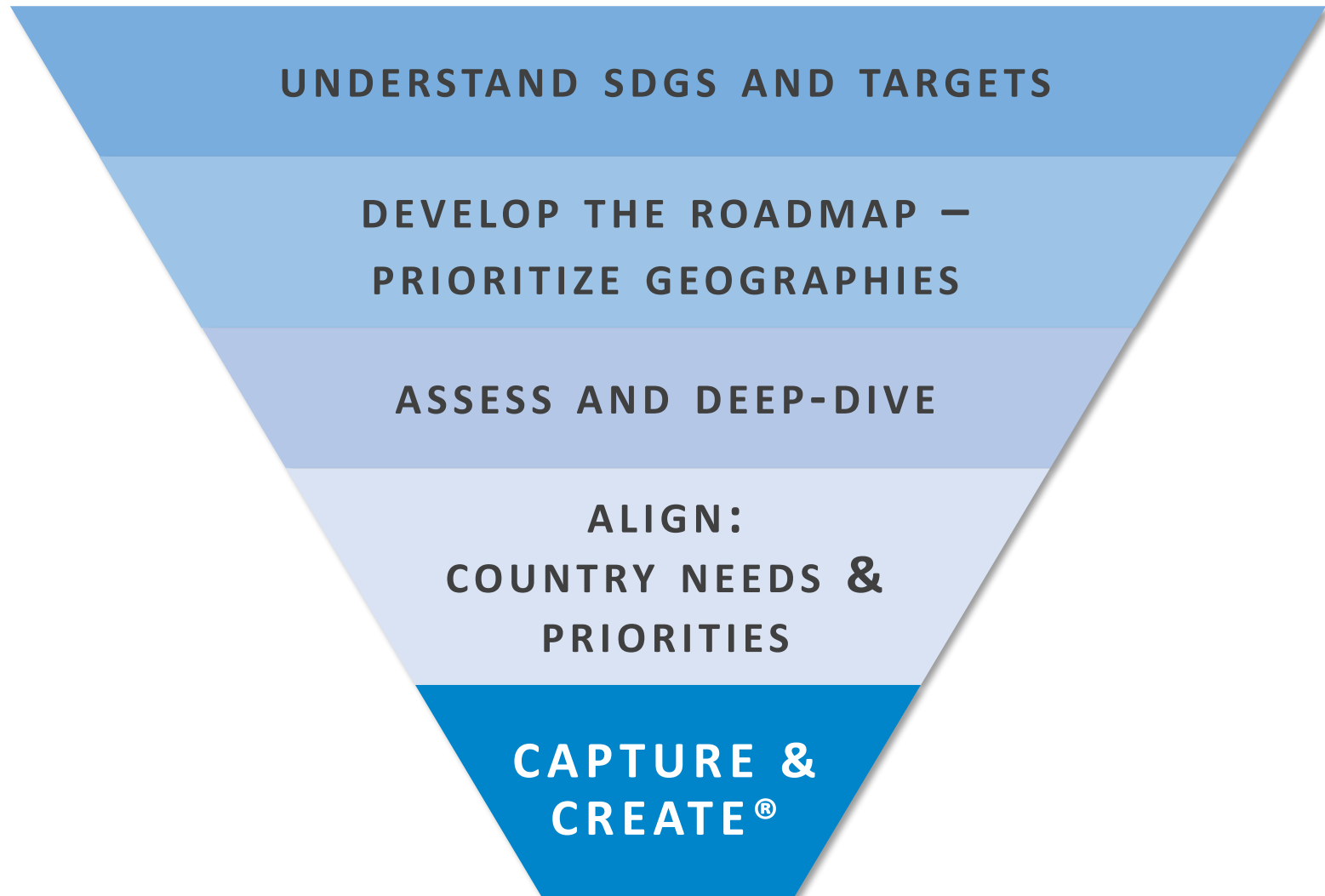
4x

Power of Nutrition leverage ratio for every \$1 private sector invests in nutrition

EMERGING MARKET PRIORITIES



BOTTOM LINE FOR YOUR BUSINESS



INDICES MOVE YOUR BUSINESS



ACCESS TO
NUTRITION
INDEX™



Dow Jones
Sustainability Indexes

MSCI



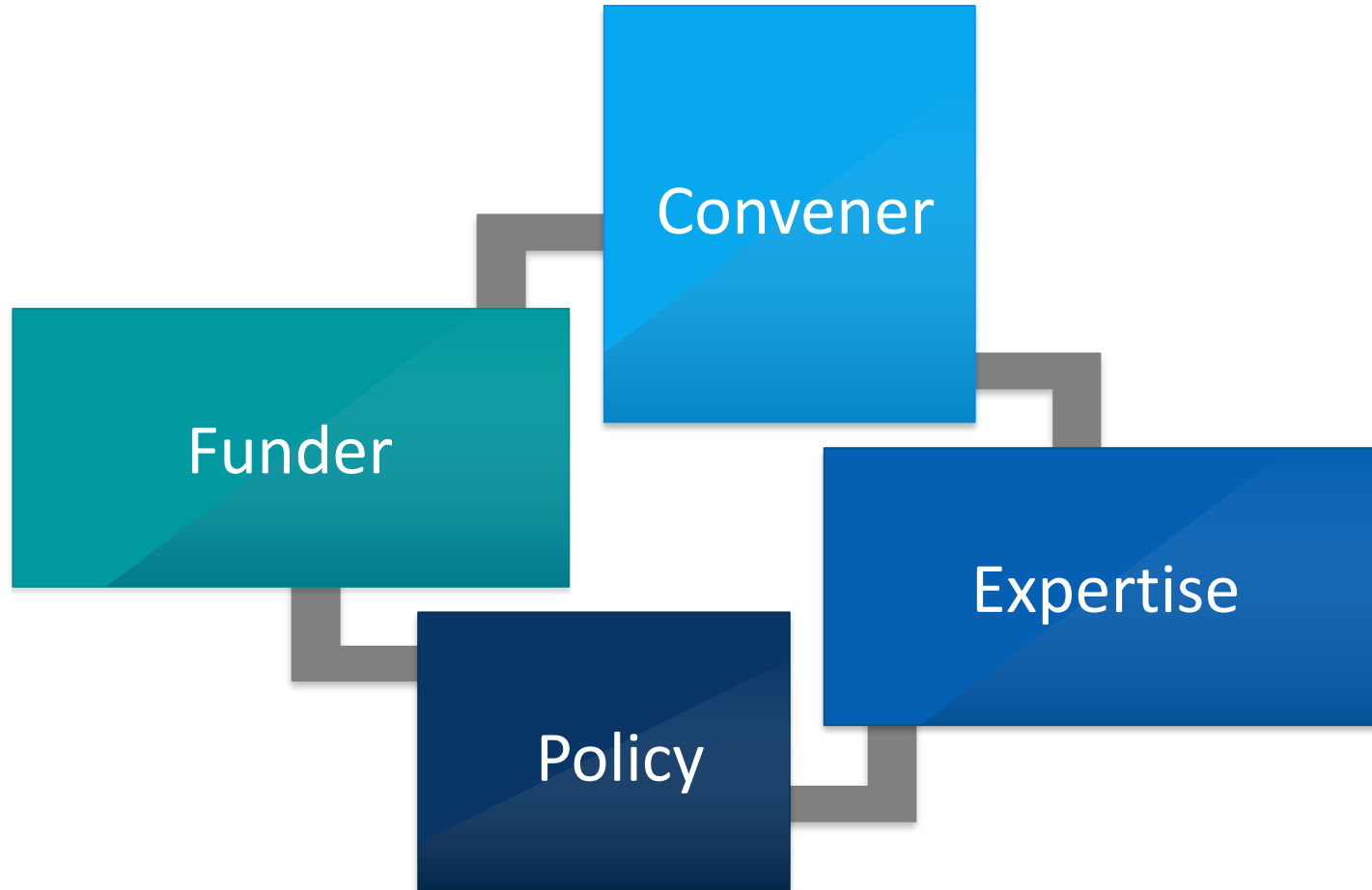
FTSE4Good

Indices generate a race to the top!

- ✓ Human Rights & Community
- ✓ Supplier Compliance
- ✓ Anti-Corruption
- ✓ Health & Safety
- ✓ Customer Responsibility
- ✓ Water Use
- ✓ Carbon Emissions
- ✓ Gender Diversity

INTERNATIONAL FUNDING INSTITUTIONS (IFIs)

ROLE LARGER THAN FUNDING



NUTRITION PORTFOLIO SNAPSHOT

THE PRIVATE SECTOR OPPORTUNITY

Examples



THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

\$ 19 Billion

89 PROJECTS
44 COUNTRIES

Procurement of MNPs / sprinkles

Food processing

Food safety

Fortified seeds

School meals

Technical assistance

Local manufacturing



European Bank
for Reconstruction and Development

TURKEY

Anatolian Orchards
\$58 M Loan: Fruit farm



KENYA

Insta Products Expansion
\$11 M Investment: RUTF



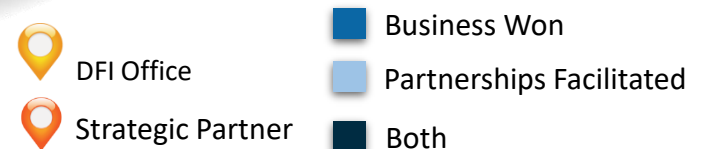
RWANDA

Africa Improved Foods, Ltd.
\$26 M debt/equity fortified
cereals

DFI HISTORY

- 1992 Diane M. Willkens establishes DFI
Signs 1st Global 500 Client
- 1993 Signs 1st Global IT and Global
Agriculture accounts
- 1996 Signs first Global Health client (DFI's
longest standing client of 21 years)
- 1997 Grows to 10 staff
- 1999 Integrates European Union expertise
with partner in Brussels, Belgium
- 2002 Opens DFI Asia HQ in Manila, The
Philippines (home of ADB HQ)
- 2005 Grows to 25 staff
- 2010 Opens Rep. office in New Delhi, India
- 2014 Establishes partners in Addis Ababa,
Ethiopia, Nairobi, Kenya, and Lagos,
Nigeria
- 2015 Opens DFI Latin America in Miami, FL
- 2017 Establishes partner in Tokyo, Japan

- \$3 B in contracts /
partnerships
- 35 Global 2000
- 25+ years success
- 30-100X ROI
- 2-10X \$ Funding
Leverage



REPRESENTATIVE DFI CLIENTS & NETWORKS

Clients



Networks



How DFI WORKS WITH INDUSTRY

TOP-LINE GROWTH



Sales Pipeline
Mgmt.

Downstream
Demand

Market Entry /
Partner Identification

Finance

CAPEX/OPEX MITIGATION



Leverage
Donor Funding

Soft and Hard
Infrastructure

Value Chain
Development

ANCHOR INITIATIVES



Advocacy

Thought
Leadership

Sustainable
Development Goals

GLOBAL FOOD MANUFACTURER

SUCCESS #1

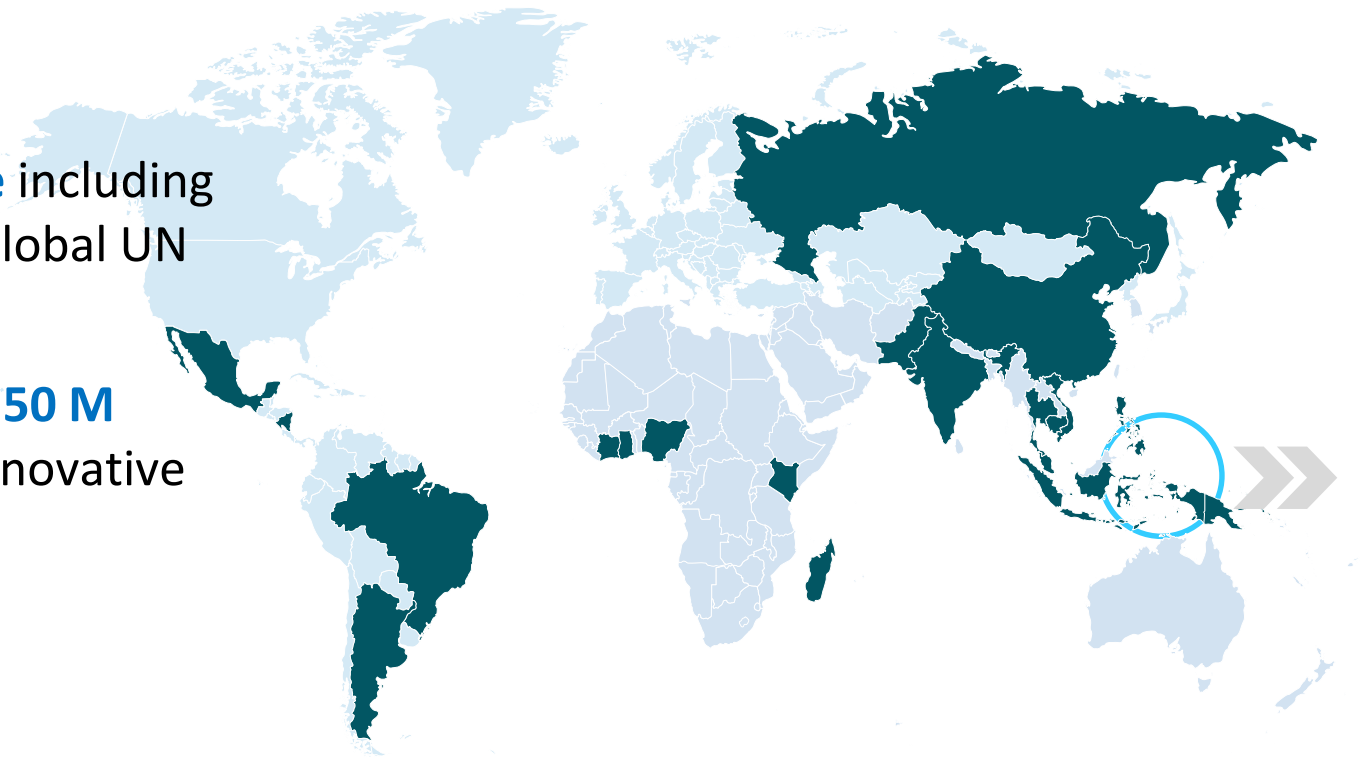
ACCELERATING BUSINESS / SUSTAINABILITY OBJECTIVES

1. Built partner capacity with funding and expertise across **28 key commodities (crops / water / energy)** for sustainability objectives

2. **\$350 M to date** including partnership with global UN agency

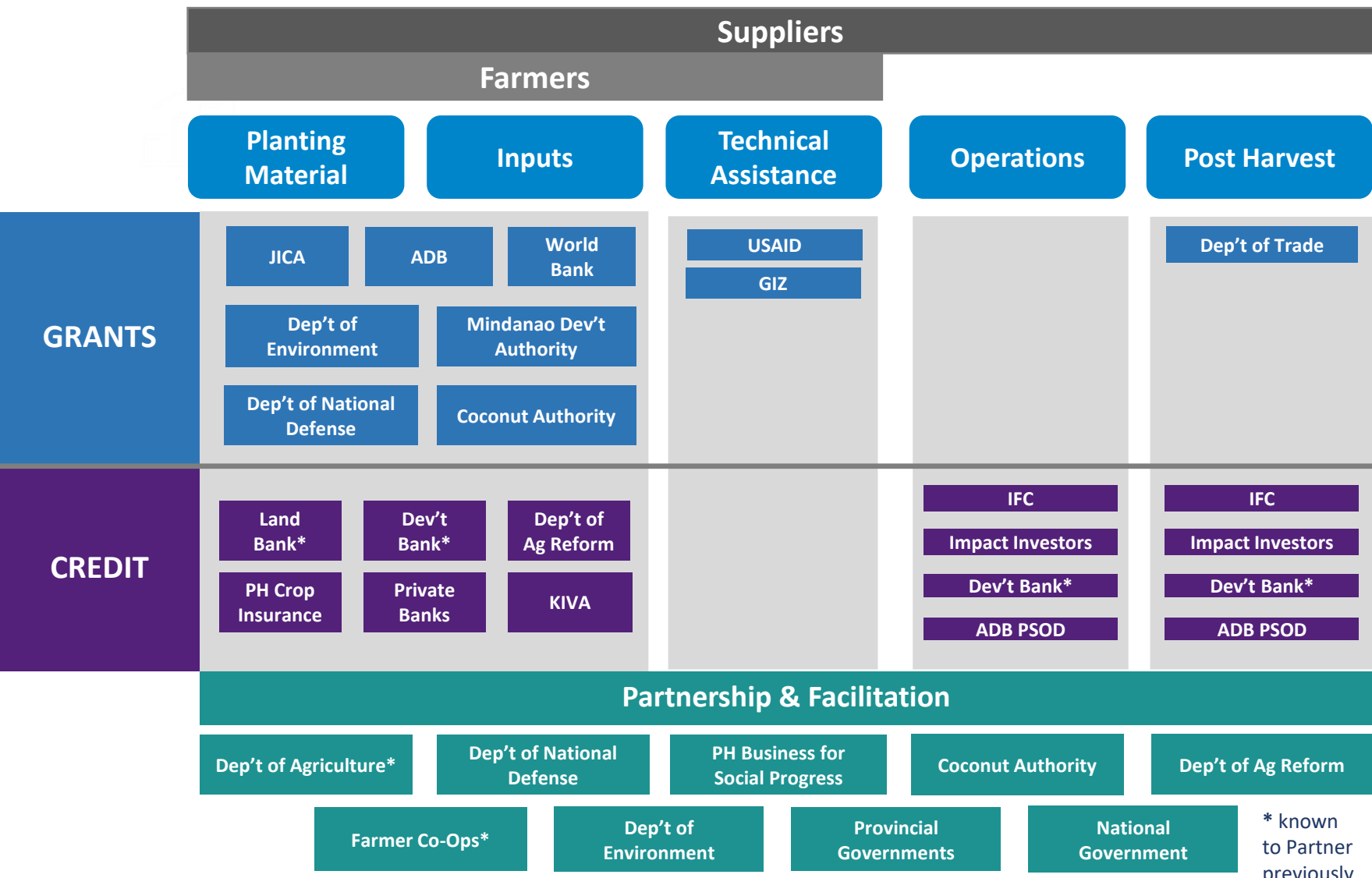
Conceptualized **\$150 M** multi-corporate innovative fund

3. Nutrition assessment identified **9 international donors** with **\$5.3 B total** commitments



COUNTRY MAP AND DEEP-DIVE

\$40 M SECURED, 30K SMALL-HOLDERS



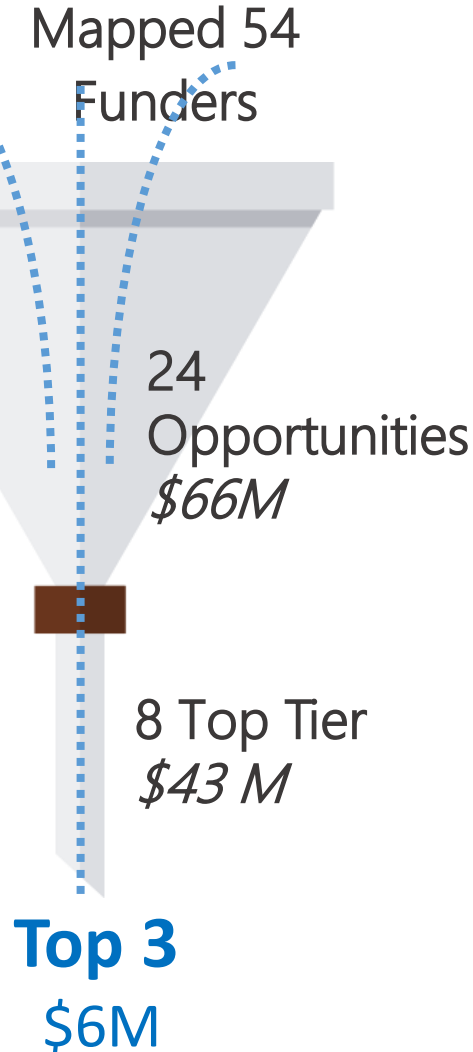
* known to Partner previously

NUTRITION ASSESSMENT & PURSUIT

SUCCESS #3

IDENTIFYING EXTERNAL FUNDING AND DONOR AGENCIES

GHANA
NUTRITION
ASSESSMENT



GLOBAL SUPPORT



Assess: RUTF / RUSF funding

ADB
Engagement

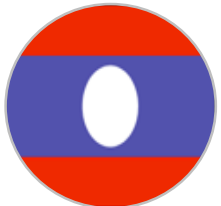


Exploring
opportunities

MULTI-STAKEHOLDER PARTNERSHIP

CREATING DEMAND, BUILD BRAND

- Doubled immunization coverage in 1st year pilot
- 49% (2005) → 87% (2013) increase in routine vaccination
- Brand Visibility



ADB Project

ADB
Technical Assistance Consultant's Report

Project Number: 40004-01-02
December 2007

LAO: Revitalizing Community Demand for Immunization
(Financed by the Poverty Reduction Cooperation Fund)

Prepared by Ms. Che Katz and Mr. Keopthouthone Kittipharn
For Asian Development Bank

This consultant's report does not necessarily reflect the views of ADB or the Government of Laos and the Government cannot be held liable for its contents. (For project assistance, all the views expressed herein may not be incorporated into the project's progress reports.)

Asian Development Bank

ADB Case Study

NPRS-PRE
Helping Accelerate Poverty Reduction in Asia and the Pacific

STRENGTHENING DEMAND FOR IMMUNIZATION IN LAO PEOPLE'S DEMOCRATIC REPUBLIC

A technical assistance was initiated in 2006 aimed at developing approaches to generate demand for immunization in Lao People's Democratic Republic (Lao PDR).

Despite nearly 20 years of immunization efforts, globally about 1.4 million children under the age of five and 8.7 million adults ages of 15 years and over were not immunized against diphtheria, tetanus, pertussis, measles, poliomyelitis, and hepatitis B (DTPaP/B) in 2005. A quarter of the world's children (about 24 million infants) are not immunized against diphtheria, tetanus, pertussis, measles, and hepatitis B (DTPaP/B) in 2005. A quarter of the world's children (about 24 million infants) are not immunized against diphtheria, tetanus, pertussis, measles, and hepatitis B (DTPaP/B) in 2005.

The Lao government, in collaboration with UNICEF, initiated a demand-generation program in 2006. The program focuses on building community demand for immunization through four interconnected components: (1) strengthening health services, (2) strengthening health communication, (3) strengthening health financing, and (4) strengthening health governance. This report provides an overview of the program's objectives, activities, and results.

Figure 1: Infant DTPaP/B Coverage by Region (in Percent)

Source: UNICEF, East Asian and Pacific Progress Report - Child Survival in Lao PDR

UNICEF Annual Report

THE STATE OF ASIA-PACIFIC'S CHILDREN 2008

Child Survival

unicef for children

International Health Publication

GLOBAL HEALTHLINK
The Most Meaningful of the Global Health Stories

Immunization is an Act of Love
Revitalizing Community Demand for Immunization in the Lao People's Democratic Republic

More Than Just a Vaccine

Immunization is an act of love. It is a promise that a child will live a long and healthy life. It is a promise that a child will be able to go to school and work. It is a promise that a child will be able to contribute to their community and their country. In Laos, immunization coverage has increased from 49% in 2005 to 87% in 2013. This is a testament to the power of community demand and the commitment of the Lao government and UNICEF to improve the health of the Lao people.



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