



ACCESS TO
NUTRITION
INITIATIVE

ATNI's role in transforming markets to deliver affordable, nutritious foods for all

NJPPP Webinar

21 February 2023

Towards the 4th Nutrition for Growth Summit in Paris

- Aiming to improve international corporate reputation -



- What is ATNI and why does it exist?
- ATNI's vision, mission and strategy
- The role of institutional investors
- Example: the Global Index 2021
- Road to the N4G in Paris



ATNI's History and DNA



innovative
flexible
independent
solutions-orientated
consultative
fully aligned to international nutrition goals and standards
transparent
solely focused on nutrition
responsive
agile
objective
rigorous
inclusive
multistakeholder

- Founded in 2013 as a not-for-profit organisation (Netherlands)
- Independent Board
- Funding from philanthropic foundations and governments to ensure independence from food industry
- Independent, unpaid Expert Groups advise on methods and approach
- 20 staff
- “Transforming markets to deliver nutritious, affordable foods”

The state of malnutrition in the world



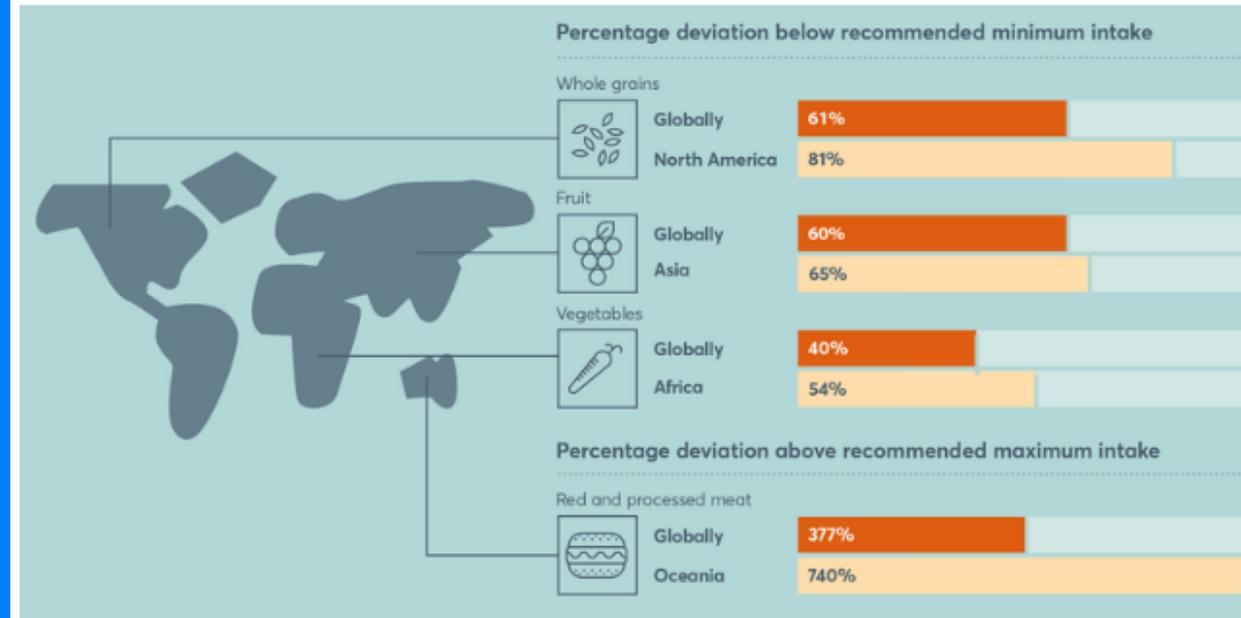
Triple burden of malnutrition:

1. **Undernutrition** (not enough to eat) – stunting and wasting (768 million people)
2. **Micronutrient deficiencies** – anaemia, blindness, hypothyroidism, other illnesses (2 billion people)
3. **Overweight and obesity** – diabetes, hypertension, cardio-vascular disease, cancers etc. (2.2 billion people)

3 billion people cannot afford a healthy diet ([SOFI, 2020](#)).

“We would need on average US\$10.8 billion additional financing annually between 2022 and 2030 to meet the targets by 2030, allowing for the impacts of Covid-19. The total economic gains to society of investing in nutrition could reach US\$5.7 trillion a year by 2030 and US\$10.5 trillion a year by 2050” ([Global Nutrition Report 2021](#)).

No region meets recommendations for healthy diets

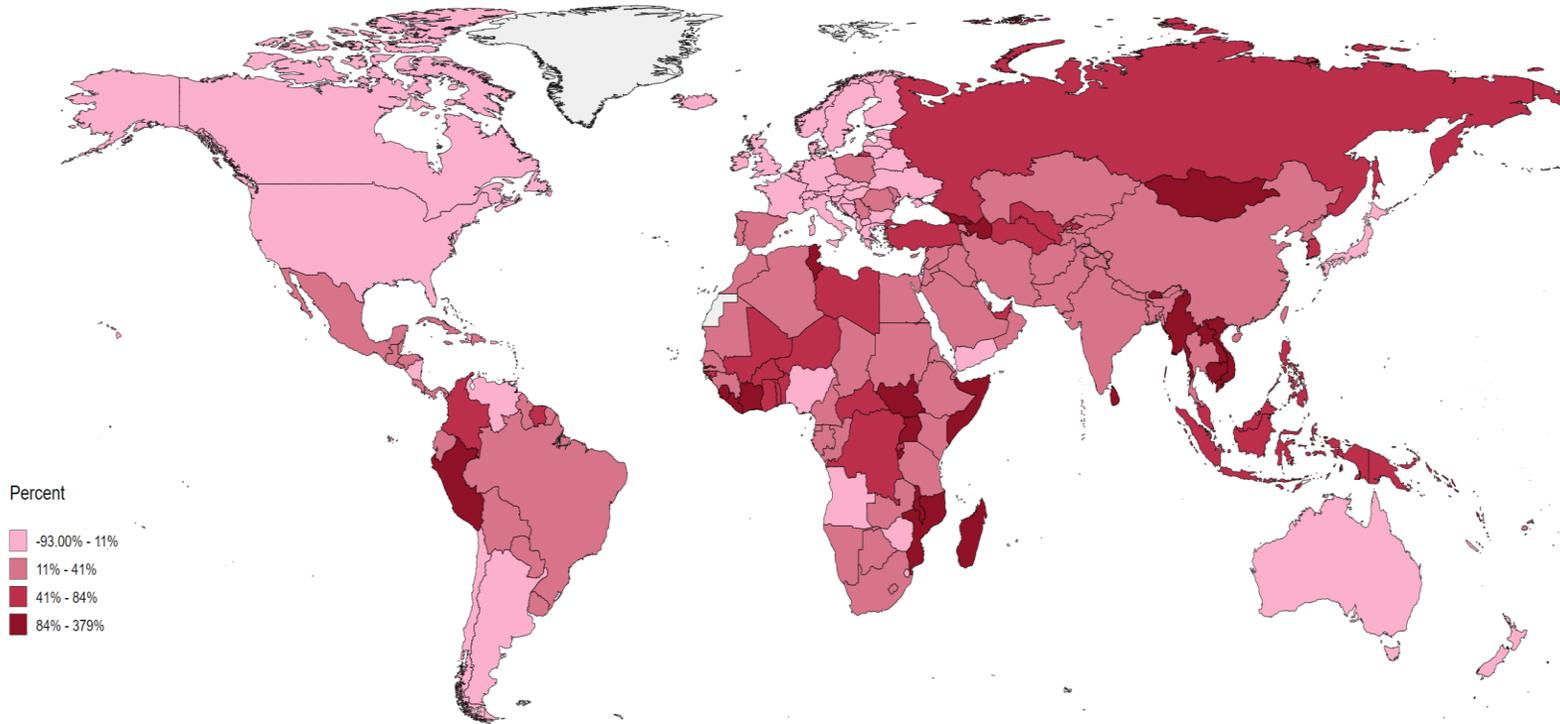


Source: Global Nutrition Report 2021

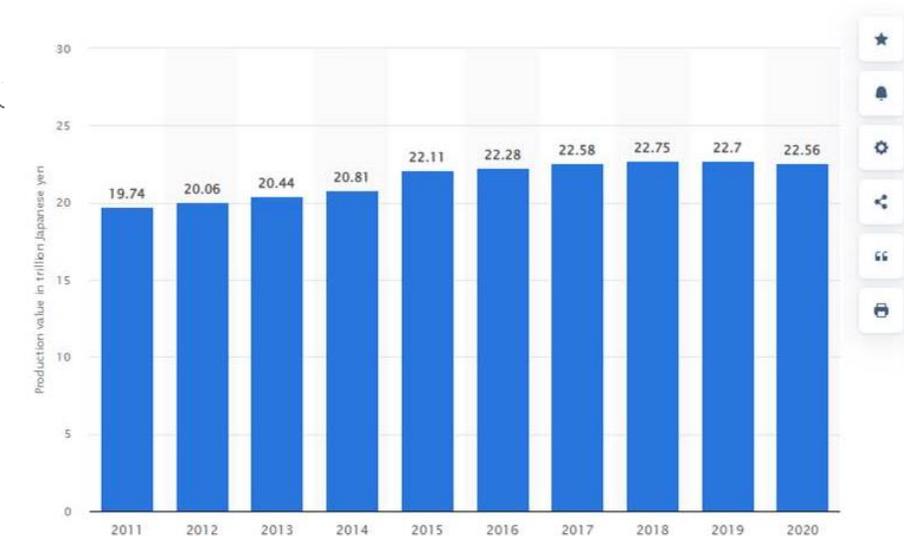
The packaged food trends are critical to ATNI's mission



Growth in modern grocery retailers, five years



Production value of processed food products in Japan from 2011-2020 (in trillion Japanese Yen) (Source: Statista)



Big business should play a bigger role in fighting malnutrition

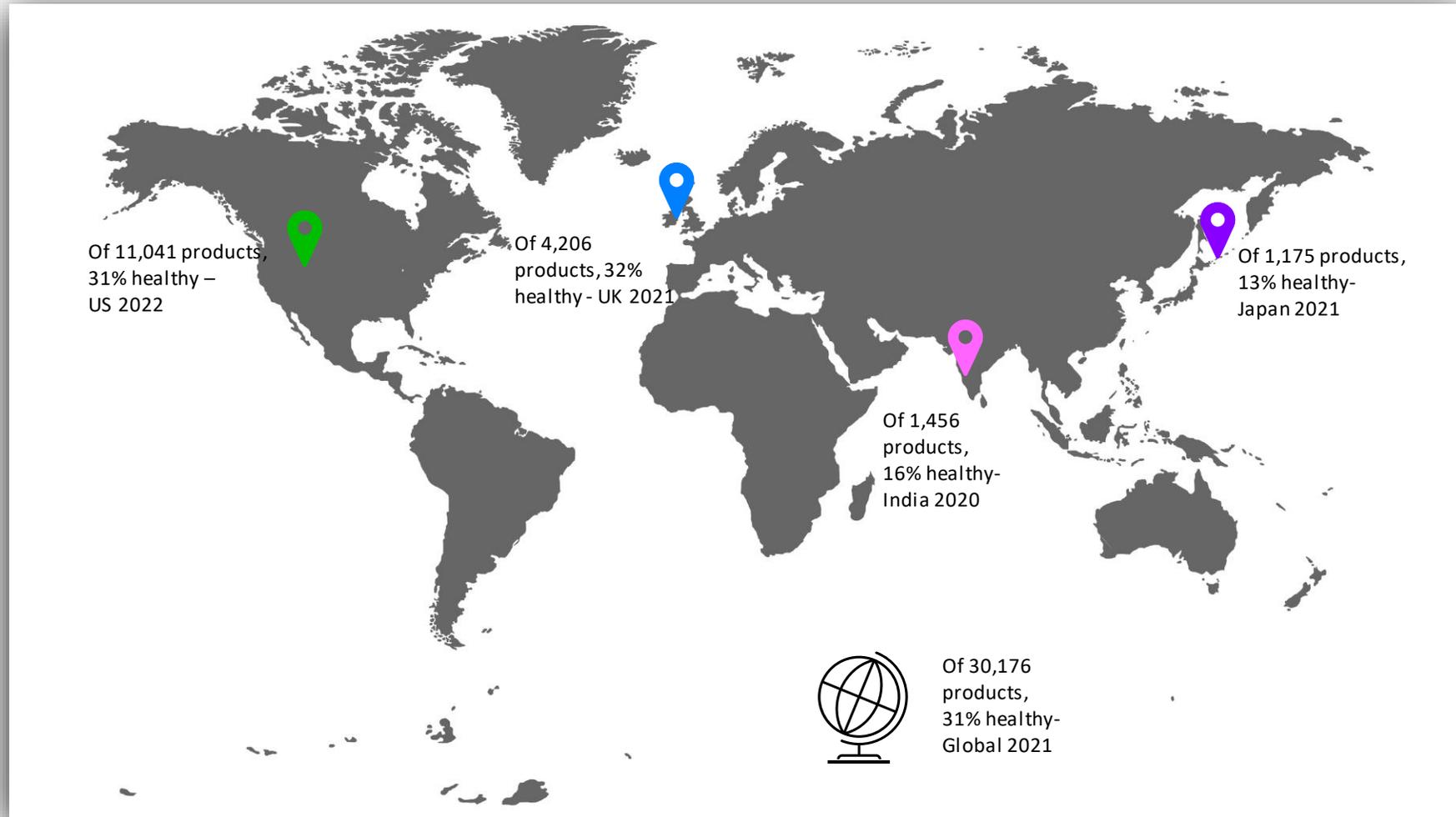


Results from Access to Nutrition Index (2018, 2021)
(25 largest food and beverage companies)

% of products met the independent healthy standard - 11,797 of the 38,176 distinct products assessed (HSR at least 3.5)	31% (2021)
% of products that meet WHO EURO standards for marketing to children	14% (2018)
# of companies that cover all media in their responsible marketing commitments to children	6 (2018)
# of companies that extend responsible marketing to children in the 13-18 year group	1 (2018)
Top score on Marketing of Breast Milk Substitutes (Danone)	68% (2021)



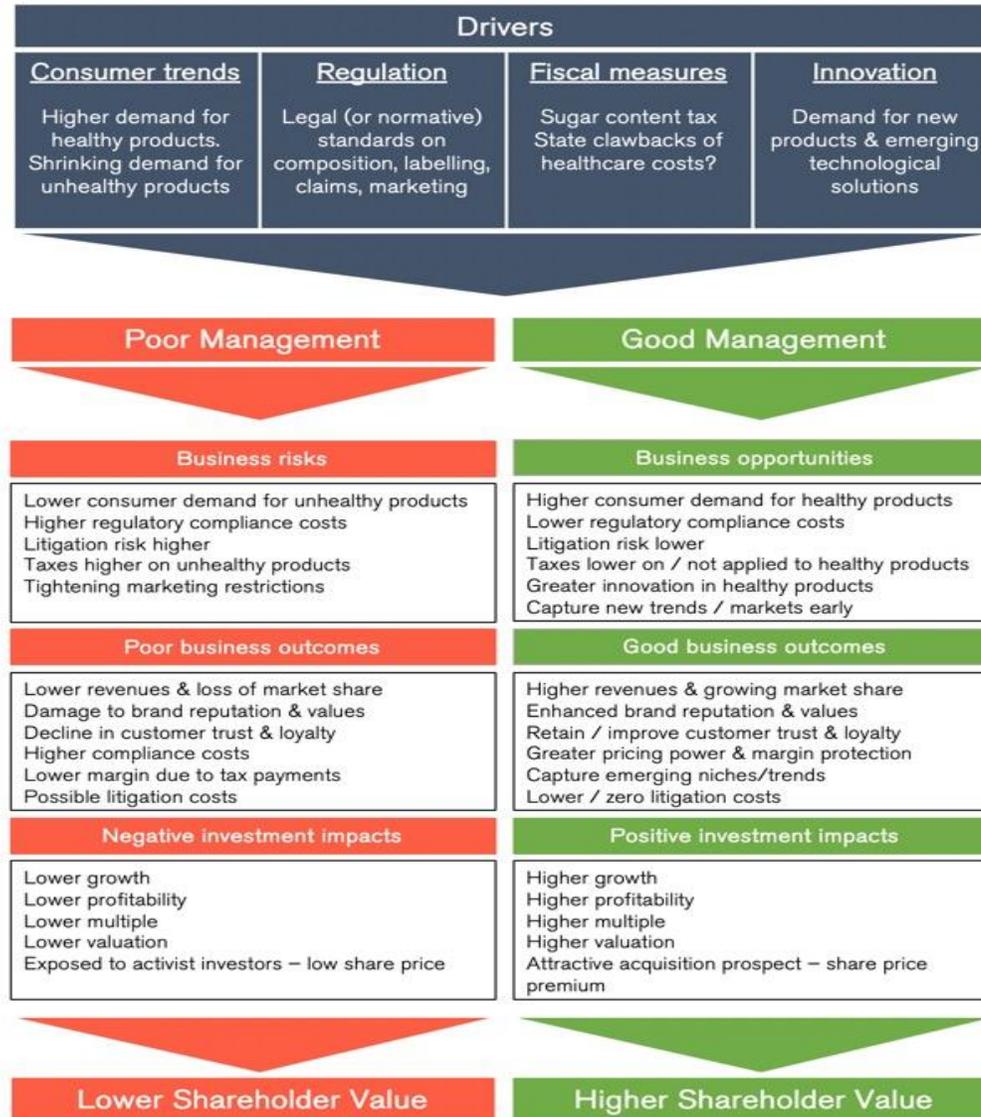
Globally and in specific markets



Nutrition: it's good for business



Many companies are investing in creating healthier products, either to capitalize on the predicted 2020-2024 6% compound annual growth rate opportunity, or in response to government action (reformulation targets, sugar taxes, mandatory front-of-pack labelling schemes).



ATNI 2023-2027: transforming markets to deliver nutritious, affordable foods



Vision

A world where **markets** provide access to **nutritious** and **affordable** diets for all. This will result in optimal physical and mental development and healthier, more resilient societies.

Mission

We improve market performance by driving key actors in the food system – starting with industry – to accelerate access to affordable nutritious foods for all, especially vulnerable consumers, in a sustainable way.

We develop and deliver data-driven tools (e.g. indexes) and strategies that influence, guide and measure accountability.

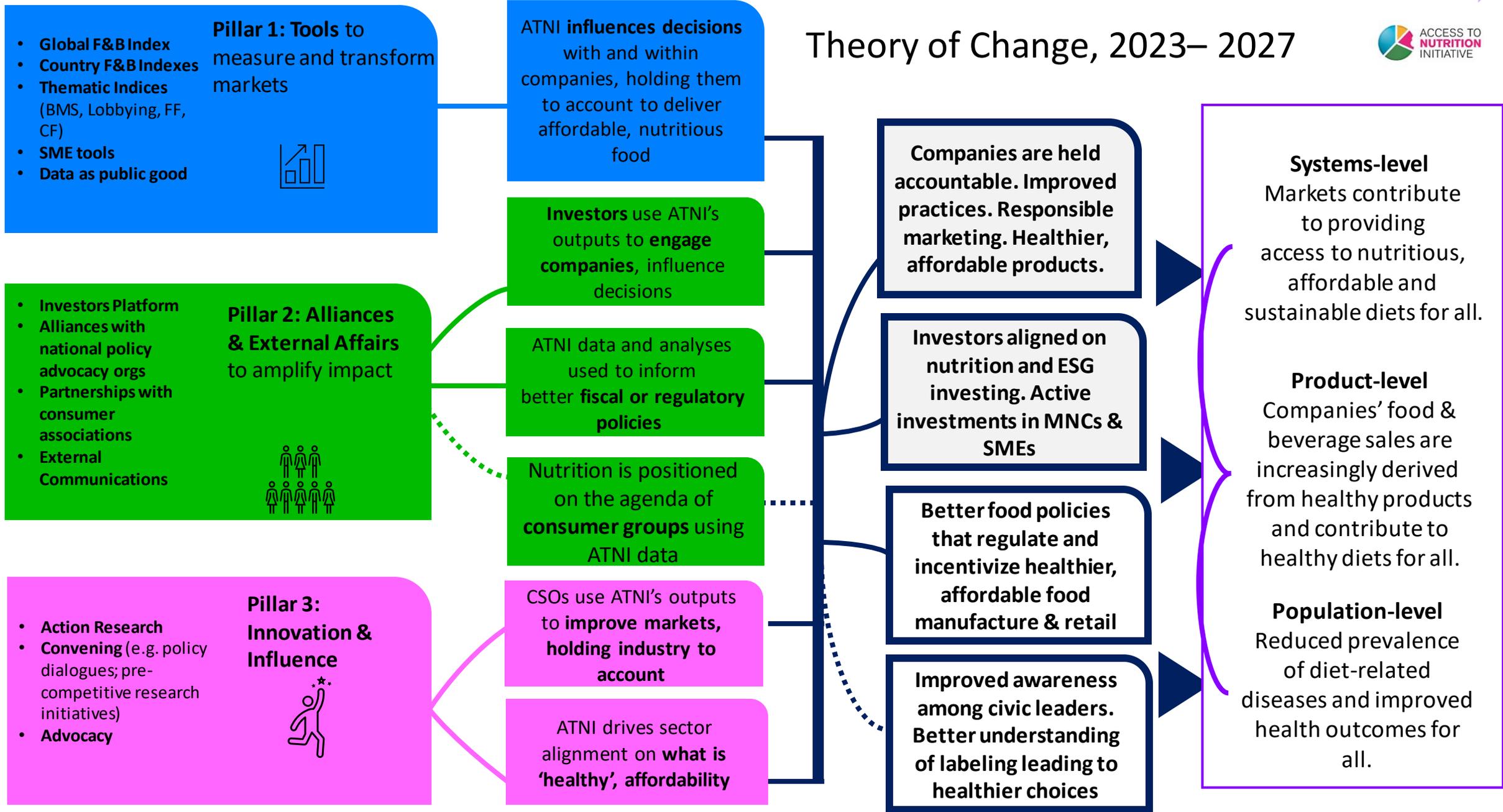
Strategic Goal

To transform markets so that at least half of companies' food & beverage sales are derived from healthy products by 2030 and contribute to healthy diets for all.

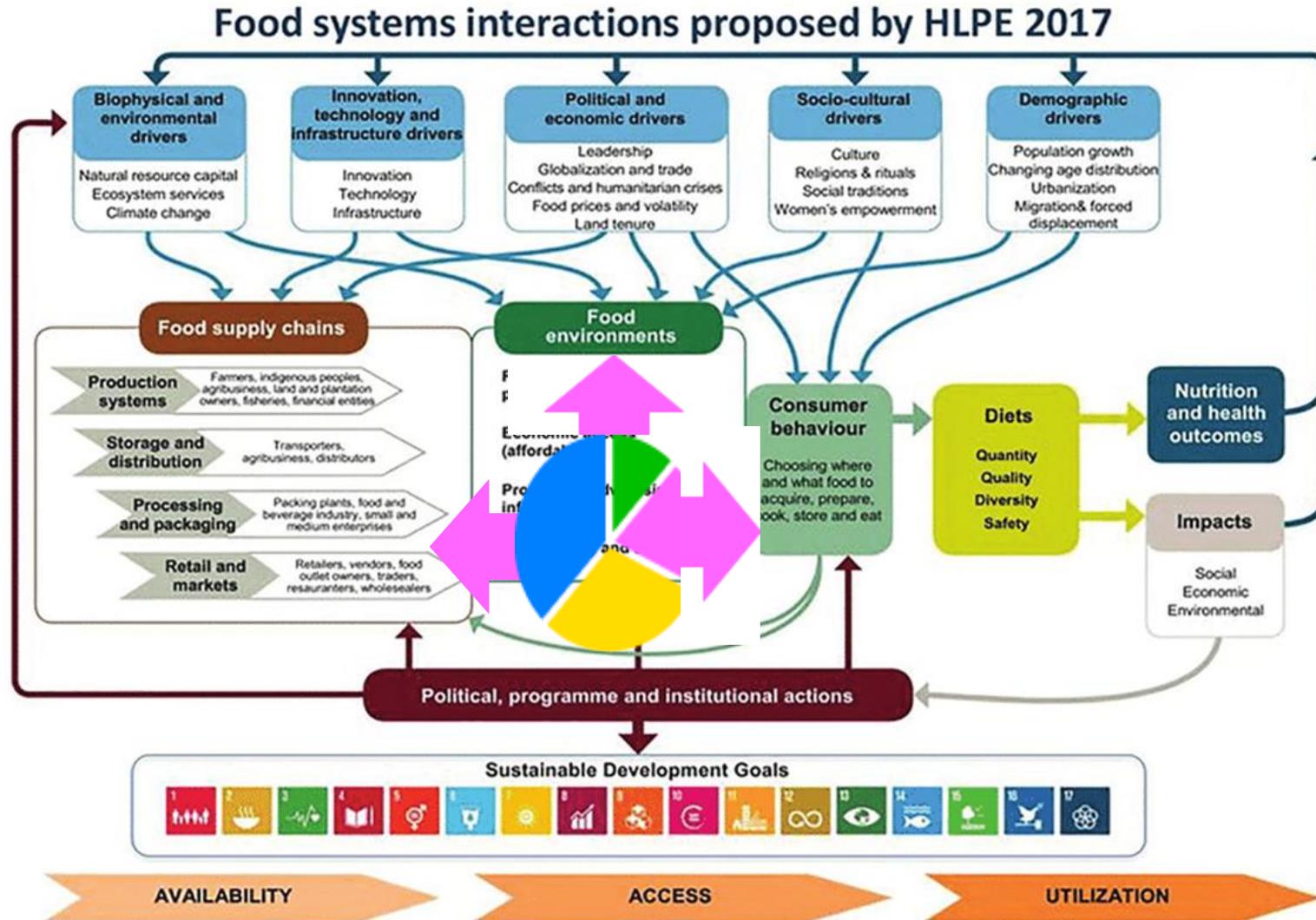




Theory of Change, 2023– 2027



ATNI's current and future position in the food system

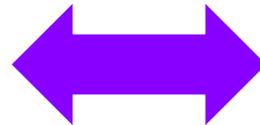


Source: Food systems conceptual framework. HLPE, High Level Panel of Experts on Food Security and Nutrition. Nutrition and Food Systems. FAO. 2017.



Investment Risks

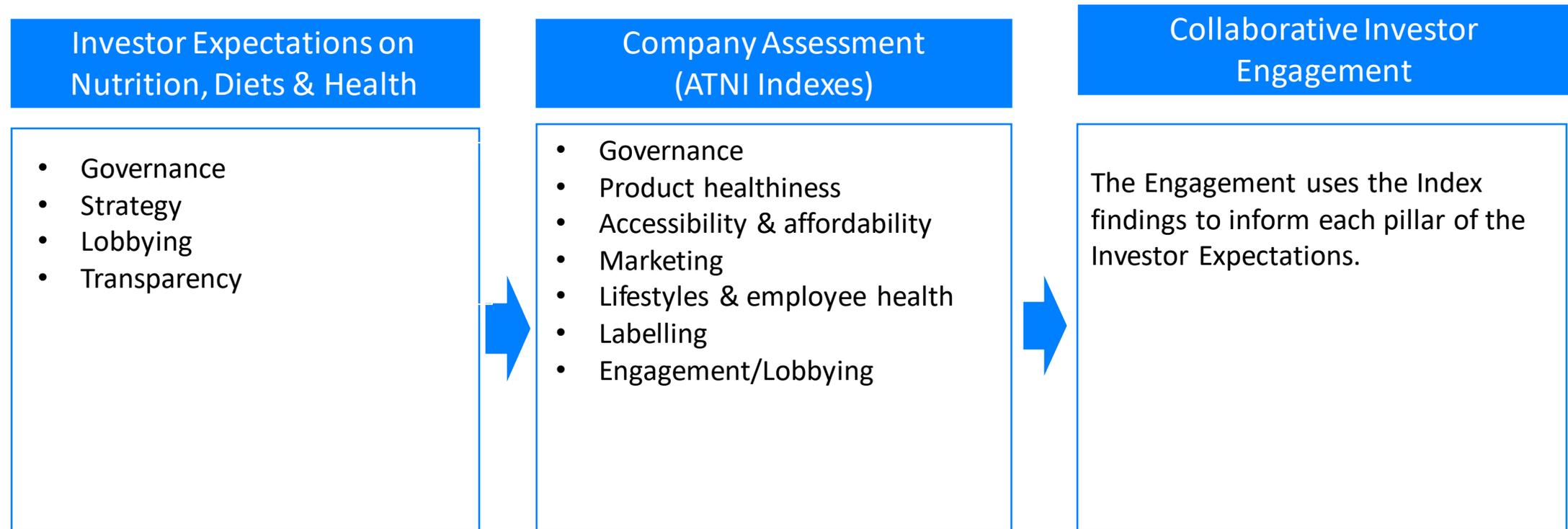
- Regulation
- Fiscal Measures, e.g. sugar taxes
- Litigation risks
- Lower revenues and loss of market share
- Decreasing consumption of less healthy products



Investment Opportunities

- Rising consumer demand for healthy products
- Ability to capture new trends and markets
- Improve customer trust and loyalty
- Greater innovation in healthy product categories

Amplifying impact: ATNI's Investors in Nutrition and Health



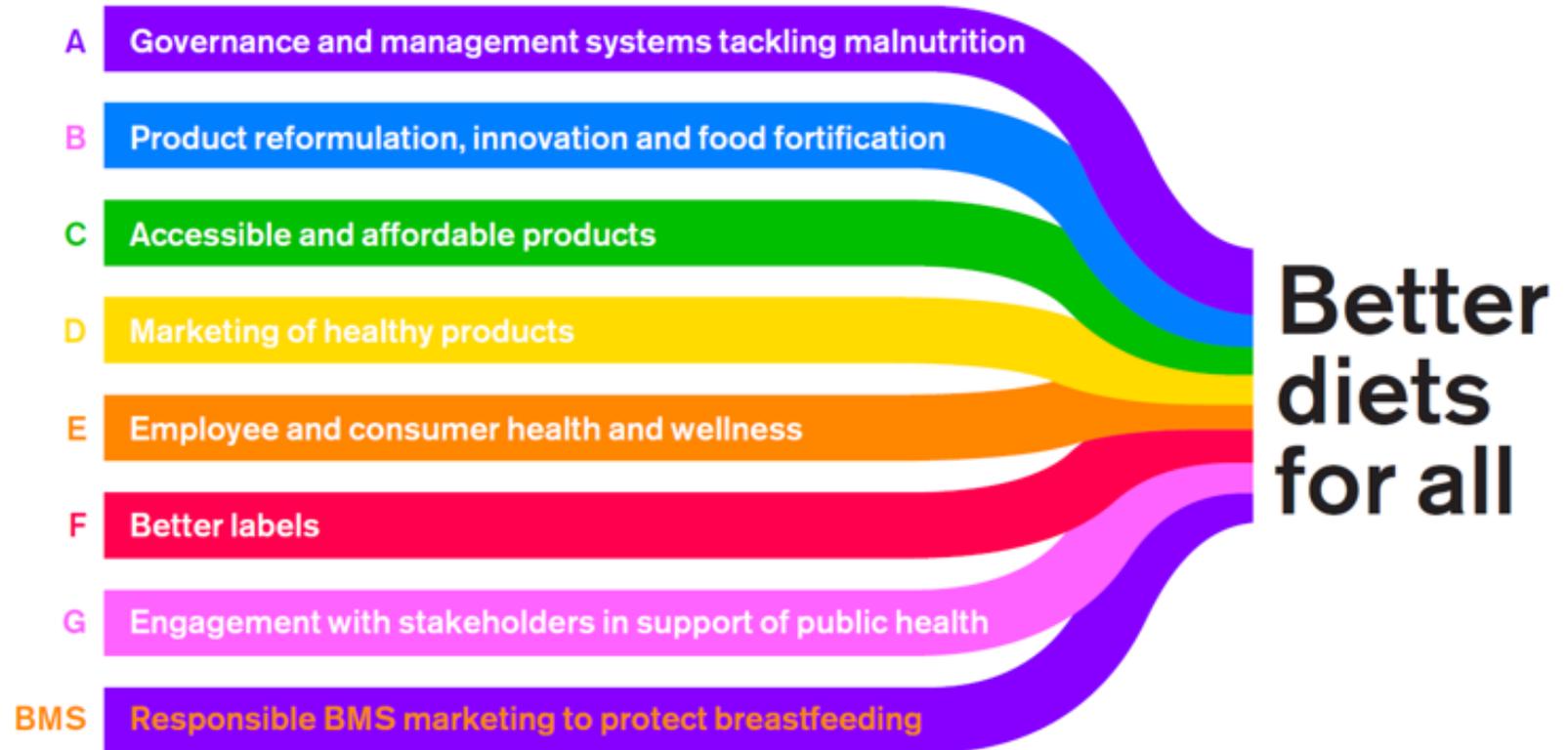
80 institutional investors, representing **USD 19.9 trillion** in assets under management, have signed up to **ATNI's Investor Expectations on Nutrition, Diets and Health.**

ATNI Global Index 2021 –Companies





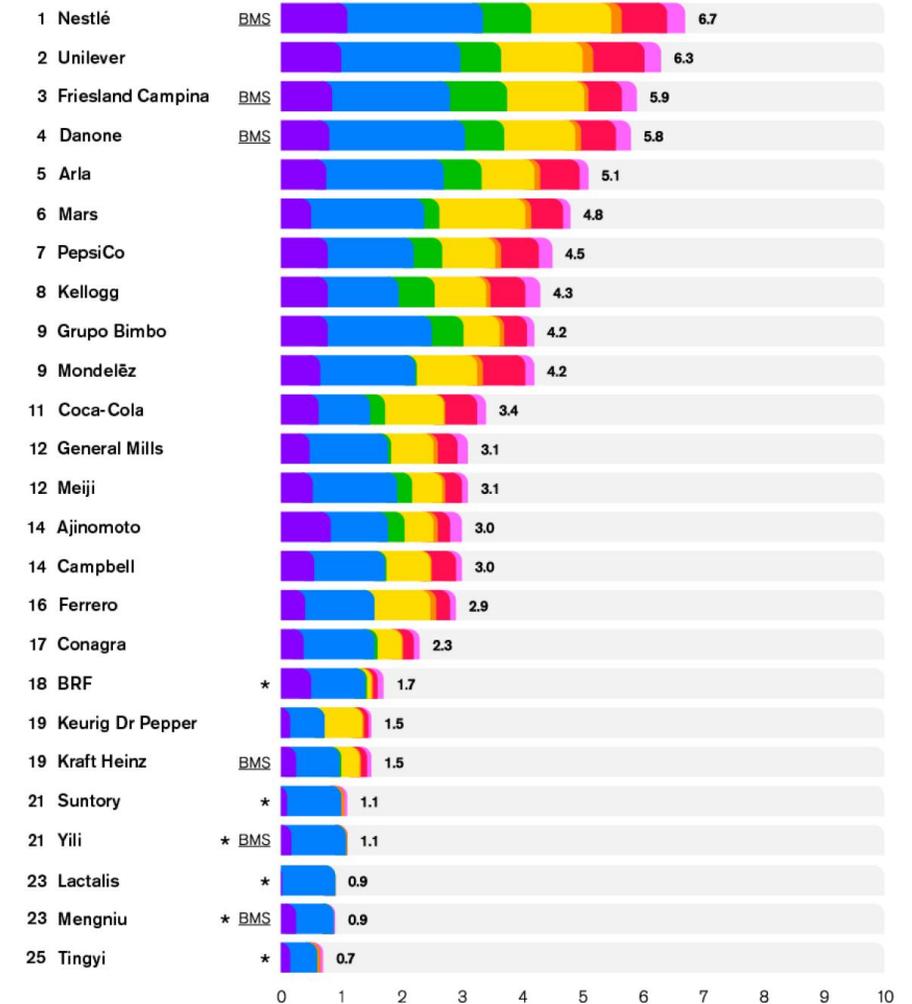
The ATNI Corporate Profile Methodology assesses companies' nutrition-related commitments and policies, practices and disclosure across seven categories, including a Product Profile assessment and a BMS/CF Marketing Index.



Global Index 2021 – Overall Results



- Average score in 2018 and 2021 was 3.3
- All top 10 companies, excluding Arla, scored lower in 2018 while most companies in the middle and lower rankings scored slightly higher
- In 2018 and 2021 Nestlé leads the rankings with a score of 6.7 out of 10. Unilever second with 6.3, and FrieslandCampina third with 5.9
- Arla comes fifth improving from 3.3 in 2018 to 5.1 in 2021. Meiji rose five places in the Index



A Governance (12,5%)
 B Products (35%)
 C Accessibility (15%)
 D Marketing (20%)
 E Lifestyles (2,5%)
 F Labeling (10%)
 G Engagement (5%)

BMS Assessed against the BMS methodology: An adjustment based on the BMS score is incorporated in the overall score

* Did not provide information to ATNI



Engagement in practice

Unilever agreed to benchmark its own definition of healthy against 6 internationally recognized NPMs. No marketing to children raised to age 16, influenced by ATNI data & engagement.



Global Index 2021 – Japanese Companies Results



- Ajinomoto's score increased from 2.4 in 2018 to 3 in 2021
- Significant improvements in Category D and Category B: new responsible marketing policy and adoption of own formal nutrient profiling model (NPM)
- Ajinomoto is 1 of 4 companies assessed to:
 - Commit to only use health claims when the product meets nutrition criteria of own NPM
 - Engage with stakeholders internationally in a comprehensive, well-structured and focused manner



- Meiji rose 5 places in the ranking since 2018 (2021 score of 3.1)
 - '2026 Vision CSR strategy' includes a focus on nutrition for the elderly and women
 - New policies relating to responsible marketing, labeling and employee wellness
- Free Home Delivery Service offers healthy products to 2.5 million households in Japan
- Meiji was not assessed on their Breastmilk Substitutes Marketing policies and practices in the Index



- Suntory was assessed for the first time in 2021, and ranks in 21st place (score of 1.1)
- Public disclosure of commitments and actions is limited
- Commits to addressing SDG3 (Good Health and Well-being) and SDG6 (Clean Water and Sanitation) as priority areas
- '100-Year-Life Project' aims to drive improvements in product portfolio and promote healthier lifestyles



Business signed the Tokyo Compact which states that they will promote “access to effective and affordable nutrition-related products while reducing the marketing of unhealthy foods.”

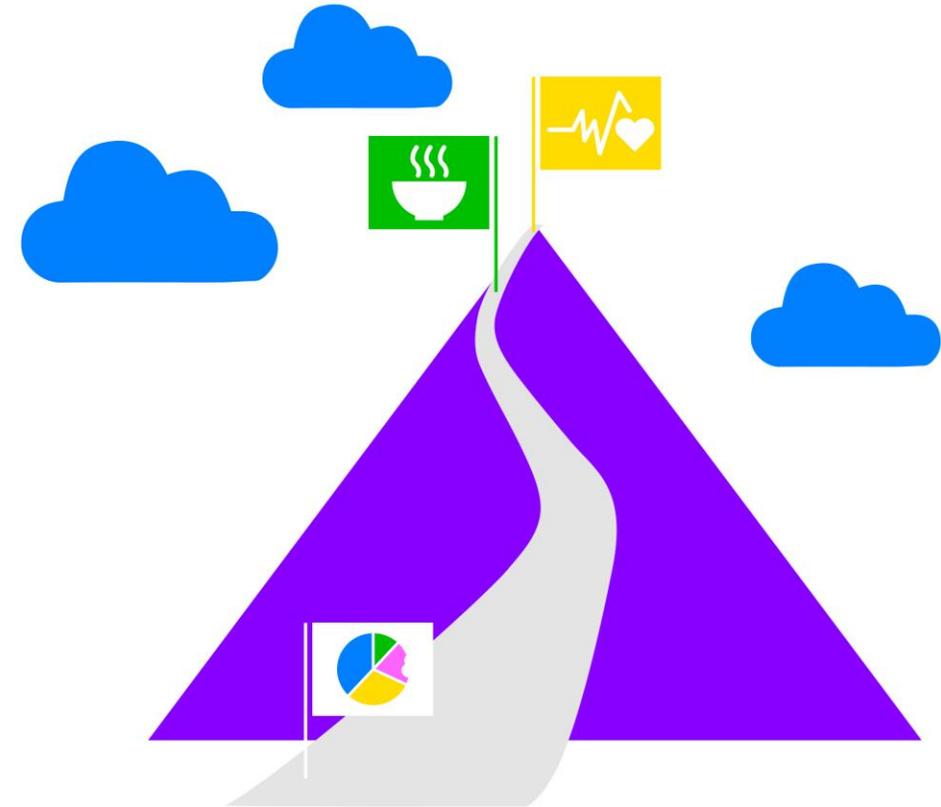
Source: <https://www.mofa.go.jp/files/100271245.pdf>

Next steps: ATNI in 2023 and Road to Paris 2024/2025



- Adapt ATNI methodology: lean/mean, linked to food systems, advance Product Profiling including affordability, accessibility
- India and Global Index (including BMS) development
- Double down on institutional investors engagement
- Ambition to do more in-country work in LMICs, including with SMEs and nutrition
- Engaging with policymakers
- Comms and increased outreach, including supporting preparations for the next N4G (2024/2025)

A Japan Index would be a great addition to this agenda, together with partners in Japan, ATNI is currently exploring opportunities for this





投資家との協働に関する情報

- [ATNI サイト内、投資家向けページ](#)(日本向け情報含む)
- [ATNI 栄養、食、健康に関する投資家からの要望](#)(和文)
- [2021年機関投資家による栄養、食、健康への取り組み事例集](#)(英文)
- [2018-2019年共同エンゲージメント報告書](#)(英文)

Access to Nutrition Indexに関する情報

- [ATNI メソドロジーがどの様に変化をもたらすか](#)
- [ATNI Global Index 2021 メソドロジー](#)
- [ATNI Global Index 2021 結果報告](#)
- [ATNI活動概要](#)

ATNIに関する情報発信

- [ATNIニュースレター](#)
- [ATNI活動に関連した各国メディア掲載](#)
- [ATNI 進捗情報/プレスリリース](#)
- [ATNI LinkedIn アカウント](#)
- [ATNI Twitter アカウント](#)



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Improving nutrition for all
Driving the private sector's performance
on healthy, affordable diets.

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