

# Identifying SMART Business



## Pledges for the 2021



## Nutrition for Growth Summit



**gain**  
Global Alliance for  
Improved Nutrition

# How to shape your commitment

Adopt SMART commitments.

Provide information on how they will be tracked/self-assessed.

Use existing credible frameworks to shape commitments.

Adopt commitments that will improve core business practices (rather than a sole focus on Corporate Social Responsibility).

Use the Responsible Business Pledge for Better Nutrition.



# SMART Commitments



**SPECIFIC:** identify a specific action and indicate who is responsible for achieving it.



**MEASURABLE:** indicator to enable measuring progress and achievement (preferably quantifiable indicators with a baseline).



**ACHIEVABLE:** consistent with the level of progress achieved in the past, ambitious while mindful of the limits of what can be delivered in a realistic timeframe.



**RELEVANT:** reflect the nutritional priorities and challenges relevant to the context and be based on levels of progress achieved in the past.



**TIME-BOUND:** specify a realistic timeframe with key milestones. Commitments should cover more than one calendar or fiscal year and be tracked and reported against annually.

# Responsible Business Pledge for Better Nutrition

Open for signature by any business and business organisation in any sector and at any stage of the value chain which has an impact on nutrition.



Companies and business organizations signing this pledge commit to the following:

- Make better nutrition a long-term, **board-level priority**.
- Put in place **corporate strategies** for the achievement of the nutrition-related SDGs.
- Put in place **measures to ensure investments** in nutrition.
- Make **specific qualifying commitments in three or more of the N4G commitment areas set out below**, unless the company's operations are limited in scope and do not allow for it.
- **Report** on the commitments.

# Responsible Business Pledge for Better Nutrition

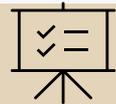
Individual pledges to be made in at least 3 categories (whenever possible)



**Nutrition-smart Agriculture**



**Product (Re)formulation and Innovation for Improved Nutrition**



**Business Model Innovation for Improved Nutrition**



**Responsible Marketing**



**Promote Healthy Eating**



**Workforce Nutrition**



**Finance and Investment for Improved Nutrition**

# Workforce Nutrition Pledge Example

As an employer, commit to developing, implementing and reporting on comprehensive workforce nutrition programme which supports staff health and wellness, as follows:

- **Healthy Food At Work: ex:** Subsidized nutritious and safe meals and snacks (compliant with local healthy catering standards) are made available in workplaces reaching at least 50% of direct employees by 2025.
- **Nutrition Education: ex:** Reach 75% of direct employees across all workplaces during working hours with a trusted, understandable, and actionable nutrition information campaign, free of cost to workers by 2025.
- **Breastfeeding: ex:** By July 2022, establish sufficient private, breastfeeding spaces (with basic breastmilk storage equipment) in all relevant workplaces as well as two dedicated, paid 30-minute breaks per day available to all employees actively breastfeeding.
- **Health Checks: ex:** Voluntary and confidential health checks (screening of at least 2 indicators and additional blood screening for pregnant women) and specialised health counseling are made available annually and free of cost to at least 75% of all direct employees by 2023.



# SMEs and food systems



- Small firms account for 70% of global employment.
- In Africa, 70% to 100% of foods are sold through SME channels.
- African small and medium-size farms provide about 80% of total calories in sub-Saharan Africa, as well as other small actors along the value chain.
- 72-83% of food consumed in India is handled by SMEs.

**Which is why it is critical to engage SMEs in the N4G Summit**

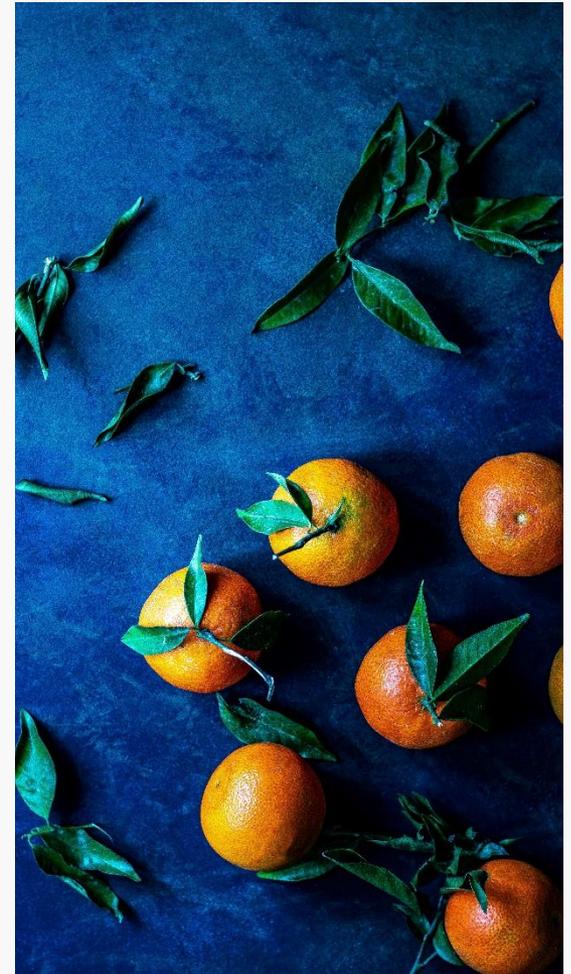
# SUN Business Network N4G Pledges

1 - By the end of 2024, SBN will recruit over 3,000 SMEs across Africa, Asia and Latin America.

2 - **SBN will engage SMEs to sign up to the N4G Responsible Business Pledge for Better Nutrition.**

3 - **SBN will support 3,000 SMEs in building their capacity to provide safe nutritious food in partnership with other stakeholder groups, including government, civil society, etc.**

4 - Each national SBN will pledge to design a national sustainable action plan by a set date, considering options for long-term engagement of the local private sector (especially SMEs) around nutrition.





**THANK YOU**

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# **Annex - SMART commitments examples for Japanese businesses**

- 1) Fortification and biofortification**
- 2) Product formulation, innovation and communication**
- 3) Marketing and nutrition information**
- 4) Food loss and waste**

# 1) Fortification and biofortification

Japanese companies have decades of experience fortifying food especially for the Asian markets, the N4G Summit is an opportunity to showcase these efforts but also to increase them.

## Commitments examples:

- Use % of fortified ingredients such as iodized salt or oil and flour that have been fortified with key vitamins and minerals (all food-producing businesses) in total value sales of production.
- Offer [number] staff hours of voluntary expertise to [number] of SMEs around fortification
- Publish independently verifiable data annually on fortification quality analysis or volume of fortified products produced or volume of premix procured for fortification.
- Formulation/reformulation of % of sales values to address specific needs of elderly consumers.

## 2) Product formulation, innovation and communication

To address the domestic demand Japanese companies have already been reducing salt, fat, sugar. The N4G Summit is an opportunity to compare progress made by the Japanese companies in reformulation vs the ones of global multinationals.

### **Commitments examples:**

#### **For food producers**

- We will derive X % of our total sales values from healthy products i.e. those that achieve a Health Star Rating of 3.5 stars or more.
- We will derive X % of our total sales values among all snacks products from healthy products i.e. those that achieve a Health Star Rating of 3.5 stars or more.

#### **For other companies**

- Partner with and purchase from companies with healthier scores in relevant product categories.

**N.B Health Star Rating is suggested as one example of a global framework. Businesses can select relevant ones however they need to provide the methodology relevant for this commitment so that progress can be tracked and compared to the ones of other companies.**

### **3) Marketing and nutrition information**

**Japanese companies have an opportunity to show that they endorse best practices on marketing and labelling beyond their domestic market which is strictly regulated.**

#### **Commitments example:**

##### **For food producers**

- Market responsibly to children under the age of 18 in support of local regulations and dietary guidelines across all company operations by 2025.
- Our company commits to % of our sales values being compliant to national labelling regulations when they exist and to relevant codex standards otherwise.

##### **For other companies**

- Share ITC tools to better track exposure of children and adolescent to food and beverage marketing.

**N.B Business should clearly comply to existing regulations around all channels used for marketing with specific actions for children under 6 and 12. Businesses should commit to a consistent approach around their portfolio and follow best standards when regulations are weak/non-existent.**

## 4) Food loss and waste

The reduction of food loss and waste has an opportunity to increase affordability of food which is a key challenge for Japanese companies trying to access emerging markets.

### **Commitment example:**

#### **For food producers**

- Our company will fully comply with with Food Loss and Waste Accounting and Reporting Standard by [date].

#### **For other companies**

- Offer training to all company's staff and canteen workers (when relevant) on preventing food waste.

**N.B** In this category company can share their commitments in reducing food loss and waste during the manufacturing process or potentially innovative efforts to reduce food loss and waste at the supplier and/or consumer levels.