



# Business Pledges 2020

# Nutrition for Growth Summit

*EXAMPLES OF SMART COMMITMENTS FROM THE PRIVATE  
SECTOR*



# INTRODUCTION



# N4G, an opportunity for business engagement



In 2020 businesses have a fantastic opportunity to change the narrative that they are only part of the problem and to prove that they can be a big part of the solution.



Businesses can change this narrative by making SMART commitments to advance nutrition.



Business should make commitments towards better nutrition that affect their portfolio, their geographic footprint, their consumer base and their business model.

# How to shape your commitment

- 1) Adopt SMART commitments
- 2) Provide information on how they will be tracked/self-assessed
- 3) Use existing credible frameworks to shape commitments
- 4) Adopt commitments that will improve core business practices (rather than CSR)



## Resources:

[Nutrition for Growth Website](#) including a [commitment-making guide](#)

[Global Nutrition Reports](#) reflecting past N4G commitments and progress around their implementation

[Access to Nutrition Initiative's methodology](#) of their global index to identify areas in which companies can commit 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.

# Priority areas of the 2020 N4G Summit

The Government of Japan established five priority areas for the 2020 Summit, composed of **three pillars and two cross-cutting components**, to achieve global nutrition targets

## Health



Making nutrition integral to Universal Health Coverage for sustainable development

## Food



Building food systems that promote safe, healthy diets and nutrition, ensure livelihoods of producers, and are climate-smart

## Resilience



Addressing malnutrition effectively in fragile and conflict affected contexts



**Innovative Financing**



**Accountability**



# Past commitments

**At past N4G Summits, businesses have pledged:**

- 60 workforce commitments** with 2 commitments were suggested to companies:
- 1) Reach a number of employees in a number of countries with the company's nutrition policy
  - 2) Improve maternal health and support breastfeeding for a number of working mothers

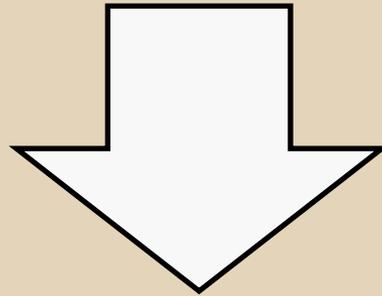
**27 non workforce commitments** selected by the companies, here are some examples:

- Britannia: Decrease anaemia/increase BMI of 100,000 with fortified biscuits.
- Cargill: \$1 million to promote micronutrient fortification of flour (Flour Fortification Initiative).
- DelAgua: In 20 years: 9 million with access to clean water in Rwanda.

[More examples are available on the N4G commitment tracking](#)

## Why commit? (1/3)

To strengthen your engagement towards nutrition needs with potentially a better access to emerging markets



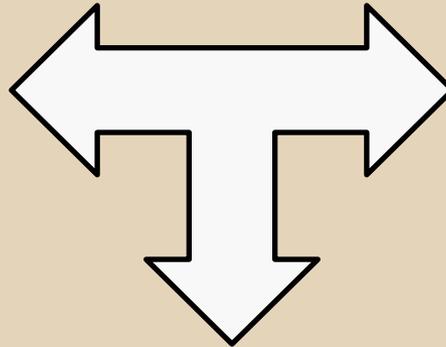
By committing to provide technical assistance and investing in local companies, you can support future M&A to extend your activities in new markets with significant growth rates

## Why commit? (2/3)

To provide global visibility around your nutrition ambitions and solidify competitive advantage of Japanese companies

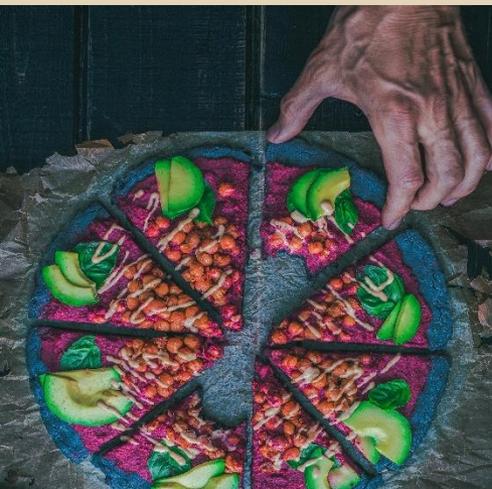
Expertise in nutrition for elderly consumers

in key areas



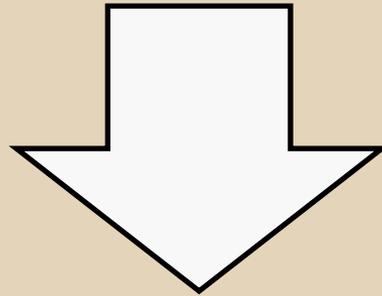
Already providing “foods with functions” for health aware consumers

Already providing smaller servings than in other high income countries



## Why commit? (3/3)

To answer the needs of more health aware consumers in Japan and abroad



Commit to increase sales of vegetables in response to current trend in Japan in the purchase of vegetables online, including notably pre-washed and pre-cut vegetables in for meal preparation in suitable portions

# Why commit now?



Japan hosting the N4G Summit is an unprecedented opportunity for Japanese companies to join global business and multi-stakeholder efforts to show their skills and expertise in fighting malnutrition.

At the domestic level, Japanese companies have to answer the requirements of increasingly health aware consumers and internationally the Japanese companies can show their added value to provide competitive healthy nutritious food in high income but also emerging markets

# SMART commitments examples for Japanese businesses

1) **Workforce nutrition**



For all businesses

2) **Fortification and biofortification**

3) **Product formulation, innovation and communication**

4) **Marketing and labelling**

5) **Plant-based foods**

6) **Food loss and waste**



For all businesses from the food and beverage industry

# 1) Workforce nutrition

**Japanese companies notably through NJPPP have already demonstrated their expertise in supporting workforce nutrition programmes across Asia and the Japanese government has implemented compulsory health checks – a key component of workforce nutrition programme.**

## **Commitment example:**

As an employer, ensure % [number] of all direct employees able to access workforce nutrition programme which supports staff health and wellness through adopting comprehensive policies that include access to healthy food, nutrition education, health checks, and breastfeeding support, as well as additional supportive areas such as physical activity promotion (if relevant to the workforce).

**N.B Workforce nutrition pledges should be made by all employers and therefore it is relevant for companies beyond the food and beverage sector.**

## 2) 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.

**N.B Businesses should also advocate for more mandatory fortification in the countries in which they operate, this will benefit both the populations and the companies with existing expertise and capacity in food fortification.**

### **3) 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:**

- 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.

**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.**

## 4) Marketing and labelling

**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:**

- 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.

**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.**

## 6) 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:**

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

**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.

# BUT ALSO

## **Businesses should not only pledge but also ask:**

- Governments to create a fair level playing field that supports best practices from companies on improving access to safe nutritious food
- Civil society to support independent monitoring of business impact on nutrition
- All stakeholders group to engage in multilateral partnerships to advance knowledge on nutrition

