

# Overview of SUN Business Network

## Engaging the Private Sector for Nutrition

SBN x NJPPP Webinar  
31<sup>st</sup> January 2024



# What is the SUN Business Network?

Within SUN Countries, the SUN Business Network (SBN) serves as the **key platform for engaging the private sector**.

The SBN **facilitates and coordinates the mobilisation of the private sector** at global and national levels to better **contribute to and invest in improving nutrition** – aligned to, and in support of SUN Country national nutrition strategies.



# SBN Purpose & Goals

Purpose	SBN does this by?	Goal
<p>Reduce malnutrition in all its forms by mobilizing business to commit to and invest in improved business practices for improved nutrition</p>	<p>Bringing together the private sector, government, and others to work with and support businesses, in joint, practical actions that shape sustainable local food systems and help improve nutrition</p>	<p>Improved business practices for nutrition, maximizing private sector contribution to safe, healthy, and affordable diets for all</p>

# SBN Reach

**1,600**

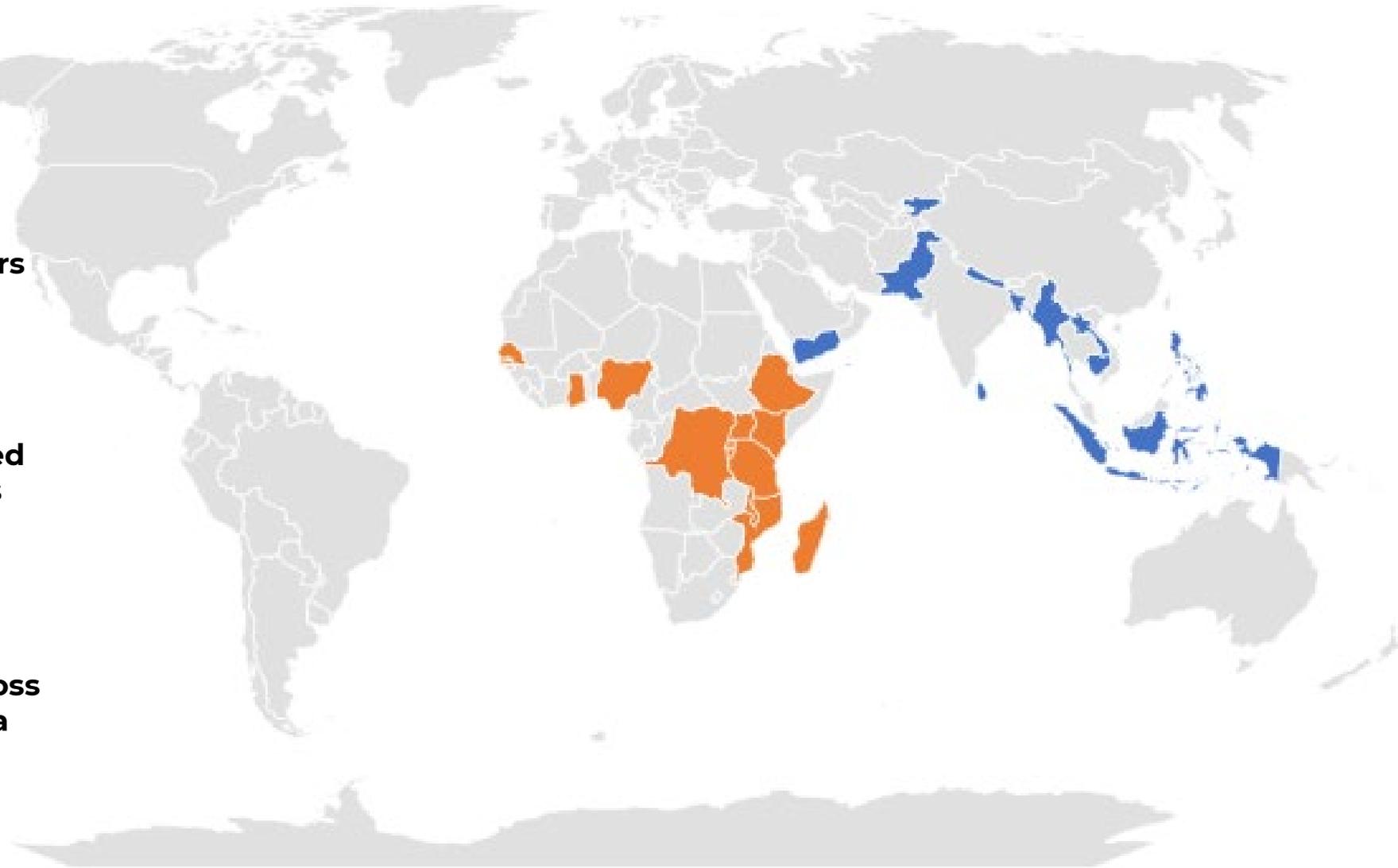
SBN Members

**80%**

Small- & Medium-Sized Enterprises (SMEs)

**21**

Countries across Asia & Africa



■ Asia  
■ Africa

# SBN Role

## Advance

Practical business solutions and support, to improve their business practices for nutrition. This includes facilitating access to finance, technologies, technical assistance, business partnerships, and strategic knowledge opportunities.

## Convene

Business via fit-for-purpose mechanisms that facilitate dialogue, collaboration, and learning among business in support of national nutrition priorities.

## Amplify

SME voices, channeling collective perspectives, ideas, and potential opportunities to government and other relevant stakeholders to help recognize and enable the positive role of business in nutrition.



# Key Activities



## Enhance

Enhance the technical capacity of MSMEs to produce and process safe, quality and nutritious foods



## Improve

Improve access to finance and technical assistance for MSMEs to enable them to invest in production, processing, transport and consumption of safe, quality priority nutritious foods



## Increase

Increase consumer awareness and demand for priority foods required for improved dietary diversity for children aged 6-23 months and women of reproductive age



## Convene

Convene the wider business community to strengthen nutrition action



## Enable

Support the development of a supportive policy and regulatory environment for SME investment in nutrition



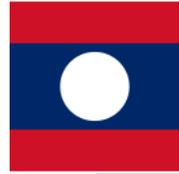
## Leverage

Leverage large national businesses to implement workforce nutrition programmes

## Engage Women and Youth Entrepreneurs (cross-cutting theme)

Encourage and support inclusive business growth, employment, and skills development to empower women and youth-led businesses and workers to enable greater contributions to nutrition and food systems transformation

# Country Examples



## Laos PDR

In 2020, SBN Laos supported the government's National Nutrition Action Plan through the development of rice fortification standard setting and the design of a fortified food logo. SBN Laos also worked with the Association of Millers to support their members in implementing a rice fortification pilot project.



## Bangladesh

SBN Bangladesh has conducted a number of capacity-building workshops for more than 500 SMEs focused on nutrition, food safety and business development and has organised challenges to identify innovative business and solutions within food systems.



## Sri Lanka

One of SBN Sri Lanka's focus areas is workforce nutrition & wellbeing programmes. In 2023, as part of World Breastfeeding Week, SBN Sri Lanka held a number of advocacy and capacity-building workshops to advocate for its members to promote and support breastfeeding at work.

*A global network of businesses committed to  
improving nutrition*

**FIND OUT MORE: [WWW.SUNBUSINESSNETWORK.ORG](http://WWW.SUNBUSINESSNETWORK.ORG)**

