



Small and medium enterprises and nutrition - Upgrading business models



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This is the second of a series of two e-learning courses on small and medium enterprises (SMEs) and nutrition. In this course, you will learn an approach to integrate nutrition into SME business models, in order to make food systems more nutrition-sensitive.



6 hours and 15 minutes



Available in English

You will learn about

- How to craft nutrition-sensitive business visions, missions and objectives.
- Customer segmentation and identification of nutritionally vulnerable groups.
- Value proposition based on nutritious foods.
- Entry points for nutrition across the value chain.
- Strategies and tools to support the marketing of nutritious foods.
- Principles to establish partnerships with focus on SMEs and nutrition.
- Options to finance nutrition-sensitive investments of SMEs.

Digital badge



Who is the course for?

This e-learning course targets SME trainers, SME representatives and policy-makers working on SMEs development, sustainable food systems and nutrition. It will also benefit those interested in learning more about sustainable food systems.

Key partners

This course was developed by the Food and Agriculture Organization of the United Nations (FAO) through the support of the project “Strengthening capacities for nutrition-sensitive food systems through a multi-stakeholder approach”, funded by the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) and implemented in collaboration with the Governments of Ghana, Kenya and Viet Nam.

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