

GAIN's response to the 2021 Nutrition Connect review

Nutrition Connect was launched on 29 May 2019 with the aim of creating a knowledge mobilisation platform to bring together evidence and experience around public private engagement (PPE) for better nutrition. Nutrition Connect aims to collate, curate and share credible resources to support public and private sector actors to explore, engage and collaborate.

In October 2021, the Global Alliance for Improved Nutrition (GAIN) commissioned the second external, independent review of Nutrition Connect. This year review included an open field survey, targeted stakeholders interviews and a digital audit. The **top-level findings** from the report were:

- Overall interest in Nutrition Connect is high. There is a strong belief among both interviewees and survey respondents that the site is useful, credible and fills a niche need for the nutrition community. Those familiar with it view it very favourably, describing it as “fantastic” and a “one-stop solution,” among other positive terms.
- All respondents viewed Nutrition Connect and/or its stated aims (for those unfamiliar with the site) as somewhat or extremely useful.
- It delivers on a niche need, as many users believe there are no other resources that speak specifically to improving PPE for nutrition.
- When asked where else they go for PPE-related information, survey respondents most often visit United Nations-affiliated sites.
- The diversity of resource formats (peer reviewed research, case studies, podcasts, etc.) works well to meet varied user needs and preferences.
- The site resonates with a very engaged and committed group of nutrition professionals. Users primarily rely on Nutrition Connect for ongoing learning/reading.
- The site's affiliation with GAIN further boosts its credibility.

The review also highlighted areas for improvement. After careful reflection, in the short-term GAIN intends to prioritise the following:

- Create a new *Priority area* focused on food safety.
- Increase awareness and use of the site, including stronger communications and clearer engagement opportunities; ongoing nudges to visit the site (e.g., a regular e-newsletter).
- Implement technical updates across the site to improve user experience, including improvements to site structure; search, filter and sort functionality in the *Resource centre*; navigation of *Events and webinars*.
- Setting clear, quantifiable and measurable goals for the site to ensure Nutrition Connect's positive trajectory and impact continues.

In addition to the above, Nutrition Connect will continue to evaluate, anticipate and respond to developments and narratives within the business and nutrition community. Nutrition Connect will work to find and share more inclusive and diverse resources to reflect emerging opportunities across the food system. This will include, where possible, solutions-focused resources on innovation and technology, sustainability, the circular economy, business engagement, inclusive business models, and the economic incentives for improved nutrition.