

Building Business Contribution for the 2020 N4G Summit

Concluding Statement of Conference Co-Chairs

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Introduction and Background

This statement is our attempt to capture the main outcomes of this meeting. 145 diverse representatives from government, civil society and the non-profit sector and business participated. 60 company and private sector representatives, and six leading business associations contributed.

The Summit to be held in Japan in 2020 is an opportunity that will not repeat: it marks the end date for the successful commitments made at the original Nutrition for Growth Summit in 2013; and leaves us 10 years to deliver the SDGs in 2030.

The Governments of the Netherlands, the UK and Japan emphasized in their statements the critical role of food systems in tackling the interlinked challenges from malnutrition to climate change and environmental sustainability, and as it was stated “business is at the core of these systems and good nutrition is instrumental to the achievement of at least 12 of the 17 SDGs”. The Director General of FAO, Dr. Graziano da Silva, put it starkly: that we need a radical transformation, and this can only be achieved by strategic alliances. In food, business is a core player.

The Government of Japan also underlined the strong linkage between achieving universal health coverage and enabling food systems to deliver better diets for all. The evidence for causal linkages between poor diets and poor health outcomes is now overwhelming, and we commend Japan for making this a major theme of the Summit.

The Changing Agenda

We are witnessing a period of dramatic change in thinking about how to approach the SDGs, especially the climate and environmental sustainability crisis. Malnutrition is a crisis for a third of all people, and still accounts for 45% of all child deaths under 5

years of age. The SDG's with 12 out of 17 goals linked to nutrition are in danger of failing, and food systems are seen to be increasingly more instrumental to the broad global challenges. There are a plethora of complementary and parallel efforts to shift policies at global level and our meeting identified the main platforms to connect to, and also that our work can make a contribution to the rethinking of food systems which can be highlighted in the Climate Summit and the proposed 2021 food systems summit. It was helpful to have the FOLU, EAT and WEF present to help us link our specific focus to the wider system challenges and they are important partners for the next 12 months.

Business described a fast paced environment in which many consumers, and increasingly young consumers, are demanding change in future food systems that provide healthier, tasty diets which are also better for the planet. We heard many examples of individual actions being taken on workforce, new products, and sustainability from all corners. But at the same time, the quality of diets is falling for many consumers in all countries, due to the high costs of many nutritious foods, and the low nutritional quality of many widely available food products.

Future food systems are therefore in the (re-)making. The Japan Summit should help address some "frontier issues" identified, and the lack of working platforms between the public and private sector to innovate new business models that support public health and the sustainability of food systems.

We should forge ahead with innovators and leaders across the sector, and not wait for the slowest: this is the best way to raise standards and achieve impact.

Strengthening Business Contributions and Commitments to the 2020 Summit

We believe the Summit needs to make space for diverse types of commitments capable of addressing the systemic nature of the challenges of food systems. This requires collective action plans which encourage the support of individual companies and governments.

We thus recommend that Tokyo commitments, wherever possible, are bundled into subject areas with joint and mutually reinforcing plans for delivery and assessment, against which individual commitments can be made. These can be aligned with the Summit thematic working groups. Business commitments should be set out and be accompanied by complementary enabling commitments from governments, civil society and development partners that are required to achieve the intended impact. All commitments must be SMART.

The private sector organisations present have indicated that they are ready to work together to develop and help channel business contributions to the Japan Summit. As noted, this means building new coalitions with government, donor and civil society partners. The Paris Lima Climate Action Agenda was mentioned as a good model to galvanise non state actors in this type of planning.

Business associations have a unique role to play to build these frameworks for collective action. We will be recommending that business is part of the Summit planning process in line with the principles of engagement set by the organisers.

We as organisers of this event, and the businesses present, are ready to help the 5 working groups for the Summit – on food systems, investment, fragile states, universal health coverage and data/accountability-- to bring in the resources and ideas from this conference.

We identified candidate topics where such ambitious and innovative commitments and action plans could be developed over the next 12 months for agreement at Tokyo. These are not exclusive but showed models of how to develop these contributions.

For example, the discussion on acceleration of reformulation of products showed promise in terms of discussion goals and setting a framework for joint action. The WBCSD White paper on plant and animal sourced foods and the planned review of the state of reformulation create a promising framework for new collective action.

Marketing safeguards for children also got into details and identified some common areas of focus – expanding to all channels, including digital, all settings where children typically gather, age limits, the importance of independent audits and nutrient profiling. The Olympics are a unique opportunity to showcase what responsible marketing and education on healthy options could look like, partners are challenged to show what business can contribute.

On improving diets via animal sourced foods and plant-based foods, this was identified as an important area to explore action. Strategies to diversity and expand new nutritious food sources and recycle food waste/loss into the food system is a high priority.

Workforce nutrition would be looking at setting up some norms for all stakeholders, and innovative actions supporting businesses to share their models of implementation.

New finance and investment models will focus on two areas – setting some goals for expanding new blended finance for SMEs in food systems, and linking the work of

WBCSD, the Food Systems Dialogues, and ATNF to develop an international investor coalition with support of business platforms and governments that pledges support to a set of investor expectations on nutrition and health. We will explore whether Investors could ask food & beverage companies to commit to this, set and announce it at the Summit in Tokyo.

Fortification and biofortification are great examples of highly effective public private collaboration for an effective tool to help end malnutrition. The unfinished agenda needs to be emphasised in Tokyo. Government leadership is critical to get regulation right – with everyone on board and standards monitored and enforced. Companies can fortify but governments need to enforce. Communication to consumers is vital.

The summary outcomes and recommendations reported by the working sessions in the seven areas are:

- 1 Reformulation: the discussion on acceleration of reformulation of products showed promise in terms of discussion goals and setting a framework for joint action. The WBCSD White paper on plant and animal sourced foods and the planned review of the state of reformulation create a promising framework for renewed collective action.

Recommendations:

Government nutrient profiling models are needed at the national and regional levels to identify foods that promote health and nutrition. Take the opportunity to fortify.

- 2 Animal Sourced Foods: Improving diets via animal sourced foods and plant-based foods was identified as an important area to explore action. Strategies to diversify and expand new nutritious food sources and recycle food waste/loss into the food system is a high priority.

Recommendations:

WHO and FAO recommendations need to be aligned. Diversification of animal sources needed. Do more to recycle animal source food loss food waste safely back into the system.

- 3 Fruits and Vegetables: this session highlighted the importance of value chain development, demand creation and the informal sector.

Recommendations:

Public procurement targets, improved infrastructure, more demand creation, more public R&D for F&V, more financing for F&V operators in value chains to increase availability and affordability.

- 4 Marketing to Children: Marketing safeguards for children were discussed and some common areas of focus were identified. The session emphasized the need to protect all children across all ages from unhealthy food marketing (aka limit exposure of marketing to children) and the importance of cross-border and legally enforceable regulation. As part of that, there were strong calls to establish specific and tangible commitments to ban advertising of unhealthy foods during Olympics. Participants also raised the need for commitments that would not just reduce/limit harm but also incentivize marketing of healthy options

Recommendations:

More comprehensive regulation that covers all channels, all forms/appeals and places where children gather. With a specific focus on digital as a medium which has a clear fit with children, but is still strongly developing and monitoring is therefore challenging.

Need to comply with regulations on marketing of food and nonalcoholic beverages to children and work with government to reinforce the effectiveness of these regulations.

Work with government to establish and enforce appropriate standards and regulations for promoting healthy food

Remain accountable to government in complying with human rights requirements for doing food business to impact positively on improved nutrition outcomes.

Regional WHO nutrient profiles and national guidelines where applicable need to be used as guidance to determine which products can be marketed to children.

Acknowledgment of children up to 18 and protection of all children.

Discussion to define SMART targets to shift marketing budgets towards the promotion of healthier products.

- 5 Workforce: this group conferred about setting up some norms for all stakeholders, and innovative actions supporting businesses to share their models of implementation.

Recommendations:

Use ATNI categories, work with companies throughout the value chain, monitor the micronutrient status of employees, develop B2B learning labs on how to do workforce, including toolboxes, make it easy for women to breastfeed on site.

Extend workforce policies to not just own company workforce but to workplaces across the supply chains, including the creation of family friendly workplaces, including provide adequate space, time and support for breastfeeding mothers.

- 6 Fortification: Fortification and biofortification are great examples of highly effective public-private collaboration for an effective tool to help end malnutrition. The unfinished agenda needs to be emphasised in Tokyo. Government leadership is critical to get regulation right – with everyone on board and standards monitored and enforced. Companies can fortify but governments need to enforce. Communication to consumers is vital.

Recommendations:

There is an unfinished agenda, get rid of tariffs and taxes on premixes, harmonise regulations and standards across borders within trading regions, scale up biofortification, south-south cooperation to get SMEs up to capacity, guidance needed on where to draw the line on fortifying less healthy foods

- 7 Financing of nutritious foods: need governments and donors to provide working capital for nutritious foods financing funds, need metrics to ensure foods are nutritious and that impact is occurring, need to convince existing funds to pay more attention to nutrition (currently low priority). Develop an investor coalition, via business platforms.

Recommendations:

New finance and investment models will focus on two areas – setting some goals for expanding new blended finance for SMEs in food systems, and linking the work of WBCSD, the Food Systems Dialogues, GAIN, and ATNF to develop an international investor coalition with support of business platforms and governments that pledges support to a set of investor expectations on nutrition and health. We will explore whether Investors could ask food & beverage companies to commit to this, set and announce it at the Summit in Tokyo.

We note that there may be other topic areas that could be added via the planning process.

Principles

The SUN Principles of engagement were welcomed as a good guide to multistakeholder cooperation, with their emphasis on transparency, inclusiveness, mutual accountability and collaboration towards common objectives. We all want to be guided by the goal of doing more good, and doing no harm. In this regard, it is important to apply agreed global health standards. Protection of breastfeeding is especially important, as enshrined in the BMS Marketing Code. We hope that the Tokyo Summit can be a platform to bring forward clear company commitments to comply with the Code.

To ensure that the Japan 2020 Global Nutrition Summit delivers credible and well-supported outcomes for nutrition the Summit itself will require principles of engagement. These should respect the unique roles of governments, business and civil society. We are confident that the process under way to finalise these will succeed.

Accountability and Reporting

We set out specific ideas on how to streamline accountability and reporting arrangements for the Summit, building on the expertise and gaps of current accountability mechanisms. This process involves ATNF, WBA, GAIN, CGF, WBCSD, IFBA, FCRN, SBN and will aim to bring further clarity on business impact on nutrition, avoid reporting “fatigue” from businesses and generate learning and trust across the public and private sector. It will support the GNR reporting

Conclusion

We are at an early stage; the purpose of this event was to set a course on broad principles and a direction of travel for business engagement in support of the Summit. We will take into account comments and observations from you all which will be forwarded to the Government of Japan and the Thematic Working Groups by mid-July. We will share a draft with you next week.

We are grateful for the support of the WBCSD, and its sister business organisations from the private sector who have been important partners for this work – IFBA, CGF, SBN, USCIB, FIA. Governments (apart from the Netherlands, Japan and the UK, the governments of Bangladesh and Nigeria were represented and actively participated in the discussions), civil society and the non-profit sector each played a constructive role in building this joint effort. Malnutrition is an injustice, and everyone here has a unique contribution to make to righting this. We are much stronger when we remember this and when we work together.

We would like to thank the Government of Japan for its support and participation, and the support of the Government of the Netherlands and the senior leadership of the Ministry of Foreign Affairs and Ministry of Agriculture in hosting this event, as well as the many Dutch structures – Netherlands Working Group on International Nutrition, as well as the 7-8 leading Dutch companies and institutions who addressed us. Every country could learn a lot from how the Dutch undertake food system work, and we are very grateful to our Dutch colleagues for this week.

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