PAKISTAN NUTRIBIZ: SUN PITCH COMPETITION

SBN Pakistan, in partnership with The Indus Entrepreneurs (TiE), launched Pakistan Nutribiz: SUN Pitch Competition in October 2019. The initial phase consisted of social media campaigns, outreach and marketing efforts to build momentum around the competition. This was followed by a Call to Applications which was launched from 6th November till 8th of December. The competition, under the theme of ‘Rethinking Nutrition Innovation’, sought ideas in four sub-areas namely Food Design, Market Connectivity, Post-Harvest Loss Reduction and Food Safety.

Following an overwhelming response, a large number of applications were received. SBN, along with TiE, long-listed the applications to ensure that the companies that made the final pool of applicants met the basic competition requirements and were relevant to the sub-themes. For further evaluation, a selection committee comprising of experts from business, finance, innovation and the nutrition space was formed to technically judge the applications in accordance with the predefined selection criteria.

Based on a scoring rubric, top-10 were selected to form the first cohort of Pakistan Nutribiz: SUN Pitch Competition. There is considerable diversity in the ideas selected; ranging from technology-oriented solutions to business-model innovations. The cohort of 10 SMEs have undergone formal on-boarding through contracting. They will undergo further training and development through boot camp, investment readiness & pitch training in the month of January 2020.

Given the positive response, SBN Pakistan has also accelerated its efforts to partner-up and collaborate with relevant organizations to make the Pakistan SUN Pitch Competition a success story.

For further details, visit:
www.sunpitchcompetition.com
BUSINESS ENGAGEMENTS

During this quarter, the SBN team has been actively engaging with businesses to expand the network’s outreach and membership. In line with SBN Pakistan’s strategy, the team’s focus has been on engaging technical and financial service providers to promote overall improvement in the food systems. In this regard, the SBN team has engaged with both public and private sector service providers including the Pakistan Council of Scientific and Industrial Research (PCSIR), Pak Pure Line and Global Halal Services (GHS). Additionally, small and medium enterprises have been tapped as well to ensure that nutritional awareness and technical help reaches where it is most required. Particular focus has been given to innovative companies such as Share Rizq, Augment Care and Integrated Health Services (IHS). In addition to offering membership and support, the businesses were also sensitized to the changing priorities of the Government with respect to nutrition and food safety, and were made aware of the rapidly changing regulatory environment in the country. The businesses have shown interest in becoming a member of the SBN and in availing technical and financial services to enhance the nutritional quality of their products.

TRANS-FAT REDUCTION TECHNICAL ASSISTANCE TO SMES IN PAKISTAN

The Global Alliance for Improved Nutrition (GAIN), the SUN Business Network (SBN) and the International Food & Beverage Alliance (IFBA) are implementing a multi-stakeholder pilot project to support the identification of industrially produced Trans Fatty Acids (iTFA) replacement solutions in Nigeria and Pakistan. Building on the current work of WHO, Heartfile and the Ministry of National Health Services, Regulations and Reforms, SBN commissioned a study on mapping the sources of iTFA and identified potential alternative solutions. SBN, GAIN and IFBA plan to organize a multi-stakeholder workshop to further enhance understanding around the challenges that the industry is facing in terms of bringing the required change. The workshop is planned for the month of January 2020.
In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that supports SUN countries (along with the UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through engaging and mobilising business to act, invest and innovate in responsible and sustainable actions and operations to improve nutrition. The SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at a national, regional and global level.

SBN Pakistan seeks to increase the availability and affordability of safe, nutritious foods for low income consumers through capacitating businesses and other relevant stakeholders and incentivising positive business actions. SBN Pakistan focuses on specific areas in the food system including creating an enabling environment for businesses to act on nutrition, accelerating nutrition sensitive innovations and promoting cutting-edge and inclusive business models across the food system that address the constraints of different sectors that are important for food diversity and improved nutrition.