BUSINESS & THE 2020 GLOBAL NUTRITION SUMMIT

14 FEBRUARY 2019
TOKYO, JAPAN
Hosted at Ajinomoto Co. Inc. HQ
OPENING:
SETTING THE SCENE & INTRODUCTION

Dr Manabu Sumi, Director Global Health Policy Division, Ministry of Foreign Affairs, Government of Japan
Dr Takeshi Kimura, Board Member and Corporate Vice President, Ajinomoto Co. Inc.
Steve Godfrey, Director of Policy & External Relations, Global Alliance for Improved Nutrition (GAIN)
Dr Fatiha Terki, Deputy Director Nutrition Division, World Food Programme (WFP)

- Nutrition is critical to achieving SDG2 and sustainable development, this is why Japan decided to host the 2020 Global Nutrition Summit - which will have two goals: 1) to secure new and refreshed policy commitments to nutrition from all stakeholders and 2) catalyse new financial contributions to nutrition.

- The Summit will need to consider the gaps in achieving SDG2 as well as other rising challenges such as climate change, conflicts and the epidemic of overweight/obesity, including nutrition for the elderly.

- Changing diets is key to securing global health goals, given the contribution of malnutrition to the leading causes of the global disease burden. Securing Universal Health Coverage will not be possible unless the underlying factor of malnutrition is adequately addressed.

- Business is a key player to ensure that nutritious food is affordable, however food affordability should also be supported by other actors.

- Ministry of Foreign Affairs Japan has asked GAIN to organise the contribution of the private sector to the Tokyo 2020 working groups. WFP is also supporting Tokyo 2020 by participating in the working group on nutrition in fragile states.
In the Asian context where more transparency is expected from companies, increasing work needs to be conducted on product reformulation, responsible marketing to children, front of pack labelling and the understanding of regulatory frameworks.

There are opportunities to educate the population - notably the youth - on nutrition through partnerships to provide exciting and innovative educational models.

Small and Medium Enterprises (SMEs) are a good entry point to the market in order to introduce change and innovation. The SUN Business Network offers an opportunity to organise more SMEs around nutrition and identify companies with the potential to take action and scale up investments in nutrition.

More effort - from multiple stakeholders - is required to create demand for nutritious food.

When addressing nutrient deficiencies e.g. via food fortification, the whole diet needs to be considered and not the sole added value of one food.

Logos are a way to inform consumers, their efficiency depends on their messaging.

Leading companies such as Ajinomoto are seeking to address sustainable development and improved nutrition through their core business models.

Workplace nutrition policies are being piloted by Ajinomoto, Indofood and Nutrition Japan PPP - providing examples of commitments all companies should consider in advance of the Tokyo 2020 Summit.
Business and social solutions are quite compatible.

The 2020 Global Nutrition Summit is an opportunity for all stakeholders to announce commitments, including business.

Japan has achieved universal health coverage and low levels of non-communicable diseases by including Japanese companies in its efforts.

Investors and consumers are becoming more explicit about their expectations on sustainability, this needs to be part of the core functioning and reporting of business. One way to achieve this is to link the financial bonuses of these companies’ executive management to the sustainability results of their portfolio.

All the value chain should be considered when implementing sustainability.

More can be done on food fortification in Asia where compulsory fortification has been endorsed by a limited number of countries. In particular, even though rice is consumed by 3 billion consumers - only 1% of rice is fortified. This poses an important opportunity for companies in Asia, particularly in Japan - especially with trade links to West Africa.
SESSION 3:
HOW DO WE HOLD BUSINESS ACCOUNTABLE AFTER THE 2020 GLOBAL NUTRITION SUMMIT?

Laurene Aubert, SUN Business Network Senior Associate for Global Partnerships, GAIN
Alison Cairns, Director Food System Transformation, World Business Council on Sustainable Development

- Efficient accountability initiatives are required for greater positive impact of business on nutrition. A growing number of businesses are reporting on progress against the SDGs - they do so to demonstrate their progress to regulators, shareholders and consumers - this minimises risk for business. The FReSH coalition of food companies in WBCSD is a good example of this.

- The Sustainable Business Commission estimates that there is a $120 billion opportunity for business in addressing undernutrition through fortified products in low income markets.

- To ensure a successful 2020 Global Nutrition Summit, more alignment of business accountability on nutrition is required and this should be strengthened by the commitment system in place for the Summit.

- Reporting needs to demonstrate impact for and of companies.

- Not only big companies should be held accountable, there is a role for National SUN Business Networks to sensitise companies of all sizes to the need to demonstrate accountability for nutrition and the SDGs.

CONCLUSION & NEXT STEPS

The 2020 Global Nutrition Summit requires a strong engagement from businesses in Japan, in Asia and globally. Businesses should use the opportunity of the Summit to endorse and implement commitments to make nutritious food more available, affordable and desirable to consumers and to companies' employees. Business is a powerful actor for positive change of food systems.

GAIN and the SUN Business Network will continue to mobilise businesses ahead of the 2020 Global Nutrition Summit in coordination with global, regional and Japanese business alliances, such as Ajinomoto and the Nutrition Japan Public Private Partnership (e.g. potential meeting of Japanese businesses alongside the 2019 TICAD summit and the 2020 Global Nutrition Investor Forum in Asia.)