

As a SBN (SUN Business Network) Global Member, you are expected to endorse and support the SUN (Scale Up Nutrition) and SBN principles of engagement described below. Your signature guarantees:

- that your company endorses the SUN and SBN principles of engagement
- that you will disclose to SBN any breach of these principles while you are a global member of SBN

SUN Principles of engagement

The SUN Movement Principles of Engagement seek to reflect the common purpose, agreed behaviours and mutual accountability that form the basis of the Movement. They provide the foundation for positive collaboration and underline the requirement that those who engage in the Movement avoid behaving and acting in ways that could disempower – or even harm – those the Movement seeks to serve.

SUN principles of engagement serve as the basis for assessing individual and organizational behaviour and identifying possible conflicts of interest between stakeholders.

1. Be transparent especially about intentions and impact

Stakeholders will engage in transparent behaviour in all interactions within the context of the SUN Movement. Stakeholders also commit to establishing rigorous evaluations of the impacts of collective action and the contributions of individual stakeholders.

2. Be inclusive

The SUN Movement is open to all stakeholders that demonstrate their commitment to its goals.

3. Be rights-based

All stakeholders are expected to act in accordance with a commitment to uphold the equity and rights of all women, men and children.

4. Be willing to negotiate

All SUN Movement stakeholders are responsible for offering coherent and responsive support to national governments as they implement their nutrition policies and plans. Stakeholders will seek to resolve divergences in approach or divergent or competing interests whenever they arise.

5. Be predictable and mutually accountable

All stakeholders are collectively accountable for their joint commitments; they should follow up on these commitments in a predictable way and be mutually accountable for the commitments being delivered as intended.

6. Be cost-effective

Stakeholders should be guided by available evidence about policies and actions that have the greatest and most sustainable impact for the least cost.

7. Be continuously communicative

All stakeholders are committed to the regular sharing of their intentions, actions, experiences and concerns.

8. Act with integrity and in an ethical manner that enhances the reputation and impact of the SUN movement

Stakeholders should recognize that both personal and institutional conflicts of interest must be managed with the highest degree of integrity.

9. Be mutually respectful and seek to earn the trust of those with whom you are working

Stakeholders make different contributions to the collective effort. Building the trust needed for collaboration requires respect for these differences.

10. Do no harm

All stakeholders are committed to ensuring that all mothers and children everywhere are empowered to realise their right to proper nutrition. Whatever action is being undertaken, the wellbeing of mothers and children at risk of undernutrition should be the primary consideration. For this reason, the possible negative consequences of all actions should be considered before any action is taken.

The SUN Movement has created several guiding documents to support the respect of its Principles of Engagement and the overall prevention of Conflicts of Interest:

- The [SUN Movement Ethical Framework](#) is for individuals in the Movement to use as a guide to ethical behaviour.
- [The SUN Movement reference note on preventing and managing conflicts of interest](#) provides guidance to ensure governments have the procedures for managing conflicts of interest in place before any conflict of interest arises, and to establish agreement on the appropriate application of various options for managing a conflict. The note encourages governments to manage conflicts of interest in a transparent and timely manner.

SBN principles of engagement

SBN principles of engagement 1 and 3 to 6 come from the Ten Principles of the United Nations Global Compact which are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

- 1. Businesses should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.**
- 2. Businesses should comply with UN guidance on health and nutrition, with a specific mention of the International Code on Marketing of Breast Milk Substitutes and World Health Assembly resolutions related to Maternal, Infant and Young Child Nutrition.**
SBN supports the International Code of Marketing of Breastmilk Substitutes and the importance of its articulation and effective enforcement in SUN country national legislation to promote and protect optimal infant and young child nutrition. SBN recognizes the importance of early initiation of and exclusive breastfeeding in the promotion of optimal nutrition in early life and reduction of child mortality, and the important role the private sector can play in providing breastfeeding support to its workforce. SBN actively supports its members to implement programs to support maternal health and breastfeeding in the workplace. All prospective SBN members are asked to disclose any production or promotion of food products or beverages for children under 24 months of age and declared compliance with the provisions of the BMS Code and appropriate promotion of complementary foods as defined by the World Health Assembly.
- 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.**
- 4. Businesses should uphold the elimination of all forms of forced and compulsory labour; the effective abolition of child labour; and the elimination of discrimination in respect of employment and occupation.**

5. **Businesses should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.**
6. **Businesses should work against corruption in all its forms, including extortion and bribery.**
7. **Businesses should consider ways to support SMEs part of national SBNs through technical assistance initiatives.**
8. **Businesses should support targeted actions and/or policies to address overweight, obesity and diet-related Non-Communicable Diseases.**
9. **Businesses should support workforce nutrition commitments (including breastfeeding support).**
10. **Global members of SBN and their subsidiaries cannot engage in the production of armaments, tobacco or pornography.**

Whistle-blower mechanism

Any potential breach of SBN principles of engagement can be reported via an online form where the anonymity of the whistle-blower is kept. All the allegations have to be documented to be considered.

The allegations will be reviewed initially by the SBN secretariat who will then refer the allegation to its governance structure. Based on the estimated severity of the breach, the allegation will be brought to the first level of the SBN governance structure (SBN Operations Committee) or directly to its second level (SBN Advisory Group) with the support of SUN Executive Committee members.

Based on the governance structure assessment, measures will be taken to respond to the alleged breach. If necessary, a SBN Global member can lose its membership status.

The assessment of the allegations will be done based on:

- The documentation provided by the whistle-blower (to be considered an allegation will have to provide supporting documentation).
- The reply from the company to the allegation received.
- The estimated impact of the alleged breach on SBN's vision: ensure that all people have access to nutritious safe food through the positive contribution of the private sector.

Disclosures: (Please **attach all required disclosures** regarding production or promotion of food products or beverages for children under 24 months of age and declared compliance with the Code.)

Signature:

Date: