## SUN BUSINESS NETWORK ZAMBIA STRATEGY (2018 – 2020)

### Vision:
To serve as the key coordinating platform that enables private sector to sustainably contribute to improving nutrition

### Purpose:
To strengthen the private sector’s contribution towards improving nutrition for Zambian consumers

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### We will achieve our vision through work within three priority areas

<table>
<thead>
<tr>
<th>Increase <strong>SUPPLY</strong> of nutritious foods</th>
<th>Drive <strong>DEMAND</strong> for nutritious foods</th>
<th>Create a more <strong>ENABLING ENVIRONMENT</strong> for improved nutrition</th>
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</thead>
<tbody>
<tr>
<td>• Provide guidance, training and tools to increase commercial engagement in nutrition</td>
<td>• Implement broad-based marketing and social behaviour change and communications (SBCC) campaign to promote healthy diets among consumers</td>
<td>• Support ongoing dialogue for strengthened policies and regulations that impact nutrition, including fortification</td>
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<td>• Conduct targeted research based on member needs including market information</td>
<td>• Roll out of Good Food Logo to encourage improved consumer decision making surrounding food choices</td>
<td>• Develop tools and information to improve transparency of processes of meeting regulatory requirements</td>
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<td>• Leverage knowledge and best practices from multinational companies</td>
<td>• Support dissemination of complementary SBCC messages through government service delivery points and other platforms</td>
<td>• Facilitate engagement between private sector and government to strategically maximize business contributions to nutrition</td>
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</tbody>
</table>

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### Underpinned by

- Partnerships
- Strong Learning Agenda / South-South Learning
- Communications and Advocacy