

# SUN BUSINESS NETWORK PLEDGES FOR THE TOKYO NUTRITION FOR GROWTH SUMMIT

Nutrition for Growth (N4G) is a global pledging moment to drive greater action toward ending malnutrition and helping ensure everyone, everywhere can reach their full potential.

At the next N4G Summit, SBN will submit the following pledges:

## 1 RECRUIT OVER 3,000 SMES

By the end of 2024, SBN will recruit over 3,000 Small and Medium Enterprises (SMEs) across Africa, Asia and Latin America.

This target has been set to increase the ability of national networks, and of SBN globally, to influence the enabling environment for businesses whose activities support access to healthy nutritious food. This objective is balanced by the need to recruit relevant members that share SBN's vision and mission as well as to ensure that national SBNs include active members.

## 2 ENGAGE SMES TO SIGN THE RESPONSIBLE BUSINESS PLEDGE

SBN will engage SMEs to sign up to the N4G Responsible Business Pledge for Better Nutrition.

Engaging SMEs to become signatories of the pledge is an opportunity to:

- Raise awareness of SMEs capacity and interest to provide more nutritious food.
- Convey the complementary roles of multinational companies and SMEs in improving food systems.
- Build SMEs capacity to design and implement long term commitments for nutrition.

## 3 SUPPORT MULTI-STAKEHOLDER CAPACITY BUILDING OF SMES

SBN will support 3,000 SMEs in building their capacity to provide safe nutritious food in partnership with other stakeholder groups, including government, civil society, etc.

This target will support multi-stakeholder action to impact both the capacity of SMEs, and the enabling environment in which they operate - for better nutrition. This approach addresses the need for nutrition-sensitive regulations while looking at building the capacity of SMEs to comply with existing and upcoming regulations.

## 4 IDENTIFY SUSTAINABLE SUPPORT TO SMES

Each national SBN will pledge to design a national sustainable action plan by a set date, considering options for long-term engagement of the local private sector (especially SMEs) around nutrition.

This target will ensure that sustainable country-level support around nutrition is provided to SMEs. The support should include building the capacity of SMEs to provide safe nutritious food, creating a better enabling environment for SMEs to produce and deliver safe nutritious food, and ensuring better access to nutrition related investments for SMEs.

### ABOUT THE SUN BUSINESS NETWORK

The SUN Business Network (SBN) mobilises business to act, invest and innovate to increase the consumption of safe, nutritious food for all. At a national level, SBN convenes business, assesses their technical, financial and business development support needs, and advocates for the role of business in addressing malnutrition. At a global level, SBN acts as a focal point for engaging multinational companies in nutrition activities.

For more information on the SBN N4G Pledges, please contact Laurene Aubert: [laubert@gainhealth.org](mailto:laubert@gainhealth.org)