



Scaling Up Nutrition Business Network Membership Overview

What is the SUN Business Network (SBN)?

The SUN Business Network is the world's leading private sector focused nutrition initiative:

- Scaling Up Nutrition (SUN) is a global movement which unites governments, civil society, the United Nations, donors, businesses, and researchers in a collective effort to improve nutrition.
- 60 Countries in Asia, Africa and Latin America have joined SUN and are committed to developing national nutrition strategies that involve the private sector.
- The SUN Business Network (SBN) is the private sector branch of this movement and aims to support businesses in growing the role they play in nutrition – and support SUN Countries to develop national business engagement strategies.
- The SBN is facilitated at a global level by the Global Alliance for Improved Nutrition (GAIN) and the World Food Program (WFP).

Why join? Benefits of SBN Membership

- Become part of a **dynamic global community of national and multi-national companies** committed to improving nutrition.
- **Learn and share best practices** that will support and guide sustainable corporate investments into nutrition.
- Receive support from a range of network partners that provide members **opportunities to access** potential investors and technical assistance.
- Participate in **a platform that facilitates effective dialogue between** the business community, government, UN, and civil society on addressing national nutrition priorities.
- **Explore partnership opportunities** with other private sector members, NGOs, government, professional associations, and other interested organizations that help facilitate and support private sector investment and consumer demand creation for safe and healthy food.
- Receive **support to design workplace nutrition policies** and access best practice advice and tools at global and local level.
- Contribute to the global and national discussion on tackling the **double burden** (coexistence of undernutrition along with overweight, obesity or diet related NCDs) including in identifying and sharing actions and policies on the double burden.



How do you Become a SUN Business Network Member?

Organizations looking to join the SBN as an advocate and supporter of improved nutrition must sign a membership form which asks you to acknowledge the following principles of engagement.

Principles of Engagement of the SUN Business Network:

In signing up to be a SBN member, organizations must adhere to the following principles of engagement:

- Businesses should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.
- Businesses should comply with UN guidance on health and nutrition and the International Code on Marketing of Breast Milk Substitutes* and World Health Assembly resolutions related to Maternal, Infant and Young Child Nutrition.
- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- 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.
- Members of SBN and their subsidiaries cannot engage in the production of armaments, tobacco or pornography.
- 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.
- Businesses should work against corruption in all its forms, including extortion and bribery.
- Businesses should engage in national SBN surveys to assess their business development, technical assistance, and finance needs (or support they can offer in these areas).
- Businesses should support targeted actions and/or policies to address malnutrition in all its forms of (food insecurity, undernutrition and obesity/overweight) and diet-related Non-Communicable Diseases.
- Businesses should assess the potential to introduce workplace nutrition commitments (including breastfeeding support).

*International Code of Marketing of Breastmilk Substitutes

The SUN Business Network (SBN) supports the International Code of Marketing of Breastmilk Substitutes (BMS Code) 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 36 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.



SUN Business Network Membership Application Form

To become a member of the SUN Business Network (SBN) Pakistan, please complete the following form and return it to Country Coordinator SUN Business Network, Pakistan. There is currently no membership fee.

I ORGANISATION DETAILS

i Please complete all the sections in this part of the form fully. This section provides a general overview of your organization.

Organization Name:	_____		
Headquarters Address	_____		
Company phone number:	+92-	_____	
Website:	_____		
Primary Contact Details: This person will be your organization's focal point for the SBN			
	Name	_____	
	Position / Title	_____	
	Email	_____	Phone Number _____
	Address	_____	
Description of Organization:	_____		



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COMMITMENTS

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This section provides a general overview of your organization's area of commitment around nutrition. Please select a maximum of four of the following corporate goals which contribute toward improving nutrition.

Corporate strategy, management and governance:

- Corporate nutrition strategy
- Nutrition governance and management systems
- Quality of reporting

Delivering affordable, accessible products:

- Product pricing
- Product distribution

Formulating appropriate products:

- Nutrient profiling system
- Product formulation

Responsible marketing policies, compliance, and spending:

- Responsible marketing policy: All consumers
- Auditing and compliance with policy: All consumers
- Responsible marketing policy: Children
- Auditing and compliance with policy: Children

Supporting healthy diets and active lifestyles:

- Supporting staff health & wellness
- Supporting breastfeeding mothers in the workplace
- Supporting consumer-oriented healthy eating and active lifestyle programs

Product labeling and use of health and nutrition claims:

- Product labeling
- Health and nutrition claims

Engagement with governments, policymakers, and other stakeholders:

- Lobbying and influencing governments and policymakers
- Stakeholder engagement

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MANDATORY DISCLAIMER

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In order to become an SBN member you must agree with and sign the following disclaimer.

In signing up to be a SBN member, the organization commits to adhere to the following principles of engagement:



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 - Businesses should engage in national SBN surveys to assess their business development, technical assistance, and finance needs (or support they can offer in these areas).
 - Businesses should support targeted actions and/or policies to address malnutrition in all its forms of (food insecurity, undernutrition and obesity/overweight) and diet-related Non-Communicable Diseases.
 - Businesses should assess the potential to introduce workplace nutrition commitments (including breastfeeding support).
- ✓ Please tick to confirm that your organization has read and understood the mandatory disclaimer and hereby confirm it will abide by the terms contained herein.
- ✓ Please tick to confirm that your organization’s decision to join the SBN has been approved by the relevant representative(s) of your company

Mandatory Disclosure

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.

Name & Designation:

Contact & Email:

Signature:

Date:

SBN Contact Details

Contact: Shadab Fariduddin, SBN Consultant, GAIN
Pakistan

Email: sfuddin@gmail.com