Public-Private Partnerships for Better Nutrition

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Outline

- Why nutrition? Why public-private partnerships in nutrition?
- GAIN profile
- Working with Ajinomoto
Why nutrition?

171 million children stunted

2 billion people affected by vitamin and mineral deficiencies
3 Year Old Children

Normal

Extreme Neglect
Why nutrition?

- **2-3 percent** loss of Gross Domestic Product (GDP) at national level
- **2.6 million** deaths of children under five
- **171 million** children stunted
- **2 billion** people affected by vitamin and mineral deficiencies
Why public-private partnerships in nutrition?

- World Bank: USD 11.8 Billion required annually in addition to current investment levels to scale up key interventions in 68 countries, more if longer-term food security is included
- Current public investment: 400 Million annually
- Need to link public interventions and market-based approaches offers opportunities for public-private partnerships

Public Health Goals: Reduce micronutrient deficiencies and stunting

Business Goals: Growth through new market opportunities, CSR concerns

Shared investment & risk to make better food available at affordable prices for vulnerable populations
PPPs in Food Security and Nutrition

Netherlands
- Public-private partnerships considered a major vehicle for development cooperation. GAIN’s “Amsterdam Initiative Against Malnutrition” a key recipient of PPP facility specifically for food security established in 2012 at a value of Euro 60 Million, with matching private sector co-investments.

Germany
- “German Food Partnership” launched in June 2012 with major German and European companies, German government and local SMEs to significantly increase productivity and nutrition in rice, potato and oilseed value chains in Asia and Africa.

UK, Ireland, Switzerland
- Exploring development of PPP platform to speed up innovation in nutritious products and their delivery to poor income.

US, EU
- Strong emphasis on private sector engagement in food security and nutrition.
GAIN profile

• Created in 2002 at the UN to reduce global malnutrition through food fortification and other sustainable strategies aimed at improving the health and nutrition of populations at risk, particularly women and children

  ▪ Headquarters in Geneva, Switzerland


  ▪ Donors are governments and foundations from North America, Europe, Middle East
Organizational Strategies

- Establish **sustainable large-scale programs** that rely on proven strategies to reduce malnutrition at scale
- Deliver **measurable impact on health and on delivery system effectiveness**
- Develop **innovative public-private market-based models** to extend fortified foods and more diverse diets to vulnerable populations
Approach

• Providing a mix of technical and business expertise, partnership and process facilitation, as well as financial support to public-private partnerships

• Strong performance and impact measurement

• Creating an enabling environment: Policy and advocacy for better nutrition regionally and globally

• Reaching 700 Million people in over 30 countries with micronutrient-rich foods. Target: 1.5 Billion
# GAIN’s Programmes: Across the Value Chain

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<thead>
<tr>
<th>Agriculture</th>
<th>Transport</th>
<th>Storage</th>
<th>Processor</th>
<th>Distribution</th>
<th>Consumer</th>
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## Large-scale food fortification

Interventions to increase access to adequately fortified staple foods and condiments through sustainable methods

**Project example:**
- Fortification of Vegetable Oil, Wheat Flour and Soyadal in Rajasthan
- Universal Salt Iodization in Ethiopia

## Nutritious foods for mothers and children

Interventions to improve the nutritional status of children under 2 and pregnant and lactating women (PLW)

**Project example:**
- India: Supporting women’s groups to produce nutritious foods
- Ghana: development and distribution of a complementary food for infants 6 to 24 months (instant cereal-based product)

## Multinutrient supplements

Interventions to improve micro-nutrient deficiencies among young children and other vulnerable groups

**Project example:**
- Local production and distribution of Multiple Micronutrient powders in Bangladesh
- Local production of Lipid-based Nutrient Supplements (LNS) in Afghanistan

## Agriculture and nutrition

Interventions to improve nutritional quality of agricultural products through market-based interventions along the agricultural value chain

**Project example:**
- Bangladesh and Kenya: development of nutrient dense farm-based products
- Examination of potential for the creation of value chains for locally produced fortified products in Nigeria
GAIN Projects Worldwide

- National Food Fortification
- Salt Iodization
- Infant and Young Child Nutrition
- Agriculture and Nutrition Security

Interventions in over 30 countries:
Fortifying staple foods, condiments, and complementary foods with vitamins and minerals
GAIN’s Operating Model: Building Alliances

Governments
- Legal frameworks, coordination, enforcement/quality control, financing

Civil society
- Advocacy, social marketing, distribution

International organizations
- Program delivery, policy/advocacy

Business
- Product development, commercial marketing/distribution, social business, BoP business models

www.gainhealth.org
GAIN Business Alliance

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Kraft Foods

BASF

Britannia

Hexagon Nutrition Pvt. Ltd.
Nutritionally Yours...

Tetra Pak

What's Good

Nutriset
Why Partners Work with GAIN

Recognised **expertise in nutrition** and access to a global network of experts and resources

Strong expertise in market based approaches and **co-creator of sustainable solutions**

**Alliance catalyst** with the capacity to **mobilize** key partners from the public and private sectors

Effective **project management, performance measurement and impact assessment**

Global and national **advocacy coalitions** to influence legislation, support demand creation, build a global movement around nutrition
GAIN and Ajinomoto

- Ajinomoto a long-standing partner in GAIN’s Business Alliance

- Joint project work in Ghana:
  - GAIN provided technical support during product formulation, with regard to appropriate packaging and in relation to efficacy study
  - Facilitated links with local business and other partners
  - Designed, implement and financially support effectiveness study to test different delivery systems
  - Help leverage capital for the scale up phase through GAIN’s Innovative Financing mechanisms
  - Exploring expansion of concept to additional target groups (school children, pregnant and lactating women)
THANK YOU