



ALIGNING BUSINESS ACCOUNTABILITY IN NUTRITION WITH BUSINESSES



BETTER NUTRITION. FOR ALL.

CURRENT LANDSCAPE OF BUSINESS ACCOUNTABILITY IN NUTRITION

- Accountability mechanisms with nutrition related criteria either focus on a specific category such as nutrition, animal welfare, obesity or have a broader SDG focus.
- Accountability mechanisms are divided between for profit and not-for-profit/independent entities with an issue of perceived credibility for accountability mechanisms in the first category.
- There is an increasing number of accountability mechanisms but with a growing interest in collaborating.
- Accountability mechanisms provide complementary information on business impact on nutrition, however there are some duplications and overlap in data collection.
- The most scrutinized segments of the value chain are the manufacturers and processors.
- 2021 is a critical year for requirements towards nutrition - including for business - with the Nutrition for Growth and UN Food Systems Summits.



**United
Nations**



Food Systems Summit 2021



THE REPORTING BURDEN

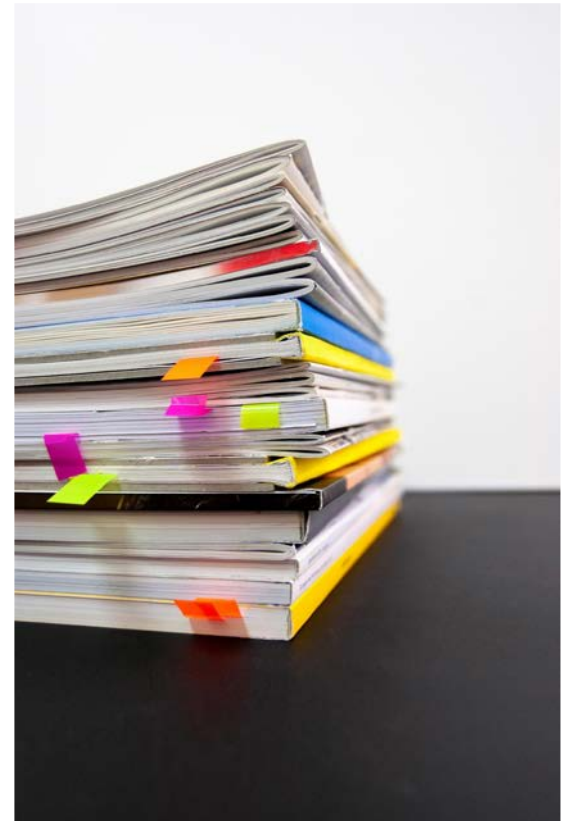
Companies are asked to report on an increasing number of indicators and are worried about the resources needed for this exercise.

However companies collect a large amount of data for internal decisions that they do not currently disclose.

The reporting burden can decrease over the years due to mergers among for profit accountability initiatives.

There is an increased recognition of the need to coordinate indicators and methodologies among accountability initiatives.

By using a limited set of existing reporting tools to assess business impact in nutrition, the reporting burden would diminish as the same tools could be consistently used by a multiplicity of accountability mechanisms.



PRODUCT REFORMULATION



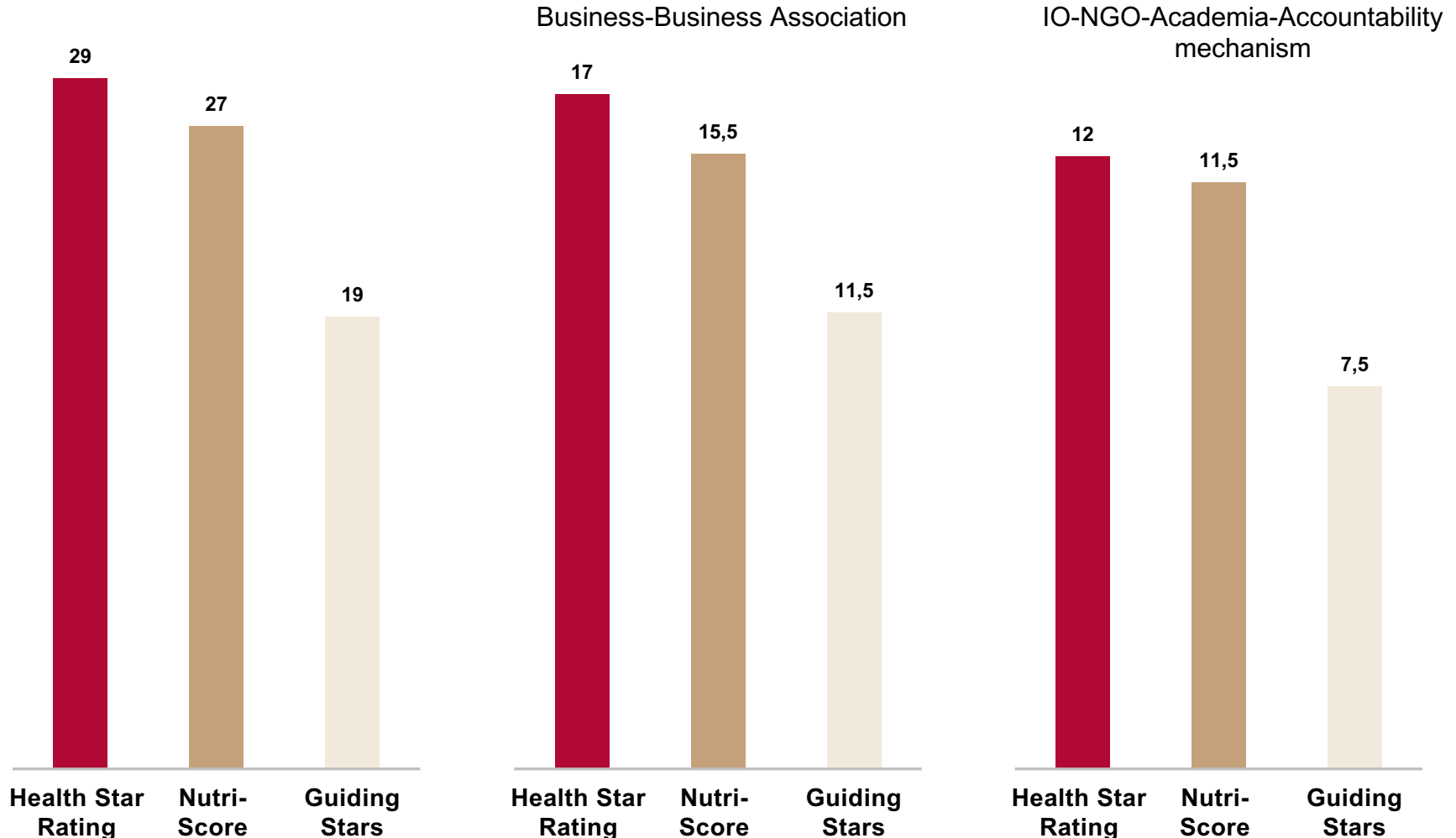
1 in every 3 individual globally is overweight or obese.

Overweight and obesity are increasing rapidly in nearly every country in the world.

Increased focus on the role of the private sector with new regulations for example to ban trans fat from food products or the 'sugar tax' on soft drinks.

PRODUCT REFORMULATION - GAIN SURVEY

Total of 29 responses received, 21 responses from businesses & business associations, 8 responses from NGO, IO, academia and accountability mechanisms. Scoring methodology: Very relevant: 2 points; Relevant: 1 point; Partially relevant: 0.5 point; Not relevant: 0 point.



PRODUCT REFORMULATION - HSR 1/2

In the GAIN survey conducted in 2020, the 29 respondents recognised the value of the Health Star Rating System (HSR) to assess food (re)formulation effort. However survey respondents and interviewees advised to complement the assessments made through the HSR methodology with qualitative information and/or regional recognised methodologies such as Nutri-Score.



The HSR rates the overall nutritional profile of packaged food, providing a rating from 0.5 to 5 stars (5 stars being the healthier rating). It uses a calculator designed to assess the nutrient content of food, taking into account nutrients and ingredients of limited nutritional value.

PRODUCT REFORMULATION - HSR 2/2

+	-
<ul style="list-style-type: none">• Multi-stakeholder engagement for the development of the HSR provides credibility and supports buy-in from business.• Part of ATNI global index methodology for product reformulation assessment.• Established process to update the tool and keep it relevant over the years.	<ul style="list-style-type: none">• Significant resources are needed to assess a global company's portfolio using HSR.• Business would like the inclusion of criteria around reduction of additives or efforts to to reduce portions.

PRODUCT REFORMULATION - REPORTING EXAMPLES

Businesses can share their impact using HSR methodology and other regional methodologies such as Nutri-Score such as described below (non exhaustive list):

- ❑ Company A estimates to derive 65 % of its total sales values from healthy products i.e. those that achieve a Health Star Rating of 3.5 stars or more.
- ❑ Company A estimates its product X to have improved by 10 % achieving a grade of 4 based on the Health Star Rating System.
- ❑ The members of business association A have improved their aggregated Health Star Rating by 0.5 points between 2015 and 2020.
- ❑ Company A estimates to derive 55% of its total sales values from healthy products i.e. those that achieve a Nutri-Score of A, B and C.
- ❑ Company A estimates its product X to have improved by 20% achieving a score of B based on Nutri-Score.

MARKETING TO CHILDREN - CONTEXT

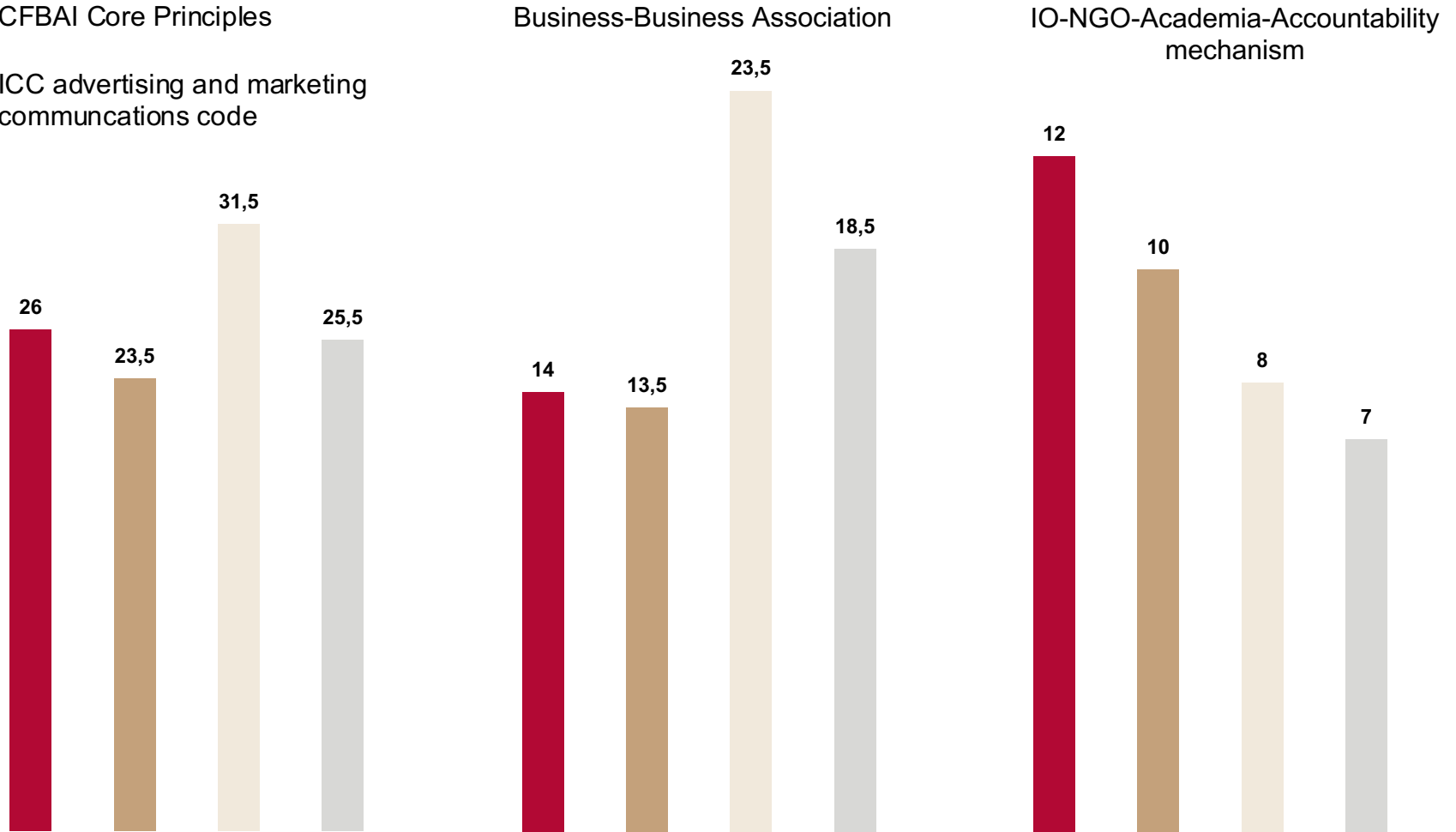


In 2016, WHO called on Member States to « introduce restrictions on marketing of foods high in saturated fat, salt and/or free sugars to children, covering all media, including digital, and to close any regulatory loopholes. »

The European Commission's White Paper on a strategy for Europe on Nutrition, Overweight and Obesity related health issues, recognised the power of marketing on consumer behaviour, diet, and health.

MARKETING TO CHILDREN - GAIN SURVEY

- WHO Regional Office for Europe Nutrient Profile Model
- WHO Regional Office for Western Pacific Nutrient Profile Model
- CFBAI Core Principles
- ICC advertising and marketing communications code



MARKETING TO CHILDREN - CFBAI AND EU PLEDGE 1/2

CFBAI gathers companies located in the US who voluntarily commit either not to advertise foods or beverages to children (under 12) at all or advertise only products that meet CFBAI's strict uniform nutrition criteria. CFBAI participants commit to not advertise their foods to children in elementary schools. CFBAI defines some "core principles" which set requirements regarding media coverage and nutrition criteria for food advertising to children.

The EU Pledge is an industry initiative on marketing to children led by companies representing 80% of food spent in the EU. The EU Pledge members either commit to only advertise products that meet certain agreed nutrition criteria to children under 12 or to not advertise any products at all to children under 12. The mechanism is monitored by a third party and includes a complaint mechanism.

MARKETING TO CHILDREN - CFBAI AND EU PLEDGE 2/2

+	-
<ul style="list-style-type: none">• Strong endorsement by businesses that developed both initiatives.• Frameworks widely recognised and predominantly used in the US and Europe.	<ul style="list-style-type: none">• Limited credibility among public stakeholders due to business ownership, considered not sufficiently stringent by some.• No existing practices of reporting globally on marketing to children through these initiatives.• Need for regular updates due to rapidly evolving marketing platforms to remain relevant.

MARKETING TO CHILDREN - REPORTING EXAMPLES

Businesses can share their impact using CFBAI and EU Pledge methodologies such as described below (non exhaustive list):

- ❑ Company A complies with CFBAI's Core Principles regarding advertising to children under age 12 - with the exception of the following media (TV / radio / print / internet or digital media / influencer communications / product placements & product integrations / licensed characters, celebrities, and movie tie-ins / word of mouth).
- ❑ Company A does not advertise foods or beverages to children under age 12 at all or advertise only products that meet CFBAI's strict Uniform Nutrition Criteria and company A does not advertise foods or beverages in elementary schools.

Business can add information on marketing efforts to promote consumption of healthy food among children.



FERRERO



MARS



CFBAI
PARTICIPANTS

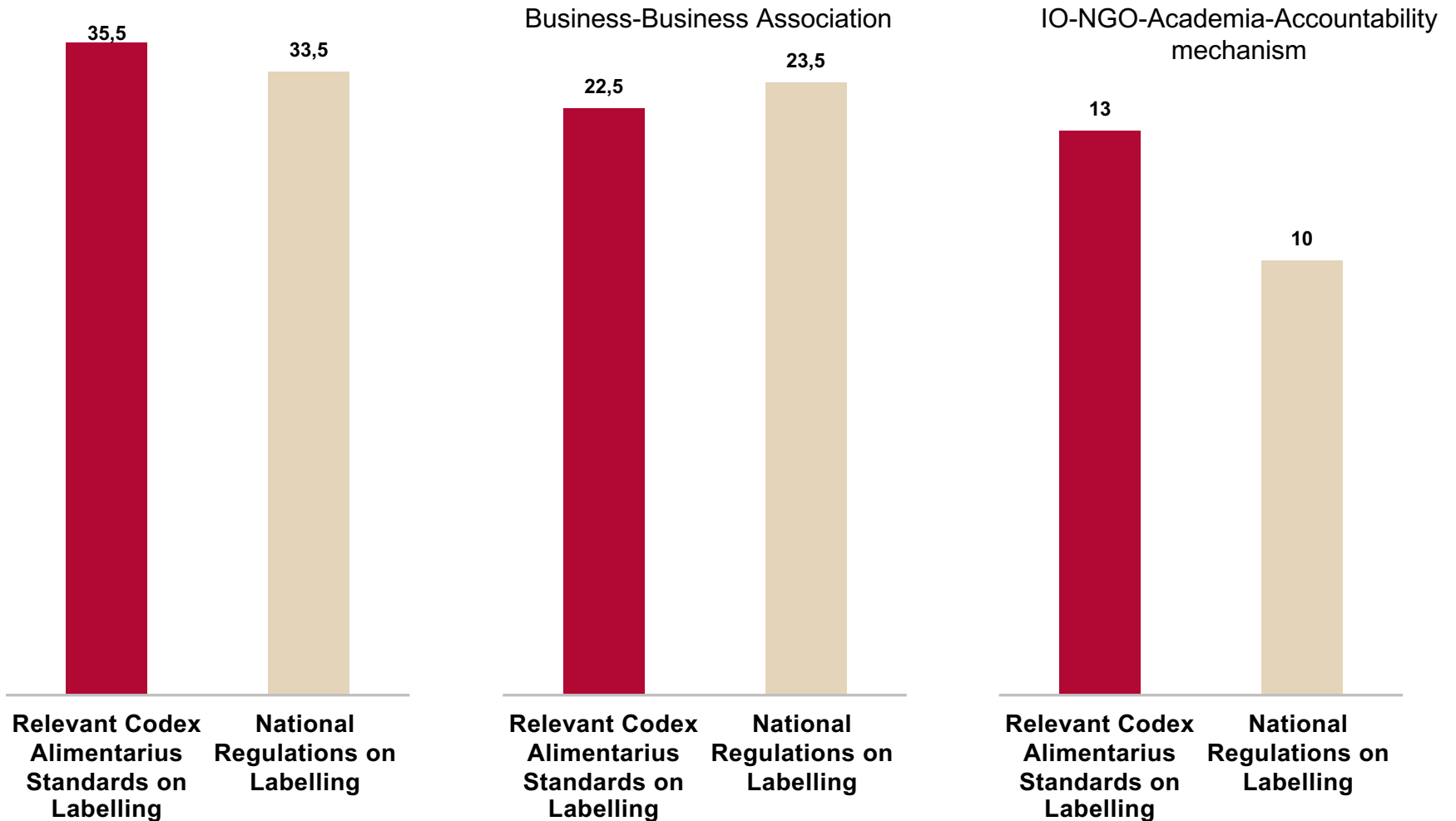


FOOD LABELLING - CONTEXT

- Food labelling is implemented in accordance with mandatory regulations and with a growing number of voluntary initiatives.
- Food labelling is an area where geographic discrepancies are significant with weaker regulations and less initiatives in lower income settings.
- While new initiatives focus mostly on front of pack labelling more relevant for packaged foods - which make a higher proportion of the food sold in higher income than lower income countries - food labelling as defined by the Codex Alimentarius also includes “any written, printed or graphic matter that is displayed near the food, including that for the purpose of promoting its sale or disposal.”



FOOD LABELLING - GAIN SURVEY



FOOD LABELLING - CODEX ALIMENTARIUS 1/2

- GAIN pre-selected for its 2020 survey the Codex Alimentarius Standards on food labelling for business reporting on this issue as the Standards are included in most national regulations and set minimum requirements for countries with no or weak regulations on food labelling.
- Through the survey, workshops and interviews conducted by GAIN, companies reported complying with the Codex Standards and seeing value in this methodology for business reporting to ensure better practices in resource constraint settings.

The Codex Alimentarius is a collection of internationally adopted food standards and texts regarding the protection of consumers' health and fair practices in the food trade including Standards on food labelling. The Standards have been developed by the Codex Alimentarius Commission which was established by the UN Food and Agriculture Organisation and the World Health Organisation and are designed to support consumers make informed decisions about the food they purchase.

FOOD LABELLING – CODEX ALIMENTARIUS

+	-
<ul style="list-style-type: none">• Strong consensus to use these standards to ensure minimum requirements are implemented by business of all sizes globally.• Evolving tool with current ongoing discussions on standards for front of pack labelling .• Endorsement of the public and private sectors.	<ul style="list-style-type: none">• Does not set ambitious requirements for the industry in high income countries where regulations are more stringent.

FOOD LABELLING - REPORTING EXAMPLES



Businesses can share their impact using Codex Alimentarius Standards on Food Labelling such as described below (non exhaustive list):

- ❑ Company A has 95% of its sales value compliant to relevant Codex Alimentarius Standards on general and specific labelling of foods and on health or nutrient claims.
- ❑ Company A has 85% of its sales value compliant to relevant Codex Alimentarius Standards on general and specific labelling of foods and on health or nutrient claims in countries where mandatory requirements on food labelling are currently less stringent than these Standards.

WORKFORCE NUTRITION - CONTEXT

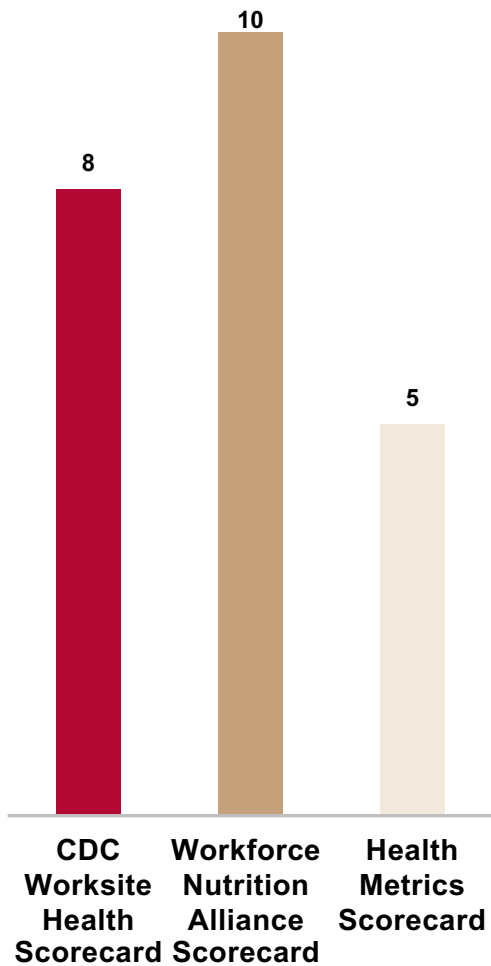
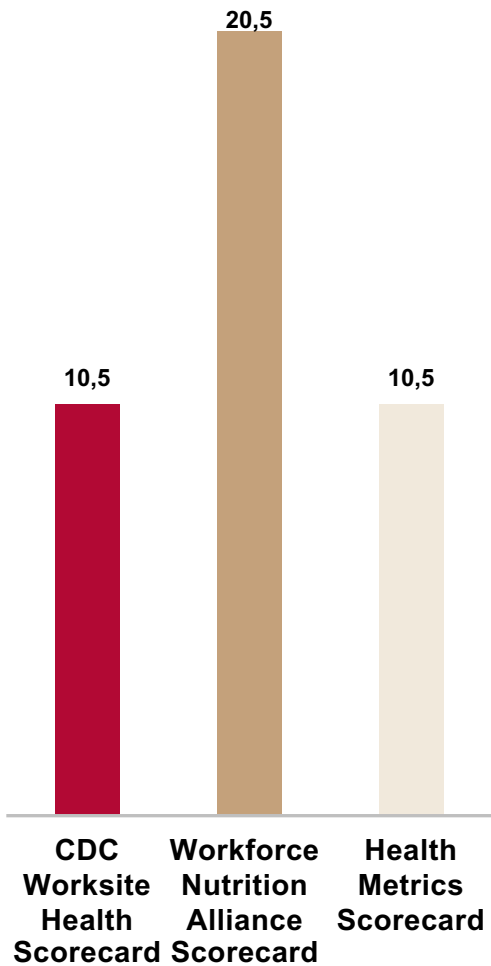
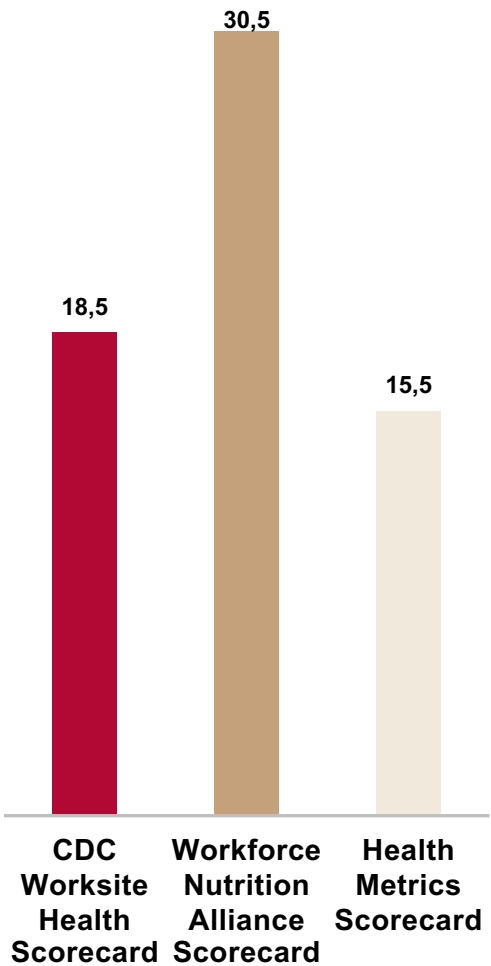
- Workforce nutrition: “a set of interventions that work through the existing structures of the workplace to address fundamental aspects of health amongst employees and/or supply chain workers.”
- Companies tend to report on a set of criteria related to employees’ health and wellbeing, the development of a specific assessment tool for workforce nutrition is therefore an opportunity to assess business impact in this area.
- Workforce nutrition is relevant for all employers but companies that have prioritised their nutrition impact could be leaders in this area.



WORKFORCE NUTRITION - GAIN SURVEY

Business-Business Association

IO-NGO-Academia-Accountability mechanism



WORKFORCE NUTRITION ALLIANCE SCORECARD

1/2

GAIN, CGF and NewForesight designed the Workforce Nutrition Alliance Scorecard. It is a self-assessment tool for companies to track practices and progress of their workforce nutrition programmes around 4 categories: healthy food at work, nutrition education, nutrition-focused health checks and breastfeeding support. Each of these categories is assessed according to 3 criteria's (strategy, quantity, and quality) and 6 sub-criteria: monitoring and evaluation, resources, availability, accessibility, quality and worker engagement.



WORKFORCE NUTRITION ALLIANCE SCORECARD

2/2

+	-
<ul style="list-style-type: none">• Addresses a thematic gap for business reporting in nutrition.• Developed jointly and consultatively by the public and private sectors.• Accessible and free reporting tool with a digital version available.	<ul style="list-style-type: none">• New reporting tool not currently part of an accountability mechanisms methodology.• Requires significant resources for large companies to report on the 4 categories.• Self-assessment tool without an external party verification process required to ensure the credibility of the results.

WORKFORCE NUTRITION - REPORTING EXAMPLES

Businesses can share their impact using the Workforce Nutrition Alliance Scorecard such as described below (non exhaustive list):

- ❑ Using the Workforce Nutrition Alliance Scorecard, Company A has a self-assessed/externally verified score of 80 out of 100.
- ❑ Using the Workforce Nutrition Alliance Scorecard, Company A has a self assessed/externally verified score of xx for the category: healthy food at work / nutrition education / nutrition related health checks / breastfeeding support.
- ❑ Using the Workforce Nutrition Alliance Scorecard, Company A is (self-)ranked in the Gold/Silver/Bronze/Beginner category.



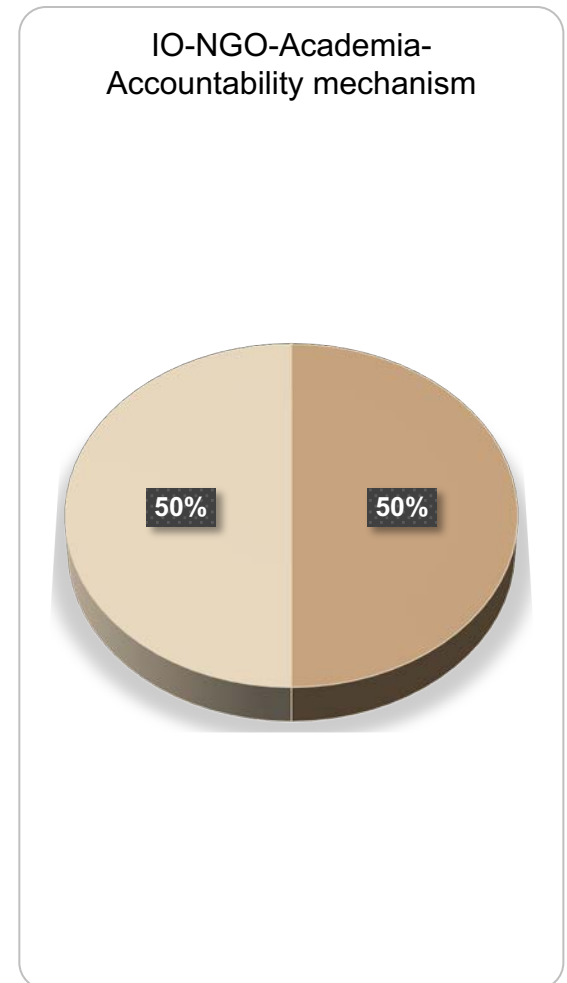
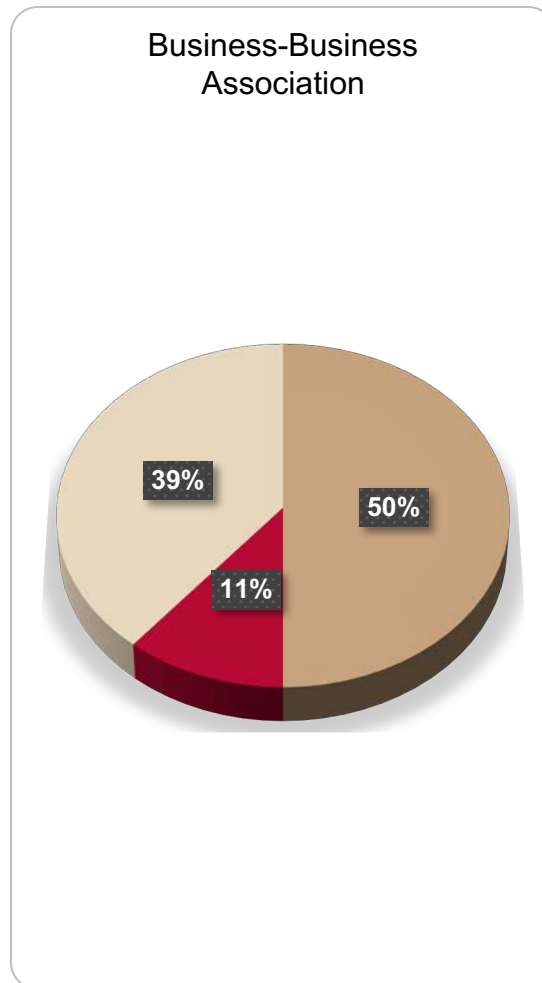
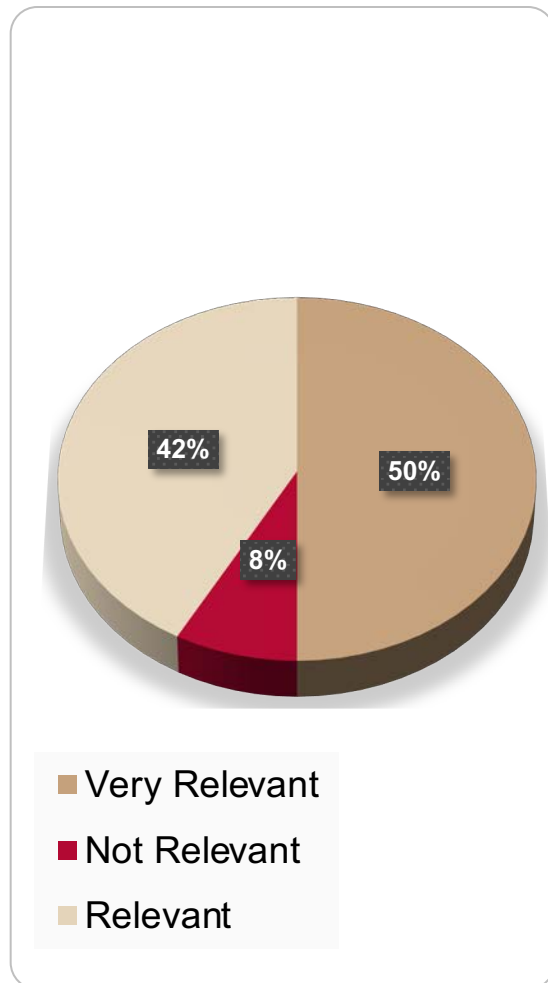
FOOD SAFETY - CONTEXT



- According to WHO:
 - “unsafe food creates a vicious cycle of disease and malnutrition, particularly affecting infants, young children, elderly and the sick”
 - “almost 1 in 10 people in the world fall ill after eating contaminated food and 420 000 die every year”
- Global companies have a high rate of compliance with national food safety standards and one tool has been designed for global reporting on this issue.
- This is an area where global reporting can ensure that required food safety standards are implemented globally and expectations of transparency from the public sector are met.

FOOD SAFETY - GAIN SURVEY

Global Food Safety Initiative Benchmarking Requirements



FOOD SAFETY - GFSI BENCHMARKING REQUIREMENTS 1/2

The GFSI has designed benchmarking requirements which are widely used for food safety certification programmes across borders and for the full supply chain. The requirements are designed to harmonize, build capability, develop strategic partnerships and drive thought leadership, while driving continuous improvement around food safety. Food operators worldwide can streamline their processes through certification with GFSI recognized certification programme owners. Over 150,000 certificates from GFSI-recognized certification programme owners have been issued in 162 countries.

FOOD SAFETY - GFSI BENCHMARKING REQUIREMENTS 2/2

+	-
<ul style="list-style-type: none">• Strong consensus on best practices regarding food safety reflected in the GFSI.• Large support to GFSI benchmarking requirements and global use among business.	<ul style="list-style-type: none">• While companies invest in complying with GFSI's audit requirements, many of them do not share publicly their detailed impact in this area.

FOOD SAFETY - REPORTING EXAMPLES

Businesses can share their impact using GFSI benchmarking requirements such as described below (non exhaustive list):

- ❑ Company A has 100% of its food products certified by a GFSI-recognised certification programmes (using 2020 version of GFSI benchmarking requirements).

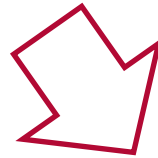
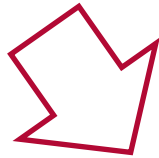
- ❑ 80% of company A's suppliers are certified by a GFSI recognised certification programmes (using 2020 version of GFSI benchmarking requirements).



FOOD LOSS AND WASTE - CONTEXT

Each year around one-third of the food produced for human consumption is lost or wasted, equivalent to USD 940 billion.

Food loss and waste's reductions impact food availability



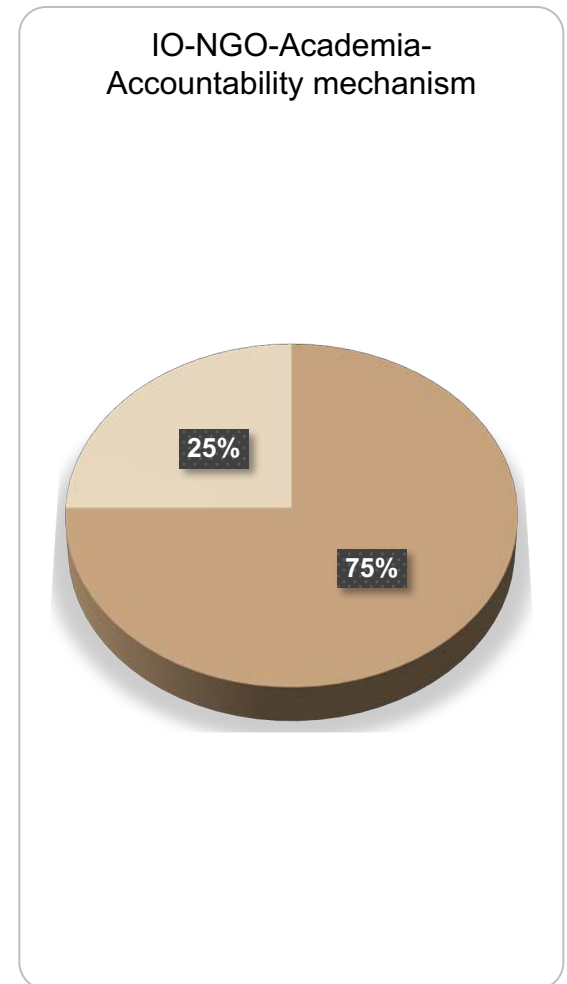
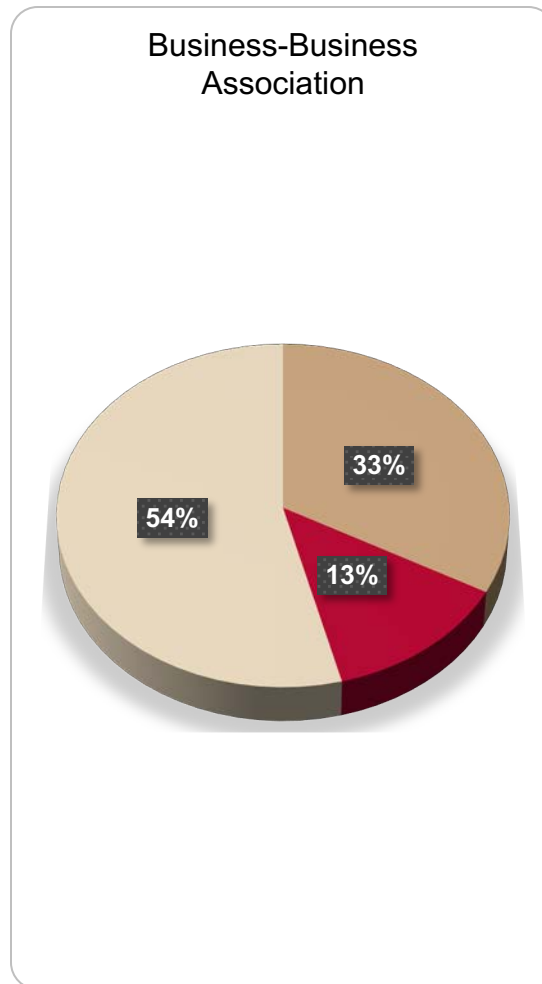
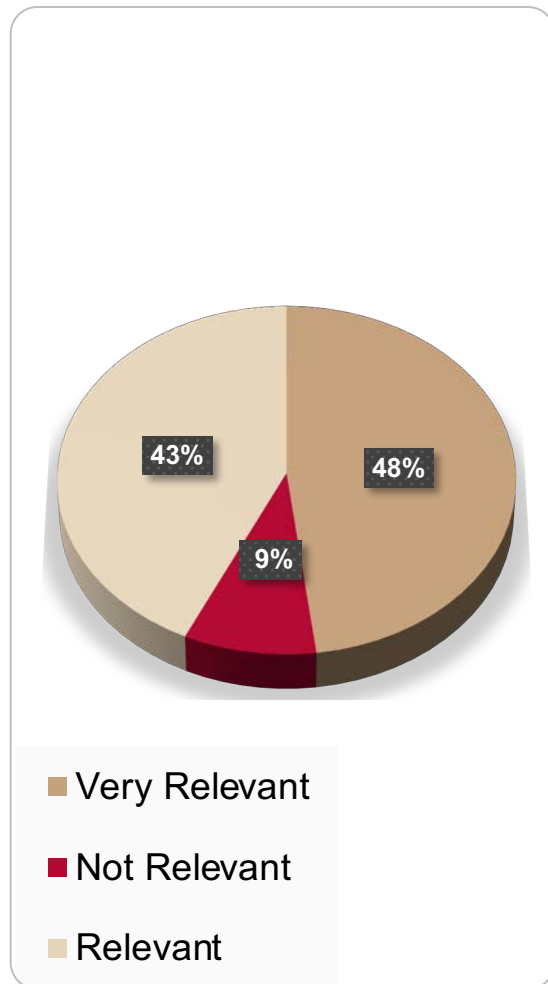
Financial gains for farmers, companies, and households

Alleviates pressure of food production on climate, water, and land resources

The Food Loss and Waste Accounting and Reporting Standard (FLW Standard) has been designed by the public and private sector to track business impact on food loss and waste.

FOOD LOSS AND WASTE - GAIN SURVEY

Food Loss and Waste Accounting Reporting Standard



FOOD LOSS AND WASTE - FLW STANDARD 1/2

GAIN pre-selected for its 2020 survey the Food Loss and Waste Accounting and Reporting Standard (FLW Standard) to assess business impact on food loss and waste. The FLW Standard is strictly designed for reporting and does not set any targets on food loss and waste.

The FLW Standard has been developed by a multi-stakeholder partnership (UN agencies, business associations, NGOs), it is a global voluntary standard that provides requirements and guidance for quantifying and reporting on the weight of food loss and waste. It aims to facilitate the quantification of food loss and waste and to encourage consistency and transparency of the reported data.

As the lack of target(s) was highlighted by most of the respondents, GAIN suggests to refer to SDG 12.3 target to set commitments/indicators for food loss and waste reduction, building on the existing business engagement through Champions 12.3. Champions 12.3 is a public private partnership which supports the achievement of the SDG 12.3: “By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.”

FOOD LOSS AND WASTE - FLW STANDARD 2/2

+	-
<ul style="list-style-type: none">• Credibility of the tool is supported by the inclusion of the public and private sectors and of a large number of experts for its design.• Reporting on food loss and waste is an opportunity for companies to demonstrate their potential effort and progress both for better nutrition and for the environment.	<ul style="list-style-type: none">• The tool does not include targets on food loss and waste therefore it needs to be supplemented with quantitative business targets. This can be done using SDG 12.3 (see initiative Champions 12.3).

FOOD LOSS AND WASTE - REPORTING EXAMPLES

Businesses can share their impact using the FLW Standard such as described below (non exhaustive list):

- ❑ Company A food loss and waste inventory meets the reporting and accounting requirements contained in the Food Loss and Waste Accounting and Reporting Standard - except that 5 of our global manufacturing locations are not included.
- ❑ Company B food loss and waste inventory meets the reporting and accounting requirements contained in the Food Loss and Waste Accounting and Reporting Standard - except that food loss and waste data for the following products (x, x, x) were not included.

Businesses can also refer to SDG 12.3 to demonstrate their progress around food loss and waste, for example:

- ❑ Company A has achieved % of its target (aligned with SDG 12.3) to halve - between 2015 and 2030 - its global food waste and its food losses along production and supply chains, including post-harvest losses.

NEXT STEPS FOR BUSINESSES



By using the existing external reporting tools described in this presentation, companies can provide more understandable, credible and comparable information on their nutrition impact.

Companies' top management should make reporting on their nutrition impact a priority and consider strategically their investments in transparency and information sharing regarding their nutrition impact (including data already available internally).

By using existing reporting tools rather than new accountability mechanisms, companies from various sizes, scope, locations can report on their nutrition impact. This effort can be led by business associations and multinational companies in order to achieve a more comprehensive view of business impact on nutrition.



THANK YOU

Rue de Varembe 7
1202 Geneva, Switzerland

Phone: +41 22 749 18 50
Email: info@gainhealth.org
www.gainhealth.org

Bangladesh | Denmark | Ethiopia | India | Indonesia | Kenya | Mozambique | Nigeria |
Netherlands | Pakistan | Switzerland | Tanzania | United Kingdom | United States of America

© 2019 The Global Alliance for Improved Nutrition

