



# TOGETHER FOR NUTRITION

## Short course

Public-private  
engagements to  
improve the  
consumption of  
nutritious food

8–12 July 2019

Graduate Institute Geneva, Maison de la Paix, Salle C1

# COURSE CONTENT

The Global Alliance for Improved Nutrition (GAIN) is delighted to welcome you to the very first short course dedicated to Public-Private engagements to improve the consumption of nutritious foods!

This first edition of the course brings together close to 30 participants from public and private sector from all over the world. The participants selected are all in leadership positions, experienced and knowledgeable in their fields.

We encourage you to connect, challenge, share and learn throughout the week. As well as moments during group work and in the classroom, there are plenty of opportunities during breaks and in the evenings to connect and learn from experienced colleagues from a different sector and different geographies.

We can all learn from each other. What connects us is our ambition, drive and determination to work *Together For Nutrition*.

We hope you find the course engaging, and that both the content and the connections you make with fellow participants stimulates more, and better public-private engagements for nutrition.

In addition to the programme which you can find at the back of this booklet, here are some things which you can expect from each day:

**Day 1** will begin with an introduction to the course, expectations of the week, programme and speakers. We will discuss the malnutrition problem; where it exists, among whom, its causes and its consequences, with a couple of exercises to test participants' knowledge on nutrition and business involvement in it. Crucially we will discuss why both public and private sectors are integral to solving the problem.

On **Day 2** we focus on how we can motivate consumers to choose, purchase and consume more nutritious foods. We will discuss what motivates consumers (including ourselves) in the food choices we make and marketing techniques we can employ drive demand. We will share a number of case studies including examples of private sector brands triggering demand for nutritious foods and generating demand for a service offering for nutritious foods.

To make sustainable changes in our food systems that improve nutrition, we need sustainable business models. **Day 3** will focus on the different motivations of businesses to make decisions and investments which are good for nutrition. We will share and discuss some different types of business models—those used by Multinational Corporations, SMEs and Social Enterprises—which have the potential to advance the availability and affordability of nutritious foods.

On **Day 4** we focus on the enabling environment which can support and encourage actions to improve nutrition and hinder those which exacerbate malnutrition. This will include a discussion of innovative financing models, policy action to support an enabling environment for business in nutrition and the conflicts of interest we must be aware of in public-private engagements in nutrition.

Throughout the week there are set times where course participants will work in groups to develop an idea or initiative to solve a chosen cause of poor diets within a particular context. On **Day 5**, each group will have the opportunity to pitch their idea to a group of experts in the field who will pick an initiative they think is feasible, innovative, meets a significant need, and has the greatest potential for impact and scalability.

# SPEAKERS



**Lawrence Haddad**  
**Executive Director, GAIN**

Prior to joining GAIN in 2016, Lawrence was the founding co-chair and lead author of the Global Nutrition Report. From 2004-2014 Lawrence was the Director of the world's leading Institute of Development Studies, prior to that, he was research Director at the International Food Policy Research Institute. In 2018, Lawrence was awarded the World Food Prize for his "relentless leadership and advocacy in mobilizing political will to make nutrition the focal point of development strategies."

**Myriam Sidibe**  
**Senior fellow at the Mossavar-Rahmani Center for Business and Government at Harvard Kennedy School**

Myriam is one of the world's leading experts of brands that drive health outcomes through mass behavioural change. Myriam has worked for the public sector and the private sector, advocating the need for businesses to gain growth and profits from engagement in social and health issues to build more sustainable, effective interventions.



**Ashish Kumar Deo**  
**Senior Advisor, Commercial Solutions, GAIN**

Ashish has been with GAIN since May 2017 and leads GAIN efforts on creating demand for nutritious and safe foods. Ashish brings over 30 years of marketing and commercial experience to this role from leading consumer goods companies like Procter & Gamble and Diageo. Ashish has been in the Nutrition sector since July 2015, joining the Children's Investment Fund Foundation to advise them on their strategy to partner with food businesses to improve nutrition outcomes.

**Eva Monterrosa**  
**Sr. Program Manager - Demand Creation and Behaviour Change, GAIN**

Dr. Eva Monterrosa is a nutritionist and scientist with 15 years of research and professional experience in maternal and child nutrition. She studies food choice and designs public health and market-based interventions to improve nutrition and food habits. Eva is Founding member and past Board Member of the Society for Implementation Science in Nutrition.



**Daniel Alberts**  
**Acting Director, Supply Chains for Nutritious Foods, GAIN**

Daniel oversees the strategy and implementation of GAIN's work to enable supply chains and with SMEs to bring more nutritious foods to market from GAIN's Kenya office. Before joining GAIN, Daniel worked for over 10 years in international agriculture, serving in various managerial roles on commercial agriculture farms in the USA, Colombia, and Kenya.

**Dan Haswell**  
**Sr. Programme Manager, GAIN**

Dan joined GAIN from the National Lake Rescue Institute where he managed a portfolio of corporate social responsibility projects for national and multinational companies operating in Uganda. With strong capabilities in public-private partnerships and donor relations, Dan manages the USAID and Dutch Government funded project Marketplace for Nutritious Foods in Kenya.



**Lynnette M. Neufeld**  
**Director, Knowledge Leadership, GAIN**

Lynnette has over twenty-five years of experience in the field of nutrition where she has worked in a variety of technical advisory and academic positions. Lynnette continues to be highly active in the global nutrition community as President-Elect of the International Union of Nutritional Sciences (IUNS), Past-Chair of the Micronutrient Forum Steering Committee, among many other global activities.

**Alison Cairns**  
**Director, Food Systems Transformation Food & Nature Program, WBCSD**

Alison joined WBCSD from Unilever where she was Global Advocacy and Partnerships Director for Sustainable Agriculture and Food Security. There she led on the food and nutrition agenda and was a member of the UK Government Rio+20 Food Security Task Group. Previously, she held roles including Head of Government Affairs with the Royal College of Nursing; a Campaigner with Oxfam to advance the Make Trade Fair initiative.



**Greg Garrett**  
**Director, Food Policy & Financing, GAIN**

Before taking on his current role in 2017, Greg led the development and delivery of GAIN's global food fortification initiative. Prior to joining GAIN in 2011, Greg spent a decade in management roles at Abt Associates and Futures Group and PSI. This included five years in Asia delivering health and nutrition programs. Greg is on the Board of the Iodine Global Network and on the Executive Management Team of the Food Fortification Initiative.

**Steve Godfrey**  
**Director, Policy & External Relations, GAIN**

Steve joined GAIN in 2012 following five years as Managing Director of the Commonwealth Business Council, where he was responsible for investment and policy work with heads of government in more than 50 countries. He has worked as an advisor to the UK Department for International Development, Canadian Foreign Minister and President of the Queen's Privy Council of Canada, and has consulted to UN, World Bank, EU and others.



# PROGRAMME

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
9.15-10.30	<b>1.1 Introduction</b> <ul style="list-style-type: none"> <li>Objectives</li> <li>Who are we?</li> <li>Structure</li> </ul>	<b>2.1 Creating demand for nutritious food</b> <ul style="list-style-type: none"> <li>Approaches and evidence on what works</li> </ul>	<b>3.1 Improving the supply and affordability of nutritious food</b> <ul style="list-style-type: none"> <li>Approaches and evidence on what works</li> </ul>	<b>4.1 Creating an enabling environment for businesses to improve nutrition</b> <ul style="list-style-type: none"> <li>Approaches and evidence on what works</li> </ul>	<b>5.1 Impact assessment challenges for market approaches to improving nutrition</b>
11.00-12.45	<b>1.2 Malnutrition</b> <ul style="list-style-type: none"> <li>Definitions</li> <li>Distribution</li> <li>Causes</li> <li>Consequences</li> </ul>	<b>2.2 Case study 1 on creating demand for nutritious food</b> <ul style="list-style-type: none"> <li>Example of effective public information campaign with private sector inputs</li> <li>BADUTA in Indonesia</li> </ul>	<b>3.2 Case study 1 on improving supply and affordability</b> Products, e.g. <ul style="list-style-type: none"> <li>Micronutrient powders</li> <li>Stock cubes</li> </ul>	<b>4.2 Two case studies on creating an enabling environment</b> <ul style="list-style-type: none"> <li>Finance</li> <li>Fiscal policy</li> </ul>	<b>Presentation from 5 small groups with</b> <ul style="list-style-type: none"> <li>Dragons' Den feedback external panel on how attractive the investment idea is</li> </ul>
Lunch break					
14.00-15.15	<b>1.3 Why do businesses matter for nutritious food solutions?</b> <ul style="list-style-type: none"> <li>Food systems</li> <li>Main investors in food system</li> <li>Public sector cannot do it on its own</li> </ul>	<b>2.3 Case study 2 on creating demand for nutritious foods</b> <ul style="list-style-type: none"> <li>Kenya healthy food example</li> <li>UK vegetable example</li> </ul>	<b>3.3 Case study 2 on improving supply and affordability</b> <ul style="list-style-type: none"> <li>Marketplace type interventions</li> <li>Innovations from inside and outside food systems to disrupt food systems</li> </ul>	<b>4.3 Conflict of interests</b> <ul style="list-style-type: none"> <li>Surface, prevent, minimise &amp; manage conflict of interest</li> </ul>	<b>Reflections on course</b> <ul style="list-style-type: none"> <li>Big takeaways</li> <li>Light bulb moments</li> <li>Ways to improve course</li> </ul>
15.45-17.00	<b>1.4 Features of successful PPEs</b>	<b>Small group session 1</b> <ul style="list-style-type: none"> <li>Identifying a food consumption problem/opportunity to address in the context of a country</li> </ul>	<b>Small group session 2</b> <ul style="list-style-type: none"> <li>Devising a public-private approach to address problem identified</li> </ul>	<b>Small group session 3</b> <ul style="list-style-type: none"> <li>Planning for scale and sustainability in solution to problem identified</li> </ul>	<b>Handing out course certificates and special awards</b>
19.00 onwards	Dinner with <b>David Nabarro</b> , World Food Prize Laureate and <b>Diane Holdorf</b> , MD of Food and Nature at WBCSD  @ Restaurant La Potinière Le Jardin Anglais, 1204 Geneva		<b>Future 50 Foods / Chef's Manifesto</b> dinner. Featuring a meal cooked by 2 Michelin starred chefs using foods in the Future 50 Report.  @Ferme de Budé Chemin Moïse-Duboule 2, 1209	Dinner with <b>Gerda Verburg</b> , Coordinator of the SUN movement and <b>Imad Farhad</b> , Global VP of Taste Innovation at Firmenich  @Cafe Papon Rue Henri-Fazy, 1 1204 Geneva	