

# Scaling Up NUTRITION

## Business Network

ENGAGE • INSPIRE • INVEST  
[www.sunbusinessnetwork.org](http://www.sunbusinessnetwork.org)

July 2014: Business commitments tracked through SBN and Global Nutrition Report. 24 Companies participate



Nov 2014: Business engagement toolkit for SUN countries will be launched



The SUN Business Network is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP)

Sept 2013: SUN Global Gathering - 8 companies join



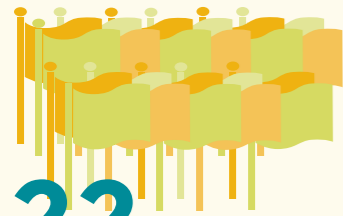
Feb 2014: SBN integrates commitments from 2013 Nutrition 4 Growth Summit creating first global platform for business commitments. Target is set to recruit 99 companies to network



Sept 2014: 51 companies make commitments to Scaling up nutrition



End 2015: 3 regional business and nutrition summits for all SUN countries and our deadline for recruiting 99 companies



22 countries

have business leaders participating in multi-stakeholder platforms



80 companies

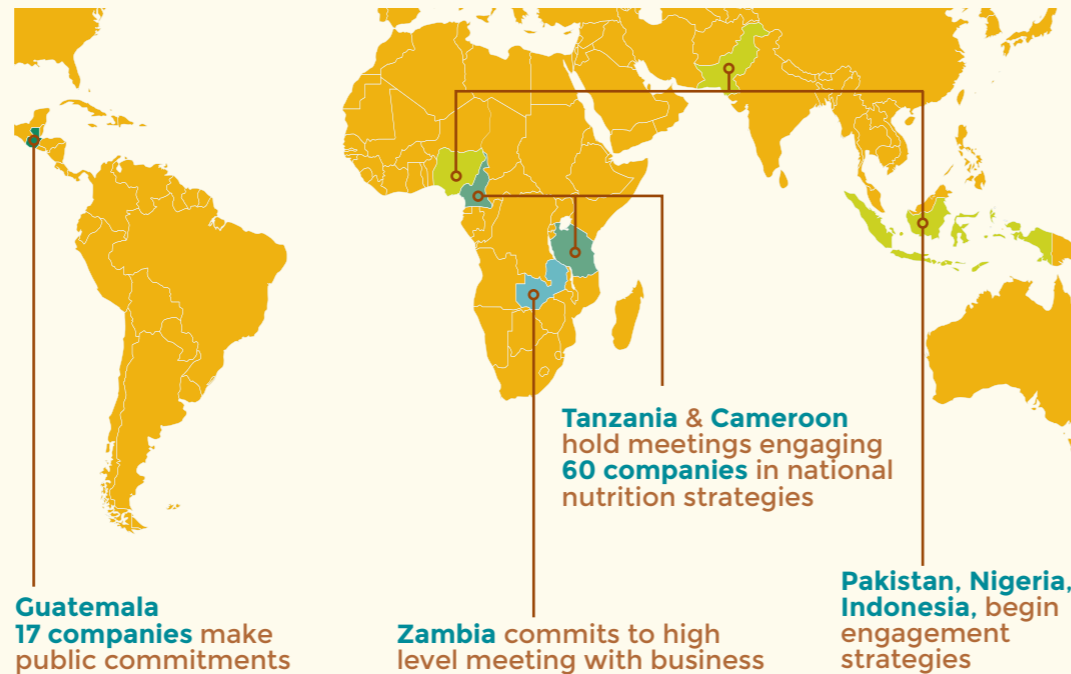
or business associations in SUN countries engage in national plans



29 countries

requested support from SBN to develop engagement strategies

### Countries engaging business in national nutrition strategies in 2014:



Commitments made under SBN will reach

125m consumers

every year by 2020\*



\* Total consists of combined commitments: Reaching 119 million consumers, each year, by 2020 with nutrition specific interventions; and a further 27 million consumers will be reached by 2020 (19 million nutrition specific interventions, 8 million nutrition sensitive interventions)

### Range of commitments:

11 Agriculture; Biofortification, Dairy, Agricultural inputs

3 Food safety

2 Water, Sanitation & Hygiene (WaSH)

9 Behaviour Change Communication, Marketing & Advertising

17 Nutritious Foods (including fortification)

6 Food Packaging and Processing

3 Nutrition Education

3 Schoolfeeding programmes

3 Micronutrient Supplements

1 Supply Chain and Logistics

2 Consumer Insight & Research

7 Information Systems, Communication & Technology (including Mobile communications)

8 Nutrition Research