

Tokyo 2020 Nutrition for Growth Summit

Responsible Business Pledge for Better Nutrition

Context

The Tokyo 2020 Nutrition for Growth (N4G) Summit provides a historic opportunity to transform the way the world tackles the global challenge of malnutrition. The Summit comes at a critical time, midway through the United Nations (UN) Decade of Action on Nutrition, with 10 years to achieve the SDGs.

Reaching these targets will require a considerable scale up in global investment in nutrition: one in three people around the world struggle with at least one form of malnutrition — undernutrition, obesity, overweight, or micronutrient deficiencies — and current trends project that one in two people will be malnourished by 2025 (The Global Nutrition Report, 2018). Countries, donors, the private sector, and civil society are stepping up to find innovative ways to drive progress, yet action needs to be accelerated. Global and national-level targets need to be converted into clear and meaningful commitments and actions for which those making commitments can be held accountable.

The business community is invited to join national governments, donors, multilaterals, philanthropists, civil society organizations and other stakeholders in making commitments to help achieve global nutrition goals and targets.

The Tokyo Responsible Business Pledge for Better Nutrition

The Tokyo N4G Responsible Business Pledge for Better Nutrition (the Pledge) is the framework for private sector commitments that will be presented at the Tokyo 2020 N4G Summit.

In line with the Tokyo N4G Principles of Engagement, this pledge is open for signature by any business and business organisation in any sector and at any stage of the value chain, which has an impact on nutrition.

Companies and business organizations signing this pledge are expected to make public statements regarding the following topics:

- 1. Recognize the urgency of the global challenge of improving nutrition as central to the 2030 Sustainable Development Agenda.**
- 2. Recognize the important role that the private sector must play and commit to make a positive contribution.**
- 3. Call on governments to shape enabling environments for the private sector to realize in full its ability to improve nutrition, inter alia through: whole-of-government thinking, policy coherence, innovation-friendly policy-making and increased public-private consultation, cooperation and partnerships.**

Companies and business organizations signing this pledge commit to the following:

- 1. Make better nutrition a long-term, board-level priority**

2. Put in place corporate strategies to make a meaningful business contribution to the achievement of the nutrition-related UN Sustainable Development Goals, with a particular focus on SDGs #2 and #3
3. Put in place measures to ensure investments in nutrition take into account the systemic nature of the food system (e.g. prioritize affordability, accessibility, the protection of farmers’ livelihoods and environmental stewardship as well as mitigate negative tradeoffs with social and environmental factors)
4. Make specific qualifying commitments in three or more of the N4G commitment areas set out below, unless the company’s operations are limited in scope and do not allow for it.
5. Report on the commitments that have been made as part of the Tokyo N4G Responsible Business Pledge through the Tokyo N4G Accountability Framework

Commitments

Commitments should meet the following 5 principles:

1. Be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) and go beyond business-as-usual, increasing the scale, scope or ambition of current programming.
2. Be closely linked to the core business of the company/business organisation making them.
3. Have a meaningful, demonstrable positive impact on nutrition outcomes, which encompass both under- and over-nutrition.
4. Take into account tradeoffs with social or environmental factors such that any negative impacts on social or environmental systems are mitigated and positive impacts are amplified.
5. Align with national/international nutrition priorities, as well as the N4G Principles for Engagement and the N4G Accountability Framework.

Public-private, B2B and multi-stakeholder partnerships are encouraged. Ideally, commitments will be mutually reinforcing and bolstered via enabling public sector commitments. Companies are encouraged to make individual and collective commitments as appropriate.

Please review the **N4G Commitment Guide (updated March 2020)** to support the commitment-making process: <https://nutritionforgrowth.org/wp-content/uploads/2020/04/Nutrition-for-Growth-2020-Commitment-Guide-Updated-March-2020.pdf>

Pledge signatories are required to make specific commitments in line with the above principles in three or more of the following seven areas:

Commitment Area	Scope: Examples of topics that fit within each commitment area (not exhaustive)	Examples of SMART Commitments (to be developed by Pledge signatories each company makes commitments that are material to them)
1. Nutrition-smart Agriculture	Plant breeding for improved nutrition (bio-fortification); growing diverse mix of crops; nutrient-dense supply; agrobiodiversity; regenerative agriculture; planet-smart agriculture	<ul style="list-style-type: none"> • Increase proportion of biofortified crops by X% • Broaden diversity of crops grown in X by X% in XYZ markets

2. Product (Re)formulation and Innovation for Improved Nutrition	Fortification; reformulation; micro-nutrient delivery; product design and innovation; protein-rich foods and beverages in emerging markets	<ul style="list-style-type: none"> • Increase fortification such that X% of portfolio includes fortified or biofortified ingredients by 2030 • Increase the production/supply/use quantity of nuts/seeds/legumes/wholegrains/fruits/vegetables/fiber across the portfolio by X% by 2030 • Reduce sugar or sodium by X% across product portfolio by 2030. Reduce sugar or sodium in % of portfolio to below xx/100g by 2030 • X % increase in the share of a company's products (by value) that meet a given health star or nutri-score rating.
3. Business Model Innovation for Improved Nutrition	Prioritize nutrition in new business models; value chain innovation for improved nutrition; nutrition-secure supply chains	<ul style="list-style-type: none"> • Reach X number of people in supply chain showing demonstrable (<i>with SMART target</i>) improvement of dietary diversity
4. Responsible Marketing	Responsible marketing to children; responsible marketing in general	<ul style="list-style-type: none"> • Implement a company-wide policy that limits food and beverage marketing to children, in support of the WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children
5. Promote Healthy Eating	Providing clear nutrition information; consumer-friendly labeling; promoting nutrition literacy; promoting healthy diets; shifting diets; transparency	<ul style="list-style-type: none"> • Provide consumer-friendly nutrition information either on front-of-pack, online, an app etc. for all products by 2030
6. Workforce Nutrition	Healthy food at work; nutrition education; nutrition-focused health checks; breastfeeding support	<ul style="list-style-type: none"> • Sign up to CGF/GAIN Workforce Nutrition Pledge
7. Finance and Investment for Improved Nutrition	Impact investing for nutrition; supporting SMEs producing or delivering nutritious foods; providing better financial terms for companies prioritizing nutrition	<ul style="list-style-type: none"> • Make technologies available to SME, eliminate iTFA in X number of countries by 2030 • At a fund level X% of a fund's investment portfolio going to nutritious foods (using an agreed on definition of nutritious foods such as the one used by GAIN's Nutritious Food Financing Facility, N3F) • At a sector level, X% of agrifood funds with a nutritious foods priority