

SUN BUSINESS NETWORK ZAMBIA STRATEGY (2018 – 2020)

Vision: To serve as the key coordinating platform that enables private sector to sustainably contribute to improving nutrition

Purpose: To strengthen the private sector's contribution towards improving nutrition for Zambian consumers

We will achieve our vision through work within three priority areas

Increase SUPPLY of nutritious foods

- Provide guidance, training and tools to increase commercial engagement in nutrition
- Conduct targeted research based on member needs including market information
- Leverage knowledge and best practices from multinational companies
- Provide catalytic support to innovative companies that have potential to contribute to improved nutrition

Drive DEMAND for nutritious foods

- Implement broad-based marketing and social behaviour change and communications (SBCC) campaign to promote healthy diets among consumers
- Roll out of Good Food Logo to encourage improved consumer decision making surrounding food choices
- Support dissemination of complementary SBCC messages through government service delivery points and other platforms

Create a more ENABLING ENVIRONMENT for improved nutrition

- Support ongoing dialogue for strengthened policies and regulations that impact nutrition, including fortification
- Develop tools and information to improve transparency of processes of meeting regulatory requirements
- Facilitate engagement between private sector and government to strategically maximize business contributions to nutrition

Underpinned by

Partnerships

Strong Learning Agenda / South-South Learning

Communications and Advocacy