



Strengthening the Nutrition Economy

The Paris Declaration on Business and Nutrition

30.05.2025



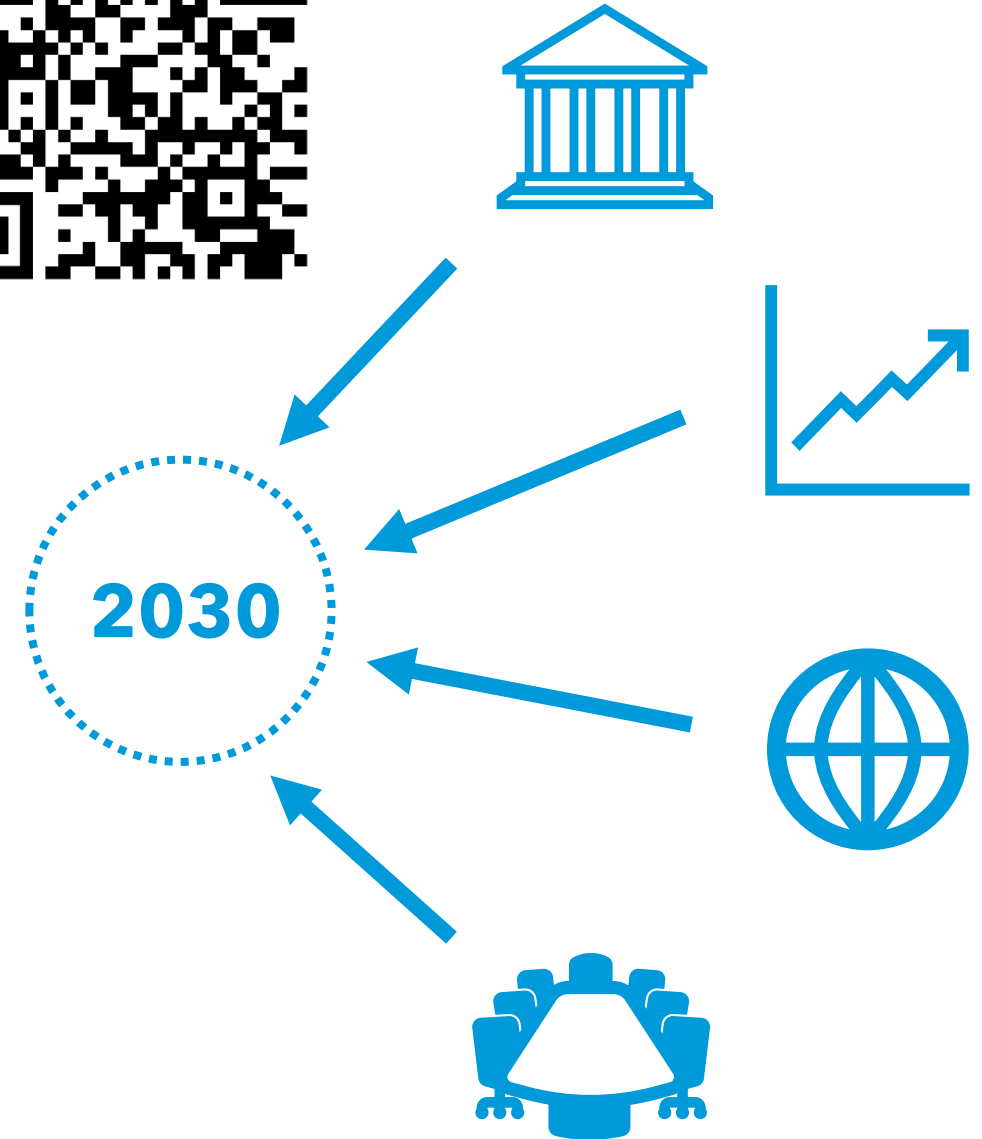
Agenda

- ① **Introduction to the Paris Nutrition Declaration**
Katherine Pittore, Head of Policy and Communication, ATNi
- ② **How SMEs can support the Paris Declaration**, Ashfaque Kabir, GAIN
Bangladesh Private Sector Coordinator, SBN
- ③ **Private sector actions to improve the nutrition economy**
Victoria Crawford, Director Agriculture and Food, WBCSD
- ④ **Principles of Private sector engagement**, Dr. Lynnette Neufeld,
Director, Food and Nutrition Division, FAO
- ⑤ **Group discussion:**
How can your organization support the 2030 outcomes articulated in the Paris Declaration?
- ⑥ **Lunch and continue the conversation**

The Paris Declaration on Business & Nutrition 2030

The Paris Declaration on Business & Nutrition 2030, launch at N4G Paris, establishes a shared vision for transforming food systems by 2030, placing nutrition and health at the forefront.

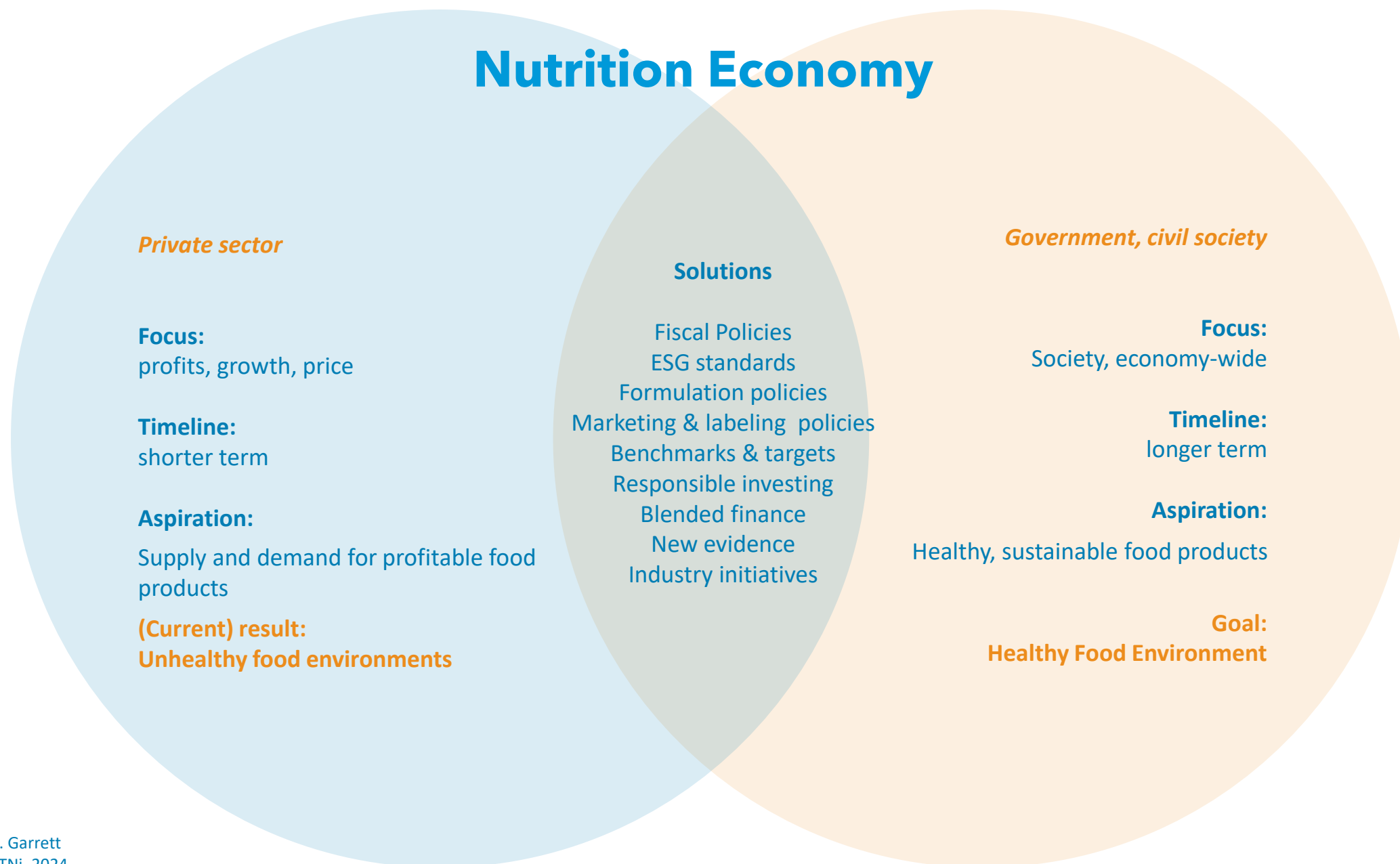
It provides a clear roadmap for the private sector, governments, investors, civil society, and international organizations to create a healthier and more sustainable nutrition economy.





The role of the private sector

- Plays a critical role in the food system, from farmers to processing, retail to distribution.
- Produces the majority of the food we consume.
- Has the potential to provide sustainable solutions to critical food system challenges.
- Governments have a key role to play in regulating the private sector, and creating effective incentives.
- Companies should also take action to increase access to healthier food options.



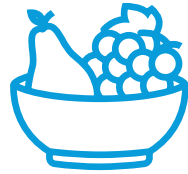
Actions to improve business engagement in nutrition



Increasing
Financing
and
Investments
for Nutrition



Improving
Agrifood
Systems



Improving
Healthiness
of Food
Portfolios



Responsible
Marketing
and
Consumer
Protection



Catalyzing
Support for
Agrifood
MSMEs to
Transform
Global Food
Systems



Scaling up
Food
Fortification
Programs



Workplace
Actions for
Better
Nutrition &
Business
Performance

Priority actions by stakeholder group



Governments

- Use progressive policies to support all actors in delivering more nutritious foods
- Channel public resources into healthier food provision



Investors & Financial Institutions

- Scale-up concessional lending and funding for nutritious products
- Embed nutrition into sustainability reporting



Private Sector

- Reformulate products
- Increase affordability of nutritious foods
- Stop marketing unhealthy foods to children



Intergovernmental & Civil Society

- Align on a position on private sector engagement
- Define roles, responsibilities and outcomes of multistakeholder processes

Investor Signatories

“

We call on all food and beverage companies to commit to disclose the percentage of annual healthy sales relative to unhealthy sales using one or more of the following 3 Nutrient Profiling Models (NPMs) (Health Star Rating, UK NPM, and Nutri-Score)

”

Also commits to using ATNi data to inform research, and potential investment decisions.



The Paris Declaration & SMEs in Bangladesh

**Ashfaque Kabir, Private Sector
Coordinator, GAIN Bangladesh**

May 30, 2025



Local SMEs provide 80% of total calories in Africa yet 40% of these SMEs cite limited access to finance as their biggest growth barrier.

What about Bangladesh?



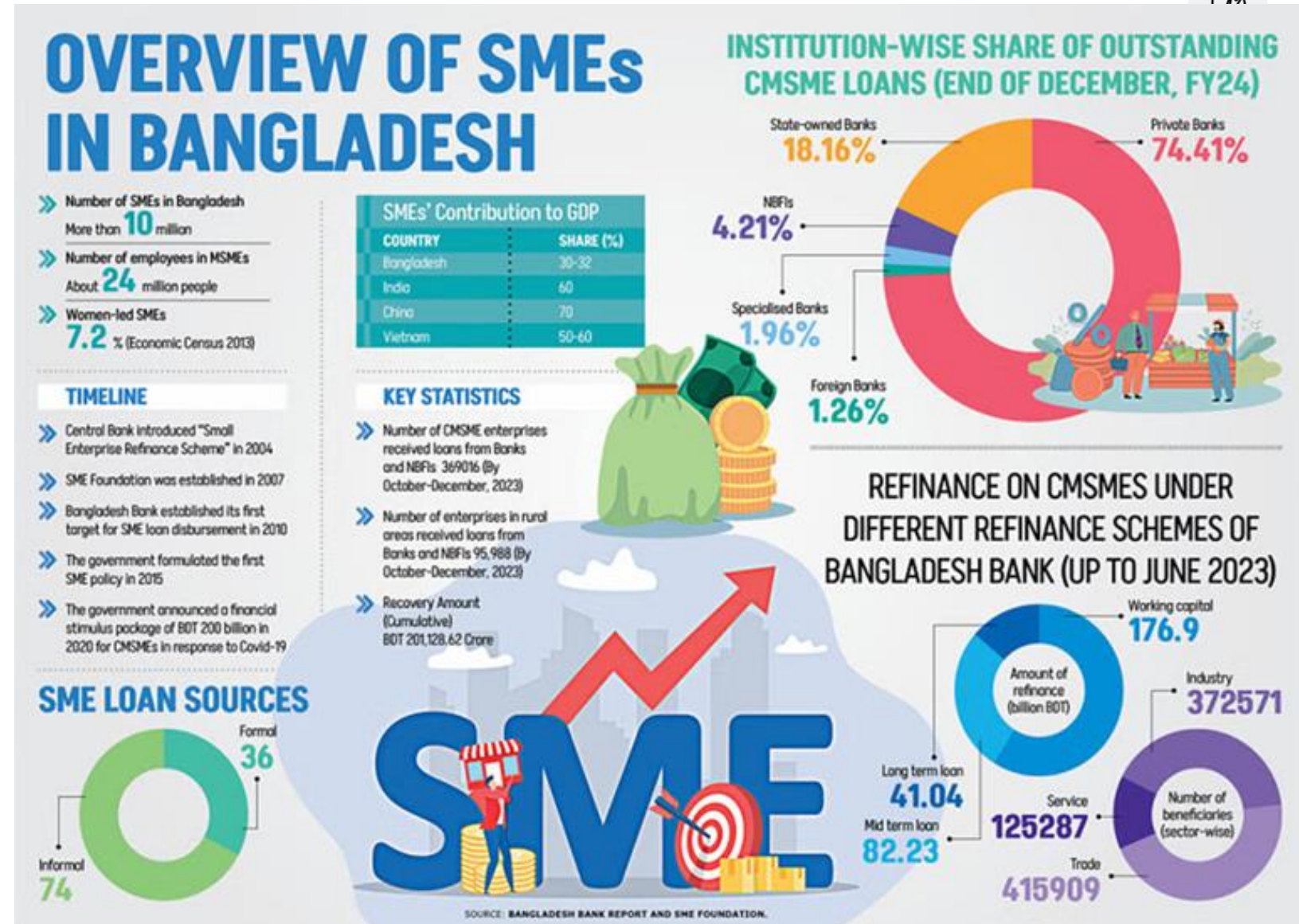
#Thursday4SMEs
#SME4Nutrition

**BEHIND EVERY
BITE, THERE IS
AN SME.**



SME LANDSCAPE IN BANGLADESH

- More than 10 million SMEs
- Contribution to GDP: 30-32% (raise it to more than 35% by 2030)
- Largest employer in the country: More than 25 million people employed
- Financing gap: \$2.8 billion (Source: IFC) – estimated global financing gap \$5.7 trillion
- Data shortage, lack of financing, high interest rates, informal operations, technical know-how, business acumen and limitations in marketing are challenges for the SME sector



Source: Bangladesh Bank and SME Foundation, The Daily Star, June 27, 2024

SUN Business Network – Bangladesh: An Overview



Launched in
2016



9
Strategic
Partners

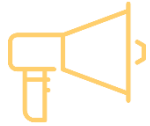


370+
Business
Members



Collaboration
With **10**
Government
Entities

Objectives:



Improve Consumer
and Business
Awareness on
Nutritious Products



Enhanced Enabling
Environment



Build Nutrition
Sensitive Business
Ecosystems

- Gender & Environment as crosscutting
- Innovation
- Climate Smart Agriculture

Since its inception, SBN BD has been working towards supporting the private sector to create better access for nutrition in the marketplace, convening the government on how the businesses can help to meet the national nutrition commitments, identify innovative businesses and solutions that can bring required changes in the food system, and delivering expert support to them.

Our thematic areas of work



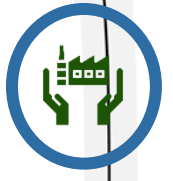
Food Safety
and Hygiene



Food
Fortification
and
Reformulation



Workforce
Nutrition



Market
Development
for Nutritious
and Safe Food

PARIS NUTRITION DECLARATION: IMPROVING AGRIFOOD SYSTEMS

- Adoption of technology – greater collective effort to enhance technical knowledge
- R&D: processed and packaged foods (one of the largest sectors in food sector SMEs)
- Enhanced quality control: prevention of use of unhealthy additives in food
- Climate smart agricultural solutions: widespread adoption to ensure sustainable production of healthy foods
- Reduce Food loss and waste: Innovation in the value chain
- Better supply chain



PARIS NUTRITION DECLARATION:

Increasing financing and investments for nutrition:

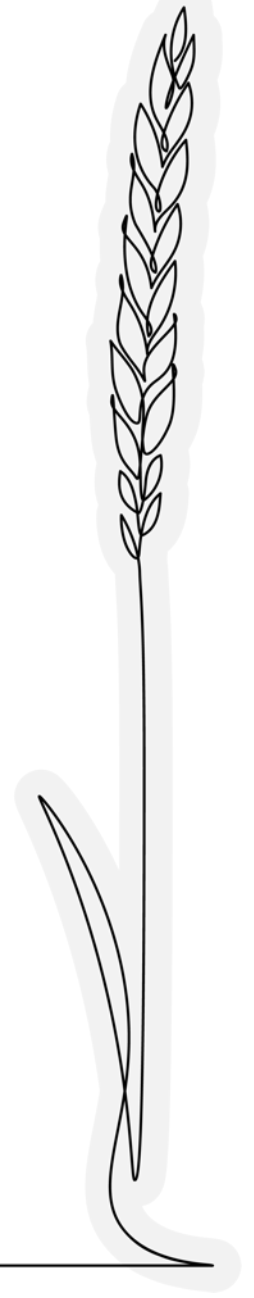
- Few SMEs that make investments in the production of nutritious food – an area that needs major boost through creative funding mechanisms

Improving healthiness and innovation of food portfolios:

- Technology: better sourcing and supply chain management for quality ingredients
- Innovation: R&D
- Commitment to improve healthiness of products

Responsible Marketing and Consumer Protection:

- Consumer education (Behavior Change Communication) – front package labeling and other food safety related topics.
- Nutrition education – Fair Price Shops (Work Force Nutrition Initiative) – reach out to garment workers with nutrition education and access to affordable nutritious food.



PARIS NUTRITION DECLARATION:

Catalysing support for agrifood MSMEs to Transform Global Food Systems:

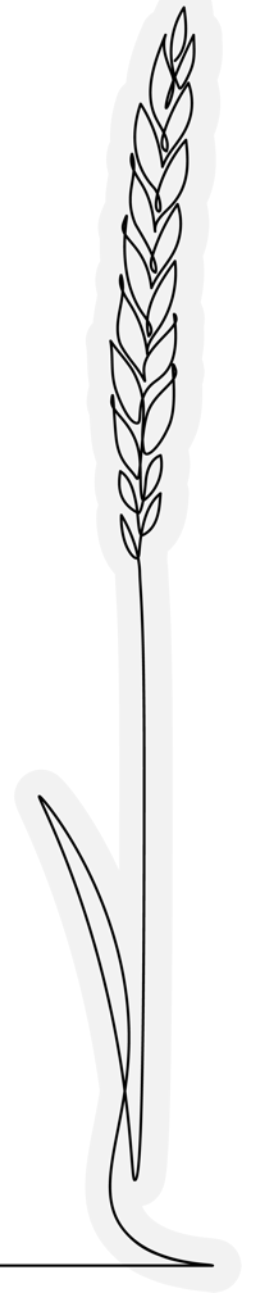
- Large corporations supporting MSMEs via strengthening their value chains through technical training and improved access to distribution networks
- Targeted investments: technology, sustainable agriculture, food safety, research

Scaling up Food Fortification Programs:

- Support corporate initiatives that are focused on food fortification programs – that trickle down effect on its MSMEs/SMEs in the supply chain
- Support micro-initiative that contribute to food fortification efforts

Workplace Actions for better nutrition and business performance:

- Workforce Nutrition – role played by SBN members





SBN Album



Market Inspection & Monitoring Visits



Market Inspection & Monitoring Visits





SME Capacity Development Workshops



SME Capacity Development Workshops



Technical Workshops: BAU



Farmer Mobilization and Personal Engagement



Field-trips + Assessment



Training of Trainers



ToT – Trainers of Workshops



Community Level Engagement: Emphasis on building a Close Support Network



Trainers and Field Officers



Farmer Training – Future Entrepreneurs and SMEs



Thank you

Rue Varembé 7
1202 Geneva,
Switzerland
Mailing address:
PO box 55, 1211 Geneva 20

Website: www.gainhealth.org
Email: info@gainhealth.org

  @GAINAlliance

  Global Alliance for Improved Nutrition



Victoria Crawford

Director, Agriculture and Food

World Business Council for Sustainable Development



Principles of Engagement

Dr. Lynnette Neufeld

Director of the FAO Food & Nutrition Division



What do we mean by engagement?

As defined by the United Nations:

“any type of interaction with business entities, with different objectives, ranging from informal talks and discussions, to knowledge-exchange platforms, to full-fledged partnerships entailing funding. These engagements may be implemented through different modalities, including but not limited to partnering, and may entail different levels of public exposure.”

UN Common Approach to Prospect Research and Due Diligence for Business Sector Partnerships, approved in August 2019. See UNSDG (2020)

A few reflections on engagement

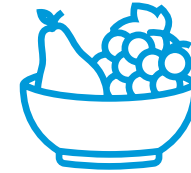
- ***Purpose driven:*** clear statement of purpose for engagement between both private and public sector for the specific process/ event/ initiative
- ***Transparent:*** full disclosure of interests among all participants in the process/ event/ initiative
- ***Accountable:*** implying that criteria for engagement could be developed appropriate for the process/ event/ initiative, perhaps relying on agreed metrics for food and beverage manufacturers and retailers, for example ATNI.
- ***Risk/ benefit analysis of engaging or not engaging:*** informed by the specific purpose of the process/ event/ initiative, and the risk tolerance/ aversion of the lead of that process/ event/ initiative
- ***Management and mitigation of risks:*** by identifying the types of engagement as per those described above, aligned with the purpose of the process/ event/ initiative, and defining the specific criteria that can be used to reflect the appropriate balance of risks and benefits.

In pairs: What can your organization do to support the Paris Declaration 2030?

Which of the seven action areas are relevant to your organization's work?

What specific actions can you take to help achieve the 2030 ambition of an 'Nutrition Economy' that:

- 1) Incentivizes nutrition
- 2) Increases private sector action and accountability
- 3) Increases collaboration between stakeholders





Thank You.

www.atni.org

 [@linkedin.com/company/access-to-nutrition/](https://www.linkedin.com/company/access-to-nutrition/)