

ALIGNING BUSINESS ACCOUNTABILITY IN NUTRITION

BETTER NUTRITION. FOR ALL.



GAIN INITIATIVE ON BUSINESS ACCOUNTABILITY IN NUTRITION

GAIN published three reports on business accountability in nutrition:

- In 2018-2019, GAIN - with the support of Carnstone Ltd - conducted [a review of the landscape for business accountability in nutrition](#).
- In August 2020, GAIN published [the results of a survey launched in May 2020 to explore the perceived relevance of a set of existing assessment frameworks / methodologies around 7 nutrition related areas](#): product (re)formulation, marketing to children, food labelling, employee health and wellbeing, food safety, food loss and waste, and food affordability.
- In January 2021, GAIN published [a report summarizing the learnings of the past two years on improving business accountability in nutrition](#) through more alignment and synthesize the feedback from 20 stakeholders on using selected existing reporting frameworks / methodologies to assess business impact on nutrition.

GAIN also co-hosted with [the Consumer Goods Forum](#) two workshops in 2018 and 2020 to question and discuss concrete ways to improve business accountability in nutrition.

CURRENT LANDSCAPE OF BUSINESS ACCOUNTABILITY IN NUTRITION

- Accountability mechanisms with nutrition related criteria either focus on a specific category such as nutrition, animal welfare, obesity or have a broader SDG focus.
- Accountability mechanisms are divided between for profit and not-for-profit/independent entities with an issue of perceived credibility for accountability mechanisms in the first category.
- There is an increasing number of accountability mechanisms but with a growing interest in collaborating.
- Accountability mechanisms provide complementary information on business impact on nutrition, however there are some duplications and overlap in data collection.
- The most scrutinized segments of the value chain are the manufacturers and processors.
- 2021 is a critical year for requirements towards nutrition - including for business - with the Nutrition for Growth and UN Food Systems Summits.



**United
Nations**



Food Systems Summit 2021



BETTER ACCOUNTABILITY THROUGH BETTER ALIGNMENT

GAIN has been focusing on improving accountability of business in nutrition by increasing alignment in business reporting. This translates into using a limited set of existing methodologies/frameworks that reached the highest level of consensus across private and public sectors. This leads to more credible business reporting/assessment, easier comparison of business impact on nutrition and an impact easier to understand at individual company and collective levels.

GAIN has listed existing frameworks / methodologies for potential business reporting alignment in the following categories:

Reformulation

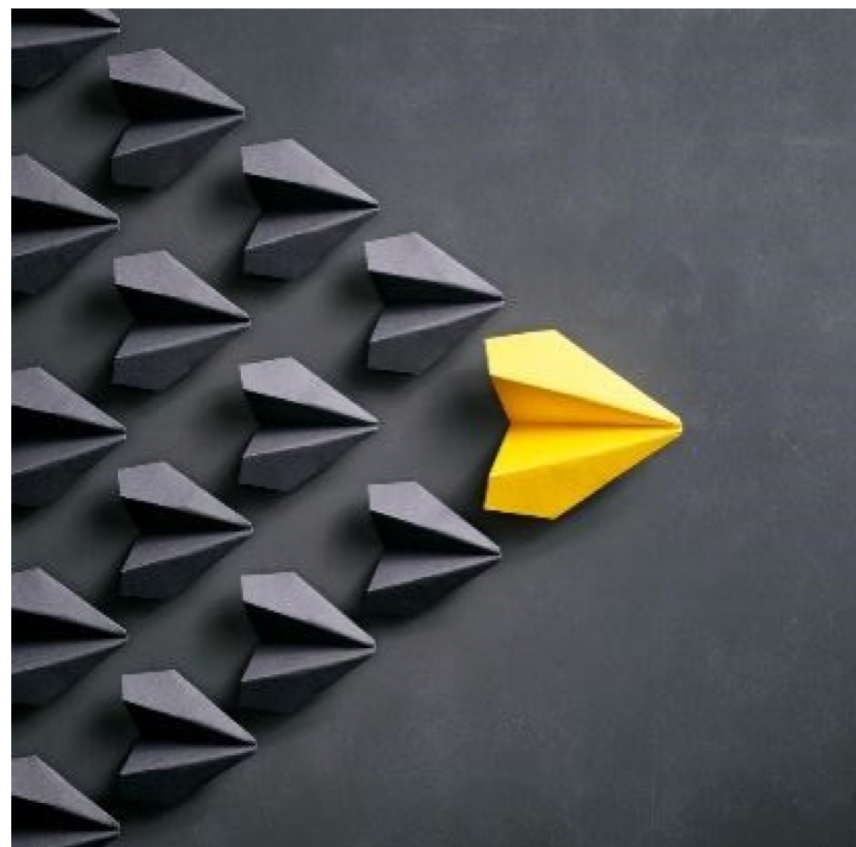
**Marketing to
children**

Food safety

Food labelling

**Workforce
nutrition**

**Food loss and
waste**

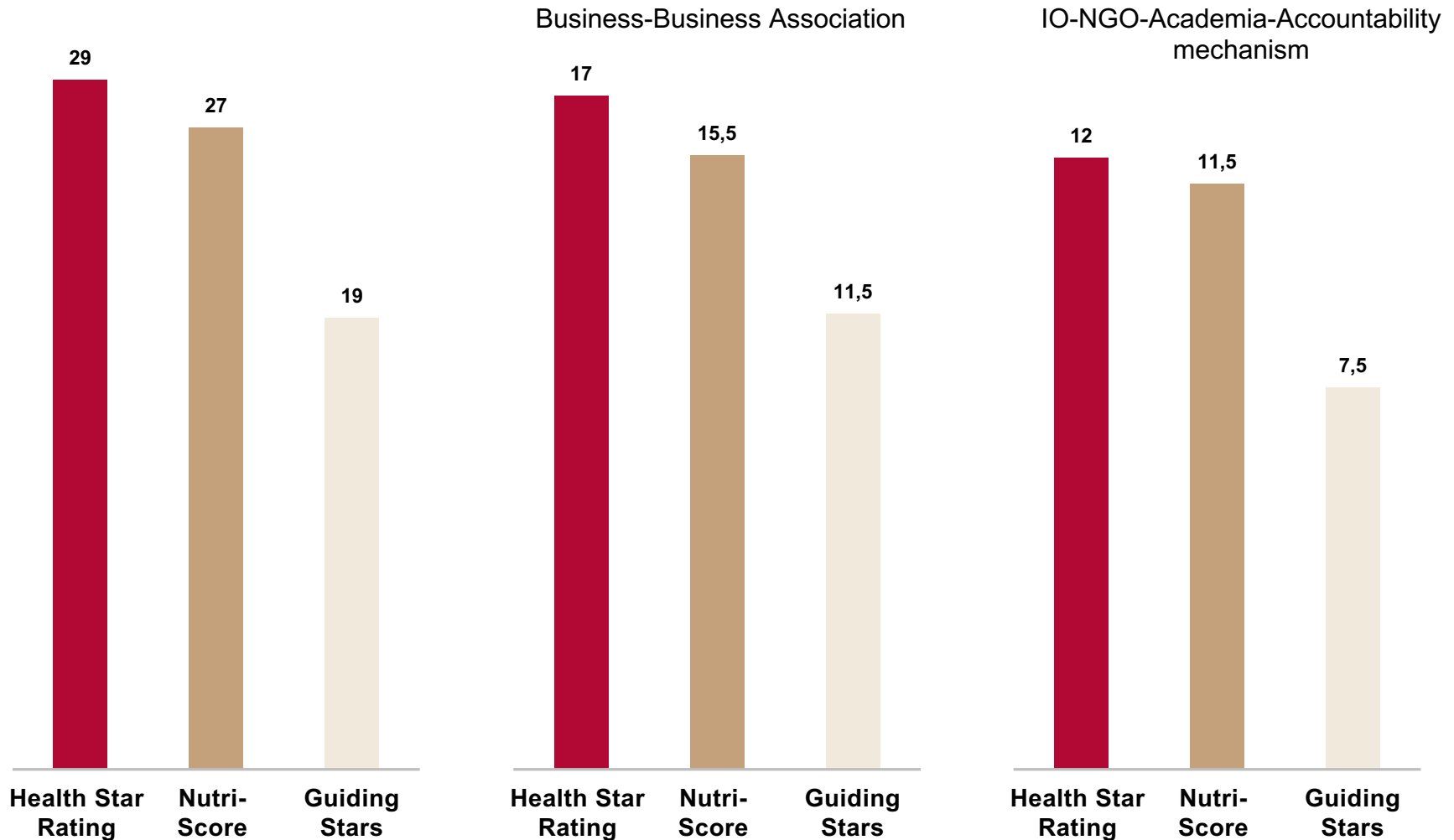


SUGGESTED REPORTING FRAMEWORKS/METHODOLOGIES

Category	Frameworks / methodologies pre-selected by GAIN for its May 2020 Survey	Final frameworks / methodologies listed by GAIN for alignment of business reporting in nutrition
Reformulation	<ul style="list-style-type: none">- Health Star Rating System (HSR)- Nutri-Score- Guiding Stars	<ul style="list-style-type: none">- HSR (to be complemented by qualitative information or regional recognised methodologies e.g. Nutri-Score).
Workforce nutrition	<ul style="list-style-type: none">- Centre for Disease Control Worksite Health Scorecard- Vitality Health Metrics Scorecard- Workforce Nutrition Alliance Scorecard	<ul style="list-style-type: none">- Workforce Nutrition Alliance Scorecard
Marketing to children	<ul style="list-style-type: none">- WHO Regional Office for Europe & for Western Pacific Nutrient Profile Models.- Children’s Food and Beverage Advertising Initiatives (CFBAI) Core Principles.- International Chamber of Commerce Advertising and Marketing Communications Code	<ul style="list-style-type: none">- CFBAI Core Principles- EU Pledge
Food labelling	<ul style="list-style-type: none">- National regulations on food labelling- Codex Alimentarius standards on labelling	<ul style="list-style-type: none">- Codex Alimentarius standards on food labelling
Food safety	<ul style="list-style-type: none">- Global Food Safety Initiative’s (GFSI) Benchmarking Requirements	<ul style="list-style-type: none">- GFSI’s Benchmarking Requirements
Food loss and waste	<ul style="list-style-type: none">- Food Loss and Waste Accounting and Reporting Standard (FLW Standard)	<ul style="list-style-type: none">- FLW Standard (to be complemented by SMART global targets linked to SDG 12.3).

PRODUCT REFORMULATION - GAIN SURVEY

Total of 29 responses received, 21 responses from businesses & business associations, 8 responses from NGO, IO, academia and accountability mechanisms. Scoring methodology: Very relevant: 2 points; Relevant: 1 point; Partially relevant: 0.5 point; Not relevant: 0 point.



PRODUCT REFORMULATION - HSR 1/2

In the GAIN survey conducted in 2020, the 29 respondents recognised the value of the Health Star Rating System (HSR) to assess food (re)formulation effort. However survey respondents and interviewees advised to complement the assessments made through the HSR methodology with qualitative information and/or regional recognised methodologies such as Nutri-Score.



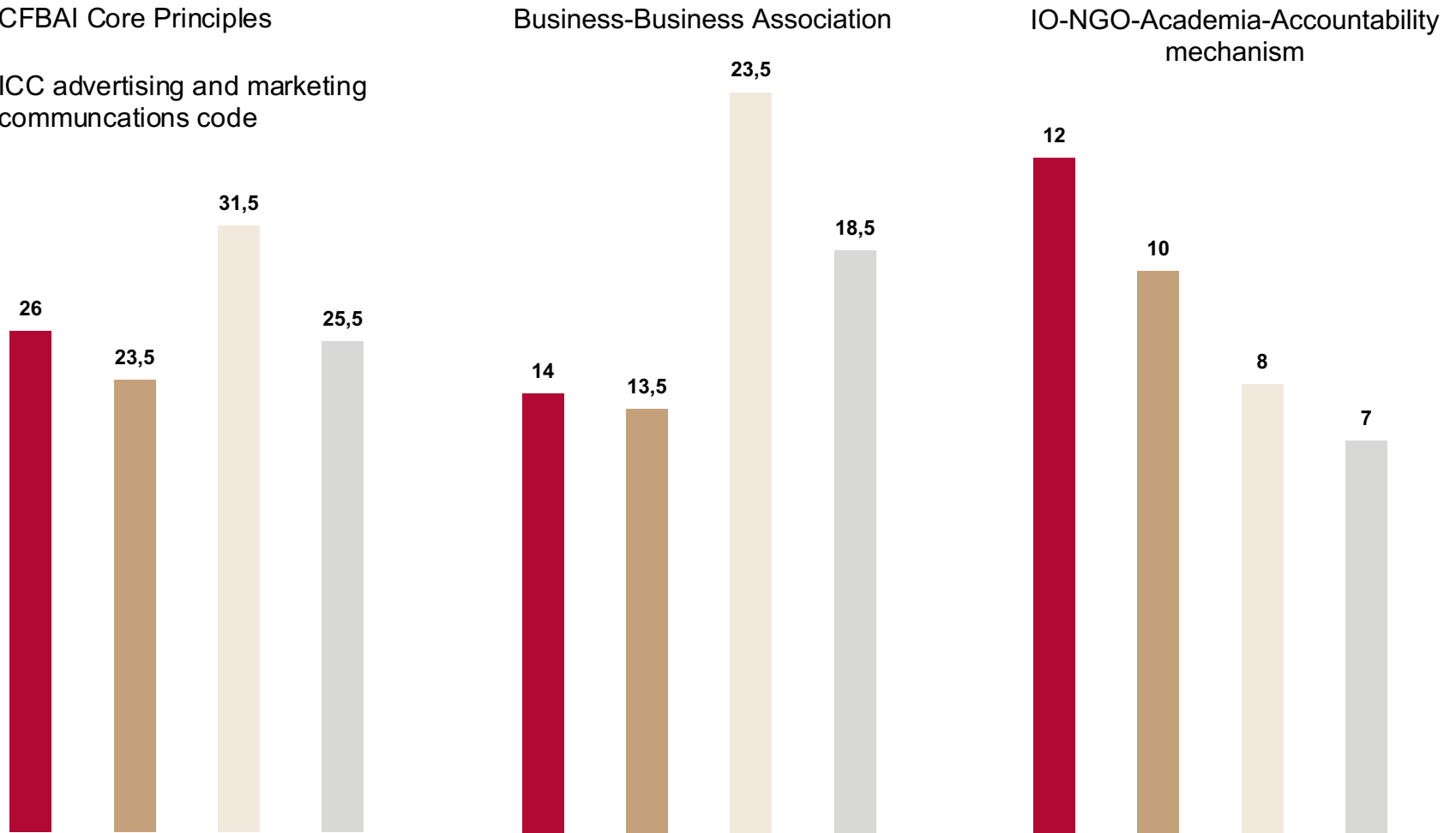
The HSR rates the overall nutritional profile of packaged food, providing a rating from 0.5 to 5 stars (5 stars being the healthier rating). It uses a calculator designed to assess the nutrient content of food, taking into account nutrients and ingredients of limited nutritional value.

PRODUCT REFORMULATION - HSR 2/2

+	-
<ul style="list-style-type: none">• Multi-stakeholder engagement for the development of the HSR provides credibility and supports buy-in from business.• Part of ATNI global index methodology for product reformulation assessment.• Established process to update the tool and keep it relevant over the years.	<ul style="list-style-type: none">• Significant resources are needed to assess a global company's portfolio using HSR.• Business would like the inclusion of criteria around reduction of additives or efforts to to reduce portions.

MARKETING TO CHILDREN - GAIN SURVEY

- WHO Regional Office for Europe Nutrient Profile Model
- WHO Regional Office for Western Pacific Nutrient Profile Model
- CFBAI Core Principles
- ICC advertising and marketing communications code



MARKETING TO CHILDREN - CFBAI AND EU PLEDGE

1/2

CFBAI gathers companies located in the US who voluntarily commit either not to advertise foods or beverages to children (under 12) at all or advertise only products that meet CFBAI's strict uniform nutrition criteria. CFBAI participants commit to not advertise their foods to children in elementary schools. CFBAI defines some "core principles" which set requirements regarding media coverage and nutrition criteria for food advertising to children.

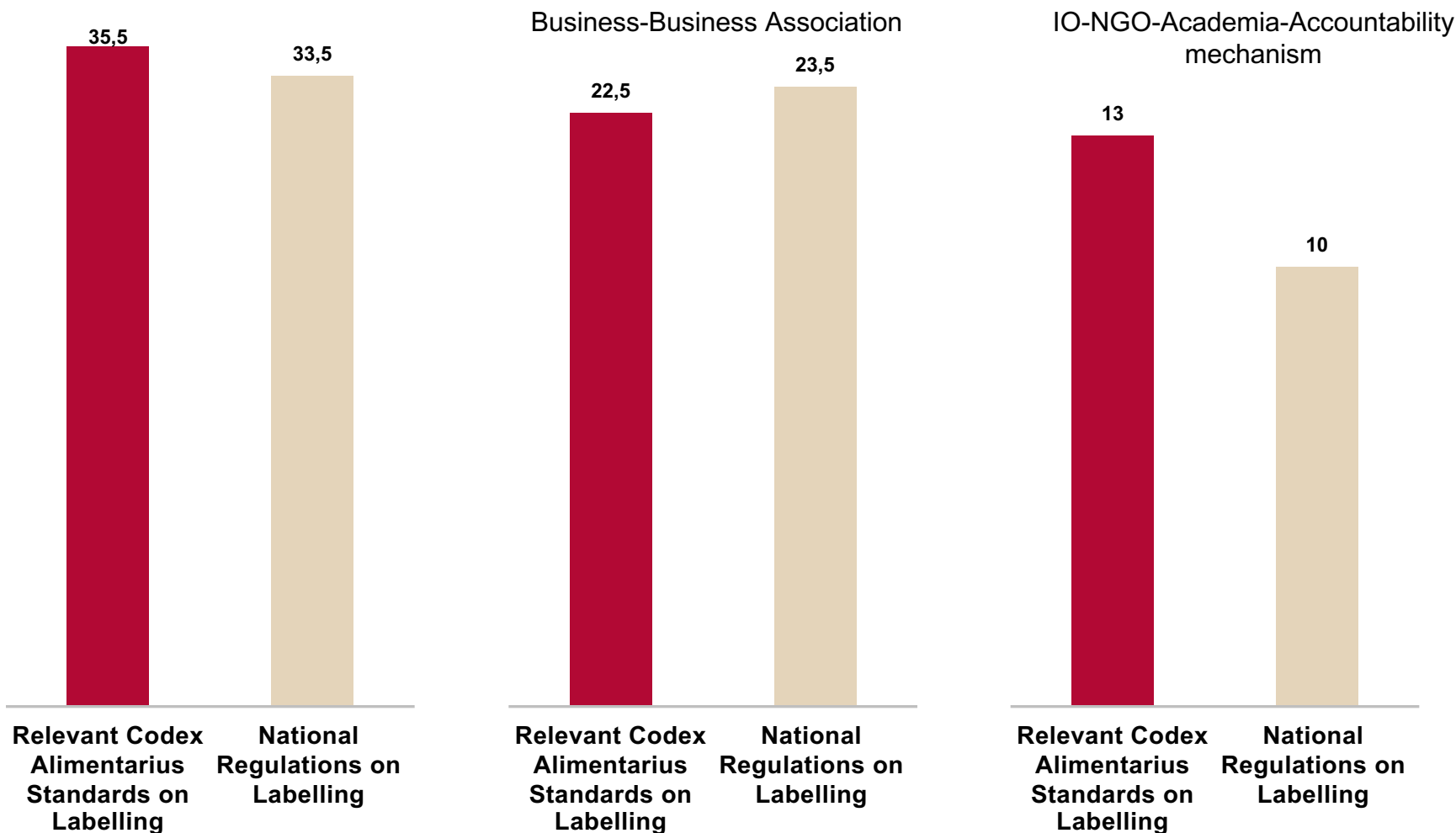
The EU Pledge is an industry initiative on marketing to children led by companies representing 80% of food spent in the EU. The EU Pledge members either commit to only advertise products that meet certain agreed nutrition criteria to children under 12 or to not advertise any products at all to children under 12. The mechanism is monitored by a third party and includes a complaint mechanism.

MARKETING TO CHILDREN - CFBAI AND EU PLEDGE

2/2

+	-
<ul style="list-style-type: none">• Strong endorsement by businesses that developed both initiatives.• Frameworks widely recognised and predominantly used in the US and Europe.	<ul style="list-style-type: none">• Limited credibility among public stakeholders due to business ownership, considered not sufficiently stringent by some.• No existing practices of reporting globally on marketing to children through these initiatives.• Need for regular updates due to rapidly evolving marketing platforms to remain relevant.

FOOD LABELLING - GAIN SURVEY



FOOD LABELLING - CODEX ALIMENTARIUS 1/2

- GAIN pre-selected for its 2020 survey the Codex Alimentarius Standards on food labelling for business reporting on this issue as the Standards are included in most national regulations and set minimum requirements for countries with no or weak regulations on food labelling.
- Through the survey, workshops and interviews conducted by GAIN, companies reported complying with the Codex Standards and seeing value in this methodology for business reporting to ensure better practices in resource constraint settings.

The Codex Alimentarius is a collection of internationally adopted food standards and texts regarding the protection of consumers' health and fair practices in the food trade including Standards on food labelling. The Standards have been developed by the Codex Alimentarius Commission which was established by the UN Food and Agriculture Organisation and the World Health Organisation and are designed to support consumers make informed decisions about the food they purchase.

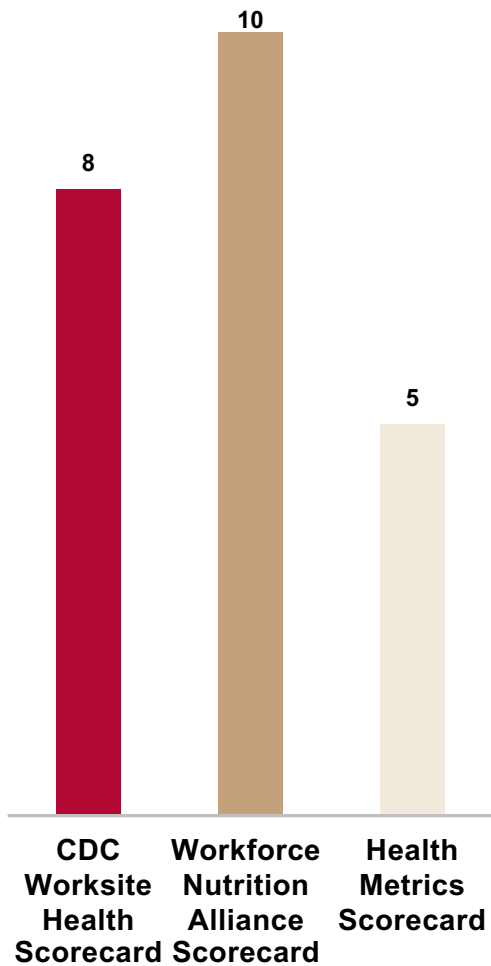
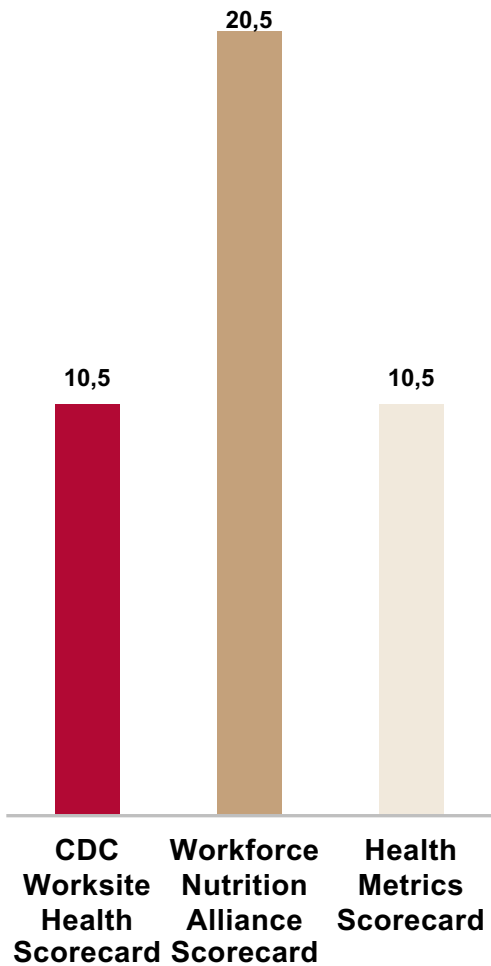
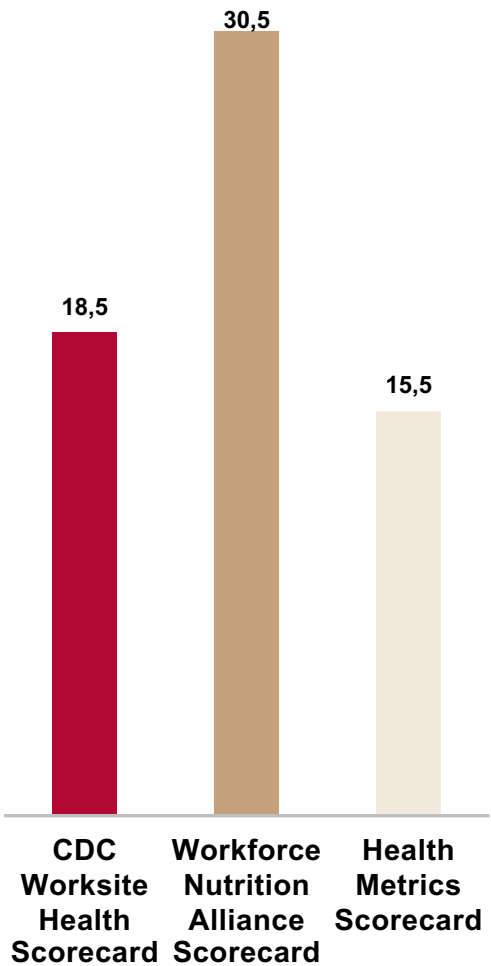
FOOD LABELLING – CODEX ALIMENTARIUS 2/2

+	-
<ul style="list-style-type: none">• Strong consensus to use these standards to ensure minimum requirements are implemented by business of all sizes globally.• Evolving tool with current ongoing discussions on standards for front of pack labelling .• Endorsement of the public and private sectors.	<ul style="list-style-type: none">• Does not set ambitious requirements for the industry in high income countries where regulations are more stringent.

WORKFORCE NUTRITION - GAIN SURVEY

Business-Business Association

IO-NGO-Academia-Accountability mechanism



WORKFORCE NUTRITION ALLIANCE SCORECARD 1/2

GAIN, CGF and NewForesight designed the Workforce Nutrition Alliance Scorecard. It is a self-assessment tool for companies to track practices and progress of their workforce nutrition programmes around 4 categories: healthy food at work, nutrition education, nutrition-focused health checks and breastfeeding support. Each of these categories is assessed according to 3 criteria's (strategy, quantity, and quality) and 6 sub-criteria: monitoring and evaluation, resources, availability, accessibility, quality and worker engagement.



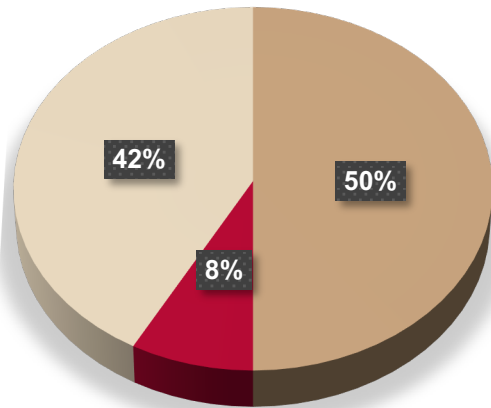
WORKFORCE NUTRITION ALLIANCE SCORECARD

2/2

+	-
<ul style="list-style-type: none">• Addresses a thematic gap for business reporting in nutrition.• Developed jointly and consultatively by the public and private sectors.• Accessible and free reporting tool with a digital version available.	<ul style="list-style-type: none">• New reporting tool not currently part of an accountability mechanisms methodology.• Requires significant resources for large companies to report on the 4 categories.• Self-assessment tool without an external party verification process required to ensure the credibility of the results.

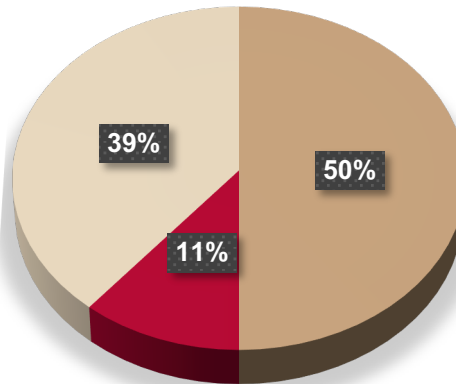
FOOD SAFETY - GAIN SURVEY

Global Food Safety Initiative Benchmarking Requirements

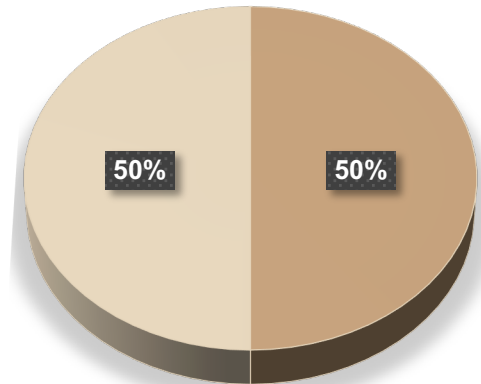


■ Very Relevant
■ Not Relevant
■ Relevant

Business-Business
Association



IO-NGO-Academia-
Accountability mechanism



FOOD SAFETY - GFSI BENCHMARKING REQUIREMENTS 1/2

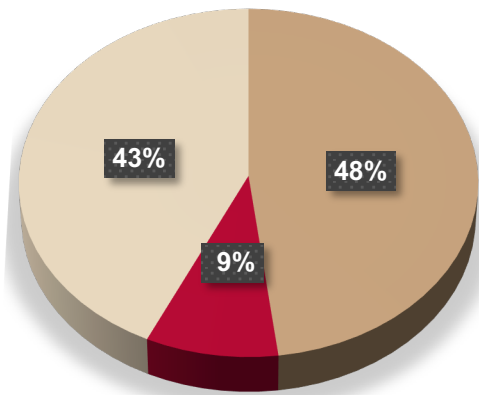
The GFSI has designed benchmarking requirements which are widely used for food safety certification programmes across borders and for the full supply chain. The requirements are designed to harmonize, build capability, develop strategic partnerships and drive thought leadership, while driving continuous improvement around food safety. Food operators worldwide can streamline their processes through certification with GFSI recognized certification programme owners. Over 150,000 certificates from GFSI-recognized certification programme owners have been issued in 162 countries.

FOOD SAFETY - GFSI BENCHMARKING REQUIREMENTS 2/2

+	-
<ul style="list-style-type: none">• Strong consensus on best practices regarding food safety reflected in the GFSI.• Large support to GFSI benchmarking requirements and global use among business.	<ul style="list-style-type: none">• While companies invest in complying with food safety regulations, many of them do not share publicly their detailed impact in this area.

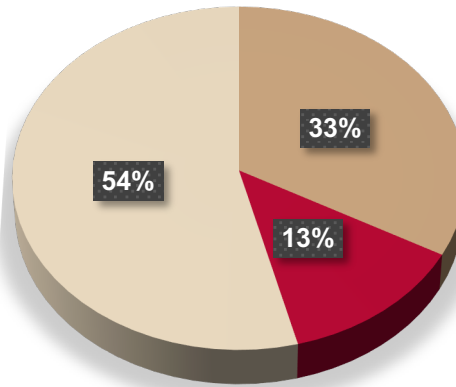
FOOD LOSS AND WASTE - GAIN SURVEY

Food Loss and Waste Accounting Reporting Standard



- Very Relevant
- Not Relevant
- Relevant

Business-Business
Association



IO-NGO-Academia-
Accountability mechanism

FOOD LOSS AND WASTE - FLW STANDARD 1/2

GAIN pre-selected for its 2020 survey the Food Loss and Waste Accounting and Reporting Standard (FLW Standard) to assess business impact on food loss and waste. The FLW Standard is strictly designed for reporting and does not set any targets on food loss and waste.

The FLW Standard has been developed by a multi-stakeholder partnership (UN agencies, business associations, NGOs), it is a global voluntary standard that provides requirements and guidance for quantifying and reporting on the weight of food loss and waste. It aims to facilitate the quantification of food loss and waste and to encourage consistency and transparency of the reported data.

As the lack of target(s) was highlighted by most of the respondents, GAIN suggests to refer to the SDG 12.3 target to set commitments/indicators for food loss and waste reduction, building on the existing business engagement through Champions 12.3. Champions 12.3 is a public private partnership which supports the achievement of SDG 12.3: “By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.”

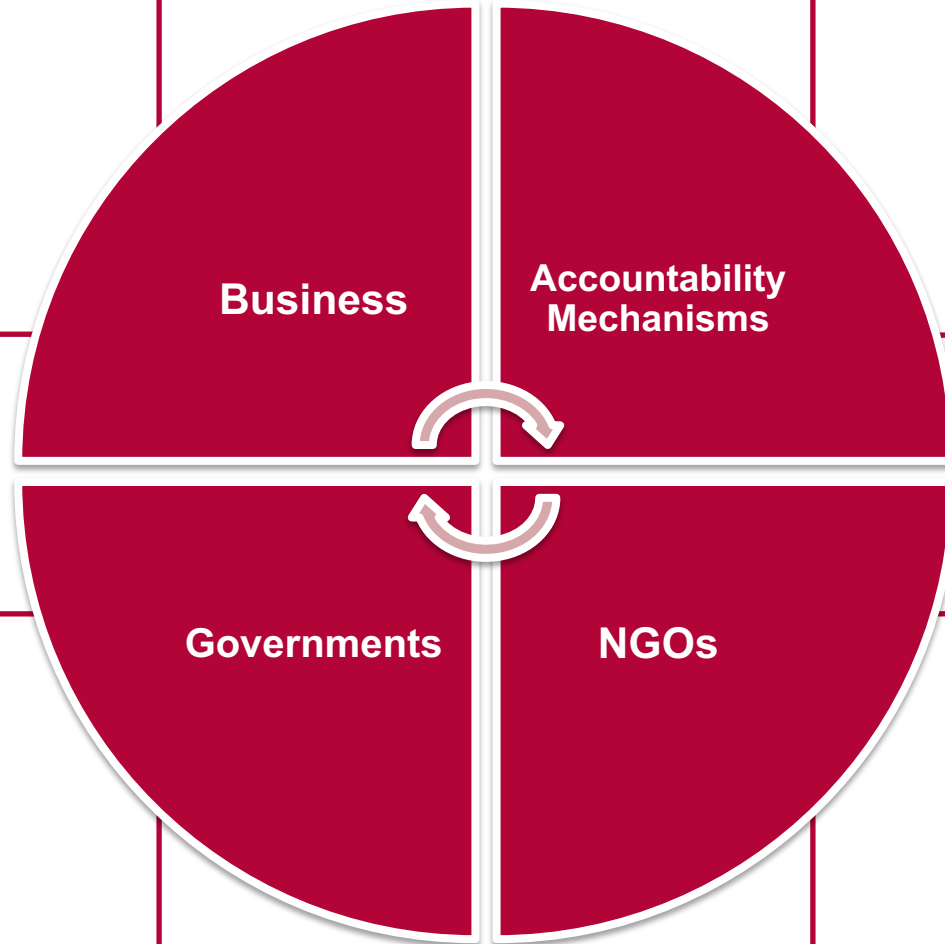
FOOD LOSS AND WASTE - FLW STANDARD 2/2

+	-
<ul style="list-style-type: none">• Credibility of the tool is supported by the inclusion of the public and private sectors and of a large number of experts for its design.• Reporting on food loss and waste is an opportunity for companies to demonstrate their potential effort and progress both for better nutrition and for the environment.	<ul style="list-style-type: none">• The tool does not include targets on food loss and waste therefore it needs to be supplemented with quantitative business targets. This can be done using SDG 12.3 (see initiative Champions 12.3).

SUPPORTING BUSINESS ACCOUNTABILITY IN NUTRITION - A MULTI-STAKEHOLDER EFFORT

Self-report using the suggested frameworks - at minima use of external recognised frameworks to report their impact on nutrition.

Use the suggested frameworks to assess business impact in nutrition and share data publicly or among accountability mechanisms.



Use global frameworks to implement regulations. Support funding for independent accountability / frameworks.

Incentivize companies and accountability mechanisms to hold all business accountable globally.

CONCLUSION



More aligned business reporting requires multi-stakeholder efforts.



To ensure rapid progress in business accountability in nutrition, all stakeholders can use existing reporting frameworks / methodologies.



Over the long term, better business accountability in nutrition will be achieved by keeping these frameworks/methodologies relevant, investing in resources for independent assessments and ensuring that business are hold accountable across the entire food value chain and wherever they are.



THANK YOU

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