

Global Alliance for Improved Nutrition

Better nutrition. For all.

OUR WORLD

Today, one in three people are malnourished. What we eat influences all forms of malnutrition, whether that is not enough of what we need to be healthy, or too much of what is not nutritious. Poor diet causes one in five deaths globally, via undernutrition and micronutrient deficiency, overweight and obesity, and the diseases linked to these.

Food systems shape our eating habits by determining what is available or affordable to eat, and influencing what we choose to eat. These systems are not achieving their potential –to prevent hunger and promote health, for people and planet.

OUR WORK

GAIN's work targets women, children from earliest infancy to age nine, and their caregivers; adolescents (ages 10 to 19) themselves and as influencers in their communities; workers, farmers, and their households, and ultimately, all food consumers. We work through and with governments, at national, regional, and city levels and their agencies involved in the food system, as well as with employers and buyers in global supply chains, multinational companies, international organisations and influencers. We support small and medium-sized enterprises (SMEs), with over 2,000 businesses signed up to alliances and networks run by GAIN and partners.

We focus predominantly on ten countries with high burdens of malnutrition – Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, and Tanzania.

OUR PURPOSE

GAIN is dedicated to tackling the human suffering caused by malnutrition. We do this by improving the consumption of nutritious and safe food, especially by the most vulnerable. We plan to reach a billion people by 2022, while targeting major improvements to food systems that drive healthier eating.

We are working urgently with our partners to get the world on track to achieve the second Sustainable Development Goal (SDG 2): ending malnutrition in all its forms by 2030. But our mission extends beyond this, with strong synergies across the wider development agenda. Food system transformation touches every SDG.

The Global Alliance for Improved Nutrition is an international organisation launched at the United Nations in 2002, headquartered in Geneva. We also have offices in Bangladesh, Denmark, Ethiopia, India, Indonesia, Kenya, Mozambique, the Netherlands, Nigeria, Pakistan, Tanzania, the United Kingdom, and the United States of America.

Our participation in global discussions seeks to shape and direct the international community to fund and act to improve food systems everywhere.

GAIN co-convenes the SUN Business Network (SBN) with the World Food Programme

The SBN seeks to support SUN countries to build networks with business which will increase the availability and affordability of nutritious and safe foods to low-income consumers.

www.sunbusinessnetwork.org



DEMAND

Increase **consumer demand** for nutritious and safe food.

- Designing innovative campaigns to encourage people to eat more nutritious foods, like vegetables and eggs, and to make healthy choices
- Educating caregivers to seek healthier options for their families, including the promotion of exclusive breastfeeding, and encouraging young people to make better food choices for themselves
- Promoting the benefits of fortified and biofortified foods



SUPPLY

Increase **availability and affordability** of nutritious and safe food.

- Providing assistance to producers of fortified and biofortified foods to increase availability and access, including quality assessment
- Supporting SMEs producing and distributing nutritious food to increase availability and reduce loss and cost, through technical assistance and financing
- Assisting companies in improving the nutrition of their workers and via their supply chains



ENABLING ENVIRONMENT

Change **market incentives, rules and regulations** to support nutritious and safe food production and consumption.

- Supporting and encouraging governments to require fortification and to be able to monitor and regulate the quality and safety of food
- Working to provide governments, from national to city level, with the support, tools and knowledge to set the rules and incentives to promote the production and consumption of nutritious foods
- Building and supporting networks of businesses involved in all aspects of food production, post-harvest loss reduction, and distribution to motivate best practices while improving shared learning and collective action
- Promoting policy and financial support for nutrition from international organisations, donors and multinational companies

KNOWLEDGE

Mobilising knowledge is integral to our strategy. This includes:

- Measuring the impact of our programmes – what works, and what requires strengthening
- Innovating in research methods and metrics to strengthen the ability of GAIN and others to generate evidence of what works to improve food systems
- Mobilising evidence from our own research and that of others to inform and improve policy and programmes

We seek to make nutritious and safe foods available, affordable, and aspirational – to make the healthy choice the easy choice.

Nutrition Connect is an initiative to mobilise knowledge, share experiences, and stimulate dialogue on public private engagements for nutrition.

www.nutritionconnect.org