

Making Markets Work

TO IMPROVE THE CONSUMPTION OF NUTRITIOUS AND SAFE FOOD

Making Markets Work (MMW) is a joint programme between GAIN and six leading development agencies¹ which aims to catalyse the power of markets and the private sector to make safe nutritious foods more available, affordable and desirable.

Poor diets are the leading cause of global ill health, yet collaboration between those with the power to reshape food offerings and make diets healthier is low. Food is delivered by business; health is the responsibility of governments. MMW starts from the basis that until we can find better ways to engage business to change food systems, global malnutrition will continue to rise. MMW charts new models, approaches and concepts to guide governments, investors and business to equip and shape markets to tackle malnutrition.

In MMW, our efforts are divided into six distinct but mutually reinforcing workstreams. The programme will develop and test effective ways to enable the increased consumption of safe nutritious food across a variety of domains. With key partners we will:

- test new ways of increasing the demand for safe nutritious foods;
- develop new tools to enable actors to better direct investments and action;
- identify key innovations which can improve the availability and affordability of safe nutritious foods;
- improve the way that we understand, map and measure impact pathways of Public-Private Engagements (PPEs) in nutrition;
- generate and mobilise knowledge on what works in PPEs in nutrition; and
- improve mechanisms which have the potential to improve business accountability in nutrition, both globally and at national level.



The net result will be **better-equipped markets**, and a stronger enabling environment for effective, scalable and sustainable actions to create **safe nutritious food systems**.

¹ Bill & Melinda Gates Foundation, The Federal Ministry of Economic Cooperation and Development of Germany (BMZ), The International Development Research Centre (IDRC), Irish Aid, The Ministry of Foreign Affairs of the Netherlands, The Swiss Agency for Development and Cooperation (SDC)

BUILDING DEMAND FOR SAFE NUTRITIOUS FOODS

Generating a deeper understanding within GAIN and the nutrition sector of what motivates consumers to improve the quality of their diets

Developing and testing new ideas, messages and strategies among different target groups to improve **desirability of safe nutritious foods among consumers**. This includes leveraging a youth movement to encourage healthier food choices among adolescents in Bangladesh; and developing and testing new concepts, images, and messages to invoke emotional responses to encourage healthier food choices in Kenya and Nigeria. We will generate new knowledge and evidence on what does (and can) drive demand for safe nutritious foods, enabling us to better support consumers in understanding **how** and **why** to eat better. We will use these results to identify opportunities for scale-up, replication and the development of **new demand creation campaigns** for our programmes and for use by the wider sector.



ENABLING & PRIORITISING ACTION IN FOOD SYSTEMS

Governments and other stakeholders better understand how to improve the enabling environment for business to advance nutrition and where in the food system action is needed

Here we are developing two tools for use by Governments and other stakeholders to understand where in the food system action is needed, and how the enabling environment for businesses in nutrition can be improved. Firstly, we are building a **Food System Dashboard** which will pull together a wide range of indicators from different data sources related to the food system and nutrition to give users 1) a snapshot of their food system; and 2) a better understanding of how this affects the nutrition situation in country. Based on the data, recommendations will be made for key actions policymakers can take to improve the ability of their food system to drive better nutrition outcomes.



Secondly, we are putting together an advocacy toolkit which will include an index called the **Enabling Business to Advance Nutrition Index (EBANI)**. The index will assess several Scaling Up Nutrition (SUN) countries against pre-determined criteria to determine how supportive the local environment is to businesses acting to advance nutrition. Using the toolkit, we will work with national level Government and business stakeholders to support them to understand changes required in the policy and regulatory environment to: 1) incentivise and facilitate business action which improves nutrition, and 2) disincentivise and impede actions which exacerbate malnutrition.

INNOVATION IN SUPPLY CHAINS FOR SAFE NUTRITIOUS FOOD

New innovations – and methods for innovation development – to overcome challenges preventing nutritious foods moving from farm to fork

This workstream aims to surface innovative ideas to overcome blockages in the food system for impact, scalability and sustainability. We have developed an assessment tool – **SCAN (Supply Chain Assessment for Nutrition)** – to analyse nutritious food value chains to pinpoint key barriers in the chain which prevent foods reaching markets, and ultimately consumers' plates. We have also pooled together experts from a variety of backgrounds and sectors to converge on some key innovations which are poised to improve the availability and affordability of nutritious foods. The report from this work is called **"Nutritious Food Foresight – Twelve ways to invest in good food for emerging markets"**.



ASSESSING IMPACT OF PUBLIC-PRIVATE ENGAGEMENTS IN NUTRITION

New evidence of what works in public-private engagements, new metrics developed, and new methods adapted to map, track and measure public-private actions in nutrition

We are in the process of developing new metrics to **map and measure impact** of public-private actions in nutrition and build on existing work to adapt **methods** to measure progress of public-private nutrition actions. Using these tools, we will design and carry out rigorous impact evaluations for three or four public-private engagements in nutrition. The knowledge generated will be disseminated through various mechanisms [including our knowledge hub, Nutrition Connect (see 5); peer reviewed articles; and at high level events] to reach a wide and varied audience.



KNOWLEDGE MOBILISATION

Knowledge and evidence of what works (why and how) in the public-private nutrition space is collated and shared widely among key stakeholders

This workstream is comprised of three key components: building a new knowledge hub for evidence and opinion on public-private engagements in nutrition called **Nutrition Connect**; the development of a first of its kind executive short course, **Together For Nutrition**, dedicated to improving the knowledge and networks of key decision-makers in the public-private nutrition space; and the consolidation of knowledge on good practice in PPE through **external assessments** of the strengths and challenges of PPE models used by GAIN.

Nutrition Connect captures, collates, and synthesises knowledge of public-private actions in nutrition in one easily accessible and navigable space, available here:

www.nutritionconnect.org. Together For Nutrition will bring together key leaders across the private sector who have a stake in and/or influence nutrition outcomes alongside leaders from NGOs, government, academia and member associations. Together, course participants will learn about actions they can take and how to collaborate across sectors. Importantly, they will also build networks outside their usual echo chambers and develop new ideas together to advance nutrition among low-income populations. The experience and good practice generated through our external assessments will be shared widely through Nutrition Connect, used as examples in Together for Nutrition, and inform improvement in GAIN's portfolio.



IMPROVING BUSINESS ACCOUNTABILITY IN NUTRITION

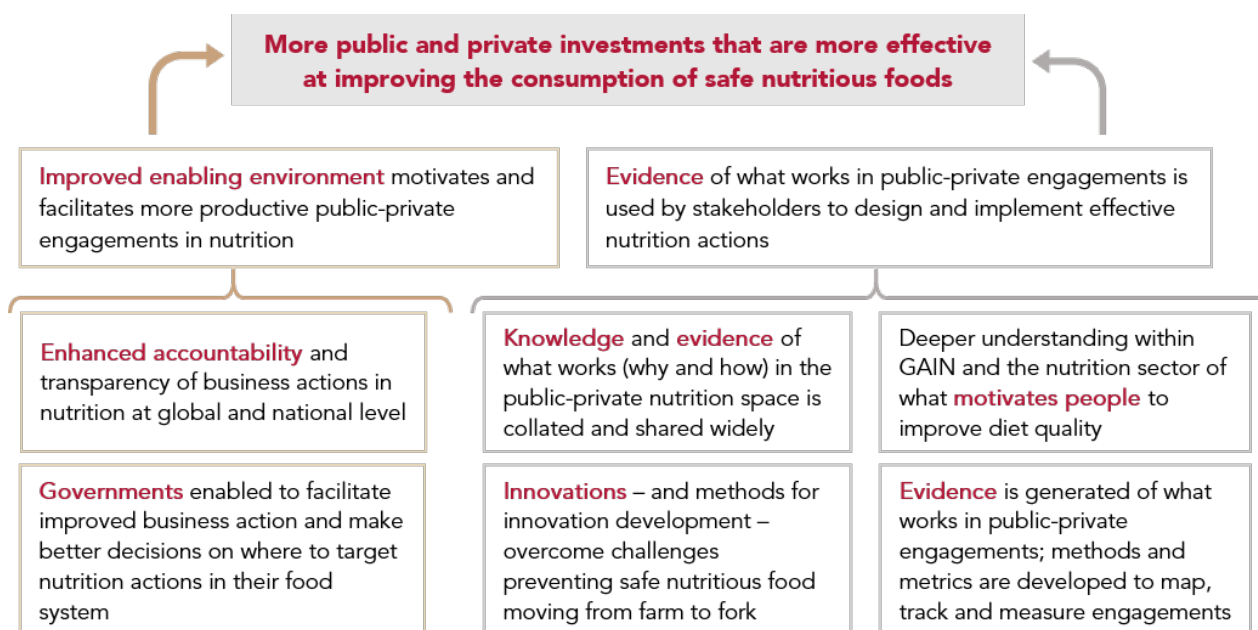
Better alignment of global accountability mechanisms, and development of a new national accountability tool to improve SME and global business accountability in nutrition

Here we are focusing on creating a clearer and more transparent context for all stakeholders in the food and nutrition space, to build trust and accountability at global and national level and support the formation of public-private partnerships. We have convened global partners to examine how to improve the coordination and alignment of existing accountability mechanisms which focus on the impact of business on nutrition. We are working with key actors to design and implement actions to improve alignment of these mechanisms to make them easier and more accessible for businesses to engage with and for external stakeholders to understand.

Secondly, we are working with the Access to Nutrition Foundation to develop a new tool called **Nutrition Business Monitor** to monitor and track nutrition-related actions of companies in-country. This will leverage the successful Access to Nutrition Index methodology but will focus on ease and utility for SMEs to self-report actions they are taking. It can be used as an advocacy tool to support actors trying to encourage more and better actions by business to advance nutrition.



Making Markets Work - impact pathway



Summary of tools, products and new approaches in making markets work

Demand creation	<ul style="list-style-type: none"> Developing and testing new ways to increase the desirability of safe nutritious foods, e.g: <ul style="list-style-type: none"> A pocket money pledge through a youth movement in Bangladesh Testing emotionally compelling concepts to motivate parents to feed eggs to their under-five year old children in Kaduna state, Nigeria Testing new marketing concepts, images and messages to motivate parents to feed their children more safe, nutritious diets in Kenya
Enabling action	<ul style="list-style-type: none"> A Food System Dashboard which informs policymakers about elements of their Food System requiring action and recommends actions they can take An Enabling Business to Advance Nutrition Index (EBANI) to show how supportive different markets are for businesses to advance nutrition
Key innovations	<ul style="list-style-type: none"> Development of a Supply Chain Analysis tool for Nutrition (SCAN) to analyse key blockages in supply chains which prevent foods moving from farm to fork Rapid analyses of blockages in 3 nutritious value chains in 3 emerging markets Nutritious Food Foresight Report, highlighting twelve ways to invest in good food for emerging markets
Assessing impact	<ul style="list-style-type: none"> Development of new approaches/ methods/ metrics to assess impact of public-private engagements (PPEs) in nutrition Evidence of what works and what doesn't in PPEs in nutrition produced through rigorous evaluations and disseminated widely
Mobilising knowledge	<ul style="list-style-type: none"> Development of Nutrition Connect, an online hub for knowledge on PPEs Designing and delivering Together for Nutrition; an executive short course on nutrition PPEs
Business accountability	<ul style="list-style-type: none"> Nutrition Business Monitor – a national level accountability tool to encourage SMEs tool act and invest to improve nutrition in their countries Working with global accountability mechanisms to improve alignment and make it easier for businesses report the actions they take to advance nutrition

Contact

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