

NUTRITION, VITALITY AND SOCIAL BUSINESS

March 18th, 2015 Best Western Hotel Bern, Bern Switzerland
www.nutritionandsocialbusinesses.org

Agenda

Session	Speakers
8:00-8:30 Registration	
8:30-8:45 Welcome and introduction by SDC	Marlene Heeb, Global Programme Food Security
8:45-8:55 Introduction: Making Nutrition Matter	Paul Murphy, CEO of Valid Nutrition
8:55-9:50 Measuring outcomes, creating partnerships	Lynnda Kiess, Head, Nutrition and HIV/AIDS - UN World Food Programme Paul Murphy, CEO of Valid Nutrition Anthony Hehir, Director, Nutrition Improvement Program, Royal DSM
9:50-10:45 Why nutrition alone fails: the importance of holistic approaches	David Aylward, Health and Nutrition, Ashoka Global Nicolas Metro, Founder of Kinome, Ashoka Fellow
10:45-11:00 Break	
11:00-12:00 Marketing nutrition for the BoP	Olivier Kayser, Founder and Managing Director of Hystra Lucie Klarsfeld, Project Manager of Hystra Marti van Liere, Director, Maternal, Infant and Young Child Nutrition at GAIN
12:00-13:45 Networking lunch	
13:45-16:15 Innovative approaches in nutrition and wellness for the BoP (participative sessions in parallel)	<p><u>Session 1: Concrete proposals for Successful Babies and Youth Wellness</u> <i>Moderator: David Aylward, Health and Nutrition, Ashoka Global</i> Panel:</p> <ul style="list-style-type: none"> • Paul Murphy, CEO of Valid Nutrition • Melissa Menke, Founder of Access Afya • Olivier Kayser, Founder, Managing Director of Hystra • Archana Sinha, Nourishing Schools Initiative, Ashoka India • Marie Konaté, CEO of PKL, Côte d'Ivoire <p>With contributions from the World Food Program, DSM, and Angela Marti, SwissRe Foundation</p> <p><u>Session 2: Social Entrepreneurs' models in the Nutrient Value Chain</u> <i>Moderator: Stephanie Schmidt, Changemaker Alliances Ashoka Europe</i> Panel:</p> <ul style="list-style-type: none"> • Curt Bowen, Co-founder of Semilla Nueva, Ashoka Fellow • Nicolas Metro, Founder of Kinome, Ashoka Fellow • Liisa Petrykowska, Managing Director of Ignitia, Ashoka Fellow • David Strelneck, Nutrient Value Chain Initiative, Ashoka Global
16:15-17:00 Wrap-up	
17:00-18:00 Networking cocktails	