



**Nutrition, Vitality and Social Business**  
Bern, 18<sup>th</sup> March 2015



# Community based Management of Acute Malnutrition (CMAM)

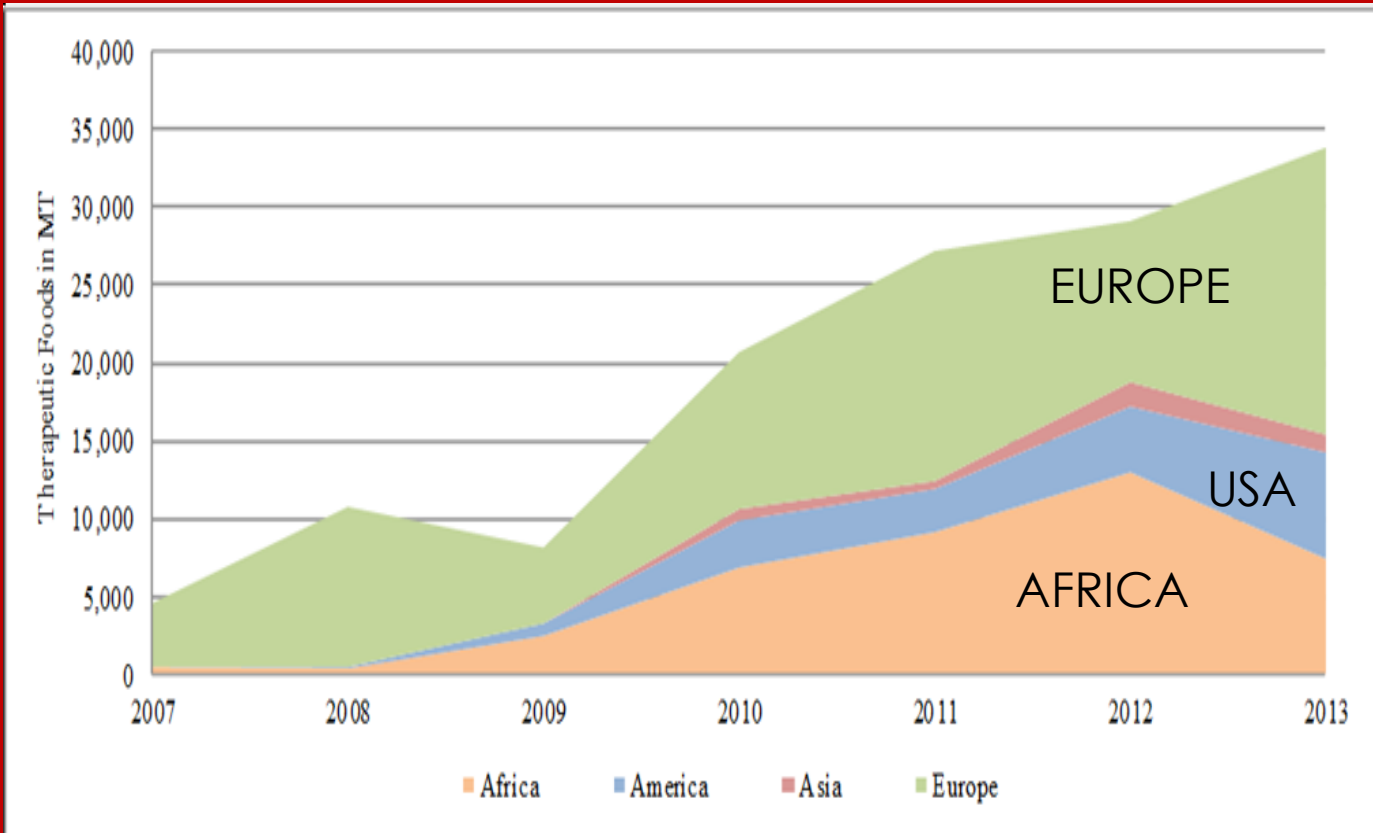
From In-patient to Out-patient : but much more than access or distribution...

- Empowers mothers
- First hand evidence of benefits of nutrition
- Word of mouth effect



From a Supply led to a Demand led model – that is customer driven

# Growth in demand for RUTF - from CMAM acceptance in 2007



Source: UNICEF Supply Division.

**MISSION: Drive the changes needed to make effective affordable nutrition available at scale, through market based mechanisms.**

### **ACUTE Malnutrition**

- Develop and “**shape**” the **global** market for RUF appropriately **and** design **alternative new recipes** for such innovative foods - through evidence based R&D.

### **CHRONIC Malnutrition**

- Help to “**Unlock**” a **completely new** market for appealing, affordable effective nutrition products that prevent stunting (the first **1,000 days**)



# Why it's so important to act now

- If not prevented in **the first 1,000 days**, the effects of chronic malnutrition are largely irreversible.....
- There are therefore lifetime consequences for the individual, their societies and national economies.

So far, increased awareness, lots of talk, many initiatives but very limited meaningful action - relative to scale of problem..... and opportunity

**Copenhagen Consensus Study** (latest) : *“This study shows that campaigners arguing for better nutrition in the first 1,000 days have an overwhelming economic argument. [Nov 2014]*

# Why the failure to date

- Idealism
- Conflicting interests / agendas
- Mistrust of private sector
- Margin and Marketing
- Assessment of outcomes – twofold
- Investor risk aversion

There is a lack of robust evidence to demonstrate proof of concept

# How to move forward

- No single or perfect solution – so stop seeking one and stop trying to appease everyone!
- Learn by doing: trial and error – a pre-requisite for most innovation.
- Factor in the risk of not doing anything.
- Produce evidence of return on investment – for all stakeholders, including parents.

**Social Business can pioneer and catalyse and bridge the public private sector divide – but support is needed from both.**

# Social Business driving change in Nutrition at the BoP

From (just)	To (include)
Supply	Demand and scalability
Victims	Customers and empowerment
Aid	Enterprise and sustainability

**Aligning revenue with impact and focusing on market shaping, rather than market share.**





It's about just 1,000 days - to transform lives – and every day counts.....

