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NUTRITION, VITALITY AND SOCIAL BUSINESS

18th of March 2015

*Best Western Hotel Bern, Zeughausgasse 9, Bern (Switzerland), +41 31 329 22 22
www.nutritionandsocialbusinesses.org*

Presentation of the sessions

Introduction

M. Heeb (SDC) and P. Murphy (Valid Nutrition)

8:30 – 8:55

Marlene Heeb will start by presenting SDC's multi-sectorial approach to reduce effects and underlying causes of malnutrition. Paul Murphy will follow with an introduction on the challenges of improving nourishment at the Base of the Pyramid (BoP) and the role of social entrepreneurs in creating effective market-based approaches.

Session #1: Measuring outcomes, creating partnerships

Moderator: P. Murphy

L. Kiess (UN World Program), P. Murphy (Valid Nutrition), A. Hehir (DSM)

8:55 – 9:50

Creating public demand for full nourishment requires rapid measurements of personal nourishment outcomes (so people can see how they're doing), and connecting those results to personal development, educational, and productivity outcomes. What are the metrics people care about? What are the partnerships and other kinds of organizational relationships that are needed to provide of fully private, and public-private, hybrid value chains to deliver sustainable and effective nourishment solutions?

Session #2: Why nutrition alone fails - the importance of holistic approaches

Moderator: J. Graf

D. Aylward (Ashoka), N. Metro (Kinome, Ashoka Fellow)

9:50 – 10:45

Conducting nutrition programs alone does not work well: other factors such as poor health (e.g. worms, malaria) and sanitation (e.g. diarrhea from bad water) reduce nourishment absorption and often offset any benefits. A silo approach is also more expensive in service delivery, public education, and testing.

Speakers will share new and innovative approaches to providing nutrition integrated with other synergistic interventions to enhance results.

Session #3: Marketing nutrition for the BoP

Moderator: J. Graf

O. Kayser (Hystra), L. Klarsfeld (Hystra), M. van Liere (GAIN)

11:00 – 12:00

Marti van Liere will present the lessons learnt by GAIN, working on the 1000 day period. Hystra will then delve into lessons learnt in marketing and distributing nutritious foods to BoP consumers, based on case studies of over 20 organisations. With concrete examples from the field, this presentation is designed to help practitioners improve their marketing strategy and ultimately reach more beneficiaries. These key lessons have already inspired numerous social enterprises to evolve their marketing approach and a leading foundation to modify its nutrition strategy.

Lunch break

Session #4: Two parallel workshops to discuss innovative approaches in nutrition and wellness for the BoP

13:45 – 16:15

Workshop 1: Concrete proposals for successful babies and youth wellness

Moderator: D. Aylward (Ashoka)

Panel: P. Murphy (Valid Nutrition), M. Menke (Access Afya), O. Kayser (Hystra), A. Sinha (Nourishing schools initiative, Ashoka India), M. Konaté (Protein Kissée Là)

The session will discuss two specific proposals developed by Ashoka and other partners out of field experiences of social entrepreneurs all over the world, addressing:

- Successful babies: this plan addresses maternal/child wellbeing holistically, during the 1000 days of pregnancy and infancy, combining full nourishment with health interventions. The proposal integrates and builds on successful narrower approaches.
- Youth Wellness: This aims to demonstrate how a program of full nutrition and wellness interventions in school-age children can improve their physical growth, athletic ability and performance in school, while developing long-term behavior change.

Please read the summaries of the two proposals prior to the event, and come prepared with your suggestions, including how you want to be involved:

- Maternal & Child wellness holistically - PREREADING
- Youth and schoolchildren wellbeing - PREREADING

Workshop 2: Social entrepreneurs' models in the Nutrient Value Chain

Moderator: S. Schmidt (Ashoka)

Panel: C. Bowen (Semilla Nueva, Ashoka Fellow), N. Metro (Kinome, Ashoka Fellow), L. Petrykowska (Ignitia, Ashoka Fellow), D. Strelneck (Ashoka)

In the first part of the session, we will explore different innovative models to support small-scale farmers and full nourishment in developing countries and the challenges faced by social entrepreneurs to develop their solutions and change systems.

In the second part, we will invite participants and panelists to discuss together key actions that could further develop the role of agro-forestry in the nutrient value chain and opportunities for collaboration (including with corporations) to scale current approaches and maximize impact.

To prepare for the session, please find:

- One pager description of the Nutrient Value Chain
- Compendium of Ashoka Fellows at each stage of the value chain