

GAIN NORDIC

GAIN Nordic Partnership is a multi-sector platform with an ambition to facilitate *scalable and inclusive* business models, which enhance the nutritional value of food in developing countries. The platform brings together companies, civil society, academia and the public sector to bridge knowledge and goals. GAIN Nordic is a forum for collaboration, action and knowledge sharing.

WHY?

Approximately 2 billion people are undernourished globally, lacking essential nutrients necessary to live healthy and productive lives. Malnutrition has high personal consequences, which can lead to impaired physical and mental development and a weakened immune system. The result for society is an extra burden for health systems, with associated costs and negative impact on economic productivity. The private sector can be a strong driver for change in this space, contributing to the alleviation of malnutrition. However, no company can lift this on its own. Impact and change calls for multi stakeholder action

WHAT ?

GAIN Nordic is part of the *Global Alliance for Improved Nutrition* (GAIN). GAIN is an independent international organization launched at the UN general assembly in 2002 to tackle malnutrition. GAIN acts as a catalyst building alliances between governments, businesses, civil society, academic institutions and UN organizations to fight malnutrition. GAIN's programs will reach over a billion people with improved nutrition by 2015. GAIN works at a global level, but also supports regional clusters of companies and stakeholders with special competencies.

AMSTERDAM INITIATIVE AGAINST MALNUTRITION

FIRST REGIONAL ALLIANCE

The first pilot *Amsterdam Initiative for Improved Nutrition* was launched in 2009 and has developed into a sustainable collaborative platform with large-scale business projects and strong support from many organizations.

AIM has grown to include 30 stakeholder-partners who explore innovative and sustainable solutions to address malnutrition, using a market-based approach and new social business models that are financially sustainable. AIM works at multiple levels of the value chains with, for instance, farmers, food processors, supermarkets, health clinics, health advocates and laboratory analysts. Local partners take the lead in all projects, as bottom-up interventions tend to be more successful.



GAIN recognizes that Nordic companies and organizations have unique food sector competencies that are underutilized globally. This constitutes a missed market opportunity and a missed opportunity in terms of leveraging Nordic expertise to create nutritious food supply in emerging markets and stronger local value chains. The ambition of GAIN Nordic is to fill this gap.

GAIN Nordic brings together private companies from all parts of the food value chain with civil society, the public sector and knowledge institutions to develop novel partnerships and business projects, which can reduce malnutrition. The ambition is to:

- Leverage Nordic know-how and create a platform for knowledge sharing and collaboration.
- Support individual projects and link companies and stakeholders along the value chain. *The first partnerships have been tested successfully in Ethiopia.*
- Ensure development of scalable business models, which create value for the participating companies and organizations.
- Capture and disseminate learning.



WHO?

Arla Foods Ingredients, Tetra Pak, Confederation of Danish Industry, DanChurchAid are strategic partners of GAIN Nordic. Karl Pedersen og Hustrus Industrifond supports the partnership secretariat. GAIN Nordic cooperates with a range of other companies and organizations in the Nordic countries and locally. Contact us to learn more and engage.



Karl Pedersen og Hustrus Industrifond
Administreret af DI

ABOUT GAIN. Driven by a vision of a world without malnutrition, GAIN was created in 2002 at a Special Session of the U.N. General Assembly on Children. GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. With a reach of almost 900 million people in more than 30 countries, GAIN's goal is to improve the lives of one billion people by 2015 within the most vulnerable populations around the world through access to sustainable nutrition solutions.

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