

Achieving **impact** at GAIN

Better nutrition. For **all**.



GAIN exists to eliminate all forms of malnutrition by improving the consumption of nutritious and safe food of all people, especially the most vulnerable to malnutrition. Therefore, we strive to have a positive impact on people's nutrition status. We are invested in continually improving our work and achieving impact. By 2022, we aim to improve the consumption of nutritious food of one billion people. We aim to do this by increasing the demand for nutritious food, improving its affordability and availability and by helping to transform incentives within the food system.

Our programmes increase the availability of affordable nutrients by fortifying inexpensive everyday staple foods; they improve the diets of children, adolescents and low-income workforces; and they support the market expansion of small and medium-sized businesses in the nutritious food sector through strengthened business model development and improved access to finance and information.

For all of our programmes, we invest significant resources in tracking progress and measuring results. For the more innovative and less-evaluated interventions, we contract independent evaluators to measure the impact of our work on populations, including on women, infants and children, adolescents, farmers and workers. We also use the results of these evaluations to help us improve the quality of our programmes.

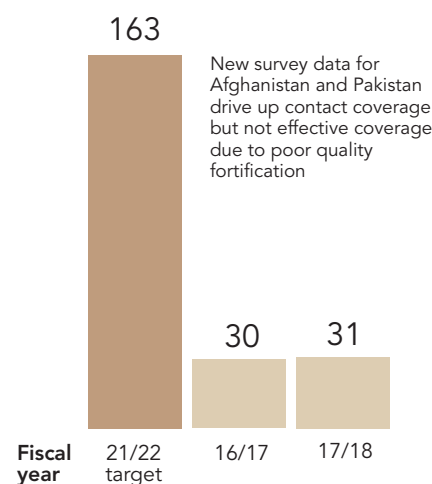


TOP-LEVEL IMPACT

At the highest and hardest impact level – improving the consumption of nutritious food, we are currently contributing to **31 million** people consuming enough additional nutritious food to close a nutrient gap. By 2022, we want this number to be **163 million**.

Impact on consumption of nutritious and safe food

Large-Scale Food Fortification:
consumption in adequate amounts
to reduce deficiency



Effective coverage
(millions of people per year consuming adequately fortified food so that it reduces a nutrient gap)

New external evaluations

Four new externally tendered evaluations of GAIN's programmes have been commissioned.

Fortification assessment coverage

In fiscal year 2017/2018, five new market assessments and three new household assessments were completed (in five countries).

POSHAN project, India

13,500 children with severe acute malnutrition were enrolled for treatment in 2017/2018.

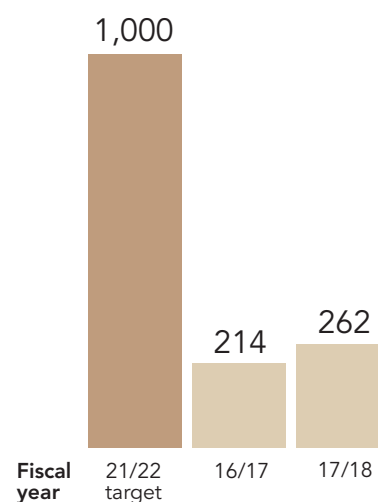
To achieve top-level impact, we need to see results in three strategic areas: stronger demand, lower cost supply and a policy and legislative environment that favours nutritious food and disfavours less nutritious food.

Increased consumer demand for nutritious and safe food

Often it is assumed that if nutritious foods are more available and affordable, they will be consumed more. Experience tells, however, that this is not always the case. Food choices are influenced by knowledge, tradition, culture, convenience, desirability and, sometimes, we need to appeal to these motivations to achieve lasting change and outcompete less healthy food options. Recent evaluations show we have been effective to do this.

Some of our achievements include:

Large-Scale Food Fortification:
purchases of fortified foods



Contact coverage

(millions of people per year purchasing fortified foods, whether or not adequately fortified)

Nigeria

Under the Better Diets for Children programme, a demand creation initiative for eggs has been designed for implementation in the Kaduna State.

Bangladesh

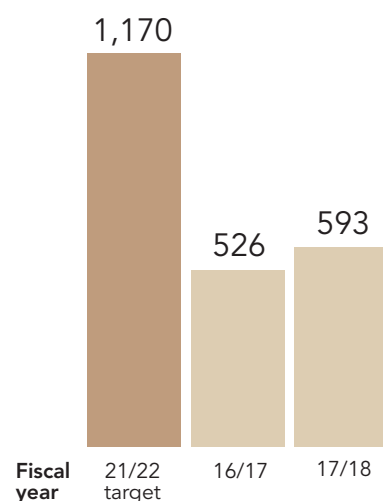
We work with the Ministry of Labour and Employment and the Ministry of Commerce and factories to create demand for nutritious and safe food for ready-made garment factory workers.

Increased **availability and affordability** of nutritious and safe food

In many contexts, food systems are not delivering enough affordable nutritious and safe foods, especially to those who need them most. Business is at the heart of the food system and needs to be part of the solution to increase access to nutritious foods. We work with businesses to strengthen their ability to produce more, better and more affordable nutritious foods in several ways.

Some of our achievements include:

Large-Scale Food Fortification: availability at an affordable price



Reach
(millions of people per year who have access to fortified foods, whether or not adequately fortified)

India
316 million people reached via oil processors and 11.5 million people in fortified milk via dairy cooperatives.

Bangladesh
GAIN, BRAC and partners achieved five years of key performance indicators targets in home fortification.

India
Fortified blended foods project with Bestseller reached 70,000 people.

Ethiopia
Salt iodisation has now been standardised and mandated. All imported and locally produced salt is now iodised.

Improved **market incentives**, rules and **regulations** that encourage the production and consumption of nutritious and safe food

Governments need to make it easy for businesses to do positive things for nutrition and harder to do negative things. In the past year, GAIN has worked with various partners to create favourable conditions that encourage production and consumption of nutritious food.

Some of our achievements include:

The Nutrition Africa Investor Forum (NAIF)

Held in Nairobi, Kenya, NAIF involved all five of GAIN's offices in Africa and supported more than 50 small and medium-sized enterprises (SMEs) to develop proposals of over USD 80 million to investors.

Global SUN Business Network

Over 20 large companies renewed their membership to the SUN Business Network, membership of which requires a commitment to a workforce nutrition programme.

New tools

Tools being developed to strengthen the enabling environment for nutritious and safe food

- *Food systems dashboard:* where is a nation's food system weakest when it comes to improving consumption of nutritious and safe food?
- *Business nutrition index:* how enabling is the context for businesses who want to improve access to nutritious and safe food?
- *Access to nutrition for national companies:* how can companies do better to deliver nutritious and safe food to their customers?

WIDER INFLUENCING

Delivering excellent programmes is one way we achieve these strategic objectives. Mobilising resources under the control of GAIN and its partners to transform food systems for more nutritious foods is another way. To help shape and influence choices, we seek to engage with a broader set of actors through multi-stakeholder dialogue, the generation of data, evidence and knowledge, the development of new tools and approaches, as well as support and capacity development of key individuals, organisations and institutions within the food system.



Strengthened engagement

Indonesia

Completed work with Surabaya City Mayor's office to landscape existing food system related policy as a basis for new multi-stakeholder process to identify key interventions to improve nutrition performance of food systems in Surabaya City.

Kenya

The Marketplace programme convened meetings for 60 participants from the private sector and government. Also 82 food businesses applied for a new round of awards.

Global

- Closer ties with global business networks, such as the World Economic Forum, the World Business Council for Sustainable Development, the Consumer Goods Forum, and the US Council for International Business.
- Closer links with African networks such as NEPAD and AGRA.
- New partnerships such as HarvestPlus.

Improved knowledge generation and knowledge sharing

Nutrition Connect

New open resource, curated by GAIN on the why, what, when and how of public-private engagements to advance nutrition.

Agenda setting meetings

- Adolescent Nutrition (with WHO)
- Food Safety and Diets (with Pontifical Academy of Sciences, The Vatican)
- Diets and Food Systems (with UNICEF)
- Nutrition Africa Investor Forum (with DSM)

Enhanced use of our ideas, knowledge products, data

Pakistan

A new FACT survey revealed that the potential impact of Large-Scale Food Fortification is limited to 30% of wheat consumption. Potential impact previously thought to be 50%, so this is leading to a major strategic realignment of the sector.

Bangladesh

The Institute of Public Health Nutrition (IPHN) agreed to integrate FACT modules in the second ever National Micronutrient Survey.

In conclusion, we are committed to measuring our performance. We do this for a number of reasons. First, we hold ourselves accountable to people who are malnourished or at risk of malnutrition. Second, our donors and investors need to understand our performance, so they can have faith that their investments are well made. Third, our partners need to see that we are impactful so that we can add value to their work. Finally, our staff and Board need to know that we are having a positive impact on people's lives. For most of us, working for GAIN is not a job, it is a solemn commitment to accelerate the advancement of nutrition.

Capacity development around influencing programmes and policy

Mozambique

521 private sector representatives have been trained in developing business models and food safety practices through the SUN Business Network.

Nigeria

GAIN helped found the Organization for the Technical Advancement of Cold Chains in West Africa.

Switzerland

A new executive course on public-private engagement to advance nutrition was launched in June 2019 in Geneva. 50% of the participants were from the public sector; the other 50% from the private sector. The course was delivered by GAIN, together with partners.

“For most of us, working for GAIN is not a job, it is a **solemn commitment** to accelerate the **advancement of nutrition.**”

