

Consultative Workshop on the development of a Framework for Engagement of the Private Sector for Better Nutrition Outcomes in Africa

Final Communiqué

19-20 October 2022 | Nairobi, Kenya





Under the auspices of AUDA/NEPAD, over the two day period, October 19 – 20, 2022, about forty (40) private sector leaders from all over Africa together with officials from AUC, FAO, WFP, EU, ALN/AfDB, NI, GAIN, CGIAR-ILRI, SUN Nutrition Business Network, Harvestplus, PanAAC, civil society, development partners and leaders of food processing organizations, farmer organizations, academia, consumer organizations, youth organizations and women business organizations met in Nairobi, Kenya. The meeting was conducted in a physical/online hybrid format that allowed virtual participation by an additional about 100 public and private sector stakeholders from various parts of the continent. The objective of the meeting was to develop framework guidelines for the engagement of the private sector for better nutrition outcomes on the African continent.

1. The meeting agreed that framework guidelines produced were for the use of:
 - a. All Stakeholders in the CAADP agenda ;
 - b. Government Officials who should engage the Private Sector;
 - c. Private Sector, including SMEs looking for entry points, opportunities with the nutrition space and the broad agribusiness and development arena;
 - d. Civil Society who need capacity building approaches for SMEs.
2. The meeting further noted that engaging the Private Sector through Public Private Partnerships (PPPs) would be helpful in meeting CAADP Food Security and Nutrition Targets under Malabo Commitment 3, Ending Hunger, namely:
 - a. Bringing down Child Stunting to 10% by the year 2025
 - b. Bringing down Underweight to 5% by the year 2025
 - c. Bring down wasting to 5% by the year 2025
 - d. Bringing down undernourishment to 5% or less by the year 2025
 - e. Increasing the proportion of women of reproductive age that attain the minimum dietary diversity by 50% by the year 2025
 - f. Reaching 50% of children, below 23 months, that have the minimum acceptable diet by the year 2025
3. It was also agreed that engagement should :
 - a. prioritize communities and emphasize bottom up approach
 - b. enumerate and stress BEST PRACTICES, SUCCESS STORIES, EVIDENCE BASED approach
 - c. Include Consumer Associations as key stakeholders and streamline the role of consumers into the guidelines, ensure private sector is accountable to consumers and emphasize that actions of the private sector must be demand driven by the market
 - d. ensure all relevant stakeholders are consulted before finalizing strategy and look for synergies particularly with entities such as AfDB, local private sector and others
 - e. clearly define what the private sector will benefit from this engagement stressing what is it that is there for them in this engagement
 - f. highlight the AcFTA and enhance enabling environment to create market linkages opportunities across nutrition-dense / forgotten/traditional value chains for better food security and nutrition outcomes

- g. ensure TRUST will be a key issue to address to enable the private buy into the partnership fully
 - h. Involve the youth, women led enterprises, SMEs as key stakeholders in the nutrition agenda
 - i. help remove the stereotype that “informal” is poor quality but support SMEs to emerge and engage (build on ILRI with milk SMEs)
 - j. incorporate capacity building of SMEs
 - k. Employ the value chain approaches in the design and implementation of priority interventions and projects.
4. The guiding framework will :
- a. support existing nutrition strategies of the AU and regional economic communities
 - b. help actual implementation of PPPs at the country level, building on the experiences of GAIN, NI, WFP, SUN network and Harvestplus
 - c. use Apex business Organisations such as Chamber of Commerce to effectively engage private sector
 - d. emphasize potential business opportunities for the private sector in engaging in the Nutrition PPP
 - e. find modalities to engage the wide private sector beyond agribusiness and incorporate other sectors such as Cement producers, copper/cobalt producers, diamond producers as long as they have large numbers of people
 - f. ensure efficient and effective PPPs because to the private sector time is money
 - g. emphasize how the nutrition partnership can assist with compliance with standards and food safety requirements
5. The guideline framework will also:
- a. ensure private sector on the continent is availed information on what the big malnutrition issues are and what the extent of their impacts are for the business sector to effectively engage in resolving them
 - b. seek Innovative financing and smart incentives for unlocking private sector capacities to engage in both direct nutrition and nutrition sensitive investments
 - c. promote the use of field experiences from the work of the WFP, the FAO, GAIN, CAADP BR evaluations and local private sector in nutritious products business linkages
6. Where PPP are used, it is important to clearly identify what each stakeholder, whether public, private or NGO can bring to the partnership
7. The framework stressed the need to leverage different actors, including SMES, MSMEs and other entities to play a role in dealing with nutritional challenges in Africa
8. The meeting agreed that It was important NOT to medicalize the malnutrition problem on the continent but emphasize “Need to Improve” diets as a business opportunity
9. Universities on the African continent can be engaged to generate smart technologies, and assist the local private sector be better equipped to produce nutritious foods
10. Finally, the guideline framework will:
- a. ensure visibility of Nutrition investments in the National Agricultural Investment Plans (NAIPs)
 - b. stress the availability of food testing facilities in the universities
 - c. motivate the SMEs who consistently meet quality standards with cash or other motivational awards
 - d. help seek funding for SMEs and community businesses and help them improve standards and undertake packaging, branding, fortification activities
 - e. help Promote nutritious traditional foods and seek to expand local value addition
 - f. utilize 4C strategies, namely, Consumer needs, Communication with processors, Cost of production and Convenience of products and stress the principle that “good product sells itself.”
 - g. be further enriched by responses to an online questionnaire that had been sent to various stakeholders in all regions of the continent.
 - h. Prioritize the implementation of the interventions and projects already identified as the “low hanging fruits” and/or “quick impact initiatives” towards achieving SDGs.