



Framework for N4G Private Sector Working Group (PSWG)

« Businesses for Nutrition »

2025 Paris N4G Summit

Goals

The Private Sector Working Group (PSWG) is the Paris N4G's primary interface with the private sector. It seeks to provide a platform for collaboration between public and private sector actors that prioritises impact and public health while recognizing the need to shape markets to improve nutrition outcomes.

As we approach the Paris N4G Summit, bold and collective action on nutrition is crucial to achieving our shared goals. Seven leading business organisations – Food Industry Asia (FIA); The Consumer Goods Forum (CGF); the International Food and Beverage Alliance (IFBA); the Private Sector Mechanism (PSM); the Scaling Up Nutrition Business Network (SBN); Nutrition Japan Public Private Platform (NJPPP); and the World Business Council for Sustainable Development (WBCSD) – have come together to inform private sector engagement. Four companies, selected by the French government to serve on the Paris N4G International Advisory Group, have been invited to join the PSWG as observers: dsm-firmenich, Groupe Nutriset, CAVACS International, and Inyene Agro-Processing Factory. Their participation will be crucial in ensuring alignment and synergy within the N4G process. Access to Nutrition initiative (ATNi), Global Alliance for Improved Nutrition (GAIN) and Paris Peace Forum, three global nonprofits, have received the official mandate to co-facilitate this working group ensuring that developing meaningful contributions to public health and nutrition remain the group's primary goal.

The PSWG fosters an open dialogue between public and private sector actors on selected priority areas in addressing all forms of malnutrition. It recognizes that many of the root causes of malnutrition cannot be solved without the involvement of those who grow, produce, and market food. The PSWG is identifying key areas for action and facilitating the development of SMART commitments to further scale up positive and sustained private sector action for nutrition. Prioritization criteria include potential impact on nutrition, feasibility, SMART-ness, and ease of and willingness to report on progress. These commitments, while important, are part of a larger goal to catalyse sustained private sector action, complementing efforts by other N4G stakeholders.

Approach to company engagement

The PSWG is inclusive and implements a collaborative approach bringing together companies, governments, investors and other stakeholders, towards the goal of achieving positive nutritional outcomes. All companies are invited to contribute to the discussion and to make nutrition commitments. However, only those commitments made by companies adhering to the N4G Principles of Engagement will be presented at the 2025 Paris N4G Summit at the private sector



side event on 26 March. Furthermore, ensuring continuity between past and future N4G Summits is critical, with an emphasis on building upon the commitments made at N4G 2021 and onwards to N4G 2028.

Recognizing the important role played by the private sector, the PSWG aims at harnessing the potential of the private sector to bring about meaningful change in nutrition – both curbing the negative and promoting the positive actions of private sector actors. The PSWG is willing to engage with companies through an open and transparent dialogue. We defend the principle that we should discuss and debate with organizations which we do not work with, or with which we may disagree. The organizers of the PSWG will not receive any funding from the private sector for this group or any other relevant activity linked to this work.

Process

The PSWG was formed in September 2024 and began identifying thematic areas to develop recommendations for strengthening public-private sector contributions to combat malnutrition. Building on the [2021 Responsible Business Pledge for Better Nutrition](#), the working group will analyze both individual and collective actions for businesses, investors and governments across the following themes:

1. Nutrition-smart Agriculture
2. Product (Re)formulation and Innovation for improved nutrition
3. Business Model Innovation for Improved Nutrition
4. Responsible Marketing
5. Promote Healthy Eating
6. Workforce Nutrition
7. Finance and Investment for Improved Nutrition

A medium to long term public-private nutrition roadmap with transformational targets, individual and collective action areas will be discussed and analyzed in the coming months leading up to N4G in March 2025.

Several topics linked to the thematic areas above listed will be taken into account during the open discussions to identify barriers and levers to achieve World Health Assembly (WHA) Targets, such as:

- *Private Sector Leadership in Nutrition*
 - Improve product portfolios so that sales and products from healthier food products increase relative to their unhealthier foods including, but not limited to, product reformulation
 - Increased disclosure of performance on nutrition, using internationally recognized standards
 - Improve food and nutrition security
 - Improving workforce nutrition in companies and their suppliers
 - Responsible marketing to children of foods high in sugar, salt and unhealthy fats

- Enable consumers to make informed and healthy choices through clear and transparent front-of-pack labelling (including energy/calories, total fat, saturated fatty acids, total sugars and sodium)
- Shift company practice, and consumer preferences to address nutrition and environmental sustainability simultaneously
- Adopt responsible lobbying practices

- *Finance and Investment for Improved Nutrition*
 - Support innovation through impact investing in SMEs to develop more nutritious and safe foods that are affordable
 - Develop better roadmaps/incentives/evidence for investors in companies that produce nutritious and healthy foods
 - Use escalation strategies such as shareholder resolutions to improve nutrition commitments among publicly listed companies

- *Policies for improved business engagement in nutrition*
 - Improve regulations that incentivize the private sector to drive impact investments for nutrition (e.g. fiscal policies, ESG regulations, occupational and health regulations)
 - Using modest amounts of public sector funding to de-risk much larger private sector investment in nutritious and safe foods for large, medium, small and micro enterprises
 - Fiscal policies including taxes and subsidies
 - Formulation policies including fortification
 - Policies to direct more government investment in women- and youth-led business

The PSWG will continue to convene stakeholders in the coming months through a series of multi-stakeholder dialogues. Commitments should be developed between December 2024 and March 2025 and should be registered on the [Nutrition Accountability Framework](#), the N4G accountability process to track progress and impact.



Q&A

Overview

What is the N4G Summit?

Inaugurated in 2013, the Nutrition for Growth (N4G) Summit is the principal international conference on global nutrition, hosted every four years by the country organizing the Olympic Games. N4G brings together governments, investors, international organizations, philanthropies, businesses, NGOs, and other stakeholders at a global and regional level to accelerate progress on malnutrition and address food insecurity through SMART nutrition commitments and substantial financial pledges.

What does N4G success look like to the French Government?

Amid multiple international crises and the rising levels of malnutrition and hunger, France, as the N4G host, is challenging stakeholders to make nutrition an integral part of all development policies. The focus will be particularly on policy measures that maximize the impact of existing investment and aid to improve nutrition now and post-SDGs.

Private Sector involvement

Why should the private sector be involved in the N4G process?

Business accounts for the majority of the activity, investment and financial flows that shape food systems and diets. Harnessing this capacity to achieve healthier diets and drive greater action toward ending malnutrition requires bringing together different stakeholder groups around a common goal, including consumers, government, investors and markets.

What do we mean by the private sector?

Food and non-food companies that work within and shape the food systems. This includes business associations and networks that represent different companies.

Composition of the PSWG

- **Who will chair the PSWG and why?**

The Paris Peace Forum, ATNi and GAIN will chair and make final decisions for the PSWG and the preparatory open dialogues leading to the Summit. They will facilitate engagement between the private and public sectors to advance nutritional outcomes. These organizations have received a direct mandate from Brieuc Pont, the Special Envoy for N4G 2025 as they have experience working at the public/private sector interface.

- **Who is a member of the PSWG?**

The seven leading business organizations that contributed to the N4G Business Constituency Group (BCG) in 2021 – Food Industry Asia (FIA), The Consumer Goods Forum (CGF), the



International Food and Beverage Alliance (IFBA), the Private Sector Mechanism (PSM), the SUN Business Network (SBN), Nutrition Japan Public Private Platform (NJPPP) and the World Business Council for Sustainable Development (WBCSD) – are contributing to this process representing the voice of their member companies. The CFS Private Sector Mechanism has also joined this group as a new member.

- **Who cannot become a member of the PSWG?**

Individual companies will not participate directly as members of the PSWG to avoid undue influence on the prioritization process. However, they can engage through extended open dialogues and by attending the PSWG's official Side Event. Companies can also contribute to identifying key thematic areas and shaping recommendations for private sector actions through their respective business associations, which are represented within the PSWG.

- **Which players will the PSWG be dealing with?**

This PSWG will not work at any level with:

- Companies involved in the production and manufacturing of tobacco, arms, pornography and gambling (except lottery);
- Companies complicit in human rights violations, including forced or child labor;
- Companies subject to sanctions by the United Nations or included on the UN list of suppliers not eligible for ethical reasons.

| | Follow N4G PoE | Do not adhere to N4G PoE |
|---|----------------|--------------------------|
| Companies can become members of the PSWG | No | No |
| Companies can contribute to the PSWG thematic areas and working groups | No | No |
| Companies can make official nutrition commitments to amplify at the Summit | Yes | No |
| Companies can attend the PSWG Side Event in March 2025 | Yes | Yes |
| Companies can speak at the PSWG Side Event | Yes | No |
| Companies can contribute to the process through representative business associations involved as PSWG Members | Yes | Yes |
| Companies can attend the extended open dialogues | Yes | Yes |