Sub Topic 5: Food & Nutrition Development Coordination

PUBLIC PRIVATE PARTNERSHIPS

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Public Private Partnerships
Zero Hunger is a Sound Business Investment

- Creating new products or developing new markets;
- Building stronger markets and healthier workforces.
- When people thrive, so does business.
What can Private Sectors contribute?

- Financial contribution for proven programmes
- Knowledge transfer
- Technical assistance
- Use brand voice to build a movement – Marketing expertise
- Consumers and Employees
Public Private Partnerships in Action - WFP experience worldwide

• MasterCard: uses its ground-breaking technology to allow consumers to support WFP through integrated giving opportunities with its payment products

• Royal DSM: brings scientific and nutritional innovation by developing micronutrient powders and fortified rice

• Nielsen: developed a methodology to gather food insecurity data via mobile phones

• Unilever: draws on its powerful brand to raise awareness and funds through consumer campaigns. It also provides financial support for school meals programme.

• Cargill: Provides financial support to school meals programme

• KFC: conducted the largest consumer outreach effort focused on hunger
Public Private Partnership: School Meals Programme

Results:

- Students’ knowledge of nutrition improved
- Students’ personal hygiene improved
- Children reported falling sick less frequently
- Students were able to concentrate better
- Community and family benefits
Food security & nutrition for Indonesia

Shifting the focus from quantity to quality
From quantity to quality

- Food security had improved in Indonesia;
- Sufficient nutritious food is available in local markets;
- 62% of Indonesian households spend enough to afford a minimum cost of nutritious diet;
- But malnutrition is widespread across income levels.

Source: Food Security and Vulnerability Atlas, Dewan Ketahanan Pangan 2015
Cost of the Diet Study in Indonesia, WFP 2017
INDONESIA: LOW FRUIT AND VEGETABLE CONSUMPTION

ACTUAL (2016)
- 113 gr/day/person
- 67 gr/day/person

RECOMMENDED
- 400 gr/day/person

93.5% of the population do not eat enough fruit and vegetable

SUSENAS 2016
RISKESDAS 2013
Accelerate Stunting Reduction in Indonesia

- Behavioural Change Campaign
- Use private sector’s marketing power to promote fruit and vegetable
- Business in Agriculture, Retail, Food Sectors, Banks can seize this opportunity
- Apart from CSR and or in-kind donation, Private Sectors can help promote a healthier diet option to Indonesian people
Best Practices from Other Countries:
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THANK YOU

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