

## **TERMS OF REFERENCE**

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*Assignment on how can multinational companies address overweight, obesity and diet-related NCDs*

### **1. Background**

#### **1.1. About the Global Alliance for Improved Nutrition (GAIN)**

Driven by a vision of a world without malnutrition, the Global Alliance for Improved Nutrition (GAIN) was created under the support of major donors at the UN Children's Summit in 2002. GAIN, with its headquarters in Geneva, Switzerland, mobilises public-private partnerships and provides financial and technical support to deliver nutritious foods to those people most at risk of malnutrition. Working with partners, we aim to support and advise governments, businesses, and development partners as they build and mobilise food and nutrition plans to advance nutrition outcomes. Our programs enable better diets via large-scale food fortification, multi-nutrient supplements, nutritious foods for mothers and children, and enhancement of the nutritional content of agriculture products. GAIN is delivering improved nutrition to an estimated 800 million people in more than 40 countries. Looking ahead, GAIN aims to improve the consumption of safe and nutritious foods for—at a minimum—1 billion people by 2022 and target major improvements to food systems, resulting in more diverse and healthier diets for vulnerable people in countries where we work.

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that support SUN countries (along with UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through mobilising business to invest and innovate in responsible and sustainable actions and operations. To do this SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at national, regional and global level to support SUN Country plans. We believe that when consumers demand improved nutrition, business will act, and national economies will grow. The SBN currently gathers more than 400 members – mostly Small and Medium Enterprises - at global level and in its country networks established in 18 emerging countries.

#### **1.2. Rationale for the development of guidelines on how multinational companies can address overweight, obesity and diet-related NCDs**

Most of the world's population live in countries where overweight and obesity kills more people than underweight. Overweight and obesity are now on the rise in emerging markets, particularly in urban settings. In Africa, the number of overweight children under 5 has increased by nearly 50 per cent since 2000. Nearly half of the children under 5 who were overweight or obese in 2016 lived in Asia.

In response to this growing epidemic of overweight, obesity and diet-related Non-Communicable Diseases (NCDs), there is increasing scrutiny on the role of multinational companies from the food and beverage industry towards this epidemic. Currently almost 2 billion people are overweight or obese driving rapid growth in diabetes, heart disease, cancer and other diet-related NCDs.

Mid-2018 SBN edited its principles of engagement for its global members and is now asking them to address overweight, obesity and diet-related NCDs. To ensure that its members adopt the most impactful policies and actions to tackle this challenge, SBN would like to benefit from the support of technical expert(s) to identify: a set of overall policies that businesses can endorse on this topic; and opportunities for technical/knowledge transfer that its members (at global level and in emerging markets) can engage in.

### **2. Objectives of the Consultancy**

GAIN is seeking to engage a consultant with the following objectives:

Based on desk research and extensive rounds of interviews, the consultants final report should provide:

1. Guidelines on implementing policies/strategies on addressing overweight, obesity and diet-related NCDs by multinational companies
2. Suggestions on concrete technical initiatives to address overweight, obesity and diet-related NCDs with a focus on possible technical/expertise transfer towards private sector entities located in emerging markets

The final report will need to focus on pragmatic guidelines and solutions. The policies and actions suggested should relate to WHO recommendations on how the food industry can play a significant role in promoting healthy diets (reducing the fat, sugar and salt content of processed foods; ensuring that healthy and nutritious choices are available and affordable to all consumers; restricting marketing of foods high in sugars, salt and fats, especially those foods aimed at children and teenagers; and ensuring the availability of healthy food choices and supporting regular physical activity practice in the workplace).

While the consultancy is expected to focus on multinational companies from the food and beverage industry, both the policy guidelines and opportunities for technical/expertise transfer should suggest ways to engage multinational companies from other industries e.g. from the telecommunication, etc.

### **3. Scope of Work**

The consultant will report to and work closely with GAIN/SBN's project teams primarily based in the United Kingdom. The consultancy requires desk work, interviews, research and analysis.

#### **3.1. Specific Tasks**

##### **i. Policy guidelines**

To develop the guidelines on implementing policies/strategies on addressing overweight, obesity and diet-related NCDs by multinational companies, the consultants is expected to implement the following tasks:

- Provide background elements on estimated impact of private sector on overweight, obesity and diet-related NCDs
- Desk research and interviews of policies already adopted by multinational companies on this issue (including and beyond SBN global members)
- Review of policy frames on private sector engagement to tackle overweight, obesity, diet-related NCDs from key policy influencers, including WHO, Lancet, NCD Alliance, World Obesity Federation, UNICEF, World Bank, World Cancer Research Fund International
- Compile recommendations of policies that can be directly suggested to multinational companies for implementation

##### **ii. Technical initiatives**

To identify suggestions on concrete technical initiatives to address overweight, obesity and diet-related NCDs, the consultant is expected to implement the following tasks:

- Map opportunities for technical knowledge transfer across businesses located in emerging markets, to provide affordable, accessible healthier food across the food value chain
- Prioritize the identified opportunities based on costs, alleged interest of the private sector, nutrition impact and implementation challenges
- Link the suggested opportunities to global policy context on overweight, obesity and diet-related NCDs (e.g. WHO REPLACE initiative)

### **4. Estimated Duration of Contract**

The consultancy assignment will be conducted over a 4-months period.

### **5. Key Deliverables**

As outlined in the table below, the consultant is expected to complete and submit the following deliverables against the indicative time schedule. A detailed time and payment schedule will be agreed upon with the consultant prior to signing the contract and grant agreement.

<b>Deliverables</b>	<b>Deadline</b>
Preliminary report on policy guidelines	15 March
Power point introducing opportunities for technical knowledge transfer	22 March
Draft final report with the opportunities for technical knowledge transfer as annex	15 April
Finalised final report with the opportunities for technical knowledge transfer as annex	6 May

## **6. Key Roles and Responsibilities**

### **6.1. GAIN Responsibilities**

- Provide inputs and lead the finalization of the consultancy contract and grant agreement.
- Provide the consultant with guidance and administrative support
- Facilitate the consultants' access to all information and documentation relevant to the assignment, as well as to key actors and informants who should participate in interviews, the November workshop or other information-gathering activities.
- Review and support the development of materials as they are developed and provide feedback/comment
- Implement the recommendations of the consultancy after internal review of the final report
- Transfer payments as per the agreed contract and based on approval of deliverables

### **6.2. Consultant Responsibilities**

The consultant will conduct the assignment by fulfilling the contractual arrangements in line with the TOR, contract and grant agreement.

## **7. Required Qualifications**

The consultant is expected to possess the following set of skills and competencies:

- Advanced university degree in food technology, food engineering, nutrition
- Experience working for the food and beverage industry
- Proven experience in the analysis and/or implementation of technology transfer in the food and beverage industry
- Excellent research and report writing skills.
- Strong qualitative data collection and analysis skills
- Able to work in an international and multicultural environment
- Fluency in both written and spoken English

## **8. Budget**

Provide a budget in US Dollars, broken down by main cost categories (personnel, sub-contracts, travel, operational, and indirect costs) and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs. Payment is subject to approval by the GAIN project team lead and will be made in instalments that are linked to deliverables (to the extent possible) as stipulated in the final consultancy contract and grant agreement.

## **9. Submission Process and Evaluation Criteria**

**Proposals for this engagement must be sent by email to [laubert@gainhealth.org](mailto:laubert@gainhealth.org) with the subject line 'Overweight Strategy for MNCs Application' not later than midnight 23 January 2019.**

**The following requirements in the proposal indicate a list of the significant criteria against which proposals will be assessed.** This list is not exhaustive and is provided to enhance the applicant's ability to respond with substance.

- Evidence of experience managing similar projects and description of previous relevant work (maximum 1 page)
- Detailed proposal explaining how the scope of work will be addressed (maximum 5 pages)
- Feasible work plan to ensure successful completion of deliverables (timelines)
- Budget and detailed budget justification (table plus no more than 1-page narrative of all-inclusive fees, including lump sum travel and subsistence costs)
- Possible challenges and opportunities envisaged in undertaking the consultancy assignment
- References

## **10. Confidentiality**

All information provided as part of the proposal evaluation process is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this TOR will be held as strictly confidential.