

## **About the Demand Generation Alliance**

To achieve sustainable food systems, consumption patterns will need to shift towards sustainable and nutritious foods. The Demand Generation Alliance (DGA) is a new initiative, incubated by GAIN, that recognizes that there is a critical space to address consumer demand. Demand can't be created by one factor or one actor alone, so we see a need for multi-stakeholder, cross-sector collaborations to shape and respond to consumer demand and enable better choices for the future. Demand relies on consumers valuing and preferring nutritious and sustainable foods; it can't just be legislated.

The DGA was created to address this gap. Our vision is to make nutritious and sustainable foods the preferred consumer choice. Our mission is to drive societal preferences towards nutritious and sustainable foods by leveraging social and cultural strategies. We work at the level of the enabling environment or society-wide actions. The DGA is governed by a Lead Group consisting of 9 individuals from 7 organizations: GAIN, World Business Council on Sustainable Development (WBCSD), Global Business School Network (GBSN), Consumer Goods Forum (CGF), EAT Forum, Thunderbird School of Global Management, Nutrition Division of the World Food Programme. This group meets on a monthly basis.

DGA operating model consists of 3 pillars and each pillar is led by one or two Lead Group organizations:

1. **Build Knowledge.** The objective is to synthesize evidence and knowledge to support decision making and build awareness on social cultural actions to shift consumer preferences. This will be done using various models: Technical Advisory Group, Databases, and Crowdsourcing.
2. **Strengthen Collaborations.** The objective is to strengthen multi-stakeholder engagement and build shared understanding using Dialogue and Partnership Brokering Models.
3. **Enable Action.** The objective is to enable in-country Coalitions to use social and cultural actions for consumer preferences, through toolkits, expert networks, and membership to DGA.

DGA will be a member-based organization and an independent initiative. While the Global Coordinator will sit in GAIN, it will serve the interests of the DGA.