**SUN Business Network Membership Application Form**

To become a member of the SUN Business Network (SBN) Pakistan, please complete the following form and return it to Country Coordinator SUN Business Network, Pakistan. There is currently no membership fee**.**

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| **1** |  | **ORGANIZATION DETAILS** |
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|  |  | ***Please complete all the sections in this part of the form fully. This section provides a general overview of your organization.*** |
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| Organization Name: |  | | |
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| Headquarters Address |  | | |
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| Company phone number: | +92 | | |
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| NTN Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Registrations/Certifications\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (Food Authority, PSQCA, PCSIR, etc.)  Primary Contact Details: *This person will be your organization’s focal point for the SBN* | | | |
| Name |  | | |
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| Position / Title |  | | |
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| Email |  | **Phone Number** |  |
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| Address |  | | |
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| Description of Organization: |  | | |
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| **2** | |  | **COMMITMENTS** | | |
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|  | |  | ***This section provides a general overview of your organization’s area of commitment around nutrition. Please select all the relevant corporate goals which contribute toward improving nutrition.*** | | |
| **Corporate strategy, management, and Governance**  Does the company have/would like to have the following in its corporate strategy (long term unique plan/framework to gain a competitive advantage over other market), management (process of leading, administrating and directing a company) and governance (system of rules, practices, and processes by which a company is directed and controlled) | | | | | **Workforce Nutrition & Health**  Does your company support healthy diets for its workforce (that helps to protect against malnutrition and noncommunicable diseases) and active lifestyles? | | |
|  | | Corporate nutrition strategy (Strategies to improve nutrition intake or/and knowledge and behaviors related to nutrition etc.) | | |  | Supporting staff health & wellness (ensure employees are safe, healthy and satisfied with the work they are engaged) | |
|  | | Nutrition governance and management systems (Formal set of policies and processes to assess the organization’s nutrition strategies outcome) | | |  | Supporting breastfeeding mothers in the workplace (facilitation at workplace for breastfeeding is productive both social and economic. Provision of specific facilities and space availability for breast feeding mothers) | |
|  | | Quality of reporting (Presents precise information of the assessment of corporate nutrition strategies) | | |  | Supporting consumer-oriented healthy eating and active lifestyle programs (pass out information to consumers about healthy eating, promote active lifestyle through campaigns, competitions, advertisements, trainings, etc.) | |
|  | | Improved business model to increase access to nutritious foods. | | |  |  | |
| **Distribution & improved access to nutritious food**  Does your company deliver/intend to deliver affordable and accessible nutritious food products to masses through the following? | | | | | **Product labeling and use of health and nutrition claims**  Is your company labeling (or willing to label) the products and using the health and nutrition claims? | | |
|  | | Product pricing (Determination of reasonable prices of products to reach out maximum consumers) | | |  | Product labeling (necessary description about the ingredients, instructions and uses etc.) | |
|  | | Product distribution (An easy and effective way to make product accessible to maximum consumers) | | |  | Health and nutrition claims (A clear statement about the food and its benefits for a consumer when eaten as part of a healthy diet e.g., high fiber source, fat free, etc.) | |
|  | | Contribute to (Growing more nutritious crops/manufacturing more nutritious food products) | | |  | Lobbying and influencing governments and policymakers (working in groups to influence policy makers to gain favorable corporate goals of improved nutrition) | |
|  | | Contribute to (Growing more diverse mix of crops/manufacturing diverse mix of food products) | | |  | Stakeholder engagement (Identification, planning and actions to influence and engage the key stakeholders to achieve the goals) | |
| **Formulating appropriate products**  Does your company formulating (or willing to formulate) appropriate products with nutrient profiling/product formulation/biofortified crops/food etc. | | | | |  | **Consumer Awareness** (Does your company play any role on raising consumers’ awareness about healthy food options through the following). | |
|  | | Nutrient profiling system (Scientific evaluation of nutritional quality of food and their impact on health of consumers) | | |  | Use media (e.g., commercials, posters, social media) or events (awareness sessions, workshops and seminars) to promote nutritious products | |
|  | | Product formulation (easy to use, accessible and to satisfy the nutrient requirements of the consumers) | | |  | Spending advertising focus: all consumers | |
|  | | Biofortification/use of biofortified crops/food products etc. | | |  | Spending advertising focus: Children and policy focus | |
| **Responsible marketing policies, compliance, and spending -** Does your company have responsible marketing policy (The Policy defines guidelines and recommended actions for fair and responsible marketing and advertising and includes specific instruction regarding advertising to children, who are particularly vulnerable to marketing messages. | | | | | **Finance and Investment for Improved Nutrition**  (Increase productivity, economic development, poverty reduction, improve physical work capacity) | | |
|  | | Responsible marketing policy: All consumers (Align the marketing policy to the nutrition goals outlined in corporate nutrition strategy) | | |  | Impact investing for nutrition (Produce financial returns by investing in health and nutrition) | |
|  | | Auditing and compliance with policy: All consumers (Review comprehensively the adherence of the corporate goals that will contribute toward improved nutrition) | | |  | Supporting SMEs producing or delivering nutritious foods (technically, morally, financially etc.) | |
|  | | Responsible marketing policy: Children | | |  | Providing better financial terms for companies prioritizing nutrition (supporting/facilitating/providing better financial terms to nutrition specific and nutrition sensitive companies). | |
|  | | Auditing and compliance with policy: Children | | |  |  | |
|  | | Comply with government regulations on nutrition | | |  |  | |

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| **3** |  | **YOUR INTERETS/INSPIRATION TO JOIN SBN** |
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|  |  | ***Please identify and share your areas of interest/inspiration to join SUN Business Network (SBN).*** |

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| **4** |  | **MANDATORY DISCLAIMER** |
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|  |  | ***In order to become an SBN member the top leadership of the company needs to comprehend, agree with and sign the following disclaimer.*** |
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In signing up to be a SBN member, the organization commits to adhere to the following principles of engagement:

* Businesses should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.
* Businesses should comply with UN guidance on health and nutrition and the International Code on Marketing of Breast Milk Substitutes\* and World Health Assembly resolutions related to Maternal, Infant and Young Child Nutrition.
* Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
* Businesses should uphold the elimination of all forms of forced and compulsory labour; the effective abolition of child labor; and the elimination of discrimination in respect of employment and occupation.
* Members of SBN and their subsidiaries cannot engage in the production of armaments, tobacco, or pornography.
* Businesses should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.
* Businesses should work against corruption in all its forms, including extortion and bribery.
* Businesses should engage in national SBN surveys to assess their business development, technical assistance, and finance needs (or support they can offer in these areas).
* Businesses should support targeted actions and/or policies to address malnutrition in all its forms of (food insecurity, undernutrition, and obesity/overweight) and diet-related Non-Communicable Diseases.
* Businesses should assess the potential to introduce workplace nutrition commitments (including breastfeeding support).

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| **✓** | Please tick to confirm that your organization has read and understood the mandatory disclaimer and hereby confirm it will abide by the terms contained herein.☐ |
| **✓** | Please tick to confirm that your organization’s decision to join the SBN has been approved by the relevant representative(s) of your company☐ |

**Mandatory Disclosure: To be signed by the Head of the organization (CEO, MD, Director)**

*Please attach all required disclosures regarding production or promotion of food products or beverages for children under 24 months of age and declared compliance with the Code.*

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| **Name& Designation:** |  |
| **Contact & Email:** |  |
| **Signature:** |  |
| **Date:** |  |

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| **SBN Contact Details** | |
| Muhammad Usman Ali, Business Engagement Associate – GAIN, Pakistan  email: mali@gainhealth.org |

**Annex**

**Scaling Up Nutrition Business Network Membership Overview**

**What is the SUN Business Network (SBN)?**

The SUN Business Network is the world’s leading private sector focused nutrition initiative:

* Scaling Up Nutrition (SUN) is a global movement which unites governments, civil society, the United Nations, donors, businesses, and researchers in a collective effort to improve nutrition.
* 60 Countries in Asia, Africa and Latin America have joined SUN and are committed to developing national nutrition strategies that involve the private sector.
* The SUN Business Network (SBN) is the private sector branch of this movement and aims to support businesses in growing the role they play in nutrition – and support SUN Countries to develop national business engagement strategies.
* The SBN is facilitated at a global level by the Global Alliance for Improved Nutrition (GAIN) and the World Food Program (WFP).

**Why join? Benefits of SBN Membership**

* Become part of a **dynamic global community of national and multi-national companies** committed to improving nutrition.
* **Learn and share best practices** that will support and guide sustainable corporate investments into nutrition.
* Receive support from a range of network partners that provide members **opportunities to access** potential investors and technical assistance.
* Participate in **a platform that facilitates effective dialogue between** the business community, government, UN, and civil society on addressing national nutrition priorities.
* **Explore partnership opportunities** with other private sector members, NGOs, government, professional associations, and other interested organizations that help facilitate and support private sector investment and consumer demand creation for safe and healthy food.
* Receive **support to design workplace nutrition policies** and access best practice advice and tools at global and local level.
* Contribute to the global and national discussion on tackling the **double burden** (coexistence of undernutrition along with overweight, obesity or diet related NCDs) including in identifying and sharing actions and policies on the double burden.

**How do you Become a SUN Business Network Member?**

Organizations looking to join the SBN as an advocate and supporter of improved nutrition must sign a membership form which asks you to acknowledge the following principles of engagement.

**Principles of Engagement of the SUN Business Network:**

In signing up to be a SBN member, organizations must adhere to the following principles of engagement:

* Businesses should support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.
* Businesses should comply with UN guidance on health and nutrition and the International Code on Marketing of Breast Milk Substitutes\* and World Health Assembly resolutions related to Maternal, Infant and Young Child Nutrition.
* Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
* Businesses should uphold the elimination of all forms of forced and compulsory labour; the effective abolition of child labour; and the elimination of discrimination in respect of employment and occupation.
* Members of SBN and their subsidiaries cannot engage in the production of armaments, tobacco or pornography.
* Businesses should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.
* Businesses should work against corruption in all its forms, including extortion and bribery.
* Businesses should engage in national SBN surveys to assess their business development, technical assistance, and finance needs (or support they can offer in these areas).
* Businesses should support targeted actions and/or policies to address malnutrition in all its forms of (food insecurity, undernutrition and obesity/overweight) and diet-related Non-Communicable Diseases.
* Businesses should assess the potential to introduce workplace nutrition commitments (including breastfeeding support).

**\*International Code of Marketing of Breastmilk Substitutes**

The SUN Business Network (SBN) supports the International Code of Marketing of Breastmilk Substitutes (BMS Code) and the importance of its articulation and effective enforcement in SUN country national legislation to promote and protect optimal infant and young child nutrition. SBN recognizes the importance of early initiation of and exclusive breastfeeding in the promotion of optimal nutrition in early life and reduction of child mortality, and the important role the private sector can play in providing breastfeeding support to its workforce. SBN actively supports its members to implement programs to support maternal health and breastfeeding in the workplace.

***All prospective SBN members are asked to disclose any production or promotion of food products or beverages for children under 36 months of age and declared compliance with the provisions of the BMS Code and appropriate promotion of complementary foods as defined by the World Health Assembly.***

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