

Accountability of Public-Private Partnerships with Food, Beverage and Restaurant Companies to Address Global Public Health Nutrition Challenges

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Public-Private Partnerships



WE CAN
END POVERTY
2015 MILLENNIUM
DEVELOPMENT
GOALS

 1 ERADICATE EXTREME POVERTY AND HUNGER	 2 ACHIEVE UNIVERSAL PRIMARY EDUCATION
 3 PROMOTE GENDER EQUALITY AND EMPOWER WOMEN	 4 REDUCE CHILD MORTALITY
 5 IMPROVE MATERNAL HEALTH	 6 COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
 7 ENSURE ENVIRONMENTAL SUSTAINABILITY	 8 GLOBAL PARTNERSHIP FOR DEVELOPMENT



Public-Private Partnerships

- **Collaborations between public and private sector actors to achieve specific outcomes**
 - Enter diverse arrangements
 - Vary by participants, legal status, governance, management, policy setting, contributions, roles
 - Different engagement levels, resource investments



Rationale for Partnerships

- Address unmet needs
- Focus on specific under-resourced priorities
- Create **synergy** to add value to efforts targeting nutrition, population health and wellness goals
 - Degree to which a partnership combines assets of all partners to pursue collaborative solutions to a specific public health nutrition challenge



Why is Accountability Important?

- **If partnerships are viewed as accountable, more likely they will be trusted**
 - Could become an effective and legitimate approach to address undernutrition, obesity, lifestyle-related NCD
- **Diverse accountability expectations, processes and mechanisms**
 - Legal, fiscal, ethical
 - Many processes and outcomes



Study Overview

• Objectives

- Explore range of PPP with 15 global FBQSR companies
- Examine adequacy of two voluntary global corporate monitoring systems to provide accountability for public health nutrition challenges



- Examine CSR reports of 15 global FBQSR companies and UNGC website for companies' signatory status



• Methods (Jan 2009 – Mar 2012)

- Conduct lit search of electronic databases
- UN System websites and 15 companies' CSR reports
- Media stories and grey literature reports




Partnership Examples



- U.N. agencies engage with private and public sector stakeholders to address global hunger, food insecurity, undernutrition, obesity and lifestyle-related NCD

- UNICEF Canada & Cadbury 



- WFP & Yum! Brands Inc. 

- WFP & PepsiCo 

- WFP & Unilever, Kraft Foods, GAIN, DSM



- WHO & International Olympics 



Partnerships Examples

Undernutrition

- International alliance addresses micronutrient deficiencies through market-based strategies
- GAIN reports scaling up 36 large collaborations in 25 countries since 2002 to reach 400 million people
- GAIN's target is to mobilize \$700 million of private-sector investment through Business Alliance



Obesity and NCDs

- Healthy Weight Commitment Foundation (US)
- Public Health Responsibility Deal Food Network (England)
- EU Platform on Action for Diet, PA & Health (Europe)
 - 33 EU member orgs
- International Food & Beverage Alliance (Global)
 - 10 company members

Results

- CSR reports showed that 15 companies operate in 50 to 200 countries with annual revenues ranging from \$2.5 to \$111 billion/year
 - 7 companies are UNGC signatories
 - Cargill, Danone, General Mills, Nestlé, PepsiCo, TCCC, Unilever
 - 7 companies are not UNGC signatories
 - Burger King, Heinz, Kellogg's, Mars, McDonald's, Hershey Company, Yum! Brands
 - 1 company was a signatory but was expelled in 2011 for not communicating progress
 - Kraft Foods Mexico

Company (source)	Est. annual revenue* in \$US B (year)	# countries w/commercial enterprises	Mission or purpose statement or CSR program theme	Relationship with UNGC
Cargill (2010)	\$108 B (2010)	66	Growing Together	Signatory to UNGC since 2011
Danone (2010)	\$21.5 B (2010)	72	Bringing Health Through Food to as Many People as Possible	Signatory to UNGC since 2003
General Mills (2010)	\$14.9 B (2010)	100	Nourishing Lives	Signatory to UNGC since 2008
Heinz (2009)	\$10 B (2009)	50	The Original Pure Food Company	Not a signatory to UNGC
Kellogg Company (2009)	\$13 B (2009)	180	Bringing Our Best to You	Not a signatory to UNGC
Kraft Foods (2010)	\$48 B (2010)	160	Creating a More Delicious World	Kraft Foods Mexico was a signatory since 2006 Expelled in 2011 for not communicating progress
Mars Inc (2010)	\$30 B (2010)	56	Our Principles in Action	Not a signatory to UNGC
Nestlé S.A. (2009)	\$111 B (2009)	86	Creating Shared Value	Signatory to UNGC since 2001
PepsiCo (2010)	\$43 B (2009)	200	Performance with Purpose	Signatory to UNGC since 2008
The Coca-Cola Company (2010)	\$32 B (2009)	200	Positive Living	Signatory to UNGC since 2006
The Hershey Company (2009)	\$5 B (2009)	50	Bringing Sweet Moments of Hershey Happiness to the World Every Day	Not a signatory to UNGC
Unilever (2010)	\$53.9 B (2009)	170	Creating a Better Future Every Day	Signatory to UNGC since 2000

Profiles of Selected Quick-Serve Restaurant (QSR) Companies

Company (source)	HQ (city, country)	Estimated annual revenue* in \$US B (year)	# countries with commercial enterprises	Mission or purpose statement or CSR program theme	Relationship with UNGC
Burger King (2009)	Miami, Florida	\$2.5 B (2009)	74	BK Positive Steps	Not a signatory to UNGC
McDonald's Corporation (2010)	Oak Brook, Illinois	\$24 B (2010)	100	The Values We Bring to the Table	Not a signatory to UNGC
Yum! Brands (2009)	Louisville, Kentucky	\$10.8 B (2009)	110	Serving the World	Not a signatory to UNGC

Results

- Several CSR ratings rank global FBQSR companies on their “Best Corporate Citizens” list for actions supporting the environment, climate change, human rights, philanthropy, employee relations, financial management and governance
- Actions targeting nutrition, consumer health and wellness goals are not criteria used to assess the sustainability and corporate citizen performance of global FBQSR companies

UN Global Compact Principles



Issue Area	Principles
Human Rights	<ol style="list-style-type: none">1. Businesses should support and respect the protection of internationally proclaimed human rights2. Businesses should make sure that they are not complicit in human rights abuses
Labour	<ol style="list-style-type: none">3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining4. Businesses should support the elimination of all forms of forced and compulsory labour5. Businesses should support the effective abolition of child labour6. Businesses should support the elimination of discrimination in respect of employment and occupation
Environment	<ol style="list-style-type: none">7. Businesses are asked to support a precautionary approach to environmental challenges8. Businesses should undertake initiatives to promote greater environmental responsibility9. Businesses should encourage the development and diffusion of environmentally friendly technologies
Anti-corruption	<ol style="list-style-type: none">10. Businesses should work against corruption in all its forms, including extortion and bribery

Children's Rights and Business Principles



Children's Rights and Business Principles

12345678910



ALL
BUSINESS
SHOULD
→→→

- 1 Meet their responsibility to respect children's rights and commit to supporting the human rights of children
- 2 Contribute to the elimination of **child labour**, including in all business activities and business relationships
- 3 Provide decent work for **young workers, parents and caregivers**
- 4 Ensure the **protection and safety of children** in all business activities and facilities
- 5 Ensure that **products and services** are safe, and seek to support children's rights through them
- 6 Use **marketing and advertising** that respect and support children's rights
- 7 Respect and support children's rights in relation to the **environment and to land** acquisition and use
- 8 Respect and support children's rights in **security arrangements**
- 9 Help protect children affected by **emergencies**
- 10 Reinforce **community and government efforts** to protect and fulfil children's rights

Amendments needed to UNGC Principles?

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Anti-corruption	<ol style="list-style-type: none"> 10. Businesses should work against corruption in all its forms, including extortion and bribery.
Nutrition and Health	<ol style="list-style-type: none"> 11. Businesses should demonstrate greater accountability for supporting healthy lifestyles and healthy eating environments for populations worldwide 12. Businesses should support a precautionary approach to human population health challenges 13. Businesses should develop and use integrated marketing communications to support healthy products, a healthy diet, healthy eating and active living environments

Results

- **GRI** is a network-based organization that developed the widely used G3 Sustainability Reporting Framework
- **G3 Framework** offers a system for companies to mainstream and voluntarily disclose their performance and progress made toward specific financial, social, environmental and governance indicators
- **G3 Framework** lacks explicit and robust indicators for global FBQSR companies to voluntarily disclose their collective actions to protect public health nutrition, healthy lifestyles and wellness goals



Conclusions and Recommendations

- **Voluntary CSR reporting for FBQSR companies**
 - Many opportunities to strengthen and improve their accountability for public health nutrition, healthy lifestyles and wellness
- **UNGC and Children's Rights & Business Principles**
 - Could be amended to contain clear principles that support public health nutrition and wellness goals
- **G4 Sustainability Reporting Framework**
 - Needs explicit indicators for FBQSR companies to disclose all practices to improve public health nutrition, healthy lifestyles and wellness goals



Thank you

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