

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

Vivica Kraak, MS, RD

Population Health Strategic Research Centre School of Health and Social Development Deakin University, Melbourne, Victoria Australia vivica.kraak@deakin.edu.au

Collaborators

Professor Boyd Swinburn, MB ChB, MD, FRACP Associate Professor Mark Lawrence, PhD Paul Harrison, PhD, MAICD, MAM



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Public-Private Partnerships









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 Carbury



WFP & Yum! Brands Inc.



- WFP & PepsiCo
- WFP & Unilever, Kraft Foods, GAIN, DSM





WHO & International Olympics







Partnerships Examples

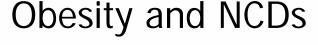
Undernutrition

- 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









- 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

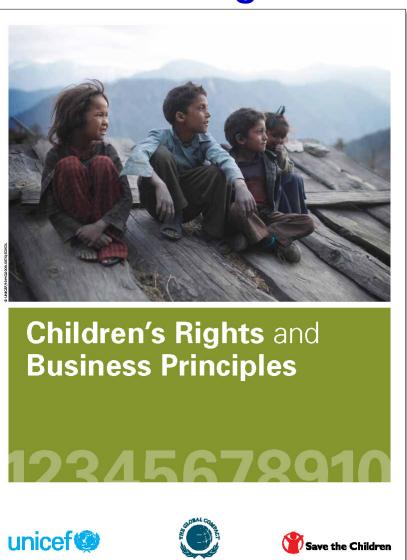


UN Global Compact Principles



Issue Area	Principles
Human Rights	 Businesses should support and respect the protection of internationally proclaimed human rights Businesses should make sure that they are not complicit in human rights abuses
Labour	 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining Businesses should support the elimination of all forms of forced and compulsory labour Businesses should support the effective abolition of child labour Businesses should support the elimination of discrimination in respect of employment and occupation
Environment	 7. Businesses are asked to support a precautionary approach to environmental challenges 8. Businesses should undertake initiatives to promote greater environmental responsibility 9. Businesses should encourage the development and diffusion of environmentally friendly technologies
Anti- corruption	10. Businesses should work against corruption in all its forms, including extortion and bribery
	10

Children's Rights and Business Principles







Amendments needed to UNGC Principles?



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Anti-corruption	10. Businesses should work against corruption in all its forms, including extortion and bribery.
Nutrition and Health	 11. Businesses should demonstrate greater accountability for supporting healthy lifestyles and healthy eating environments for populations worldw 12. Businesses should support a precautionary approach to human population health challenges 13. Businesses should develop and use integrated marketing communications 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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