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

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

We can end poverty by 2015: Millennium Development Goals
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
<table>
<thead>
<tr>
<th>Company (source)</th>
<th>Est. annual revenue* in $US B (year)</th>
<th># countries w/ commercial enterprises</th>
<th>Mission or purpose statement or CSR program theme</th>
<th>Relationship with UNGC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danone (2010)</td>
<td>$21.5 B (2010)</td>
<td>72</td>
<td>Bringing Health Through Food to as Many People as Possible</td>
<td>Signatory to UNGC since 2003</td>
</tr>
<tr>
<td>Heinz (2009)</td>
<td>$10 B (2009)</td>
<td>50</td>
<td>The Original Pure Food Company</td>
<td>Not a signatory to UNGC</td>
</tr>
<tr>
<td>The Hershey Company (2009)</td>
<td>$5 B (2009)</td>
<td>50</td>
<td>Bringing Sweet Moments of Hershey Happiness to the World Every Day</td>
<td>Not a signatory to UNGC</td>
</tr>
<tr>
<td>Unilever (2010)</td>
<td>$53.9 B (2009)</td>
<td>170</td>
<td>Creating a Better Future Every Day</td>
<td>Signatory to UNGC since 2000</td>
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</table>
Profiles of Selected Quick-Serve Restaurant (QSR) Companies

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<th>Company (source)</th>
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<td>Burger King (2009)</td>
<td>Miami, Florida</td>
<td>$2.5 B (2009)</td>
<td>74</td>
<td>BK Positive Steps</td>
<td>Not a signatory to UNGC</td>
</tr>
<tr>
<td>McDonald's Corporation (2010)</td>
<td>Oak Brook, Illinois</td>
<td>$24 B (2010)</td>
<td>100</td>
<td>The Values We Bring to the Table</td>
<td>Not a signatory to UNGC</td>
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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

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| **Human Rights** | 1. Businesses should support and respect the protection of internationally proclaimed human rights  
                   2. Businesses should make sure that they are not complicit in human rights abuses |
| **Labour**       | 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining  
                   4. Businesses should support the elimination of all forms of forced and compulsory labour  
                   5. Businesses should support the effective abolition of child labour  
                   6. 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 |
Children’s Rights and Business Principles

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.


10. Reinforce community and government efforts to protect and fulfill children’s rights.

unicef  
Save the Children  
UN Global Compact
Amendments needed to UNGC Principles?

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<td><strong>Nutrition and Health</strong></td>
<td>11. Businesses should demonstrate greater accountability for supporting healthy lifestyles and healthy eating environments for populations worldwide</td>
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<td>12. Businesses should support a precautionary approach to human population health challenges</td>
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<tr>
<td></td>
<td>13. Businesses should develop and use integrated marketing communications to support healthy products, a healthy diet, healthy eating and active living environments</td>
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**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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