

2.10 Demand package

Package of Demand Interventions

What problem is your solution addressing?

Unhealthy and unsustainable consumption is high in middle- and high-countries and is growing rapidly in LMIC. These consumption patterns are partially attributed to marketing practices that influence consumers excessive consumption of unhealthy and unsustainable food. There is often a lack of government measures and controls to curb this influence.

Many different types of policy-based interventions can be used to tackle this issue, ranging from on-pack labels, dietary guidelines, limitations on advertising, controls on retail distribution and display and variable tax rates (e.g. soda tax). However, whilst each intervention can have an impact, when taken alone the impact is modest. Only when brought together as a 'package of interventions' do changes to dietary habits become more substantial. For example, work in Chile on labelling has been tied with advertising controls and variable tax rates to great effect.

To date however, interventions are often explored in isolation and a substantial 'package' of interventions are rarely implemented by policy makers at a national or municipal level. Policy makers from nations and cities around the world need to launch a set of bold demand orientated solutions, that are launched and promoted as a cohesive one.

How does your solution address the problem?

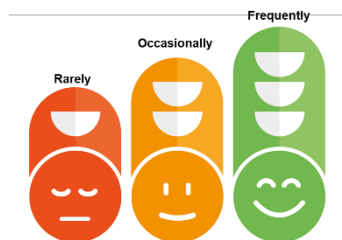
To address these problems, AT2 is proposing a program that works with national and municipal policy leaders to develop and implement a '*package of demand interventions*' that, together, re-shape consumption patterns towards more healthy and sustainable diets.

The program will bring together experts from across the health and nutritional system to provide guidance for policy makers on best practice for each element and how combine into a collective strategy. The program will also support policy makers on the design of a solid, trustable long term long-term regulatory framework for private sector to innovate and invest into innovations (modelled on German Law on Renewable Energies).

The program will build on current best practice for each intervention and then focus on the design of mutually reinforcing policy action. For example, the French NutirScore system makes it possible to create a common food / drink rating system that can give a score between 0 & 100 based on nutrition criteria. Similar scale can be developed for environmental criteria (e.g. by adapting the Cool Food approach used by WRI). Once this

common scoring system is in place, it will be possible to use it to implement different yet coherent policy actions like:

1. Dividing food into 3 groups based on scores to signal desirable frequency of consumption – Eat Regularly, Eat Occasionally, Eat Rarely. On pack visuals can be used to support this through mandatory labelling.



2. Advertising and promotion controls can also be linked to the scores, either using the same thresholds above or slightly different ones (say 5 groups not 3, if needed).
3. Tax rates can then also be linked to food scores (or groups). This can be easily done in countries that use sales tax or VAT, since different rates are often in use already. Unhealthy or unsustainable foods will pay higher rates. Funds thus generated can be used to promote good choices (Eat regularly foods in 1 above). And to fund other relevant activities e.g. investing in sustainable supply chains or better school meals etc.

The combined effect will also encourage businesses to reformulate or drop unhealthy foods as they become less profitable. Marketing controls will curtail the influence of unhealthy brands, and their prices will go up, creating a more level playing field for promotion of healthier choices. Countries will generate new revenue sources to support investments.

Is this a new solution or an existing solution that needs scaling?

This is a new solution but builds on a number of separate existing solutions that need to bring together and scaled.

Which organization/s, institution/s or group of individuals are associated with the solution?

CGIAR, GAIN, Copenhagen Business School, World Obesity Federation, NCD Alliance, World Resources Institute, German Ministry of Education and Research, Quezon City Health Department.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The UN FSS provides a brilliant advocacy platform to secure the commitment of a willing country government and a funder. If we can secure 5 countries – including a developed country, a middle-income country, and a developing country– then it enables creation of solutions that can take into account the different contexts, needs and structural elements. Additionally, the Summit is a chance for progressive city and policy leaders to come together and inspire others to drive ambitious change.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

It is applicable broadly but will need tailoring to context for actionability. It is better to start in places where taxes on unhealthy foods can be a good source of additional revenue right from the start.

Who are the main actors that would put this action into place?

Such a package will require multiple actors – most crucially a willing and interested country Government, but also a UN agency to create the food rating systems, economists to devise tax rules, cities to regulate urban food environments, private sector, civil society organization and legal experts for marketing regulations.

Source and process

This solution is based on conversations within Workstream 2. It builds upon a range of solutions submitted through the solution sourcing process run by Workstream 2, namely from: Namukolo Covic (CGIAR), Ashish Deo (GAIN), Lucia Reisch (Copenhagen Business School), Rachel Thompson (World Obesity Federation), Daniel Vennard (World Resources Institute), Lucy Westerman (NCD Alliance).