



GLOBAL
PARTNERSHIP FOR
NUTRITION INITIATIVE

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2025–2035 STRATEGIC PLAN





A young child with curly hair is sitting at a table, smiling and eating from a white bowl filled with cereal, strawberries, blueberries, and raspberries. The child is holding a spoon and looking down at the bowl. The background is a bright, out-of-focus kitchen. A large green circle with a white center is overlaid on the top left of the image, containing the text 'EXECUTIVE SUMMARY'.

**EXECUTIVE
SUMMARY**

EXECUTIVE SUMMARY

Global Partnership for Nutrition Initiative (GPNI) is a bold and visionary initiative responding to the global crisis of unhealthy food systems, particularly the excessive consumption of sugar, salt, and unhealthy fats in foods consumed by children. At the intersection of health equity, nutrition justice, and sustainable development, GPNI champions healthier food environments by working with the most under-supported yet critical actors in food production: small and medium enterprises (SMEs) in low- and middle-income countries (LMICs).

GPNI bridges the gap between global nutrition policy and local implementation by supporting SMEs in reformulating products, advocating for improved regulations, influencing consumer behavior, and generating data to enhance decision-making. Our vision is a future where every child—regardless of geography—has access to affordable, healthy, and safe food.

The Global Challenge: A Broken Children’s Food System

Today, the global food environment for young children is in crisis. Across LMICs, a rising tide of processed foods high in sugar, salt, and unhealthy fats is replacing traditional, nutrient-dense diets. Poorly regulated food systems have allowed an influx of low-quality commercially produced foods for children (CPFC), with aggressive marketing strategies targeting parents of infants and toddlers. The result: childhood stunting, micronutrient deficiencies, and a worrying increase in childhood obesity. This crisis is particularly alarming in Africa and Southeast Asia, where rapid urbanization, weak regulatory oversight, and limited public awareness are compounding the problem. Yet, amidst this challenge lies a critical and often overlooked opportunity, the Small and Medium-sized Enterprises (SMEs) that produce many packaged foods in these regions. SMEs are the backbone of the food system in LMICs, contributing over 70% of locally produced packaged food for young children. However, they often operate in resource-constrained environments, with limited access to technical expertise, quality standards, and support for reformulation. Rather than vilify them, GPNI seeks to empower them.

Our approach is to build the capacity of SMEs to produce foods that meet global nutrition standards while remaining culturally relevant, nutritious, affordable, and accessible to the communities they serve. We work directly with SMEs to reformulate products, adopt transparent labelling, and align with national and international regulations on nutrient profiling and food marketing to children.

Strategic Vision

GPNI envisions a world where every child, regardless of geography or income, has access to safe, nutritious, and affordable food. By 2030, GPNI aims to support over 500 SMEs, influence 10+ national policies, and improve the diets of 10 million children.

A Strategic Role in the Global Nutrition Ecosystem

GPNI builds on the pioneering efforts of organizations like GAIN and ATNI, who have led global reforms in food policy and business accountability. While GAIN and ATNI have made important strides in shaping the food environment at the corporate and policy level, GPNI fills a vital gap by directly supporting the grassroots actors—SMEs—who are closest to the communities most affected by malnutrition.

Our work complements existing global nutrition efforts by localizing solutions, addressing inequities in the supply chain, and amplifying the voices of small producers and local innovators. We’re not here to replace; we’re here to connect, support, and catalyze.

EXECUTIVE SUMMARY

GPNI's work is aligned with the UN Food Systems Summit Action Track 1- Ensure access to safe and nutritious food for all¹, the Guiding Principles for Complementary Feeding of the Breastfed Child², and the Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals)³.

GPNI is a movement to restore dignity to children's diets, to elevate local food producers as agents of change, and to ensure that every bite a child takes supports their growth, development, and future. This strategic framework is both a roadmap and a rallying cry for governments, partners, and communities to join GPNI in building a healthier, more equitable food future.



Adedotun Owolabi, PhD

Founder/Chief Executive Officer

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**GPNI
STRATEGIC
PILLARS OF
IMPACT AND
GOALS**



GPNI'S PILLARS OF IMPACT



GPNI's work is grounded in three interconnected Pillars of Impact, each addressing a critical lever in the transformation of food systems for children in low- and middle-income countries (LMICs). These pillars reflect GPNI's system-based approach and commitment to long-term, sustainable change

PILLAR 1: PRODUCT REFORMULATION & INNOVATION

Strategic Goal: To Empower SMEs to Improve the Nutritional Quality of Commercially Produced Foods for Children

Many commercially produced foods for children (CPFC) on the market are high in added sugars, sodium, and unhealthy fats. Improving their nutrient quality directly addresses malnutrition, particularly in the form of overweight and obesity in children. Poor-quality commercially produced foods for children contribute directly to childhood stunting, micronutrient deficiencies, and early-onset non-communicable diseases (NCDs). A 2023 cohort study in Brazil found that higher processed foods consumption between ages 2 and 4 was associated with increased BMI-for-age and reduced height-for-age, signaling both obesity and stunting, and micronutrient deficiencies risks^{4 5}. A 2025 global study published in the American Journal of Preventive Medicine found that each 10% increase in processed foods consumption is associated with a 3% increase in all-cause mortality⁶. These foods are not only nutritionally poor but also engineered for hyper-palatability, undermining traditional feeding practices and reshaping taste preferences from infancy.

This crisis is particularly acute in Africa and Southeast Asia, where rapid urbanization, weak regulatory oversight, and limited public awareness create fertile ground for the proliferation of low-quality commercially produced foods for children (CPFC). Yet, within this crisis lies a powerful opportunity: In LMICs, SMEs contribute over 70% of food production but are often overlooked in global nutrition interventions⁷ (GAIN, 2023). Supporting these enterprises builds resilient food systems and ensures healthier options are locally available and affordable.

“This is not just a public health issue—it is a systemic failure of the global food environment”

GPNI'S PILLARS OF IMPACT

KEY INITIATIVES

TECHNICAL SUPPORT & CAPACITY BUILDING

GPNI will provide hands-on support to SMEs on how to reformulate food products to meet nutrient profiling standards, including the adapted WHO Europe Nutrient and Promotion Profile Model (NPPM).

INNOVATION FACILITATION

We will work with food scientists, nutritionists, and technology partners to help SMEs develop affordable, nutrient-dense alternatives that cater to local taste preferences and feeding practices.

COMPLIANCE TOOLS

GPNI will develop self-assessment tools, simplified nutrient profiling guides, product development, formulation, and front-of-pack labelling templates to support product compliance.

PARTNERSHIP

GPNI will establish partnerships with local chambers of commerce, nutrition bodies, academic and research institutions to co-develop sustainable food solutions, rigorous data collection, and peer-reviewed publications.

INCENTIVES

We will facilitate access to finance, subsidies, or investment opportunities for SMEs producing nutritious foods. Through programs like the Nigeria Quality Seal for Child Nutrition, we provide recognition, market access, and in some cases, micro-grants for Compliant product innovation.

IMPACT

Increased availability of healthier, affordable, commercially produced foods for children (CPFC) on the market, produced and distributed on a scale by local SMEs



GPNI'S STRATEGIC PILLARS OF IMPACT AND GOALS

PILLAR TWO: FOSTER MULTI-STAKEHOLDER COLLABORATION AND ACCOUNTABILITY WITH REGULATORY ENGAGEMENT & POLICY ADVOCACY

Strategic Goal: To Influence National and Global Food Policy and Regulatory Environment to Prioritize Young Children's Health

Collaboration ensures diverse perspectives, resource pooling, and more sustainable change. Accountability frameworks ensure that promises translate into real-world impact. However, in many LMICs, food regulations—if they exist—do not specifically address the unique nutritional needs of children. Policies around labelling, marketing restrictions, taxation of unhealthy ingredients, and nutrient profiling are often fragmented or poorly enforced.

Without robust regulatory frameworks, unhealthy food products continue to flood markets, misleading caregivers and undermining children's health. Enabling policy environments is critical to driving systemic change. Without effective regulations, harmful products continue to dominate children's diets. GPNI can bridge gaps between evidence and policy by offering actionable recommendation

“Nutrition is a complex issue that no single actor can solve”.

KEY INITIATIVES:

POLICY CO-DEVELOPMENT	GPNI will convene dialogues between the ministries of health, standard agencies (e.g., SON, NAFDAC), the private sector, civil society, such as the SUN Movement, academia, and government actors to develop national nutrition and food marketing standards and child-focused food policies.
ADVOCACY	GPNI will partner with Country SUN Civil Society Alliances to advocate for stronger enforcement of food labelling, fortification, and child marketing regulations.
GLOBAL ALIGNMENT	GPNI will align its policy advocacy with international frameworks such as the Codex Alimentarius, WHO NCD targets, UN Food Systems Summit outcomes, and SDG 2 (Zero Hunger) and SDG 3 (Good Health)
EVIDENCE FOR ADVOCACY	GPNI will generate open-access data on food composition and marketing practices that can inform government decisions.
MULTI-STAKEHOLDER ENGAGEMENT	GPNI will facilitate platforms where regulators, consumer advocates, SMEs, and civil society can co-create realistic and impactful policies
CO-CREATE ACCOUNTABILITY FRAMEWORKS	Monitor private sector commitments to child nutrition.

GPNI'S STRATEGIC PILLARS OF IMPACT AND GOALS

Impact

Stronger national food laws and standards that protect children's health and promote accountability across the food industry.

PILLAR THREE: CONSUMER & INDUSTRY AWARENESS

Strategic Goal: *To shape Demand and Behaviour for a Healthier Food Culture*

Empowering them with knowledge and tools ensures demand for nutritious foods and reduces vulnerability to aggressive marketing of poor-quality products.

Awareness is a powerful catalyst for change. In many LMIC contexts, caregivers lack sufficient information to make healthy food choices for their children. Misleading claims, attractive packaging, and the affordability of processed foods often push families toward poor nutritional decisions. At the same time, many SMEs remain unaware of nutrition standards or the growing demand for healthier alternatives.

“Caregivers are the gatekeepers of young children's diets.”

KEY INITIATIVES:

PARENT-FOCUSED CAMPAIGNS

GPNI will implement nationwide communication campaigns using local media, social platforms, and community structures to educate caregivers on what makes healthy commercially produced foods for children (CPFC).

HEALTH WORKER ENGAGEMENT

We will train healthcare professionals and community nutritionists to deliver consistent, evidence-based advice to parents during antenatal and child health visit

RETAIL AND MARKETPLACE INTERVENTIONS

In partnership with retailers, GPNI will promote point-of-sale materials and shelf-labelling initiatives that make healthy products more visible and desirable

SME LEARNING SERIES

GPNI will host regular webinars, industry briefings, and fireside chats with private sector actors to build nutrition literacy and foster reform-oriented mindsets.

GPNI STRATEGIC PILLARS OF IMPACT AND GOALS

SCALE IMPACT ACROSS REGIONS

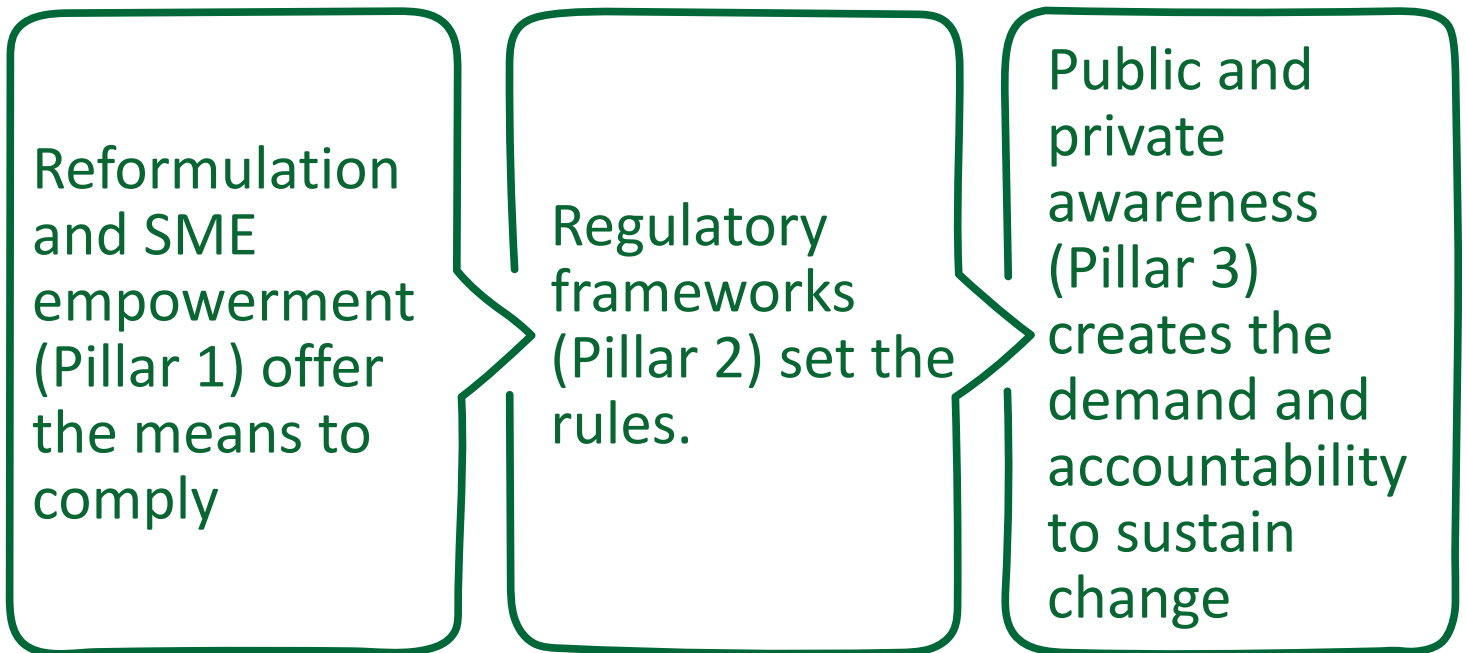
- Pilot interventions in Nigeria and evaluate impact through rigorous monitoring and evaluation.
- Expand successful models to other African countries and relevant LMICs through regional partnerships.
- Position GPNI as a regional technical assistant and advocacy leader in children’s food environments

Impact

A growing segment of informed consumers and responsive food producers, leading to greater demand and supply of nutritious foods for children.

INTERLINKAGES BETWEEN THE PILLARS

These three pillars reinforce each other:



This holistic approach ensures that both supply-side (industry) and demand-side (consumer) forces move in tandem to achieve GPNI’s mission



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