

sight and life

Our Strategic Plan 2019–2021

Science-based and economically viable innovations to reduce malnutrition

Sight and Life informs, supports, designs, and incubates evidence-based malnutrition solutions. Originally a humanitarian aid program, our organization has continuously evolved in response to – and in anticipation of – the ever-changing nutrition landscape. This evolution necessitates regular reviews of our capabilities, capacities, objectives and strategic focus.

Following intensive reflection on how to use our unique strengths most effectively in the global battle against malnutrition, we have developed a new strategic plan for the period 2019 to 2021.

With decades of experience at the convergence of the public and private sectors, we are ideally positioned to catalyze innovative and much-needed collective action in nutrition. By leveraging the strengths and capacities of both industry and public-sector partners to address societal nutrition goals, we will deliver value to food- and nutrition-insecure populations, aiming to serve as a model for future cross-sector cooperation and impact.

Our new strategy focuses on three areas: **translating nutrition science, building public–private partnerships, and developing viable business models.**



Tackling malnutrition: a global health priority

Tackling malnutrition is a global health priority and the call for greater private-sector engagement is clear. With 3.1 million children under 5 dying from undernutrition each year, it is time for bold thinking and new approaches.

Through our new strategy, we aim to deepen our efforts to bridge the nutrition expertise and priorities of the public sector with the know-how and reach of the private sector. We will do this by identifying, informing, supporting, and inventing ways to advance global nutrition.

The global nutrition landscape

Sight and Life's strategic plan is the result of an in-depth review of our past accomplishments as well as consultations with our partners and other experts in the field.

This analysis revealed the following five trends in nutrition, as they relate to our work:

- > The nutrition landscape is evolving quickly.
- > Multisectoral approaches to nutrition and food systems are on the increase.
- > Despite a high return on investment, nutrition funding is flat.
- > Advocacy for private-sector engagement is maturing.
- > The private sector has the skills and experience needed to create viable interventions.

Sight and Life occupies a unique position in the nutrition landscape. With a decades-long track record of direct engagement with the private sector, we are well positioned to promote and engage additional private-sector actors who are committed to achieving societal nutrition goals.

PUSHGovernments
and NGOs**Sustainable Development Goals**

“The initiative [*Sight and Life*] has evolved to meet the changing needs of the world in which it operates, demonstrating considerable creativity and flexibility along the way”

*Prof. Alfred Sommer, Dean Emeritus,
Johns Hopkins Bloomberg School of Public Health*

A new strategic focus

Sight and Life's refreshed strategy will deliver unique value to the nutrition community and to food- and nutrition-insecure populations by focusing our work in the following three areas:



1. Translating nutrition science so that programs, policies, and participants are informed and effective.

Sight and Life creates and translates science primarily through technical assistance and communications tools such as *Sight and Life* magazine, presentations, and journal articles.



2. Building public–private partnerships, an under-utilized mechanism in nutrition, which can accelerate the private sector's engagement and maximize the impact of both the private and the public sector. *Sight and Life* has a history of creating and supporting successful public–private partnerships and facilitating policy conversations.



3. Developing viable business models that are profitable or sustainably subsidized and increase the availability and desirability of nutritious foods. Using consumer insights and unique approaches to both demand and supply, *Sight and Life* creates business models that will be viable in the long run.

The implementation of these strategic themes will strengthen our collective impact by harnessing the power of public–private partnerships and innovative business models to develop new science-based solutions.

Our vision

A world free from malnutrition.

Our mission

To innovate in nutrition towards eradicating malnutrition in women of childbearing age and their children, and so improve the lives of the world's most vulnerable populations.

Our values

- > Science, purpose and (com)passion.
- > Integrity and excellence.
- > Leadership and innovation.
- > Collaboration and interdisciplinarity.
- > Continuous improvement and humility.

Working towards a world free from malnutrition

Through our new strategic plan, we recognize these trends as opportunities where *Sight and Life* can leverage our expertise, experience, and relational capital to achieve greater impact in our research and programs.

Guided by an understanding of the current nutrition landscape, we will pursue our mission by pushing boundaries, promoting science-based solutions, brokering impactful partnerships, and, ultimately, working towards a world free from malnutrition.

We look forward to partnering with you to make our vision a reality: A world free from malnutrition.

Further information

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