

NFP Collective Impact Coalition Framework Ghanaian Urban Food Environments

Proposal - 18 February 2021

This framework has been drafted for the development of a Collective Impact Coalition on Ghanaian Urban Food Environments. It builds further on the input gathered during the [first joint inventory meeting](#) (October 2020) on potential leverage points and member contributions, the various bilateral exchanges we have had with you, feedback through online the forms, as well as the [‘scene setter’](#) document we composed earlier.

The framework is mainly based on the ANH-FEWG Food Environments Conceptual Framework¹ and is further supplemented by several other food systems and Food Environments frameworks.² Although it is developed from a food systems perspective, as people cannot be expected to have better diets without systems changing³, it is important to note that actions by the coalition will not necessarily take on all aspects of it. However, each proposed action will be viewed and scrutinized within the larger system and context with the aim to generate co-benefits, prevent incongruous effects, take into account possible trade offs, and identify the most efficient leverage points for a Ghanaian-Dutch coalition to address.

The suggested framework consists of four domains: 1) Urban Consumer; 2) Trading and Purchasing Environment; 3) Healthy Food Availability; and 4) Enabling Environment. In each of these domains, an action group will be further developed, co-led by one Ghanaian and one Dutch actor. Each domain is developed with the intention to give space to less usual actors in the food system, such as urban design experts, transport unions and informal market representatives, besides other key actors. To ensure a coherent and integral approach across actors and processes and to stimulate co-benefits and cross-fertilisation, one of the leads of each group will take part in an overarching coordination committee.

Taking a Food Environment approach, this framework has first and foremost been designed with the needs/desires of consumers in mind. The first domain/action group is especially dedicated to the ‘Urban Consumer’ - representing the demand side in the food system. The second domain, the ‘Trading and Purchasing Environment’, includes all dimensions of food systems that connect the food demand to the food supply side. The later side, with all its aspects, is the main focus of the third domain ‘Healthy Food Availability’. The fourth action group looks at the overarching (public and private) policy domain.

¹ Agriculture, Nutrition and Health Academy – Food Environment Working Group (ANH-FEWG) [Concepts and methods for food environment research in low and middle income countries](#) (2017).

² Including: the [Conceptual framework of food systems for diets and nutrition](#), by the High Level Panel of Experts (HLPE) on Food Security and Nutrition of the Committee on World Food Security 2017; the [Food Systems Framework](#) developed by The Global Alliance for Improved Nutrition (GAIN) and Johns Hopkins University, amongst others; the [FAO Framework for the Urban Food Agenda](#) (2019); ICLEI’s [Three lenses for approaching food system change in cities](#) (2020).

³ Global Nutrition Report, [Good Food for All: Making fairer food systems a reality](#) (2020)

Framework proposal

Below you find a visualisation of the draft framework, followed by a brief description of the different dimensions related to the Food Environment within each domain.



Action group 1: URBAN CONSUMER (food demand)

- Affordability (purchasing power of consumers), also including cash transfers/vouchers for specific healthy foods
- Desirability: cognitive (information and knowledge) / aspirational (appeal, desires, preferences, taste, values / socio-cultural habits / contexts)
- Convenience (consumer time for shopping / mobility & mode of transport / time and effort for preparing / home and work environment)
- Health (healthy preparation, food storage, food safety, meal practices - diversity / food quantity)
- (Women) empowerment, education, campaigns
- School and work programmes and environments/ canteens

>> *Possible path of solution:* Public health advice / public engagement actions / activities to enlarge demand of healthy and varied foods.



Action group 2: TRADING AND PURCHASING ENVIRONMENT

- Outlets: types and characteristics of outlets (retail, (super)markets, informal, street vendors / food stalls, wholesalers, restaurateurs / chop bars) / vendor properties (opening hours)
- Logistics: food transport, aggregation and distribution (retailers and transporters opportunities and choices e.g. for dried high calorie foods)
- Urban infrastructure & accessibility (public and household water and energy (e.g. for market cooling and meal preparation), location of markets, safe and affordable (renting) markets and trading spaces)
- (women) Employment and day care

>> *Possible path of solution:* Guaranteeing enough accessible and affordable market spaces with a wide variety of payable healthy foods.

Action group 3: HEALTHY FOOD AVAILABILITY (food supply)

- Product creation & pricing (type and diversity of food, steering demand, access to finance for farmers / fisherman, input supply, production systems, storage opportunities, subsidies)
- Rural-urban linkages (in country production, processing, innovative solutions)
- Product properties: composition (fortification, processing) / food quality (shelf-life, packaging, safety)
- Capacity development and education (schooling, courses, etc.)

>> *Possible path of solution:* Generating healthy, sufficient, varied and payable food supply for cities.



Action group 4: ENABLING ENVIRONMENT

- Multi-sector (national and local / public and private) policies (on composition, labeling, promotion, prices, provision, retail, and food & trade investments) + leadership, governance, funding & resources, platforms for interaction, health-in-all policy and guidelines (nutrition standards)
- Integrated food system planning and inclusive local food governance
- Regulations on products (labeling, composition, safety, etc.), marketing (regulation for advertising, promotion and information about food) and trading and exchange activities in the market space (market organisation and management)

>> *Possible path of solution:* Improving public and private food policy direction and implementation for better and more inclusive supply of healthy varied foods in Ghanaian cities.

Coalition development process guidelines:

- Aim of the coalition is to enable urban consumers to make more healthy dietary choices. It will start focusing on Ghana and might later be extended to other LMIC countries.
- Being a member of an action group requires a minimum commitment of being present at (online/offline) meetings and contributing to the development and/or implementation of action plans (kind/cash).

- The coalition is expected to be self-sustaining within the course of 2022; ownership by coalition members, involvement of relevant constituencies and relating to ongoing activities is key.
- Action groups will be co-led by one Ghanaian and one Dutch coalition member, as agreed upon by the action group members. Action groups should (ideally) consist of at least one public, one private sector, one academic and one civil society representative.
- The action groups will develop SMART action plans for innovations in the urban Food Environment, for potential impact, scaling and longer-term financial sustainability.
- Continuous feedback loops with urban consumers and other constituencies of coalition members should be built into the action group plans.
- Action groups are encouraged to implement and scale up actions by building further on what is already happening in Ghana - rather than setting up something completely new.
- The separate action groups can determine and develop their own approaches and goals for action, but are united by a broader coalition vision statement (to be jointly developed) and by exchanging ideas, experiences and align action plans in order to generate co-benefits across different dimensions of the Food Environment.
- NFP (temporarily) backbone support will be provided by independent, funded NFP staff dedicated to the initiative. This will include facilitating the coalition and framework set-up, the development of the coalition vision and strategy, the definition of aligned activities, establishment of measurement and learning practices, the building of public will, the advancement of policy, the mobilization of funding, and the sharing of coalition communications within the wider NFP network.