

Partnership Overview

The partnership brings together Swiss non-profit GAIN (the Global Alliance for Improved Nutrition), Indonesian pregnancy and parenting app, Teman Bumil and the Australian Department of Foreign Affairs and Trade (DFAT) to work with midwives to increase access of vulnerable households to micronutrient powders. The partnership will fill the essential nutrients gap needed for optimal growth and development of young children. The program produces micronutrient powders under the brand name 'Burvita' for children aged 6 to 24 months. The powders are distributed through online and direct sales (through midwives), targeting the most vulnerable. This social marketing model will be examined for its potential to scale up through expansion by Teman Bumil and uptake by other companies across the country.

Creating Shared Value

This partnership aims to test private sector led distribution of micro-nutrient powders in Indonesia for the first time, complementing the existing government distribution and supporting the government's target to reduce stunting from 30.8% in 2018 to 19% in 2024. The pilot aims to sell the product to 3,360 caregivers, improving nutrition in their children. The initiative is targeted to produce income for Teman Bumil through its online and offline sales and 180 midwives who distribute the product to mothers and caregivers.



Department of Foreign Affairs and Trade (DFAT)

The Australian Government, through DFAT, contributes to sustainable economic growth and poverty reduction through stronger, more inclusive private sector growth. The BPP is designed as an entry point for new partners to work with DFAT to deliver social impact and commercial returns and promotes initiatives that drive gender equality.

Key Contributions

- Catalytic funding
- Deep knowledge of the political and regulatory environment
- Development expertise including social impact monitoring, gender, disability, and financing
- Brokering and influencing abilities



Global Alliance for Improved Nutrition (GAIN)

GAIN is a Swiss Foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Through an extensive portfolio, GAIN has developed sustainable delivery models to reach the most vulnerable groups, including mothers and children, with nutritious foods and supplements. In Indonesia, GAIN aims to reduce stunting through a comprehensive behaviour change approach.

Key Contributions

- Burvita brand ownership
- Expertise in nutrition specific interventions
- Monitoring and evaluation and dissemination of learnings



Teman Bumil

Teman Bumil is the largest pregnancy and parenting app in Indonesia with over 900,000 users. Teman Bumil's mission is to enable mothers to better enjoy their pregnancy and parenting experience, especially during the crucial first 1000 days. In 2019, the Indonesian Presidential Staff awarded Teman Bumil as one of ten leaders of change to prevent stunting.

Key Contributions

- Online and offline marketing expertise
- Data analytics and market research capabilities
- Nationwide distribution network
- Access to a network of 520,000 caregivers in Indonesia
- Connections with health institutions, pharmacies and healthcare providers

Location



Country
Indonesia

Region
South East Asia

Total Funding
\$1,013,710



DFAT Contribution
\$500,000

Partner Contribution
\$513,710

Beneficiaries



3,540 people
(3,360 caregivers and 180 midwives)

Sector



Education and Health

Shared Value Proposition



Reconceiving product and/or market