• The UN High Level Declarations have called for increased commitments from the private sector to contribute to the achievement of the NCD goals. Any such engagement must, according to FENSA, "demonstrate a clear benefit to public health" and take into account that "particular caution should be exercised when engaging with private sector entities, especially in the area of NCDs".

• In order to be able to demonstrate such benefit to public health, WHO must be transparent, in particular when engaging with the private sector. Transparency must cover which organisations and entities they engage with, and the frequency of meetings. The actions WHO requests industry to implement and how results will be measured, must be published. Reports should regularly be provided to governing bodies.

• The Secretariat has limited resources for NCD work. Hence, the resources must be spent in a way that maximizes effect. Norway expects WHO to demonstrate how its engagement, in particular with the private sector, provides a clear benefit to public health.