SUN Movement Lead Group Engagement Plan
Photos: © UNICEF

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2017 SUN Movement Lead Group Engagement Plan
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Introducing the SUN Movement Lead Group

Akinwumi ADESINA (Nigeria), President, African Development Bank

Nahas ANGULA (Namibia), Chairperson, Namibian Alliance for Improved Nutrition

Tom ARNOLD (Ireland), Former SUN Movement Coordinator, Former CEO Concern Worldwide

David BEASLEY (USA), Executive Director, World Food Programme

Marie-Claude BIBEAU (Canada), Minister of International Development and La Francophonie

Ahmed Mushtaque Raza CHOWDHURY (Bangladesh), Vice Chair, BRAC

Martin CHUNGONG (Cameroon), Secretary General, Inter-Parliamentary Union

Chris ELIAS (USA), President, Global Development, Bill & Melinda Gates Foundation

Shenggen FAN (China), Director General, the International Food Policy Research Institute (IFPRI)

Rebeca GRYNSPAN (Costa Rica), Secretary General, Ibero-American General Secretariat

Keith HANSEN (USA), Vice President for Human Development, World Bank Group

HE Jakaya KIKWETE (Tanzania), Former President

Anthony LAKE (USA), Executive Director, UNICEF and Chair, SUN Movement Lead Group

Ibrahim MAYAKI (Niger), CEO, the New Partnership for Africa’s Development (NEPAD)
Neven MIMICA (Croatia), Commissioner for International Cooperation & Development, European Commission

HE Jimmy MORALES (Guatemala), President

Monica Katebe MUSONDA (Zambia), Founder and CEO, Java Foods

David NABARRO (UK), Sustainable Development Facilitator

Sania NISHTAR (Pakistan), Founder and President, Heartfile Foundation

Priti PATEL (UK), Secretary of State for International Development

Joy PHUMAPHI (Botswana), Founder and Executive Secretary, African Leaders Malaria Alliance

Mary ROBINSON (Ireland), President, Mary Robinson Foundation – Climate Justice

Nina SARDJUNANI (Indonesia), Sustainable Development Goals National Secretariat, Bappenas

Feijke SIJBESMA (the Netherlands), CEO, Royal Dutch DSM

Dhananjayan “Danny” SRISKANDARAJAH (Sri Lanka), Secretary General, CIVICUS

Gunhild Anker STORDALEN (Norway), Founder/President, EAT Foundation

Helle THORNING-SCHMIDT (Denmark), CEO, Save the Children International

Gerda VERBURG (the Netherlands), Coordinator, the SUN Movement and Assistant UN Secretary-General
THE LEAD GROUP’S CONTRIBUTION TO THE SUN MOVEMENT STRATEGY & ROADMAP (2016-2020)

1. Expand and sustain an enabling political environment
2. Prioritise and institutionalise effective actions that contribute to good nutrition
3. Implement effective actions aligned with Common Results
4. Effectively use, and significantly increase, financial resources for nutrition

TRANSLATING SUN COUNTRY AMBITION INTO RESULTS

By 2020, supported by the SUN Movement Lead Group, Executive Committee, Networks and Secretariat, all SUN Countries will:

- have increased the salience of nutrition as a top policy, financing and institutional priority at national, regional and global levels
- have increased implementation of social mobilisation, advocacy and behaviour change communication actions aligned with national priorities
- more effectively communicate the economic, development and human impacts of malnutrition and the ways to improve it

Lead Group strategy objectives:
1. **Influence decision-makers and thought leaders at country and global levels**: Decision-makers become more aware of the gains and gaps in nutrition and the importance of taking action.
2. **Energise the nutrition discussion**: Publicly ‘bang the drum’ for nutrition in international and national forums.
3. **Highlight SUN’s role and reputation**: Strengthen and support SUN Networks’ efforts to end malnutrition.
4. **Support SUN’s cross-cutting objectives**, including working across sectors, building partnerships to transform nutrition, putting women at the centre and leaving nobody behind.
THE STRATEGY

WHAT
Build on Lead Group members’ existing profiles, strengths and schedules to elevate nutrition messages, secure media coverage and raise the profile of nutrition in all SUN stakeholder communities at global and country levels.

WHEN & WHERE
- Use high-level global, regional and country moments to highlight the centrality of nutrition to achieving the Sustainable Development Goals (SDGs), and the importance of partnerships and cross-cutting action in making progress;
- Deploy the influence and convening power of SUN Lead Group members to convene key decision-makers at country level;
- Use the release of new data as ‘a hook’ to develop and pitch op-eds and blogs;
- A digital toolkit will support Lead Group members at key moments throughout the year;
- Amplify Lead Group activities through their own networks and SUN networks;
- Lead Group members will be grouped by theme, to support focused engagement and monitoring of impact.

HOW
- Build on existing plans and interests of Lead Group members;
- Limit additional travel requests;
- Build trust and ownership – with members of the Lead Group and their teams – to inspire longer-term proactivity;
- Amplify Lead Group activities.

KEY MESSAGES
1. Nutrition matters! It is the foundation of achieving many, if not all, Sustainable Development Goals
2. A multi-sectoral, multi-stakeholder approach which puts equity and equality at the centre is vital to solving the nutrition puzzle.
3. Country leadership is critical to ensure good nutrition for all.
IN SUN COUNTRIES…

WHAT

• It is vital that the Lead Group supports country ambitions.
• Lead Group Members can engage newly elected governments – through letters, meetings, phone calls.
• The SUN Movement Coordinator can play a key role in raising the profile of nutrition in countries.
• Lead Group members will identify themselves as SUN champions and highlight examples of SUN country progress on public platforms.
• When they visit a country (on existing business), they can:
  — Engage with SUN focal points, where possible.
  — Engage with key stakeholders where they may have influence or scope to move agenda forward.

HOW

• The SUN Movement Secretariat will stay in touch with Lead Group members and be opportunistic, as it can be difficult to access schedules in advance. The Secretariat will, during quarterly calls, ask Lead Group Senior Staff about trips planned.
• The SUN Movement Secretariat will identify engagement opportunities through analysis of the 2017 Joint-Assessment Exercise.
• The SUN Movement Secretariat will approach Lead Group members, as appropriate, to engage newly-appointed administrations.
• The Secretariat’s country and advocacy teams will identify bilateral opportunities at global, regional or country events.

GLOBALLY…

Lead Group members will:

• Be engaged in governance, by virtue of their presence at global and regional events and other flagship moments
• Harness social and traditional media
• Spread the word through consistent messaging looking at:
  — The importance of nutrition
  — Access and alignment of nutrition financing
  — The need to build and convene partnerships and encourage dialogue
  — Championing multi and cross-sectoral and multi-stakeholder ways of working
  — Promoting country ownership and leadership
• Ensure bilateral meetings at global events in support of SUN objectives.
“Grouping members thematically is a new way of working, for more focused engagement, led by preferences and interests

Advancing public-private partnerships for nutrition
- Akin Adesina
- David Beasley
- Rebeca Grynspan
- Monica Katebe Musonda
- Priti Patel
- Feike Sijbesma
- Gunhild Stordalen

Putting nutrition at the centre of sustainable development
- Tom Arnold
- Ahmed Mushtaque Raza Chowdhury
- Shenggen Fan
- HE Jimmy Morales
- David Nabarro
- Sania Nishtar
- Nina Sardjunani

Increasing finance, bolstering accountability and encouraging alignment
- Akin Adesina
- Martin Chungong
- Chris Elias
- Keith Hansen
- Neven Mimica
- Ibrahim Mayaki
- Joy Phumaphi
- Danny Sriskandarajah

Conflict, crisis and building resilience in the face of climate change
- Nahas Angula
- David Beasley
- Mary Robinson
- Helle Thorning-Schmidt
- Neven Mimica

Leaving no women, adolescents or children behind
- Marie-Claude Bibeau
- Tony Lake
- Neven Mimica
- Priti Patel
- Mary Robinson
- Helle Thorning-Schmidt
Engaging the Lead Group effectively

Outreach opportunities 5 types:

- Global nutrition moments
- Global moments in other sectors
- Country level moments
- Insider advocacy (quiet influencing).
- Media engagement (both traditional and social).

THE SUN MOVEMENT COORDINATOR’S ROLE

- Increase the political salience of nutrition.
- Visit at least 20 SUN Countries in 2017 to encourage political commitment.
- Facilitate the opening of ‘doors’ at the senior level for country stakeholders.
- Ensure bilateral engagement.
- Catalyse the nutrition discussion at the country level.
- Promote social/traditional media leadership on nutrition.
- Write blogs/op-eds.
- Ensure presence at global, country and regional events.
- Play a convening role at country and global levels.
- Send e-mail updates and communicate ‘asks’ to Lead Group members.
The Coordinator will reach out to Lead Group members, ahead of key ‘seasons’ in the advocacy calendar, to:

- Look back at the previous quarter, also looking ahead to what is coming up on nutrition, including the latest evidence.
  - Give a summary of the work of the Lead Group over the past quarter and looking ahead.
  - Attach key graphics and social media ‘asks’.
  - Ask Lead Group members to share travel plans to identify country opportunities.
  - Outlines the Coordinator’s plans and country visits.

- The Coordinator will raise the profile of each Lead Group member’s work on social media by tweeting from (@GerdaVerburg) and the account of the SUN Movement (@SUN_Movement), with appropriate tags.

- The Coordinator will support world and international days and other flagship moments by sending specific requests to Lead Group members’ staff, at least a month in advance.

- To follow-up on the Coordinator’s quarterly e-mail, the SUN Movement Secretariat will organise quarterly calls with senior Lead Group staff, as per their thematic groupings, to discuss:
  - Monitoring and evaluation
  - Plans for the following three months.
  - Activities of relevance from the past three months.
  - Lead Group member plans.
  - Synergies or opportunities for greater Lead Group engagement with global or country level agendas

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2. Email communication will take place at the start of each quarter and ahead of key moments (i.e. early January, early March, early June and late August).
3. It has been suggested that follow-up calls to the Coordinator’s emails take place no later than a few weeks following the mails (i.e. mid-January, mid-March, mid-June and early September).
IN DEPTH: SUN SUPPORT TO THE LEAD GROUP

The SUN Movement Secretariat and SUN Networks will play an integral role to maximise the effectiveness of the Lead Group

**SUN MOVEMENT SECRETARIAT SUPPORT**
- Facilitate thematic calls with Lead Group senior staff each quarter.
- Thematic messaging to be agreed with Lead Group teams.
- Prepare quarterly updates for the Group.
- Disseminate the draft and final engagement strategy to Lead Group members.
- Arrange an annual Lead Group meeting.
- Facilitate linkages between SUN Networks and Lead Group members to identify synergies and country opportunities.
- Draft op-eds in collaboration with Lead Group teams.
- Develop a toolkit for use by SUN Lead Group members.

**COUNTRY ENGAGEMENT**
- SUN Network members will pitch articles/op-eds to national press.
- SUN Country Networks will identify synergies with Lead Group members’ country travels (through the Secretariat).

**AMPLIFYING LEAD GROUP ACTIVITIES**
- Lead Group activities will be circulated or re-tweeted by the SUN Movement Secretariat and SUN Networks.
- Lead Group members will be requested to amplify each other’s activities.
LINKING SUN NETWORKS WITH LEAD GROUP MEMBERS

**THE COORDINATOR**
- Direct link with Lead Group members.
- Face-to-face meetings, quarterly emails, emails before major ‘moments’.

**LEAD GROUP MEMBER**
- Country visits in line with existing schedule.
- Events.
- Op-eds, blogs, radio interviews, social media.
- Ensure SUN Country bilateral meetings at global events.

**SUN MOVEMENT SECRETARIAT**
Facilitate thematic calls with LG senior staff every quarter.
- Thematic messaging to be agreed with Lead Group teams.
- Quarterly update for the Lead Group.
- Disseminate engagement strategy to Lead Group members.
- Annual Lead Group meeting.
- Link between SUN Networks and Lead Group members to identify synergies, country opportunities.
- Drafting of op-eds by the Secretariat working with Lead Group teams.
- Develop toolkit for use by SUN Lead Group members.

**LEAD GROUP TEAMS**
- Provide advice on schedules and interests.
- Liaise with the SUN Movement Secretariat on op-eds and blogs, events & country visits.

**SUN NETWORKS (COUNTRY AND GLOBAL)**
- Identify opportunities in line with strategy.
- Provide input on best opportunities linked to country visits.
- Identify links to media/pitch.
HARNESSING THE LEAD GROUP
CIRCLES OF INFLUENCE

Akin ADESINA (Nigeria), President. African Development Bank
» Sub-Saharan Africa
» Multilaterals
» Donors
» African Renewable Energy Initiative Board
» African Leaders for Nutrition Initiative
@akin_adesina

Nahas ANGULA (Namibia), Chairperson, Namibian Alliance for Improved Nutrition
» Southern African Heads of State

Tom ARNOLD (Ireland), Director General, Institute of International and European Affairs
» Donors
» Northern nutrition civil society organisations
» Board Member – Global Panel for Agriculture and Food Systems for Nutrition
» Board Member – Mary Robinson Foundation for Climate Justice
» Member of the Malebo-Montpellier Panel
@TomArnoldCEO

David BEASLEY (USA), Executive Director, World Food Programme
» UN Network for SUN
» Private sector
@WFPChief

Marie-Claude BIBEAU (Canada), Minister of International Development and La Francophonie
» Donors
» Multilaterals
» Business Community
» High-Level Steering Group for Every Woman Every Child
@mclaudebibeau

Ahmed Mushtaque Raza CHOWDHURY (Bangladesh), Vice Chair, BRAC
» South Asia
» Civil society
» Member of the Sanitation and Water for All Leaders Group

Martin CHUNGONG (Cameroon), Secretary General, Inter-Parliamentary Union
» Parliamentarians
» Chair of the Management Committee on Accountability of the OECD Governance Network
@MartinChungong

Chris ELIAS (USA), President, Global Development, Bill & Melinda Gates Foundation
» Donors
» Multilaterals
» Civil society
» Nike Foundation Board
» Duke Global Health Institute Board
» Every Woman Every Child – Expert Review Group
@ChrisJElias

Nina SARDJUNANI (Indonesia), SDGs National Secretariat, Bappenas
» Indonesia
» Southeast Asia
» Sustainable Development Goals implementation

Feike SIJBESMA (The Netherlands), CEO, Royal Dutch DSM
» Advisory Board of the President of China
» World Bank Ambassador on Climate Financing
» India, China, US, Latin America, Netherlands, UK and Switzerland
» Supervisory Board, Unilever

Mary ROBINSON (Ireland), President, Mary Robinson Foundation – Climate Justice
» Founder of Mary Robinson Foundation – Climate Justice
» Former President of Ireland
» Former UN High Commissioner for Human Rights
» Member of The Elders
» Mo Ibrahim Foundation, Board Member
» European Climate Foundation, Board Member
» Former Special Envoy to the UN Secretary General on The Great Lakes, Climate Change & El Niño and Climate
@MaryRobinsonCtr

Shenggen FAN (China), Director General, IFPRI
» Global influence
» Donors
» Asia
» Compact 2025 – Bangladesh, Ethiopia, Malawi, and Rwanda.
» World Economic Forum, Chairman of Global Agenda Council on Food Security

1. Please note that this list of circles of influence is non-exhaustive and that it will be further developed in collaboration with each Lead Group member.
## 2017 Advocacy Calendar: The Outreach Plan at a Glance

<table>
<thead>
<tr>
<th>Date</th>
<th>Priority</th>
<th>Type</th>
<th>Opportunity</th>
<th>SUN LG Activities</th>
<th>Focus</th>
<th>Target Audiences</th>
<th>SMS Support</th>
<th>Thematic focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-23 April</td>
<td>1</td>
<td>G</td>
<td>WB Spring DC</td>
<td>Nutrition event on 22 April (WB, DFID – Priti Patel may attend, Keith Hansen unclear).&lt;br&gt;• Possible link-up with Priti Patel – stay in touch with DFID.&lt;br&gt;• Reproductive health meeting on 20 April – Minister Bibeau will attend.&lt;br&gt;• Meeting between Gerda and Minister Bibeau.</td>
<td>Spotlight on Nutrition: Unlocking Human Potential and Economic Growth</td>
<td>Budget holders/ senior officials</td>
<td>Develop talking points for Gerda/Bibeau meeting working with Bibeau’s office.&lt;br&gt;Develop blog for Gerda.</td>
<td>21-23 April</td>
</tr>
<tr>
<td>1-2 May</td>
<td>1</td>
<td>C</td>
<td>Labour Day Zambia, Bangladesh</td>
<td>· Twitter engagement - Monica Musonda, Gerda Verburg, Sriskandarajah.&lt;br&gt;· Op-ed - Dr. Chowdhury</td>
<td>Zambia: Importance of nutrition for young people’s futures; role of nutritious products in nutrition.&lt;br&gt;· Bangladesh: TBC</td>
<td>Young Zambians (14-25)&lt;br&gt;· Across sectors in Bangladesh</td>
<td>Provide digital toolkit with messages for youth.&lt;br&gt;Liaise with BRAC and CSO in Bangladesh to draft and pitch op-ed.</td>
<td>1-2 May</td>
</tr>
<tr>
<td>3-5 May</td>
<td>1</td>
<td>G</td>
<td>WEF Africa Durban</td>
<td>· Monica Musonda, Ibrahim Mayaki&lt;br&gt;· Reflective article by Monica Musonda to pitch to AllAfrica or Project Syndicate?</td>
<td>Gerda to co-host side event discussion with business leaders.&lt;br&gt;· Reflection on business and nutrition</td>
<td>Business leaders&lt;br&gt;· Development community, policymakers</td>
<td>Help organise event.&lt;br&gt;Work with Monica to draft op-ed and pitch to outlets.&lt;br&gt;Other op-ed.&lt;br&gt;Twitter</td>
<td>3-5 May</td>
</tr>
<tr>
<td>16-17 May</td>
<td></td>
<td></td>
<td>Global Adolescent Health Conference Ottawa, Canada</td>
<td>· TBC</td>
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</tr>
<tr>
<td>22-26 May</td>
<td>2</td>
<td>G</td>
<td>AfDB Meeting Ahmedabad India</td>
<td>· Stay in touch with DFID and AfDB on options.</td>
<td>TBC</td>
<td>African Ministers of Finance&lt;br&gt;· Decision-makers from SUN India States</td>
<td>TBC&lt;br&gt;Twitter</td>
<td>Financing</td>
</tr>
</tbody>
</table>

1 = top priority<br>2 = middling priority<br>3 = lowest priority<br>✓ = LG presence<br>เภ = op-ed or blog<br>]){ = social media activity<br>G = global<br>C = country
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</table>
| June         | 3        | TBC  | IFPRI side event – WHA Geneva WHA more generally. | · Gerda Verburg and Shenggen Fan jointly message  
   · Joint press conference launching the Asia-Pacific Food Forum with EAT | · Nutrition in urban settings; food systems; overweight and obesity   | · TBC                                                                 | · Speechwriting; event support          | · SDGs          |
| June         | 2        | AU   | AU meeting  | · Twitter activity by Gerda Verburg, Mayaki, Adesina                               |                                                                     |                                        |                                          |                |
| June (date TBC) | 1      | Mary Robinson visit to Tanzania with the Elders | · Meeting President and Minister of Health, also donors. | · Tanzanian decision makers and donors.  
   · Climate change community. | · Provide ‘lines’ on nutrition to MR. |                                        |                                          | · SDGs, Financing                        |
<p>| 11 July      |          | TBC  | The London Summit on Family Planning London, England | · TBC |                                                                                      |                                        |                                          |                |
| 10-19 July 3 | G        | TBC  | High-Level Political Forum New York, USA | · 19 countries presenting SDG plans. | · TBC | · TBC | · SDGs |</p>
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<tr>
<td>TBC</td>
<td>1</td>
<td>G</td>
<td>Compact 2025 Roundtables Bangladesh, Ethiopia, Malawi, Rwanda.</td>
<td>• Shenggen Fan hosting roundtables. National press coverage or blogs</td>
<td>• How to, scale up, and communicate policies and programs to accelerate progress.</td>
<td>• Policy-makers and budget holders at country level. Country level press? Development community in-country</td>
<td>• SUN Networks input on invitees Work with SUN CSN/DN to secure press coverage?</td>
<td>• Accountability + Alignment</td>
</tr>
<tr>
<td>1-7 August</td>
<td>2</td>
<td>G</td>
<td>World Breastfeeding Week</td>
<td>• Twitter activity from Gerda Verburg and Sania Nishtar</td>
<td>• Importance of BF and first 1,000 days – how to tackle this across sectors</td>
<td>• Development Community</td>
<td>• Blog by LG member?</td>
<td></td>
</tr>
<tr>
<td>12 August</td>
<td>2</td>
<td>C</td>
<td>International Youth Day – social media engagement</td>
<td>• Twitter engagement from Monica Musonda and Danny Sriskanadarajah.</td>
<td>• Importance of nutrition to secure better future (youth). Importance of eating nutritious products (Monica)</td>
<td>• Young people in Zambia.</td>
<td>• Provide twitter materials.</td>
<td>• Youth and nutrition. Business and nutrition.</td>
</tr>
<tr>
<td>19 August</td>
<td>1</td>
<td>G</td>
<td>World Humanitarian Day</td>
<td>• Twitter engagement from LG members interested in Humanitarian outreach</td>
<td>• Suggest we link to SUN’s paper.</td>
<td>• Humanitarian advocates, funders, donors and govts.</td>
<td>• Develop twitter graphics with key messages from report – send to LG members 4 weeks in advance.</td>
<td>• WHD theme TBC this year</td>
</tr>
<tr>
<td>27 August – 1 September</td>
<td>2</td>
<td>TBC</td>
<td>World Water Week – Stockholm</td>
<td>• TBC</td>
<td></td>
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<tr>
<td>September</td>
<td>1</td>
<td>G</td>
<td>UNGA</td>
<td>LG meeting – public facing event?</td>
<td>Opportunity for LG discussion on role of LG in architecture.</td>
<td>High-level LG discussion</td>
<td>Set out clear agenda beforehand.</td>
<td>SDGs</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>#HEALTHYNOTHUNGRY event at UNGA (Danny Sriskandarajah involved).</td>
<td>Opportunity to drive home importance of championing nutrition.</td>
<td>Ask LG members to live tweet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9-13 October</td>
<td>2</td>
<td>✓</td>
<td>Committee on World Food Security</td>
<td>The Coordinator and other Lead Group members will attend</td>
<td>Discussions on lessons learned Implementing the 2030 Agenda, including reflections from the HLPF 2017 and Contribution to HLPF 2018</td>
<td>High-level discussion</td>
<td>TBC</td>
<td>SDGs</td>
</tr>
<tr>
<td>11 Oct</td>
<td>2</td>
<td>G</td>
<td>International Day of Girls</td>
<td>Twitter engagement from LG members interested in gender.</td>
<td>Girls’ progress = goals’ progress is the theme this year.</td>
<td>Gender sector</td>
<td>Develop twitter graphics with key messages from report – send to LG members 4 weeks in advance</td>
<td>SDGs</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Op-ed</td>
<td>Suggest we emphasise link between progress on nutrition and progress on gender.</td>
<td>Nutrition sector</td>
<td></td>
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</tr>
<tr>
<td>13-15 October</td>
<td>1</td>
<td>G</td>
<td>WB Annual meetings DC</td>
<td>Likely to be high-level human capital event.</td>
<td>Human Capital, including nutrition.</td>
<td>Budget holders, Donors, Non-nutrition sectors.</td>
<td>SMS to adjust CSO twitter pack for LG members. Gerda to send to LG members 4 weeks before events</td>
<td>Financing</td>
</tr>
<tr>
<td>16 October</td>
<td>1</td>
<td>G</td>
<td>World Food Day</td>
<td>Twitter engagement from LG members interested in migration, food security and rural development</td>
<td>Links between migration, food security and rural development</td>
<td>Nutrition sector Rural development sector Migration sector</td>
<td>TBC</td>
<td>Climate change SDGs</td>
</tr>
<tr>
<td>30 October</td>
<td>3</td>
<td>G</td>
<td>African Day of Nutrition and Food Security</td>
<td>Tweets by SUN LG members with Africa links Blog by Ibrahim Mayaki on SUN website?</td>
<td>Progress Africa has made on nutrition, and progress still to be made. Need to invest in nutrition.</td>
<td>African policymakers, CSOs, leaders</td>
<td>Draft blog and liaise with Dr Mayaki’s team. Send out tweets in advance to Africa-based LG members.</td>
<td>SDGs</td>
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<tr>
<td>31 October</td>
<td>1</td>
<td>G</td>
<td>EAT Asia-Pacific Forum</td>
<td>• Gerda Verburg and Gunhild Anker Stordalen to co-host ‘Confidence Forum’ – high level business discussion - TBC</td>
<td>• Role of business in scaling up nutrition</td>
<td>• Business</td>
<td>• TBC – liaise with EAT</td>
<td>• Business</td>
</tr>
<tr>
<td>4 November</td>
<td>1</td>
<td>G</td>
<td>N4G moment GNR launch</td>
<td>• Tweet headlines from GNR</td>
<td>• Nutrition across the SDGs</td>
<td>• Development communities beyond nutrition bubble.</td>
<td>• Send GNR tweets 1 week before.</td>
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</tr>
<tr>
<td>7-9 November</td>
<td>1</td>
<td>G</td>
<td>SUN Global Gathering SUN Progress Report</td>
<td>• Tweet headlines from SUN GG</td>
<td>• TBC</td>
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<td>• Send SUN GG one week before.</td>
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<tr>
<td>6-17 November</td>
<td></td>
<td></td>
<td>UNFCCC Climate Conference, Bonn</td>
<td>• MRFCJ could support us if theme tallies with their strategic plans.</td>
<td>• TBC</td>
<td>• Climate community</td>
<td>Review UNFCCC Development and Climate days to spot opportunity.</td>
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</tr>
<tr>
<td>TBC</td>
<td></td>
<td></td>
<td>EU/AU summit on youth, Abidjan</td>
<td>• Neven Mimica to help weave nutrition in</td>
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<tr>
<td>TBC</td>
<td>2</td>
<td>G</td>
<td>Ending child marriage event, Sierra Leone</td>
<td>• Helle Thoring-Schmidt may flag links to nutrition.</td>
<td>• TBC</td>
<td>• Civil Society, governments, media</td>
<td>• TBC</td>
<td>Women, girls and children</td>
</tr>
<tr>
<td>4-8 December</td>
<td>2</td>
<td>G</td>
<td>International Civil Society Week Suva, Fiji</td>
<td>• Danny Sriskandarajah present, suggest op-ed.</td>
<td>• Pacific region - civil society beyond nutrition world</td>
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<td>9-11 December</td>
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<td>NCD Alliance Global Forum (and Youth Summit) Sharjah, UAE</td>
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<tr>
<td>12 December</td>
<td></td>
<td></td>
<td>Universal Health Coverage Day</td>
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</tbody>
</table>

1 = top priority  
2 = middling priority  
3 = lowest priority  
✓ = LG presence  
 располагаемость определена в блоке  
= op-ed or blog  
= social media activity  
= global  
= country
## IN-DEPTH: MONITORING & EVALUATION

<table>
<thead>
<tr>
<th>% of Lead group members actively championing nutrition (at least X actions taken as a result of engagement with SUN, referencing nutrition or SUN).</th>
<th>Baseline</th>
<th>Target</th>
<th>Means of Verification*</th>
</tr>
</thead>
</table>
| The SUN Movement Secretariat is establishing baseline. Comparing to May 2014 to April 2015, as there was no LG in 2016. | | TBC based on baseline | Reports from LG staff. Quarterly calls between SMS and LG team members. Online verification**:  
- # blogs by LG members  
- # public references  
- # articles  
- Reports from country stakeholders after visits. Definition (see detailed sheet):  
- Direct reference to nutrition *Lancet etc.  
- Direct reference to SUN.  
- Reference to nutrition and other sector. |
| Gerda Verburg’s Klout score and twitter followers | Klout 56 (April 2017)  
Followers – 8106 (April 2017) | 59 (April 2018)  
10,000 (April 2018) | Klout twitter app.  
Twitter followers. |
| Retweets and reach of LG SUN-related twitter activities (for top 10 klout scores) | Suggest 2017-18 establishes baseline.  
10% increase in reach on LG tweeting moments**.  
LG with over 500 tweetreach for 9 out of 20 SUN tweetreach reports. | | Tweetreach of @SUN_Movement around key twitter moments (run tweetreach every 2 weeks throughout year) |
| % SUN LG attending LG meetings a | Thuy to check Matt’s reporting | TBC based on baseline | |
| % SUN LG attending SUN CGG | Thuy to identify baseline | Minimum 25% (November 2017) | |
| SUN LG engagement with country level objectives | Suggest 2017-18 establishes baseline. | | #LG member country visits/engagements (where SUN fed in and they engage on nutrition).  
#LG editorials/media work in-country. |
| SUN Movement Coordinator | Thuy to identify baseline | 20 (May 2017-April 2018) | SMS tracking |
# Annex 1

## INDIVIDUAL ACTIONS: WORK IN PROGRESS

<table>
<thead>
<tr>
<th>Lead Group Member</th>
<th>Agreed actions</th>
<th>Areas for further follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Akin Adesina, President, African Development Bank</strong></td>
<td>Champion nutrition across Africa and within the AfDB. Covenanted a nutrition side event at the AFDB Annual meeting.</td>
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<tr>
<td><strong>Nahas Angula, Chairperson, Namibian Alliance for Improved Nutrition</strong></td>
<td>Willing to deploy his influence at regional and global events as is helpful. Will collaborate with other Lead Group members to raise political focus on the four famines and resilience building.</td>
<td></td>
</tr>
<tr>
<td><strong>Tom Arnold, Former SUN Movement Coordinator, Former CEO Concern Worldwide</strong></td>
<td>Continue to ‘bang the drum’ for nutrition on the Global Panel for Agriculture and Food Systems, the Malebo-Montpellier panel and the Irish Government. Advise the movement on strategic issues. Willing to do editorials and blogs.</td>
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</tr>
<tr>
<td><strong>David Beasley, Executive Director, World Food Programme</strong></td>
<td>Champion nutrition at global and country levels. Nutrition in emergencies critical.</td>
<td>Blog or editorial on World Humanitarian Day, 17 August</td>
</tr>
<tr>
<td><strong>Marie-Claude Bibeau, Minister for Development and La Francophonie, Canada</strong></td>
<td>Promote a comprehensive approach to the empowerment of women and girls, including attention to nutrition and sexual and reproductive health and rights, in programming, through partnerships and as a member of the Every Women Every Child High Level Advisory Group. Advocate for increased international investment in key gap areas such as nutrition through mechanisms such as the Global Financing Facility. Work with organisations like Nutrition International to reach the most vulnerable with effective nutrition interventions.</td>
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</tr>
<tr>
<td><strong>Ahmed Mushtaque Raza Chowdhury, Vice Chair, BRAC</strong></td>
<td>Help nutrition stakeholders in Bangladesh champion the cause and secure high-level meetings. Draw global attention to WASH and nutrition linkages.</td>
<td>Willing to do editorials and blogs.</td>
</tr>
<tr>
<td><strong>Martin Chungong, Secretary General, Inter-Parliamentary Union</strong></td>
<td>Encouraged all IPU member parliaments to facilitate a nutrition dialogue in 2017. Profiled Nutrition at the IPU Assembly in Bangladesh. Partnered with the SUN Movement for regional West and Central Africa parliament workshop on nutrition. Helping to develop a global community of parliamentarians active on nutrition issues.</td>
<td>Willing to do editorials and blogs.</td>
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<tr>
<td>Lead Group Member</td>
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<tr>
<td>Chris Elias, President, Global Development, Bill &amp; Melinda Gates Foundation</td>
<td>Promote nutrition across other sectors as it is absolutely critical to achieving SDGs. Convening a group of Global Financing Facility donors to discuss how to make it more nutrition-sensitive.</td>
<td>Willing to do a joint op-ed with another LG member. Dr Fan usually goes to Davos. Can engage on nutrition.</td>
</tr>
<tr>
<td>Shenggen Fan, Executive Director, IFPRI</td>
<td>IFPRI Learning Event, Bangkok, 20-21 June. SUN Focal Points are attending. Opportunity to link to SUN country representatives. Compact 2025 roundtables in Bangladesh, Ethiopia, Malawi and Rwanda. Continue to ‘bang the drum’ for nutrition – and more nutrition research – in economics forums such as European Development Days, Harvard, EAT/Lancet Commission. Shenggen can engage with key SUN interlocutors/stakeholders during country visits. Twitter engagement around ‘Human Capital’ moment at World Bank Annual Meetings, September 2017.</td>
<td></td>
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<tr>
<td>Rebeca Grynspan, Secretary General, Ibero-American General Secretariat</td>
<td>Champion south-to-south learning in Latin America and share the SUN Movement approach across the region. Collaborate with other Lead Group members to advance business dialogue</td>
<td></td>
</tr>
<tr>
<td>Keith Hansen, Vice President for Human Development, World Bank</td>
<td>World Bank Spring and Fall meetings 2017 – strong focus on nutrition. Continued leadership from Jim Kim.</td>
<td>Open to doing editorials.</td>
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<tr>
<td>HE Jakaya Kikwete, Former President, United Republic of Tanzania</td>
<td>TBC</td>
<td>TBC</td>
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<td>Anthony Lake, Executive Director, UNICEF</td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td>Ibrahim Mayaki, CEO, NEPAD</td>
<td>Raise the profile of nutrition across the AU. Encourage AU Member States to join the SUN Movement. African Day of Nutrition and Food Security, 30 October 2017. Editorial or blog, twitter activity.</td>
<td>IM is likely to be at July High-Level Political Forum. IM willing to do editorials, blogs, tweet.</td>
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<tr>
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<td>Agreed actions</td>
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<tr>
<td><strong>Neven Mimica, European Commissioner for International Cooperation and Development, European Commission</strong></td>
<td>EU-Africa Summit, Abidjan, November 2017. Work with SUN on a clear and strong message on nutrition for plenary and bilateral meetings. Will collaborate with other Lead Group members to raise political focus on the four famines and resilience building.</td>
<td>EU and SUN to work together to make resilience a part of the common nutrition approach. Mr Mimica will promote the role of CSOs in nutrition.</td>
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<tr>
<td><strong>HE Jimmy Morales, President, Republic of Guatemala</strong></td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td><strong>David Nabarro (UK), Sustainable Development Facilitator</strong></td>
<td>TBC</td>
<td>TBC</td>
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<td><strong>Sania Nishtar, Founder and President, Heartfile Foundation</strong></td>
<td>Social media engagement – World Breastfeeding Week.</td>
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<td><strong>Priti Patel, Secretary of State for International Development, UK</strong></td>
<td>Autumn World Bank meetings – SUN and DFID to stay in touch. Ready to engage in or convene a discussion on business’ role in nutrition. Will collaborate with other Lead Group members to raise political focus on the four famines and resilience building.</td>
<td>Opportunities to jointly message on famine and nutrition.</td>
</tr>
<tr>
<td><strong>Joy Phumaphi, Executive Secretary, African Leaders Malaria Alliance (ALMA)</strong></td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td><strong>Mary Robinson, President, Mary Robinson Foundation – Climate Justice</strong></td>
<td>UNFCC COP, November 2017. Will work with SUN to bring nutrition into discussions. Visit to Tanzania, June. High-level meetings. MR could raise nutrition. (MRFCJ can share photo for SUN Communications). Will collaborate with other Lead Group members to raise political focus on the four famines and resilience building and advance the vision outlined in the blueprint for action.</td>
<td>Development and Climate Days during the UNFCC – can nutrition feature? (E.g. OHCHR, SCUK and UNICEF will bring a Rights of the Child Report). Ibrahim Mayaki, Danny Sriskandarajah and David Nabarro are usually at COP.</td>
</tr>
<tr>
<td><strong>Feike Sijbesma, CEO, Royal Dutch DSM</strong></td>
<td>World Economic Forum, Davos, January 2018. FS will be present, opportunity to raise nutrition. FS engage on role of business in nutrition in his trips – SUN to follow up.</td>
<td>EAT Asia-Pacific Food Forum. Possibility of FS co-hosting a ’Confidence Forum’ with other Lead Group members to discuss the role of business in nutrition. Possible convening of high-level discussions on the role of business with other Lead Group members. FS willing to undertake media work – interviews or editorials.</td>
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<tr>
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<tr>
<td><strong>Danny Sriskandarajah, Secretary General, CIVICUS: World Alliance For Citizen Participation</strong></td>
<td>International Civil Society Week, Suva, Fiji, 4-8 December 2017. Gerda Verburg to attend, possibility of putting a spotlight on nutrition and marking Fiji’s accession to the SUN Movement. International Youth Day, 12 August – twitter engagement.</td>
<td>CIVICUS platform – Action4sd.org – good platform to disseminate relevant SUN info, convene virtual conversations. Willing to do an editorial around accountability and data (date TBC).</td>
</tr>
<tr>
<td><strong>Gunhild Anker Stordalen, Founder and President, EAT Foundation</strong></td>
<td>EAT moving towards focusing on malnutrition in all its forms. Gerda Verburg – keynote speech at EAT Stockholm Food Forum. EAT Asia-Pacific Food Forum – possible ‘Confidence Forum’ around the role of business in nutrition.</td>
<td>TBC</td>
</tr>
<tr>
<td><strong>Helle Thorning-Schmidt, CEO, Save the Children International</strong></td>
<td>Will continue to: Engage in high-level group for SDG2 advocacy hub. Ensure sustainable SUN CSN. Highlight no child left behind and inequality agenda. Ensure synergies between Every Woman Every Child and the Global Program for Education. Twitter engagement around World Humanitarian Day, 29 August. Twitter engagement around ‘Human Capital’ moment at World Bank Annual Meetings, September 2017.</td>
<td>SMS to provide tweetgraphics for Helle, explore editorial opportunities with her team. High-Level Political Forum, July 2017 – Helle likely to attend, may be opportunities to raise nutrition. Possible event on child marriage in November 2017 – SCUK to keep SUN informed.</td>
</tr>
<tr>
<td><strong>Gerda Verburg, SUN Movement Coordinator</strong></td>
<td>Travel to SUN countries – energise movement, open doors. Social media engagement at all key nutrition moments. Collaborate with all Lead Group members on the thematic priorities outlined in this strategy.</td>
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