



SUN Movement Lead Group Engagement Plan

Photos: © UNICEF

The SUN Movement Secretariat is supported by the Bill & Melinda Gates Foundation, Canada, the European Union, France, Germany, Ireland, the Netherlands, the United Kingdom and the United States. Human resource capacity has been made available by France and the World Food Programme. The activity plan and budget of the SUN Movement Secretariat supports the implementation of the SUN Movement Strategy and Roadmap (2016-2020).

Design: Phoenix Design Aid, Denmark



2017 SUN Movement Lead Group Engagement Plan





ENGAGE • INSPIRE • INVEST

Table of contents

Introducing the SUN Movement Lead Group	4
The Lead Group's contribution to the SUN Movement Strategy & Roadmap (2016-2020)	6
Translating SUN Country ambition into results	6
Engaging the Lead Group effectively	10
The SUN Movement Coordinator's role	10
In depth: SUN support to the Lead Group	12
Linking SUN Networks with Lead Group members	13
Harnessing the Lead Group circles of influence	14
2017 Advocacy calendar: The outreach plan at a glance	16
Annex	22
Annex 1 - Individual actions: Work in progress	22

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

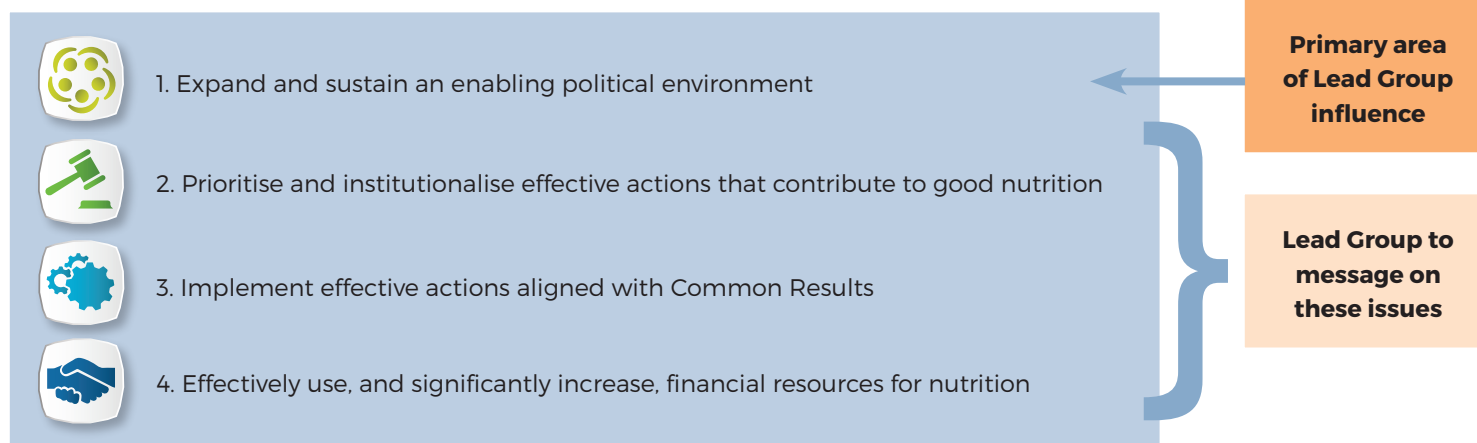


Helle **THORNING-SCHMIDT** (Denmark), CEO, Save the Children International



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)



TRANSLATING SUN COUNTRY AMBITION INTO RESULTS



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



Increasing finance, bolstering accountability and encouraging alignment

- Akin Adesina
- Martin Chungong
- Chris Elias
- Keith Hansen
- Neven Mimica
- Ibrahim Mayaki
- Joy Phumaphi
- Danny Sriskandarajah



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



Leaving no women, adolescents or children behind

- Marie-Claude Bibeau
- Tony Lake
- Neven Mimica
- Priti Patel
- Mary Robinson
- Helle Thorning-Schmidt



Conflict, crisis and building resilience in the face of climate change

- Nahas Angula
- David Beasley
- Mary Robinson
- Helle Thorning-Schmidt
- Neven Mimica



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:²

- 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:³
 - 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



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.



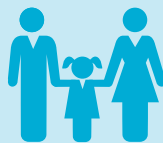
COUNTRY ENGAGEMENT

- 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



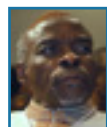
HARNESSING THE LEAD GROUP CIRCLES OF INFLUENCE¹



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

🐦 @mclaubibeau



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.



Joy PHUMAPHI (Botswana),
Founder and Executive
Secretary, African
Leaders Malaria
Alliance
» Africa
Comprehensive
AIDS Partnership
Board Member
🔗 @joy_phumaphi



Priti PATEL (UK),
Secretary of State
for International
Development
» Donors
» India
» Large DFID
programmes:
Nigeria, Ethiopia,
Tanzania, Kenya
and Afghanistan.
🔗 @patel4witham



Sania NISHTAR (Pakistan),
Founder and President,
Heartfile Foundation
» South Asia
» Chair of Commission on
Ending Childhood Obesity,
WHO
🔗 @SaniaNishtar



David NABARRO (UK), Former Special Adviser
to the UN Secretary-General on the 2030
Agenda for Sustainable Development and
Climate Change
» UN agencies and processes
» Business community
» Civil society
» Donors



Dhananjayan SRISKANDARAJAH
(Sri Lanka), Secretary General, CIVICUS
» Civil society
» Human rights community
» Youth networks
» Business
🔗 @civicusSG



Gunhild Anker STORDALEN
(Norway), Founder and President, EAT
Foundation
» European Climate Foundation
Supervisory Board
» Business
» Nordic countries
» FRESH Initiative
🔗 @G_stordalen



Helle THORNING-SCHMIDT (Denmark), CEO,
Save the Children International
» Every Woman Every Child Supervisory Committee
» Member of Council of World Women Leaders
» Civil society
🔗 @HelleThorning_S



Gerda VERBURG (The Netherlands),
Coordinator, SUN Movement and
Assistant UN Secretary-General
» The Netherlands – Government and
Parliament
» Scaling Up Nutrition Movement
Countries
» Donors
» Business
» Civil society
🔗 @GerdaVerburg



Monica Katebe MUSONDA
(Zambia), Founder and CEO,
Java Foods
» Southern Africa
» Business community,
particularly small and
medium enterprises
🔗 @monicamusonda



HE Jimmy MORALES
(Guatemala), President
» Latin America
🔗 @jimmymoralesgt



Neven MIMICA (Croatia),
Commissioner for
International Cooperation,
European Commission
» Donors
» Civil Society
» African Renewable Energy
Initiative Board
» Leadership Council, IFPRI's
Compact 2025
🔗 @MimicaEU



Ibrahim MAYAKI (Niger),
CEO, NEPAD, Former
President
» West Africa
» Sub-Saharan Africa
» African Union Member
States
» GROW Africa
🔗 @NEPAD_Mayaki



Anthony LAKE (USA),
Executive Director, UNICEF
and Chair, SUN Movement
Lead Group
» Power of Nutrition
Board Member
» Sanitation and Water
for All
» Early Childhood
Development Action
Network
» Partnership for Violence
Against Women – Board



Rebeca GRYNSPAN
(Costa Rica),
Secretary General,
Ibero-American
General Secretariat
» Latin America
» International
Institute for
Environment and
Development
Board
🔗 @RGrynsan













Keith HANSEN (USA),
Vice President for Human
Development, World Bank
Group
» Multilaterals
» Donors
» World Bank programmes
» Power of Nutrition
partners
» Early Childhood
Development Action
Network
🔗 @Hansen_WB



HE Jakaya KIKWETE (Tanzania),
Former President
» Sub-Saharan Africa
» African Heads of State
» Every Woman Every Child
Board
» Leadership Council for End
Malaria Council
» Harvard Ministerial Leadership
Programme – Advisory Council
🔗 @jmkikwete

2017 ADVOCACY CALENDAR: THE OUTREACH PLAN AT A GLANCE


Date	Priority	Type	Opportunity	SUN LG Activities	Focus	Target Audiences	SMS Support	Thematic focus
21-23 April	1	  	WB Spring meetings DC	<ul style="list-style-type: none"> Nutrition event on 22 April (WB, DFID – Priti Patel may attend, Keith Hansen unclear). Possible link-up with Priti Patel – stay in touch with DFID. Reproductive health meeting on 20 April – Minister Bibeau will attend. Meeting between Gerda and Minister Bibeau. 	<ul style="list-style-type: none"> Spotlight on Nutrition: Unlocking Human Potential and Economic Growth 	<ul style="list-style-type: none"> Budget holders/ senior officials 	<ul style="list-style-type: none"> Develop talking points for Gerda/ Bibeau meeting working with Bibeau's office. Develop blog for Gerda. 	<ul style="list-style-type: none"> 21-23 April
1-2 May	1	 	Labour Day Zambia, Bangladesh	<ul style="list-style-type: none"> Twitter engagement – Monica Musonda, Gerda Verburg, Sriskandarajah. Op-ed – Dr. Chowdhury 	<ul style="list-style-type: none"> Zambia: Importance of nutrition for young people's futures; role of nutritious products in nutrition. Bangladesh: TBC 	<ul style="list-style-type: none"> Young Zambians (14-25) Across sectors in Bangladesh 	<ul style="list-style-type: none"> Provide digital toolkit with messages for youth. Liaise with BRAC and CSO in Bangladesh to draft and pitch op-ed. 	<ul style="list-style-type: none"> 1-2 May
3-5 May	1	  	WEF Africa Durban	<ul style="list-style-type: none"> Monica Musonda, Ibrahim Mayaki Reflective article by Monica Musonda to pitch to AllAfrica or Project Syndicate? 	<ul style="list-style-type: none"> Gerda to co-host side event discussion with business leaders. Reflection on business and nutrition 	<ul style="list-style-type: none"> Business leaders Development community, policymakers 	<ul style="list-style-type: none"> Help organise event. Work with Monica to draft op-ed and pitch to outlets. Other op-ed. Twitter 	<ul style="list-style-type: none"> 3-5 May
16-17 May			Global Adolescent Health Conference Ottawa, Canada	<ul style="list-style-type: none"> TBC 				
22-26 May	2	 	AfDB Meeting Ahmedabad India	<ul style="list-style-type: none"> Stay in touch with DFID and AfDB on options. 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> African Ministers of Finance Decision-makers from SUN India States 	<ul style="list-style-type: none"> TBC Twitter 	<ul style="list-style-type: none"> Financing

1 = top priority

2 = middling priority


3 = lowest priority

✓ = LG presence













 = op-ed or blog

 = social media activity

 = global

 = country

Date	Priority	Type	Opportunity	SUN LG Activities	Focus	Target Audiences	SMS Support	Thematic focus
June	3	TBC G Twitter	IFPRI side event – WHA Geneva WHA more generally.	<ul style="list-style-type: none"> Gerda Verburg and Shenggen Fan jointly message Joint press conference launching the Asia-Pacific Food Forum with EAT 	<ul style="list-style-type: none"> Nutrition in urban settings; food systems; overweight and obesity 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> Speechwriting, event support 	<ul style="list-style-type: none"> SDGs
June	2	Document G Twitter	AU meeting	<ul style="list-style-type: none"> Twitter activity by Gerda Verburg, Mayaki, Adesina 			<ul style="list-style-type: none"> Liaise on social media material and send to Mayaki and Gerda. Liaise with Adesina on op-ed. 	<ul style="list-style-type: none"> SDGs Financing
June (date TBC)	1		Mary Robinson visit to Tanzania with the Elders	<ul style="list-style-type: none"> Meeting President and Minister of Health, also donors. 		<ul style="list-style-type: none"> Tanzanian decision makers and donors. Climate change community. 	<ul style="list-style-type: none"> Provide 'lines' on nutrition to MR. 	<ul style="list-style-type: none"> SDGs Financing Climate
11 July			The London Summit on Family Planning London, England	<ul style="list-style-type: none"> TBC 				
10-19 July	3	G	High-Level Political Forum New York, USA	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> 19 countries presenting SDG plans. 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> SDGs


Date	Priority	Type	Opportunity	SUN LG Activities	Focus	Target Audiences	SMS Support	Thematic focus
TBC	1	  	Compact 2025 Roundtables Bangladesh, Ethiopia, Malawi, Rwanda.	<ul style="list-style-type: none"> Shenggen Fan hosting roundtables. National press coverage or blogs 	<ul style="list-style-type: none"> How to, scale up, and communicate policies and programs to accelerate progress. 	<ul style="list-style-type: none"> Policy-makers and budget holders at country level. Country level press? Development community in-country 	<ul style="list-style-type: none"> SUN Networks input on invitees Work with SUN CSN/DN to secure press coverage? 	<ul style="list-style-type: none"> Accountability + Alignment
1-7 August	2	  	World Breastfeeding Week	<ul style="list-style-type: none"> Twitter activity from Gerda Verburg and Sania Nishtar 	<ul style="list-style-type: none"> Importance of BF and first 1,000 days – how to tackle this across sectors 	<ul style="list-style-type: none"> Development Community 	<ul style="list-style-type: none"> Blog by LC member? 	
12 August	2	  	International Youth Day – social media engagement	<ul style="list-style-type: none"> Twitter engagement from Monica Musonda and Danny Sriskandarajah. 	<ul style="list-style-type: none"> Importance of nutrition to secure better future (youth). Importance of eating nutritious products (Monica) 	<ul style="list-style-type: none"> Young people in Zambia. 	<ul style="list-style-type: none"> Provide twitter materials. 	<ul style="list-style-type: none"> Youth and nutrition. Business and nutrition.
19 August	1	 	World Humanitarian Day	<ul style="list-style-type: none"> Twitter engagement from LG members interested in Humanitarian outreach 	<ul style="list-style-type: none"> Suggest we link to SUN's paper. 	<ul style="list-style-type: none"> Humanitarian advocates, funders, donors and govts. 	<ul style="list-style-type: none"> Develop twitter graphics with key messages from report – send to LG members 4 weeks in advance. 	<ul style="list-style-type: none"> WHD theme TBC this year
27 August – 1 September	2	TBC 	World Water Week – Stockholm	<ul style="list-style-type: none"> TBC 				

1 = top priority

2 = middling priority


3 = lowest priority

✓ = LG presence

 = op-ed or blog

 = social media activity

 = global

 = country

Date	Priority	Type	Opportunity	SUN LG Activities	Focus	Target Audiences	SMS Support	Thematic focus
September	1	G	UNGA	<ul style="list-style-type: none"> LG meeting – public facing event? #HEALTHYNOTHUNGRY event at UNGA (Danny Sriskandarajah involved). 	<ul style="list-style-type: none"> Opportunity for LG discussion on role of LG in architecture. Opportunity to drive home importance of championing nutrition. 	<ul style="list-style-type: none"> High-level LG discussion Ask LG members to live tweet 	<ul style="list-style-type: none"> Set out clear agenda beforehand. 	<ul style="list-style-type: none"> SDGs
9-13 October	2	✓ t G	Committee on World Food Security	<ul style="list-style-type: none"> The Coordinator and other Lead Group members will attend 	<ul style="list-style-type: none"> Discussions on lessons learned Implementing the 2030 Agenda, including reflections from the HLPF 2017 and Contribution to HLPF 2018 	<ul style="list-style-type: none"> High-level discussion Ask LG members to live tweet 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> SDGs
11 Oct	2	G t	International Day of Girls	<ul style="list-style-type: none"> Twitter engagement from LG members interested in gender. Op-ed 	<ul style="list-style-type: none"> Girls' progress = goals' progress is the theme this year. Suggest we emphasise link between progress on nutrition and progress on gender. 	<ul style="list-style-type: none"> Gender sector. Nutrition sector. 	<ul style="list-style-type: none"> Develop twitter graphics with key messages from report – send to LG members 4 weeks in advance. 	<ul style="list-style-type: none"> SDGs
13-15 October	1	G t	WB Annual meetings DC	<ul style="list-style-type: none"> Likely to be high-level human capital event. LG twitter engagement 	<ul style="list-style-type: none"> Human Capital, including nutrition. Need to invest in nutrition. 	<ul style="list-style-type: none"> Budget holders. Donors. Non-nutrition sectors. 	<ul style="list-style-type: none"> SMS to adjust CSO twitter pack for LG members. Gerda to send to LG members 4 weeks before events. 	<ul style="list-style-type: none"> Financing
16 October	1	G t	World Food Day	<ul style="list-style-type: none"> Twitter engagement from LG members interested in migration, food security and rural development 	<ul style="list-style-type: none"> Links between migration, food security and rural development 	<ul style="list-style-type: none"> Nutrition sector Rural development sector Migration sector 	<ul style="list-style-type: none"> TBC 	<ul style="list-style-type: none"> Climate change SDGs
30 October	3	📄 G t	African Day of Nutrition and Food Security	<ul style="list-style-type: none"> Tweets by SUN LG members with Africa links Blog by Ibrahim Mayaki on SUN website? 	<ul style="list-style-type: none"> Progress Africa has made on nutrition, and progress still to be made. Need to invest in nutrition. 	<ul style="list-style-type: none"> African policymakers, CSOs, leaders 	<ul style="list-style-type: none"> Draft blog and liaise with Dr Mayaki's team. Send out tweets in advance to Africa-based LG members. 	<ul style="list-style-type: none"> SDGs

Date	Priority	Type	Opportunity	SUN LG Activities	Focus	Target Audiences	SMS Support	Thematic focus
31 October	1	G	EAT Asia-Pacific Forum	• Gerda Verburg and Gunhild Anker Stordalen to co-host 'Confidence Forum' – high level business discussion – TBC	• Role of business in scaling up nutrition	• Business	• TBC – liaise with EAT	• Business
4 November	1	G t	N4G moment GNR launch	• Tweet headlines from GNR	• Nutrition across the SDGs	• Development communities beyond nutrition bubble.	• Send GNR tweets 1 week before.	
7-9 November	1	G	SUN Global Gathering SUN Progress Report	• Tweet headlines from SUN GG	• TBC		• Send SUN GG one week before.	
6-17 November			UNFCCC Climate Conference, Bonn	• MRFCJ could support us if theme tallies with their strategic plans. • Danny Sriskandarajah, David Nabarro and Ibrahim Mayaki usually there.	• TBC	• Climate community	• Review UNFCCC Development and Climate days to spot opportunity.	
TBC			EU/AU summit on youth, Abidjan	• Neven Mimica to help weave nutrition in				
TBC	2	G	Ending child marriage event, Sierra Leone	• Helle Thorning-Schmidt may flag links to nutrition.	• TBC	• Civil Society, governments, media	• TBC	• Women, girls and children
4-8 December	2	G 📝	International Civil Society Week Suva, Fiji	• Danny Sriskandarajah present, suggest op-ed. • Gerda to keynote and SMS to facilitate side event.		• Pacific region – civil society beyond nutrition world		
9-11 December			NCD Alliance Global Forum (and Youth Summit) Sharjah, UAE					
12 December			Universal Health Coverage Day					

1 = top priority

2 = middling priority

3 = lowest priority

✓ = LG presence

📝 = op-ed or blog

🐦 = social media activity

G = global

C = country

IN-DEPTH: MONITORING & EVALUATION

	Baseline	Target	Means of Verification*
% of Lead group members actively championing nutrition (at least X actions taken as a result of engagement with SUN, referencing nutrition or SUN).	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	<ul style="list-style-type: none"> • Reports from LG staff. Quarterly calls between SMS and LG team members. • Online verification**: <ul style="list-style-type: none"> — # blogs by LG members — # public references — # articles • Reports from country stakeholders after visits. • Definition (see detailed sheet): <ul style="list-style-type: none"> — 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 CG	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

Lead Group Member	Agreed actions	Areas for further follow-up
Akin Adesina, President, African Development Bank	Champion nutrition across Africa and within the AfDB. Covenor a nutrition side event at the AFDB Annual meeting.	
Nahas Angula, Chairperson, Namibian Alliance for Improved Nutrition	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.	
Tom Arnold, Former SUN Movement Coordinator, Former CEO Concern Worldwide	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.	
David Beasley, Executive Director, World Food Programme	Champion nutrition at global and country levels. Nutrition in emergencies critical.	Blog or editorial on World Humanitarian Day, 17 August
Marie-Claude Bibeau, Minister for Development and La Francophonie, Canada	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.	
Ahmed Mushtaque Raza Chowdhury, Vice Chair, BRAC	Help nutrition stakeholders in Bangladesh champion the cause and secure high-level meetings. Draw global attention to WASH and nutrition linkages.	Willing to do editorials and blogs.
Martin Chungong, Secretary General, Inter-Parliamentary Union	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.	Willing to do editorials and blogs.

Lead Group Member	Agreed actions	Areas for further follow-up
Chris Elias, President, Global Development, Bill & Melinda Gates Foundation	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.	
Shenggen Fan, Executive Director, IFPRI	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.	Willing to do a joint op-ed with another LG member. Dr Fan usually goes to Davos. Can engage on nutrition.
Rebeca Grynspan, Secretary General, Ibero-American General Secretariat	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	
Keith Hansen, Vice President for Human Development, World Bank	World Bank Spring and Fall meetings 2017 – strong focus on nutrition. Continued leadership from Jim Kim.	Open to doing editorials.
Monica Katebe Musonda, CEO and Founder, Java Foods	International Youth Day, 12 August – twitter engagement. African Day of Nutrition and Food Security, 30 October 2017. Twitter activity.	Willing to do radio slots in Zambia, editorial on role of business. MKM is a World Economic Forum young global leader – could raise nutrition.
HE Jakaya Kikwete, Former President, United Republic of Tanzania	TBC	TBC
Anthony Lake, Executive Director, UNICEF	TBC	TBC
Ibrahim Mayaki, CEO, NEPAD	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.	IM is likely to be at July High-Level Political Forum. IM willing to do editorials, blogs, tweet.

Lead Group Member	Agreed actions	Areas for further follow-up
Neven Mimica, European Commissioner for International Cooperation and Development, European Commission	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.	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.
HE Jimmy Morales, President, Republic of Guatemala	TBC	TBC
David Nabarro (UK), Sustainable Development Facilitator	TBC	TBC
Sania Nishtar, Founder and President, Heartfile Foundation	Social media engagement – World Breastfeeding Week.	
Priti Patel, Secretary of State for International Development, UK	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.	Opportunities to jointly message on famine and nutrition.
Joy Phumaphi, Executive Secretary, African Leaders Malaria Alliance (ALMA)	TBC	TBC
Mary Robinson, President, Mary Robinson Foundation – Climate Justice	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.	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.
Feike Sijbesma, CEO, Royal Dutch DSM	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.	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.

Lead Group Member	Agreed actions	Areas for further follow-up
Danny Sriskandarajah, Secretary General, CIVICUS: World Alliance For Citizen Participation	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.	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).
Gunhild Anker Stordalen, Founder and President, EAT Foundation	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.	TBC
Helle Thorning-Schmidt, CEO, Save the Children International	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.	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.
Gerda Verburg, SUN Movement Coordinator	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.	

