SUN Business Network
Asia Country Gathering
2019

TOKYO, JAPAN
12 – 13 FEBRUARY 2019
Workshop Background

The Scaling Up Nutrition (SUN) Business Network is a neutral platform within the global SUN Movement, a movement that supports country-level action to end all forms of malnutrition. The SUN Business Network (SBN) works to engage businesses within a multi-stakeholder, country-owned, approach to improving nutrition. It aims to harness the expertise, reach and market impact of the private sector to improve nutrition for consumers by mobilizing business to invest and innovate in responsible and sustainable actions and operations.

The SBN has three key objectives:
1) Mobilise business to contribute to reduce malnutrition in all forms;
2) Build the case for greater business engagement in nutrition amongst all stakeholders; and
3) Make nutrition more aspirational, accessible, affordable and available to the consumer.

The private sector is increasingly recognized by public sector actors as a key contributor to both social and economic development. Nutrition offers opportunities for business to increase sales and profits in a way that contributes to both social and economic development. It is important to recognize that the private sector is involved throughout our food system, including production, supply chain, food processing and product formulation, and product marketing. The food supply chain, food environment, and consumer behaviour are inter-related and affect the diet quality and nutrition. The private sector can help improve diets and nutrition through product development and innovation, which can make nutritious food more affordable and desirable. It can also contribute to demand generation and understanding of consumer behaviour and decision making, which can strengthen demand for nutrition and healthy diets. The private sector can further be leveraged to support quality management and food safety systems that operate efficiently and effectively along the food value chain, helping to maintain product nutritional value.

This workshop was the first of its kind in Asia and was designed to strengthen momentum around the SBN within the region and increase support to SUN Countries looking to establish and operate an SBN. The workshop was hosted in Tokyo in tandem with an advocacy event on business contribution to the 2020 Global Nutrition Summit which will be hosted in Japan. Eleven countries from the region participated in the workshop, including Afghanistan, Bangladesh, Bhutan (non-SUN country), Cambodia, Indonesia, Lao, Myanmar, Pakistan, Philippines, Sri Lanka, and Vietnam.

Objectives

- SUN Country stakeholders come together to learn, share experiences, and build plans for moving the SUN Business Network (SBN) forward in their countries
- National stakeholders have increased understanding of potential SBN models, priorities, best practices and ways of working
- National stakeholders have increased understanding of what SBN-related support mechanisms and tools are available and how to access that support
- Collaboration strengthened among countries in the Asia region around SBN and private sector engagement in nutrition
- Global stakeholders identify ways to better support SUN country stakeholders in strengthening National SBNs
Day 1: Tuesday February 12th

Opening Remarks

Key points:

From Hideya Yamada, JICA
- The private sector is a critical partner if we are to achieve the SDGs.
- JICA is looking at expanding how they work with the private sector to better leverage strategic partners, including through NJPPP.
- Workshop comes at an opportune time in building momentum towards upcoming Global Nutrition Summit.

From Naoe Yakiya, WFP Japan Country Director
- Stressed the importance of SBN in catalysing private sector in good nutrition.
- WFP is excited to work with the Japanese Government around nutrition, including linking with and leveraging the private sector.

From Gerda Verburg, SUN Global Coordinator
- Private sector needs to be part of the solution if we are going to solve malnutrition.
- There should be a focus on improving nutrition linked to a strengthened food value chain.
- There is also a significant role for business to play with consumers and product marketing.
- We need more interaction of the SUN Business Network with other SUN Actors at country level.
- Joint Annual Assessment (JAA): great opportunity for multiple sectors to come together during this annual process.

Session 1: SUN Movement Updates

Key points:

- SUN MEAL is the Movement’s results framework for measuring the extent to which the SUN Movement is achieving results and impact. The transformational pathway of SUN is comprised of the following steps:
  - Multiple stakeholders come together to tackle malnutrition and create an enabling environment for improving nutrition with equity.
  - Actors change their behaviours and commit to achieving common nutrition results from everyone, everywhere.
  - Resources are mobilized and coverage of locally relevant nutrition specific actions and nutrition sensitive contributions are scaled up.
  - Aligned implementation achieves better results than what would have been achieved alone.
  - Women, children, adolescents, and families thrive leading to the end of malnutrition by 2030.
  - Contributing to the achievement of all SDGs.
MEAL gathers data from SUN Countries on eight domains, largely coming from secondary datasets, including: Enabling Environment, Finance for nutrition, Interventions & Food Supply, Enacted legislations, Drivers of Nutrition, IYCF and adult diet, Nutrition status.

MEAL is complemented by the SUN Joint Annual Assessment, SUN Network reports, country-level financial tracking activities, and stakeholder mappings.

The Joint Annual Assessment is a part of MEAL and is designed to be used by countries to celebrate and reflect on progress made, identify opportunities and bottlenecks, and guide effective forward action.

Key actions:
- Country-level SBN Stakeholders should be active participants in JAA and other SUN country processes to ensure that progress with the Network and engaging business are represented within the country report.

**Session 2: Metrics - National SBNs indicators & Logic model**

Key points:
**Progress to Date:**
- 2017: Agreed new impact pathway, logic model and results framework (indicators)
- 2018: Designed new National SBN Database

These items are critical because:
- Demonstrates a pathway for National SBNs to contribute to healthier businesses and societies
- Brings consistency to the SBN approach to support country exchanges and improve the SBN model
- Supports engagement with Governments, Funders and other SUN Networks
- The Country Logic Model below has identified three key activity areas for the SBN to focus on to achieve its desired results (see boxes in dark red)

- Once key initiatives have been identified, then KPIs must be developed to track progress

- An SBN Database has also been developed; Database will be rolled out in early/mid-2019

- Data from the following sources will feed into the database: membership forms/member data; onboarding data; event attendance and activity trackers; technical assistance, financial assistance, and business development needs assessments; offers; and annual surveys

- Additional surveys and evaluations may also be conducted to track progress and assess impact

**Key actions:**
- Launch of SBN Database and country support (webinars, training materials, etc.) to facilitate roll-out in interested countries
- SBN countries to develop list of indicators linked to in-country SBN strategies
### Session 3: Country Presentations

**Key points:**
- Each of 10 SUN countries presented an overview of their country context/situation, including nutrition statistics, progress on engaging the private sector around nutrition, key opportunities for SBN, challenges and lessons learned
- While the country contexts were very different across the different countries and regions, there were many similarities, especially in terms of challenges faced (see next Discussion session)

### Session 4: Country Discussions/Exchange

**Key points:**
- Countries have a range of questions that are key in navigating the SBN setup and operation process; there are great opportunities to learn from each other as they do this
- National SBN members coming from the private sector report that government engagement is one of the critical things they need from their SBN (lack of enabling environment is a key barrier for business)
- However, many countries reported improvements to Govt-business dialogue, reporting the addition of business into policy processes or policy commissions at national level

**Key actions:**
1. SBN Global team to develop list of SBN FAQs to support countries; questions from session will be used to inform this document
2. Develop/leverage relationships with local business associations for sustainability/continuity purposes – embed nutrition in other business forums where possible / relevant.
3. Consider sustainability from the beginning of SBN; Experiment with/explore the option of membership fees.

### Session 5: Collaboration across SUN Movement at country level (Panel Discussion)

**Moderator:** Fatiha Terki, WFP

**Participants:**
- Gerda Verburg, SUN Global Coordinator
- Hideya Yamada, JICA
- Azucena Dayanghirang, Philippines National Nutrition Council
- Toko Kato, FAO
Key Points

Gerda
- Significant demand exists for the private sector to engage in nutrition, but we need to determine how we frame this demand and facilitate engagement, including being clear on expectations.
- When looking at potential for SBN we need to look at the capacity of GAIN and WFP, but also at the capacity of the SUN Focal Point.
- We need to move away from projects and programmes to promote country ownership of SBN/SUN activities, with a focus on results and strategically leveraging partners to build on their strengths.

Hideya
- Previously, the view of the Government was to develop policies and the private sector was to implement them, however this is slowly changing, and the private sector is increasingly being viewed as a partner.
- The Japanese Government is now also accepting calls for proposals from the private sector in designing technical programmes in developing countries; Funds and combined human resources capabilities of the private sector to improve developing countries in nutrition.

Azuscaena
- Strong political commitment must be demonstrated by Government to bring stakeholders together and move the nutrition agenda forward.
- The Philippines Government has prioritized nutrition in this manner; government departments have been mandated to include nutrition in their portfolios.

Toko
- FAO supports SUN structures, including the UN Network for SUN.
- FAO also works with private sector, largely SMEs, along the food value chain, including a focus on value addition.

Key actions:
- Capture and document key lessons learned in preparation for the SUN Mid Term Review (particularly on government engagement).
- Explore ways to better take advantage of donor initiatives around private sector engagement in a way that benefits nutrition.

Session 6: Insights from the Private Sector (Panel Discussion)

Moderator: Jonathan Tench, GAIN
Panellists:
Stefanus Indrayana (Indra), Indofood
Matt Kovac, Food Industry Asia
Kiichi NARITA, Nutrition Japan Public Private Partnership (NJPPP)
Key points:

**Indra**
- In Indonesia, Indofood leads the SUN Business Network. The company has prioritized nutrition as a key focus area, and this aligns closely with the mandate of SBN.
- Within its product portfolio, Indofood fortifies not only products with mandatory fortification requirements, but also voluntarily fortifies a number of products.
- The Network has built trust with both government and civil society by identifying complementarities and designating clear roles and responsibilities for scaling up nutrition
- Indofood has implemented a workforce nutrition programme throughout its operations and also supported an SBN Nutrition Pitch Competition in 2018

**Kiichi**
- NJPPP is seeking to engage Japanese businesses to develop public-private partnerships for nutrition, with a focus on the South East Asia region – and is looking to engage with the SBN in the region to identify new opportunities.
- The NJPPP will be a critical platform for engaging business in Japan ahead of the Global Nutrition Summit 2020 in Tokyo. Opportunities for engagement include rice fortification and workplace policies.

**Matt**
- Food Industry Asia (FIA) works with a variety of companies on projects around packaging, certifications, product reformulation & innovation, and consumer demand for improved nutrition
- There are clear opportunities for FIA and SBN to work together in reaching low-income consumers: how do we reduce salt, sugar and fats is a growing focus for big food companies in the Asia region.
- We can also find start-ups to pave way to get big food companies interested in supporting start-ups, entrepreneurs and SMEs in the region – these are companies doing the innovation on nutrition which will attract investment by multinational companies – FIA sees the potential for collaborating with the SBN for more SME Pitch Competition initiatives.
- A strong relationship with national governments is critical to success. FIA has built a coalition with the research arm of the Singapore Government and a good relationship with Thailand FDA. Role of FIA is to promote these projects and initiatives in countries and not just the region. FIA has developed toolkits for SMEs around nutrition labelling and would be interested to share.

Key actions:

1. Explore areas for collaboration between SBN and FIA, including identification of overlaps to reduce duplication
2. Within national and regional pitch competitions, set up guidelines and mechanisms to protect SME business concepts/technologies
3. FIA has invited the SBN to attend its Food Industry Asia Summit (April 2019)
Day 2: Wednesday June 13th

**Session 7: Challenges in establishing and operating an SBN**

**Key points:**
- Conflict of Interest needs to be discussed but do not start the discussion with private sector with this issue. Start with respect and dialogue; building trust is a starting point for collective action.
- Long-term advocacy needed on certain issues to raise awareness of ‘what is COI?’
- Clear processes around declaring interest are needed and clear mitigating measures; guidelines should be supported by the right partners, and create a clear link with government guidelines.
- Leverage global platforms, choose relevant stakeholders and work with Civil Society Network (CSN) to advocate and enact change.
- Share success stories, as well as simple and ‘tailored’ messages.

**Mistrust:**
- Dialogue needed between stakeholders to start to build trust where it is lacking; commitment to transparency needed from all parties.
- Clear commitment to Principles of Engagement by business, including clear guidelines on expectations of different engagement levels (core group + other stakeholders), have a signed ‘commitment’ on behalf of the PS.
- Use membership tool and share with the PS to ensure membership commitments are well understood.

**Engagement of SMES/Informal Sector:**
- Advertising is needed through various channels.
- Local government stakeholders can be mobilized to identify SMEs and informal sector key players, identify their needs, design programs, allow access to government regulation and information.
- Pitch competitions are useful for sensitizing SMEs on nutrition topics.
- Leveraging industry associations or Ministry of Trade is useful to form alliance or develop useful / ‘inclusive business model’.

**Key actions:**
1. Develop simple guidance document to clarify issues around COI and manage related challenges and issues of mistrust.
2. Work with civil society and/or academia to support business accountability.
3. Clarify SBN rules of engagement so the government is clear what business will do/offer.
4. Have a diverse advisory group including different sectors and vet members.
### Key points:

**Keep in mind when setting up a SUN Business Network**
- Each country has a different context
- Get buy in of government/SUN Focal Point

### Six Key steps (from SBN How to Guide)

1. Develop SBN Action Plan
2. Identify SBN priority areas
3. Develop SBN strategy
4. Ongoing Stakeholder consultations
5. Launch Strategy
6. Operationalize Strategy

### Additional tools available to support

- **Fundraising**
  - Fundraising TORs
  - Fundraising proposals
  - Mapping of donors at local level who are prioritising nutrition and those interested in supporting SBNs
  - Communication to specific stakeholders around what is SBN – suite of tools

- **Membership drive**
  - Onboarding new members – toolkit including principles of engagement, membership form
  - Database to curate membership data

- **Partnership drive**
  - Database
  - Onboarding toolkit for partners – to understand their TA offers at local level

- **Member engagement**
  - SUN Pitch Competitions
  - Access database of investors
  - Access country experiences on how other networks have been able to access finance for their members
  - Global multinational TA offers for members

### Key Actions:

- Share additional documentation to support process of SBN start-up and operation
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<tr>
<th>Session 9: SBN Priority Areas: Revolving Session</th>
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<tr>
<td><strong>Focus 1</strong></td>
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<td><strong>Key points:</strong></td>
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<td>- Interest for programs on school feeding/nutrition education; product reformulation; food safety; labelling; marketing/demand creation for nutritious food; fortification.</td>
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<td>- There are opportunities for more collaboration with business alliances at regional/national level. They can support the capacity building of national SBN members.</td>
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<td>- Regulatory country context should be used as an incentive for technical assistance programmes with SBN members (e.g. on trans fat, on sugar, etc)</td>
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<td>- Following this meeting, SBN global team is expected to keep communicating on the technical assistance offer from SBN global members/MNCs. This can help identify new needs as well as innovative technical assistance opportunities.</td>
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Focus 2 | **Pitch Competitions: Access to Finance and Business Development/Lessons from Nutrition Africa Investment Forum** |
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<td><strong>Key points:</strong></td>
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<tr>
<td>- Nutrition Investment Forum and SME pitch competitions held in the Africa region and Indonesia in 2019 to mobilize interest of small business around nutrition; focus on business ‘pitch’ competitions, or giving businesses the opportunity to pitch their business ideas to a panel of judges for a cash prize</td>
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<td>- 10 Asian countries interested in running a similar competition in 2019.</td>
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<td>- Business focus areas/themes under a potential pitch competition: NCDs, dd creation, innovation on first 1000 days products, mobile technology, sustainable packaging, supply technology and innovation on post-harvest loss.</td>
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Focus 3 | **Mobilizing Business: Workforce Nutrition Tools and examples** |
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<td><strong>Key points:</strong></td>
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<td>- Many businesses operating within countries are talking about or already implementing workplace nutrition programmes</td>
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<td>- Workplace nutrition focuses on food / nutrition-related aspects that can be supported through the workplace. Many felt that physical activity programs should be included in the definition of workplace nutrition programs, which is not currently the case in most places</td>
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<td>- There is potential to link health insurance companies and large food service contractors to promote nutrition within the workplace (example of Sodexo)</td>
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- There is interest in using the Handbook for the Provision of Healthy Meals at Work, which is under development by GAIN’s Workforce team and may be field tested with interested SBN members.

**Focus 4 Consumer Demand: Demand creation, responsible marketing & Social Behaviour Change Communication**

**Key points:**
- There needs to be clear definition of what the demand we are creating is - is it for the SUN Business Network or for the products of our companies.
- What other non-food examples of creating consumer demand can we pick? For instance, the initiatives by AIA insurance in Sri Lanka; Discovery Insurance in South Africa who are driving better nutrition by linking it to premium discounts.
- Use the available learnings on driving demand for healthier diets for instance the research of the initiative in Singapore supported by Food Industry Asia (Consumer and company research on progress and priorities).
- Pakistan SBN is looking to implement an initiative on driving demand for nutritious foods as one of the key priorities.

**Session 10: Lessons Learned from Sri Lanka: How the Private Sector has delivered on Investment Commitments for empowering women**

**Key points:**

*IFC SheWorks Programme Objective:* improve employment opportunities and working conditions for more than 300,000 women by 2016, by sharing knowledge and committing to implement gender smart commitments.

Go to a company with a business case for 5 entry points: leaders, entrepreneurs, employees, consumers, stakeholders.

In Sri Lanka, 18 leading private sector companies were supported across different industries (garment industry, hotel industry, port, construction, automobile industry, IT, banking).

Companies selected based on rigorous scoring sheet of 20 indicators: topic interest, implementation capacity and reputation/leadership potential.

Demand driven commitments:
- 21 areas of commitments were made by 16 companies on increasing women’s business leadership.
- 8 commitments made by 6 companies on exploring employer-support.
- 25 commitments made by 15 companies on ensuring recruitment and retention of women talent in the workplace.

Seminars held with companies on a rotating basis, companies committed to bring the knowledge to their bigger network.
Session 11: SBN Communications

Key points:
- Three priority areas for SBN communications: raising awareness, engage and reach.
- Effective communication can help us achieve our overall organizational objectives, engage effectively with our key audiences, demonstrate the success and impact of our work, etc.
- When developing communication strategy at country level, think about who? What messages? Where (materials)? Why (impact)?
- Audiences examples: national SBN members, donors, non-traditional donors, PS, government, UN, CSOs... Split audience between new audience to SBN and knowledgeable of SBN/SUN movement.
- Key messages: why solving nutrition issues is good for business? What SBN members can expect? How the SBN can help? Case studies and success stories to demonstrate impact. Demonstrating our expertise in the role of PS to tackle malnutrition.
- Existing coms tools: SBN flyer, Malnutrition bookmark, SBN website, SBN global twitter, SBN global newsletter, SUN/SBN introductory ppt, SUN Movement website and SUN Movement twitter. Content could be used as such or as template to adjust for country needs.
- SBN comms toolkit in development, including guide to business engagement, case studies, photography guidelines, how to write a human-interest story, social media toolkit template for events, event scorecard to track events, quarterly comms calls, event support.
- KPIs for activities, for example for an event: number of attendees, post-event survey feedback, social media engagement, media/press coverage; on social media: profile visits, tweet impressions, mentions, new followers; newsletter: number on invite list, open rate, click through rate; website: page views.

Key Actions:
- SBN Global Team to finalize additional comms tools and develop comms toolkit based on country needs
- New SBN Website launched March 2019

Session 12: Fundraising: How to fund a National SBN Strategy

Key points:
- General track record for SBN funding is 2-3 years for country-level funding.
- Short term funding from existing global TA options include: MQSUN funded by DFID and managed by PATH and Nutrition International. Talk to Nutrition International if it is in your country and if not talk to PATH. Typically, 60 to 70,000 USD available for strategy development. Need to prove to NI and PATH that no other source of funding is available to you. Funding available until end of 2020
- Another option is the multi-stakeholder SUN fund, funds will be available up to 300,000 USD and have to apply with SUN CSO for a multi stakeholder project. Should be launched
this year and in total they should accept up to 20 projects. The applications will be submitted through your SUN focal point. Can't fund coordinator through this fund.

- Long term funding: traditional nutrition donors are increasing PS funding and increased investors funding in SMEs. Engage donors in development of SBN country strategy. Look at donors’ strategy not only with nutrition but also with PS. Networks launch/running on ar. 150,000 USD a year. Results framework/logic model can be suited to national SBN.

- Zambia experience: 1.3 million raised from 2014 until 2020. Initially small amount from Irish aid. A lot of advocacy with SUN donors and SUN focal point. Able to get funded after two-year plan. Having a coordinator and strategy was key in receiving funding.

Session 13: SBN Country Action Plans

All countries brainstormed around their immediate actions following this workshop and how the SBN Global Team can support them in carrying out these actions

**Afghanistan**

Immediate Action Points
- Develop SBN Action Plan
  - Understand country level potential for SBN
  - Agree with Stakeholders on key actions to establish SBN
- Identify SBN Priority Areas
  - Review current GOIRA, FSN priorities
  - Conduct review of Private Sector, areas of focus, and capacity
- Develop simple, actionable SBN Strategy and membership criteria

**Bangladesh**

Immediate Action Points
- Develop Membership criteria
- Development of communication plan
- Finalise SBN Bangladesh Strategy & launch national SBN
- Roll out Pitch Competition
- Development of fortification guidelines for businesses

**Cambodia**

Immediate Action Points
- Finalize SBN Coordinator TOR & hire coordinator
- Disseminate information to national nutrition stakeholders on SBN and why an SBN is needed in the country
- Develop one-page messaging brief for private sector on value proposition of joining SBN
- Develop/share one-page messaging brief for Government on SBN

**Lao**

Immediate Action Points
- Hire local SBN Coordinator
- Develop funding proposal for the five-year strategy
- Launch SBN Strategy
**Carry out knowledge sharing activity on workplace nutrition**
- Join 2019 National pitch competition

### Myanmar
**Immediate Action Points**
- Recruit full time SBN Coordinator
- Develop SBN strategy building on the Government priorities as depicted in the landscape analysis and other desk/literature review
- Fundraise for 2-3 years of SBN operations
- Engagement of private sector and other key stakeholders
- Adopt SBN tools as per scope of interventions agreed upon

### Pakistan
**Immediate Action Points**
- Survey of Businesses, their needs (TA, BDS, & others), availability of relevant services and service providers
- Support local business incubation & carry out Pitch Competition
- Develop/tailor workplace nutrition materials and support businesses to implement workplace nutrition programming
- Develop advocacy/communication materials for SBN and ramp up external stakeholder communications, including to donors

### Philippines
**Immediate Action Points**
- Develop SBN Action Plan, aligned to national 1000 days strategy
- Constitute SBN Core Group
- Develop and submit funding proposal
- Engagement of businesses/kick-off meetings
- Finalize SBN member criteria and recruitment approach

### Sri Lanka
**Immediate Action Points**
- Host SBN kick off meeting
- Finalise SBN Strategy
- Survey of interests of the membership for future meetings
- Fundraising for two years of SBN operation
- Develop SBN Communication Plan
- Establish Advisory Board

### Vietnam
**Immediate Action Points**
- Hire SBN consultant to develop SBN Vietnam Strategy, should include a membership strategy and focus areas that incorporate workplace nutrition and fortification
- Develop website to increase access for nutrition knowledge for Vietnam (Viettel)
- Draft/send Advocacy letter from UN RC & Gerda to encourage Govt to promote SBN
- Develop SBN global team links on trans fats and involve SBN global platform links in the strategy development
# Workshop Participants List

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Anusara Singhkumarwong</td>
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<td>Bremala Malli</td>
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<td>Farzana Khan</td>
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<td>Melody Muchimwe</td>
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<td>Monique Beun</td>
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<td>Nasrullah Arsalai</td>
<td>Government of Afghanistan/Council of Ministers</td>
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<td>Tahir Nawaz</td>
<td>WFP Pakistan</td>
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<tr>
<td>Tu Nguyen</td>
<td>Government of Vietnam/National Institute of Nutrition</td>
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<td>Van Tran</td>
<td>Government of Vietnam/National Institute of Nutrition</td>
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External & Japan Participants
Carmen Niethammer        IFC
Charles Boliko           FAO Japan
Fuminori Aihara          JICA
Hideya Yamada            JICA
Gerda Verberg            SUN Movement Secretariat
Jamie Greenawalt         World Bank / Safansi
Matt Kovac               Food Industry Asia
Mitsugu Hamai            WFP Japan
Naoko Omuro              WFP Japan
Raira Yamasaki           WFP Japan
Sachiko Matsuoka         FAO Japan
Steven Bartholomeusz     Food Industry Asia
Tadashi Hirakawa         ILSI Japan
Taku Kuroiwa             Government of Japan/Ministry of Agriculture, Forestry, & Fisheries
Toko Kato                FAO
Yohi Moriyama            JICA
Yu Aoyagi                WFP Japan
Yuji Nakahara            DSM

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Fatiha Terki              WFP Global
Hannah Rowlands           SBN Global Team/GAIN
Jonathan Tench            SBN Global Team/GAIN
Laurene Aubert            SBN Global Team/GAIN
Ralf Siwiti               SBN Global Team / WFP
Ritta Shine               SBN Global Team/GAIN
Steve Godfrey             GAIN Global
### SBN Asia Workshop Agenda

#### DAY 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenters</th>
<th>Objectives</th>
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<tr>
<td>8.00—8.30</td>
<td>Arrival &amp; Registration</td>
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| 8.30 - 9.00 | Welcome & Introductions                                                 | Hideya Yamada, Vice President, JICA, & Naoe Yakiya, Director, WFP Japan Fatiha Terki & Jonathan Tench, SBN Global Team | • Welcome remarks from hosts  
• Outline of Gathering Objectives                                      |
| 9.00 - 9.45 | SUN Movement Updates                                                   | Gerda Verburg, SUN Movement Coordinator  
Ralf Siwiti, SBN Global Team                                           | • Build National SBN understanding of key SUN processes  
• Identify how National SBNs can support SUN processes (MEAL, MSP, JAA, CRFs) |
| 9.45 - 10.30 | Metrics - National SBNs indicators & Logic model                      | Christina Nyhus Dhillon, SBN Knowledge Leadership                          | • Review current tools and identify any improvements which can be made  
• Identify links to SUN MEAL                                            |
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| 10.45 – 13.00| Country Presentations                      | Presentations by Asia SBN Coordinators | • Understand country context for development and roll out of future SBNs  
• Discuss and identify key learning opportunities for Country networks during workshop  
Draw focus of SBN teams towards:  
1. The importance and difference of local contexts  
2. How each country addresses the challenges it faces and the potential partners/stakeholders in countries |
| 13.15 - 14.15| Lunch                                     |                                     |                                                                                                                                                                                                           |
| 14.15 – 15.00| Country Discussion and Information Sharing | Facilitator                         | • Provide countries with an opportunity to further share and discuss successes, challenges, and lessons learned                                                                                              |
| 15.00 – 15.15| Break                                     |                                     |                                                                                                                                                                                                           |
| 15.15 – 15.45| Collaboration across SUN Movement at country level: Panel discussion | Fatiha                              | • Understand the government perspective in designing National SBNs  
• Emphasise the importance of SBN Strategy planning around Government Nutrition Action Plans  
• Identify opportunities for inter-network collaboration |
| 15.45 – 16.15| Insights from the Private Sector: Panel discussion | Jonathan | • National stakeholders better understand what business members value from SBN membership  
• Discuss what an enabling environment for business and nutrition includes |
<p>| 16.15 – 16.30| Recap                                     | Facilitator                         |                                                                                                                                                                                                           |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
<th>Objectives</th>
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<tr>
<td>8:45 – 9:00</td>
<td>Recap</td>
<td>Facilitator</td>
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<tr>
<td>9:00 – 10:00</td>
<td>Challenges in establishing and operating an SBN</td>
<td>Laurene Aubert &amp; Emily Heneghan, SBN Global Team</td>
<td>• Discussion of high-level issues</td>
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<td>Comments from Gerda</td>
<td>• Review of Conflict of Interest</td>
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<td>Brainstorming on how to overcome challenges</td>
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<tr>
<td>10:00 – 10:45</td>
<td>Global guidance and support available to SUN Countries to establish and operate an SBN</td>
<td>Ralf Siwiti &amp; Ritta Shine SBN Global Team</td>
<td>Participants receive information on tools, information, and support available to national SBNs; Information provided on suggested steps and processes for establishing and maintaining a functional SBN Discussion and feedback and additional country needs</td>
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<td>10.45 – 11.00</td>
<td>Break</td>
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<td>11.00 – 12.40</td>
<td>SBN Priority Areas (Revolving Presentations)</td>
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<td>Mobilizing Business: Support / Technical Assistance to business</td>
<td>Laurene</td>
<td>Global SBN team present ideas for technical assistance partnerships with global SBN members</td>
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<td>Pitch Competitions: Access to Finance and Business Development / Lessons from Nutrition Africa Investment Forum</td>
<td>Ritta</td>
<td>Global and National SBN teams agree on priority actions for</td>
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<td>Mobilizing Business: Workforce nutrition Tools and examples</td>
<td>Christina</td>
<td>National SBNs learn good practices in workplace nutrition programmes and input on design of new National SBN tools</td>
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<td>Consumer Demand: Demand creation, responsible marketing &amp; Social Behaviour Change Communication</td>
<td>Ralf</td>
<td>Demonstrate opportunities/lessons learned in creating demand for nutrition with the private sector and developing work in this area</td>
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<tr>
<td>12.40 – 13.30</td>
<td>Lunch</td>
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<td>Time</td>
<td>Topic</td>
<td>Speaker</td>
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| 13:30 – 14:00| Lessons Learned from Sri Lanka: How the Private Sector has delivered on Investment Commitments for empowering women | Carmen Niethammer, IFC        | Learn from Sri Lanka experience – case study in how the IFC has built a strong network of businesses that empower women in Sri Lanka  
Review successes, challenges, and lessons learned facilitating business commitments and holding business accountable to these commitments |
| 14:00 – 14:30| Fundraising: How to fund a National SBN Strategy                      | Emily & Jonathan               | Identifying and exploring fundraising opportunities for national SBNs                          |
| 14:30 – 15:00| SBN Communications                                                    | Hannah Rowlands, SBN Global    | Share SBN Communications tools, including review of new website                               |
| 15:00 – 15:15| Break                                                                |                                |                                                                                               |
| 15:15 – 16:45| SBN Country Clinic                                                    | All Participants               | Country stakeholders develop 2019 SBN workplans  
Each country to briefly report back on:  
1. Top priority actions to move SBN to the next stage (i.e. formalisation, coordination platform, launch, etc)  
2. High-level Support required from the Global team |