
Scaling up Nutrition – Business Network Pakistan

EXECUTIVE COMMITTEE (EC) FORMATION

Background

Pakistan joined SUN Movement in 2013. The SUN Movement (consisting of six networks namely Government, Donor, UN, Civil Society Organizations, Academia & Research and Business) in Pakistan is led by Chief Nutrition/SUN Focal Point, M/o Planning, Development & Reform/ Planning Commission of Pakistan.

SUN Movement recognizes that combining the assets, resources and capabilities of organizations across multiple sectors is the only realistic way to address the causes of malnutrition at sufficient scale.

SUN Business Network is the key SUN network at global as well as country level which aims to harness business expertise and apply its strengths and comparative advantages to improve nutrition in the country. It will support and encourage private sector businesses to develop and incorporate combination of nutrition specific and nutrition sensitive interventions in their business operations. It is also expected that SUN Business Network Pakistan would be the principal vehicle for business engagement, both in informing the ongoing policy, advocacy and knowledge sharing agenda and in tracking the commitments program investments of businesses in support of SUN and national nutrition strategies.

In today's business environment, more and more businesses are recognizing that food and nutrition security is intrinsically linked to business growth, performance and sustainability. Identifying ways to align the core commercial priorities and investments of a wide spectrum of businesses across many different sectors with national nutrition goals is increasingly important for SUN countries. Major activity focuses on addressing malnutrition through establishing a dialogue between businesses and other development actors in nutrition, developing partnerships and encouraging innovation. ***Pakistan is one of the priority countries selected by the global SUN Business Network Secretariat for a country level business network.***

As part of process, SUN Business Network Pakistan has presented a '**Business Engagement Strategy**' to the members of SBN in August 2015. It is a road-map for engaging businesses in improving nutritional outcomes in Pakistan by involving all relevant stakeholders. It also provided guidance to the businesses on policy and strategic environments and outlining strategic development & recommendations in key thematic areas.

The first step in the Business Engagement Strategy is the formation of an 'Executive Committee'¹. EC comprises of **Eleven** SUN Business Network members from private sector and representatives from Advisory Group (SUN Focal Point/Chief Nutrition, WFP, MI and GAIN). Members from private sector will lead the EC and provide strategic direction. EC will be selected/elected through an inclusive, coordinated and phased process. While the ultimate aim is for businesses to lead and sustain the engagement, WFP, GAIN and MI will collectively undertake the responsibility to guide, support and transition the engagement over time under the overall supervision of National SUN Secretariat.

The approach thus focuses on creating opportunities for dialogue and building consensus between the key stakeholders of businesses through establishment of coordination mechanisms and multi stakeholder platforms for different supply chains stakeholders. Development of thematic investment plans will serve to create synergies between investments by the public sector, donors and businesses.

Manager SUN Business Network under SBN Secretariat will support the Executive Committee in carrying out the business engagement activities and operation by providing secretarial and operational support. This document contains terms of reference, basic membership requirement and process formation of Executive Committee for SBN Pakistan

¹ The process of Executive Committee formation is explained below.

Terms of Reference for Executive Committee

Roles and responsibilities of the Executive Committee members:

- 1) Enhancing Business Engagement in private sector through the establishment of effective coordination mechanisms among stakeholders;
- 2) Liaison with global and regional SBNs to harmonize global and in country strategies, developments and resource mobilization;
- 3) Collaboration and coordination with National SUN Secretariat and other SUN networks to ensure strategic alignment and identifying opportunities for enhancing complementarities;
- 4) Build the engagement in business community by guiding on the basis of following drivers:
 - a. Improving workforce and supply chain productivity by providing guidelines on investing in workplace nutrition programmes;
 - b. Developing products/markets to increase sales of nutrition oriented products, services and business model innovations in value chains;
 - c. Promotion of 'good ethical practices by acting responsibly' and by recognizing that access to food and nutrition security is a fundamental human right.
 - d. Propagate that businesses will thrive when they operate in healthy communities and ensure a sustainable supply chain.
- 5) Provide direction for adding value for new business investment, strengthening of ongoing investments and identifying gaps and improvements required in policies, infrastructure, technical capacity and financial resources related to businesses;
- 6) Provide guidance by focusing on a combination of **Nutrition Specific Interventions²** and **Nutrition Sensitive³** Approaches under different thematic areas recommended in the Business Engagement Strategy. These are:
 - a. Theme # 1 – Food fortification
 - b. Theme # 2 – Food supplementation
 - c. Theme # 3 – Nutritious agricultural crops livestock and fisheries & dairy products
 - d. Theme # 4 – Dietary Diversity and Children's Feeding Practices
 - e. Theme # 5 – Improving Standards and Behaviours in Water, sanitation and hygiene
 - f. Theme # 6 – Cross cutting thematic areas (advocacy, telecommunication & information technology, financial services, packaging, storage, transportation, trade etc.)
- 7) Maintain collective responsibility for providing strategic guidance, management oversight and generate resources for SBN activities;
- 8) Serve as a platform for guiding dialogue between nutrition related businesses and other stakeholders including government on key issues constraining business engagement;
- 9) Advise SBN Secretariat in maintaining the register of commitments, assignment of analytical work and capacity building of private sector businesses in different areas.
- 10) Provide guidance in developing a behavior change communication and advocacy strategy to carry forward policy advocacy for creating enabling legislative and operational environment for investment in nutrition.
- 11) Explore more thematic areas based on the potential of SUN efforts and in line with priorities and plans of Government of Pakistan.
- 12) Provide support to the National Fortification Alliance (NFA) through National SUN Secretariat by synchronization of activities and progress of thematic groups;
- 13) The Executive Committee will work with the SBN Secretariat on developing and agreeing on a specific monitoring framework and mechanism for business engagement;
- 14) Approval of budgets and work plans of the SBN Secretariat;
- 15) Select Chair, Co – Chair and other appointments of the Executive Committee;

Basic Membership Requirement:

- a) Must be a member of SBN Pakistan;
- b) Prepare to serve (without remuneration) for the good of the SBN Movement;
- c) Available to serve for at least two years by committing time as and when required;

² Nutrition specific interventions are support for breastfeeding & weaning practices, micronutrient supplementation, food fortification with micronutrients & treatment of malnutrition through supplementary feeding

³ Nutrition sensitive interventions are Agriculture, Clean Water and Sanitation, Education and Employment. Health Care, support for Resilience and Women's Empowerment

Formation of Executive Committee (Process)

