



SUN Business Network Lao PDR Strategy 2018 – 2022

Final version on August 2019



Preliminary Notes

Document to be updated as the changes arising during the implementation of the strategy
Control of Versions – Summary changes made to the strategy document

Version	Date	Summary change made	Change made by
1.0	July 2018	Initial version	
1.1	August 2019	Final version	

Changes to this document:

- Overview the plan once a year with key stakeholders and members
- Any change to the Strategy, with significant impact, should be made with the agreement from the key stakeholders in the country level and SBN global team.
- Changes in KPIs may only be made after a session of strategy review
- The overall SBN team should be notified when any change is made to the broader strategy document, excluding a summarized strategy (the strategy in one page).

Approval and endorsement

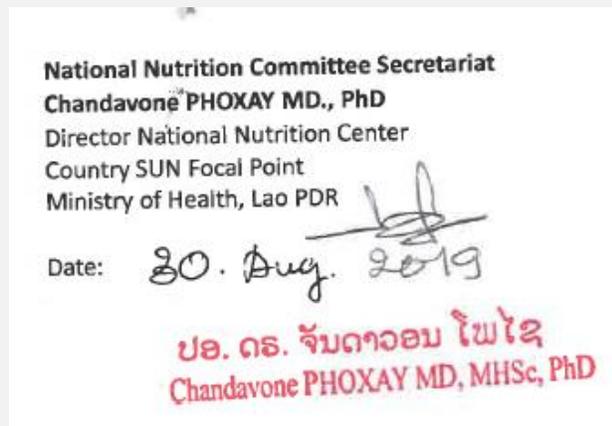
Approved and endorsement of the SBN Laos strategy

The SUN Business Network Laos Strategy for 2018 – 2022 was developed, approved and endorsed by a team of SUN Business Network stakeholders including representatives of the National Nutrition Committee Secretariat, the World Food Programme, the European Union, UNICEF, Population Services International (PSI) and Save the Children. This strategy was agreed and supported by the SUN Business Network members present in the meeting of 29 May 2019.

These key stakeholders are responsible for achieving all the objectives, and the direct Key Performance Indicators (KPIs) set out in this strategy, following the guiding values of the SBN Laos.

The updates and revisions of this strategy must be carried out only under the procedures established in the Preliminary Notes.

The SBN Laos Strategy 2018 - 2020 was approved and endorsed by:



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1. Executive Summary

The nutritional landscape in the Lao PDR has greatly improved and economic growth has been high over the past decade. However, there are still many Lao people suffering from different forms of malnutrition.

The “Scaling Up Nutrition” (SUN) Business Network (SBN), as part of the SUN Movement, offers a unique opportunity to catalyze stronger private sector business engagement in nutrition to help the Lao Government fighting malnutrition for a healthier and more productive population.

This document outlines the development and implementation of the SUN Business Network five year Strategy in the Lao PDR (2018-2022). Based on intensive research and analysis of the private sector landscape, four key priorities were identified:

1. ***Establish Business Network & Community Profile***
2. ***Promote Improved Nutrition / Health Initiatives at the Workplace***
3. ***Support Development of & Availability for Nutritious Foods / Fortified Products***
4. ***Increase Nutrition Awareness, Demand and Nutrition Policy Perception***

These key priorities are the foundation to build initiatives towards reaching our SBN vision of ***“engaging the private sector in improving nutrition in Lao PDR”***. Detailed activities, goals, expected impact and vision beyond 2022 provide a comprehensive overview of the strategy, which is also conveniently summarized in the section “Strategy on a Page” within this document.

The report concludes with an overview of the SBN structure and organization, giving insight into the roles and responsibilities of the SBN team members, the rationales and benefits of the SBN membership and the budget needed.

Through this strategy, we can build a strong and leading private sector business environment, which helps promoting and scaling up nutrition in Lao PDR.

2. Background & Overview

Scaling Up Nutrition (SUN) is a global movement which unites governments, civil society, the United Nations, donors, businesses and researchers in a collective effort to improve nutrition and eliminate all forms of malnutrition.

The **SUN Business Network (SBN)** is the private sector branch of this movement, on a global level convened by GAIN and WFP, and the network supports SUN Countries to develop national business engagement strategies for scaling up nutrition.

In **Lao PDR**, the SUN Business Network was officially launched in May 2018, and under the leadership of the National Nutrition Committee Secretariat, it is supported by the World Food Programme and the European Union, in collaboration with UNICEF, Population Services International and Save the Children.

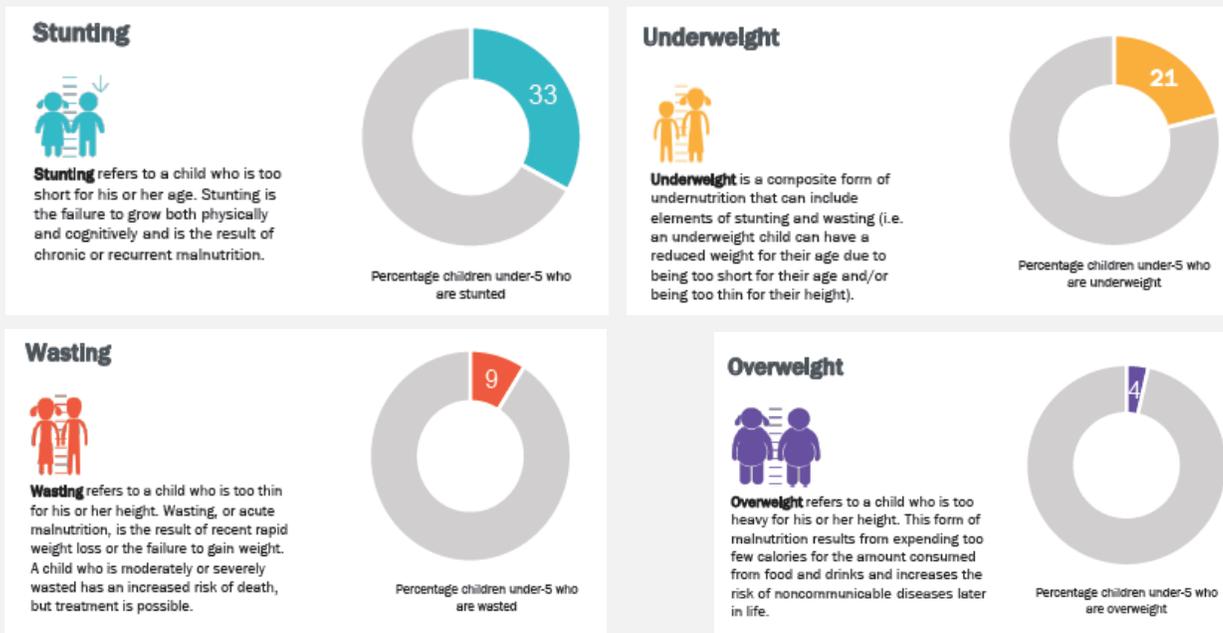
Despite impressive progress in human development and poverty reduction, Lao PDR is still facing malnutrition related problems. Approximately 33% of children < 5 years of age (Cu5) suffer from malnutrition and stunting, 9% are wasted and 21% underweight¹.

Lao population shows also a high prevalence of micronutrient deficiencies (especially Cu5, pregnant and lactating women), and there is an increasing trend to “overnutrition” (obesity) and “non-communicable diseases”.

Malnutrition generates economic loss of approximately USD 200 million per year, caused by lack of diet diversity, low education levels, lack of basic health care & sanitation, poor water access, traditional gender and ethnic norms around food utilization and in some areas inadequate food access.

Business needs to be engaged in nutrition to generate demand for nutritious products and services, and focus on innovation & product development, which can make nutritious food more affordable and desirable and may create new markets to increase sales and profits.

Good nutrition in the workforce, proper sanitation conditions and promoting healthy behaviors through nutrition education can also contribute to improved productivity and enhanced corporate reputation.



... Background & Overview

The SUN Business Network is a potential for all Laos companies to support Government efforts to fight malnutrition in Laos by aligning commercial priorities with the National Nutrition Strategy and Action Plan.

This strategy lays out the purpose, vision and key objectives of the SUN Business Network Lao PDR for the next 5 years, 2018-2022 and how we plan to achieve those parameters.

The role of the SUN Business Network team herein is to coordinate those activities in order to improve nutrition among Lao consumers as we support our member to grow their business.

Objectives:

- Identify best way for SBN to enter the Lao Market, identify priority areas and initiatives, and develop a 5-year strategy and work plan.
- Provide the tools to build awareness of the importance of nutrition in the private sector business community, bring companies together under a shared and diverse platform and engage with companies to improve and “scale up” nutrition in Laos.

Purpose:

Establish a Business Network that champions and aligns behind the National Nutrition Strategy through mobilizing the private sector’s commitments to scale up nutrition in Lao PDR.

Vision:

SBN to become a leading platform and the focal point for promoting nutrition in Laos’s private sector. To ensure this vision, SBN will work to create an enabling environment for business to commit to nutrition.

Advocacy and promoting improved nutrition via private sector will be the core to the work of SBN in Lao PDR.

3. *SUN Business Network Strategy (2018-2022)*

- Based on learnings from desk research, analysis of the private sector landscape, key stakeholder mapping and interviews during member’s and facilitator’s meetings, as well as input and materials from the SBN Global Team, we identified **4 key priorities**.
- Each of the 4 key priority leads to a minimum of **4 priority initiatives**, complemented by **performance metrics** (direct key performance indicator (KPIs), within direct control of the SBN team) and **desired outcome** suggestions (indirect KPIs, beyond the control of the SBN team).
- Detailed descriptions are displayed on the following pages, and summarized on the “Strategy on a Page”, page 13.
- These 4 key priorities form the foundation for the priority initiatives, and work towards meeting the SUN Business Network’s vision.
- A project timeline with activities in 2018 / 2019 and our “Vision Beyond 2022” are also displayed in this section.
- The 5 year strategy will be shared, discussed and validated by the SBN Facilitator’s team and a final version will be issued to serve as the strategic foundation for the SUN Business Network in Lao PDR – in line with the National Nutrition Strategy and Plan of Action (2016-2020).

3.1 Identify Priorities



National Nutrition Strategy 2025 and Plan of Action 2016-2020 (NNSAP)

Government policies, regulations and initiatives

Other Documents on Food, Food Security, Nutrition

SBN global documents, Strategy Development

(see Appendix A10)

- List of 555 Stakeholders, within 20 Economy Sectors, thereof 441 Private Sector Businesses *(see Appendix A1)*

- Stakeholder Mapping of 17 SBN members *(see Appendix A2)*

- Description of business
- How can they support SBN?
- Expected support of SBN?

(see Appendices A1,A2)

Consultations with

- Donor (EU)
- Civil Society (PSI, Save the Children)
- UN (WFP, UNICEF)
- Government (NNC, MoH)
- Chambers of Commerce
- Business Association
- Private Sector Businesses
- SBN members

4 KEY PRIORITIES

- (1) Establish Business Network & Community Profile**
- (2) Promote Improved Nutrition / Health Initiatives at Workplace**
- (3) Support Development of & Availability for Nutritious Foods / Fortified Products**
- (4) Increase Nutrition Awareness, Demand and Nutrition Policy Perception**

Key Priority Initiatives

3.2 Priority Initiative (1)

(1) Establish Business Network & Community Profile

Create membership platform, recruit members, grow network, develop and share strategy	Develop comprehensive stakeholder contact list; sign up businesses on ongoing basis; liaise regularly with existing and prospective members (quarterly); develop and share/endorse SBN strategy with SBN community and stakeholders
Provide global & regional SBN partnerships & networking opportunities	Share best practice internationally; increase knowledge on nutrition; generate positive SBN publicity
Establish an active advisory & project management framework	Establish Facilitator's Group with members from donors, civil society, UN, government; provide strategic guidance and review progress; prepare for, coordinate and convene quarterly meetings
Explore finance and resource opportunities	SBN to help and provide linkages to donors (local and global) for financing and funding of member projects; seek support from global team if needed

SBN performance metrics *(by the end of 2022)*

40+ members	Have at least 40 formally registered members which meet membership criteria
SBN events, meetings and others	2 SBN events / year; quarterly facilitator's & member meetings; participation at conferences, trade fairs, chamber meetings
Advocacy tools, media & social media	Develop and update newsletter, flyers, PR materials; maintain and update global website and facebook info

What success looks like *(by the end of 2022)*

Satisfied and active membership base	Members see network as valuable contribution to growing the nutritious food market and take an interest in the network by responding to emails, attend events; members take commitments seriously; prospective members reach out to the SBN to request to join, unsolicited
Established international / national member partnerships	Strong networking and communication between members of the global and national business network; knowledge and technical support
SBN is focal point for nutrition & food issues & linkage to finance opportunities	SBN is seen as the primary and focal point of contact on all nutrition and food issues, investments, government contact as well as a linkage to support and possible finance and funding opportunities

3.2 Priority Initiative (2)

(2) Promote Improved Nutrition / Health Initiatives at Workplace

Advocate for improved nutrition and health at the workplace	Organize, facilitate and support interested parties (workplaces health program providers, prospective companies); share information with SBN members and other stakeholders on the benefits of a healthy workforce
Encourage, promote and support workforce nutrition / health initiatives	Promote improved nutrition and health (workshops, nutritious meals for staff), maternity leave, breastfeeding-friendly areas, and also on nutrition related topics such as obesity, non-communicable diseases and pregnancy/lactating diets
Provide organisations with guidance, trainings, tools & information	Determine and implement effective methods for providing advice, guidance or training through workshops, events, practical tools, research and information; share tools and templates with members
Share best practice and knowledge on initiatives	Meet regularly with existing and prospective members in order to share and increase knowledge on improving health and nutrition at the workplace

SBN performance metrics *(by the end of 2022)*

Identify and approach 4+ potential partners	Identify at least 2 companies with potential to engage in nutrition and 2 to engage in health initiatives; approach companies and provide benefits of improved nutrition / health to the workforce, discuss potential opportunities of areas of engagement
1+ workshop per year on improved nutrition / health at the workplace	Have at least 1 workshop per year with SBN member companies and workforce health service providers (for example health companies / organisations who may provide nutrition seminars to staff or healthy food initiative such as company-sponsored fruit bowls etc...)
Adapt “Workplace Nutrition Toolkit”	Adapt & implement the global Workplace interventions, see document from GAIN, “Workplace Nutrition Toolkit”

What success looks like *(by the end of 2022)*

Greater exposure and access for workforce to nutritious products and services at their workplace	More nutritious food and drink options available for workforce at the company, as well as available nutritious services (nutrition and health seminars for workforce, cooking lessons, nutrition workshops etc...)
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3.2 Priority Initiative (3)

(3) Support Development of & Availability for Nutritious Foods/Fortified Products

Stimulate innovation & new product development of nutritious foods / fortified food products	Identify and assess opportunities to engage in innovation and new product development in foods / food fortification and supplements; focus on local production, low cost
Encourage increased retailing and sales of nutritious foods / fortified products & supplements	Liaise with retailers and wholesalers for fortified foods as a selling point; encourage initiatives which promote the consumption of fortified foods (in-store promotion, sales events, free samples...); alert retailers about new fortified foods in the market
Support fortification initiatives in collaboration with the government	Promote and encourage SBN members to understand the need of food fortification and the regulatory environment; share knowledge with relevant stakeholders; if needed – link SBN members with government contacts for information
Provide technical advice, guidance, training and tools to food and nutrition companies	Build knowledge on nutrition, innovation and development of new products/fortified foods; provide business support through workshops, events, practical tools, research and information; share best practice, tools and templates with members

SBN performance metrics *(by the end of 2022)*

2+ innovations/new product developments/ food fortification opportunities	Identify at least 2 private sector related innovative opportunities on new product development and/or food fortification initiatives
1+ retailers and/or wholesaler engaged	Engage at least with 1 stakeholder from the retail/wholesale community; establish relationship & provide ongoing dialogue
1 study review of national fortification program	Liaise with the National Fortification Technical Working Group led by the National Nutrition Centre to improve private sector's contribution to national fortification initiatives
1+ share best practice workshop per year	To have at least 1 workshop on food / food fortification development per year; exchange knowledge and experiences between SBN members, external guest speakers

What success looks like *(by the end of 2022)*

Increased sales, variety & availability of new and nutritious products/fortified foods	More product variety (different sources like animal, plant, processed, organic ...), locally produced, higher quality, more people buying, more businesses selling, more foods / fortified products accessible and readily available for consumers of all income levels
Regular and open dialogue with NNC and MoH on food fortification	Regular meetings with NNC/MoH on private sector food fortification issues; challenges and opportunities are shared and communicated openly; SBN is seen as reputable and vocal body which strongly represents the private sector in food fortification areas

3.2 Priority Initiative (4)

(4) Increase Nutrition Awareness, Demand and Nutrition Policy Perception

Provide relevant info and news on nutrition and nutrition policies & regulations to SBN community	Support market research studies; publish market research results at member meetings, workshops, trade fairs, Chamber meetings etc...
Identify and support social behavior change communication (SBCC) campaigns	Seek out for ideas for partnerships and investments in nutrition awareness and SBCC campaigns; focus on opportunities which will build demand for nutritious products; identify & regularly approach potential implementing partners with concept (donors)
Explore opportunities for promotion of nutritious food products and services	Encourage members for active promotion of their products / services; exchange ideas through member meeting; discuss and communicate ideas and activities from SBN global

SBN performance metrics *(by the end of 2022)*

2+ awareness opportunities / SBCC campaigns identified and possible business partners approached	Identify at least 2 SBCC and nutrition awareness opportunities; formally approach at least 2 potential implementing partners with the SBN's ideas /concepts with the aim of establishing a nutrition awareness / SBCC campaign; target donors and NGO partners
1 advocacy workshop held	Hold at least 1 advocacy workshop on nutrition awareness / SBCC campaign
1 nutrition awareness / SBCC campaign funded and implemented	Successful roll-out of 1 nutrition awareness / SBCC campaign aimed at increasing the demand and consumption of nutritious foods; either awareness campaign for a particular nutritious consumable or a generic SBCC campaign on nutritious food consumption
Regular meetings with SBN Facilitator's Group and NNC/MoH/non-MoH ministries	Regular meetings prepared, organized and facilitated by SBN Coordinator; provide updates on policies to SBN community

What success looks like *(by the end of 2022)*

Positive shift in public perception of the role of private sector in nutrition	Key stakeholders involved in nutrition in Lao PDR have shifted towards a positive attitude regarding how the private sector can contribute towards national nutrition goals, and increase the demand on nutritious products / services
Active and open dialogue on nutrition policies & regulations between government & SBN stakeholders	Key stakeholders are actively involved in an ongoing dialogue with government on nutrition policies and regulations

SBN Lao PDR Strategy on a Page (2018-2022)

Purpose	Establish a Business Network that champions and aligns behind the National Nutrition Strategy through mobilizing the Private Sector's commitment to scale up nutrition in Lao PDR			
Vision	SUN Business Network Lao PDR to become a leading platform and focal point for promoting nutrition in Laos's private sector			
We will achieve our vision through 4 Key Priorities				
Key Priorities	(1) Establish Business Network & Community Profile	(2) Promote improved nutrition / health initiatives in workplace	(3) Support Development of & Availability for Nutritious Foods / Fortified Products	(4) Increase Nutrition Awareness, Demand and Nutrition Policy Perception
Priority Initiatives	<ul style="list-style-type: none"> • Create membership platform • Grow Network • Global and national partnerships • Encourage networking • Establish an active advisory & project management framework • Share strategy with SBN community & stakeholders • Increase positive publicity • Explore finance and resource opportunities 	<ul style="list-style-type: none"> • Advocate for improved nutrition/health at the workplace • Support workforce nutrition/health initiatives • Provide trainings, guidance, tools & information • Share best practice and knowledge 	<ul style="list-style-type: none"> • Stimulate innovation & new product development of nutritious foods / fortified food products • Encourage increased retailing and sales of nutritious foods / fortified products • Support fortification initiatives in collaboration with the government • Provide technical advice, trainings and tools • Share best practice and knowledge 	<ul style="list-style-type: none"> • Provide info & news on nutrition and nutrition policies and regulations to SBN community • Identify and support social behaviour change communication (SBCC) campaigns. • Explore opportunities for promotion of nutritious food products and services
SBN Performance Metrics <i>by the end of 2022</i>	<ul style="list-style-type: none"> • 40+ members • 2 SBN events / year • Quarterly SBN facilitator's and member meetings • Advocacy tools, media / social media 	<ul style="list-style-type: none"> • 2+ workforce nutrition initiatives • 2+ workforce health initiatives • 1+ share best practice workshop per year • Adapt and implement the global "Workplace Nutrition Toolkit" 	<ul style="list-style-type: none"> • 2+ innovations/new product developments/ fortification opportunities • 1+ retailer and/or wholesaler engaged • 1 study review of national food fortification program • 1+ share best practice workshop per year 	<ul style="list-style-type: none"> • 2+ awareness opportunities / SBCC campaigns identified and possible partners approached • 1 advocacy workshop held • 1 nutrition awareness / SBCC campaign funded and implemented • Regular meetings with SBN Facilitator's Group and NNC/MoH/non-MoH ministries
What success looks like <i>by the end of 2022</i>	<ul style="list-style-type: none"> • Satisfied, & active membership base • Established international/national partnerships • SBN is the focal point for nutrition and food issues, linkage to support opportunities 	<ul style="list-style-type: none"> • Greater exposure and access for workforce to nutritious products and services at their workplace 	<ul style="list-style-type: none"> • Increased sales, variety & availability of new and nutritious products/ fortified products • Regular and open dialogue with NNC and MoH on food fortification 	<ul style="list-style-type: none"> • Positive shift in public perception of the role of private sector in nutrition • Active and open dialogue on nutrition policies & regulations between government & SBN stakeholders

3.4 SBN Lao PDR – Vision Beyond 2022

The vision 2018-2022 for the SUN Business Network Lao PDR is to become a leading platform and focal point for promoting nutrition in Laos's private sector business environment.

By implementing and strengthening our 4 key priorities we will establish the SBN as a unique and indispensable business network for a multi stakeholder market for nutritious foods and food products in Lao PDR.

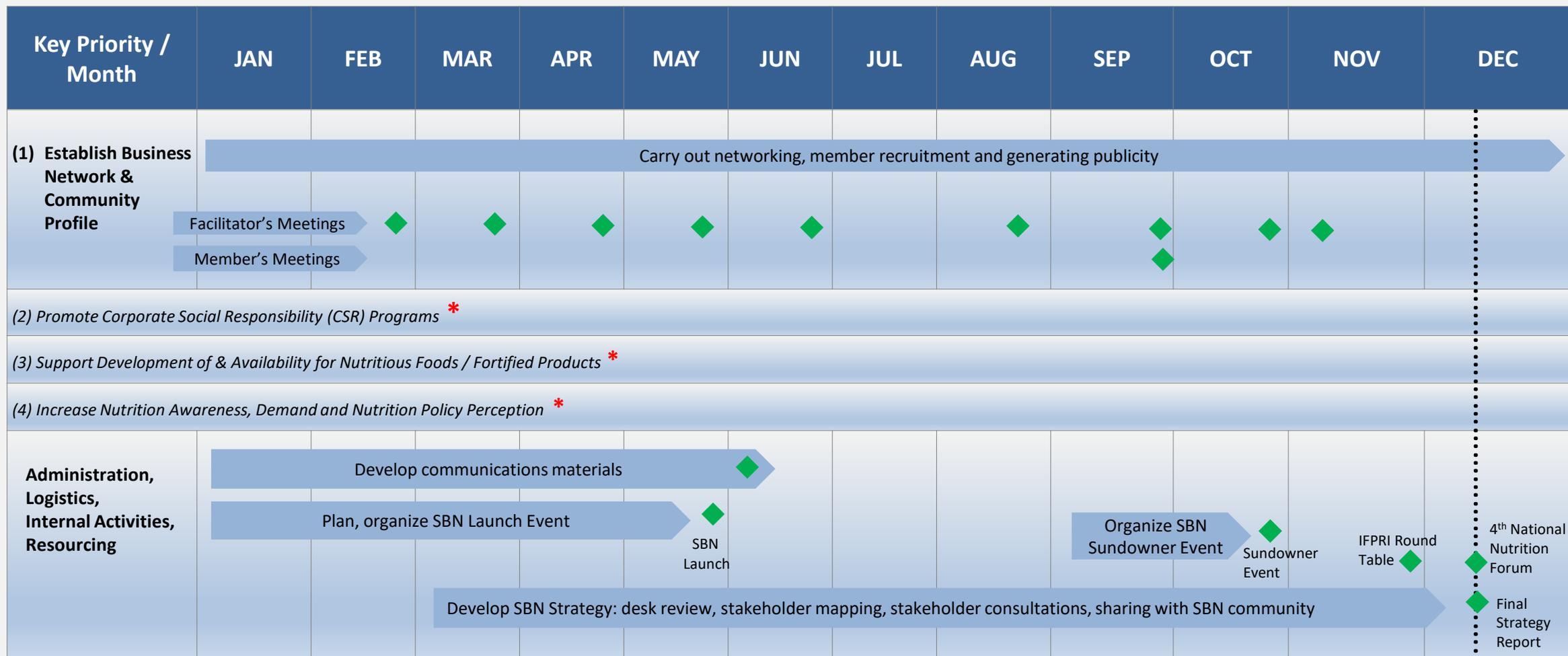
Beyond 2022 the SBN will continue to

- build regional partnerships (ASEAN) and effective national & international networking
- support businesses with health & nutrition initiatives for their workforce to increase their productivity
- Increase food product diversity with new product development and food fortification
- shift consumption patterns towards a more nutritious diet with health and awareness campaigns

If more consumers can afford and are eating nutritious foods, and more businesses are selling them, then the private sector is actively contributing to reducing malnutrition, which will be a big achievement towards meeting the National Nutrition Goals in Lao PDR.

3.5 (a) Timelines & Activities 2018

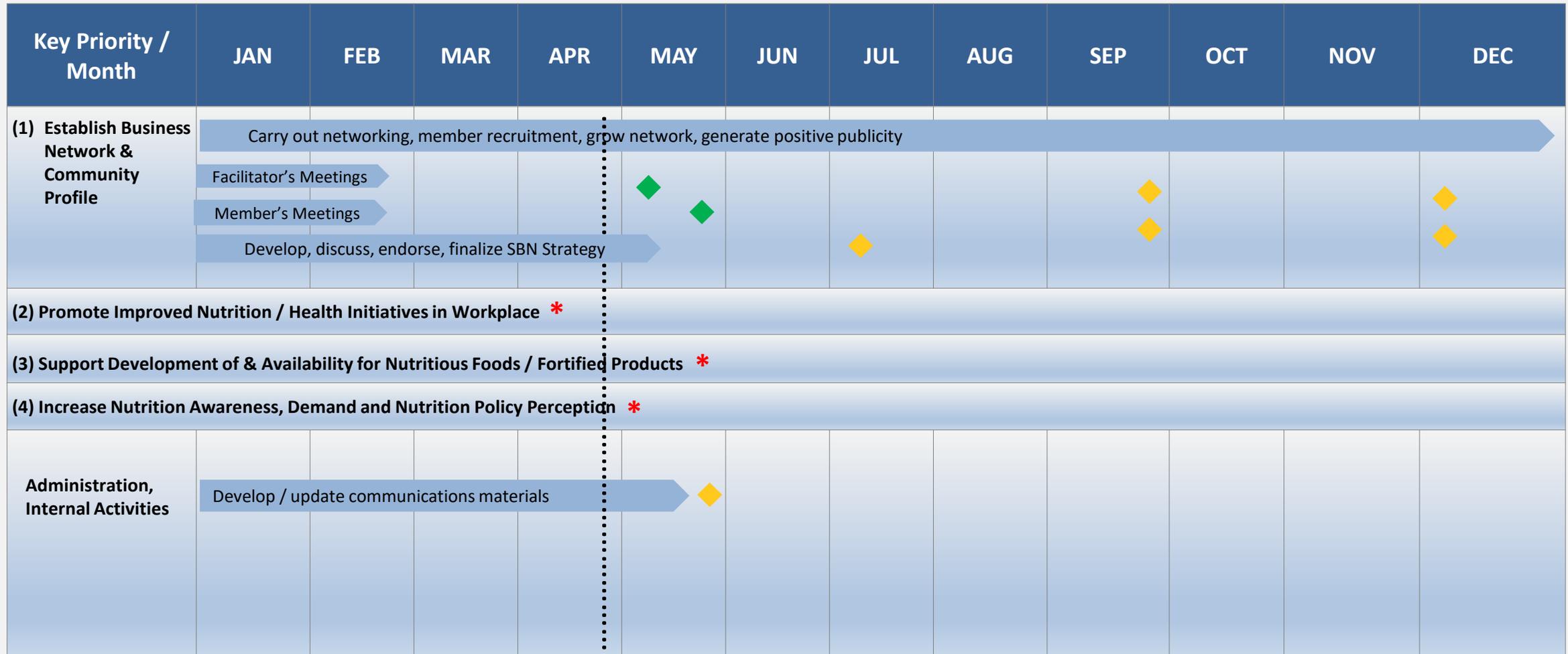
Key			
◆	Planned	◆	Completed/on track
◆	Issues/delays	*	Start in 2019



Today

3.5 (b) Timelines & Activities 2019

Key			
	Planned		Completed/on track
	Issues/delays		Start in 2019



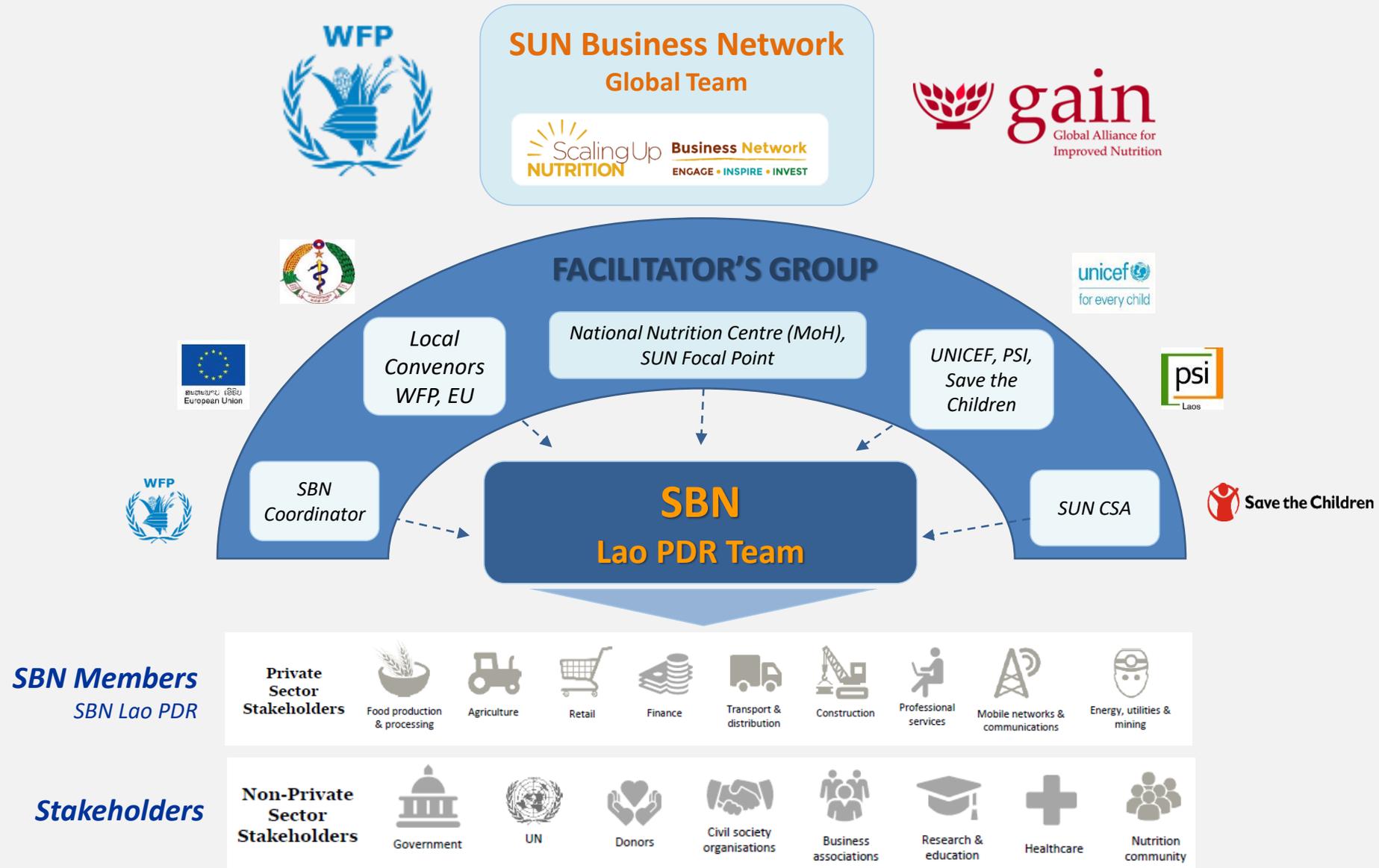
4. *SUN Business Network Operational Framework*

The following section will show how the SUN Business Network is structured and organized, describe the roles and responsibilities of the SBN global and national teams, and will look in detail into the purpose and set up of the SBN Facilitator's Group.

Furthermore the last part of this section will show the benefits of the SBN membership platform, as well as pointing out the rationales of being an SBN member or stakeholder and the budget needed.

Supporting SBN promotional materials displayed in the Appendices are also including more information around the SBN membership.

4.1 SBN Lao PDR Organizational Chart



4.2 Roles and Responsibilities

	Key People & Parties	Role within SBN	Responsibilities	Oversight and Reporting Lines
SBN Global Team	<ul style="list-style-type: none"> Advisory Group, several senior business leaders, WFP & GAIN directors Jonathan Tench (global SBN Coordinator, GAIN London) Raphael Siwiti (WFP-SBN Lead, Rome) 	Determine the strategic direction of the Network at a global level and collectively coordinate the efforts of member countries	C (Consulted) . The opinions and guidance of the global team is sought regularly	SBN Global team reports directly to the Advisory Group and relevant stakeholders within GAIN and WFP
National Nutrition Centre Lao PDR	<ul style="list-style-type: none"> Dr. Chandavone Phoxay (Director Nutrition Centre and SUN Focal Point Lao PDR) 	Government body leading the efforts of SBN Laos	C (Consulted) . Input is sought on a regular basis	Leading government body for SUN. Oversees all SUN initiatives in Laos and reports to the Ministry of Health
SBN Lao PDR Convenors	<ul style="list-style-type: none"> Jan Delbaere (WFP Country Director) Leo Faber (EU Ambassador to Lao PDR) 	Provide input and support	I (Informed) . Kept up to date on progress	No formal reporting lines
SBN Lao PDR Support Group	<ul style="list-style-type: none"> Hendrikus Raaijmakers (UNICEF, Chief of Health and Nutrition) Eric Seastedt (PSI, Country Director) Deborah Leaver (Save the Children, Country Director) Kelley Khamphouxay (Save the Children Community Health Specialist, SUN CSA) 	Meet monthly/quarterly with convenors and coordinator to provide strategic guidance and input	I (Informed) . Kept up to date on progress	No formal reporting lines
SBN Coordinator	<ul style="list-style-type: none"> Manilay Vanphavong (WFP) 	Coordinates the activities of the Network on a day-to-day basis	A (Accountable) and R (Responsible) . Accountable for the Network's progress and responsible for day-to-day management	Reports to WFP

4.3 Facilitator's Group

- Terms of Reference -

Purpose:

To provide strategic guidance to the SUN Business Network in Lao PDR and to champion the role of the private sector in scaling up nutrition

Name	Title	Organization
Dr. Chandavone Phoxay	Director Nutrition Centre and SUN Focal Person Lao PDR	National Nutrition Center (Lao PDR) housed within the Ministry of Health (MoH)
Jan Delbaere	Country Director	WFP
Hakan Tongul	Deputy Country Director	WFP
Nanna Skau	Head of Programme	WFP
Manilay Vanphavong	SBN Coordinator, Lao PDR	WFP
Leo Faber	EU Ambassador to Lao PDR	EU Delegation of Lao PDR
Koen Everaert	Attache (Cooperation)	EU Delegation of Lao PDR
Vatthana Atanaphone	Programme Manager (Economic Governance)	EU Delegation of Lao PDR
Dr. Hendrikus Raaijmakers	Chief of Health and Nutrition	UNICEF
Eric Seastedt	Country Director	PSI
Deborah Leaver	Country Director	Save the Children
Kelley Khamphouxay	Community Health Specialist, SUN CSA	Save the Children

Establishing the Facilitator's Group:

- **Term:** Initial appointments will be for the period to December 2022
- **Meetings:** The Facilitator's Group will meet once a month in 2018, thereafter quarterly, and each meeting will last no longer than 2 hours.
- **Attendance and substitutes:** Full attendance from principal members is expected. Substitutes will only be allowed at the discretion of the SBN coordinator under whose observance these meetings will be. Input and advice on key strategic issues will be sought from principal members.
- **Transparency:** Minutes and agendas from Facilitator's Group meetings will be shared with the whole team. SBN Lao PDR also asks Members and observers to discuss their experience in public and private. All reports will be made available to the team.
- **Admin:** The SUN Business Network Coordinator, or his/her designate, will act as secretary to the Facilitator's Group and will agree the agenda with input from WFP. Minutes will be circulated. The SUN Business Network Coordinator will oversee all relevant background materials for the group.

Scope: Collectively, the Facilitator's Group's role is to:

Mobilise business in support of the SUN Movement and support the network to:

- Recruit new companies to the Network
- Develop its support for members
- Champion the role of business in a multi-stakeholder approach to scaling up nutrition at the regional and national level
- Provide strategic advice on regional and national business and nutrition priorities

Accountability and Decision Making:

WFP and the SBN Coordinator will retain management of the daily operations of the network, its workplan, budget and strategy.

4.4 Membership Platform

The SUN Business Network (SBN) in Lao PDR aims to build a platform of private sector businesses committed to scaling up nutrition in support of Lao PDR's National Nutrition Strategy. The platform provides the opportunity to:

- Build awareness of the importance of nutrition in the business community
- Engage with companies to advance nutrition through workforce practices, or provision of goods and services
- Improve multi-stakeholder dialogue with business
- Encourage, and track progress of commitments from business to scale up nutrition in previously identified and agreed priority sectors (for example but not limited to): nutrition policies & regulations, new product development, workplace nutrition, food fortification & supplementation, engaging business to build awareness and demand for nutrition & consumer behaviour change.

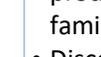
Membership is currently free and companies can join the network by handing in the completed membership form, committing to scale up nutrition in support of the SUN Movement.

When signing the membership form, businesses also commit to the SUN Business Network “Principles of Engagement” and the “International Code of Marketing of Breastmilk Substitutes” (please refer to Appendix A3).

SBN Lao PDR ensures, that there is a strong representation from Lao owned and operated businesses, and a strong representation from women, as the main decision makers on nutrition within families.

... Membership Platform (Target Members and Stakeholder)

Private sector

Industry	Rationale for SBN Membership
 Food Production & Processing	<ul style="list-style-type: none"> Cooperate to raise awareness & generate market demand for nutritious foods & drinks Advocate for improved regulations to improve ease of business in food & nutrition Receive training, tools & templates on building strong business strategies in nutrition Broaden customer base & develop better understanding of the market & consumers
 Agriculture	<ul style="list-style-type: none"> Help to grow the market for a diversified food basket Support Lao farmers by promoting local & indigenous food products
 Retail	<ul style="list-style-type: none"> Network with organisations along the food value chain Discover new food & drink products, advocate for growing market for nutritious foods
 Finance	<ul style="list-style-type: none"> Exposure to potential investment and financing opportunities in the food and nutrition industry Ignite growth in nutrition by financing viable and high impact nutrition initiatives along the food value chain
 Transport & Distribution	<ul style="list-style-type: none"> Networking opportunities with organisations looking to expand their supply chains in Lao PDR Work together to form distribution partnerships and leverage existing networks to improve distribution efficiency Help to make nutritious foods more accessible and affordable by helping to drive down distribution costs
 Professional Services  Construction  Energy & mining  Business Associations  Mobile Networks & comms	<ul style="list-style-type: none"> Establish workforce initiatives to improve nutrition. These can help to increase staff productivity, reduce the burden of sick leave and encourage better nutrition in families and communities of workers. Discover CSR opportunities for private sector companies

Non-Private sector

Stakeholder *	Rationale for being a Stakeholder
 Government	<ul style="list-style-type: none"> Join and support the dialogue for increased engagement with the private sector on nutrition Hear collective voice of private sector and understand issues and opportunities for policy & regulatory environment enhancement
 United Nations	<ul style="list-style-type: none"> Stay up to date with the latest trends, developments and research on nutrition in the private sector Ensure consolidated unified effort to engage with business on nutrition
 Donors	<ul style="list-style-type: none"> Receive regular updates and network on potential funding opportunities in the nutrition private sector Stay informed with latest news & info on business involvement in improving nutrition
 Civil Society Organisations	<ul style="list-style-type: none"> Network with potential private sector partners for technical support on commercial nutrition initiatives Learn about best practice commercial nutrition initiatives and trends which can then be applied in the CSO space
 Research & Education	<ul style="list-style-type: none"> Provide input and feedback based on the latest local and international nutrition research and experiments Potential career and training opportunities for students and graduates in nutrition
 Healthcare  Nutrition Community	<ul style="list-style-type: none"> Be exposed to the latest market trends and products on nutrition, share with clients and stakeholders Participate in broader dialogue of improved nutrition and help to grow consumer demand for nutritious foods

NOTE: More details available on the SBN flyer and membership form (see appendices A3, A4, A5)

* Targeted as Stakeholder only

4.5 Budget

SBN Laos Estimated Budget (2018-2022)						
Category	Description	Estimated budget (USD)				
		2018	2019	2020	2021	2022
Human resources	SBN Coordinator and outsourcing	21,000	25,000	30,000	30,000	35,000
Events and SBN development projects	1-2 Major events	8,000	10,000	15,000	15,000	20,000
	Quarterly meeting with members and facilitator group	1,000	5,000	6,000	6,000	8,000
	Workshops, trainings, researches and other SBN development projects	-	30,000	50,000	80,000	100,000
Travel	External events, meetings and members visits	5,000	5,000	7,000	10,000	20,000
Other	Printing, media and communications	3,500	5,000	7,000	10,000	15,000
	TOTAL	38,500	80,000	115,000	151,000	198,000

Appendices

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Appendix A1: List of Stakeholders & Economy Sectors

555 Stakeholders
 20 Economy Sectors
 441 Private Sector Businesses (PSB)



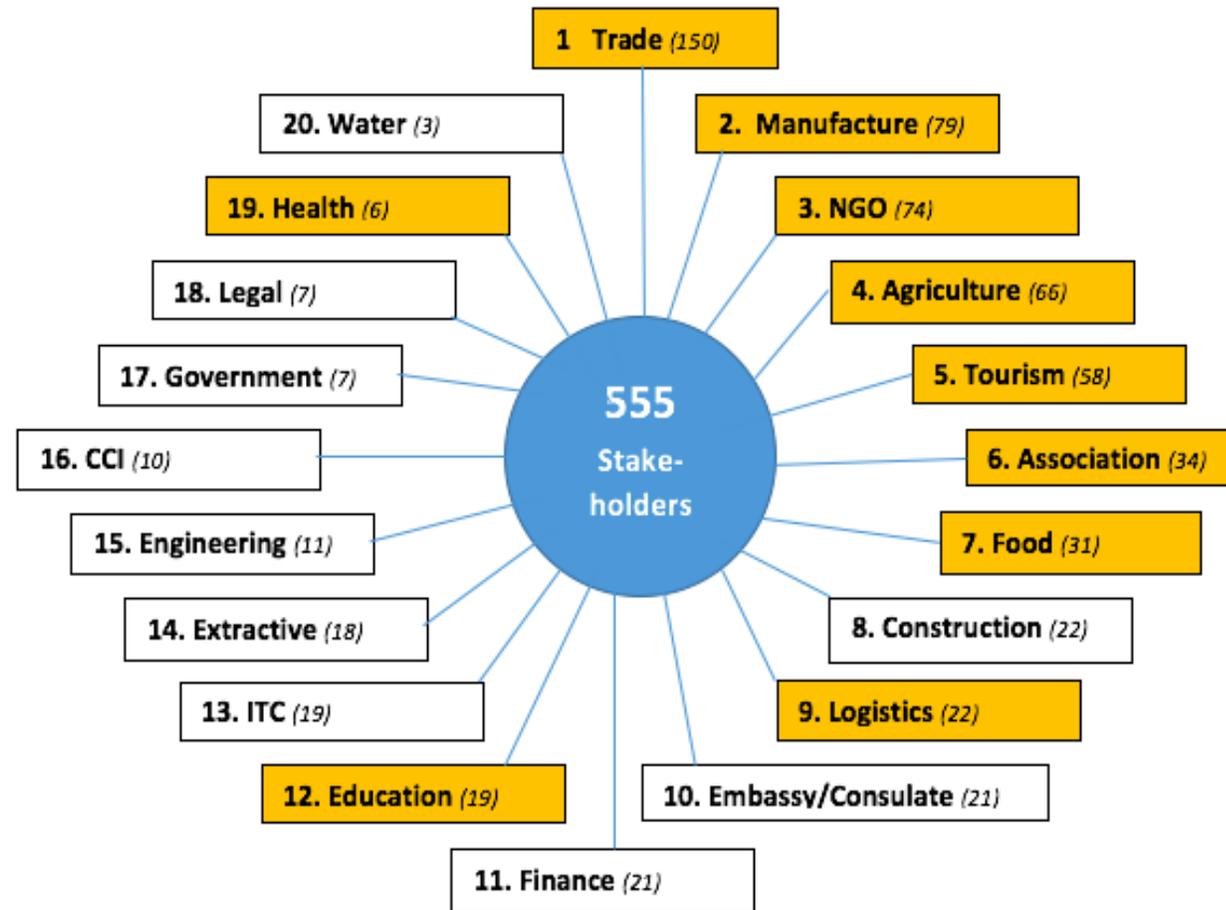
Key Stakeholders / possible "founding members"

10 Key Sectors

Company / Organisation

- | | |
|-------------------|--------------------------|
| (1) Trade: | Deluxe Foods, Mai Savanh |
| (2) Manufacture: | DiepVu |
| (3) NGO: | PSI, SAVE The Children |
| (4) Agriculture: | AgroAsie |
| (5) Tourism: | LANITH |
| (6) Associations: | Agro Processing |
| (7) Food: | Lao Dairy, Xao Ban |
| (8) Logistics: | Unilever |
| (9) Education: | LGTC |
| (10) Health: | iCare |

SBN-Lao PDR, Meeting 27 Feb 2018



Appendix A2: Stakeholder Mapping SBN Members

Company / Organization	Economy Section	Description	Expectations of / Cooperation with SBN
Agroasie	Food Production / Processing	Moringa products (oil, powder, tea...), organic vegetable farm, eggs, retail shop in VTE	develop fair trade skills and promote to business partners, encourage them to grow organic foods, promotion of organic principles to small hold farmers (no pesticides)
American Chamber of Commerce (AmCham)	Advocacy	Approx. 40 members	promote SBN and raising awareness of nutrition to their members (member meetings, networking with suppliers, producers, trainings ...) and government ministries. Promoting CSR programs.
Aquatic Development Center (ADC)	Food Production / Processing	Lao-Hungarian (50/50) joint-venture, Fish Farming (mainly Tilapia)	promoting local fish production, technical assistance and training for local fish farmers, public-private partnerships (?), reduce country's import dependency, develop country specific solutions for R&D, support healthy diet in Laos
ASEAN Contact Center (ACC)	Advocacy	Call & Survey Center	Contact and research center (tel., email, lao, english); promote SBN
Australian Chamber of Commerce (AustCham)	Advocacy	Oldest Chamber in Laos, approx. 70 members. Strong connection to Australian Embassy	promote SBN and raising awareness of nutrition to their members (member meetings, networking with suppliers, producers, trainings ...) and government ministries. Promoting CSR programmes.
Burapha Agro Forestry Co Ltd.	Agriculture and Forestry	Plantation Wood, Viscose production	Help promote awareness in employees, villages and seasonal workers for good nutrition, offer nutritious daily meals to workers (help needed), implement WASH program (drilling dwells, improving kitchens and toilets in all camps), could partner with WFP to support WASH programs in schools.
Concept Lao Sole	Food Services	Cooking classes, food education	TBC
Deluxe Food	Food Services	Food retailer, specialty foods, logistics, supply chain (frozen, cold)	TBC
DiepVu	Manufacture	Garment Factory	Healthy lunches for factory workers, breastfeeding room
Doi Ka Noi	Food Production / Processing	Private Company, restaurant, local Lao food, slow food, no MSG, no processed ingredients,	Providing and promoting healthy, natural, organic and local grown lao food to customers. Training for Hospitality colleges, Healthy Nutrition Education,
European Chamber of Commerce (ECCIL)	Advocacy	approx. 90 members	promote SBN and raising awareness of nutrition to their members (member meetings, networking with suppliers, producers, trainings ...) and government ministries. Promoting CSR programs.
iCare Benefits	Health		TBC
Lao Dairy Farm	Food Production / Processing	Private company family business (owner President of NA), Thai support (technical, knowledge) Dairy Farm, milk production, cheese, milk supplier for Xao Ban Yoghurts	develop milk drinks (UHT) for school feeding program
Mai Savanh Lao	Food Production / Processing	Private Company, Healthy Muesli bars, hibiscus juice, Sacha Inchi products (powders, tea, pastes, dried nuts...), nutrition supplements	Providing and promoting healthy and nutritious muesli bars in Laos. 100% made in Laos. Meets standard for caloric intake for kids and lactating moms.
Salana Boutique Hotel	Food Services	Tourism, Restaurant, Hotel	TBC
Xao Ban	Food Production / Processing	Private Company, Milk, Yoghurt, Cheese production; Retail (products from other local food companies like Mai Savanh, Lao Dairy Farm)	develop nutritious and healthy milk based products
Lao Fresh Meats	Food Production / Processing	Private business, cow farm, slaughterhouse, fresh meat (beef, pork, chicken) and meat processing (sausages), online shopping, restaurant owner ("Pimenton" in Vientiane, new restaurant in Thailand). Very engaged in healthy food and food production/processing.	Planned: set up canned meat production / processing for supply in rural areas.

Appendix A3: Membership Form & Overview



Business Network Lao PDR

ENGAGE • INSPIRE • INVEST

MEMBERSHIP FORM

To become a member of the SUN Business Network (SBN), please complete the following form and return via email to sbnlaopdr@gmail.com.
Membership is currently free of charge.

Name of your organisation: _____

Industry / Sector: _____

Contact name: _____
(This person will be your organisation's focal point for the SUN Business Network)

Contact's position / title: _____

Contact's email address: _____
(Primary contact email address)

Contact's phone number: _____
(Primary contact mobile phone number)

Nutrition commitment:
(Identify at least one of your corporate goals which will also contribute to improving nutrition. These goals will be your 'Nutrition Commitments')

Headline statement :
(Please insert 2-3 sentences describing the overview of your scaling up nutrition commitments. This will be published online once the application has been reviewed)

Summary statement :
(Please attach a summary of your commitments to scaling up nutrition, using up to 350 words. This will be published online once the application has been reviewed. This summary will be updated on an annual basis).

Disclosures :
(Please attach all required disclosures Reading production or promotion of food products or beverages for children under 36 months of age and declared compliance with the Code).

Indicator(s): _____

(Identify the indicator or 'measure of success' which will help us to track the progress of achieving your nutrition commitment)

Please tick to confirm that your organization's decision to join the SUN Business Network has been approved by the CEO, MD or a member of the executive management team.

By becoming an SBN member, you acknowledge the 'Commitments' outlined on the back page.

Contact:
Martina Lawler
SUN Business Network
Consultant
Email: sbnlaopdr@gmail.com

Signature: _____

Date: _____

Joining the SUN Business Network does not imply an affiliation with or endorsement by MoH, WFP, EU, UNICEF, PSI, Save the Children or any other organisation that participates in the SUN Movement and the use of their emblems, logos and names is not permitted.










Business Network Lao PDR

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MEMBERSHIP FORM

Before you formally join the SUN Business Network to become advocates and supporters of improved nutrition, we ask that you acknowledge the following commitments:

Your organisation's commitments to the SUN Business Network and its objectives. You commit to:

- Fully support the National Nutrition Strategy Plan of Action and Regulatory Frameworks of the Lao Government
- Scaling up nutrition in support of the SUN Movement
- The Principles of Engagement of the SUN Movement and the SUN Business Network (see below)
- Actively supporting scaling up nutrition (see below)
- Report against these commitments on an annual basis

Principles of Engagement of the SUN Business Network. Businesses should:

- Support and respect the protection of internationally proclaimed human rights; and make sure that they are not complicit in human rights abuses.
- Comply with UN guidance on health and nutrition, with a specific mention of the International Code on Marketing of Breast Milk Substitutes and World Health Assembly resolutions related to Maternal, Infant and Young Child Nutrition.
- Uphold the elimination of all forms of forced and compulsory labor; the effective abolition of child labor; and the elimination of discrimination in respect of employment and occupation.
- Support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.
- Work against corruption in all its forms, including extortion and bribery.

International Code of Marketing of Breastmilk Substitutes

The SUN Business Network (SBN) supports the International Code of Marketing of Breastmilk Substitutes (BMS Code) and the importance of its articulation and effective enforcement in SUN country national legislation to promote and protect optimal infant and young child nutrition. SBN recognizes the importance of early initiation of and exclusive breastfeeding in the promotion of optimal nutrition in early life and reduction of child mortality, and the important role the private sector can play in providing breastfeeding support to its workforce. SBN actively supports its members to implement programs to support maternal health and breastfeeding in the workplace.

All prospective SBN members are asked to disclose any production or promotion of food products or beverages for children under 36 months of age, and declared compliance with the provisions of the BMS Code and appropriate promotion of complementary foods as defined by the World Health Assembly (WHA).

For further information, please refer to:

www.sunbusinessnetwork.org

www.scalingupnutrition.org

Or please like us on facebook:

www.facebook.com/SUNBusinessLaos



Joining the SUN Business Network does not imply an affiliation with or endorsement by MoH, WFP, EU, UNICEF, PSI, Save the Children or any other organisation that participates in the SUN Movement and the use of their emblems, logos and names is not permitted.










**Scaling Up
NUTRITION**

ENGAGE • INSPIRE • INVEST

SUN Business Network Lao PDR




What is the SUN Business Network (SBN)?

The SUN Business Network is the world's leading private sector focused nutrition initiative:

- Scaling Up Nutrition (SUN) is a global movement which unites governments, civil society, the United Nations, donors, businesses and researchers in a collective effort to improve nutrition
- 57 countries in Asia, Africa and Latin America have joined SUN and are committed to developing national nutrition strategies that involve the private sector
- The SUN Business Network (SBN) is the private sector branch of this movement, and aims to support businesses in growing the role they play in nutrition – and support SUN Countries to develop national business engagement strategies
- The SUN Business Network in Lao PDR is supported by the National Nutrition Committee Secretariat, World Food Programme and the European Union, in collaboration with UNICEF, Population Services International and Save the Children.

Why join? Benefits of Membership

- Network with other companies that have an interest in nutrition and expanding the nutrition market
- Contribute to a collective voice & community for nutrition in Lao PDR's private sector
- Develop common advocacy agenda with other businesses to influence key global processes and events
- Learn and share best practice for investing in nutrition
- Enable your business to showcase its contributions to improving nutrition and national key opinion formers
- Receive global exposure as a supporter of improved nutrition on the SBN website

Membership Nutrition Commitments

As part of the membership process, we invite organisations to identify at least one of their corporate goals which will also contribute to improving nutrition - these will be your **"Nutrition Commitments"**. The SUN Business Network aims to support you in achieving these goals which will enable us to measure the progress the private sector is making towards achieving national nutrition goals.

Examples of nutrition commitments for food companies may include:

- Develop new or scale up existing Corporate Social Responsibility programmes around nutrition
- Explore partnership opportunities for private sector members to engage with each other, NGOs, professional associations and other interested organisations on nutrition
- Receive updates/intelligence from within the SUN movement and countries and from global processes such as International Conference in Nutrition, Global Nutrition Report
- Build the business case for further investment in nutrition: Show your company that 57 SUN countries want to work with business to scale up nutrition

Examples of nutrition commitments for non-food companies may include:

- Implementing nutrition education and/or breastfeeding support programs for staff which will help to reduce the burden of sick leave and increase worker productivity
- Providing training to or investing in agricultural projects to encourage produce diversification, thereby reducing corporate risk and increasing dietary diversity
- Empowering women and girls in the workplace and their communities through education programmes and encouragement of women/girls in leadership roles
- Implementing clean water and sanitation programmes (ex. WASH) to prevent and control infection and disease
- Improving access to health services to ensure that women and children stay healthy

Who can become a Member of the SUN Business Network?

Private Sector Stakeholders:



Membership is currently free of charge. Please complete the membership form and return the scanned copy to: sbnlaopdr@gmail.com

For more information, please refer to: www.sunbusinessnetwork.org, www.scalingupnutrition.org Or please like us on facebook www.facebook.com/SUNBusinessLeos



Appendix A5: Small Flyer

Available in English and Lao



**Scaling Up
NUTRITION**

ENGAGE • INSPIRE • INVEST

SUN Business Network Lao PDR




What is the SUN Movement?

Scaling Up Nutrition (SUN) is a global movement of 5 global networks:

- Civil Society
- United Nations
- Donors
- Government
- **Business**

The SUN Movement aims to fight hunger and reduce malnutrition in all its forms worldwide.

What is the SUN Business Network (SBN)?

SBN is the private business branch of SUN movement, and provides a platform to build partnerships on a national and global level.

SBN will mobilize companies to invest in nutrition related products and services to improve the food and nutrition situation in Lao PDR.

SBN will support businesses to make nutrition more affordable and available to the consumers.

SBN has more than 400 members **in 13 countries** from both multinational and national companies.

The **SUN Business Network in Lao PDR** is supported by the National Nutrition Committee Secretariat, World Food Programme and the European Union, in collaboration with UNICEF, Population Services International and Save the Children.

Why join? Benefits of Membership

- Networking with other companies (national / global level)
- Building partnerships with other interested organizations on nutrition
- Updates on nutrition, food industry and relevant policy changes
- Practical advice, guidance and trainings through workshops and events
- Access to Corporate Social Responsibility opportunities for your business to improve nutrition in the community

... and more

Membership Nutrition Commitments

Identify at least one of your business goals which will also contribute to improving nutrition in Lao PDR. These goals will be your **"Nutrition Commitments"**.

The **SUN Business Network** will monitor and measure all Nutrition Commitments made by our members.

We will track your progress and offer support in achieving your nutrition goals.

Membership is currently free of charge. Please complete the membership form and return the scanned copy via email to:

SUN Business Network in Lao PDR
sbnlaopdr@gmail.com

Who can become a Member of the SUN Business Network?

Private Sector Stakeholders:




For more information, please refer to:
www.sunbusinessnetwork.org
www.scalingupnutrition.org

Or please like us on facebook
www.facebook.com/SUNBusinessLaos



Appendix A6: Backdrop Banner

The backdrop banner is enclosed in a black border and features a white background with orange horizontal bands. At the top, a row of logos includes the Lao PDR emblem, WFP (World Food Programme), the European Union flag, UNICEF (for every child), PSI (Lao), and Save the Children. Below this is a thick orange horizontal bar. The central area contains the 'Scaling Up NUTRITION' logo (with a sunburst icon) and the 'Business Network' logo (with the tagline 'ENGAGE • INSPIRE • INVEST'). A second thick orange horizontal bar contains the event title 'SUN BUSINESS NETWORK LAO PDR LAUNCH EVENT 2018' and the date 'May 31, 2018, Vientiane Capital'. The bottom section of the banner features the theme 'BUSINESS SUPPORT FOR IMPROVING NUTRITION' in large, bold, orange capital letters.

Appendix A7: Logo Backdrop Banner



Appendix A8: Roll Up Banners

Scaling Up **Business Network**
NUTRITION ENGAGE • INSPIRE • INVEST

SUN Business Network
Lao PDR

Business Support for
Improving
Nutrition

WHO WFP World Food Programme European Union UNICEF for every child PSI Save the Children

Scaling Up **Business Network**
NUTRITION ENGAGE • INSPIRE • INVEST

SUN Business Network
Lao PDR

Civil Society Network Donor Network Business Network United Nations Network

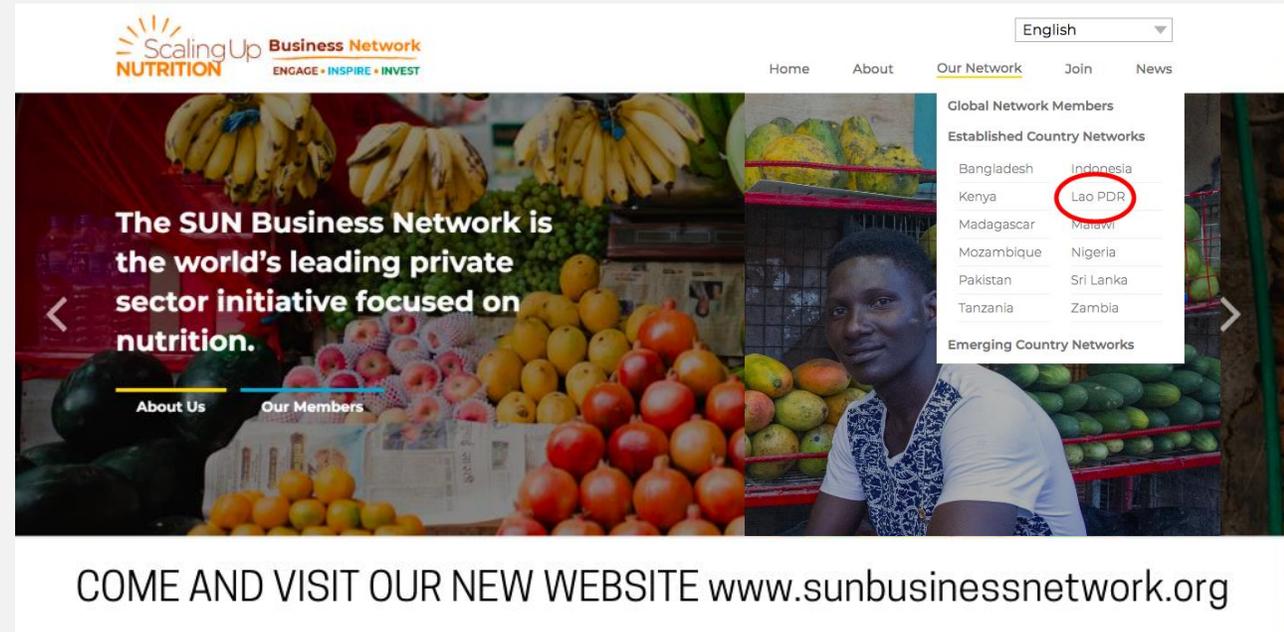
Business Support for
Improving
Nutrition

WHO WFP World Food Programme European Union UNICEF for every child PSI Save the Children

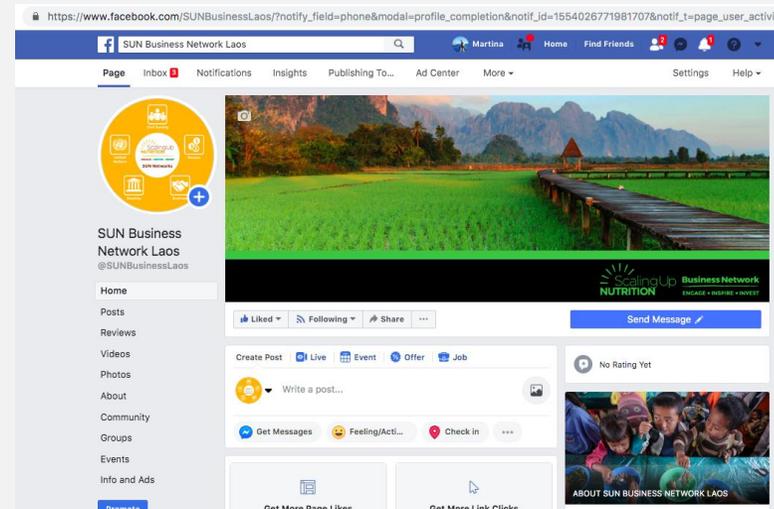
Launched
27-Mar-2019

Appendix A9: Social Media

www.sunbusinessnetwork.org
www.scalingupnutrition.org



www.facebook.com/SUNBusinessLaos



Appendix A9: Reference Documents

The following documents and websites have been cross-checked to develop the SBN Strategy for Lao PDR:

- National Nutrition Strategy 2025, Plan of Action 2016-2020
- Food Fortification Strategic Action Plan for Lao PDR (2018) (*addendum to NNS 2025 and PoA 2016-2020*)
- Global Nutrition Report 2018
- SUN Movement, Strategy and Roadmap 2016–2020
- Strategic Review of Food and Nutrition Security in Lao PDR, 2016
- Lao Social Indicator Survey II (LSIS II), 2017

Various Documents from SUN Business Network Global Team:

- SUN Guide to Business Engagement for SUN Countries, 2015
- 2018 Strategic Update
- Mid-Term Review
- Engagement Strategy
- Establishing new SBN and developing a country SBN Strategy
- Workplace Nutrition Toolkit (GAIN)
- SBN Project Implementation Plan 2018

- www.sunbusinessnetwork.org
- www.scalingupnutrition.org