



Asia Regional Strategy Presentation

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Strategy development process and timelines

Timeline	Key Milestones
Feb 2025	Initial brainstorming – SUN CSN Asia Meeting in Colombo (CSAs + SMS Asia + CSN Secretariat)
Mar–Apr 2025	Technical Working Group (TWG) formed; guidelines developed for consultations
Jun–Jul 2025	Formal consultations – 3 rounds led by TWG + online feedback
Aug 2025	Consolidation of feedback
Sept 2025	Draft strategy developed
Oct 2025	Endorsement & launch
2026–2030	Implementation & resource mobilization, with annual reviews

What the SUN CSN Asia Strategy Covers

- **Executive Summary** – Key highlights & big picture
- **Introduction** – Why the strategy, alignment with SUN 4.0 & CSN vision
- **Strategy Development Process** – Consultations, inclusivity, timeline
- **Situational Analysis / Context** – Nutrition landscape, challenges, opportunities
- **Vision, Mission & Core Values** – Our shared direction & principles
- **Strategic Objectives & Outcomes** – Priority areas & expected results
- **Implementation Approach** – Partnerships, capacity, monitoring, resources
- **Risk & Mitigation** – Anticipating and addressing challenges
- **Annex – Implementation Plan** – Activities, timelines, responsibilities

Nutrition Landscape

- High stunting & wasting
- Rising overweight & obesity
- Persistent undernourishment

Cross-Cutting Challenges

- Food systems under strain
- Climate change impacts
- Shrinking fiscal & civic space
- Persistent inequalities
- Weak financing & accountability

Opportunities

- Stronger regional cooperation
- Policy momentum (nutrition + food systems)
- New financing windows (nutrition + climate)

Vision, mission and core values



Vision:

A well-nourished Asia where all people thrive through equitable access to nutritious food, essential services, and a healthy environment—driven by an empowered civil society.



Mission:

To unite and amplify Asia's CSOs to drive policy change, secure sustained investments, and hold decision-makers accountable through inclusive, gender-responsive, and rights-based action.



Core Values

- **Equity & Justice** – prioritising women, children & marginalised communities
- **Transparency & Accountability** – openness, trust, and responsibility
- **Solidarity & Partnership** – collective action for lasting change
- **Inclusion & Participation** – diverse voices, youth & women's leadership
- **Resilience & Innovation** – adapting & finding creative solutions

SUN CSN Asia 2026–2030 – Theory of Change

A well-nourished Asia free from all forms of malnutrition, where civil society plays a central role in driving equitable, sustainable, and rights-based nutrition action.

To strengthen, connect, and empower national Civil Society Alliances (CSAs) across Asia to advocate, mobilize, and influence policies and financing for improved nutrition outcomes at national and regional level.

Strengthen Governance & Sustainability

1. Member alliances adopt and implement standardized governance tools, including the SUN CSN Good Governance Guide.
2. Civil society alliances improve fundraising skills and access to tools that support resource mobilization from domestic and external sources.

Build Technical Capacity for Impact

1. Civil society alliances complete structured capacity and expertise mapping, leading to targeted technical assistance and resource alignment.
2. Civil society alliances report improved technical and operational capacity.
3. Civil society alliances collaborate with governments.
4. Civil society alliances participate in structured learning opportunities.

Advance Policy, Legislation & Investment

1. Civil society alliances actively contribute to nutrition budget advocacy.
2. Civil society alliances support integration of nutrition in sectoral policies.
3. Civil society alliances advocate for stronger breastfeeding protection laws.
4. Civil society alliances promote healthy diet policies.
5. Civil society alliances influence school meal programs.
6. Civil society alliances strengthen influence via campaigns and joint platforms.
7. Civil society alliances engage in regional platforms.

Enhance Communication, Knowledge Sharing & Visibility

1. Civil society alliances regularly contribute to and use a regional knowledge-sharing platform.
2. Civil society alliances increase visibility and share impact stories through coordinated storytelling and communication efforts.
3. Civil society alliances consistently produce and disseminate knowledge products that support advocacy goals.
4. Civil society alliances improve advocacy visibility through enhanced media and social media engagement.
5. Civil society alliances apply knowledge products to influence decision-making at key events.

Key

Vision

Mission

Objectives

Outcomes

Cross-Cutting Enabler:

Youth leadership and gender equality are integrated across all strategic objectives, ensuring inclusive governance, equitable capacity strengthening, gender-responsive and youth-led advocacy, and diverse voices shaping communication and knowledge sharing.

Main Assumptions:

- Governments remain committed to nutrition and open to CSA engagement.
- Civil society can operate in an enabling civic space.
- Sustainable funding is available to implement actions.
- Reliable data and evidence inform advocacy.
- CSAs actively collaborate and share knowledge regionally.

SO 1: Strengthen organizational systems and diversify funding sources

Outcomes and activities:



1.1 70% CSAs adopt governance tools

- Roll out the **Good Governance Guide** with annual orientations to standardize CSA operations.
- Establish a **peer mentoring “Buddy System”** so mature CSAs can guide newer ones.
- Provide direct support for **developing and refining CSA charters**, ensuring clarity in governance.

1.2 70% CSAs improve fundraising skills

- Compile and share a **quarterly list of funding opportunities** to keep CSAs updated.
- Conduct **donor mapping** and help CSAs design partnership/business strategies.
- Build fundraising skills through **proposal writing and AI-driven fundraising training**.
- Create a **repository of successful funding proposals** for CSAs to learn from.
- Support CSAs in developing **resource mobilization strategies**, including **multi-country**

SO 2: Increase capacities and equip CSOs with knowledge and skills for impactful nutrition actions

Outcomes and activities:

2.1 75% CSAs complete capacity mapping

- o Conduct regional **capacity mapping** and design CSA-specific plans.
- o Organize **annual CSN workshops** for governance, advocacy, and technical skills.
- o Build a **technical assistance roster** and enable cross-learning partnerships.

2.2 60% CSAs report improved technical capacity

- o **Roll out modular trainings** (virtual & in-person).
- o **Maintain an inventory of learning programs** and link CSAs to global platforms.

2.3 60% CSAs collaborate with governments

- o Train CSAs on policy engagement and joint planning with ministries.
- o Provide coaching on advocacy, coordination, and reporting.
- o Create a CSA-government partnership repository.

SO 3: Strengthen organizational systems and diversify funding sources (1)



Outcomes and activities:

3.1 Active contribution to budget advocacy

- Deliver **regional training on nutrition financing**.
- Develop a **budget tracking toolkit** and support **national analyses**.
- Organize **parliamentary sessions** and **social media campaigns**.

3.2 Nutrition integrated in sectoral policies

- Produce **evidence briefs** and **policy dialogues**.
- Lead **national advocacy campaigns** and **high-level roundtables**.
- Strengthen **media engagement** through op-eds and press releases.

3.3 Stronger breastfeeding laws

SO 3: Strengthen organizational systems and diversify funding sources (2)



Outcomes & Key Activities

3.4 Promote healthy diet policies

- Draft **advocacy briefs** and campaign for **regulatory reforms**.
- Engage **parliamentarians and medical associations**.

3.5 Influence school meal programs

- Host **advocacy forums** with School Meal Coalition.
- Promote **oversight, food safety briefs, and nutrition gardens**.

3.6 Strengthen influence through campaigns

- Develop **advocacy toolkits and messaging banks**.
- Run **synchronized regional campaigns** around global moments.

3.7 Engage regional platforms (ASEAN, SAARC, ADB)

- Map **entry points**, produce **policy briefs**, and co-author **position papers**.

SO 4: Strengthen communication for visibility, knowledge exchange, and advocacy (1)



Outcomes & Key Activities

4.1 70% CSAs use knowledge platform

- Launch and maintain an **online knowledge-sharing repository** with CSA focal points.

4.2 70% CSAs share impact stories

- Provide **storytelling templates and trainings**.
- Launch **regional storytelling campaigns**.

4.3 70% CSAs produce knowledge products

- Curate **policy briefs, videos, newsletters**, and generate **10+ regional outputs annually**.

4.4 70% CSAs improve media/social media visibility


- Develop **communication strategies**, provide **toolkits**, and run **media trainings**.
 - Coordinate a **social media calendar aligned with global moments**.
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- **Global Level:** SUN CSN Secretariat provides strategic direction, alignment, and global advocacy.
- **Regional Level:** SUN CSN Asia Regional Team translates global guidance, coordinates implementation, and facilitates peer learning.
- **National Level:** CSAs lead implementation, advocate with governments, and share lessons and evidence.
- **Resource Mobilization:** Dedicated plan to secure multi-year investments from donors, philanthropies, and CSR.
- **Learning & Accountability:** Annual reviews, results framework, online knowledge platform, cross-country exchanges.

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Capacity Building Sessions

- 2024 Annual Survey Results and Reflections by Nazgol Kafai, SUN CSN
- Learning Session on Foodsystems & UNFSS+4 by Dr. Jessica Fanzo and Ms. Dianne Arboleda
- IFPRI Webinar: What Do We Know About the Future of Food Systems?
 - With presentation from Ms. Emily Oro on People-centered Food Systems (PCFSy)




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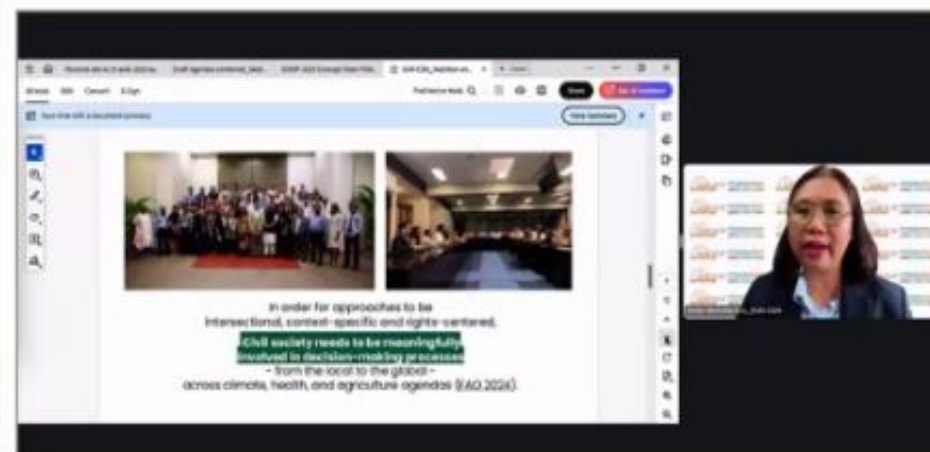
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United Nations Food Systems Summit +4 Stocktaking Moment

- The **Report of the Secretary-General** for the Second Food Systems Summit Stocktake (UNFSS+4) was launched, emphasizing the **urgent need to accelerate efforts** in transforming global food systems as a key strategy for achieving the 2030 Agenda for Sustainable Development.
- FAO's **State of Food Security and Nutrition in the World (SOFI) report for 2025**, highlights a global decline in hunger to 8.2% (approximately 673 million people) in 2024, with emphasis on ongoing regional disparities, with hunger continuing to rise in Africa and Western Asia.
- However, **there was lack of Civil Society Space** in this high-level global event, mostly highlighting the government-led accomplishments with few mentions on civil society efforts.

Upcoming Events & Initiatives

Activities		Status/Details
SUN CSN Asia Strategies & Fundraising	SUN CSN Asia Strategy Development & Presentation (Priority)	To be presented to members and partners
	Partners Meeting @ Bangkok	In preparation, last week of October @ Bangkok, Thailand
Capacity Building	Nutrition Budget Tagging Workshop (SMS Asia)	October 27-31 @ Bangkok, Thailand
	Peer-to-peer Learning on School Meals with Capacity For Nutrition (C4N)	September 30 to October 3 @ Philippines
	Good Governance Exercise (Monthly Learning Session)	October
Global / Regional Advocacy Events	Delivering for Nutrition (D4N) Conference & Side event	In preparation, December 2-4 @ Kathmandu, Nepal
Partnership Events	Regional Webinar with International Research Force (IRF) and SMS Asia	
	Social Behavioural Change (SBC) Webinar with WVI SAP	October 29

Asia-Pacific Regional Network for Early Childhood (ARNEC) Conference 2025

Attended by 470 participants and guest from 32 countries, with **4 representatives from SUN CSN Asia:**

- Ms. Malaya Paller - SUN CSN Asia / IIRR RCA
- Ms. Susan Del Rio - IIRR Philippines
- Ms. Mae Anne Loresco - Nutrition Center of the Philippines
- Ms. Aduma Situmorang - Save the Children Indonesia

Presentations by SUN CSN Asia Attendees:

- UNICEF Philippines & Nutrition Center of the Philippines: *On First 1000 Days*
- IIRR Philippines: *"A Sustainable and Healthy Local Food System for the Most Vulnerable and Marginalized Families" in Guinayangan, Quezon*

