



**Business Network**

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# SUN Business Network Cambodia Strategy 2021 – 2025

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# Housekeeping

To be updated as changes to this document and the SBN team occur

**Version Control** – Summary of changes made by team members to this strategy document

Version	Date	Summary of changes made	Changes made by:
1.1	June 2021	Initial version	

Changes to this document:

- ✔ Review the Strategy 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 at the country level and SBN global team
- ✔ Changes in KPIs may only be made after a session of strategy review

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# Approval and Endorsement

## Approval and endorsement of the SBN Cambodia strategy

The SUN Business Network Cambodia Strategy for 2021 – 2025 was developed, approved and endorsed by a team of SUN Business Network stakeholders and co-convenors, including representatives of the World Food Programme and the Council for Agricultural and Rural Development (CARD).

These key stakeholders are responsible for providing strategic guidance and input into SBN Cambodia strategy, while SBN Cambodia Team is responsible for Key Performance Indicators (KPIs) set out in this strategy, following the guiding values of the SBN Cambodia.

The updates and revisions of this strategy must be carried out only under the procedures established in the Housekeeping note. The SBN Cambodia Strategy 2021 – 2025 was approved and endorsed by:

The Council for Agricultural and Rural Development (CARD)

**H.E. Sok Silo**

Secretary General and Country SUN Coordinator

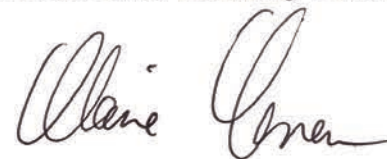


Date: 27/12/2021

World Food Programme (WFP)

**Claire Conan**

Representative and Country Director, Cambodia



Date: 27/12/21

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# Background & Overview

Putting the SUN Business Network within the broader nutrition context of Cambodia



## Overview of Scaling Up Nutrition (SUN)

- ✓ SUN is a global movement which aims to eliminate all forms of malnutrition.
- ✓ The SUN Business Network is one of the 4 global stakeholder networks in the SUN Movement: SUN Business Network (SBN), SUN Civil Society Network, SUN Donor Network, and UN Nutrition.
- ✓ SBN aims to harness the expertise, reach, and market impact of the private sector to improve nutrition.
- ✓ Globally, the SUN Business Network is convened by GAIN and WFP, and further supported by global SBN Advisory Group comprised of senior leaders from the public and private sectors.
- ✓ In Cambodia, SBN is co-convened by by the Council for Agricultural and Rural Development (CARD) & WFP and coordinated by WFP.
- ✓ H.E. Sok Silo, Secretary General, CARD, is the Government SUN Country Coordinator.

The 3 other SUN Networks in Cambodia are:

### UN Nutrition



UN agencies working together to coordinate the UN's involvement in the SUN movement  
– Chaired by WFP

### Civil Society Network



CSOs working together to align their efforts with country plans for scaling up nutrition  
– Chaired by Helen Keller Int.

### Donor Network



Donors working together to better align, mobilise and track the resources needed to support countries in scaling up nutrition  
– Chaired by the Embassy of Germany

Who's who in the SBN?

**Facilitated at a global level by:** WFP and GAIN

**Facilitated in Cambodia by:** WFP

**SUN Country Coordinator in Cambodia:** Council for Agricultural and Rural Development



# The Importance of Engaging with Business on Nutrition

There are four main reasons for engaging with the private sector on nutrition:



## All sectors must play a role

- ✓ The SUN Movement will have the most impact by combining resources and capabilities across multiple sectors, and ensuring these efforts are effectively coordinated
- ✓ Businesses can complement the government's nutrition agenda by supporting in areas where other



## Business is important for nutrition

- ✓ The open market is where most people access most of the products and services to meet their foods and dietary needs, including the 4.5 billion the Base of Pyramid (BoP) consumers
- ✓ The private sector can be the source of many of the innovations in new products and



## Nutrition is important for business

- ✓ Nutrition offers opportunities to develop new markets to increase sales and profits
- ✓ Good nutrition in the workplace leads to reduced sick days and accidents, and improved productivity
- ✓ The economic costs of undernutrition early in a child's life are significant: ~11%



## Business has a comparative advantage

The private sector can offer different nutrition capabilities than the public sector. Including:

- ✓ Generating demand for nutritious products and services
- ✓ Focusing on scale, efficiency and cost effectiveness
- ✓ Focusing on innovation & product development, which can make nutritious food more affordable

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_31273](https://www.yunbaogao.cn/report/index/report?reportId=5_31273)

