

Alliance 2015

towards the eradication of poverty



Alliance2015

Strategy for Stakeholders' Engagement
on Food and Nutrition Security in Pakistan

2021-2025

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Acronyms

A2015	Alliance2015
CMAM	Community-based Management of Acute Malnutrition
CD	Country Director
CR	Community Resilience
CSO	Civil Society Organization
DDMA	District Disaster Management Authority
E. coli.	Escherichia coli
FAO	Food and Agriculture Organization
FIAN	Food First Information and Action Network
FNS	Food and Nutrition Security
GHI	Global Hunger Index
GNR	Global Nutrition Report
LANN+	Linking Agriculture, Nutrition and Natural Resources+
LRRD	Linking Relief and Rehabilitation to Development
MDGs	Millennium Development Goals
MNCs	Multinational Corporations
MOCC	Ministry of Climate Change
MSBs	Micro and Small Businesses
MTDF	Medium-Term Development Framework
NDMA	National Disaster Management Authority
PDMA	Provincial Disaster Management Authority
PINS	Pakistan Integrated Nutrition Strategy
PMNS	Pakistan Multi-Sectoral Nutrition Strategy
PtiN	Programming towards improved Nutrition
SDGs	Sustainable Development Goals
SES	Stakeholder Engagement Strategy
SEWG	Stakeholder Engagement Working Group
SMEs	Small and Medium Enterprises
SUN	Scaling Up Nutrition
SUN-CSA	Scaling Up Nutrition Civil Society Alliance
WEF	World Economic Forum
WHH	Welthungerhilfe



Preface

This document outlines the five-year (2021 - 2025) Stakeholders' Engagement Strategy (SES) by Alliance2015. The purpose of the SES is to address the dire crisis in Food and Nutrition Security (FNS) in Pakistan with an integrated and collaborative approach for improved coordination and communication among all relevant stakeholders.

Pakistan ranks 94th out of 117 countries, according to the Global Hunger Index, an annual publication of Alliance2015. The worsening FNS situation retards human and economic development and carries the risk of jeopardizing national security if it is not tackled well by all the relevant stakeholders, namely, government, private sector, civil society, media, the general public, communities, and academia, and research institutions. The time to act for every stakeholder is NOW, individually, and collectively.

Alliance2015 responds to the world's worst humanitarian crises to help people recover and regain control of their lives. Alliance2015 is represented in Pakistan by its five European member non-governmental organizations: ACTED (France), Cesvi (Italy), Concern Worldwide (Ireland), HELVETAS Swiss Intercooperation (Helvetas) (Switzerland), and Welthungerhilfe (WHH) (Germany).

Desiring to support Pakistan in its efforts to tackle FNS crisis, Alliance2015 members have collaborated to generate this strategy for a meaningful engagement of stakeholders on FNS. The strategy spans five years, 2021-2025. It aims to make the FNS a priority agenda for all stakeholders. Alliance2015 will leverage the expertise and key strengths of individual members to create and disseminate knowledge and create know-how about FNS to influence a) government policies, b) their implementation, c) public discourse and decision-making, d) food production, distribution, and consumption, and e) access and equality issues linked to the demand and supply of food.

The strategy spells out Alliance2015's understanding of the FNS context in general; it also takes into consideration the impacts of COVID-19 pandemic and worsening climate change on FNS in Pakistan. It makes a genuine effort to identify key stakeholders and the roles they can play in ameliorating the FNS crisis in the country. Finally, it lays out the stakeholders' engagement goal, objectives and targets, and the approach the Alliance2015 will be pursuing during the next five years.

The SES is based on the knowledge that FNS is likely to get even worse with the ravages of the COVID-19 pandemic, the locust infestation that led the government of Pakistan to declare a national emergency in February 2020 and other natural disasters resulting from climate change and water scarcity.

Alliance2015 members commit themselves, under this strategy, to making Pakistan a food-secure country with zero hunger and malnutrition among its people.



Sarfraz Lal Din
Country Director



Farhan A Khan
Head of Mission



Mubashir Ahmed
Country Director



Arjumand Nizami
Country Director



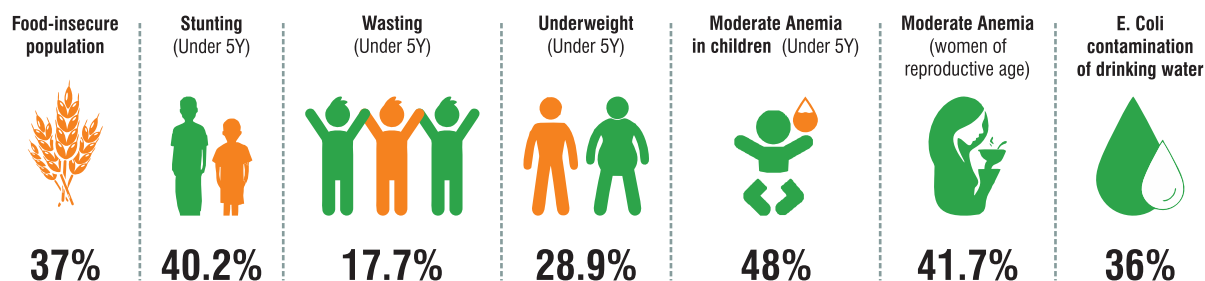
Aisha Jamshed
Country Director



According to the 2019
Global Hunger Index,
Pakistan ranks **94th**
among **117** countries.

Pakistan's Food and Nutrition Security Crisis: An Overview

Pakistan's Food and Nutrition Crisis at a Glance



Sources: State Bank of Pakistan¹ and UNICEF Pakistan²

An alarming 37% of the population in Pakistan is classified as food insecure, meaning that they do not “have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preference for an active and healthy life” according to the Food and Agriculture Organization (FAO)³. Similarly, according to the 2019 Global Hunger Index (GHI), Pakistan ranks 94th among 117 countries in the world⁴. Among countries in the developing world, Pakistan faces one of the most severe crises of malnutrition, which is the fundamental cause of child morbidity and mortality⁵. Despite an improvement in socio-economic indicators from 1997 to 2018, acute malnutrition remains a grave concern even though Pakistan is self-sufficient in major staples⁶. The COVID-19 pandemic has further aggravated the FNS situation in Pakistan. Travel restrictions and limitations on the movement of essential goods, including food and agricultural inputs, protracted loss of income, and rise in prices have already negatively impacted millions of Pakistanis. IMF has predicted a sharp reversal in the declining poverty rates, with 40% of the population below the poverty line after the spread of COVID-19. Moreover, 17 million children under the age of five are missing routine vaccinations, leaving them unprotected and more vulnerable to health risks posed by COVID-19 outbreak⁷. Due to the rapidly evolving context of this pandemic, there is limited data on the exact impact on FNS; however, assessments are being undertaken to gauge the effects of COVID-19 on this sector. The impact of COVID-19 is further exacerbated by the country's susceptibility to natural shocks, such as floods and locust attacks⁸. The 2020 locust attacks have made 37 percent of Pakistan's arable land vulnerable to loss of food crops⁹.

The effects of malnutrition include detriments for both physical and mental development that translate into diminishing quality of life and life expectancy. Urban and rural trends are somewhat similar, although rural areas have a greater prevalence of underweight children and stunted growth. The prevalence of nutrition-related problems differs among the provinces¹⁰.

Rates of the child, adolescent, and adult anemia remain stubbornly high, as do micro-nutrient deficiencies. These deficiencies result in many other illnesses. Sub-optimal breastfeeding practices, along with malnutrition and vitamin deficiencies, resulting in high rates of infant mortality. According to the Pakistan Demographic and Health Survey (2017-18), only 25.8 percent of women practice exclusive breastfeeding¹¹. Iodine deficiency is also prevalent in pregnant women and causes high rates of stillbirths, congenital disabilities, developmental handicaps, and infant mortality¹².

Access to clean drinking water is also a major concern, especially in rural and peri-urban areas. Reportedly, 36 percent of household drinking water is contaminated with Escherichia coli (E. Coli.)¹³. Access to clean drinking water has improved over time, but much remains to be done. Against the backdrop of a grim situation painted by these indicators, Pakistan has also made some positive progress: Global Nutrition Report (GNR) notes that “Pakistan is on course to meet the global targets for under-five overweight and exclusive infant breastfeeding.”¹⁴

Pakistan ranks 5th on the Global Climate Risk Index 2020¹⁵. Pakistan's vulnerability to climate change is increasing, as manifested with the frequency of disaster events. The Environment and Climate Change Outlook of Pakistan, issued by the Ministry of Climate Change (MOCC), notes that “one of the major impacts of environmental degradation has been on the carrying capacity of resources and ecosystems¹⁶.” The same report highlights the social impacts of climate change and environmental degradation in terms of 'widespread hunger,' 'poor health,' 'malnutrition' and 'loss of food,' leading to displacement of people and even civil unrest¹⁷. According to the World Economic Forum (WEF), COVID-19 has proved to be a “stress test” for the global food systems, which have failed this test¹⁸. Global GDP is likely to decline, pushing millions of people below the poverty line. A UN report concludes that “estimates show that COVID-19 poses a real challenge to the UN Sustainable Development Goal of ending poverty by 2030 because global poverty could increase for the first time since 1990 and, depending on the poverty line, such increase could represent a reversal of approximately a decade in the world's progress in reducing poverty¹⁹.”

The WEF foresees that in the wake of COVID-19 pandemic, reimagining and redesigning food systems will dominate the policy agenda of the governments and investment priorities of the private sector for the foreseeable future²⁰.

Further details of FNS-related issues in Pakistan are included in Annex A - Pakistan's Food and Nutrition Crisis.

About Alliance2015

Alliance2015²¹ is a strategic network of eight European non-government organizations engaged in humanitarian and development action. Our members are:



France



Italy



Ireland



Switzerland



Germany



Czech Republic



Netherlands

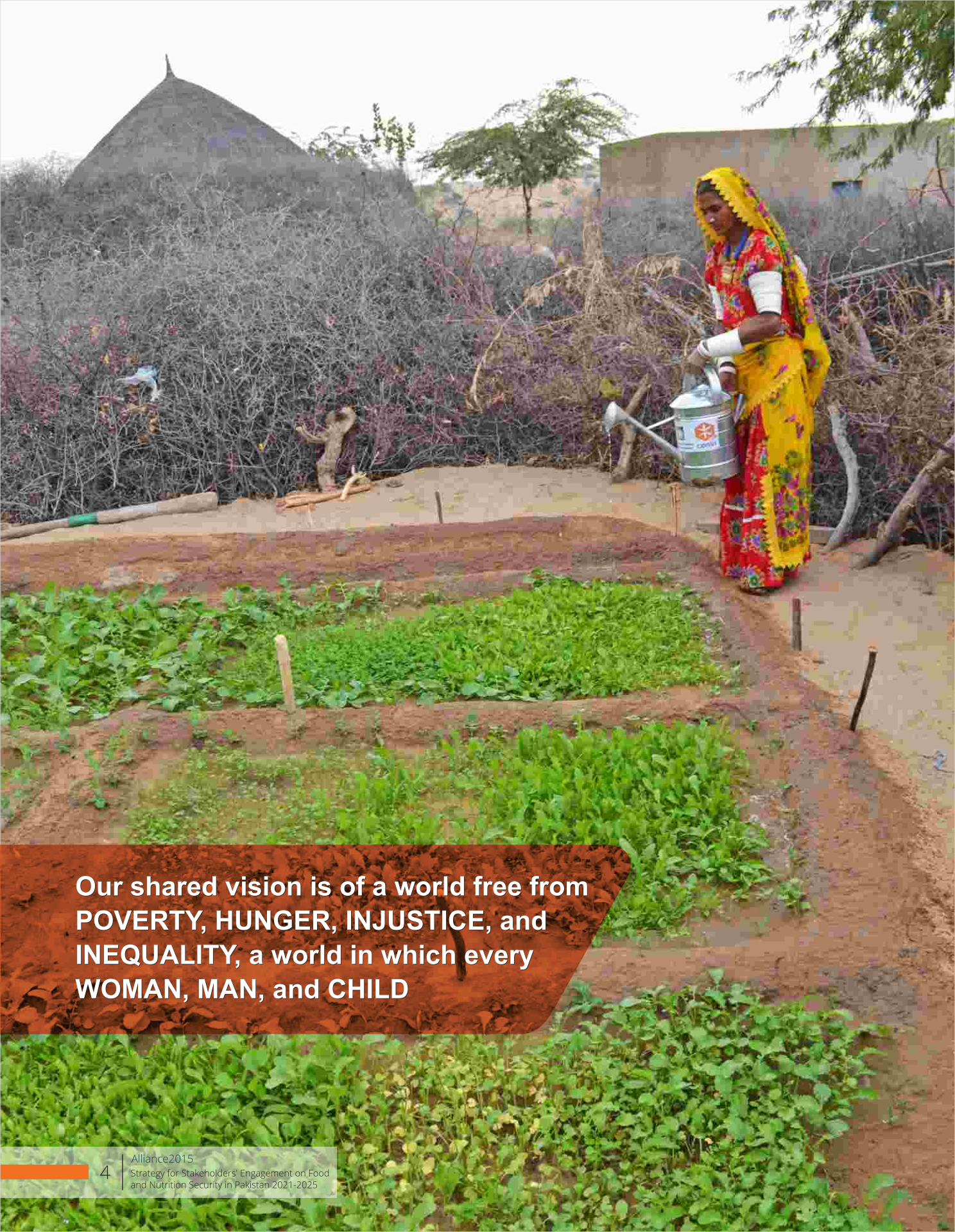


Spain

(Members listed at 6, 7, and 8 are not operational in Pakistan.)

Originally constituted to strengthen its contribution to the Millennium Development Goals (MDGs), Alliance2015 joins forces to achieve a greater impact on poverty reduction and disaster preparedness and response in the framework of the Sustainable Development Goals (SDGs). Based on this work on the ground, Alliance2015 also strives to influence the development and humanitarian policies in Europe and globally²². Alliance2015 is a unique partnership that relies on its members' inputs and shared interests to achieve its goals while focusing on collective impact; the partnership is designed to enable its members to retain their own identity, brand, and philosophy²³.





Our shared vision is of a world free from **POVERTY, HUNGER, INJUSTICE, and INEQUALITY**, a world in which every **WOMAN, MAN, and CHILD**

Vision and Mission of Alliance2015

Our shared vision is of a world free from poverty, hunger, injustice, and inequality, a world in which every woman, man, and child can exercise their rights fully and influence decisions affecting their lives.



Our Goal

Our joint goal is to become more effective change agents in ensuring community resilience (CR) in the contexts where we work. We do this by doing more, higher quality joint programming in development and emergencies, drawing strong evidence from our experience, and that of our partners so that we can be more authentic and influential advocates with decision-makers and access new and increased revenue streams to ensure results on a significant scale.

Our Ways of Working

Our ways of working are inclusive, dynamic, and democratic. Trust and respect are essential between collaborating institutions; they facilitate agreements and meaningful delivery on joint actions and processes. We must regularly nurture and develop them at the different stages of our cooperation and have developed tools and processes to help us do this, such as our Rules of Engagement and our Code of Conduct. The member agencies' different strengths and financial weights do not affect equity in leadership and decision making within the partnership. The spirit of Alliance2015 is to seek consensus through robust discussion.

Values of Alliance2015

Alliance2015 members adhere to the values of the UN Declaration of Human Rights and are committed to the eradication of absolute poverty and greater social equity. We promote the principles of aid and development effectiveness, including that of greater accountability and transparency. We aspire collectively to becoming a stronger European and global player in selected areas of development cooperation and humanitarian aid.

Alliance2015 members' diversity is both a strength and a constructive challenge, which we meet by evolving simple rules and tools to learn from and guide our collaboration. Building a partnership is a process in which each member's input contributes to overall success..

Brief Profile of Alliance2015 Members in Pakistan

The first five member organizations in the list above have agreed to extensively engage with relevant stakeholders across all tiers to address the crisis of food and nutrition security in Pakistan. These five member organizations, and their local partner organizations, are engaged in the development and humanitarian actions. They are well connected with the communities where they work and with a relevant network of actors, including government at multiple levels, civil society organizations (CSOs), research actors, and the private sector. All Alliance2015 partners enjoy a close relationship with the National and Provincial Disaster Management Authorities (NDMA, PDMAs) and various humanitarian networks and groups across Pakistan.



(Years in Pakistan: 27)

ACTED has been present and registered in Pakistan since 1995, being active in Khyber Pakhtunkhwa, the former Federally Administered Tribal Areas, Sindh, and Punjab. ACTED Pakistan has been responding to emergencies caused by man-made and natural disaster, notably focusing on food security and livelihood opportunities, while supporting recovery and investing in the development sectors.

“ <https://www.acted.org/en/countries/pakistan/> ”



(Years in Pakistan: 15)

Cesvi operates worldwide to support the most vulnerable populations in promoting human rights and achieving their ambitions for sustainable development. It also believes that the recognition of human rights contributes to the wellbeing of everyone on the planet, a shared home to be safeguarded.

In Pakistan, Cesvi focuses on humanitarian emergencies and fights against hunger.

“ <https://www.cesvi.eu/who-we-are/> ”



(Years in Pakistan: 20)

“Concern’s work in Pakistan is focused on reducing extreme poverty and hunger, delivering fast and effective humanitarian assistance to the populations affected by disasters and strengthening community preparedness and resilience to the future disasters. Concern’s key programmes and thematic areas include Livelihoods, Nutrition, Health including WASH and Emergency response interventions in multiple sectors.”

“ <https://www.concern.net/where-we-work/pakistan> ”



(Years in Pakistan: 38)

Helvetas is active in Pakistan since 1982. Helvetas is working in 29 countries in Africa, Asia, Latin America, and Eastern Europe. Helvetas bring about real change in the lives of over three million disadvantaged people every year. Helvetas implements development projects in the areas of Water Governance, WASH, agriculture productivity enhancement, nutrition, economic development, skills development education, and Environment and Climate Change. Helvetas also provides emergency response and rehabilitation.

“ <https://www.helvetas.org/en/pakistan> ”



(Years in Pakistan: 15)

Welthungerhilfe's work in Pakistan originally had a strong focus on humanitarian aid, and this has been expanded in recent years to include disaster preparedness, sustainable agriculture, and civil society and empowerment projects. All these three sectors are central to increasing food and nutrition security within communities by increasing the capacity to cope with current challenges and increasing resilience for those in the future.

“ <https://www.welthungerhilfe.org/our-work/countries/pakistan/> ”



FNS Opportunities for Alliance2015 in Pakistan

Building on their long and diverse thematic experience in various sub-fields of FNS, Alliance2015 has an opportunity to contribute to addressing the underlying and basic causes of malnutrition and to combating food insecurity in the country at different levels, i.e., local, provincial, and national. There are other forums, networks, and movements, which are currently active in this field. They include the Scaling Up Nutrition (SUN) movement, FIAN International, formerly FoodFirst Information, and Action Network, national networks, and their partners. Alliance2015 thus can join hands with these players and can contribute through existing capacities to increase knowledge on the subject, increase awareness, create more funding opportunities for FNS-focused actions and become part of a greater ongoing dialogue on FNS in the country.



Alliance2015 members in Pakistan have a long history of working to support government policies of poverty eradication, health, nutrition, and agriculture improvement, all of which, when in sync with each other, can help achieve the ultimate national goal of human development.

The Need for Stakeholders' Engagement on FNS

Alliance2015 partners recognize the FNS crisis in Pakistan as a multi-dimensional challenge. Its causes are rooted in cultural practices, agricultural production methods, public policy choices, impacts of disasters and climate change, poor food management, storage and distribution systems, and lack of access and equity opportunities related to the availability and consumption of food.

The FNS crisis calls for an integrated, multi-dimensional, and multi-actor response from all stakeholders, which we reckon would include:

- **The Government**, federal and provincial, tasked for introducing laws, regulations, and policies affecting production and supply of food and nutrition of the people of Pakistan;
- **International aid agencies and multi-lateral organizations**, who provide assistance, including financial resources, to support and implement actions targeting unmet needs in the FNS sector and aiming to make Pakistan a country free from hunger and malnutrition.
- **Civil Society Organizations (CSOs)** who are partners in development, stakeholders' engagement and social service delivery; they enjoy the trust of communities they serve, promote innovation and change and help magnify outreach by virtue of their networks, alliances and platforms.
- **Wider public community, opinion-makers and consumers** who make choices, based on their knowledge, preference, access, and affordability, on what foods to consume; also, they include farmers and producers, community leaders, and champions that enhance motivation for good practices;
- **Academia and research institutions** that carry out research and development on multiple aspects of food and nutrition and contribute to opinion-making;
- **Media** (Print, TV, Radio, Social Media) responsible for informing and educating people and shaping their choices on food consumption, and is generally an under-utilized actor in FNS;
- **The private sector**, responsible for food production, processing, advertising, distribution, and selling. As of now, we recognize that this is the least engaged and probably most diverse stakeholder with a variety of offers and opportunities. It is capable of technological development for advancement in production techniques, food processing, marketing, and supporting agricultural value chains;

The brief descriptions of stakeholders have been expanded into audience profiles in terms of their information and know-how needs (See section **SES: Audience Profile and Agenda-Setting** below). Towards fulfilling these needs, the Alliance2015 aims to strategically engage with all the stakeholders to help them act in a holistic and coordinated manner for tackling the FNS crisis in Pakistan.



The Stakeholders' Engagement Strategy (SES) has been framed for a period of five years (2021-2025).

Stakeholders' Engagement Strategy: Approach, Goal, and Objectives

The Stakeholders' Engagement Strategy (SES) has been framed for a period of five years (2021-2025).

During this time, the actions of Alliance2015 partners will focus on building knowledge of all relevant stakeholders, educating them, and fostering synergies among stakeholders based on their comparative advantages in a manner that will help ameliorate the FNS crisis at various levels.

Stakeholders' Engagement Approach of Alliance2015

Alliance2015 has a loose-fit relationship among its members. Each member has its thematic expertise, and each upholds its identity. Together they complement each other for a common cause to fight against hunger and low levels of nutrition in Pakistan.

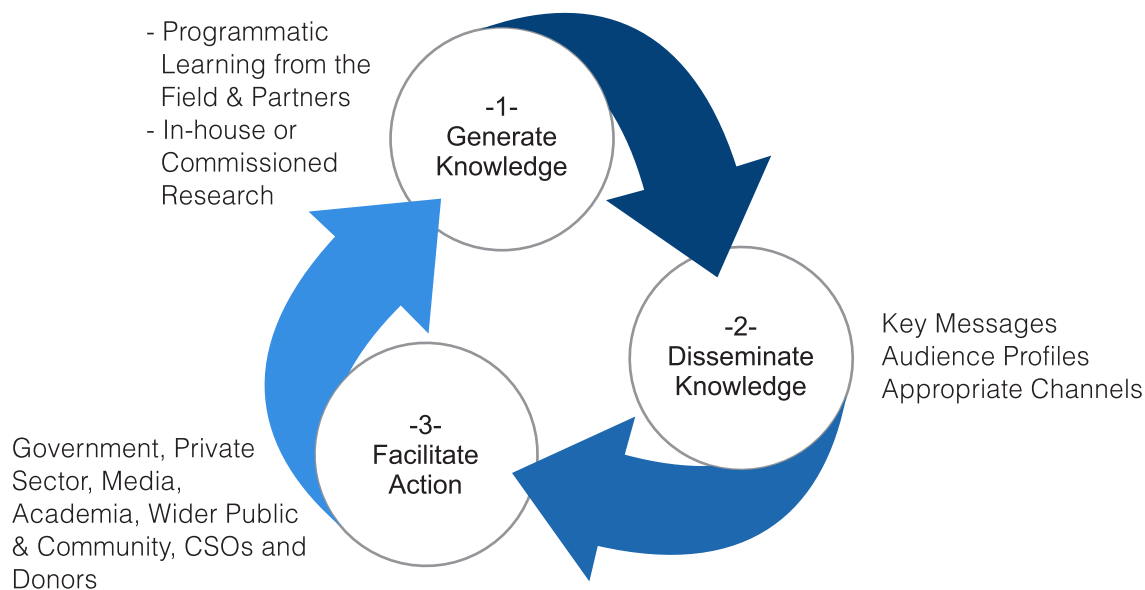
Each Alliance member has distinctive key strengths concerning FNS. The engagement approach leverages members' key strengths and the outreach provided by stakeholders' network of the individual members.



Alliance2015 members, individually and together, would:

- Generate evidence-based knowledge and innovative solutions in FNS,
- Disseminate the knowledge,
- Facilitate actions by FNS stakeholders, and
- Undertake joint FNS programming.

Alliance2015 Engagement Approach Model



It must be noted that the generation and dissemination of knowledge include the knowledge gleaned from the examination of member-organizations' previous programs and projects in Pakistan and other countries.

Alliance2015 Members' Key FNS Strengths in Pakistan

According to the Stakeholders' Engagement Approach, each member will, according to its key strengths, be responsible for the following shared agenda:

- Collectively engaging in FNS actions based on comparative advantages,
- Encouraging in-house or commissioning collaborative research in areas of key strengths,
- Creating key messages around the assigned themes,
- Communicating messages to and engaging with all stakeholders,

Table 1 summarizes the key strengths of each Alliance2015 member across the FNS spectrum in Pakistan.













Key FNS Strengths of Members				
<p>Food Security & Livelihood (on farm and off-farm), climate-smart agriculture, market-based approaches and Technical and Vocational Education and Training.</p> <p>Climate-smart agriculture.</p> <p>Linking Relief and Rehabilitation to Development (LRRD)</p> <p>3Zero (Zero Carbon, Zero Poverty & Zero Exclusion).</p>	<p>Multi-Sectoral, Nutrition-Sensitive Approaches,</p> <p>Linking relief and rehabilitation to development (LRRD),</p> <p>Innovative models in food security & livelihood</p>	<p>Community-based Management of Acute Malnutrition (CMAM),</p> <p>Livelihood Security,</p> <p>Community Resilience</p> <p>Building disaster preparedness and risk reduction</p>	<p>Adaptation to climate change in water and agriculture</p> <p>Public-private partnership in food value chains</p> <p>Water conservation and governance</p> <p>Resilient agricultural livelihoods</p> <p>Dietary diversification and Nutrition-sensitive behavioral change</p>	<p>LRRD,</p> <p>Multi-Sectoral, Nutrition Sensitive Approaches,</p> <p>LANN+ (Linking Agriculture, Nutrition and Natural Resources+),</p> <p>PtiN – Programming towards improved Nutrition</p>

Table 1: Key FNS Strengths of A2015 Members

Goal and Objectives of the Stakeholders' Engagement Strategy

By 2025, the Alliance2015 is recognized as a leading voice for food and nutrition security by all the relevant stakeholders in Pakistan.

By producing evidence-based, actionable knowledge across various aspects of FNS, Alliance2015 will be seen as the go-to institution by all stakeholders. Pursuing this goal, Alliance2015 will produce research and knowledge products that will inform public policies, improve coordination and implementation, raise awareness, facilitate market-based solutions, and highlight issues of access and equity for the neediest in the society. Where possible, Alliance2015 will implement programs targeting the FNS gaps and needs identified.

Quality, impartiality, and trustworthiness are the values adopted in pursuit of the goal and objectives of the SES.

The following objectives are set to achieve this goal:

1. Strengthen stakeholders' commitment and behavioral change by demonstrating good practices and knowledge sharing
2. Developing a spirit for collaboration and partnership to leverage the knowledge and expertise of stakeholders for FNS
3. Demonstrate an expressed willingness to undertake multi-stakeholder engagement and dialogue for enhancing the effectiveness of Alliance2015 in the field

An Action Plan has been developed by Alliance2015 to ensure the afore-mentioned objectives are met. An Oversight and Operations Structure encompassed in the action plan includes an FNS Stakeholder Engagement Working Group (SEWG) and dedicated teams for research support, resource mobilization, media and communications, and event management, comprised of member organizations' staff. The SEWG and Alliance2015 Steering Committee will regularly review, monitor and, if needed, revise the action plan based on implementation experience and evolving context. This structure will implement activities to fulfill the information, awareness, and behavioral change needs of the stakeholders as captured in the Audience Profiles and Engagement Agendas and will work towards the following concrete targets, which have been set in line with the objectives of the strategy.

1. Launch at least one knowledge product each year on priority issues of food and nutrition security for policymakers and donors in Pakistan. The knowledge product may be in the form of a research paper, policy brief, position paper, compendium, or case study on multi-stakeholder FNS partnership development;

2. Organize at least one annual FNS conference/webinar each year, reaching out to all relevant stakeholders;
3. Provide technical assistance to electronic, print and social media outlets for programming content on FNS;
4. Produce “edutainment” material for communities and people;
5. Design and implement awareness-raising campaigns for social, print and electronic media each year;
6. Develop case studies of nutrition-sensitive agricultural models or approaches supported by Alliance2015 members in the field; and
7. Ensure continuous engagement with public sector actors and policymaking fora to share emerging evidences from lessons learned in FNS.





SES: Audience Profiles and Engagement Agendas

The Alliance2015 SES takes into account the information and knowledge needs of the key audiences and lays out governing principles for key messages to be designed and delivered by the Alliance members under the Stakeholder Engagement Approach undertaken for this strategy. Besides, Alliance2015 partners believe that their knowledge development and capacity building are important in this area, and therefore, a maximum potential to learn from stakeholders will be utilized.

Government

The federal and provincial governments recognize, of late, that nutrition is a multi-sectoral and multi-dimensional issue; it needs not to be “siloed” into health or agriculture ministries. Accordingly, the integration of line ministries and departments is gradually taking place and is reflected in the policy documents on nutrition. The policy cover to nutrition from various sectors and sub-sectors is generally adequate; it is the implementation of the policies at the ground level which is challenged, due to multiple factors including skill deficits within specific sub-sectors, lack of capacity, resources, and ability to prioritize food and nutrition security needs within the menu of service provision. The severity of the food and nutrition crisis has yet to dawn upon the government fully. If due urgency is not accorded, the food and nutrition crisis has the potential to become a serious risk for the human and economic development of the country. The government, as a key stakeholder, brings several strengths. These include a structural presence in all provinces and districts, high political commitment on the subject, a wider outreach, and a strong agency that may lead to policy verdicts and decisions. This strategy aims to engage with the government with the following agenda:

- Ensure that Alliance2015 remains in touch with the government's policymaking initiatives on nutrition and food security and, where possible, engage, and give inputs.
- Acquire recognition for the severity of the food and nutrition crisis among elected representatives, political parties, and top policymakers
- Promote awareness of prevalent policies at the district level where implementation has to take place. Reinforce the idea of disentangling nutrition from health only and seek its recognition as a multi-sectoral subject.
- Advocate for mainstreaming adaptation in agricultural practices towards low external inputs and sustainable farming.

International aid agencies and multi-lateral organizations

The donor community is an essential stakeholder in meeting essential needs and bridging gaps in assistance within the FNS sector in Pakistan. These organizations provide valuable resources to the government, CSOs and communities to eradicate hunger and malnutrition, and invest in human development, especially for the most disadvantaged and vulnerable individuals. Ongoing FNS-related initiatives include, among others, USAID's Office of Food for Peace contributing \$2 million to the UN Children's Fund for "preventive and curative nutrition services" for children under the age of five suffering from malnutrition²⁴, and the EU-funded Program for Improved Nutrition in Sindh in 2019.²⁵ However, there are still many vulnerable communities suffering from food and nutrition insecurity.

Alliance2015, being well-connected with important actors and stakeholders from grassroots to government, will help mobilize resources and ensure that these funds are channeled towards programmes that demonstrate good value for money while equitably aiding the most vulnerable. Joint and well-coordinated efforts between all actors should avoid duplication of financial assistance provided by the donors for FNS in Pakistan. Alliance2015 may help donors in their aim to increase effectiveness of funding in FNS by:

- Highlighting, through comprehensive needs and gap analyses, the most acute FNS sectoral needs that require funding;
- Informing donor agencies of the current and emerging FNS situation across Pakistan, including challenges and bottlenecks in addressing FNS needs, and how the Alliance2015 plans to overcome them;
- Mapping FNS initiatives, and providing information on FNS programming by various actors to identify potential partnerships and avoid duplication of assistance;
- Capturing and presenting lessons learned and outcomes achieved in FNS interventions by the Alliance2015 members.

Civil Society Organizations (CSOs), Networks and Alliances

CSOs are recognized for having a very important role as stakeholders of FNS in Pakistan. They reach out to communities not generally reached by the governments. Under their services, they enjoy the trust and confidence of the communities. They highlight and help resolve access and equity issues for the most vulnerable sections of the society when it comes to FNS. Alliance2015 sees CSOs as invaluable partners in:

- Raising awareness across communities and among the general public;
- Helping achieve behavior change in food production techniques and food consumption habits;
- Magnifying the impact of key messages to be promoted under this Strategy;
- Contributing to knowledge generations, research, and development in the field of food and nutrition;
- Playing the role of a watchdog to protect the rights of consumers, small producers, and farmers.

The Strategy requires Alliance2015 to partner with like-minded, mission-driven CSOs in pursuit of effective stakeholders' engagement. In this regard, the SUN Civil Society Network (CSN) is an important platform. Coalition and cooperation with members of CSN in Pakistan are a priority for Alliance2015 under this SES. Working with CSOs and CSN, Alliance2015 will strengthen the humanitarian/development nexus whereby we convert long-term crises into manageable interventions spanning, simultaneously, relief, recovery, rehabilitation, and development with relevant actors through a high degree of participation and engagement from beneficiaries and communities.

Wider Public, Community and Opinion-makers

The wider public or citizens, represent the demand side of the nutrition equation. At the same time, food producers (farmers, growers, water users, and managers) represent the supply side of the equation: they have plenty of knowledge derived from experience. All stakeholders between these two ends serve a facilitating role. In this manner, communities and wider citizens are placed as primary stakeholders in this strategy.

The demand function is often driven by current knowledge, interests, habits and lifestyle choices, and affordability. These domains may be addressed through increased awareness and improving knowledge of healthy practices, and diversifying affordable choices. The Alliance2015 strategy understands that despite these efforts, access to nutritious food may still be a challenge for the extremely down-trodden and ultra-poor. It is for this reason that the Alliance2015 partners will continue to carve out humanitarian solutions for these groups and help them navigate the FNS crisis safely. On the food production side, different adaptive strategies will be encouraged to deal with productivity challenges (such as drought, climate change, lack of inputs) as well as a choice of sustainable production systems. It is reckoned under this strategy that, if preferences and practices of the consumers and the community change, it will send demand signals back to the producers and state economy and thus eventually influence policymakers in many ways.

Therefore, there is a need:

- For improving the knowledge of food production, sustainable farming and income generation which then could lead to better FNS;
- For a behavioral change from a choice of food to cooking practices and overall family care across the board concerning nutrition;
- To respect and benefit from traditional wisdom which is often looked down upon and is being forgotten when it comes to FNS-coping strategies;
- To promote healthy practices in cooking, food handling, and eating;
- To create ASPIRATIONAL VALUE for healthy food choices especially those based on age-old wisdom; and
- To ensure equity and access issues and gender imbalances when it comes to roles in food production and consumption.



Academia and Research Institutions

The paramount objective to bring academia on board is to acquire their interest in FNS as their agenda and not merely as a hub for commissioned research. Academia may play an important role in FNS-related research that forms the basis for educating the wider public and for disseminating information for effective policy engagement. Universities specialized in agricultural and biological sciences in the country may lead research on nutrition-sensitive agricultural practices and their scientific aspects. Similarly, business schools, economics, and social/anthropology departments may be brought on board to look into the access, equity, and socio-economic aspects of nutrition and food security practices in the society. Universities and research institutions also have a rich human resource base (students, staff, and alumni), which can infuse a motivating spirit among the youth (both resident and diaspora) on the subjects of good everyday practices on nutrition and food security.

Alliance 2015 has recognized the importance of academia and research institutions and will cooperate with them to capitalize on their research and outreach capacities to drive a nutrition and food security agenda through different means including thematic exchanges, collaboration, research grants, and sponsorships.

Media: Print, TV, Radio and Social Media

Although the media generally realizes the importance of nutrition, like everyone else, it sees nutrition as being separate from other issues such as water. Media tends to focus on “news-worthiness” aspects of the FNS crisis, which means that the issue of the FNS crisis appears on and off in the media. Media lacks programming (talk shows, drama, features, columns, stories, etc.) around FNS due to being overwhelmed by more immediate political concerns in the country and a lack of knowledge about complexities rooted in FNS, which is thus relegated to the back pages in print and non-prime time on radio and TV.

Social media suffers from a lack of credibility due to the alleged spread of fake news and the impulsive forwarding of unauthenticated messages. It is, however, very effective with a much wider outreach. If handled well, it does have the potential to be a medium for magnifying voices on FNS. An increasing number of influencers of social media platforms may be tapped into and brought on board for educating and engaging their followers on FNS issues.

The info-need of media requires that it is:

- Fed with news-worthy items on FNS;
- Approached for allocating prime time donation dedicated to highlighting aspects of FNS;
 - Technically helped with programming content around FNS; and
 - Motivated to mainstream messages on FNS along with other issues such as water.

Motivated to mainstream messages on FNS along with other issues such as water. Private Sector

This stakeholder consists of Multinational Corporations (MNCs), Local Corporations and Businesses, Small and Medium Enterprises (SMEs) and Micro and Small Businesses (MSBs), Social Businesses, Agri-Businesses, Business Associations, Chambers of Commerce and Industry.

The private sector is the engine of economic growth, employment, production, and distribution. While it is obvious that the private sector's main motive is to engage in profitable businesses, it is essential to acknowledge that it is also a knowledge creator and bearer in many ways: the private sector can benefit the efforts of Alliance2015 to reduce hunger and malnutrition through, for example, new technology, knowledge of market functions, infusing incentives in nutrition-sensitive practices in production, and upscaling successful pilot projects. This knowledge is key to the sustainability of approaches, models, and prototypes developed by Alliance members as well as partner civil society and research organizations. All of these may integrate workable models into the market function and invest in scaling them up, thus bringing desirable change in the food supply and nutritional choices that consumers and communities make.

While some of the current business practices in food production, processing, and marketing call into question the ethics behind them and thus are areas needing improvement, the private sector has the potential to be a major force behind positive change, if harnessed well with workable business models. Banking on the powerful tool of product advertising may create aspirational value in the type of food it promotes and thus positively influence the consumption habits of buyers.

Engagement with the private sector needs to focus on:

- Changing the image of the private sector from profit maker (only) to the catalyst of change (also) and hence a potential partner;
- Developing a spirit for collaboration and partnership to leverage their knowledge and expertise for sustainability;
- Encouraging private sector actors to share/exchange knowledge to encourage agenda setting for future actions;
- Reminding them of their ethical responsibility towards promoting health and nutrition. The sector needs to be held accountable for its actions.
- Showing and communicating a BUSINESS CASE for change, adaptation, and new practices in agriculture being promoted by Alliance members.

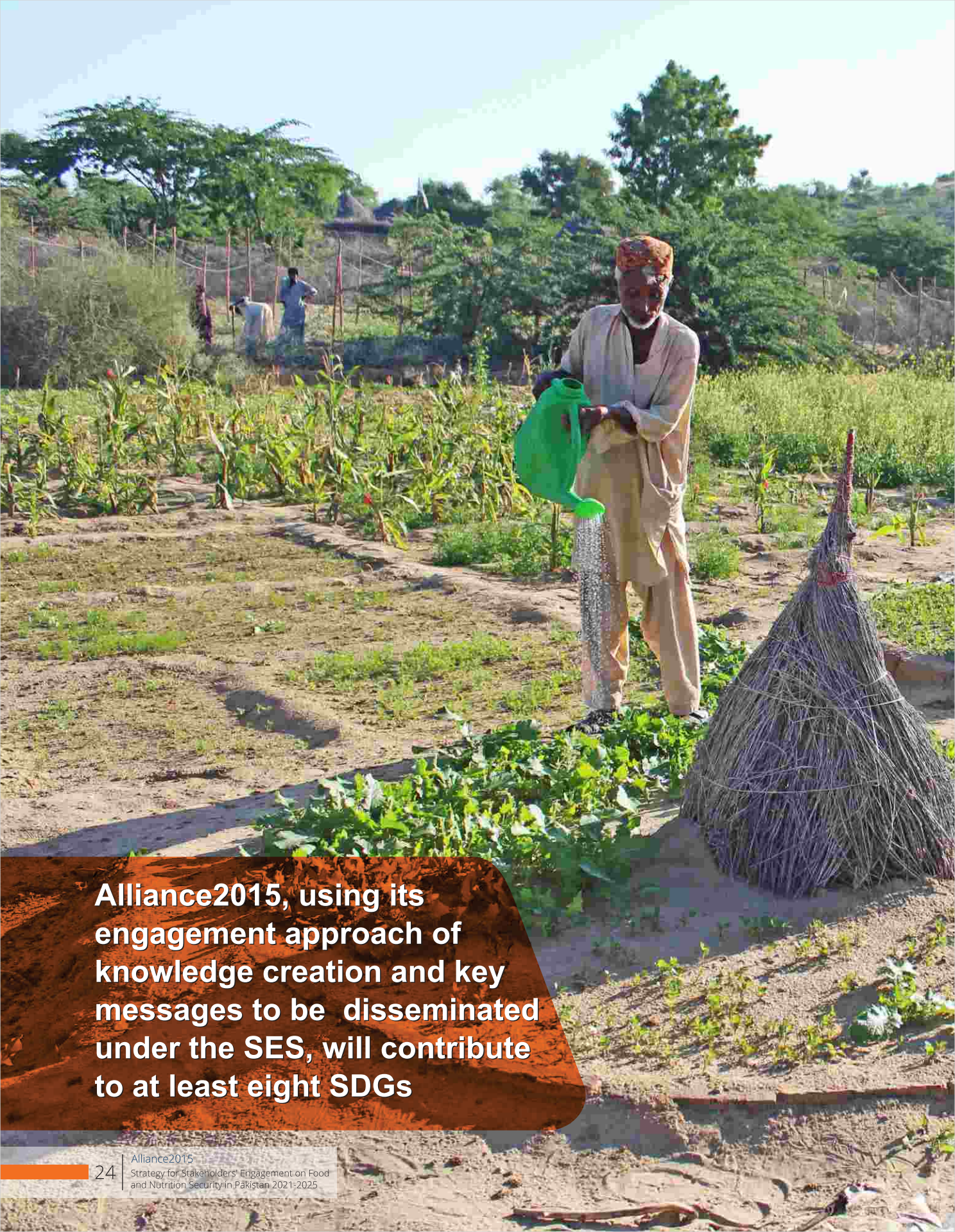
We hope that by meaningfully engaging with the private sector, Alliance2015 will contribute to market system development, thereby making the market work for the poor.

Guidelines for Key Messages

In line with the strategic goal to promote food and nutrition security, Alliance2015 will employ multiple channels and coordinate with identified stakeholders to reinforce the following key messages:

1. Ensuring equitable access to nutritious food and clean water;
2. Making healthy and diverse food and nutrition choices;
3. Removal of myths and misconceptions and promoting scientific advancements (in an integrated approach);





Alliance2015, using its engagement approach of knowledge creation and key messages to be disseminated under the SES, will contribute to at least eight SDGs

SES Linkage with Global and National Development Agendas

Alliance2015, using its engagement approach of knowledge creation and key messages to be disseminated under the SES, will contribute to at least eight SDGs.²⁶



The SES, with its key messages, would also supports two strategic objectives of Scaling Up Nutrition (SUN) in Pakistan to which Alliance2015 closely ascribes:

- a) Bringing people together and,
- b) A coherent policy and legal framework.²⁷

Cooperation with Sun Civil Society Network (CSN)²⁸ forms a cornerstone for enhancing Alliance2015's contribution to SUN efforts and objectives in Pakistan. Alliance2015 will leverage the support and connections of SUN-CSN to reach a wider audience with our efforts to make FNS a priority agenda, strengthen relationships and gain synergies with other SUN-CSN partners, and explore opportunities for joint programming.

The Alliance2015 SES supports the outreach, research, education, and information-sharing required by Pakistan Vision 2025, Pakistan's Multi-Sectoral Nutrition Strategy (PMNS)²⁹ 2018-25, and Pakistan Integrated Nutrition Strategy (PINS).³⁰ Pakistan Vision 2025 makes Energy, Water, and Food Security one of the seven pillars³¹ of the Medium-Term Development Framework (MTDF) being implemented by the Government of Pakistan.

PMNS, under one of its main objectives, requires “opening channels and developing synergies among provincial programs to facilitate scaling-up interventions on a national scale, including sharing information and experiences and developing national best practices and lessons learned.”³² This is because PMNS recognizes that malnutrition is a multi-faceted issue with its solution lying in the concerted efforts of diverse actors, which should be engaged in multi-sectoral planning, sectoral implementation, and multi-sectoral monitoring, research, accountability, and learning.

PINS calls for establishing a central Nutrition Coordinating Council with a broad multi-sectoral mandate. Improved knowledge and nutrition-related skills is a key priority component of PINS with interventions such as:

- Community-based management of acute malnutrition;
- Promoting nutrition education and counseling at health care, agriculture services, education services, and
- Increasing the knowledge and skill of service providers, caregivers, households, and communities through a communication strategy and civic education.



Annex A:

Pakistan's Food and Nutrition Crisis

An alarming 37% of the population in Pakistan is classified as food insecure, meaning that they do not “have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preference for an active and healthy life” according to the Food and Agriculture Organization (FAO).³³ Similarly, according to the 2019 Global Hunger Index (GHI), Pakistan ranks 94th among 117 qualifying countries in the world.³⁴ The Index tracks indicators, including undernourishment, child wasting and, child stunting, and child mortality. Among the countries in the developing world, Pakistan faces one of the most severe crises of malnutrition, which is the fundamental cause of child morbidity and mortality. The effects include detriments for both physical and mental developments that translate to diminishing life expectancy and quality of life. According to UNICEF, of children under five years of age, 40.2 percent suffer stunting, 17.7 percent are wasted, and 28.9 percent are underweight, while 9.5 percent are overweight.³⁵

The trends between urban and rural areas are similar; however, rural areas have a greater prevalence of underweight children and stunted growth. The prevalence of stunting differs among provinces; as such, Sindh, Khyber Pakhtunkhwa, and Balochistan have higher reported rates in this regard than the national averages.

Despite an improvement in socio-economic indicators from 1997 to 2018, acute malnutrition remains a grave concern in Pakistan. Pakistan still experiences extreme wasting at 17.7 percent on average, with varying rates among provinces. Sindh and Balochistan also experience the worst prevalence of underweight children, at 41.3 percent and 31 percent, respectively.

In Pakistan, more than half the number of children suffer from anemia. Rates of moderate anemia increased from 2001 to 2011 and gradually reduced in 2018. Children under five are also deficient in Iron (28.6 percent), zinc (18.6 percent), Vitamin A (51.5 percent), and Vitamin D (49.5 percent). More than half the female adolescent population also suffers from anemia. Pakistanis are affected by factors apart from nutrient deficiency, all of which contribute to health detriments. Anemia, for example, is also caused by malaria, intestinal parasites, and thalassemia. Iron deficiency has adverse effects on the immune system. It significantly increases morbidity from infectious diseases, especially among children and women.

Among adolescent females, 54 percent are deficient in Vitamin D, while 25.7 percent are severely deficient. 26.5 percent are also hypocalcaemia, meaning, there is a severe lack of bone strength. About 97 percent of women 75 to 84 years old and 55 percent of those 45 to 54 years old are predisposed to osteoporosis.

The trend for early initiation of breastfeeding showed promising growth from 2010 to 2018. In 2018, about 46 percent of Pakistani babies were breastfed within the first hour of birth. However, the rates of exclusive breastfeeding dropped from 2001 to 2011 and then rose from 2011 to 2018. Because breastfeeding is also one of the sources of developing an infant's gut microbiome, Pakistani children

need a greater prevalence of optimal breastfeeding for enhancing immunity and gut function. For the promotion and protection of breastfeeding practices, the government has introduced legislation that aims to regulate the marketing and use of breast milk substitutes. Although comprehensive, the Protection of Breastfeeding and Child Nutrition Ordinance (2002) has failed to increase the mean breastfeeding period among Pakistani mothers. A research report by Save the Children examined the violation of the Breastfeeding Code and the causes for the use of breast milk substitutes.³⁶ The report also found that healthcare providers advise mothers to use breast milk substitutes, failing to convey the importance of optimal breastfeeding practices and leading to a decline in mean breastfeeding time per child. According to the Pakistan Demographic and Health Survey (2017-18), 45 percent of mothers were counseled regarding breastfeeding, but only 25.8 percent observed breastfeeding.³⁷

Among pregnant women in Pakistan, iodine deficiency is quite prevalent. Iodine deficiency during pregnancy affects neonatal thyroid function. Studies conducted in Lahore found that 63 percent of pregnant women were moderately deficient in iodine. According to UNICEF, 17.5 percent of women aged from 15 to 49 years have urinary iodine deficiency, with those in rural areas being worse off than their counterparts in urban areas. Iodine deficiency in women is also the cause of stillbirths, congenital disabilities, mental retardation, and infant mortality.³⁸

Access to clean drinking water is also a concern, especially in rural and peri-urban Pakistan. Reportedly 36 percent of household drinking water is contaminated with *Escherichia coli* (E. Coli).³⁹ Although there have been improvements in access to clean drinking water over time, Balochistan has experienced the least development in this area.

Pakistan also faces grave livelihood disruption due to natural disasters. The 2020 locust attacks have made 37 percent of Pakistan's arable land vulnerable.⁴⁰ The impending threat of famine and food insecurity also contributes to malnutrition and wasting.⁴¹

Pakistan ranks 5th on the global climate risk index 2020.⁴² Pakistan's economy remained most affected during the last two decades, according to the report by the think tank, Green watch. Pakistan's vulnerability to climate change is increasing. The Environment and Climate Change Outlook of Pakistan issued by the Ministry of Climate Change note that "one of the major impacts of environmental degradation has been on the carrying capacity of resources and ecosystems."⁴³ It further highlights the social impacts of climate change and environmental degradation in terms of 'widespread hunger,' 'poor health,' 'malnutrition' and 'loss of food,' leading to 'displacement of people' and even 'civil unrest.'

According to the World Economic Forum (WEF), COVID-19 has proved to be a "stress test" for the global food systems, which have failed this test.⁴⁴ Unable to reach markets and fill empty shelves, farmers destroyed their crops and dairy products, on the one hand, the need for food assistance surged on the other hand. Export restrictions have hampered food trade. Prices of commodities have risen, and experts predict a dramatic increase in malnutrition globally.⁴⁵ Global GDP is likely to decline by 4 percent,⁴⁶ pushing millions of people below the poverty line. IMF has predicted a sharp reversal in the declining poverty rates, with 40% of the population below the poverty line after the spread of COVID-19. Moreover, 17 million children under the age of five are now missing routine vaccinations, leaving them unprotected and more vulnerable to health risks.⁴⁷ Due to the rapidly evolving context of

this pandemic, there is limited data on the exact impact on FNS; however, assessments are being undertaken to gauge the effects of COVID-19 on this sector. The impact of COVID-19 is further exacerbated by the country's susceptibility to natural shocks, such as floods and locust attacks.⁴⁸ A UN report concludes that “estimates show that COVID-19 poses a real challenge to the UN Sustainable Development Goal of ending poverty by 2030 because global poverty could increase for the first time since 1990 and, depending on the poverty line, such increase could represent a reversal of approximately a decade in the world's progress in reducing poverty.”⁴⁹

WEF will convene world leaders and experts for the Food Systems Summit of 2021, called for by the United Nations Secretary-General, to articulate and adopt an actionable, integrated plan for food systems transformation. WEF underlines the need “to bring siloed communities and countries together to re-design how we produce, process, distribute, regulate, legislate, research, cook, and eat food.”⁵⁰

In the wake of COVID-19 pandemic, reimagining and redesigning food systems will dominate the policy agenda of the governments and investment priorities of the private sector for the foreseeable future.



Annex B:

Process Adopted in the Preparation of SES

The SES has resulted from combined efforts of Alliance2015 members, their partners, and consultants engaged from time to time to complete the process.

No.	Steps in the process adopted for Stakeholders' Engagement Strategy (SES)	Carried out by
1	Federal government policy gap analysis concerning FNS	Helvetas Swiss Intercooperation & Independent Consultant (Aliya Habib, SUNCSA)
2	Policy gap analyses for KP ,Gilgit Baltistan and Balochistan	Helvetas Swiss Intercooperation & Independent Consultant (Aliya Habib, SUNCSA)
3	Policy gap analyses for Sindh	Welthungerhilfe + Cesvi
4	Alliance2015 Partners, + Local NGOs + SUN-CSA Workshops for outlining FNS stakeholders' engagement strategy with participation from: <ol style="list-style-type: none"> 1. Cesvi 2. Helvetas 3. Concern 4. ACTED 5. WHH 6. TRDP (TharDeep Development Programme) 7. FDO (Farmer's Development Organization) 8. SUN-CSA 9. CERD (Center For Excellence in Research And Development) 	Welthungerhilfe, Cesvi and Alliance2015 hub in Brussels
5	Internal deliberation on conclusions of the workshop among members	Experts' group Alliance2015 members

No.	Steps in the process adopted for Stakeholders' Engagement Strategy (SES)	Carried out by
6	<p>Documents reviewed during the process</p> <ol style="list-style-type: none"> 1. Accelerated Action Plan For Reduction Of Stunting And Malnutrition (AAP) 2. GoP (2012) Climate Change Policy. Ministry of Climate Change, Government of Pakistan 3. Disaster Risk Management Plan Sindh Province 2008 4. Health Policy of Sindh 5. Inter-Sectoral Nutrition Strategy Sindh 6. National Advocacy Strategy for Scaling up Nutrition 2019-2025 7. National Climate Change Policy 2012 8. National Food Security Policy 2018 9. Pakistan Climate Change Act, 2016 10. Pakistan Multi-Sectoral Nutrition Strategy 2018 – 2025 11. Pakistan Integrated Nutrition Strategy 12. Sindh Agriculture Policy (2018-2030) 13. Sindh Education Sector Plan - 2014-18 14. Sindh Health Sector Strategy 2012-2020 15. Sindh Population Policy 2016 16. Sindh Strategic Sector Plan 2016 – 2026 - Drinking Water, Sanitation and Hygiene 17. Sindh Strategy for Sustainable Development <p>The State of Food Security and Nutrition in the World 2020</p>	Alliance2015
7	Development of strategy framework for stakeholder engagement	Alliance2015
8	Development of SES Implementation and Action Plan	Alliance2015
9	Finalizing strategy through a rigorous process of internal and external consultations	Alliance2015

Annex C:

List of Stakeholders

Federal Government

Ministry of Food Security
Planning Commission of Pakistan
Parliamentary committees in the National
Assembly and the Senate
Economic Affair Division
NDMA

Provincial Governments

Agricultural department
Health department
PDMAs

District Governments

Office of the Deputy Commissioner and
other district authorities
Fisheries department
Livestock department
DDMAs

Private Sector

Chambers of Commerce and Industry
Business and Trade Associations (Local,
Provincial and National)
Business Federations
National and multi-national corporations

Media

All Pakistan Newspaper Society
Top newspapers and TV channels
Radio channels (national and local)

Academia & Research Institutions

Pakistan Council for Scientific and
Industrial Research (PCSIR)
Agricultural Universities in Faisalabad
(Punjab) and Tando Jam (Sindh) and
other FNS-focused institutions
Think tanks

Civil Society

Partner organizations
SUN-CSA
SUN-Academia
SUN-Private sector
SUN provincial chapters
FNS-focused CSOs

International aid agencies and multi-lateral organizations and donors

UN agencies (including UNICEF, WFP,
FAO, WHO, UNFPA)
Donor agencies (including DFID, USAID,
ECHO/EU)

Others

Community and religious leaders

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Alliance2015 responds to the world's worst humanitarian crises to help people recover and regain control of their lives. Alliance2015 is represented in Pakistan by its five European member non-governmental organizations: ACTED, Cesvi, Concern Worldwide, HELVETAS Swiss Intercooperation (Helvetas), and Welthungerhilfe (WHH) .

Desiring to support Pakistan in its efforts to tackle Food and Nutrition Security crisis, Alliance2015 members have collaborated to generate this strategy for a meaningful engagement of stakeholders on FNS. The strategy spans five years, 2021-2025. It aims to make the FNS a priority agenda for all stakeholders. Alliance2015 will leverage the expertise and key strengths of individual members to create and disseminate knowledge and create know-how about FNS to support a) government policies, b) their implementation, c) public discourse and decision-making, d) food production, distribution, and consumption, and e) access and equality issues linked to the demand and supply of food.



www.acted.org



www.cesvi.org



www.concern.net



www.helvetas.org



www.welthungerhilfe.org