

# Terms of ReferenceGlobal Nutrition ClusterAdvocacy and Communications

**21 May 2021**

The Global Nutrition Cluster (GNC) Advocacy and Communications Working Group (WG) provides strategic and technical support to the GNC to guide its engagement in advocacy activities at global, regional, and country levels. The group is comprised of representatives from GNC partners and country-level coordination teams with expertise and interest in advocacy and communications.

# 1. Background

In recognition of the need to develop advocacy strategically to support the achievement of its mandate, the **GNC Strategic Plan 2014-2016** included “Partnership, communication, advocacy, and resource mobilization” as one of its four strategic pillars. In 2016, following extensive consultation with all partners, the GNC developed the [Nutrition Cluster Advocacy Strategic Framework](https://www.nutritioncluster.net/Nutrition_Cluster_Advocacy_Strategic_Framework_2016_2019) and the [Advocacy Toolkit for country clusters](https://www.nutritioncluster.net/Nutrition_Cluster_Advocacy_Toolkit#:~:text=This%20toolkit%20intends%20to%20assist,2016%2D2019%20that%20relate%20to).

The [2017-2021 GNC Strategy](https://www.nutritioncluster.net/2017_2021_Global_Nutrition_Cluster_Strategy) drew on lessons learned from the previous strategy, changes in the humanitarian operating and policy environment, and GNC stakeholder expectations. Its third Strategic objective is “Advocating and influencing for more effective coordination.” According to it, the GNC will provide leadership (along with the cluster lead agency and cluster partners) in advocating for greater nutrition coordination in crises and for inter-cluster and multi-sector approaches to meet the needs of affected populations. However, such engagement had an ad-hoc character without a clear global advocacy plan and involvement of all partners in joint advocacy.

GNC is now developing its 2022-2025 Strategy and one of the strategic pillars is around building an enabling environment: “To be a driver of change at all levels for:

1) improved collaboration and innovation on nutrition coordination and technical support for humanitarian settings;

2) creating a supportive financial and policy environment, both internal and external, for strengthened technical and coordination capacity for nutrition in emergencies.”

The key indicator proposed to measure this is the “Number of examples where GNC advocacy and resources have been used to influence decision-making in NiE and humanitarian coordination at all levels.”

In 2019 the GNC partners agreed that an Advocacy Taskforce should be established to lead on the development of advocacy, however, it was not established. In preparation for the 2021 GNC Annual Meeting, which will focus on the development of the 2022-2025 GNC Strategy, it became clear that the Advocacy and Communications WG is urgently needed to be established to guide strategic discussions related to communications and advocacy of the GNC and to jointly develop and implement GNC Advocacy and Communications plans.

The Advocacy and Communications WG will play a key role in the development and validation of policy positions and common messages in close coordination and cooperation with the GNC Strategic Advisory Group (SAG) and the Coordination Team (GNC-CT). The WG will work at the global level and could also support country teams in the development and implementation of advocacy activities when there is limited advocacy expertise at the country level.

2. Goal of the WG
The WG will support the GNC in maximizing opportunities for more effective and efficient advocacy and communication and lead advocacy and communications work of the GNC as a collective.

# 3. WG’s outputs

Detailed activities of the WG will be agreed upon by members of the WG and documented in the work plan (along with monitoring indicators) and will be aligned to the 2022-2025 GNC Strategy. Some of the initial activities are detailed below.

1. Lead GNC partners’ input to the development of the 2022-2025 GNC Strategy during and after the 2021 GNC Annual Meeting (15-17 June 2021).
2. Develop the 2022-2025 GNC Advocacy and Communications Strategy/Framework and the WG’s annual work plan for priority advocacy activities for the GNC as a collective.
3. Review of the capacities of GNC partners and identify partners that could lead/support GNC advocacy objectives, including the development of advocacy positions and key advocacy messages.
4. Facilitate the development of nutrition cluster global policy positions and common advocacy and communication messages in close coordination and collaboration with GNC-CT/SAG and cluster partners.
5. Identify key nutrition advocacy needs at a country level and provide country-level nutrition clusters and sectors with advocacy and communications support as required.

# 3. Composition and membership of the WG

Membership of the group will be of GNC partners and country-level advocacy structures.

Membership is for the GNC partner organizations rather than individuals. Each member organization is requested to nominate at least one focal person to ensure consistency in representation and to facilitate communication, but preferably two – one with NiE capacities and one with advocacy capacities.

Membership is also open to the members of the Advocacy and Communications WGs of the nutrition Clusters/Sectors at a country-level and/or Nutrition Cluster/Sector Coordinators with substantial experience leading or implementing Advocacy Strategy.

Members of the WG must commit to representing the interests of the GNC and not their own agency’s interests.

# 4. Implementation Arrangements

Members will be expected to attend at least 70 percent of meetings, which will be held monthly, with ad-hoc meetings when required. There will also be an expectation that members undertake additional activities as outlined in the TOR above. The agencies and individuals who take up these positions must be committed to fulfilling these responsibilities.

Membership of the group will be evaluated periodically, and non-active members will be removed.

During the first meeting, the co-chairs of the group will be selected, and their rotation schedule will be agreed upon. Co-chairing will involve engaging partners, calling for meetings, setting the agenda, preparing or consolidating the documents that need to be reviewed, ensuring minutes are taken at every meeting, following up on the action points, and reminding pending deliverables. The co-chairs are responsible for linking with the GNC Coordination Team and Strategic Advisory Group as needed.

Task Forces may be established under the WG to work on specific deliverables as needed and will be accountable to the WG.

# 5. Accountability and working methods

* The co-chairs of the WG will ensure the group develops and regularly updates a work plan and monitors its implementation.
* Decisions made by the WG will be based on consensus, to the extent possible.
* The presence of at least 50 percent of the WG members at a meeting constitutes a quorum.
* Meeting outcomes will be recorded in the meeting minutes.
	1. The WG will report to the GNC partners and the GNC Annual Meeting on its achievements and constraints.
* While benefitting from the technical and strategic guidance of the WG, the GNC-CT and the GNC SAG have final accountability for decisions related to advocacy and communications.