

The Power of Nutrition's vision is a world where every child has the right nutrition to achieve their full potential. We achieve this by convening innovative partnerships, leveraging resources and co-designing high-impact nutrition programmes that build healthier, more productive societies across Africa and Asia.

We focus on nutrition as it's key to breaking the cycle of poverty yet receives just 1% of international development aid. Through our targeted focus, we create programmes that scale proven interventions, such as breastfeeding counselling, vitamin A supplementation and severe malnutrition treatment. Our multisectoral approach combines nutrition with food systems and climate, education, gender and other sectors to accelerate impact for all the Sustainable Development Goals.

We convene partnerships between private and public sectors, institutions, civil society and communities. By pooling funds and creating financial leverage, we're able to invest in bigger programmes that create impact at scale. Our programmes are run in partnership with local governments through to communities, ensuring local ownership and long-term sustainability.

We have mobilised more than half a billion dollars for the nutrition sector, allowing us to reach more than 157 million mothers and children with better nutrition. We've achieved this by working in partnership – it's thanks to our partners that we've managed to break down silos and achieve impact at scale.

Read on to learn more about our partnerships and programmes in 2023.



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The Power of Nutrition 2023 Impact Report

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From the Chair



By December 2023, The Power of Nutrition is proud to have co-created 25 programmes across 16 countries in Africa and Asia. Our programmes have had a significant impact, reaching 157 million people with improved nutrition services, helping to reduce the burden of malnutrition, so children, communities and societies can thrive.

The challenging global context, however, continues to threaten progress. The year 2023 brought new complexities with the lingering effects of the pandemic, a worsening climate crisis, and escalating conflicts - all of which combined to destabilise the global food system, resulting in 3.1 billion people not being able to afford a nutritious diet. In 2023, the number of people facing acute hunger globally (they don't know where their next meal is coming from) more than doubled pre-pandemic levels. At the same time, aid budgets continued to be stretched, jeopardising the progress made in recent decades in tackling malnutrition.

This is precisely why our work, and especially our collaborative model, is more critical than ever. We mobilise resources efficiently, ensuring they reach those most in need, to maximise impact on tackling malnutrition.

The year brought hope in the form of new partnerships; we continued to work alongside governments, philanthropists, NGOs, UN agencies, multilateral development banks and the private sector

to leverage combined resources and expertise. We paid particular focus to innovative solutions, from climate-smart malnutrition treatment to tech-driven interventions.

The fight against malnutrition demands unwavering commitment. By investing in nutrition, children can grow up healthy, strong and can grow mentally and physically into active members of society.

Together, we can ensure everyone has access to the nutritious food they need to thrive.

Thank you for your continued support and commitment to our mission.

Mark Cutifani

Chair of the Board of Trustees



From the CEO



I joined The Power of Nutrition in June 2023 and have found it to be an ambitious, innovative organisation reaching those most at risk of, and most vulnerable to, malnutrition. Its programmes bring together funding, implementing, government and civil society organisations in collaborative partnerships to co-create and deliver large-scale interventions. Programmes are tailored to the local context and, by supporting and strengthening local systems, investments are sustainable.

In the challenging context, we continue to focus on our proven approach of building a network of partnerships, from local governments and civil society organisations to multinational companies: working together, pooling resources, and sharing learning to ensure the fight against malnutrition is joined up, holistic, targeted and defragmented. The 'A' grade our founding partner FCDO gave us in our project completion review in 2023 reflects our dedication and success in delivering exactly this.

During 2023 we strengthened our fundraising team; they are extending our networks and reaching new partners across the Gulf and in the USA. We built new partnerships with Gavi, the Vaccine Alliance and Aga Khan Foundation and we continue to nurture existing relationships - we were delighted to extend our DRC programme with SIDA.

Exploring the nexus between malnutrition and other sectors, including climate change, gender and early childhood development, has become an increasing priority for us. We attended COP for the first time, collaborating with Dubai Cares.

We are encouraged by the results of our Access Initiative – a low-cost, rapid monitoring and planning tool that identifies barriers to accessing nutrition services and works with local communities to improve the reach, uptake and effectiveness of those services (See page 24).

RUTF (ready-to-use therapeutic food) is central to the treatment of acute malnutrition, but only one-in-three children in-need receives it. We are championing a new plant-based therapeutic product created by Valid Nutrition which is effective in treating acute malnutrition and by using local

plant-based ingredients is better for the planet too (See page 22).

Our founding partners (FCDO, CIFF and UBS Optimus Foundation) recognised that reducing malnutrition is critical to the achievement of the Sustainable Development Goals; they cannot be reached if the potential of children is compromised by poor nutrition. Despite this, malnutrition does not get sufficient attention and is underfunded. This Impact Report presents what has been achieved as a result of their vision, commitment and pioneering approach – an evidence-based model for the sector as we face the significant challenges of the years ahead.



Jim Emerson CEO



Key achievements in 2023

32 million people reached

12 million women 19 million children 980,000 adolescents

Over \$80 million

leveraged for high-impact nutrition programmes

4 new

programmes launched



Key achievements since inception

870k

cases of stunting averted

50+

partnerships convened

\$639m

leveraged for high-impact nutrition programmes

157 million

people reached with improved nutrition

720k

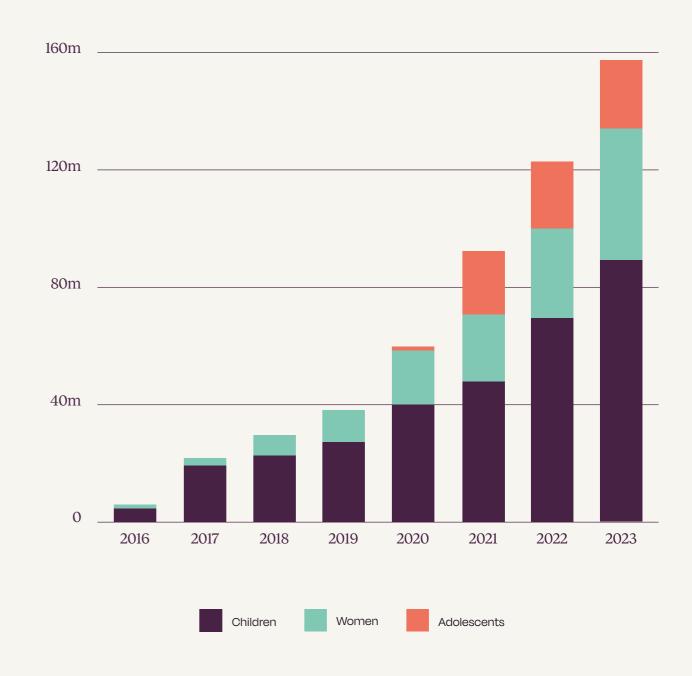
cases of maternal anaemia averted

25

programmes across 16 countries 24k

deaths of children under five averted

The Power of Nutrition programme reach 2016 - 2023



Programme spotlights



Indonesia

6,300 - cases of stunting averted in young children.

4,800 - lives have been saved.

161,000 - cases of anaemia averted in women and adolescent girls.

Maharashtra

33 million - women and girls reached with vital nutrition interventions.

5 million - children screened for severe acute malnutrition. Those found to be severely malnourished are immediately referred for treatment.

890,000 - mothers received breastfeeding counselling.

Ethiopia

1.2 million - children received vitamin A supplementation.

440,000 - pregnant women received micronutrient supplementation.

54% - increase in the number of pregnant women receiving deworming treatment.

Malawi

8,000 - people received climate resilient seeds to help sustain their own food and nutrition security through kitchen gardens.

750 - men committed to assisting their spouses with household chores and childcare, resulting in significant changes and reduced maternal stress.

5,730 - people received cash transfers, representing **101**% of the target.

Bangladesh

1,220 - comprehensive training sessions with health care providers.

800 - nutrition counselling sessions taken place.

73,000 - women reached with better nutrition advice and health care.

SPOTLIGHT

Our programme participants

Mary, 28-years-old, Balaka district, Malawi

Mary lives in the Balaka district of Malawi with her three children Cosmas, James and Evelin. When Mary's eldest, Cosmas was just two years old, he was malnourished, lacking any food that contained the nutrients he needed to develop. This, Mary explains, was because "there was no Maziko" (our programme in Malawi) back then.

The programme is tackling chronic child malnutrition which is a nationwide problem in Malawi. The programme has been designed to empower families, especially women, to be able to provide nutritious food for their children. As well as a focus on early childhood development, it also includes distributing climate resilient seeds and training in farming so families can grow produce in their own backyard. Mary and her family now plant and grow their own food.

"I feel like Evie (Cosmas' younger sister) is healthy because she has porridge in the morning before school", says Cosmas. Mary also receives cash transfers through the programme. She expressed how grateful she was to receive them, as well as some of the amenities she has been able to provide her family, she said:

"I really appreciate this ...because I've benefited from it. We managed to buy windows for the house, mattress, fertiliser, and I started a business."

Mary and her family's story show how through empowerment in the form of knowledge and cash transfers, families can thrive. She added that since the Maziko programme her family, "live together perfectly".





Eugenie, 28-years-old, Nyamagabe district Rwanda

Eugenie is a mother from the Nyamagabe district in Rwanda. She is married with two children. Through our programme in Rwanda, families are able to learn about good nutrition for their children. They learn this through cooking demonstrations and tutorials about having balanced diet.

Eugenie attended a few cooking demonstrations at the local health centre, where she also received monitoring and support whilst she was pregnant and breastfeeding.

We met her during a trip in May 2023. Telling us about the programme, she said:

"When I was pregnant for the first time, they gave me advice and taught me everything regarding how to prepare balanced meals as a pregnant mother. I was given all the necessary lessons concerning pregnant women right here at the clinic, and I was able to implement what I learned well. After the lessons, I was able to take good care of my children and take proper care of myself as a pregnant mother.

After giving birth to my child, I got more lessons here at the health centre. They told me to exclusively breastfeed my baby, from birth up until six months. So I breastfed my baby well, and when he reached six months, I started supplementing my breastfeeding. They also taught me how to mentally stimulate my child while I was still pregnant with them, as well as after they were born, and these were lessons that my husband and I both learned. We implemented these lessons together, and our children grew well."

She also shared some of her wishes for the future,

"what I want- what I want to change in my life- is to build a future for me and my family, to set my children up for the future. And I wish that day by day, there is progress in my home, as I learn more."

Embracing a multisectoral approach to nutrition

In 2023, The Power of Nutrition continued to champion a multisectoral approach. One of our strategic priorities is to integrate nutrition into diverse sectors, bolstering our impact at the household and community level and giving us the best chance of improving nutrition and health outcomes. We launched four new programmes in 2023 that championed this approach.



Integrating nutrition with water, sanitation and hygiene through technology in India Despite recent progress, India contributes to a third of the global burden of undernutrition. It has alarmingly high levels of malnutrition, with one in three children (32%) underweight and only 11% receiving an adequate diet. These rates worsen in rural areas – which is why The Power of Nutrition's programmes focus on the states of Gujarat, Uttar Pradesh and Maharashtra.

In 2023, we expanded our innovative, tech-led nutrition and hygiene programme, Dr Didi, through a new partnership with Cargill.

Working alongside Unilever, Norad and GroupM, the programme uses mobile

phones and on-the-ground interventions to improve hygiene and nutrition behaviours in Gujarat and Uttar Pradesh.

A recent sample survey shows that participants' behaviour is starting to shift as a result of the programme's work. For example, in both states there have been improvements in diet diversity for children. In Uttar Pradesh, there's been a 34% rise in the inclusion of mashed vegetables in infants' diets; in Gujarat this figure is 12%. Similarly, for handwashing with soap, there's been a 30% increase. In Gujarat awareness about the need to wash hands with soap after using the toilet has risen by 14%.

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Combining nutrition with social protection, gender, climate and early childhood development in Malawi

Poverty and nutrition are inextricably linked: poverty drives undernutrition by restricting households' access to food and services, while undernutrition leads to lower educational outcomes and economic productivity. Evidence shows that integrating social protection initiatives - like cash transfers and fostering village savings - with targeted nutrition interventions, such as delivering vital health services and promoting access to nutritious foods, can result in positive nutritional outcomes for children. This integrated approach not only addresses the malnutrition crisis but paves the way for brighter futures, where children can survive and thrive.

Our partnership in Malawi with
GiveDirectly, Save the Children, UK Aid and
Hilton Foundation (also funded by Irish Aid)
comprises of a diverse range of
multisectoral interventions designed to lift
communities out of poverty. We're not
just addressing health and nutrition, we're

promoting early childhood development, enhancing food security, championing gender equality and supporting climate resilience. Use of cash transfers is ensuring long-lasting and sustainable change for communities. In 2023 alone, over 5,000 lives were positively impacted through cash transfers, with 95% being women. This led to a significant decline in food insecurity. A survey revealed that prior to receiving these vital transfers, 84% of participants reported being "hungry, but did not eat". After the fourth cash transfer was given, this figure drastically reduced to 31%. These cash transfers are coupled with nutrition-sensitive interventions. From equipping communities with climate-resilient seeds, to empowering them with community garden training and gender dialogue sessions, we're having a significant positive and hopefully longterm impact on communities.

Linking nutrition with immunisation in Indonesia

Malnourished children are often also 'zero-dose' children, having not received any vital immunisations. This is a dangerous combination as malnourished children have weaker immune systems and are less likely to be able to fight off infections. We advocate for integrating the two for increased impact, and formed a strategic partnership in 2023 with Gavi, the Vaccine Alliance, to put this into action.

Our first programme together in Indonesia aims to support over 1 million 'zero-dose' children in areas with a high burden of malnutrition and vaccine-preventable diseases. Weaving in hygiene promotion, too, the programme looks to empower and educate parents and caregivers of young children to make simple, positive health choices around vaccination, handwashing with soap and infant and young child nutrition.

Global stakeholders have been calling for more interventions that integrate nutrition and immunisation. This programme will provide further vital evidence to help drive forward similar initiatives – and we look forward to extending our partnership with Gavi in 2024.



SPOTLIGHT

Our programme participants



Ahmad, in West Bandung district, Indonesia

Ahmad lives in the West Bandung district of Indonesia with his wife and two-month-old daughter. He is the head of the Cirawamekar village and has been leading by example - embracing the role of nutrition champion and helping to reduce the burden of care on women when it comes to childcare. He regularly joins his wife in participating in the training sessions our programme in Indonesia has initiated. To him, the sessions can provide the caregivers with essential information from different perspectives, and mothers and caregivers can directly participate in the sessions.

Commenting on the programme, he said:

"I have gradually learned about [nutrition] and taught the implementation to my child. It is important to make sure that a healthy diet with nutritious food is practiced, as it will greatly impact my child's development and [the sessions] uses a different approach that includes games in the process and thus can engage participants."

As the head of Cirawamekar village, Ahmad perceived his involvement in the nutrition sessions not only as a father but also as a village head, serving two roles at the same time: educating himself as a parent and providing a good example to the local villagers about the importance of father figure involvement in parenting.



Soumanou, 23-months-old, Benin

At 23 months, Soumanou could not walk. Her mother Zime took her to the nearest health centre, where they could start monitoring Soumanou's growth. At the health centre she was found to be severely underweight and in an incredibly precarious position.

With help from a local mothers' group funded by our programme, Zine was able to start providing Soumanou with regular nutritious meals. She quickly gained weight.

Now Soumanou is in a more stable condition, and she can walk, her mother is grateful for the support our programme has been able to offer.

"Two months ago, my daughter was so weak. She could neither walk nor eat properly. I did not know how to feed her or what to give her to eat to grow well. Then, one day, mothers from my village invited me to participate in their group discussions. Every day we cooked together healthy, balanced meals for our children, with the help of "model mothers" who gave us advice on how to prepare a balanced meal with the four food groups available locally.

Surprisingly, after a few days, my child started to recover. Her health was improving day by day. I am so happy that I am not going to stop, after the valuable advice I am receiving, which helps me to take better care of my daughter. I will continue to apply the feeding and hygiene practices taught, not only on my daughter but also with other children."

Soumanou and Zine's story demonstrates the power of providing information and resources to communities, helping to then strengthen community support systems.

Advocating for a new, plant-based malnutrition treatment

There are currently 30 million children worldwide suffering from acute malnutrition - the most life-threatening form of malnutrition where children are extremely vulnerable without urgent treatment. Climate change will exacerbate this crisis - by 2050, the risk of hunger and malnutrition could rise by 20% if we fail to tackle climate change

The sector has historically looked to a treatment called 'ready-to-use therapeutic food' (RUTF) as a cure. It's hugely effective, but only one in three children in-need receives it. More must be done and fast – especially as global malnutrition rates, off the back of the Covid-19 pandemic, conflict and climate change, are on the rise again.

The Power of Nutrition has been advocating for a new alternative. Created by Valid Nutrition, a new, plant-based RUTF promises to shake-up the sector. The new treatment uses local plant-based ingredients and is not only more effective in treating acute malnutrition, but also better for the planet too.

It has always been thought that children suffering from acute malnutrition need a source of animal protein to recover (this coming from RUTF's milk powder). New evidence has emerged showing that's not actually the case, meaning that plant-based RUTF can be as effective in treating severe malnutrition as the standard recipe. In fact, further evidence shows that in some respects, plant-based RUTF is more effective in treating irondeficiency, including anaemia.

Despite the evidence, there are still two main barriers to ramping up plant-based RUTF; investment and further research. Investment is needed to roll out this innovative product to add further weight to the evidence base, complying with the World Health Organisation's guidelines and quality control for distribution.

Please get in touch if you would like to be involved in this exciting movement.



Championing local solutions

In 2023, we continued to roll-out the 'Access Initiative' with a second investment in Ethiopia.

The Access Initiative is a simple, low-cost and rapid monitoring and action planning tool that identifies community-level barriers to accessing nutrition services. It works with local communities and authorities to address identified barriers to improve the reach, uptake and

Global malnutrition rates are rising at the same time as the costs of treatment. Budgets are also being squeezed from every angle - it's therefore vital now more than ever that every penny spent on nutrition is supported by recent, relevant data to ensure it's having the most impact.

Such data to inform interventions and monitor their effectiveness is often lacking or is out of date. When tackling malnutrition, focus is often on service provision: training staff and providing ready to use therapeutic food - but effectiveness of nutrition services. listening to and understanding the needs of the people who use the services at community level can be ignored, meaning interventions fall down at the final hurdle.

> We've seen that despite large investments in improving supply of nutrition products, without the grassroots level data and understanding, demand and uptake does not significantly improve.

The Access Initiative is an innovative new tool from The Power of Nutrition which aims to change this. By understanding local community needs, it aims to promote community centred solutions within nutrition programmes to make them more accessible for the most in need and hard to reach households.

With thanks to support from Irish Aid, in 2023 we rolled out the initiative in the Babille district in Oromia, Ethiopia.

The initiative can be a 'bolt-on' to any nutrition programme (although it's not specific to this sector) to tackle malnutrition and transform the impact sustainably by putting communities and local government at the heart of decision making. We're now looking for new partners to continue to scale up the



Prioritising sustainable impact

We work alongside governments to help kick-start the process of better nutrition. With financial and technical support, we aim to strengthen systems so ultimately, we're not needed and governments manage programmes themselves. Our UBS Optimus Foundation, Jacobs Foundation, Bernard Van Leer Foundation, Bill & Melinda Gates Foundation, UK Aid and the Government of Côte d'Ivoire, is a great example. Now finalised, we are delighted to see it being scaled-up by the Government of Côte d'Ivoire with support from the World Bank and Islamic Development Bank - and the successful footprints our partnership laid being replicated.

The five year, \$60million initial programme was designed to support the implementation of Côte d'Ivoire's National Multisectoral Nutrition Plan. One of the key elements of its success was working with local community platforms, locally known as FRANCs (Foyer de Renforcement des Activités de Nutrition Communautaires). Supported by local NGOs, members of the partnership with the World Bank, community were trained to deliver proven We're delighted to have played an integral nutrition interventions, such as nutrition counselling for pregnant women, promotion of early and exclusive breastfeeding, education on infant and young child feeding and communitybased management of moderate and acute malnutrition. Given the clear link between good nutrition and child development, FRANCs also provided child friendly spaces and advice to parents on the benefits of play and early child stimulation.

> The programme embraced the multisectoral approach, with the FRANCS also serving as hubs for delivery of other key maternal and newborn health services alongside water, sanitation and hygiene, and social protection interventions.

The effective FRANC model ensures communities are at the heart of decision making and action to address community needs, whilst the integrated multisectoral approach is making the most of the interconnectivity between nutrition and different sectors to deliver the greatest impact for women and children.

role in establishing the original programme, helping it to reach a place where it can be scaled up, matured, and really embedded in national policy and decision making, as well as providing community-level infrastructure to reach under-served households and communities. This is a hugely exciting stage in the programme's development. The Power of Nutrition will be eagerly watching to see how it develops and championing the approach and learnings whenever and wherever we can.



Thanks to our partners

Our model is centred around partnerships - it's thanks to our partners both in 2023 and since our inception that we've achieved such impact.

We look forward to working with our partners during what is a critical year for nutrition - not only with the Nutrition for Growth Summit around the corner (in 2025), but as we now pass the halfway point to achieving the UN's Sustainable Development Goals.

It's with thanks to our dedicated staff, board members, generous donors and committed partners that we continue to build a healthier, more equitable future where every child has the right nutrition to fulfil their potential. Thank you for being part of this with us.

Founding partners











Programme partners

Aliko Dangote Foundation

Action Against Hunger

Africa Global International

Aga Khan Foundation

ANADER

Anglo American plc

Asia Philanthropy Circle

Australian Government -

Department of Foreign Affairs and

Trade

Bernard van Leer Foundation

Bill and Melinda Gates Foundation

Care International

Cargill

Comic Relief

Conrad N. Hilton Foundation

DSM

Eleanor Crook Foundation

Ethiopia Public Health Institute

Equinor

Gavi, the Vaccine Alliance

GiveDirectly

Group M

Herbalife Nutrition Foundation

Hilton

International Medical Corps

Irish Aid

Jacobs Foundation

Kantar Public

Kelloggs

Kirk Humanitarian

London Stock Exchange Group

Foundation

Margaret A. Cargill Philanthropies

Medicor Foundation

Norwegian Agency for Development

Cooperation

Nutrition International

Olam

ONG EICF

Otsuka

Patrick J. McGovern Foundation

PVH Corp

Rotary Foundation

Save the Children

Sir Christopher Hohn

Swedish International Development

Cooperation Agency

The End Fund

The Waterloo Foundation

Unilever plc

University of Liberia School of Public

Health

Wood plc

World Food Programme

World Vision

And of course, thanks to the governments and communities in-country who we work with hand-in-hand, to prioritise nutrition.

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Photo captions & credits

Front page: Viola, five, eats a mango outside her family home in a village in Balaka district, Malawi. Credit: Sam Vox / Save the Children

Page 3: Porcha, three, poses with a toy made at her mother's care group toy making workshop, at her pre-school in Balaka district, Malawi. Credit: Sam Vox / Save the Children

Page 5: A mother demonstrates the five food groups at a cooking demonstration, Nyamagabe district, Rwanda. Credit: The Power of Nutrition, 2023

Page 7: Rhonda at her family garden in Zomba district, Malawi. Credit: Sam Vox / Save the Children

Page 9: Women dancing during a care group session for mothers, in their community in Balaka district, Malawi. Credit: Sam Vox / Save the Children

Page 12: Mary, her son Cosmas, 10, and daughter Evelin, two, outside their home in Balaka district, Malawi. Oredit: Sam Vox / Save the Children

Page 13: Eugenie with her husband holding their child in Nyamagabe district, Rwanda. Credit: The Power of Nutrition, 2023

Page 14: Ahmad Budhi, head of Cirawamekar sub-village in West Bandung district, who has been regularly accompanying his wife and children attending Posyandu session. Credit: Save the Children

Page 15: Soumanou looks to camera. Credit: UNICEF

Page 19: Triophiona and her daughter Nestar, three, at their family garden in Balaka district, Malawi. Credit: Sam Vox / Save the Children

Page 20: Grandmother holds child after community nutrition session in Uttar Pradesh. Credit: The Power of Nutrition, 2023

Page 21: Woman holds child during a community nutrition session in a Posyandu, Indonesia. The Power of

Page 23: A child attends the monthly growth monitoring session at a community based early childhood development centre, Nyamagabe district, Rwanda. Credit: The Power of Nutrition, 2023

Page 25: Man measures child's arm circumference with a MUAC band to test for malnutrition in Ethiopia. Credit: The Power of Nutrition, 2023

Page 27: Mother breastfeeds her child in Côte d'Ivoire. Credit: The Power of Nutrition, 2019

Page 31: A mother prepares fortified porridge whilst holding her child at a cooking demonstration, Nyamagabe district, Rwanda. Credit: The Power of Nutrition, 2023



For more information on The Power of Nutrition or to enquire about partnerships, please contact Shelley Pigott, Director of Strategic Engagement: