



Global Nutrition Report: Strategic vision 2021–2025

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Purpose

This document outlines the strategic vision for the Global Nutrition Report (GNR) from 2021 through 2025 as set out by the [Stakeholder Group](#). The [Independent Expert Group](#) (IEG) Chair and the Host ([Development Initiatives](#)) were involved in the development of the strategic vision.

The IEG Chair, with the IEG, develop the content strategy and priorities for the GNR under this overarching strategic vision, supported by the Host.

The present strategic vision draws on the previous one (2018–2021), the current context and global expectations for the GNR in the coming years. It describes GNR's vision, mission, goals, objectives, actions, target audience, and monitoring and evaluation framework.

Strategic vision

Our vision: A world free from malnutrition in all its forms.

Our mission: The Global Nutrition Report drives greater action to end malnutrition in all its forms.

Our goal: To inform, shape and inspire action with data and evidence on policy, practice and financing which result in greater accountability and progress in tackling poor diets and malnutrition globally.

Objectives

The GNR gathers the best available data and evidence on nutrition and synthesises it into high-quality, actionable content.

Through its role as an independent, credible and respected go-to global resource, and as the accountability mechanism for nutrition commitments, the GNR aims to:

- **Inform and inspire action** by all nutrition stakeholders, including governments, donors, philanthropic organisations, civil society organisations, UN agencies and the private sector.
- **Shape debates and discussions**, within both nutrition and other sectors, on how to tackle poor diets and malnutrition in all its forms.
- **Improve the quantity, quality and equitable distribution** of financing for nutrition.
- **Be the primary accountability mechanism** for tracking progress against nutrition commitments and lead the [Nutrition Accountability Framework](#).¹

The GNR is the world's leading independent assessment on the state of global nutrition. Through comprehensive [reports](#), interactive [Country Nutrition Profiles](#) and [Nutrition Commitment Tracking](#), the GNR sheds light on the burden of malnutrition, highlights progress and identifies solutions to tackle poor diets and malnutrition around the world.

¹ The Nutrition Accountability Framework is an independent, coherent, streamlined, unified, well-financed and cost-effective framework, formed by the GNR and other key accountability mechanisms. Read more in the [Nutrition for Growth Accountability working group paper](#).

Actions

To achieve these objectives by 2025, the GNR will:

1. **Be the go-to resource for data, analysis and evidence on nutrition** – disaggregate, visualise, tell evidence-based stories to make the case for action.
2. **Be inclusive** – diets and all forms of malnutrition in all locations – low-, middle- and high-income countries – and marginalised and affected communities.
3. **Empower all stakeholders to take act** by providing them with high-quality, comprehensive and credible recommendations, data and information.
4. **Present how poor diets and resulting malnutrition can be addressed** based on high-quality data, research and evidence.
5. **Demonstrate the impact of more effective, inclusive and sustained financing** by quantifying nutrition financing, including how it is targeted (at what, whom and where).
6. **Use a strong and clear tone of voice** when calling for actions to improve nutrition and end malnutrition in all its forms.
7. **Inspire stakeholder action** by highlighting how change happens, how barriers are overcome, what enables action and translating evidence that has implication for policy.
8. **Set the nutrition agenda** by identifying ‘best-buys’, evidence-based strategies and policies designed to improve nutrition.
9. **Go beyond the nutrition sector** by identifying synergies (relevance of data, evidence, actions and accountability) with other sectors.
10. **Set out and lead a strong case for action** to end malnutrition in all its forms.
11. **Contribute to the global nutrition dialogue** on improving diets and tackling malnutrition in all its forms, and building links with other sectors.
12. **Drive accountability and transparency**, by tracking progress against global nutrition targets and monitoring nutrition commitments to show who is delivering and where progress is being made or is too slow.
13. **Lead and coordinate the Nutrition Accountability Framework** to strengthen nutrition commitment-making and tracking, and realign other accountability mechanisms to deliver an independent, streamlined, and unified accountability framework.
14. **Provide the tools to hold all stakeholders to account** through the work of the strengthened Nutrition Accountability Framework.
15. **Drive stronger nutrition commitments** through the work of the Nutrition Accountability Framework, and by highlighting gaps in and opportunities for nutrition policy and financing.

16. **Develop strategic partnerships** that respect GNR's independence and strengthen our data, evidence-base, accountability, engagement, outreach and communication.

Target audience

Who the GNR will reach

Primary audience

The GNR aims to **inform, empower and/or influence** a wide audience – primarily targeting the policy and advocacy community at the global, regional and national level. Specifically:

- Officials in governments at all levels who work to support improved nutrition and to end malnutrition.
- Decision-makers in governments and multilateral organisations (e.g., UN agencies), and parliamentarians.
- Nutrition/food policy implementers.
- Nutrition donors (bilateral, multilateral and private).
- Think tanks, academics and researchers working to make the case to address poor diets and end malnutrition.
- Private sector organisations including the food systems/production and agri-food industry.
- Civil society organisations.

Secondary audience

The GNR will aim to indirectly influence and benefit:

- Media outlets that reach policy-makers.
- General public interested in nutrition and development issues.
- Policy-makers and advocates working in sectors that have a role in supporting improved nutrition (including agriculture, health, humanitarian, education, social protection, climate change sectors).

Monitoring and evaluation

How the GNR will monitor and evaluate its impact

Monitoring and evaluation will be done to enable a continuous feedback loop that empowers the GNR to adjust, refine and strengthen its approach in real-time and to inform specific evaluation and learning moments. Based on this strategic vision, a results framework will be developed to monitor and evaluate GNR's work. As part of this process, the strategic vision will also be periodically reviewed (at least annually) to enable appropriate adaptations.

The GNR will also undertake research to understand how its content and products are being used by key stakeholders and target audiences. This will enable the GNR to gain a more detailed understanding of the objectives it is driving, and to capture important insights about how the GNR can be improved to best meet needs, and to most effectively contribute to efforts to end malnutrition in all its forms.