



DAIRY ASIA CHARTER

I. General

Article 1 -- Definition

Dairy Asia (DA) is a multi-stakeholder partnership (MSP) of willing partners committed to visioning and building a sustainable dairy sector in Asia and the Pacific region. The partnership is voluntary and functions on the principles of consensus and mutual respect.

In its role as MSP, DA participates as an Action Network in the Global Agenda for Sustainable Livestock (GASL), a multi-stakeholder partnership focused on how to enhance the sustainability of livestock food systems around the world. GASL acknowledges the benefits and challenges of sustainable livestock for the wellbeing of hundreds of millions of people worldwide in terms of food security and nutrition, livelihood and economic growth, animal health and animal welfare and climate and natural resource use.

Article 2 -- Vision

Dairy Asia's vision is to build *a socially and environmentally responsible Asian Dairy Sector that enhances rural livelihoods, improves nutrition, and contributes to economic prosperity.*

Article 3 -- Goals

In order to overcome challenges faced by the dairy sector in Asia, Dairy Asia MSP developed a sustainability framework, which is fully aligned with the spirit of SDGs. 10 pillars of Dairy Asia Sustainability Framework are given in DA Key Documents in Annex 1.

The overall goals of DA are:

1. Increase farm profitability and milk productivity
2. Advocate for fair and efficient markets
3. Support consumer education and school milk programs
4. Ensure dairy food quality and safety
5. Strengthen capacity to cope with risks and for greater innovation
6. Lower environmental footprint and climate change impacts

Article 4 -- Core Value & Objectives

The core values of DA are to

Consider the rapid growth in the demand for milk and milk products as an opportunity to make substantial contribution to the national and regional food security, nutrition, rural development and to the empowerment of women in Asia.

Appreciate that while capitalizing on this opportunity, we need to be conscious about growing pressure on natural resources (land, water and biodiversity), climate change and the need for more equitable national and regional development.

Stress that the notion of sustainability must be considered in its full complexity encompassing all its pillars- economic, social and ecological.

Recognize that meeting the future challenges requires integrated efforts and collaboration by a wide range of stakeholders as to capitalize on the strength and

diversity of dairy production systems in the region and to minimize the potential negative impacts of rapid growth in demand and supply of dairy products.

Advocate for multi-stakeholder partnerships that are a powerful cooperation approach to support the implementation of the Sustainable Development Goals (SDGs) on issues related to dairy sector.

The specific objectives include:

- Facilitate knowledge and information exchange about dairy development across Asian countries
- Support institutional enhancement for dairy development in Asia
- Support Policy and Strategy to improve dairy sector development in Asian countries
- Advocate for and broker investment partnerships in dairy development
- Facilitate collaborative R&D activities in support of sustainable dairy development

The DA core values and the objectives are described in the Consensus document.

Article 5 -- Structure and Governance

Dairy Asia is a nonhierarchical, consensus based multi-stakeholder platform. A steering committee, comprising representatives from national focal points, knowledge partners, sponsors and technical working group members provides strategic guidance and oversight. The secretariat coordinates the organizational level decision-making and provides the liaison function between various arms of the platform. This structure allows for a semi-autonomous operation building on the strengths of all partners and creating opportunities towards more coordinated action in pursuit of our joint vision. Semi-autonomous ad-hoc technical working groups lead the technical works under the platform as needed.

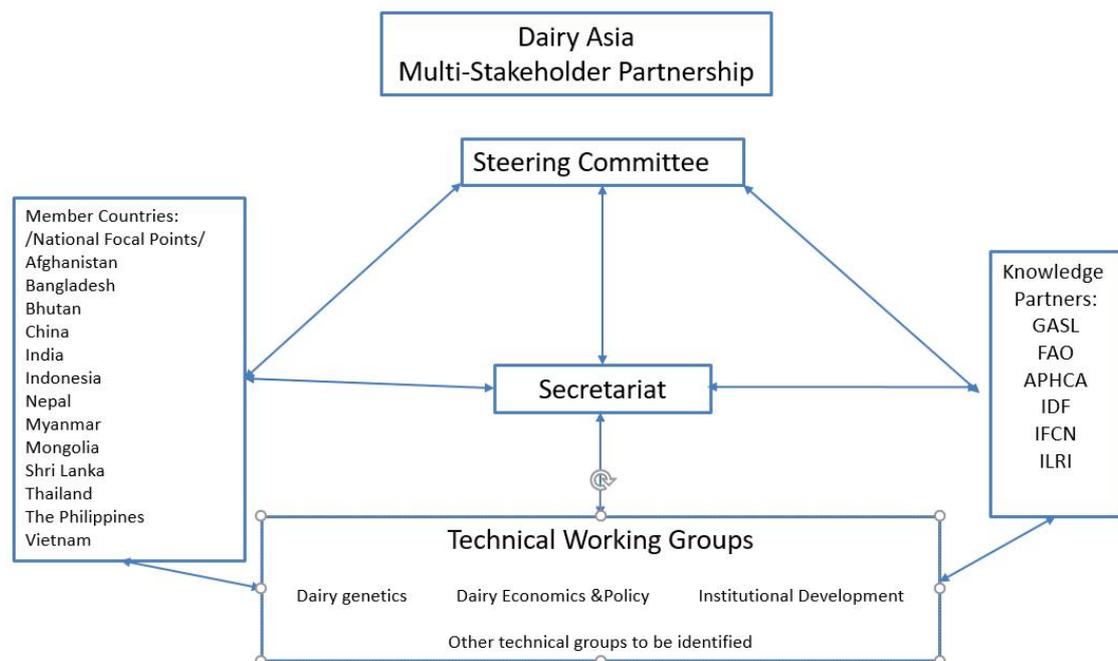


Figure 1: Structure and Governance of Dairy Asia

Article 6 -- Communication and Branding

Formal communication is performed primarily by the secretariat or steering committee but non-restrictive and opened in nature to all members. To that end, DA relies on its webpage www.dairyasia.org and the email account asia-dairy-network@fao.org. In addition, Dairy Asia has informal communication channels including [Facebook page](#), [Twitter account](#), WeChat, mobile grouping at Viber etc.

Joint activities will be broadly distributed/advertised under the Dairy Asia slogan among organizations/entities from member countries and within technical working groups.

II. Membership

Article 7 -- Criteria

Membership is open to those organizations and entities from any sector who subscribe to the vision, core values and objectives of the platform by signing the consensus document. The consensus document is available in Annex 1. The signed consensus document has to be sent to asia-dairy-network@fao.org for registration. Membership criteria—open, voluntary, not-price based.

Article 8 -- Cooperation

DA membership requires a significant level of cooperation of stakeholders, including specifically

- National Governments
- International and regional organizations
- Donor countries
- Private sector
- Others

III. Roles and responsibilities

DA members include the following groups with specific roles and responsibilities.

Article 9 -- Steering Committee (SC)

Leads, guides, coordinates and sets policy directions, strategy and program priorities for Dairy Asia including:

- i. Contributions to the continuous development of vision and strategy
- ii. Advocate and promote the values and cause of Dairy Asia
- iii. Stimulate partnerships and participation including establishing linkages with governments and other national, regional and international platforms, agencies and initiatives
- iv. Approval of work plan and budget
- v. Monitor and review the activities of the secretariat

- vi. Support resource mobilization
- vii. Commission ad hoc technical working groups/studies
- viii. Advise on the communication needs and tools of Dairy Asia
- ix. Attend relevant virtual meetings at least twice a year
- x. Approve Dairy Asia Ambassadors, new members and members to other partner organizations

The Steering Committee composition is as follows:

- i. 8-12 members, depending on the need and countries involved
- ii. Representing governments, national dairy agencies, civil society, international/regional, private sector, research/academia, and producers
- iii. Rotational/geographic representation
- iv. Time bound (member term limit - 3 years; staggered every 3 years)
- v. A Chair for the SC will be selected and approved during the SC and NFPs annual meeting

Article 10 -- National Focal Points (NFP)

The NFPs represent and champion DA at country level, specifically they:

- i. Encourage other stakeholders to join Dairy Asia
- ii. Liaise with the secretariat in case of country relevant activities
- iii. Propose/coordinate implementation of DA recommendations/activities in the countries
- iv. Represent or identify appropriate country representative and provide feedback to country stakeholders
- v. Provide human resources/finances to support in-country DA activities
- vi. Contribute to resource mobilization in support of DA activities at the country level
- vii. Organize stakeholder meetings to identify priorities, etc.
- viii. Translate and disseminate of knowledge products/ communication
- ix. Attend relevant virtual meetings at least twice a year

Article 11 -- Secretariat functions

The Secretariat functions will be primarily performed by the DA Coordinator/CEO who is based in the DA Secretariat Office at the Ministry of Food, Agriculture and Light Industry in Mongolia.

The regular functions include:

- i. Coordinate the organizational level decision-making
- ii. Provide the liaison between various arms of the platform, i.e. with knowledge partners and sponsors, private sector and other potential stakeholders
- iii. Provide administrative and logistics support for platform activities
- iv. Coordinate activities of ad-hoc technical working groups
- v. Provide communication infrastructure and products
- vi. Process documentation and minister membership
- vii. Maintain Dairy Asia email account, webpage and social media channels

- viii. Organize virtual or physical meetings and related activities
- ix. Process annual budget, work plan and projects and manage financial resources
- x. Implement Steering Committee decisions
- xi. Develop strategy for long term sustainable growth of the platform

The composition of the Secretariat depends on the availability of financial and in-kind resources but includes the following basic functions:

- i. Dairy Asia Coordinator/CEO (full time)
- ii. Government Focal Point within Ministry of Food, Agriculture and Light Industry in Mongolia (part-time)

If funds allow, the following positions will be considered:

- iii. Communications Officer (flexible 50% - full time)
- iv. Admin/Finance Clerk
- v. Technical Advisor

Article 12 -- Knowledge Partners of DA

DA relies on a number of knowledge partners who support technically and/or financially the operations of DA.

In order to promote dairy consumption, to improve knowledge about milk and dairy products among the various segments of customers in member countries as well as to contribute to the sustainable development of Dairy Asia in the region, the well-known, public figure from member countries can be appointed as Dairy Asian Ambassador/Messenger for certain period for certain activities.

IV. Work planning

The work plan will be developed by the secretariat and annually reviewed and approved by the SC. It will include the following functions:

Article 13 -- Core functions

- i. Review and adoption of Charter on 3 years basis
- ii. Update of joint communique material (ppts, brochures, etc)
- iii. Maintain website
- iv. Consensus on DA communication channels
- v. Work planning
- vi. Annual report

Article 14 -- Optional functions

- Organize regional physical meetings
- Facilitate working groups for specific technical output
- Organize and facilitate the Dairy Asia Campaign/Dairy Sustainability Award in relation and prior to celebration of World Milk Day and School Milk Day.

V. Budget & Finance

Article 15 -- Core budget

DA's core functions are to be ensured financially by the government of Mongolia. Additional funding sources may come from members or knowledge partners and allow for performing optional functions.

Article 16 -- Dairy Asia "Trust fund"

A multi-donor trust fund can be established according to FAO rules to finance the core and/or optional activities of DA as needed

VI. Monitoring and Evaluation

DA will be subject to monitoring and evaluation as per internal procedures of FAO and Government of Mongolia.

The SC will be presented a financial progress report at every meeting convened by the Secretariat.

An annual progress report will be presented by the Secretariat to DA members on 1 March corresponding to the previous calendar year.