

An impressionist painting of a woman sitting on a wooden bench, reading a book. She is wearing a large, ornate hat decorated with yellow and white flowers, a blue scarf, and a yellow and orange jacket. A white dog is sitting next to her. The background features a tree with yellow leaves and a blue sky. The painting has a textured, mosaic-like appearance with visible brushstrokes and a vibrant color palette of blues, yellows, and oranges. A vertical yellow bar is on the left side.

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A stylized blue bird logo with a small branch and leaves extending from its back, positioned above the title.

SUDESA MISSION PLAN

STRATEGIC ENGAGEMENT WITH DEVELOPMENT PARTNERS

CREATED BY

EUSLAB

Care to Change the World



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SUDESA Mission Plan: Strategic Engagement with Development Partners

Purpose: To guide outreach and engagement with key development partners—AfDB, SIDA, Swedfund, Nordic Development Fund, and the Swedish AP Funds—to secure funding, technical support, and strategic alignment for South Sudan’s digitalisation.

Summary:

This mission plan serves as a roadmap for approaching international agencies and financial institutions. It includes tailored messaging for each partner, alignment with their strategic priorities, and proposed areas of collaboration. The plan also outlines the delegation structure, key documents to present (e.g., business plan, SUDESA framework), and follow-up mechanisms. It’s designed to build trust, demonstrate readiness, and secure multi-year commitments.

1. Introduction and Objectives

This Mission Plan outlines the strategic approach for engaging key development partners in support of South Sudan’s national digitalisation and institutional transformation agenda. It is intended to guide high-level outreach, build trust, and secure multi-year commitments for technical and financial collaboration.

The objectives of this mission are to:

- Present a unified and credible institutional framework anchored in the Agenda for Social Equity 2074 and South Sudan Vision 2040;
- Align with the strategic priorities of targeted development partners;
- Secure funding, technical assistance, and policy support for flagship initiatives, including the operationalisation of SUDESA;
- Establish long-term partnerships based on mutual accountability, institutional neutrality, and shared development outcomes.

2. Target Institutions and Strategic Fit

The mission will focus on the following institutions, selected for their alignment with South Sudan’s development priorities and EUSL’s operational model:

- **African Development Bank (AfDB):** Infrastructure, agriculture, and institutional capacity building.
- **Swedish International Development Cooperation Agency (SIDA):** Governance, digitalisation, gender equality, and public sector reform.
- **Swedfund:** Private sector development, digital infrastructure, and blended finance.
- **Nordic Development Fund (NDF):** Climate resilience, innovation, and regional integration.
- **Swedish AP Funds (AP1–AP4):** Long-term institutional investment, social impact financing, and sovereign partnerships.

Each institution will be approached with a tailored engagement strategy, reflecting their thematic focus, funding modalities, and geographic mandates.

3. Key Messages and Value Propositions

The mission will be anchored in a set of core messages designed to resonate with each partner's strategic priorities:

- **Institutional Readiness:** South Sudan and EUSL have established a legally grounded, diplomatically recognised framework for implementation, including the co-owned SUDESA agency.
- **Strategic Alignment:** All initiatives are aligned with national frameworks (R-NDS, Vision 2040), continental agendas (Agenda 2063), and global goals (Agenda 2074).
- **Neutral and Accountable Delivery:** EUSL provides a politically neutral, technically competent platform for implementation, with strong governance and fiduciary safeguards.
- **Scalable Impact:** Flagship programs such as SDEP and SSSFPS-EI offer scalable models for digital governance, food systems transformation, and social equity.
- **Partnership-Driven:** The mission seeks not only funding but long-term collaboration, knowledge exchange, and joint innovation.

4. Proposed Areas of Collaboration

Each development partner will be approached with a tailored proposal that reflects their institutional mandate and investment priorities. Proposed areas of collaboration include:

- **Digital Infrastructure and Governance**
Development of national digital identity systems, e-government platforms, and secure data infrastructure.
- **Institutional Capacity and Public Sector Reform**
Support for civil service reform, leadership development, and performance-based governance systems.
- **Agriculture and Food Systems**
Investment in climate-resilient agriculture, digital extension services, and rural value chains under the SSSFPS-EI framework.
- **Gender Equality and Social Inclusion**
Joint programming on women's rights, youth empowerment, and inclusive service delivery.
- **Climate and Innovation Finance**
Co-financing of green infrastructure, digital innovation hubs, and climate-smart public services.
- **Blended Finance and Impact Investment**
Structuring of public-private partnerships and social impact instruments, particularly with Swedfund and the AP Funds.

5. Delegation Composition and Roles

The mission delegation shall be composed of high-level representatives from both the Government of South Sudan and the European Social Label (EUSL), ensuring political legitimacy and technical credibility.

Core Delegation

- Senior Government Official (Minister or Deputy Minister level) – Political lead and national representation
- EUSL Executive Representative – Strategic lead and institutional anchor
- SUDESA Interim Director or Technical Lead – Programmatic and operational expertise
- Legal and Diplomatic Advisor – Treaty, HCA, and privileges framework
- Financial and Investment Advisor – Blended finance and fiduciary structuring
- Communications Officer – Stakeholder engagement and media coordination

Additional experts may be included based on the thematic focus of each meeting.

6. Engagement Timeline and Milestones

The mission shall be conducted in a phased manner, allowing for targeted engagement, follow-up, and consolidation:

- **Week 1–2:** Finalisation of briefing materials, delegation coordination, and partner-specific strategy notes
- **Week 3–4:** Bilateral meetings in Addis Ababa (AfDB), Stockholm (SIDA, Swedfund, AP Funds), and Helsinki (NDF)
- **Week 5:** Internal debrief, documentation of outcomes, and initiation of follow-up actions
- **Month 2–3:** Submission of formal proposals, MoUs, or funding applications based on partner feedback
- **Quarterly:** Progress reviews and updates to the Joint Steering Committee and national stakeholders

7. Required Documentation and Briefing Packs

Each engagement will be supported by a tailored briefing pack, ensuring clarity, credibility, and alignment with partner expectations. The following documents shall be prepared and presented:

- **SUDESA Integration Framework** – Institutional model, governance, and strategic focus areas
- **Agreement for Strategic Engagement** – Legal foundation for EUSL's role and co-ownership model
- **Agenda for Social Equity 2074** – Long-term vision and global alignment
- **Program Briefs** – One-pagers on SDEP, SSSFPS-EI, and other flagship initiatives
- **Investment Prospectus** – High-level financial overview and proposed funding mechanisms



- **Partner-Specific Notes** – Tailored memos highlighting alignment with each institution’s strategy

All materials shall be compiled into digital and print-ready formats, with executive summaries and visual aids for high-level audiences.

8. Follow-up Strategy and Reporting

To maintain momentum and ensure continuity, a structured follow-up mechanism shall be implemented:

- **Post-Engagement Briefs** – Internal summaries of each meeting, including key takeaways, partner feedback, and next steps
- **Designated Focal Points** – Named contact persons from both EUSL and the Government for each partner institution
- **30-Day Follow-Up** – Submission of formal proposals, clarifications, or additional documentation as requested
- **Quarterly Updates** – Progress reports shared with partners, highlighting milestones, challenges, and opportunities for collaboration
- **Joint Review Mechanism** – Periodic check-ins with key partners to assess alignment and recalibrate engagement strategies

9. Risk and Sensitivity Considerations

The mission shall be conducted with full awareness of the political, institutional, and diplomatic sensitivities involved. Key considerations include:

- **Perception of Neutrality** – Emphasising EUSL’s non-partisan, technical role to avoid political misinterpretation
- **Institutional Readiness** – Managing expectations regarding implementation timelines and absorptive capacity
- **Partner Fatigue** – Avoiding duplication of past efforts and demonstrating added value through innovation and coordination
- **Geopolitical Dynamics** – Navigating regional and international interests with discretion and strategic clarity
- **Confidentiality and Messaging** – Ensuring consistency in communication and safeguarding sensitive information

All delegation members shall be briefed on these considerations and adhere to a unified code of conduct throughout the mission.

Conclusion and Summary

This Mission Plan provides a focused and actionable roadmap for engaging key development partners in support of South Sudan’s digital transformation and institutional renewal. It is grounded in a coherent ecosystem of frameworks and agreements—most notably the *Agenda for Social Equity*



2074, South Sudan Vision 2040, and Agenda 2063—ensuring that all outreach is aligned with both national aspirations and global commitments.

Through this mission, the Government of South Sudan and the European Social Label (EUSL) aim to:

- Secure multi-year financial and technical support for flagship programs such as SUDESA, SDEP, and SSSFPS-EI;
- Establish long-term partnerships based on shared values, institutional neutrality, and strategic alignment;
- Demonstrate institutional readiness, fiduciary integrity, and a clear pathway for scalable, people-centered impact.

This plan does not seek to replicate past efforts, but to signal a new phase of structured, accountable, and visionary cooperation—anchored in trust, driven by purpose, and designed for transformation.