

moja global Strategy Board Meeting: Agenda

Meeting planned for Thursday, 17 October 2019

Welcome by the Chair

1. No new participants to be introduced.

Review of Achievements Against Strategic Plan from 2019

1. In Annex 1, an overview is provided of the strategic targets and achievements during the first 3 quarters of 2019.
2. To save time, apart from the items specifically mentioned below, this overview will not be discussed in the Strategy Board Meeting.
3. The **Strategy Board can ask for more information and clarifications** as needed.
4. Most changes are related to funding:
 - a. Comms has been the focus for this quarter. Nibwene has updated the website, posted updates on LinkedIn, Twitter and the website. She has reached out to the National Focal Points of all countries with a land sector commitment in their NDCs. Some reactions have been received.
 - b. WB funding: No progress has been made.
 - c. UNFCCC: Contracts are about to be issued to develop uncertainty and concept for projections.
 - d. EMO Canada: New proposal is being developed.
 - e. EU LIFE: Proposal is submitted for 8 countries
 - f. EU H2020: Proposal submitted (focus on biodiversity)
 - g. GIZ India will submit a concept note including FLINT for India to BMU
5. Workshops:
 - a. UNFCCC - SilvaCarbon workshop in Ghana
6. **Strategy Board acknowledges the progress made** and provides advice on how to speed up additional achievement.

Feedback from the UNFCCC-SilvaCarbon Workshop in Ghana

1. First impressions
2. Participating countries
3. Next steps

From Communications Plan to Strategic Engagement

4. Nibwene Mwakibinga has implemented [the communications plan](#).
5. As discussed in the last meeting The Communications Plan is linked to the Strategic Repositioning of *moja global*. FLINT should be branded more as a tool that supports the development and planning of the land-sector NDCs as well as the reporting on such NDCs in line with the transparency rule book under the Paris Agreement.
6. The logic of the interaction is:

- a. Update our image: refresh the website, have posts on LinkedIn and Twitter. Send out newsletter (Done)
 - b. Send out email to National Focal Points (Done)
 - c. Get expressions of interest from countries (In progress)
 - d. Explain countries the advantages of FLINT
 - e. Deliver demonstrations
 - f. Implement pilots (Funding needed, see strategy below)
7. Lessons Learned
- a. It is hard to get the attention of countries for Land-Sector MRV
 - b. Still there is enough interest to grow moja global
 - c. Workshops (Mexico, Ghana) seem to be more effective to raise interest (but also much more expensive)
 - d. Engagement with potential users requires a continued effort
 - e. Consider the possibility of continuing the support of a comms officer
8. In the next 3 month, the comms officer will focus on the following deliverables:
- a. See [the communications plan](#).
9. **Strategy Board acknowledges the progress made by the comms officer and approves the comms plan for the next 3 months.**

Strategic Plan for 2020

1. The **Strategy Board provides guidance for the Strategic Plan for 2020** which will be approved in the Strategy Board Meeting of January 2020.
2. In Annex 2, the principles and steps for the development of the Strategic Plan are repeated.
3. Substantively, there should be a logic for the targets for 2020 based on the activities and lessons from previous years. The Strategy Board is invited to provide general observations that should guide the consultations over the next few months. Initial observations are:
 - a. moja global has its technical and governance systems in place and the most effective way to improve these systems is through user feedback. So more users are needed.
 - b. moja global communications have improved considerably thanks to the assistance of the Comms Officer.
 - c. There is sufficient interest (as a result of the workshops and comms efforts) to grow the number of users of FLINT based systems. How can engagement be made more effective?
 - d. Availability of funding has proven to facilitate engagement: e.g. EU LIFE. How can this be multiplied?
 - e. Once countries express an interest, the logical next step is a pilot. If anything, 2020 should be the year of the pilot implementations. How can this be achieved?
 - f. The Comms Officer has written to the contact persons of all the GCF and GEF accredited organisations that are active in the land sector. UNDP and CI have responded. Only interested to collaborate if countries submit the request. Can we test this? How?

- g. Funding remains the big challenge both for FLINT users and moja global.
Which funding options are available?

4. **Strategy Board provides input into the observations that will guide the strategy for 2020 and commits to be available for a discussion on the strategy before the end of 2019.**

Replacement of co-director

1. New Co-Director is still urgently needed to ensure sustainability of moja global
2. Rob Waterworth is available for a second term of 3 years, starting in January 2020
3. **Strategy Board acknowledges the urgency of replacing the co-director**

Other business

1. If there are no additional items, the chair will close the meeting

Annex 1: Progress to Date Against moja global Strategic Plan 2019

Target for end of 2019	
Results	Progress
5 new users ((sub-)national gov., organisations, or companies)	-
1 low or middle income country uses FLINT as official AFOLU MRV	-
1 low or middle income country leading module development	-
2 strategy board members from user countries	-
2 other strategy board members	-
Features of moja global Software	
User Interfaces for FLINT	-
Rules Based Projections Module	Revised!
Uncertainty Module	About to start
Forest Module (Tier 3)	-
Wooded grasslands Module	-
Dead Organic Matter Module (litter, deadwood)	-
Agricultural Soils Module	-
Grasslands Module	-
Perennial Crop Module	-
Fire Module (inc savanna burning)	-
Manure Management Module	-

Annual Crop Module Supply Chain Concept Proof of Concept for Nesting of Project Level Results	- Cancelled -
Capabilities of moja global Organisation	
Open repository: Set up processes, complete documentation Communications and outreach: 10 Gov (Nat - Sub-nat.), 5 organisations/companies, 4 media outlets, 4 newsletter, 4 website update, 2 webinars/workshops, 2 explanatory videos on website Internal Operations: Appoint new Management Board Director, Formalize operations of Technical Steering Committee (at least 4 minuted meetings, link to workshops to facilitate face-to-face)	Repos Open See Update Searching for Co-Dir TSC starts in Sept
Financial Resources	
Canadian Funding Agreement World Bank Funding Agreement Submit proposal to EU LIFE program Submit proposal to King Baudouin Foundation Submit proposal to ESA 2 other Funding Agreements Pipeline with 2 additional funding streams for 2020	Complete / New proposal planned No progress Proposal Submitted Funding denied Cancelled H2020 UNFCCC GIZ India to BMU

Annex 2: The principles and process for the development of the moja global strategic plan.

1. The following principles are the basis of the Strategic Plan:
 - a. The plan is based on the four layers of the balanced scorecard approach for non-profit organisations: (A framework is provided in Annex 3)
 - i. The basis (or lowest) layer is “Funding”,
 - ii. The second layer is moja global as an organisation: What systems and procedures does moja global need to support its tools and its users.
 - iii. Third layer is the capabilities and features of FLINT and other tools that moja global is managing so it can achieve its “Results”

- iv. The top layer is “Results”: What will moja global achieve this year and how?
 - b. The plan consists of measurable, achievable targets
 - c. Each target will have an input requirement (funding or in kind)
 - d. For each input requirement potential funding sources (or in kind contributions) are identified
- 2. The following steps will be taken to get consensus on the Strategic Plan:
 - a. During the meeting, Strategy Board Members will be asked to suggest “Results” for the top layer first. Next for “Capabilities and Features”, “Processes”, and for all of these, any potential funding and contributions in kind.
 - b. Interviews with potential future users will inform the targets as well
 - c. The list targets will be prioritized by the Strategy Board Members
 - d. The Directors will follow-up with users and potential funders to try to raise funding or contributions in kind
 - e. A draft Strategic Plan will be circulated to all Strategy Board members and potential donors
 - f. Final version of the Strategic Plan is approved in the Board Meeting in January 2020