

moja global Strategy Board Meeting: Agenda

Meeting planned for Thursday, 17 October 2019

Agenda:

The agenda was shared in advance and can be found [here](#).

Items on the agenda were:

- Review of Achievements Against Strategic Plan from 2019
- Feedback from the UNFCCC-SilvaCarbon Workshop in Ghana
- From Communications Plan to Strategic Engagement
- Strategic Plan for 2020
- Replacement of co-director

Attendance:

Present:

1. Peter Graham, Chair
2. Molly Bartlett, Board Member
3. William Agyemang-Bonsu, Board Member
4. Werner Kurz, Chair of the Technical Steering Committee, Observer in this meeting
5. Guy Janssen, Co-Director Management Board, Non-voting in this meeting
6. Rob Waterworth, Co-Director Management Board, Non-voting in this meeting

Welcome by the Chair

1. There were no new participants to be introduced.

Review of Achievements Against Strategic Plan from 2019

1. Based on the info in Annex 1, an overview was provided of progress towards the strategic targets of 2019. Only selected items were discussed in the interest of time.
2. **Strategy Board acknowledges the progress made and notes the additional information below:**
3. **Comms:** The Strategy Board recognized the progress made in relation to communications. More info is provided in the special item on the agenda below.
4. **WB:** The Strategy Board is optimistic that the WB funding will be released. Since direct emails do not seem to work, it was decided to inform Representatives from donors countries on the FCPF before the FCPF Participants Committee meetings around 13 November.
5. **UNFCCC:** Contracts have been issued to develop uncertainty and concept for projections.

6. **EMO Canada:** A new proposal is being developed for funding from the EMO Fund Canada. About 300K CAD is available (highly probable) but the government is in lame duck mode until after the elections next weekend. A concept note has been drafted for discussion with the Canadian Gov. If the proposal is approved, a similar amount will likely be available for next year. The focus of the proposal would be to support pilot implementations of FLINT.
7. **EU LIFE:** A 5million Euro proposal has been submitted by a consortium of 8 countries. The funding is 50% EU and 50% by the participating institutions. Due to the high co-funding requirement and the large size of the EU LIFE fund, probability for approval is reasonable. Moja global is not formally included in the proposal as a partner as it cannot provide co-funding but the budget includes an allocation of 2 days of director salary per month, for the whole implementation period of 5 years.
8. **EU H2020:** A second stage proposal has been submitted with a focus on biodiversity. The funds for moja global and Mullion are small but the software produced by the project would be made open source through moja global.
9. **GIZ India:** GIZ India is submitting a concept note to BMU's call specifically for India. They are including a component to support a GCBM implementation at the Forest Survey of India (FSI). GIZ has included this component on the request of FSI.

Feedback from the UNFCCC-SilvaCarbon Workshop in Ghana

1. The two-day workshop was organized by UNFCCC and SilvaCarbon. The aim was to introduce the 21 participating countries to the FLINT and explore how they can engage with FLINT if they are interested to do so.
2. The initial feedback is:
 - a. During the workshop levels of engagement were high.
 - b. An important observation was the countries realized that they are all facing very similar problems related to their AFOLU inventory
 - c. Many countries have come to the conclusion that they can no longer produce their reports on an ad-hoc basis but actually need a system to deliver the number and quality of reports required.
 - d. Most countries have indicated that reporting is no longer their primary reason for an MRV system. The focus now is on decision making and policy development.
 - e. Most reactions from the participants were positive. All but 1 country are interested to use the FLINT and want to have follow-up discussions. But financial and technical support will have to be identified for countries to move forward.
 - f. It was agreed to try to reach out to donors and raise funds as a group of countries. The list of current donors will be drawn up and a joint proposal will be developed.
3. Next steps
 - a. Several countries have already asked for a follow up meeting: Nigeria, South Africa. A follow-up meeting with Ghana has already taken place

- b. A 2 page report will be submitted to UNFCCC and SilvaCarbon for their publication covering the observations listed above. Moja global can then use this report to reach out to others.
- c. It was agreed to try to reach out to donors and raise funds as a group of countries. The list of current donors will be drawn up.
- d. A joint proposal will be developed to submit to various donors (possibly including the GEF.) A 2 page concept note will be developed as a basis to reach out to donors.
- e. A short paper on the need for MRV and a description of FLINT capabilities will be produced to support the communication with donors and potential user countries. Rob will write a first draft on the plane.
- f. The donors to target could be:
 - i. UK. Try to build a coalition with Partnership for Forests (Bruce Cabarle) or SystemicIQ (Melissa Pinfield)
 - ii. France
 - iii. Switzerland
- g. Werner will contact Canadian Government to inquire whether the available funds can be used to write a bigger proposal covering the needs of all participating countries.
- h. The Board agrees to continue the discussion on this process of proposal writing and donor consultation in the next few weeks and months.

From Communications Plan to Strategic Engagement

1. Nibwene Mwakibinga has implemented [the communications plan](#). An overview of achievements and plans is available in [this presentation](#).
2. 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.
3. 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 to countries the advantages of FLINT
 - e. Deliver demonstrations
 - f. Implement pilots (Funding needed, see strategy below)
4. 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

5. The **Strategy Board expresses its appreciation for the work done by the Comms Officer and advises** the Comms Officer as follows:
 - a. The communications plan is still accurate but actions must be carefully prioritised to maximize impact. It would be good to revise the comms plan accordingly and send it to the board again. The board is happy to assist.
 - b. Focus on continuing the discussions with countries that have expressed an interest (through email or the workshop). The first emails to new respondents should be short. Board is happy to provide editing advice.
 - c. Following up with donors can be combined with the 2 page report after this workshop and with 2 page concept note to request funding. The 2 donors that have responded (CI and UNDP) can be added to the list of donors. Rob and Peter can follow up with CI when they are in Washington.
 - d. In addition to the tasks outlined in the Comms Plan, the following tasks could be taken on by the Comms Officer:
 - i. The next 3 months could be used to contribute to the joint proposal for all countries
 - ii. Parcs Canada has a paper ready to be published. Based on this paper an article could be written to showcase the capability of the FLINT

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. **The Strategy Board agrees with the proposed logic** as a basis for the definition of strategic targets for 2020:
 - 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. A joint proposal will be submitted to various donors (starting with a 2 page concept note.)
4. **In addition, the Strategy Board provides the following guidelines:**
 - a. 2020 is a crucial year for moja global. Not only the positioning as an organization that can help with planning and monitoring the NDCs but also

(and mainly) in terms of fundraising. But there is reason for optimism as the Ghana workshop seems to confirm that the need for systematic approaches is increasing. Also the requirements under Paris Agreement (i.e. improve inventory, reduce uncertainty, tracking land based mitigation, etc.) become targets at the working level.

- b. The focus should be on delivering the targets that are almost there: e.g. WB pilot projects
- c. The focus should be on demonstrating success: i.e. functioning systems based on FLINT
- d. The next communication event might be the Bonn UNFCCC session in June 2020. Success of the first pilots could be showcased there to get buy-in from both additional users and donors.

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. The Strategy Board realizes that it will be difficult to fill the position without a guarantee of sustained salary.
- 4. The Strategy Board will have a follow-up call on this issue specifically in the next month.
- 5. **The Strategy Board acknowledges the urgency of replacing the co-director and agrees to renew the term of Rob Waterworth.**

Other business

- 1. No other business was raised.

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 Uncertainty Module 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	- Revised! About to start - - - - - - - - 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