moja global Strategy Board Meeting: Agenda

Meeting planned for Thursday, 4 October 2018

Welcome by the Chair

1. Introductions are not needed as no new participants are expected

Update on Developments over the Reporting Period

1. In Annex 1, an overview is provided of the most important developments over the reporting period.
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. Developments that will be briefly discussed during the meeting:
   a. India: Report back on the meetings with the Government of India
   b. World Bank: Update on Workshop for Latin American Countries
   c. UK Funding: The 1 year support package is no longer going ahead

moja global Branding

1. *moja global* wants to work harder on its branding. There seem to be a number of negative perceptions that need to be countered to improve *moja global's* reputation. The idea is to reinforce the opposite positive messages specifically targeted at key counterparts in combination with better communication formulations for a wider audience. Where necessary processes and operations can be improved to take away negative impressions.
2. In Annex 2, an overview is provided of negative perceptions about *moja global* held by some parties in the land sector. **The Strategy Board is invited to add** any negative perceptions they have might have picked up.
3. Also in Annex 2, a list of actions are included to tackle each of the negative perceptions. The **Strategy Board can consider this list of actions as input** into the Strategic Plan for 2019.

Management of moja global Funds

1. **This is an update on the progress made on transferring funds to The Linux Foundation:**
   a. As discussed in the previous Strategy Board meeting, a budget was approved for a visit to India to present moja global and its tools.
   b. Since the last board meeting, ACIAR has made transferred the allocation for *moja global* to Mullion as part of a larger contract.
   c. Mullion has signed a grant agreement with The Linux Foundation for the agreed amount
   d. The Linux Foundation has sent an invoice to Mullion

e. Mullion will transfer the funds to The Linux Foundation

f. The Linux Foundation will cover the expenditure for the activities as approved by the Strategy Board in July.

2. **This is the Report on the funds allocated by the Strategy Board to the visit to India:**

   a. moja global and FLINT were presented to C.K. Mishra, Secretary Ministry of Environment, Forest; and Climate Change (MEFCC) in the presence of Mr. Siddhanta Das, Director General of Forests as well as Mr. Ravi S. Prasad, Joint Secretary, Chief Negotiator and Climate Change Focal Point, MEFCC

   b. Mr. Das facilitated a meeting with Dr.Subhash Ashutosh, Director General, Forest Survey of India (FSI)

   c. At FSI, moja global and FLINT were presented to the management team and selected scientists from various departments including IT department

   d. FSI expressed an interest in FLINT and moja global. A proposal for the Director General of Forests was drafted.

   e. moja global and FLINT were presented to the World Bank team leaders responsible for projects in the land sector. They offered to support the Indian Government with the installation of FLINT if that would be needed.

   f. Conclusion: India will pilot the FLINT on a district. To get a better understanding of the system they will get acquainted with the CBM-CFS3 through the regular training courses combined with an additional day of training specifically on FLINT (GCBM).

   g. Expenditure: These were the amounts spent compared to approved budget. The final amount for the fee can still change slightly depending on the total budget available after transfer of the amount.

Item	Amount Approved	Amount Spent (USD)
Ticket BRU-DEL-BRU	$780.00	$776.24
Per Diem 9 Days @ 216	$1,944.00	$1,944.00
Fee +/-3.991 days @ 1000	$5,000.00	+/-$3,991.00
Total	$7,724.00	$6,711.24

Preparation of Strategic Plan 2019

1. The **Strategy Board can provide guidance for the Strategic Plan for 2019** which will be approved in the Strategy Board Meeting of January 2019.

2. 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 tools' capabilities and features: i.e. which improvements are we going to add to our tools and which additional tools will be develop?

        iii.   The third layer is "Processes": Which internal processes or external collaborations need to be established or improved? Which internal and external communication needs to be developed and delivered?

        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

3. 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 "Processes", "Capabilities and Features" and for all of these the 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 2019

Replacement of co-director

1. Up to this point, no candidates that meet (most of) the qualifications have been identified.
2. In January 2019, the next Co-Director (Guy Janssen) is scheduled to be replaced.
3. The **Strategy Board will advise how to proceed**.

Other business

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

Annex 1: Most Relevant Developments over the Reporting Period

Below the structure of the Strategic Plan is followed to provide an overview of progress achieved to date. <mark>Yellow</mark> means item might be falling behind. <mark>Red</mark> means item has fallen behind.

1. Results: new user countries, sub-national entities, organisations and companies:
    a. 2 out of 5 new user countries (Total 7 users: Canada, Kenya, Poland, India +3 additional users): This task is still considered on track as various initiatives can quickly result in additional users:
        i. India has decided to pilot the FLINT (GCBM). As a first step a small delegation will participate in a workshop on CBM-CFS3 and GCBM/FLINT in Canada.
        ii. The World Bank workshop for at least 13 Latin American countries will take place at the end of October.
        iii. The EU has a meeting of (28) member states end of October where moja global and FLINT will be presented.
        iv. Indonesia: The work on FLINT is ongoing but is progressing slowly.
        v. PNG will receive the support of a officer of the Government of Australia to work on REDD+ and other climate change issues. The officer is aware of FLINT.
        vi. Fiji: A ACIAR sponsored workshop will take place in the next few weeks.
        vii. Canadian Provinces: Work is continuing steadily.
        viii. Mongolia: A delegation, including the Minister of Environment and 3 MPs, were introduced to CBM and moja global. Werner met with Senior officials at the IBFRA conference in Vienna. They are keen to learn more about CBM and FLINT and the scientist will also come to our training session and meet afterwards.
    b. 0 out of 3 <mark style="background-color: red">paying members</mark>: As reported last board meeting this target will not be achieved as it was decided to drop the membership approach.
    c. 1 out of 3 <mark>Strategy Board members from user countries</mark> (Poland): Considering the various planned activities as listed above, it is still possible that 2 additional users will join.
    d. 1 out of 2 other strategy board members: UNFCCC has joined. After the workshop, WB will be invited to join future meetings.
    e. One low or middle income country is making progress towards using the FLINT for their official MRV AFOLU including official reporting: The activities in Kenya are still waiting for approval by the Government of Australia. It is unlikely that the FREL can be completed by the end of the year using SLEEK (Kenya's version of the FLINT).
2. Processes:
    a. Open Source: open repository, complete documentation: No progress has been made on these items but it remains a priority in order to allow countries to access the FLINT source code.
    b. Communications and outreach:

      i.   16 out of 20 countries: Fiji, Jamaica, Belize, Colombia, Mexico, PNG, Togo, UK, Germany, Norway, Australia, Cambodia, India (Union, 2 states), US (SilvaCarbon), EU (DG Clima), Poland. By end of October 10 countries from the WB workshop and 25 EU member states will be added.

      ii.   20 out of 20 organisations/companies: World Bank, FAO, UNDP, CSIRO, Jindal Global University, Planet (Mini-satellites), Stantec. A estimated 30 different organisations were present during the International Conference on GHG Emissions and Food Security, in Berlin 10 to 13 September 2018.

      iii.   Other communication efforts will not be achieved as there are no resources to develop and deliver these items.
1. 0 out of 5 ==media outlets==,
2. 0 quarterly ==newsletter==,
3. 0 quarterly ==website update==, 1 update of the website should still be achieved by the end of the year!
4. 0 out of 2 ==webinars==: GLF Bonn 2018?
5. 0 out of 4 explanatory ==videos== on website: GLF Bonn 2018?

  c. Collaboration:
      i.   Clarify open-governance collaboration and ecosystem. Document country open-source rules. Revise budget in line with clarified role and activities of moja global. Membership fee review: Done. Please find [White Paper here](#)

  d. Internal Operations:
      i.   Appoint ==new Management Board Director==: Continuous efforts to identify an additional director has not resulted in suitable candidates yet.

      ii.   Formalize strategy implementation process: done

      iii.   Formalize ==operations of Technical Steering Committee==: The Technical Steering Committee is functioning on an ad-hoc basis at the moment. Formal procedures are necessary when the repositories are made completely open. As indicated above, as this moment there are no resources to support the opening of the repositories.

3. Capacity enhancement / FLINT Features:
  a. Projections: ongoing work and operalization of a spatially explicit, rules based projection system: Ongoing but not completed
  b. Wood products: A new module that can use the results of a FLINT run to develop estimates of wood products in use and their fate: Completed successfully
  c. Agriculture module:
      i.   ...
  d. ==Supply Chain Concept==: ...
  e. Project level software (carbon markets): Design the system and processes: [Paper completed](#)

4. Finance

a. <mark>UK funding</mark> agreement: The UK is NOT going ahead with the short term funding for FLINT. The longer term investment is still under consideration.
b. <mark>EU funding</mark> agreement: As reported in last meeting, short term funding from the EU will not materialize.
c. At least 1 other funding agreement: World Bank funding after the workshop end of October will allow countries to install a FLINT based system in their countries. ACIAR funding for livestock estimates in Kenya will go ahead in 2019.
d. Pipeline with at least 2 additional funding streams for 2019: They have not been identified yet, but chances are still realistic.

Annex 2: Negative Perceptions about moja global

There is an need to urgently respond to some negative perceptions that exist about moja global. This approach is not in lieu of a overall moja global communications strategy which will be developed progressively and in an agile way.

Negative Perceptions
1. FLINT is not for free
2. FLINT is too complicated
3. FLINT is a black box
4. moja global is only Canada and Australia
5. You cannot contract moja global
6. What is commercial and what is open source?

Actions to Counter Negative Perceptions
1. Agree on standard answers to each of these Negative Perceptions (see separate document)
2. Use standard answers as basis for all moja global communications (Website, verbal communication including by Board Members, presentations, twitter, emails, newsletters, etc.)
3. Identify key target audience who are either sending these negative messages or who are susceptible to them
4. Identify most effective ways to constantly communicate the standard answers

Annex 3: Draft Strategic Plan 2019

Targets	Inputs	Source of Inputs
1. Results: new users (i.e. countries, sub-national entities, organisations and companies) a. X new users		

b. X strategy board members from user countries c. X other strategy board members d. X low or middle income country using FLINT for their official MRV AFOLU including official reporting		

2. Processes:
  a. Open Source:
  b. Communications and outreach:
    i. X countries
    ii. X organisations companies
    iii. X media outlets
    iv. X newsletter
    v. X website update
    vi. X webinars
    vii. X explanatory videos on website
  c. Collaboration:
    i. X collaboration activities within the ecosystem
  d. Internal Operations:
    i. XXX		

3. Capacity enhancement / FLINT Features: a. XXX		

4. Finance (Recap of last column)
  a. XXX
  b. XXX
  c. XXX		