

10YFP Sustainable Food Systems Programme

4th MAC meeting (teleconference)

Monday, 10 October 2016
3 to 5:30 p.m. CEST

Draft summary report

Summary of main discussion points, outcomes and decisions:

- Each of the Co-Leads has the overall responsibility of one broad work package:
 - Programme management (Switzerland)
 - Resource mobilization (Hivos)
 - Communication (WWF)
 - Next face-to-face meeting and broadening membership (South Africa)
- The MAC adopted Massey University (New Zealand) as the 80th Partner of the SFS Programme.
- The Coordination Desk has elaborated a template for the purpose of bringing initiatives, projects and/or activities of Programme members under the umbrella of the SFS Programme. MAC members are invited to submit projects for inclusion in the SFS Programme using this project template.
- The project “*MyFoodSkills*”, submitted by Foodways Consulting, was approved as the SFS Programme’s first “*affiliated project*”.
- The Coordination Desk has started working on a monitoring and evaluation (M&E) framework for the SFS Programme. It is foreseen that the MAC members will be requested to provide feedback on the proposed macro indicators in early November. The aim is that the SFS Programme M&E framework can be finalized in time for adoption at the next MAC teleconference in February 2017.
- A kick-off workshop for core initiatives will take place on October 24 to 26 in Paris. Project focal points will have the opportunity to present their project ideas and receive feedback from the wider group of workshop participants. The project proposals shall then be developed by December 2016, with the aim to allow the project groups to launch initial activities before the end of May 2017.
- The Coordination Desk will further develop the Resource Mobilization Strategy according to the feedback received. It was further suggested to develop a communication document on the SFS Programme specifically tailored to potential donors.
- The Coordination Desk’s aim is to finalize the announcement of the 10YFP Trust Fund call for proposals on the SFS Programme by the end of October, so that it can be publicized through the new SCP Clearinghouse website in November 2016.
- The Coordination Desk aims to develop a first draft communication strategy by the end of October 2016, in order to be able to subsequently involve all MAC members in the further development process as of early November.
- The upgraded SCP Clearinghouse website will be launched by the end of November 2016.
- The next face-to-face MAC meeting will take place in Pretoria (South Africa) in May or June 2017, back-to-back with an SFS Programme Partner workshop. The workshop will contribute to raise awareness on the SFS Programme on in the Africa region, thereby contributing to broaden the Programme’s membership base in that region in particular. MAC members are invited to volunteer to support the Co-Leads in the further development of the concept note for the Partner workshop.

1. Introduction

1.1 Welcome

Mr. Solly Molepo, *Deputy Director Agro-Processing, Department of Trade and Industry (South Africa)*, welcomed all participants to the 4th SFS Programme MAC meeting. After summarizing the most important outcomes and decisions of the face-to-face MAC meeting held in Rome in June 2016, he explained that the main objectives for this meeting would be to present an overview of the status of ongoing work related to the implementation of the SFS Programme, consider a new version of the SFS Programme resource mobilization strategy, discuss initial work towards an SFS Programme monitoring and evaluation framework as well as a communication strategy, and present the draft concept note for the SFS Programme Partner workshop that will take place in South Africa in 2017.

1.2 Adoption of summary report of 3rd MAC meeting (face-to-face meeting in Rome)

Before going into the content of the 4th MAC meeting, Mr. Molepo presented the summary report of the 3rd MAC meeting (face-to-face meeting of 7-8 June 2016). As there were no further comments, he declared the summary report as adopted.

2. Issues related to governance and membership

2.1 Distribution of roles and tasks among the Co-Leads

Mr. Molepo invited Mr. Patrick Mink, *Policy Advisor, Federal Office for Agriculture (Switzerland)*, to provide an overview of the roles and tasks within the co-leadership team. Mr. Mink informed the MAC that the Co-Leads decided to divide their main tasks into four broad work packages, where each of the Co-Leads has the overall responsibility over one such work package, in order to optimize the use of their resources while ensuring to fulfil the various tasks related to the promotion of the Programme implementation:

- Programme management (Switzerland)
- Resource mobilization (Hivos)
- Communication (WWF)
- Next face-to-face meeting and broadening membership (South Africa)

While the Co-Leads collaborate on many of the activities under a given work package and consult each other on all important issues, each of the Co-Leads keeps the overall oversight over one work package and provides the necessary planning and follow-up to ensure that tasks will be carried out in time.

2.2 Update regarding Programme Partners

Mr. Molepo then invited Ms. Dominique Wolf, *Policy Advisor, Federal Office for Agriculture (Switzerland)*, to provide an update on the current status of Programme Partners. Ms. Wolf informed the MAC that the SFS Programme currently has 79 Partners, and that the Coordination Desk is constantly receiving and evaluating new partner applications. She further explained that the latest partner application received was from Massey University in New Zealand, and that this application was positively evaluated by the Coordination Desk. As there were no objections from the MAC, Massey University will be adopted as the 80th SFS Programme Partner.

The MAC members stressed the need for further outreach with a view to attract new partners from underrepresented regions, including from China and the Asia Pacific region more generally. The Coordination Desk informed the MAC that they have been liaising with the 10YFP Secretariat regarding opportunities to link up with existing regional roundtables on sustainable consumption and production (SCP), including with a view to reach out to new partners.

3. Issues related to programme implementation

3.1 Issues related to Programme management

3.1.1 Presentation of the project template

Mr. Alwin Kopše, *Head, International Sustainable Agriculture Unit, Federal Office for Agriculture (Switzerland)*, reminded the MAC that the Coordination Desk has elaborated a project template for the purpose of bringing new as well as existing initiatives, projects and/or activities of Programme members under the umbrella of the SFS Programme.

Mr. Mink reminded the MAC members that at their last meeting, the MAC agreed to have two different categories of projects, and that the template was designed to be used for both categories. He pointed out that for reasons of simplification and to make communication to third parties more effective, there has been a change in terminology in relation to these two types of projects, and he briefly outlined their main characteristics:

- *Core initiatives* (previously “joint cross-cutting initiatives”) are the principal projects of the SFS Programme, being developed and implemented by two or more Programme members, cutting across several of the SFS Programme’s work areas, and addressing at least one of the five *focus themes* (previously “emerging cross-cutting themes”) that were identified at MAC meeting in June. The Coordination Desk screens project proposals for core initiatives, and they are subsequently technically evaluated and endorsed by the MAC. The project leads of core initiatives report regularly on the status of implementation.
- *Affiliated projects or activities* can be implemented by at least one Programme member, and must contribute to the SFS Programme’s objectives and be in line with its work areas. Proposals for affiliated projects are evaluated by the coordination Desk and approved by the MAC, based on the Coordination Desk’s recommendation. They can use the SFS Programme logo, however the MAC does not have any direct responsibility for them.

Mr. Kopše invited all MAC members to start using the template to submit their projects for inclusion in the SFS Programme, and to submit any specific comments regarding the template in writing to the Coordination Desk by Friday, October 14th. The Co-Leads will extend this invitation to the broader network of Programme Partners following this teleconference.

3.1.2 Status of affiliated projects

Mr. Kopše invited Ms. Wolf to provide an update on the status of affiliated projects. Ms. Wolf informed the MAC that the Coordination Desk has received a first proposal for an *affiliated project* submitted by Foodways Consulting GmbH, an SFS Programme Partner based in Switzerland. She summarized that the project, called “MyFoodSkills”, is about building an online platform to share practical knowledge on food skills in order to promote a sustainable and healthy food behavior, and explained that after a positive evaluation by the Coordination Desk, the Co-Leads recommend that the MAC approves the proposal.

In the absence of any well-founded objections from the MAC, Mr. Kopše declared the project “MyFoodSkills” as the SFS Programme’s first affiliated project.

A discussion regarding the relationship between core initiatives and affiliated projects took place, where it was suggested that in the future, the Coordination Desk could help linking up affiliated projects with related core initiatives, allowing affiliated projects to potentially be integrated into a related core initiative. At the same time, it was recalled that there is no requirement whatsoever for an affiliated project to be linked to a core initiative, and it was further stressed that affiliated projects could also become core initiative in their own right at a later stage, provided that they fulfil the necessary criteria.

3.1.3 Monitoring and evaluation framework

Mr. Kopše invited Mr. Michael Mulet, *International Program Officer Food & Agriculture, WWF-France*, to introduce the draft monitoring and evaluation (M&E) framework of the SFS Programme. Mr. Mulet reminded the MAC that in accordance to what was presented by the 10YFP Secretariat at the last MAC

meeting in Rome, a 10YFP M&E framework has been under development during the last few weeks, by the 10YFP Secretariat and in collaboration with representatives from all 10YFP Programmes. The draft version of the 10YFP M&E framework was shared with the MAC members prior to this teleconference and will shortly be finalized and presented to the 10YFP Board for adoption.

In parallel, and following the MAC's suggestion to promote the development of an M&E framework for the SFS Programme, the Coordination Desk has undertaken some initial work towards an SFS Programme-specific M&E framework. The aim is that this SFS Programme M&E framework responds to the SFS Programme's reporting obligations towards the 10YFP, while at the same time serving as a tool to monitor the implementation of the SFS Programme.

Mr. Mulet then presented the key elements of the draft SFS Programme M&E framework, including a proposed timeline and a set of proposed macro indicators for the SFS Programme. These macro indicators, while being aligned with the objectives and priorities of the SFS Programme, feed directly into the overall 10YFP M&E framework. It is foreseen that the MAC members will be requested to provide feedback on the proposed macro indicators in early November, followed by a second round of feedback in December which will focus on the development of a second level of more detailed, SFS Programme-specific indicators. The aim is that the SFS Programme M&E framework can be finalized in time for adoption at the next MAC teleconference in February 2017.

3.1.4 Kick-off workshop for joint initiatives, 24-26 October in Paris

Mr. Kopše invited Mr. Mink to provide a brief status update on the preparations on the kick-off workshop for core initiatives that will take place on October 24 to 26 in Paris. Mr. Mink thanked the MAC members for their active involvement in the preparatory process for the workshop so far, and informed them that eight project ideas are currently being developed in order to be presented and discussed at the workshop in Paris. Project focal points will have the opportunity to present their project ideas and receive feedback from the wider group of workshop participants for their further elaboration, as well as discuss potential funding sources.

After the workshop, the project proposals for core initiatives shall be developed by December 2016, to allow sufficient time for the technical evaluation of the proposals, so that successful proposals can be endorsed by the MAC during its teleconference planned for February 2017. The aim is that the project groups of endorsed core initiatives will secure at least partial funding and launch initial activities before the end of May 2017, so that they can be presented at the next face-to-face MAC meeting and partner workshop in South Africa.

3.2 Issues related to resource mobilization

3.2.1 Resource mobilization strategy

Mr. Frank Mechielsen, *Senior Advocacy Officer Food, Hivos*, welcomed everybody and invited Mr. Nout van der Vaart, *Advocacy Officer Sustainable Food, Hivos*, to present the new version of the draft resource mobilization strategy. Mr. van der Vaart informed the MAC that the Coordination Desk has further developed the resource mobilization strategy, according to the discussions and feedback received during that last MAC meeting in June. He explained that the main changes include the following:

- Integration of a link to the overall 10YFP Resource Mobilization Strategy
- Reference to the two categories of SFS Programme projects (*core initiatives* and *affiliated projects*)
- Short description of funding priorities for the SFS Programme
- Inclusion of a draft list of potential funding sources, which needs to be further elaborated and populated with the inputs from MAC members. The idea is that such information would feed into the platform for enhanced fundraising collaboration, which will be built into the SFS Programme website on currently being developed within the upgraded SCP Clearinghouse. It is still to be defined whether this platform will be open to MAC members only or to all Programme members.

Points for the further development of the resource mobilization strategy, that were highlighted during the ensuing discussion included: to elaborate more on the funding priorities and position them more

prominently further up in the document; rephrase the second funding priority from “implementing joint core initiatives” to something akin to “increase funds for core initiatives”; and to describe more concretely in what ways the Programme members are expected to contribute to the joint resource mobilization efforts (e.g. establish contacts, approach donors, etc.). In addition, it was suggested that the Coordination Desk develops a communication document on the SFS Programme specifically tailored to potential donors.

During the discussion, the Co-Leads also clarified that resource mobilization is not a service provided by the Coordination Desk to the SFS Programme members, but rather a joint responsibility of all Programme members. The Coordination Desk can play an important convener role in coordinating collective responses to calls for proposals from different funding sources, for example, yet the final responsibility for mobilizing the necessary resources for SFS Programme initiatives, projects and activities lies with the organizations proposing such initiatives and projects.

3.2.2 10YFP Trust Fund call for proposals

Mr. Mechielsen invited Mr. Mink to inform the MAC members on the status of the development of the first SFS Programme call for proposals under the 10YFP Trust Fund. Mr. Mink reminded the MAC that the 10YFP Secretariat is currently working on a simplification of the 10YFP Trust Fund process, based on the experiences made in other 10YFP Programmes that have already launched calls for proposals. The simplifications proposed by the 10YFP Secretariat mainly include the following adaptations:

- The eligibility to apply to the call is limited to actors of the 10YFP SFS Programme, instead of being open to anyone.
- Applicants are asked to submit only a short 2-page concept in a first phase. Based on this, a limited number of applicants will be invited to elaborate and submit a full project proposal in a second phase.
- 10YFP Secretariat proposes that a Technical Committee should be established to review the project proposals, consisting of Co-Leads, MAC members and/or external experts.

The Coordination Desk’s aim is to finalize the announcement of the call for proposals by the end of October, so that it can be publicized through the new SCP Clearinghouse website in November 2016. Mr. Mink invited interested MAC members to collaborate in the further development of the call, while reminding the MAC that organizations participating in the development will have to recuse themselves from applying to the call for reasons of actual or perceived conflict of interest. He invited MAC members interested in collaborating to get in touch with the Coordination Desk as soon as possible.

3.3 Issues related to communication

3.3.1 Communication strategy

Mr. Jochen Krimphoff, *Deputy Director – International relations & development, WWF*, reminded the MAC that the need for an SFS Programme communication strategy was identified at the last MAC meeting in Rome, and emphasized the need for this strategy to be aligned with the overall 10YFP communication strategy. He then invited Mr. Mulet to provide an update on the work on the SFS Programme communication strategy. Mr. Mulet presented a timeline, informing the MAC about the Coordination Desk’s aim to develop a first draft communication strategy by the end of October 2016, in order to be able to subsequently involve all MAC members in the further development process as of early November. This should also coincide with the elaboration by the 10YFP Secretariat of an overall 10YFP communication strategy, which is expected to facilitate the alignment of the two strategies.

3.3.2 10YFP Clearinghouse

Mr. Mulet informed the MAC that the upgraded SCP Clearinghouse website will be launched by the end of November 2016. All 10YFP Programmes will be providing content to the 10YFP Secretariat over the coming weeks. The upgraded SCP Clearinghouse will allow us, for example, to showcase the SFS Programme core initiatives as well as our affiliated projects. In addition, the aforementioned platform for enhanced fundraising collaboration will be integrated in the SFS Programme-specific page on the SCP Clearinghouse.

3.4 Next face-to-face MAC meeting and partner workshop

Mr. Krimphoff invited Mr. Molepo to provide a status update on next year's face-to-face MAC meeting and the partner workshop that is planned to be organized back-to-back with that MAC meeting in South Africa. Mr. Molepo confirmed that South Africa will host the next face-to-face MAC meeting and the SFS Programme Partner workshop. He informed that both events will take place in Pretoria, and reminded the MAC members to please indicate their preferred dates for the two events in the respective doodle poll at <http://doodle.com/poll/ausdmry5nycfzkwy>, as soon as possible.

Mr. Solly Molepo briefly presented the initial draft concept note for the Partner workshop, highlighting that the workshop will contribute to raise awareness on the SFS Programme on in the Africa region, thereby contributing to broaden the Programme's membership base in that region in particular. The workshop shall be open to all SFS Programme members (Co-Leads, MAC and Programme Partners), as well as further interested stakeholders in particular from the Africa region. South Africa intends to take the opportunity to showcase pilot projects from the City of Tashwane and the City of Johannesburg, as an inspiration to other African countries.

As a next step, Mr. Molepo suggested that a small advisory committee could be established, composed of about one MAC member per stakeholder cluster, to support the Co-Leads in the further development of the concept note, including the refinement of the proposed workshop theme.

Mr. Krimphoff thanked Mr. Molepo for this update and invited MAC members interested in being part of the advisory committee to get in touch with the Coordination Desk.

4. Other business

As there were no additional comments by the MAC members, Mr. Solly Molepo thanked everyone for their participation at the teleconference and closed the meeting.

Annex 1: List of Participants

Organization/country	Participant	E-Mail address
<i>Government agencies</i>		
Brazil	Ana Carolina Albero Belisario	carolina.belisario@agricultura.gov.br
<i>Civil society organizations</i>		
Biovision Foundation	Azadeh Jassemi	a.jassemi@biovision.ch
IFOAM – Organics International	Gábor Figeczky	g.figeczky@ifoam.bio
<i>Scientific and technical institutions</i>		
ENEA	Milena Stefanova	milena.stefanova@enea.it
Hebrew University	Elliot Berry	elliottb@ekmd.huji.ac.il
<i>UN agencies and other international organizations</i>		
CIHEAM	Hamid El Bilali	elbilali@iamb.it
FAO	Sandro Dernini	Sandro.Dernini@fao.org
UNEP	James Lomax	james.lomax@unep.org
UNSCN	Christine Campeau	Christine.Campeau@fao.org
<i>Private sector</i>		
Nestlé	Anne Roulin	anne.roulin@nestle.com
Nestlé	Urs Schenker	urswalter.schenker@rdls.nestle.com
Smaackmakers	Natascha Kooiman	natascha@smaackmakers.nl
<i>Co-Leads</i>		
Switzerland	Alwin Kopše	alwin.kopse@blw.admin.ch
Switzerland	Patrick Mink	patrick.mink@blw.admin.ch
Switzerland	Dominique Wolf	dominique.wolf@blw.admin.ch
Hivos	Frank Mechielsen	fmechielsen@hivos.org
Hivos	Nout van der Vaart	nvaart@hivos.org
WWF	Jochen Krimphoff	jkrimphoff@wwf.fr
WWF	Michael Mulet	mmulet@wwf.nl
South Africa	Solly Molepo	SMolepo@thedti.gov.za