

STDF Strategy Development Workshop

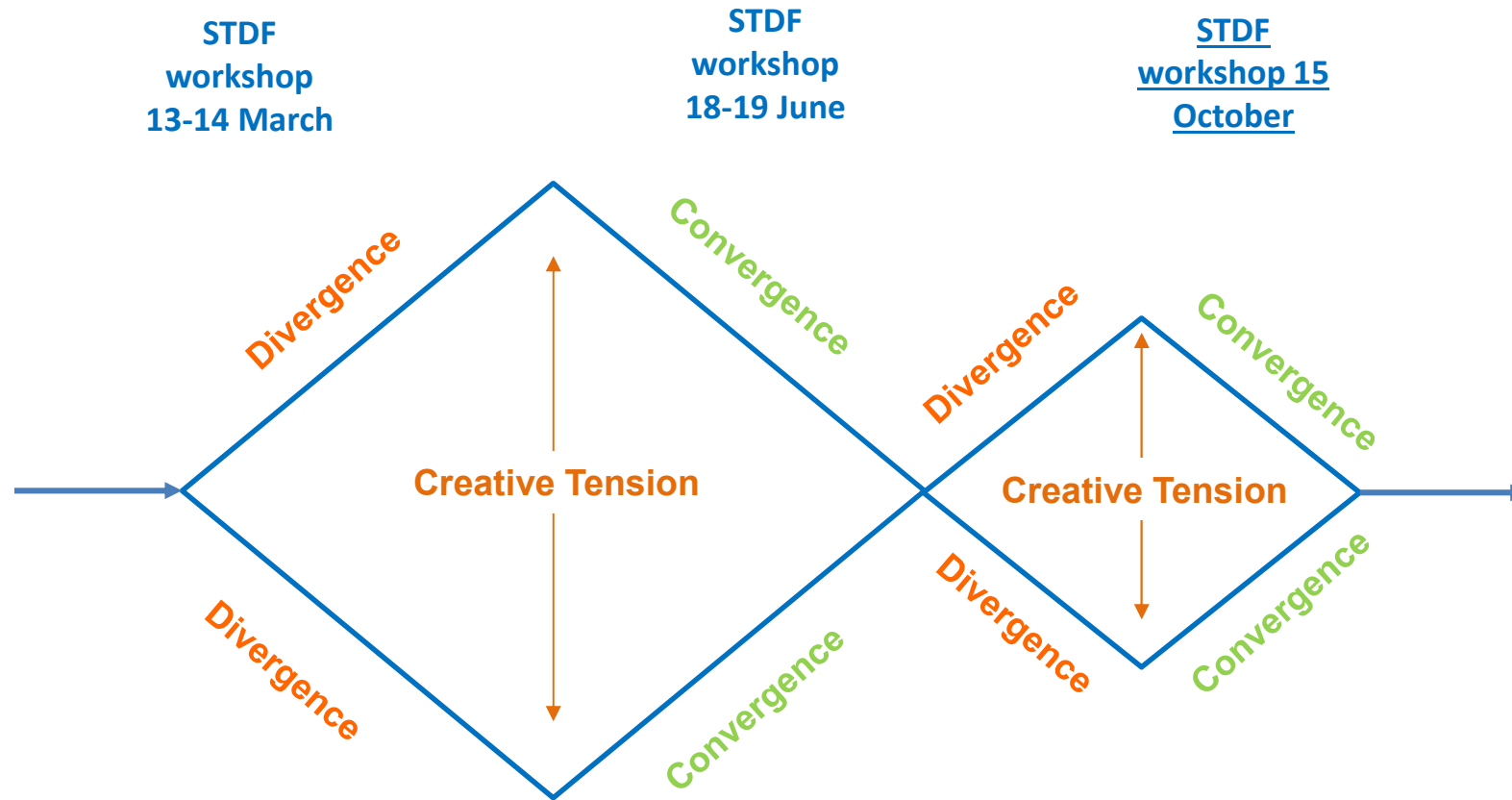
15 October 2019

WTO - Geneva

Good Strategy

- Clear & easy
- Short & simple
- Needs based
- Builds on lessons learned
- Courageous / inspired
- Time bound
- Targeted at results
- Provides a pathway to action
- Has buy-in / is effectively communicated
- Includes M&E
- Takes risks into account
- Adaptable

Strategy Development



Agenda

- 09:30-10:00 Welcome & Opening Remarks
- 10:00-11:00 Feedback on Draft Strategy in sub-groups
- 11:00-11:20 Break
- 11:20-13:00 Consolidation of feedback from the sub-groups
- 13:00-14:00 Lunch
- 14:00-15:45 Identifying indicators
- 15:45-16:00 Break
- 16:00-16:15 Next steps
- 16:15-16:30 Close

Feedback in sub-groups

1 - General Feedback

Does the new strategy meet the “good strategy” criteria that we established at the March workshop? Are there any criteria that are not sufficiently met – if so, what are your recommendations?

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2 - Specific Feedback

In relation to the different sections below of the Draft Strategy:

- What is missing and what would you recommend?
- What is there that should not be and why?
- Intro & Context
- STDF's strategy 2020-2024
 - 3.1 Pathway towards meaningful and continuous improvement
 - 3.2 Building on successes, developing further to expand results and reach
 - 3.3 Delivering results, influencing change
 - 3.4 STDF's contribution to increased SPS capacity in developing countries (goal)
 - 3.5 Focus on two key outcomes
 - 3.6 Measuring success by 2024
 - 3.7 Risks & assumptions
- Delivery
 - M&E
 - Communication
 - Resources

Next steps

| What | By when/period | Who |
|--|------------------------|--------------------|
| Provide additional comments on draft strategy | 29 October | WG |
| Finalize strategy document (taking all comments/suggestions into account - where feasible) | 31 October | Secr./consultants |
| Circulate to Working Group for final approval (silence procedure) | 1-14 November | Secr./WG |
| Circulate to Policy Committee for endorsement (silence procedure) | 15-28 November | Secr./PC |
| Release strategy document | <u>20 January 2020</u> | Secr. /all members |
| | | |
| <u>In parallel</u> , work with graphic designer (WTO) to finalize strategy document | 18 October – December | Secr./WTO |
| Prepare MEL framework (validation in WG) | April 2020 | Secr./consultants |
| Update COMMS Plan (validation in WG) | April 2020 | Secr./consultants |