

Minutes: SCAN Board Meeting

June 9th 2013, London

Participants:

Present:

Jeroen Kroezen (Solidaridad); Michele Maccari (IFOAM); Matthias Kuhlmann (FLO); Lars Kahnert (4C); Noemi Perez (FAST); Niels van Heeren (Solidaridad); Edward Millard (RA); Alex Katz (Social Accountability International); Eve Fouilleux (CIRAD); Miguel Mendez (SNV); Edith van Walsum (ILEIA); Rene Magermans (Utz Certified); Jason Potts (FAST/IISD); Anna Bexell (UNDP)

Present via video conference:

Van LeHong (Solidaridad); Juan Carlos Marengo (SCAN- Guatemala); Susana Schuller (JNC/SCAN- Peru); David Gonzales (SCAN-Peru)

Facilitation:

Chris Wunderlich (SCAN Inter. Coord.); Brigitte Cerfontaine (SCAN Inter. Manager); Amalia Speratti (SCAN Communications coordinator)

1.0 Summary: The SCAN meeting was an opportunity to review existing work and plan for the future. Under existing work, the Guatemalan and Peruvian projects are strong and have interesting potential to bring real value to the target producers, the coffee sectors in those countries and to the SCAN members and partners. Vietnam program, although relatively small, also has good potential by linking with other existing work in country and building on the previous project. As well, FAST's project designed with SCAN, is creating a Financial Literacy Toolbox that can be of value to SCAN. Also the SAMCERT program with IFAD and the UN Forum on Sustainability Standards (UNFSS) can be of substantial value to SCAN through growth opportunities and to link to international policy. We are seeing that there are strong and diverse donors supporting this work, who have stated interest in expanding their support of SCAN under the right circumstances.

In future planning, the director of ILEIA presented her organization and areas of collaboration were identified, most notably in supporting SCAN to systematize its work. Also recommendations to improve SCAN's communication tools were discussed and concrete next steps identified (outlined below). Finally it was noted that SCAN is increasingly having a positive impact and now is the appropriate time to conduct a more formal strategic planning process to focus SCAN's activities on its added value to its members and to sustainable development internationally.

2.0 Presentation of Projects: Below are short notes on the presentations made at the beginning of the meeting, for more details the full presentations can be found at: [SCAN Members section \(http://scanprogram.org/scan-members-area/scan-meeting-documentation/\)](http://scanprogram.org/scan-members-area/scan-meeting-documentation/) (Password: scanmembers12)

2.1 Presentation of Guatemala, Peru, and Vietnam projects:

An overview of current SCAN projects was provided (by the relevant country coordinators where possible). The Guatemalan and Peru programs are relatively large interventions with important funders (McDonald's USA/Canada and IADB with co-funding from SECO, respectively). The Vietnam project is at a smaller-scale, with funding from SECO.

The Guatemalan project has begun tool development and has been working directly with the target producer groups since October 2012. There is also important work on the center of excellence, which will serve to house the results of the project, including information on technical assistants trained under the project. COSA has just completed the analysis of the baseline work, which will greatly help in monitoring and evaluating the outcomes and impact of the project.

In Peru, the administrative hurdles to launch the project have greatly delayed implementation, but it is finally beginning. However, since the Peru platform already had experience working together, they have been able to quickly gain momentum, and have already begun the tool development process and training is being implemented at the producer level. COSA is also now organizing the baseline data collection for Peru.

In both countries, Coffee Leaf Rust disease is causing serious problems. Both projects are adjusting their approach to confront this issue through training and information sharing. However, given the impact of this disease, the productivity objectives of the projects will be difficult to achieve and are being reviewed.

In Vietnam, administrative processes also have slowed implementation. Funding is only 200,000 CHF, so the breadth of activities is limited, however, there are several national level coordination and platform attempts. By influencing these processes, and working with its partners, SCAN can have a broader impact.

For more details on the projects see the powerpoint:

[Project.Update.Guate.VN.Peru presentation](#)

Presentation of FAST Financial Literacy Toolbox (FLTBX) project (developed in partnership with SCAN)

Noemi Perez of FAST presented the FLTBX toolbox project currently being developed in Kenya in coordination with SCAN partner Solidaridad. Given the prioritization on this subject identified by the SCAN members, SCAN supported the development of the proposal design and drafting, and in securing financial support. The toolbox includes 6 modules, and links directly to the FAST Financial Fair process, by building producers capacity to present credit applications during those fairs. As well a roster of financial training experts is being developed, and will be accessible to all. A FAST Financial Fair is scheduled for Kenya in September 2013.

FAST plans to coordinate with SCAN to adapt the FLTBX tools to other countries where feasible, including Tanzania, Guatemala and Peru.

For more details on the project see the powerpoint:

[FAST FLTBX presentation](#)

2.2 Discussion SCAN International Technical Committee (ITC)

The critical importance of the technical committee was presented with criteria, roles and responsibilities of the ITC members (which is on a voluntary basis).

As tools are coming on line, the ITC needs to begin its activities. Brigitte presented the following tentative timeframe for tool revision:

Country	Training Materials	Expected date for review
Guatemala (Spanish)	Good Agricultural Practices	Sept-oct 2013
	Risk and Vulnerability Management	Sept-oct 2013
	Accounting and Basic Financial Management	Sept-oct 2013
	Internal Control Systems for Multiple Certification	Dec. 2013
	Quality management in sustainable coffees	May-June 2014
Peru (Spanish)	Rehabilitation and renovation of coffee plantations	May-June 2014
	harvest and post harvest and waste management	May-June 2014
	Internal Management System and Traceability	May-June 2014
	Organizational Development	May-June 2014
Vietnam	To be defined	

Decision-making tool:

Through related programs, UNFSS and SAMCERT (presented below), decision-making tools are being developed for policy-makers and project managers to better understand sustainable standards programs and how they can potentially be used to meet their sustainable development goals. Brigitte presented work she is leading (together with Sjoerd Panhuysen), on this tool. It will include 4 modules beginning with an introduction to standards and moving to an in-depth needs assessment at producer level (the more in-depth module perhaps being of more value to SCAN).

This was presented to keep the SCAN members informed and since it could potentially be used by SCAN in the future (after further development and adaptation to SCAN's

particular focus and needs). Also the members were informed that IADB has expressed interest in supporting a regional workshop in Guatemala in the Fall to consult on and validate the draft tool.

For more information please see ppt:

[Presentation Sustainability Analysis and Sector Planning](#)

Training material Development:

Brigitte presented an overview of the existing tools and those under development. We would like to make sure that all members have more access to these tools and are able to use them in other fieldwork.

See presentation: [Presentation SCAN Training Materials](#)

2.3 Related programs: These programs are not specifically SCAN projects but could bring value to SCAN's work through their outputs, connections and future opportunities. For this reason we have continued to inform SCAN members about these programs.

- a. **SAMCERT (IFAD):** This project is working in partnership with ICEA to build IFAD's capacity to understand and use sustainability standards in their program. The project is currently being implemented in 8 countries (Sierra Leone, Liberia, Guinea, Ghana, Senegal, Sao Tome and Principe, Indonesia, Guatemala) and in a variety of commodities, including cocoa, palm oil, Hibiscus, Shea and even Geographic Indicators.

The project also has a component of developing market relationships. IFAD is very interested in PPPs involving the private sector either as buyers of certified products and/or market advisors, with IFAD providing financial and technical support for producer supplier development, including infrastructure support. SAMCERT has reached out to some SCAN members (in particular the standard bodies), to potentially participate in this opportunity.
www.sustainablecommodities.org/samcert

- b. **UNFSS:** Five UN agencies (UNCTAD, FAO, UNIDO, UNEP and ITC) have come together to create this dialogue platform on Voluntary Sustainability Standards. It was officially launched on March 21-22, 2013 in Geneva. SCAN has been identified as a key information and analysis source on capacity building and technical assistance issues.
www.unfss.org

Please see ppt for more information:

[SCAN Board Meeting presentation](#) (slides 13-19)

3.0 New Business

- 3.1 **ILEIA presentation:** Over the past several months we have been in discussions with ILEIA on the possibility of coordinating activities with them and ILEIA becoming a member of SCAN. This possibility was presented to the SCAN members, who confirmed their support of this development. ILEIA's executive director presented their organization to better inform the SCAN members and to discuss possible areas of coordination. ILEIA focuses on promoting Agroecological Principals and has 3 principle areas of activities and expertise: a. Communication through its magazine (Farming Matters), which builds on a network of partners producing regional versions of the magazine b. Knowledge management and systemization of experiences and c. development of training materials (on the broader issues of sustainable agriculture).

Under knowledge management, Edith emphasized ILEIA focuses on: a. Guiding organisations, networks on documenting their learning processes and articulating lessons; b. assisting them in delivering and publishing products (this is also being done with IFAD); c. and developing strategies for communication, dissemination, advocacy, self-initiated documentation.

Discussion: All 3 areas could be of interest to SCAN, and in particular sharing information and lessons learned from SCAN through ILEIA's magazine and network and developing better knowledge management and systemization processes to better document and improve SCAN's work. It was decided to work with ILEIA to develop a pilot project on systemization of experiences, focusing initially on the Peru and Guatemala experience.

Presentation ILEIA: See [ILEIA powerpoint presentation](#)

3.2 Communications

a. SCAN Website: The website was set-up with the following initial objectives:

- Interesting but professional presentation;
- User-friendly interface: easy to work with, edit, add docs, share information, navigate etc.;
- Potential to develop in different languages;
- Allow member password-protected portals;
- Easy access and use, fast download.
- Members can add content (based on protocol)

The Next steps/needs were presented, as follows:

- More interactivity, i.e forums, networking, links
- Activate sections for SCAN Peru, Guatemala and Vietnam platforms
- Potential for Members to add content, based on protocol (TBD)
- Enhance exchange between National and International platforms
- Media: photo, video gallery, news and articles, presentations, etc.
- Use website to increase public awareness and support
- Tool dissemination (potentially link to Sustainable Research Centre)
- Increase promotion of Members

The website was set up using the Wordpress platform, because of its ease of use, large variety of templates and plug-ins, fast upload and content management, password-protected pages, etc.

The main issues discussed included: more interactivity between the International members and the National Platforms, through a forum and database connected to the Sustainable Research Center, National platform databases (i.e. Guatemala) including links to member databases (i.e. ITC), etc. It was also mentioned that the Associate Member structure should be explained on the website as well.

b. SCAN Newsletter

The initial objectives were presented, as follows:

- Keep Members informed on SCAN's current projects, activities/plans (current and future)
- Interesting but professional presentation
- Easy to access, fast download

Point discussed include:

- Set how often it will be sent – twice a year, 3 times a year, so recipients can know when to expect it.
- More concise or more information?

There was discussion on the issue that now the newsletter is for internal purposes, but that it could be more interactive, include articles or news from the members, and the possibility of having it in different languages, and the members or National platforms could produce their articles in their language. There was agreement that the frequency is whenever there are updates and news to share, preferably at least twice a year. Videos could also be included but it was noted that not all recipients have time to watch them.

c. **Conclusions/Next steps:**

- Set objectives for what we want the website to communicate: Key words: *collective work, Forum, interaction between members and national platforms, create a community, collaboration, attract potential donors* (review SCAN Business plan/strategy- External Communications plan)
- Define the objective of the Training Materials/Database (link to the ITC Resource Center) and how it will be developed
- Develop Forum structure based on objective (to generate interaction between national platforms and members)
- Set up language portals, especially for Guatemala and Peru platforms
Newsletter: Integrate with the website, make it available, have collaboration from Members: articles, news, videos, different languages, etc.

3.3 Planning the future

The discussion then turned to planning for the future. In the short and medium term it was stated that priority was first on successfully completing the current projects, examining results and lessons-learned and disseminating information about them. The end dates of the current projects are: Guatemala (Oct. 14), Peru (Jan. 16), Vietnam (Mar. 16); SAMCERT (Dec. 15). As well, SCAN will need to have the centers of excellence functioning and linked to ITC's Resource Center for the exchange and revision of training materials. Furthermore, we need to build the communication channels between the members and in particular related to the use of the training material developed. Finally, through programs like the UNFSS and IFAD, SCAN can provide analysis and recommendation to address capacity building and technical assistance needs related to sustainable agriculture.

Future plans were then discussed. Chris pointed out that given the length of time it takes to secure funding, we need to now examine opportunities and develop our plans and proposals to avoid a funding gap when the current projects end. He also noted that to date SCAN does not have core funding, but rather funds core activities through the project work.

The current opportunities could be viewed in 3 areas:

1. Sectors: Cocoa is the most promising. SCAN was presented to the recently formed German Sustainable Cocoa Forum as a possible partner (building on the CCE work- www.idhsustainabletrade.com/cacao-cce). Also possibilities with Tea and Bananas.
2. Regions: Central American- Honduras Nicaragua and El Salvador (with IADB, IFAD, McDs)
 - Asia: Indonesia (IFAD, UNDP)
 - West Africa: Building on IFAD program
3. Scope: Working with SCAN Partners, EcoAgricultural Partners landscape and livelihoods program.
4. Staff: Chris also pointed out that the SCAN staff would need to grow in relation to the program growth.

Discussion: It was emphasized that it is positive that we have medium-scale projects functioning that will bring real value to the SCAN members. Now is a good time to do more in-depth strategic planning. SCAN should also concentrate on its added-value, which was seen as cooperation around pre-certification technical assistance collaboration and coordination. It was decided that the secretariat should initiate the strategic planning process, with perhaps, contracting an independent expert to facilitate the process if funds are available. We would like to send out a survey of them members to identify their interests and needs as a basis for the planning. Tentatively we would hold a strategic planning meeting at the end of the middle to end of Fall 2013.

On expansion, it was seen that these opportunities are interesting, and we should also look at replicating and expanding the current model in coffee, which is working. Cocoa was seen as the most logical sector to expand to, and to coordinate with the CCE program (Chris mentioned that SCAN was presented at the December 2012 meeting of the CCE in Amsterdam). Indonesia was seen as a logical place to expand this work and perhaps link with SCAN partner UNDP/Green Commodity Facility. As well it was stressed that we need to identify what it is that donor's need/want (eg. SNV discussed IADB's interest in developing more long-term PPP focused work through platforms and partnerships). It was also seen as logical to continue developing the relationships with existing donors, but look into other possible opportunities as well. Finally it was agreed that the strategic planning process would help present a more focused plan to donors while ensuring it meets the interest of SCAN members.

4.0 Agreements/Next steps

1. SCAN secretariat will facilitate a strategic planning process, starting with a survey of members, develop a concept note and hold a SCAN strategic planning meeting (perhaps Barcelona) in the Fall.
2. SCAN secretariat will work with ILEIA on potentially developing a project on systemitization (Peru and Guatemala to begin with).
3. Follow-up will continue on the next steps related to communications, as outlined above (section 3.2 a-b).
4. Building on the strategic planning process, the secretariat will continue to develop partnerships and financial support to continue and expand SCAN's activities.