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

STDF workshop 13-14 March
STDF workshop 18-19 June
STDF workshop 15 October
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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Feedback in sub-groups
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

<table>
<thead>
<tr>
<th>What</th>
<th>By when/period</th>
<th>Who</th>
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<tbody>
<tr>
<td>Provide additional comments on draft strategy</td>
<td>29 October</td>
<td>WG</td>
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<tr>
<td>Finalize strategy document (taking all comments/suggestions into account - where feasible)</td>
<td>31 October</td>
<td>Secr./consultants</td>
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<td>Circulate to Working Group for final approval (silence procedure)</td>
<td>1-14 November</td>
<td>Secr./WG</td>
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<tr>
<td>Circulate to Policy Committee for endorsement (silence procedure)</td>
<td>15-28 November</td>
<td>Secr./PC</td>
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<tr>
<td>Release strategy document</td>
<td>20 January 2020</td>
<td>Secr. /all members</td>
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**In parallel,** 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