

GODAN Partnership Engagement Strategy

This document is informed by the Partner Strategy written during the GODAN inception phase and subsequently updated in 2016 and early 2017. It factors in the knowledge and experience acquired during the rapid growth of the GODAN partnership witnessed since 2015, and seeks to define the key goals and strategic approach used by the Secretariat in carrying out its mandate. This is the strategy the Secretariat will undertake leveraging the partners that are willing and able to contribute as appropriate.

This Strategy was produced by the GODAN Secretariat and is a reflection of interactions with GODAN partners and the GODAN Steering Committee. Actions described herein are intended for the GODAN Secretariat and participation by GODAN Partners in the priority actions is encouraged but voluntary.

1. Vision:

Consistent with the 2030 Sustainable Development Agenda, GODAN shares the vision of a world with zero hunger, where the food security challenges emerging in the 21st century have been overcome. We work towards a world where the value chain for agriculture and nutrition is more efficient, innovative, equitable and accountable; from greater yields and access to markets for farmers, through to more nutritious and safe food on plates. We believe that improving the open availability, responsible use and enrichment of data, and meaningful engagement with stakeholders will enable this vision¹.

2. Mission:

GODAN's mission is to advocate and mobilize a critical mass of leaders and influential practitioners from all sectors in order to launch, develop and secure the adoption of open data. We seek also that the FAIR² principles are seen as a *de facto* standard in Agriculture and Nutrition.

3. Outcomes:

In order to achieve the above, GODAN's Secretariat seeks four main outcomes:

- A. Contributing to the *global awareness and understanding* of open data and the potential benefits of its use for innovation in Agriculture and Nutrition based on a *common vision*.

¹ We recognise the importance of the Open Definition <http://opendefinition.org/od/2.1/en/>, the Data Spectrum <https://theodi.org/data-spectrum> and the FAIR principles in defining the scope of our work.

² FAIR means Findable, Accessible, Interoperable, Reusable
<https://www.force11.org/group/fairgroup/fairprinciples>

- B. *Stimulating policy* and the *access, capacity and usage* of open data for Ag and Nutrition. Encouraging investment in data management, usage and *capacity development* especially in regions with the greatest potential, namely Africa and Asia.
- C. Allowing for the creation of a network led by open data champions/leaders, that *intercommunicate*, seek each other's assistance, knowledge and share experience in order to maximize innovation, use of best practices and overall productivity.
- D. *Providing a reference point* for such good practice with useful materials and advice on how to take action

4. Approach:

GODAN' s partnership strategy relies on an approach that is:

- *Geopolitical*: To generate a truly global synergy in Agriculture and Nutrition, GODAN seeks the greatest possible geographical membership, across the main cultural and linguistic groups, targeting key country leaders in their respective regions.
- *Activity-based*: As open data is generated, used and benefits entities whose activities differ in purpose and methods, GODAN' s message/approach needs to be adapted to different categories of audience:
 - Academia and research
 - Private Sector (small, and large farming, food and agribusiness)
 - Governments
 - Civil Society

Details of this has been elaborated in a separate GODAN Communication Strategy and Research Strategy.

5. Tools: (Outputs)

Convene: Through the GODAN knowledge network, either through events or workshops, we will leverage the collaboration of partners to advocate, learn from each other and reach out to other institutions with the same mandate. High-level and high impact events will be targeted.

Equip: GODAN partners must understand, and be able to articulate the benefits of open data for agriculture and nutrition, in order to facilitate its adoption. GODAN communications will illustrate the successful application of open data in the sector, lessons learned, key messages, possible implementation avenues and guidelines and policy toolkits. Mainstream

media PR activity will maximise the reach and impact of messaging around key publication and event opportunities.

Empower: Through communication materials, social media, the GODAN website, events and the Secretariat's own research outputs, the Secretariat will increase knowledge and capacity to equip those within and beyond the network with the tools to use open data responsibly in agriculture and nutrition, and to further encourage potential partners to join the movement.

6. Priorities

To action this agenda specific emphasis should be put on the following priorities:

Immediate:

- A. Upgrading the *GODAN website* making it a truly interactive exchange platform
- B. Developing spaces within GODAN to make it easier for partners to contribute and collaborate. Secured partner commitments (e.g. published policies) made explicit.
- C. Key events and high-level fora to showcase the most impactful partner collaborations.
- D. Strengthening the *Geographical presence* of GODAN through recruitment of new partners, with focus on:
 - a. Under-represented regions with an accent on China and India
 - b. G7, G20 and countries that can fund open data initiatives
 - c. and serving this community with the AgPack

Medium term:

- E. Identification of *ambassadors and champions in each category* of audiences listed above. Building their respective capacity to develop and implement open data strategies and communicate methods and experiences with their peers. Making toolkits available on the GODAN website for them.
- F. Engaging leading agribusiness companies and visionary SMEs worldwide, understanding *how opendata can work in business*, in open innovation and pre-competitive contexts. Expanding the the partnership to include a robust and active cadre of agri and agri food businesses.

Longer term:

- G. Initiating a global discussion on responsible use of data for agriculture and nutrition building on the two key papers completed in this area and donor partner support.

- H. Convincing major donors to collaborate to *make open data a condition of grant applications* and to *provide support for grant recipients* to encourage compliance.
- I. Maximizing the potential of GODAN being invited to play a *strategic advisory role* in key networks such as GEO, RDA, NNEDPro, etc. as a strategic tool to mobilize and influence open data action across the entire network. GODAN will seek to learn from these other networks to its and collective benefit. Expand into industry-led standards and communications networks.

7. GODAN after 5 years:

We will have sought partnership with countries and agencies who can actively contribute strategically and financially to forwarding the open data agenda especially in the G7 and G20; and in nations where opendata can make the greatest difference in transforming agriculture and securing food security. It is foreseen that within the timeframe allocated by GODAN's initial funders the network will grow organically to include more than 1000 partners and will include active involvement of countries on all continents.

By 2019 a critical mass of influential champions will have been created in the key categories of audiences referred to in this paper. Champions will pursue innovation with open data in Agriculture, Food and Nutrition in their respective regions and beyond. We seek that through this effort, existing barriers currently limiting the release and widespread use of open data from research, private sector and Governments will have been overcome, making open data a normal operating standard worldwide.

Further efforts may be required to consolidate progress and secure lasting impact. However, at the time of writing this paper, focus is on achieving the vision within the funded lifetime of the Secretariat.