



Draft 0.2

Digital Agriculture Association 2020 Workplan

Introduction

The Digital Agriculture Association aims to bring the voice of the private sector to issues relating to innovation and technological and digital applications in the agriculture sector.

In 2020, the Association will focus on establishing the new organization, its communications channels, getting its members organized, recruiting new members and monitoring global policy.

The workplan also proposes the establishment of a Membership Committee and 3 Thematic Committees.

Thematic Committees and possible areas of focus

- **Committee 1: Data Ownership, Privacy, and Provision**
 - Access to agricultural data
 - Data use & ownership
 - Provision of agricultural data
- **Committee 2: Market Development**
 - Encouraging uptake and use
 - Labor/Workforce issues
 - Enabling infrastructure to support adoption of new technologies and services (connectivity, quality of infrastructure, availability)
- **Committee 3: Policy and Advocacy**
 - Benefits of digital ag (for growers, consumers, traders, the environment and society as a whole)
 - Communications



PROPOSED BUDGET – January to December 2020 follows

**Digital Ag Association Proposed
Budget 2020
In USD**

	2020 Proposed Budget (in USD)
EXPENSES	
Core Services Expenses	
AGM	15,000.00
Communications	25,000.00
Office Supplies	7,000.00
Secretariat	60,000.00
Travel	25,000.00
<i>Subtotal Core Secretariat Services Expenses</i>	132,000.00
Committee Expenses:	
Thematic Committee 1 - Data Ownership, Privacy, & Provision	
Secretariat	24,000.00
Legal	40,000.00
<i>Subtotal Committee 1 Expenses</i>	64,000.00
Thematic Committee 2 - Market Development (Pre-Competitive)	
Secretariat	24,000.00
Communications	50,000.00
<i>Subtotal Committee 2 Expenses</i>	74,000.00
Thematic Committee 3 - Policy & Advocacy	
Secretariat	24,000.00
Travel	30,000.00
<i>Subtotal Committee 3 Expenses</i>	54,000.00
Total Committee Expenses	192,000.00
TOTAL EXPENSES	324,000.00



TARGETS

- 1) Secretariat established
- 2) Governance established
- 3) Communications channels created and live (website and social media accounts)
- 4) 3 Thematic Committees established
- 5) Annual meeting held
- 6) Side-event held



WORKPLAN

I. CORE SERVICES

Membership dues cover core services, including online presence, one annual meeting, travel, evaluation, and administrative fees.

1.1. Annual General Meeting (AGM)

The Association will host an Annual General Meeting once a year inviting the participation of its dues-paying members. The statutory meetings of its governance bodies would take place at that time. The AGM is an opportunity for members to meet each other in person and strengthen their relationships. Planned outcomes include:

- 1) Endorsement of policy papers
- 2) Bilateral meetings with countries, regional groups, UN Agencies, and other stakeholders

The date and location of the 2020 AGM will be determined later.

1.2. Communications

- Website
- Social media (Twitter, LinkedIn)
- Newsletter
- Communications with farmer organizations



1.3. Office supplies

To cover cost of office supplies, in particular for the AGM.

1.4. Secretariat

As part of its core services, the Secretariat will maintain a number of communications channels to share among its membership and with its stakeholders' key issues relating to digital agriculture.

These channels include:

- Conference calls every 2 months for the members
- Conference calls every quarter with prospective members
- One end-of-year report (December).

1.5. Travel

The Secretariat will have its team members travelling to attend meetings.

II. COMMITTEE EXPENSES

2.1 Committee 1: Data Ownership, Privacy, and Provision

This Committee will work on identifying elements of regulatory and legal frameworks dealing with data ownership and privacy that can promote farmer's livelihoods and contribute to effective and sustainable food systems. It will also work to identify gaps and challenges in existing frameworks and potential means of addressing them. Committee members will draw on their experience and/or consultation with farmer groups, regulators, and subject matter experts to examine how these relate to issues such as transparency, cyber-security, data licensing, liability, sales to third parties, benefit sharing, farmers' rights, targeted subsidies and services, and institutional trust. Based on these inputs, the Committee will draft one or two accessible, cogent, and concise position papers, which will serve to orient the advocacy approach of the Association on these topics and support any eventual outreach and communications activities. The Committee will seek legal advice in order to inform these position papers.

Expected Outcomes:

- Development of one or two position papers on data ownership, privacy frameworks, and data provision frameworks (informed by legal advice).

2.2 Committee 2: Market Development



In conjunction with the communication work this Committee will seek to inform relevant stakeholders of the opportunities presented by new techniques and technologies and promote their uptake in environments where they can make positive contributions to food security and nutrition, sustainability of food systems, and farmers' livelihoods. They will conduct pro-active outreach, both in-person and electronically, to farmers groups and governments to encourage the use of new tools. They will seek to foster new mutually beneficial partnerships both within the digital agriculture sector, and across different sectors and levels of food systems.

Expected Outcomes:

- Increased awareness of the potential of new digital agriculture techniques and technologies.
- Increased uptake of new digital agriculture tools.

2.3 Committee 3: Policy and Advocacy

This committee will work on monitoring and informing the members about global policy developments touching on their sector in a number of different venues, which may include specific policy process undertaken under the auspices of the UN Economic and Social Commission, the UN Food and Agriculture Association, and the UN Environmental Assembly. By attending relevant meetings and negotiations and tracking associated drafting and publishing activities they will be able to provide the rest of the Association with regular and detailed updates on the pace and contents of new global policy developments that are likely to have a significant impact on digital agriculture. This will include seeking out and sharing with the Association any opportunities to provide expert inputs into consultation or negotiation processes, and to raise the profile of the Association and its members through participation on expert panels or other speaking activities as may arise.

Expected outcomes:

- Regular email updates and/or phone calls summarizing the state of global policy developments related to digital agriculture, and attendant risks and opportunities.
- Submission of expert inputs on behalf of the Association or its members into relevant consultations.
- Speaking slots for representatives of the Association or its members on expert panels or other intervention opportunities in key global policy development venues.
- Increased awareness of the Association and the knowledge resources it can make available among policymakers and member state representatives in key global policy development venues.