

Minutes: Sustainable Seafood Coalition Steering Group Meeting

18 February, 10.00-12.00. 9 Participants.

SUMMARY OF NEXT STEPS:

- A specified member to share some drafted KPIs to support the draft objectives.
- Secretariat to contact SG members with requests to facilitate introductions to external organisations, as needed.
- Secretariat to update draft Strategic Plan based on feedback received and dialogue with external organisations.
- Steering Group members to share their feedback on the second draft.

DISCUSSIONS:

1. Steering Group (SG) members outlined their roles and explained any relevant experience they've had in drafting strategic plans. All members have been involved in internal strategic planning and target setting within their businesses. Others have additional experience of collaborative strategy development within NGOs, industry coalitions and as part of standards and certification technical bodies.
2. The Secretariat provided the SG with an overview of the strategic priorities identified by members over previous weeks of consultation. This feedback was collected through an online survey on members' perceptions of the SSC's existing Vision & Aims, and through a discussion at the members' meeting on 10 February.
3. The Secretariat then presented a draft Strategic Plan (SP) for SG feedback. The group discussed each section of this draft in turn. The full details of their proposals will be reflected in the next draft of the SP, but some key agreements and recommendations were:
 - a. The group agreed with the overall structure of the plan.
 - b. The existing seven Aims of the SSC remain generally relevant, but the SG explored improvements and updates for the Secretariat to incorporate.
 - c. The group suggested adding a brief summary of the SSC's Theory of Change.
 - d. The SP should explicitly acknowledge the yearly review cycle for the Codes & Guidance documents. Ad hoc additions may be necessary, and the yearly review should not become unreasonably onerous.
 - e. KPIs should encourage shared responsibility for membership growth by including referrals made by members as well as Secretariat outreach activities.
 - f. In order to enhance the SSC's signposting role, the group agreed that a series of educational webinars should be delivered in collaboration with external organisations. Topics suggested included certifications & ratings, FIPs, traceability and transparency. These should have a clear focus on supporting members to implement their Code commitments. Supplementary webinars could be arranged if new additions to the Codes (e.g. proposals from the Feed or Traceability working groups) require members to develop new internal processes.
 - g. The SP should make it clear that collaboration is at the heart of the SSC's role. Examples of how the SSC collaborates with other platforms should be integrated throughout the document rather than having a standalone section. References to external organisations should be kept high level, and it should be made clear that these are examples of collaboration and not an exhaustive list of the extensive network of organisations with which we engage.
 - h. The finalised SP should be published on the SSC website.