

## TAP Network Steering Committee 2022 - 2023

17 March 2023

**Present:**

- Mr. Peter van Sluijs, CSPPS**
- Ms. Arelys Bellorini, World Vision**
- Ms. Cheri-Leigh Erasmus, Accountability Lab**
- Ms. Olabisi Mekwuye, Civil Society Coalition on Sustainable Development**
- Ms. Bridged Faida, Consolation East Africa**
- Mr. John Romano, TAP Secretariat**
- Ms. Ellery Wong, TAP Secretariat**
- Mr. Tor Hodenfield, TAP Secretariat**

**Chairing Meeting**            **Mr. Peter van Sluijs, CSPPS**

**Next meeting**            **Ms. Cheri-Leigh Erasmus, Accountability Lab**

[DECISIONS TAKEN FROM CONFERENCE CALL IN GREEN; FOLLOW UP ITEMS IN BLUE](#)

### **AGENDA:**

1. Review of notes and decisions from last Steering Committee call (5 minutes)
2. Review of TAP Halfway to 2030 Campaign Strategy - Campaign Structure, messaging and branding (30 minutes)
3. Review of applications for co-chairs of TAP 2023 Mobilization and Advocacy Working Group (10 minutes)
4. Partnership Updates (5 minutes)
  - a. Debrief from Membership call
  - b. Halfway to 2030 Campaign Workshop - Tuesday, 28 March 2023
5. Review of TAP Partner Applications (5 minutes)
6. AOB (5 minutes)

### **1. Review of notes and decisions from last Steering Committee call (5 minutes)**

Not enough time was provided to the Steering Committee to review the 3 March meeting notes in advance of the meeting. The TAP Secretariat will follow up with SC Members via email to receive comments on the notes and approve the document.

Follow up: Ellery to facilitate approval process for 3 March notes with SC Members over email.

## **2. Review of TAP Halfway to 2030 Campaign Strategy - Campaign Structure, messaging and branding (30 minutes)**

The TAP Secretariat provided a brief overview of the progress made on the development of the 2023 Campaign Strategy. A revised Campaign Strategy document was presented to SC Members. The document has remained open for the past week for all TAP Members and Partners to make comments and suggest edits as they wish. The document closes COB (NY time) 17 March. At this point in the final stages of development, it would be great to specifically get inputs from SC Members regarding main messaging (slogan, title) and engagement structure.

Currently, the top choice for tagline for the campaign is “Unite for SDG16+.” The phrase reflects the overarching message to bring everything and everyone together, while leaving flexibility for sub-messages that the campaign would develop based on audiences and opportunities. This suggested tagline also allows for flexibility regarding campaign focus as the campaign may continue and evolve in 2024 and subsequent years. Lastly, this name also reinforces TAP’s role as a strategic convener.

Feedback from Steering Committee:

- SC Members expressed that they have heard great comments from colleagues around the design processes of the campaign and congratulated the Secretariat on conducting an inclusive process. They also affirmed that they do see this campaign coming together.
- SC Members encouraged that the Campaign Strategy document continues to be a living document that remains flexible.
- SC Members underlined the lack of urgency in the draft tagline of the campaign, and suggested adding “now” into the phrase somewhere. They stressed that the tagline should be linked to the necessity of the moment and punctuate the occasion of the halfway point of the UN 2030 Agenda.
- SC Members also brought forth concerns on tracking multiple hashtags throughout the campaign, and encouraging the TAP Secretariat to consider only using one main hashtag.

On structure of the campaign, the TAP Secretariat is working to maximize co-ownership of the campaign. One strategic choice to support this will be to limit TAP branding in the visuals of the campaign as much as possible. Another strategy will be to provide a formalized structure for engagement in the campaign.

Questions were posed to the TAP Steering Committee:

- How can we bring on partners in the campaign?

- How can we recognize funders of the campaign? How do we reflect this on the campaign website?
- What criteria do we use?
- How do we reflect the diversity of SDG16 colleagues in this campaign?
- What else do we need to think about to remain flexible?

Feedback from SC Members:

- SC Members affirmed that the topic of structure is extremely important to consider.
- SC Members emphasized the importance of accessibility within the engagement structure. For example, if there is a TAP Member/Partner that has no means to be involved in the campaign besides their own interest, how can they still be recognized as a part of the campaign and join in? SC Members stressed the importance of not losing the membership and commitment of individual partners who want to come into the campaign.
- SC Members underlined the importance of including national engagement activities as an opportunity for engagement.

It was agreed that SC Members with experience or interest regarding this topic would follow up with the Secretariat.

The TAP Secretariat will work to put together engagement criteria and then develop communications strategies to support these groups with targeted messaging.

Follow up - The campaign structure will remain open for comments in the strategy document, and the TAP Secretariat will send a reminder next week for comments.

### **3. Review of applications for co-chairs of TAP 2023 Mobilization and Advocacy Working Group (10 minutes)**

The TAP Secretariat has provided in advance to the meeting a link to the spreadsheet with all applications along with the TAP Secretariat's top two preferences, one that will represent the Global South and one that will represent the Global North.

Feedback from SC Members:

- SC Members agreed that SC Members that were interested should review applications soon and follow up with the TAP Secretariat. SC Members could also indicate their support for specific organizations they vouch for.

Decision: SC Members will have until Monday to provide inputs on the topic, and then TAP the Secretariat will go forward with their decision.

#### **4. Partnership Updates (5 minutes)**

Peter provided a debrief from the most recent TAP Membership call that he chaired. He observed that the meeting was information dense, so there were limited opportunities for members to speak. However, participation from the Network was strong overall.

Additional SC Feedback:

- SC Members underlined the need for continuous check-in opportunities with the Network throughout the campaign for organizations and people to see clear entry points for participation.
- SC Members suggested that the TAP Secretariat keep in mind accessibility factors to open calls in general. For example, regarding colleagues in different time zones.
- SC Members seconded Peter's observation about limited speaking opportunities for the membership during the call, and suggested leveraging the chat box.

The TAP Secretariat flagged the upcoming Campaign Workshop that will be open to all (not just the Network) on Tuesday, 28 March 2023, from 9-10 AM EDT.

#### **5. Review of TAP Partner Applications (5 minutes)**

Thanks to strong outreach efforts from Tor, TAP has received eight new partner applications in the past week. The TAP Secretariat has initiated vetting processes for all applications through third party references.