

CONFIDENTIAL

Public Perception Project (Project Connect) - Working Group Meeting

Meeting Notes (DRAFT)

Date: 27<sup>th</sup> February, 2024

Attendee's: Jim O'Toole (Bord Bia - Chair), [REDACTED] (ICMSA), [REDACTED] (IFA), [REDACTED]  
S8(a)(i) [REDACTED] (UCD), [REDACTED] (ABP), [REDACTED] (Dawn Meats), [REDACTED] (Tirlán),  
[REDACTED] (Dairygold)  
Joined by: John Murray (Bord Bia)

Agenda:

1. Recap the work and objectives of the working group
2. Activity alignment & collaboration with other active entities
3. Review the initiative requirements & high levels proposals: Funding, Operations, Governance
4. Align on next meeting, focus, date and mode
5. AOB

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**1. Recap the work and objectives of the working group**

**a) Ensure all questions / concerns are in scope**

Jim O'Toole (JOT) recapped the list of key questions and concerns emerging from both the industry wide session in January, and from one to one (listed in the presentation deck)

The group, re-iterated and added to the list, including

- Need for harmonisation of messaging across the sectors/industry was key
- Accountability to the industry would also be critical for the initiative
- Measures of success need to be clear (hard targets)
- How do we effectively manage duplication if it is identified
- Need for the membership to be clear on 'one purpose'
- Need for something different to what we have seen – as it is not working sufficiently
- Who is responsible for what will be critical in collaboration discussions
- Important that our agenda doesn't bow to what is already there in collaboration discussions
- Don't underestimate the harmonisation/coalescing effort required around the messages
  - o Ground has been lost by not being connected
- Need to look to success models doing well globally – if any, and how they doing and got there
- Could we be more tangible in examples or a topic

It was agreed to review these and incorporate/respond as we proceed.

**b) Align on output back to industry group**

JOT outlined quickly some principles for the output – namely 'needs to work for the whole industry, needs to address key issues, need to avoid ambiguity later'.

**c) Align on major steps, approach and ways of working of the group**

JOT briefly outlined the timeline ambition ahead of the group, and commitments required.

**2. Activity alignment & collaboration with other active entities**

- S8(a)(iv) John Murray (JM) proposed to the group the need to move to formal discussions, post many informal ones, with [REDACTED] and any other relevant body. This was to address some industry concerns which have been fed back to all. Specifically the meetings were proposed to:
- Understand and align on areas of mutual interest
  - Commence a discussion on potential principles of collaboration
  - Discuss concerns on funding

S9(1)(c) [REDACTED]

Following discussion it was agreed that a formal approach would be important and helpful. There is a need to clearly understand activities, capabilities, future vision, and how complimentary or not it is to our own goals. Engagement would be needed to later help position the initiative and the clarity of roles.

- S8(a)(i) Caution was raised also however, that the initiative should have its own clear objectives first, so as not to overly align to others simply for ease. A pre-meeting with [REDACTED] was proposed in advance also as potentially helpful.

S8(a)(iv) [REDACTED]

[REDACTED]

**3. Review the initiative requirements & high levels proposals: Funding, Operations, Governance**

Ahead of moving into the discussion as planned on operations, the discussion pivoted to re-visit success and whether the initiative was clearly stated sufficiently, lined up against our objectives. There was a request that we revisit targets and baseline data available to demonstrate progress. Specifically the vulnerabilities of the sector should be referenced within these (e.g. water, climate, welfare, nutrition, etc).

JM then took the group through some of the operational and governance aspects which will be important for recommendation going back to the 16<sup>th</sup> April meeting. However due to time this was rushed and needs to be revisited at the next meeting. A copy of the slides will be circulated. Some feedback points were given that the charter should really be an agreement instead, and that the confidentiality of the initiative and its work would be important to protect.

Clarity was also requested around some key activities, namely advocates and expert speakers/spokespeople, crib sheets and training, and it was agreed to revisit these elements in the early part of the next meeting.

It was also suggested, that given the amount of work need to deliver this, that a suitably capable person should be identified soon to drive it on.

**4. Align on next meeting, focus, date and mode**

Next meeting agreed for Thursday 21<sup>st</sup> March, 8.00 am – virtual

Agenda will cover

S8(a)(iv)

- Review the core objectives, deliverables and measurement (incl. baseline data points) – what success looks like
- Update on formal meetings [REDACTED] – and address some of areas of concern raised.
- Revisit areas not covered in meeting – funding options
- Align on what working group needs to produce for the 16<sup>th</sup> April industry meeting – level of detail of recommendation

**5. AOB**

None