



The Agroecology TPP DIALOGUES

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

IWGI
INDIGENOUS WOMEN AND
GIRLS INITIATIVE

CIFOR

**World
Agroforestry**

Zamonia Game Process

Context, Objectives, Rules, Roles and Process

16 July 2025



AGENDA



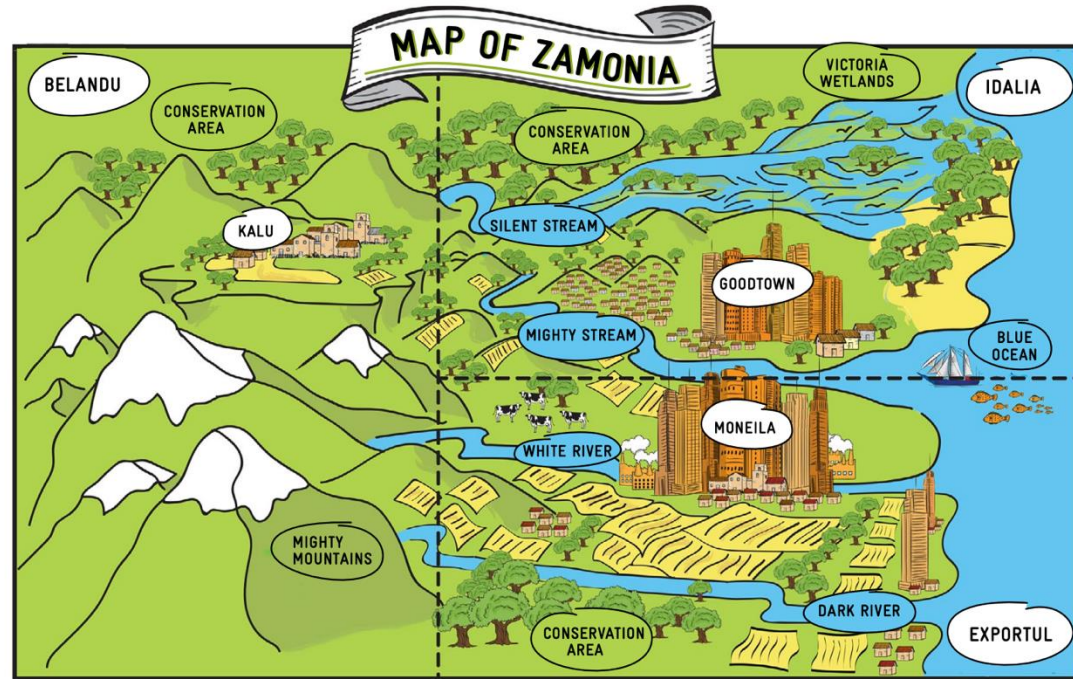
1. WELCOME TO ZAMONIA: Country Context and Challenges
2. Session 1: BREAK-OUT Stakeholder Simulation Exercise
 - Stakeholder Groups
 - Roles
 - Rules
 - Tasks and Objectives
1. Session 2: Reporting back to plenary from rapporteurs/facilitators
2. Session 3: Voting and Discussion
3. Q&A
4. Wrap up and closure



Welcome to Zamonia!

Zamonia is a low-to-middle income country **facing mounting pressures on its food system**. It has a diverse geography and a growing, youthful population. Agriculture employs nearly 60% of the workforce and contributes significantly to exports, yet it also drives biodiversity loss, water depletion, and land degradation.

In recent years, climate shocks and market volatility have exposed the fragility of its current food system, which heavily depends on high-input monocultures and a narrow base of commodity exports.



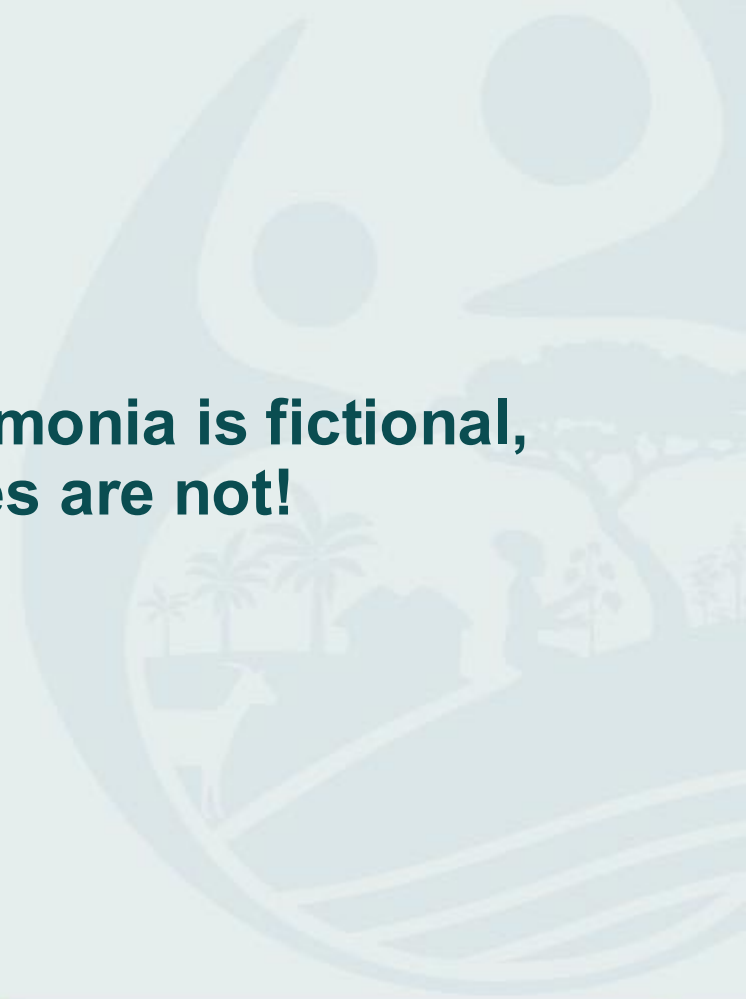
Zamonia's Main Food System Challenges

- **Farmer viability:** Smallholders face mounting debt, declining yields from soil degradation, and limited access to affordable inputs, credit, and extension services.
- **Economic stability:** Private sector actors warn of potential market failures, job losses, and reduced export revenues if established agribusiness models become undermined.
- **Policy compliance:** The government must meet stringent national and international sustainability targets, report progress on climate, biodiversity, and SDG commitments, and respond to pressure from donor agencies and UN bodies.
- **Social equity:** Youth and women's organizations demand equitable land rights, meaningful participation in decision-making, and food justice initiatives that prioritize vulnerable groups.
- **Urban food security:** Urban consumers protest rising food prices, lack of nutritious options, and the health impacts of ultra-processed imports.



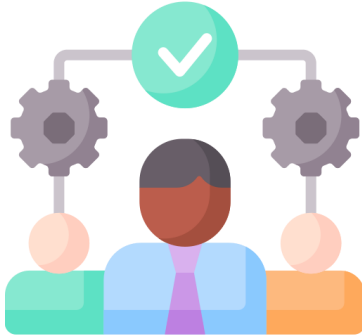
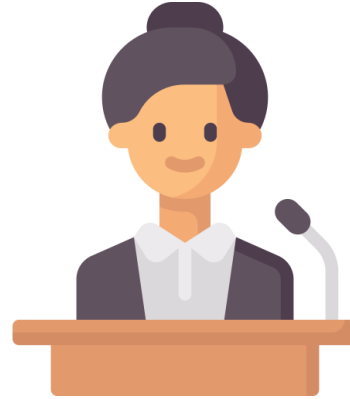


**REMEMBER: Zamonía is fictional,
but its challenges are not!**



The Simulation Exercise

The **President of Zamonía** has appointed a **National Agroecological Transition Task Force** to design a comprehensive **National Agroecology Strategy**.



The Task Force has worked intensely and **produced a Draft Strategy**.



The Simulation Exercise

To ensure the strategy reflects the full spectrum of interests and expertise, the Task Force has now launched a **nationwide, multi-stakeholder consultation process.**

This series of **participatory dialogues** will convene representatives from the public sector, private industry and civil society to validate and refine those early priority actions, expand the menu of proposed measures, and build collective ownership.



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The Simulation Exercise

Key stakeholder groups in Zamonia have been invited today 17th of July 2025, by the National Agroecological Transition Task Force to:

- Share their **unique perspectives** and vision for Zamonia's agroecological future
- Critically review and **refine the draft Key Priority Actions**
- Cement their group's commitment to driving the transition forward

The Stakeholders' goal is **to propose improved versions** of the Key Priority Actions **that reflect their needs** and can be **voted by the majority**, which would allow them to become the final text in Zamonia's National AE Strategy.



Stakeholder Groups



Bureau of the Governor of Exportul



Zamonia Smallholder Farmers' Alliance (ZSFA)



Women & Youth Health Advocacy Committee (WYHAC)



Zamonia Institute for Climate-Resilient Agriculture (ZICRA, Public)



Fertilizer & Seeds for Humanity (F&S4H, Private)



Bureau of the Governor of Exportul

The Governor's team represents Exportul, Zamonía's wealthiest and most internationally connected province. Its economic success is built on large-scale, export-oriented agribusiness, contributing over 80% of the country's agricultural exports. With elections on the horizon, the Governor's office is under pressure to protect jobs, GDP growth, and investor confidence.

Any national strategy must reinforce its brand as a competitive, innovation-friendly region.

Driving growth, investment, and global competitiveness for Zamonía





Zamonia Smallholder Farmers' Alliance (ZSFA)

The alliance represents over **60,000 member smallholder farms** across the central and southern regions. They operate under growing stress: climate shocks, rising input costs, mounting debt, and land tenure insecurity.

If agroecology can improve livelihoods without adding new burdens, ZSFA will be among its strongest champions. But there are many doubts...

*Rooted in the land, fighting
for fairness and resilience*



Women & Youth Health Advocacy Committee (WYHAC)

WYHAC is a coalition of public health professionals, youth organizers, and educators from urban and peri-urban areas of Zamonia.

They believe **food systems should** not just feed the population, but **nourish it**, physically and culturally. Though they do not come from the agriculture sector, they see the urgent need to address the links between agriculture, public health, and social equity.

Feeding Zamonia means nourishing its future



Zamonia Institute for Climate-Resilient Agriculture (ZICRA – Public)

ZICRA is Zamonia's premier public research institute for agricultural innovation, housing over **300 researchers** and coordinating flagship programs.

While its leadership is open to agroecology, the institution faces **mounting pressure to deliver quantifiable results**, measured in productivity gains, climate resilience indices, and adoption rates.

The team sees potential in bridging evidence-based innovation and agroecological transitions, but they need clarity, metrics, and legitimacy to advocate for it internally. Agroecology can seem fuzzy at times...

*Delivering data-driven solutions for a
climate-resilient future*



Fertilizer & Seeds for Humanity (F&S4H – Private Sector)

F&S4H is one of Zamonia's largest agro-input companies, **employing over 3,000 workers** and anchoring a national supply chain.

F&S4H recognizes the growing demand for sustainability, but leadership remains wary of poorly defined shifts that could **undermine their business model**. Abrupt policy changes or signals that appear anti-business could trigger investor withdrawal and stock instability.

F&S4H is willing to be part of the solution, but only within a managed, collaborative transition that **protects its capital**.

*Innovating for productivity,
security, and sustainable markets*





The Game: Roles and Instructions



Roles

Stakeholder Representative/Rapporteur (1 per group)

These are the official representatives of the given Stakeholder Group, they will represent the views of the whole group and report back to Plenary (**Rapporteurs**). They should understand the context, implications and nuances, and should guide the discussions among the given stakeholder group.

Co-leads / Facilitators (*if needed*, not more than 2-3 per group)

Additional representatives of the given Stakeholder Group that can help the Representative/Rapporteur have a more meaningful conversation among the group.

Note-takers (1 per group)

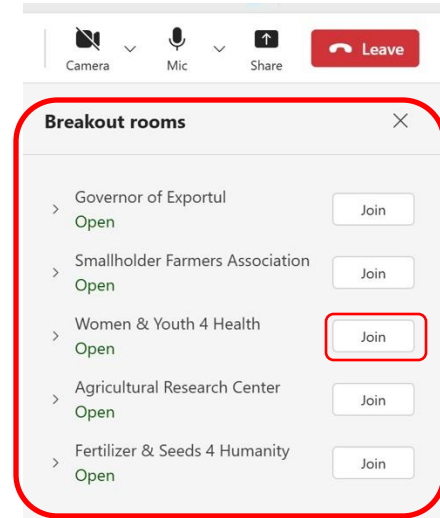
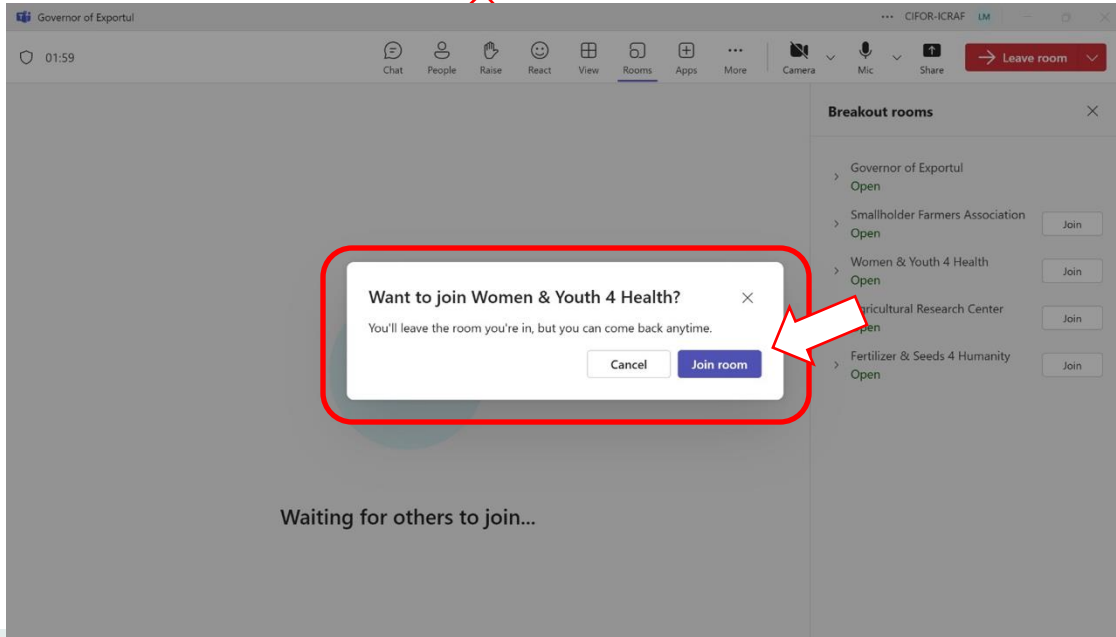
A person specifically designated to take notes on a TEMPLATE and share the final notes with the organizers before returning in Plenary.

Note: most of these roles have been already pre-assigned!



The Game Instructions (0): Pick a Stakeholder Room!

Make up your mind on where you want to sit, to help discussions flow, then join the room and contribute with your reflections!



The Game Instructions (1): Break-out Session (~50 mins)

Task 1. Start by confirming the pre-assigned roles in the group – Stakeholder representative, additional facilitators and note-taker.

Max 2 mins

Zamonia Game Template

Bureau of the Governor of Exportul

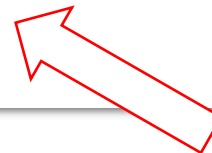
Step 1 (max 2 mins)

Confirm Pre-assigned roles, additions on the fly are welcome (be quick!)

Representative xxx

Co-Leads xxx

Note-taker xxx



The Game Instructions (1): Break-out Session

Task 2. Stakeholder Rep fosters a common understanding of your stakeholder group situation and draft objectives, core values and challenges.

The note-taker writes down *at least one* of these each into the **Google Doc template** provided on **[PAGE 01]**

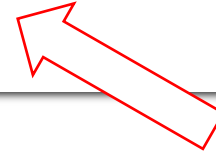
Approx. 7-8 mins

Step 2 (max 7-8 mins)

Stakeholder Representative to give background to everyone and create a common group understanding of the Stakeholder's core values, challenges and opportunities. Highlight at least one of each below.

Ideally the Lead Representative can already input some before the break-out session to kick-start discussions.

- Objective
 - .
- Core value
 - .
- Challenge
 - .



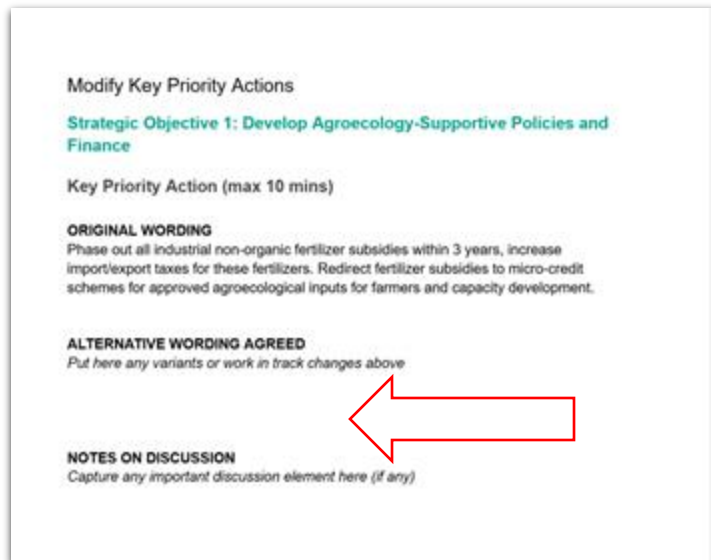
The Game Instructions (1): Break-out Session

Task 3. For each of the 4 drafted Key Priority Actions in the Google Doc template:

- Identify which Key Priority Actions you fully agree with (no edits needed).
- Suggest changes (edit on the template) to the wording of the Key Priority Actions that do not align with the group's values/interests.
- Point out any actions or elements that are "no-gos".

[1 PAGE per Key Action Point]

Approx. 10 mins per Action



Modify Key Priority Actions

Strategic Objective 1: Develop Agroecology-Supportive Policies and Finance

Key Priority Action (max 10 mins)

ORIGINAL WORDING
Phase out all industrial non-organic fertilizer subsidies within 3 years, increase import/export taxes for these fertilizers. Redirect fertilizer subsidies to micro-credit schemes for approved agroecological inputs for farmers and capacity development.

ALTERNATIVE WORDING AGREED
Put here any variants or work in track changes above

NOTES ON DISCUSSION
Capture any important discussion element here (if any)

Note: Please do not change the Strategic Objectives!



NOTE

You are **not obliged to revise all** Key Priority Actions – you may **focus on the ones that are more controversial** for your stakeholder!

No need to follow the order

The Game Flow and Instructions (1): Break-out

Task 4. Develop/propose one key action point that your group believes should be included in Zamonia's national strategy and note down any key discussions.

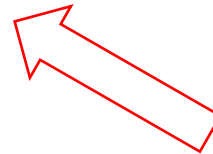
[FINAL SLIDE]

ADD 1 MISSING Key Priority Action

Additional Key Priority Action (if time allows)

Formulate 1 additional Key Priority Action that in your Stakeholder's viewpoint is missing in Zamonia's National Agroecology Strategy

xxx



The Game Flow and Instructions (2)

Reporting back to plenary

- All Stakeholder Representatives will report in 5 min the results of the discussions
We will share screen with the template used in break-out session, showing:
 - Core values, challenges, opportunities
 - Revised Key Priority Actions and supporting arguments
 - Additional Priority Action to be included in the Strategy

Panel feedback



Isabel Renner
Rep. Ministry of
Agriculture



Monica Yator
Rep. Environmental NGO



**Matthias Geck &
Sandhya Kumar**
Rep. Consumers
Group

The Game Flow and Instructions (3)

Voting & Discussion

- Each Agroecology action variant is put on the screen for voting
- Additional Key Priority Actions presented by the different Stakeholders are also voted (only 1 can be selected)
- The final voted versions of the Key Priority Actions are captured and become the **“Zamonia Agreement”**

All participants should vote!



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Q&A

