

The Global Agenda for Sustainable Livestock: Value proposition and modes of delivery

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Global Agenda for Sustainable Livestock
Towards sustainability, livestock on the move
8th Multi Stakeholder Partnership meeting

Ulaanbaatar, Mongolia. 11 -1 15 June 2018



GLOBAL AGENDA FOR
SUSTAINABLE LIVESTOCK



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8th MSP meeting Ulaanbaatar, Mongolia, 11-15.06.2018

Overview

Why: Value proposition

How: ways of working

Ensuring delivery

Unpacking roles

Supporting processes

Communications

Capacity



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Value proposition

- A business or marketing statement that summarizes:
 - Why a consumer/livestock producer should buy or require a product or use a service
 - Why an investor should fund an R4D project or program
- It convinces the client that one particular product or service will add more value or better solve a problem than other similar offerings
- It explains how an outcome solves a pain point, communicates the specifics of its added benefit, and states the reason why it is better than alternatives.
- It is concise, and it appeals to a customer's/investor's strongest decision-making drivers

What is the Global Agenda for Sustainable Livestock's value proposition?

BUILDING TOGETHER SUSTAINABLE LIVESTOCK

for people, for the planet

The Global Agenda for Sustainable Livestock is the only initiative that connects all livestock stakeholders to deliver sustainable livestock for sustainable development. It ensures the livestock sector globally, regionally, nationally and locally simultaneously responds to increased demand, contributes to development and mitigates potential harms.

The Global Agenda for Sustainable Livestock

Includes and connects all livestock actors

Development agencies, public sector, private sector, investors, social movements and community based organizations, inter-governmental and multilateral organizations and investors

Spans global-regional-national-local

Covers small scale to large commercial operations

Is inclusive and consensual

Respects diversity

Is evidence and knowledge based

Converges to address sustainable development goals

How must the Global Agenda for Sustainable Livestock work?



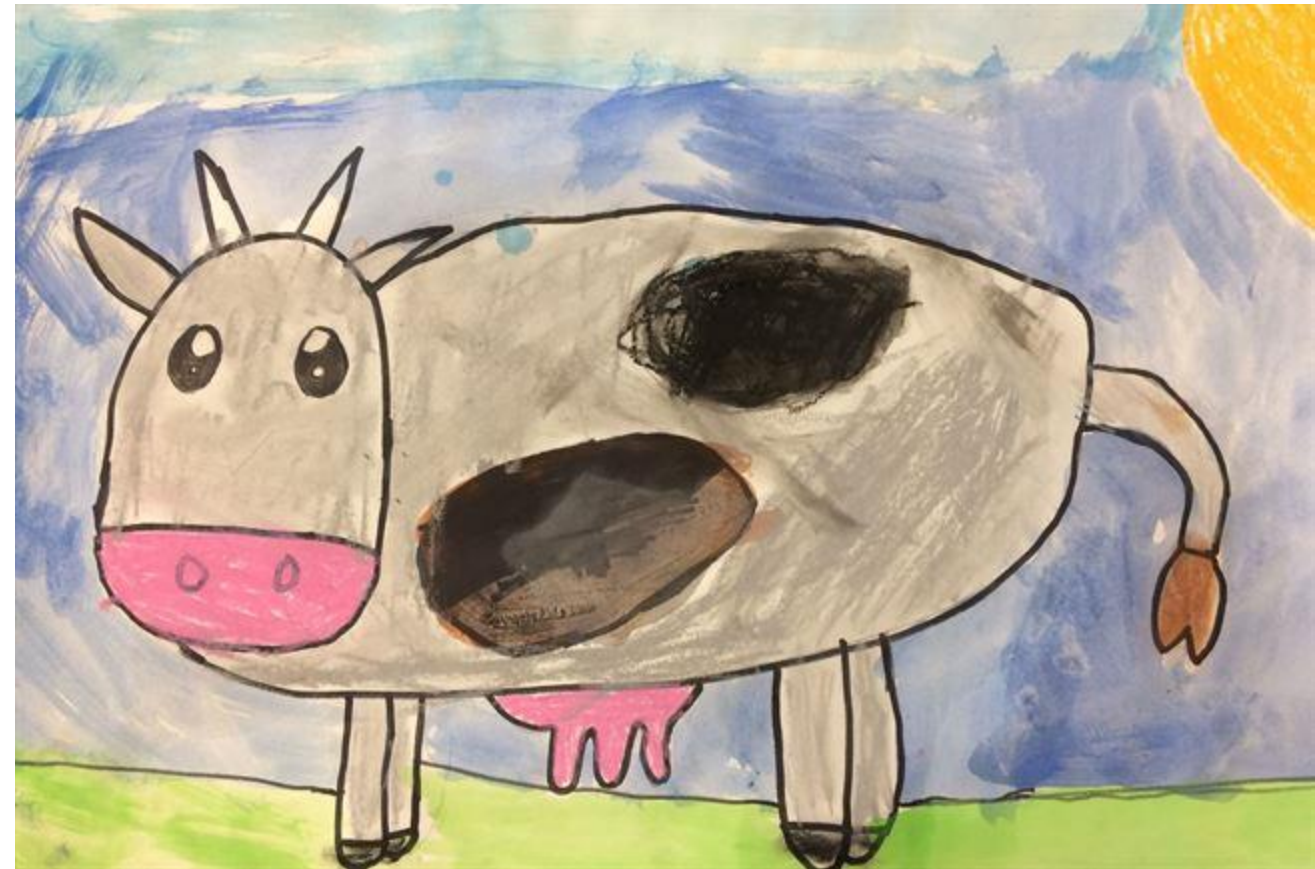
How must the Global Agenda for Sustainable Livestock work?

Harness all diversity

Align messages

Ensure buy-in and engagement of all clusters and members

Deliver



Ensuring delivery

Alignment:

Common agenda: the SDGs (organized by work areas),
with all clusters contributing under each to:

Generate evidence

Facilitate dialogue

Provide practice and policy changes

Messaging

Clarify roles

Ensure the processes are supportive:

Communication (internal and external)

Access to information



Unpacking roles.....

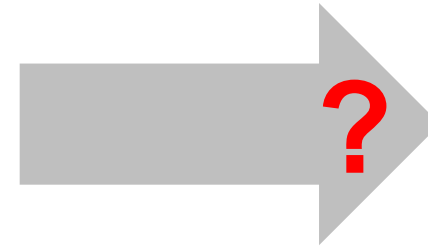
What you bring:

- Experience
- Visions
- Opinions
- Convictions
- Energy to move the Global Agenda

What you get

- A global network
- Motivation to move
- Motivation to engage
- Platform to engage
- Ownership of the Global Agenda

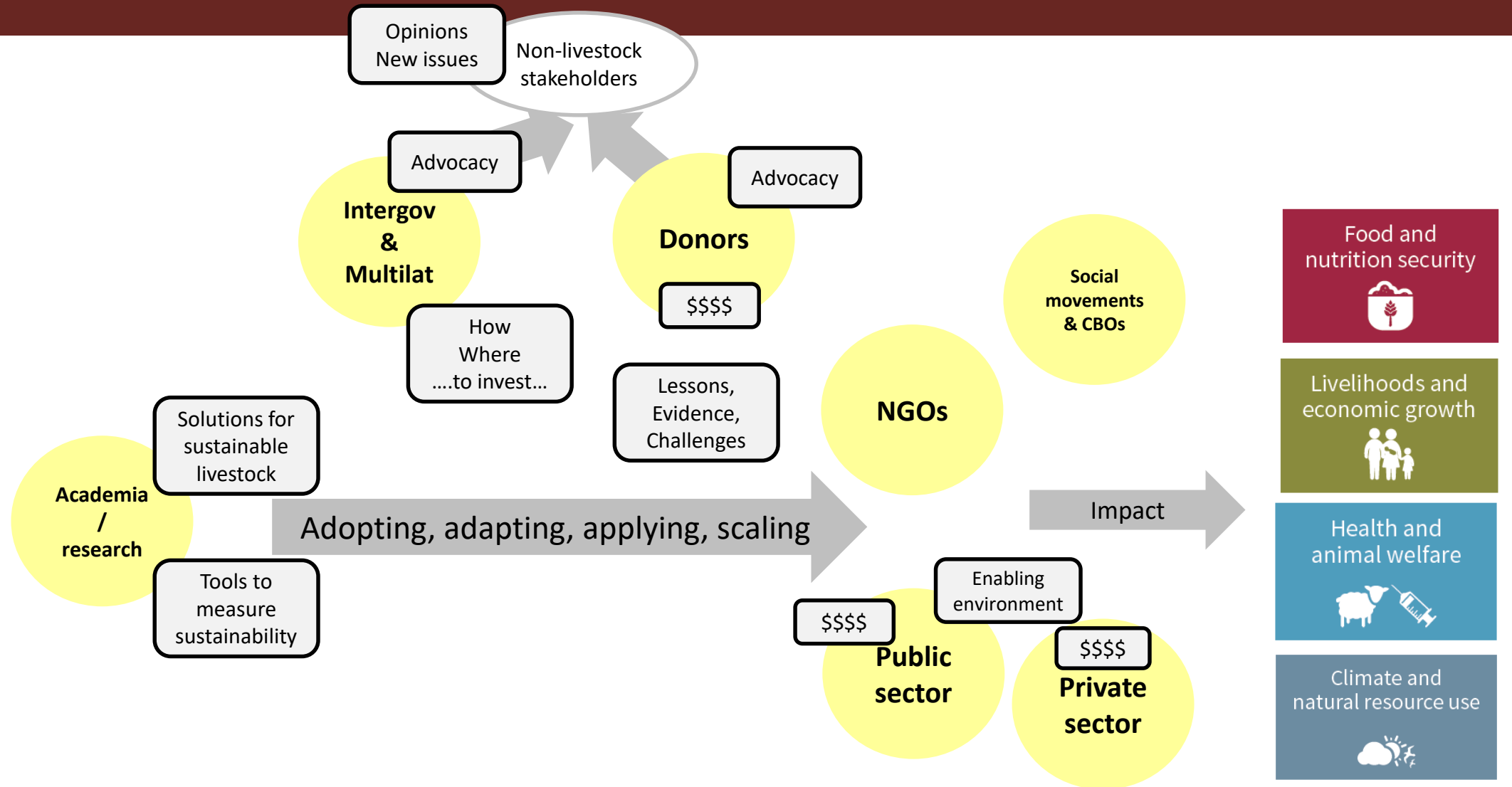
Harnessing diversity to deliver



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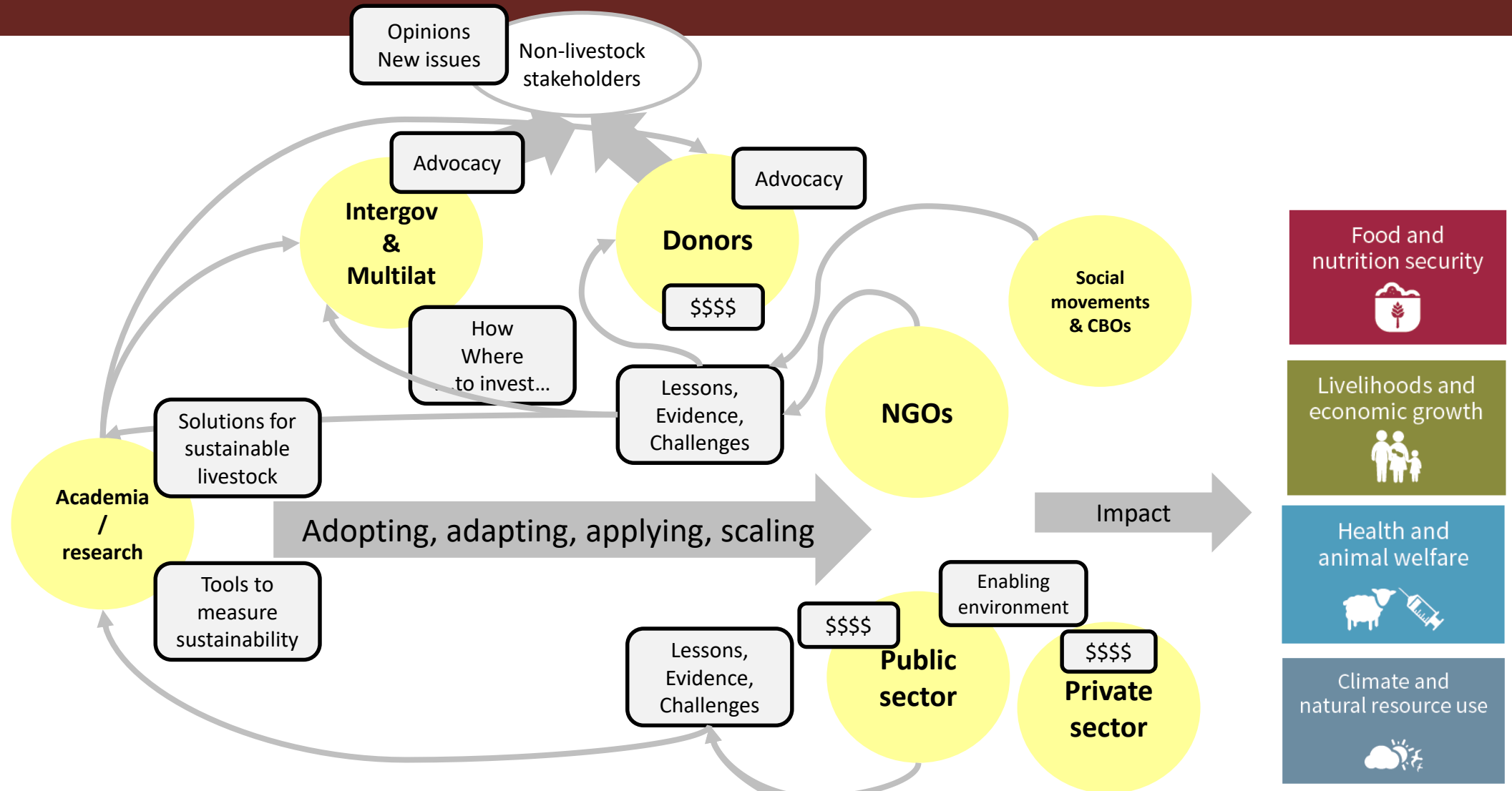


Making the whole greater than the sum of the parts?



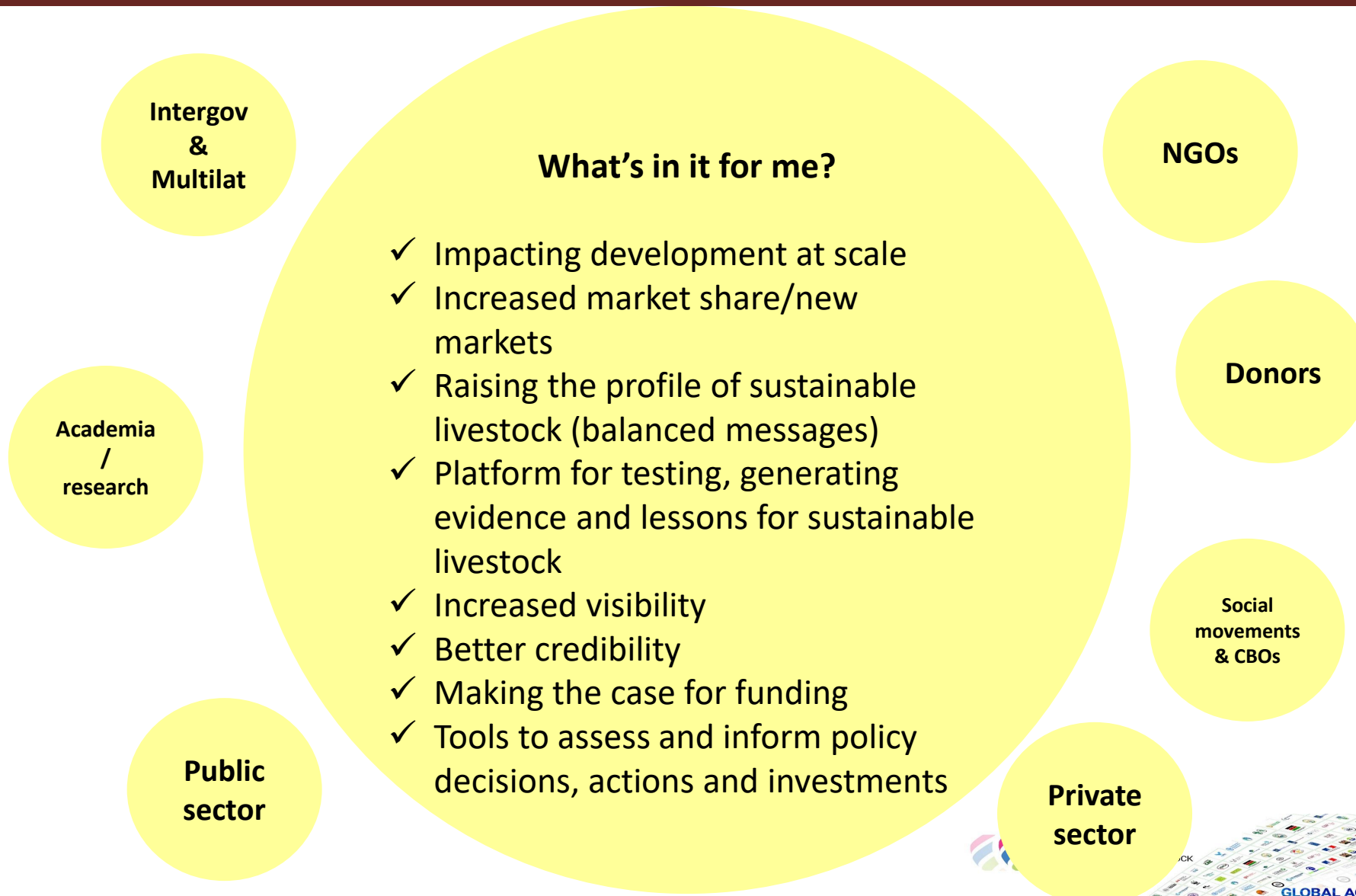
Making the whole greater than the sum of the parts?

- ✓ Global Agenda as a whole
- ✓ Action networks
- ✓ ?new constructs



Clusters: enabling and implementing (examples)

	Enabling	Implementing
Public sector	Policies, infrastructure, investments	Research and extension, national initiatives
Private sector	Investment, access to goods and services	At scale sustainable livestock, Production and marketing
Academia/research	Evidence and priorities for investment Lessons from impacts	Solutions Tools
Donors	Resources (intellectual, financial etc)	Advocacy, external communication to non-livestock stakeholders
NGOs	Community engagement, feedback	Implementation at scale
Intergovernmental/multilateral	Advocacy, awareness raising, messaging	Advocacy, external communication to non-livestock stakeholders
Social movements/CBOs	Community engagement, feedback	Local implementation, testing and feedback



Essential: communication

Internally

Enhance the interconnectedness of all members of the agenda, ensuring that up-to-date information from all constituents is readily and easily accessible and shared to facilitate both use of and contribution by the membership.

- Provide ready access for all members to information and resources from across the livestock sector
- Ensure that all members are kept up to date with activities of the agenda itself, and of its diverse membership
- Provide a forum where ideas and issues can be raised and discussed across members
- Ensure the different parts of the agenda (the executive committee, guiding group, cluster groups, focus areas and multi-stakeholder platform) are able to communicate and access resources within and between themselves
- Provide access to resources that members can use to inform and present sustainable livestock issues to their constituencies

Externally

Enhancing (balancing?) the understanding and investment in the global livestock sector by the public at large, as well as a range of policy makers and development investors: to shape an equitable, sustainable and healthy global livestock sector.

- Raise the profile of livestock dimensions in the global discourse on agriculture and development
- Articulate key messages on the roles of a sustainable livestock sector and the opportunities to enhance such roles
- Provide balanced, empirical and anecdotal information on the livestock sector tailored to audience needs and for use in advocacy
- Attract participation by new members across all the diverse clusters of the GASL
- Inform and connect the GASL with other related initiatives



To consider: capacity

Capacity of who?

Clusters; individuals; non-members?

Capacity to do what?

Access and use information, solutions, tools

Communicate and advocate for sustainable livestock

....etc....

Roles for:

GASL as a whole

Clusters

Organizations

Individuals

.....etc.....?



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Inputs into the discussions to follow

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How: ways of working

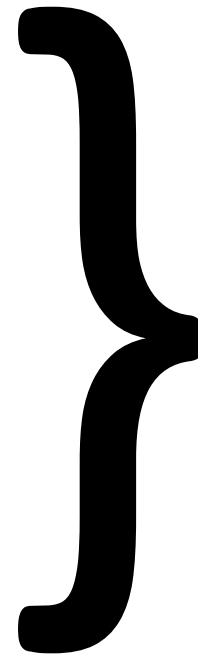
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Thoughts on:

Roles (clusters, organizations, individuals)

Set up

Gaps

Opportunities

Thank you for your attention!

Better lives through livestock

ILRI thanks all the organizations that support its work through their contributions to the [CGIAR system](#).

(Images in this presentation from www.artsonia.com; Lakeshore Elementary School, WI

Patron: Professor Peter C Doherty AC, FAA, FRS

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