Global Livestock Advocacy for Development

Shirley Tarawali

GASL guiding group meeting
6, 7 March 2018
Livestock contribute to all 17 of the SDGs and directly to at least 8 of the goals.
Agenda 2030’s Sustainable Development Goals

- Livestock contribute indirectly to all 17 of the SDGs and directly to at least 8 of the goals.
Livestock contribute indirectly to all 17 of the SDGs and directly to at least 8 of the goals. Negative press about, and low investments in, livestock development jeopardize Agenda 2030.
The true cost

How planting crops used to feed livestock
viewpoint: Meatless other livestock

Methane emissions from cattle
are higher than estimated.

Which is worse for the planet: Beef or Cars?

Less or, Give Up Meat

Which antibiotic use in animals is horrible

What would

Go vegan

Less or, Give Up Meat

What is horrible

coala being

Sir D. What Would

Habitat Destruction

SAUDIAR

Go vegan

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Less or, Give Up Meat
The evidence [and data] supporting investment in sustainable livestock is scattered and not always equally robust.
How rigorous is the evidence behind the messages we communicate?

A key component to ending poverty and hunger in developing countries? Livestock

Environmental sustainability

Veganism is not the key to sustainable development - natural resources are vital

Lives and livelihoods the world over hinge on livestock, and efforts to reduce our dietary impact can still include some meat, milk and eggs

Let’s ‘meat’ in the middle on climate change

Ethiopia livestock plan offers route to middle-income

Government targets private investment to help speed up change, driving rural and urban growth

Beyond Brics

Capitalising on the potential of women in livestock development

by Isabelle Baltenweck | International Livestock Research Institute (ILRI)
Thursday, 6 July 2017 14:14 GMT

Reducing antimicrobial use in food animals

Thomas P. Van Boeckel¹, Emma E. Glennon²,³, Dora Chen²,⁴, Marius Gilbert⁵,⁶, Timothy P. Robinson⁷,⁸

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Science  29 Sep 2017:
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Animals must play a part in meeting Paris climate goals

by Polly Ericksen | International Livestock Research Institute (ILRI)
Friday, 4 November 2016 12:20 GMT
Global Livestock Advocacy for Development

GLAD project
Financed by the Bill and Melinda Gates Foundation

Implemented by ILRI with Emerging Ag and Marchmont Communications engaging with many partners
Underfunding of the livestock sector in developing countries is partly due to a global lack of awareness and understanding of livestock as well as negative views of livestock by some people.

Lack of awareness is compounded by inaccessible and inconsistent evidence and data.
Goal

Increase the amount of ODA for livestock
GLAD work

- Evidence and creative content
  - Audit and message testing
  - Evidence collation
  - Issue synthesis/products
  - Communications ‘toolkit’
- Convening and engagement
  - Global advocacy and policy engagement
  - Targeted advocacy
  - Media outreach (‘bursts’)
- Capacity development
  - Event(s)
  - Blended learning
  - Facilitate a community of practice [and champions]
Evidence work

Collated and distilled evidence on sustainable livestock and:

- Growth and livelihoods
- Gender
- Animal and human health
- Nutrition
- Environment and climate change

For each: Series of statements/messages, with associated argumentation, evidence, facts, references; basis for set of messages or statements we can all use and reference.

Validating and fact-checking with LD4D community and others

Basis for web product in May 2018 (?MSP8?); as well as wider influencing efforts
Insights from media and stakeholder stocktaking

Most frequently reported aspect of livestock coverage in global media was its contribution to greenhouse gases.

Media coverage often linked to big events/crises.

Developed world stories dominate headlines.

Much media messaging treats livestock as a product (meat or milk); not as a tool for development.

Four out of 12 key development stakeholders interviewed say livestock is viewed largely or somewhat negatively.

Three said livestock is not visible at all in development dialogues.
Convening and engagement

- Side event HLPF July 2016
- High-level advocacy event and tour: CFS43, Rome, October 2016
- Expert group meeting, SDG2, New York, June 2017
- High-level advocacy events and tour: HLPF, New York, July 2017

- UN general assembly late in 2017 approved resolutions that included three provisions regarding the livestock sector.
- GFFA, Germany January 2018 (communique)

- Launch of report ‘….livestock derived foods and first 1000 days...’ (June)
- (other 2018: CSW/HLPF/CFS/World Food.....)
Capacity development

- October 2017: meeting and training
- Under development: blended learning products
- D-group ‘community of practice’ underway
Targeting strategies
Typologies...
(ILRI-LGA....)

- Livestock aware but limited capacity to amplify messages and exert influence.
- Livestock unaware but significant capacity to amplify messages and exert influence.
Making the whole greater than the sum of the parts.......
better lives through livestock

ilri.org

ILRI thanks all donors and organizations who globally supported its work through their contributions to the CGIAR system.