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 -15 June 2018
Overview

Why: Value proposition

How: ways of working

Ensuring delivery
   Unpacking roles

Supporting processes
   Communications
   Capacity
Value proposition

• A business or marketing statement that summarizes:
  o Why a consumer/livestock producer should buy or require a product or use a service
  o 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?

Credit to Tom Randolph
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, intergovernmental 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
Making the whole greater than the sum of the parts?

Academia / research
- Solutions for sustainable livestock
- Tools to measure sustainability

Intergov & Multilat
- Advocacy
- Opinions
- New issues
- Non-livestock stakeholders
- How
- Where
- ....to invest...

Donors
- Advocacy
- Lessons, Evidence, Challenges
- $$$

NGOs
- $$$
- Enabling environment

Public sector
- $$$

Private sector

Impact

Food and nutrition security
Livelihoods and economic growth
Health and animal welfare
Climate and natural resource use

Solutions for sustainable livestock
Tools to measure sustainability
Adopting, adapting, applying, scaling

Lessons, Evidence, Challenges
Social movements & CBOs

Opinions
New issues
Non-livestock stakeholders
Advocacy

NGOs
Academia / research
Making the whole greater than the sum of the parts?

- Global Agenda as a whole
- Action networks
- New constructs

Intergov & Multilat
- Solutions for sustainable livestock
- Tools to measure sustainability

Donors
- Lessons, Evidence, Challenges
- How Where to invest...

NGOs
- Advocacy
- Lessons, Evidence, Challenges

Public sector
- Advocacy
- Lessons, Evidence, Challenges

Private sector
- Advocacy
- Lessons, Evidence, Challenges

Academia / research
- Global Agenda as a whole
- Action networks
- New constructs

Impact

Food and nutrition security
Livelihoods and economic growth
Health and animal welfare
Climate and natural resource use

Lessons, Evidence, Challenges
Opinions, New issues
Non-livestock stakeholders
<table>
<thead>
<tr>
<th>Clusters: enabling and implementing (examples)</th>
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<tbody>
<tr>
<td><strong>Enabling</strong></td>
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<tr>
<td>Public sector</td>
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What’s in it for me?

- Impacting development at scale
- Increased market share/new markets
- Raising the profile of sustainable livestock (balanced messages)
- Platform for testing, generating evidence and lessons for sustainable livestock
- Increased visibility
- Better credibility
- Making the case for funding
- Tools to assess and inform policy decisions, actions and investments
**Essential: communication**

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<th>Internally</th>
<th>Externally</th>
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<td>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.</td>
<td>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.</td>
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<tr>
<td>• Provide ready access for all members to information and resources from across the livestock sector</td>
<td>• Raise the profile of livestock dimensions in the global discourse on agriculture and development</td>
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<td>• Ensure that all members are kept up to date with activities of the agenda itself, and of its diverse membership</td>
<td>• Articulate key messages on the roles of a sustainable livestock sector and the opportunities to enhance such roles</td>
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<td>• Provide a forum where ideas and issues can be raised and discussed across members</td>
<td>• Provide balanced, empirical and anecdotal information on the livestock sector tailored to audience needs and for use in advocacy</td>
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<td>• 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</td>
<td>• Attract participation by new members across all the diverse clusters of the GASL</td>
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<td>• Provide access to resources that members can use to inform and present sustainable livestock issues to their constituencies</td>
<td>• Inform and connect the GASL with other related initiatives</td>
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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.....?
Inputs into the discussions to follow

Why: Value proposition

How: ways of working

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  Unpacking roles

Supporting processes
  Communications
  Capacity

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](http://www.artsonia.com); Lakeshore Elementary School, WI)