A presentation by 50by40 – a collective impact organisation aiming to cut the global production and consumption of industrialised animal agriculture by 50% by 2040
Key Takeaways from NYC Climate Week

50by40 and several partners took part in NYC Climate Week ahead of the partner gathering. Key takeaways:

- The UNGA Nature-based Solutions (NBS) track is gaining traction, including a focus on land use and livestock.
- An increasing number of foundations are considering NBS in their climate change mitigation initiatives.
- Global Alliance for the Future of Food (GAFF) held a high-level gathering which identified key issues for food system engagement:
  - Redirecting public finance from Big Ag
  - Scale regenerative agriculture
  - Implement Just Transition
- WRI celebrated the one-year anniversary of its Cool Food Pledge, working with institutions to cut down their food-related greenhouse gas emissions by 25%.
Key Discussion Points – General

- 50by40’s [Vision and Mission statements](#) are complete, following months of deep discussions between partners. Overall strategic framework, concrete goals, milestones, critical pathway and theory of change are being developed based on an objectives matrix.

- Global South engagement is crucial strategically and ethically:
  - Large-scale animal ag expanding rapidly; higher meat and dairy consumption
  - Agribusiness and food corporations view the global North as somewhat saturated markets - looking to Global South
  - Global South natural resources exported to the global North
  - Consequences felt in rural areas (livestock intensification, livelihoods, climate change, biodiversity loss, water contamination, deforestation)

- Peak Livestock: Consensus around targeting big ag, tying the campaign to the Amazon fires/biodiversity, countering promotion of Western diet and ‘progress’ of industrialized agriculture. Linked to UK [study](#) showing the mitigation potential of reforestation.

- Just Transition within a food system change is a fundamental issue to address.

- The Youth movement is underrepresented in 50by40’s work.
Main points regarding Working Groups (WG):

- Need to improve partner collaboration to direct funds towards more joint ventures
- Need clarity on how WGs are formed, how they work, how they are aligned and what their purpose is, as well as how they support the overall strategic direction of 50by40
- Current WGs: Corporate Engagement, Health, Global North South, Peak Livestock, Strategy Development
- Ideas for new WGs were brought up, including: Law and Policy, Communications, Political (international fora like FAO, CBD, UNFCCC, UNDP, UNEP)
- Request to strengthen the sub-granting process and more support for collaborative projects where partners are working together
- Big interest in ensuring funding proposals emerge from working groups
- Interest in differentiating types of grants: Short terms, small cap, mid cap grants raised
Action Points / Next Steps

- Strategy WG to develop framework and cornerstone values and present to partners for review
- Aim for a strategy development meeting within the next 4 months
- Redesign working groups so they are primarily thematic - methodology being secondary
- Identify who is missing from these discussions and look for ways to include more diverse voices
- Explore inclusion and data collection on fish
- Explore divestment campaigns
- Identify and address financing mechanisms (public and private) that fuel large-scale meat and feed production
- Formalise work on Just Transition
Circulate document on value alignment with 50by40 to existing strategic partners, identifying friction points and how to address them
Ramp up work in and with Global South
Keep building and diversifying funding base for collective impact within our movement
Create survey on partner activities to map gaps and opportunities
Provide clarity on roles between founders, secretariat and working groups
Ensure we gain data on what reduced numbers look like for 50by40
Please fill out this survey to help improve future gatherings
Links

- Program
- Attendees
- Notes
- Presentations
- Photos
- Brochure
- Mission and Vision
Represented at the gathering:
Thank you from the 50by40 Secretariat!