



Agenda Item 15

Document SC18-15c

For information

(Article 6.1 b) CGIAR System Framework)

Issued: 27 April 2023

CGIAR Global Campaign

Update - 18th System Council

Purpose: This document sets out an update the System Council on the CGIAR Global Campaign and seeks the System Council's support in three key areas as set out on the final slide.

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Mobilization

Why now?

The CGIAR reforms have shaped a new landscape for Global Ag R&D:

- we have moved into the integration phase of the One CGIAR transition
- there will be a new name and/or a new brand
- changes in leadership
- 2030 strategy is starting to deliver outcomes and impacts
- work on our next portfolio of initiatives will start soon

Coupled with

- Food / Climate link has never been stronger
- Food Security high on the agenda due to Covid, Ukraine and Climate crises

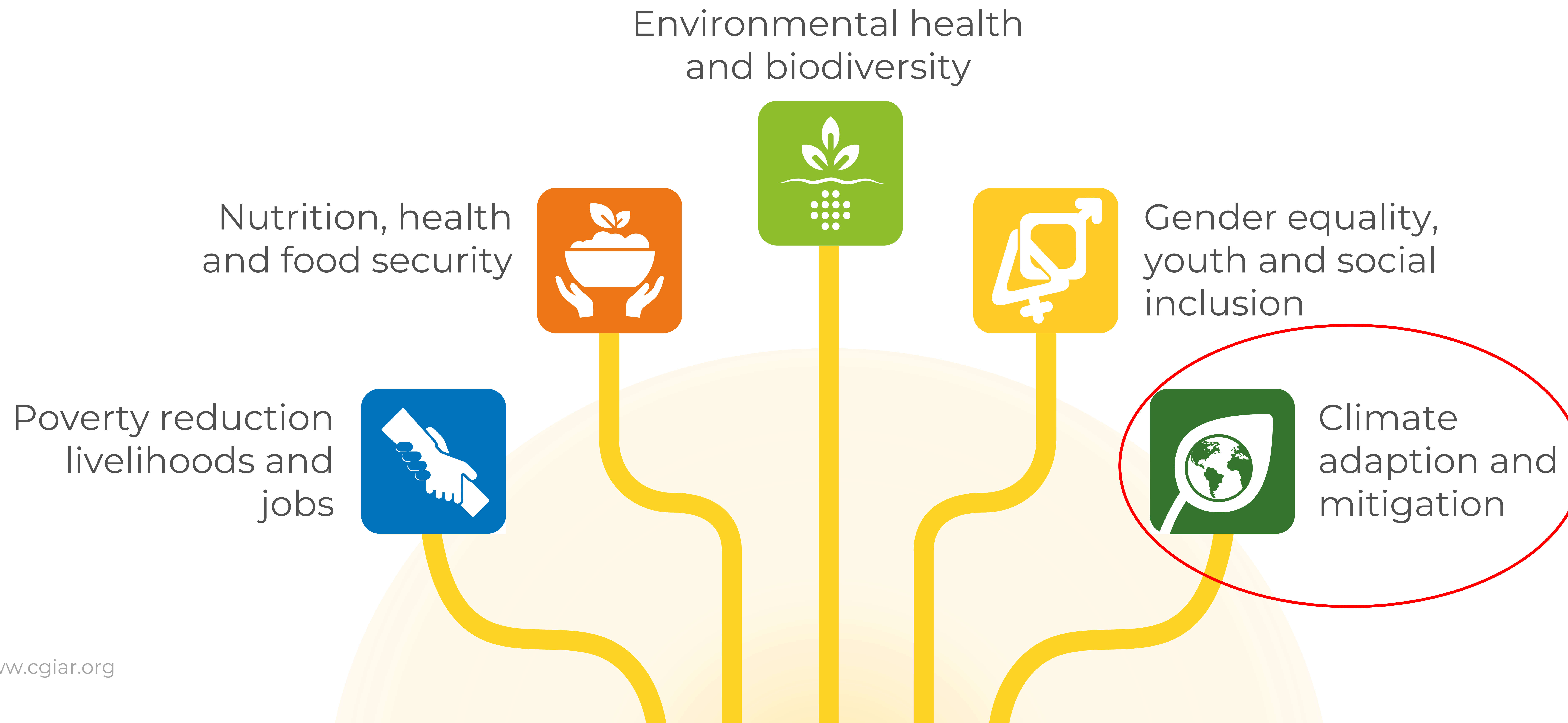
CAMPAIGN OBJECTIVES

1. Repurpose and mobilise public and private investment and action into food systems transformation (Advocacy)
2. Raise more pooled investment and larger bilateral contributions to fund the 2030 CGIAR R&IS and the next portfolio (RM)
3. Recruit more and better partners for all the stages of research and innovation to ensure optimal uptake/roll-out/scalability of the outputs (Partnership)



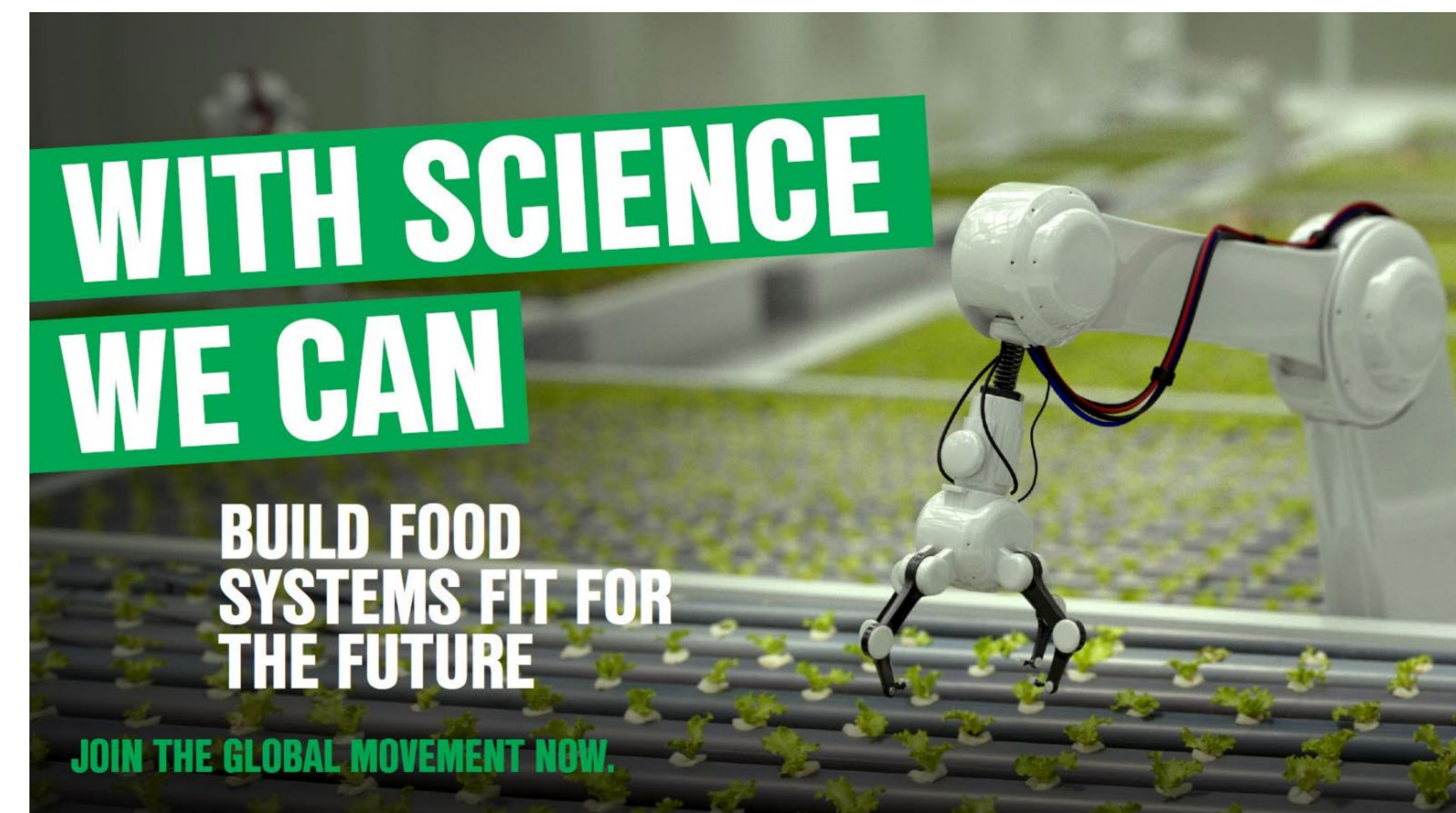
Communicating through key thematic

- Using the Impact Areas which will resonate with our audience
- Strategically positioning CGIAR as a Climate organization



Campaign Proposition: focusing on our USP

- A new way for CGIAR and its partners to speak with one voice



Investment Case

A series of compelling arguments that make the case for investment in Global Ag R&D and CGIAR, including:

- Outline of the problem – in a climate and food security context
- Highlight the funding gap
- Cost of not acting
- Return on Investment – financial and linked to SDG-related collective target
- Solutions presented in a structured and simplified manner
- Position CGIAR as the best vehicle to deliver solutions - Success and impact stories
- Predict and cost return on future CGIAR investment

Opportunity to tell CGIAR's story and show the impact that increased support will bring

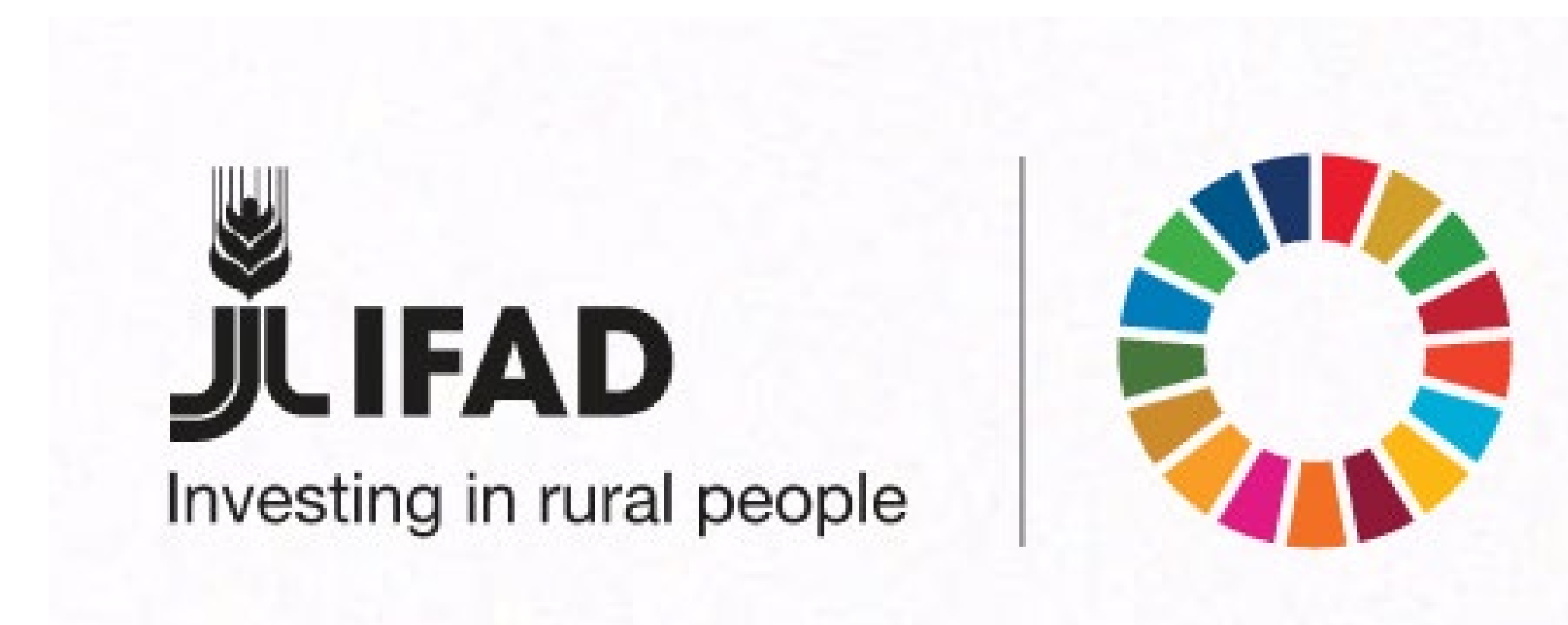
Examples



The urgency of now

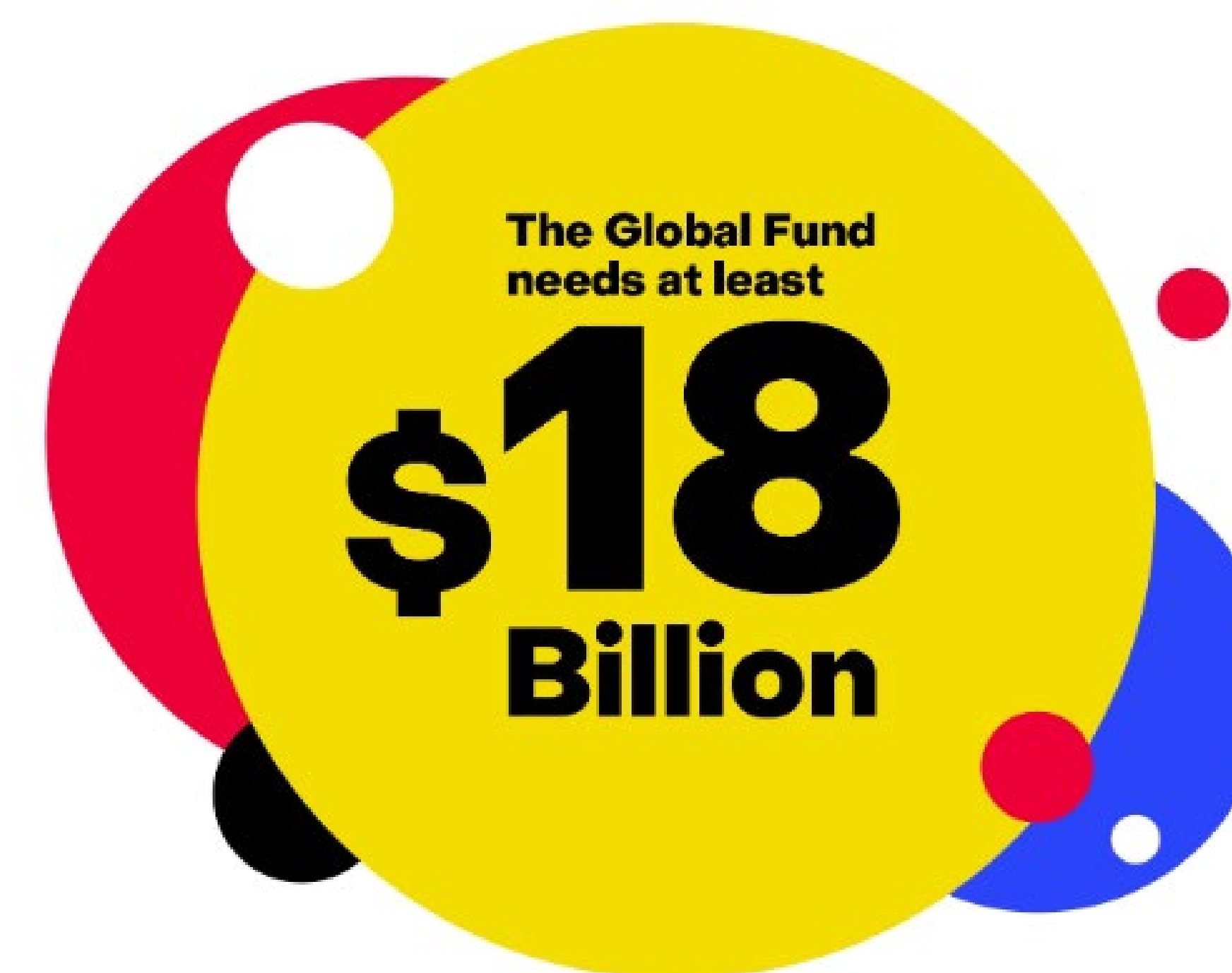
CEPI's \$3.5 billion plan to turn the tide against epidemic and pandemic infectious diseases

[DISCOVER THE PLAN](#) [DOWNLOAD INVESTMENT CASE](#)



Increased investments to IFAD by 2030 could help:

- Increase the production**
of 201 million small-scale producers
- Improve the resilience**
of 111 million project participants
- Raise the incomes**
of 264 million rural women and men by at least 20 per cent.



The Global Fund's 7th Replenishment Investment Case

FIGHT FOR WHAT COUNTS.

Watch on YouTube



Number of people killed due to COVID-19



Number of jobs lost as a direct result of the COVID-19 pandemic



Estimated reduction in global output by 2025 due to COVID-19

Timeline

Towards a replenishment moment for the 2025-2027 research portfolio



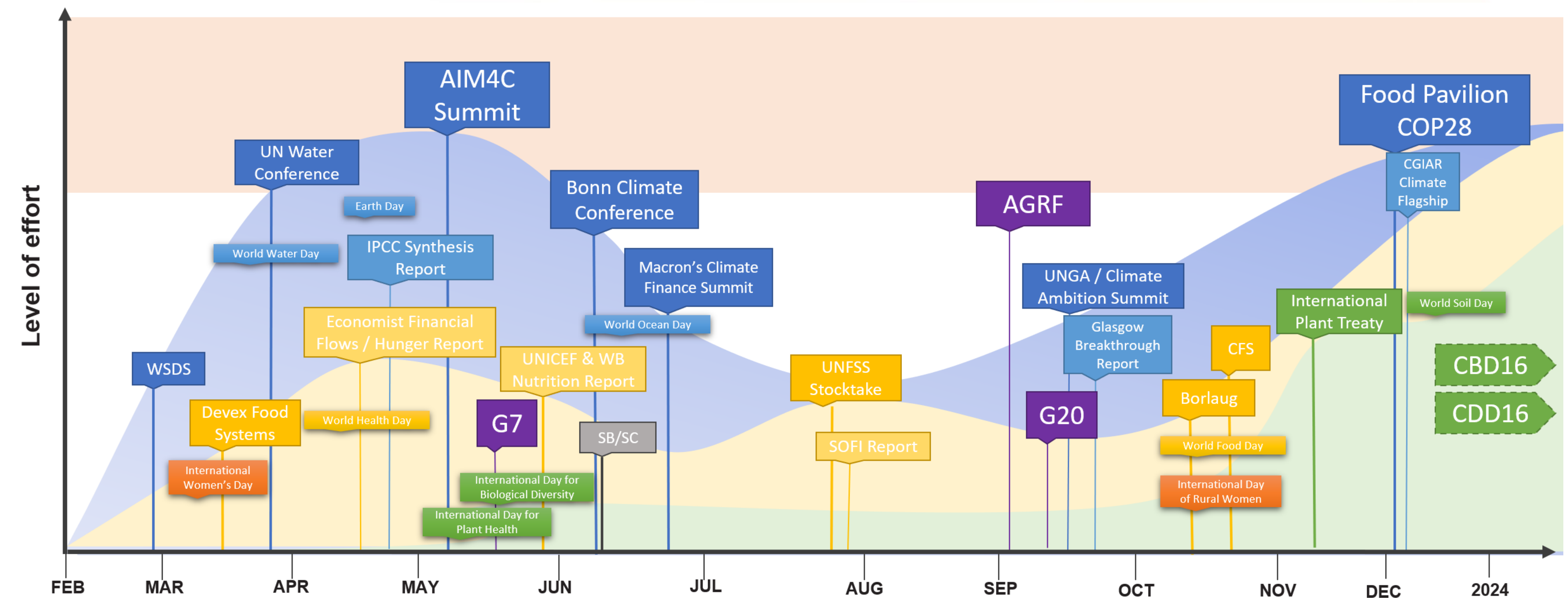
2023:

1. Investment Case Development

- Literature review
- Climate Theory of Change
- Consultation / Testing
- Socialisation
- Promotion Material Development

2. Pre COP28 activities: securing sentinel pledges and support statements through comms, events and donor engagement

3. COP28: Investment Case Launch



2024:

1. a 12-month live campaign

- Main Call to Action: Investment Case validated by COP28 pledges
- Full comms and events campaigns to support

2. COP29: Replenishment moment

Next steps

We rely on the System Council to make the Campaign a success. We kindly request your support to:

1. Position your investments in CGIAR in the context of the Campaign including:
 - contributing to the development of a meta narrative for CGIAR and Climate Change
 - and endorsing to the Investment Case
2. Secure a statement or commitment to announce on the World Leader's Summit at COP28 including:
 - working with Ministries/Departments leading on your high-level presence at COP28
3. Amplify our messaging and communication including:
 - appointing a communications person in your respective governments or organizations to advise and support the Campaign team