



CGIAR Innovation & Partnership Summit

Purpose

At the request of the CGIAR interim Executive Managing Director, this document describes a proposed CGIAR Innovation & Partnership Summit (working title) designed to position CGIAR as a thought leader in research for development, a champion for science and innovation, and convener of global partners and stakeholders supporting food, land and water systems transformation.

Action Requested

The System Council is requested to endorse the recommendations of CGIAR management with respect to the organization of a CGIAR Innovation & Partnership Summit to coincide with the next System Council meeting in Latin America in Q2 2024.

Document category: Working document of the System Council.
There is no restriction on the circulation of this document

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Context

1. CGIAR's mission is to transform food, land, and water systems in a climate crisis for a food- and nutrition-secure future for all.
2. CGIAR's Communications & Outreach division supports that mission by engaging audiences, shaping the global agenda, and positioning our science and innovation as the solution to the world's most pressing challenges. It works to increase CGIAR's voice, influence, and impact around the world in order to: boost the understanding, uptake and relevance of our science; deliver on partnership, advocacy and RM goals; and position CGIAR as the go-to science partner for food systems transformation.
3. The Communications & Outreach team tracks around 300 relevant events each year, ensuring a coordinated presence at top tier global events, and creating a platform to promote the content of all Centers, Global, and Regional Groups.
4. The majority of international organizations host events in order to shape the global agenda, demonstrate thought leadership, and convene partners to align on and deliver progress on their missions. CGIAR has not, to date, organized such an event although there have been many calls for it to do so.
5. With the One CGIAR reforms coming to an end, an incoming Executive Managing Director, the launch of an investment campaign and potentially a new brand, 2024 presents the ideal opportunity to launch the first such event¹.

Objectives

6. In June 2024, CGIAR proposes to host a high-level international meeting ideally with the support of a host country or developing country partner government (potentially Brazil or Colombia, who have been approached about hosting the System Council meetings).
7. The event will be a key moment for the CGIAR Global Investment Campaign, which will kick off with the launch of the Investment Case at COP28 in Dubai in December 2023.
8. The CGIAR-led event will be designed to meet any or all of the following objectives:
 - a. Highlight the Investment Campaign and Investment Case;
 - b. Shape the global agenda by convening an inaugural meeting of a Council of Agricultural Ministers and serving as pledging conference;
 - c. Mark the conclusion of the Unified Governance Review as a major milestone in the One CGIAR integration process;
 - d. Create a platform for the new EMD to share her vision;
 - e. Create a CGIAR led science fair at which to showcase science and innovation in food, land and water systems from around the world;

¹ The proposed event would also deliver on CGIAR's responsibility to convene a Partnership Forum, as described in Article 12 of the CGIAR System Framework.

- f. Launch of the 2023 Annual Report (combined with technical report going forward);
- g. Serve as a platform for CGIAR to launch/present the next iteration of the CGIAR research portfolio or to convene partners as we shape the portfolio;
- h. Celebrate the official launch of the new CGIAR brand (subject to endorsement).

Audience

9. The events and the communications around it will target:
 - a. Key CGIAR governance stakeholders: governments of host countries, partner countries and funder countries
 - b. Potential new funders
 - c. CGIAR partners: research and scientific communities
 - d. Current and potential private sector partners
 - e. Key global influencers in the global agriculture and research sector
 - f. Media
 - g. The priority markets are to be determined.

Timing and Location

10. CGIAR management proposes to hold the event in the same week as the 1H 2024 System Council meetings, which will likely take place during the week of June 10 in Brasilia, Brazil. This requires the exact dates and location of the System Council meetings to be confirmed during the 19th System Council meeting. If the dates cannot be confirmed at that time, then CGIAR management will select an alternative date and location.
11. Any location should consider the extent the host country is willing and able to support the event. Dates will need to accommodate the many other global events that CGIAR leadership and key partners and stakeholders attend.

Strategy

12. The event will take place over 2-3 days (Monday as a travel day with an evening event/Tuesday/Wednesday) leaving time for the System Council meetings on Thursday and Friday. The 2-3-day event will encompass:
 - a. An informal networking reception the night before the event starts
 - b. International Council of Agriculture Ministers (half day hosted by Brazil) – a high level roundtable with discussion focused on priorities with a view to ministers agreeing on a joint declaration/communique on CGIAR
 - c. High-level investment/funding roundtable on increasing investment in ag R&D (highlighting the investment case/campaign)
 - d. Innovations expo showcasing leading technologies to emerge from the work of CGIAR and our partners and showing how the current portfolio builds on that legacy.

- e. Panel discussions and roundtables on key themes such as building resilience, supporting national research systems, funding. Plus events/sessions engaging smallholder farmers directly benefiting from CGIAR work (either as part of field trip or as part of the event TBC)
 - f. Potentially a field visit of CGIAR facility in country.
13. Subject to the rebranding decision, the event will be the occasion to use the new CGIAR name and visual identity officially for the first time. The new branding will be used at the venue (pull-up banners and screens) and on printed collateral. The venue will include a “Research & Innovation Expo”, a catering/reception area arranged as a trade show networking where CGIAR work and impact will be on display during the whole week of the event.
14. Participants will include:
- a. Ministers of Agriculture
 - b. System Council reps
 - c. System/Centers board members
 - d. CGIAR SLT
 - e. Other VIP
 - f. Scientists
 - g. Partners
 - h. Media
 - i. Events/Comms team (CGIAR + agency)
 - j. CGIAR staff (* Each center to run an internal competition to identify staff members who have delivered outstanding contributions for OneCGIAR)

Deliverables

15. Communications & Outreach secured an events and communications agency through a competitive procurement process run in Q2/3 2022. The agency has been onboarded and has been waiting for further instructions.
16. Event Management will include:
- a. Venue sourcing (identify 3 venues in each potential host city)
 - b. Venue and event package (including catering, AV, IT, furniture, set-up and end to end delivery)
 - c. Accommodation and Travel management
 - d. Transportation and logistics on site
 - e. Building of exhibition areas
 - f. Printing of meeting documents
 - g. Production of promotional collateral
 - h. Translation/interpretation (English/French/Spanish/Arabic)
 - i. Protocol (managed and delivered the event in accordance with government protocol in partnership with host country government)
 - j. Participant management (registration, logistics etc)

17. Event Content will include:
 - a. Full program and run of show
 - b. Speeches and speaking notes
 - c. Moderation / identifying moderators
 - d. Identifying and recruiting speakers
 - e. Identifying and inviting other guests, attendees and participants
 - f. Source, review and identify CGIAR content to be used at the event and put on display

18. Communications will include:
 - a. Pre-event: production of key messages and messaging grid
 - b. Pre-event: production of crisis response material including rebuttals, risk matrix and press and social media monitoring
 - c. Pre-event: Recruitment and pre-event communications: including email marketing, social media, PR in 4 languages in key markets
 - d. On-site: Recruit journalists, manage press briefings, press conferences and manage the press room
 - e. On-site: content capture, filming of vox pops and talking heads, live social media coverage, op-eds and press releases on the outcomes
 - f. On-site: crisis response if necessary
 - g. Post-event: Global communications strategy and delivery to disseminate the outcomes of the event globally through the production of comms, social media, PR, email marketing etc (number of markets TBC)

Timeline

19. The proposed timeline includes:
 - a. July 2022: Procurement and Selection of Events/Communications agency - completed
 - b. August 2022: Agency onboarding and venue sourcing - completed
 - c. September 2022 – Agency put on hold
 - d. October 2023 – Subject to a date and location being confirmed during the Rabat SC meetings, the process resumes with the venue search
 - e. December 2023 – Venue secured and save-the-date sent
 - f. January – April 2024 Promotion and recruitment begins
 - g. June 2024: Event

Budget

20. Depending on venue selected and support received from hosting government. An amount of USD80,000 was approved by the EMD from the 2023 budget to allow work to begin on this key deliverable.