THE 100 MILLION FARMERS MULTI-STAKEHOLDER PLATFORM

The 100 Million Farmers multi-stakeholder platform puts forward an actionable and transformative contribution to the Global Action Agenda for Innovation in Agriculture, by catalysing action through its regional ‘lighthouse’ projects to accelerate the transition towards net-zero, nature-positive food systems by 2030.

KEY OBJECTIVES

100 Million Farmers aims to put the farmer at the centre of the transition, while recognising the need to empower consumer demand. It has three main objectives:

1. **Showcasing cost-effective and practical solutions** to advance a shared narrative whereby food systems are included as a necessary solution to address climate mitigation, adaptation and nature restoration.

2. **Facilitating collective action** through multistakeholder partnerships to deliver net-zero commitments and maximise co-benefits that achieve ‘carbon+’ outcomes for healthy people and a healthy planet.

3. **Activating systems change** to empower 100 million farmers and one billion consumers in the shift towards sustainable agriculture by supporting the necessary enabling environment, through a platform approach designed for scale.

With a 2030 target to reach 100 million farmers and empower 1 billion consumers, the first 18 months of the platform are laying the foundation with an initial set of regional and country coalitions, followed by a mid-term acceleration of the growth around the world.

HOW IT WORKS

100 Million Farmers sets out a shared global ambition while supporting local solutions that incentivise farmers and empower consumers to place climate, nature and resilience at the core of the food economy. The global ambition is one that places agriculture as a solution to our climate, nature and social crises. It drives ambition on a set of objectives, priorities, and tools, facilitating collective action and feeding broader recommendations into formal markets, government policymaking and global frameworks. Designed with the intent to shift markets, creating the right data structures for transparency and verifiable attributes that consumers can trust and connect to the farmers will be a key enabler for long-term scale.
At the regional and national level, the platform catalyses coalitions that develop ‘lighthouse’ projects, led by multi-stakeholder partnerships. Each lighthouse is led by regional stakeholders, with solutions tailored to local food systems and the natural ecosystems they depend on. Through building and aligning efforts at the local level, the platform will catalyse and enact cost-effective, practical solutions that are tailored to local food systems and are designed to reach a tipping point of farmers within the region, to drive transformative change.

All 100 Million Farmers lighthouses draw on critical enablers such as: innovation, data, transformative finance, and partnerships, and adapt these to the local context. The platform model will also ensure best practices are shared and translated across regions, for instance to build south-south learnings and cooperation.

CONTRIBUTION TO THE GLOBAL ACTION AGENDA FOR INNOVATION IN AGRICULTURE

The 100 Million Farmers multi-stakeholder platform, with its core objective to empower 100 million farmers to adopt regenerative and climate-smart practices by 2030, is closely aligned with the ambitions of the *Global Action Agenda for Innovation in Agriculture*. The platform’s action orientation is essential to achieving two key objectives of the *Global Action Agenda*:

1. showcasing successful business models, and;
2. building consensus on the evidence of what works where.

Starting from an aligned ambition which recognises and values the role of the farmer, the platform will develop and integrate the locally relevant models for net-zero, nature-positive food systems. As innovative models illustrate the possible successes, the platform will drive further scale by sharing best practices across regions and seek to codify successes – the evidence of the business models that work – into formal frameworks. Additionally, scale will be achieved through replicating successful programmes, expanding data ecosystems, further amplifying the narrative and successes, and contributing to the evolution of public and private frameworks. To accelerate action on the *Global Action Agenda*, supporters can align behind the 100 million farmers platform through:

1. support and partnership, joining or catalysing coalitions in key regions to reach the 100 million farmers goal, and;
2. providing funding support for the platform’s activities.

CONTACT

Would you like to get involved in the 100 Million Farmers platform as part of your support to the *Global Action Agenda for Innovation in Agriculture*?

Please email: 100Mfarmers@weforum.org or Lisa Sweet at lisa.sweet@weforum.org to find out more and become part of the transformation.

The Global Action Agenda for Innovation in Agriculture is part of the ClimateShot campaign, co-chaired by the UK’s Foreign, Commonwealth and Development Office (FCDO) and the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS). Visit www.climateshot.earth to learn more.