

Food and Land Use Coalition

briefing to coincide with 72nd UN General Assembly
Tuesday 19th of September 2017, 1:15-2:30pm
UN, New York City



Updated 8 September

Tuesday 19th of September 2017, 13:15 – 14:30

Conference Room 2, United Nations Secretariat Building, New York City

Room capacity: 567

Of which: 192 seats on the floor.

Background

Transforming food and land use systems presents a huge opportunity to achieve the Paris Climate Agreement and the Sustainable Development Goals

The vision for the new Food and Land Use Coalition is of global food and land use systems that by 2050 simultaneously:

- protects and regenerates the planet's bio-physical resources
- provides the world's 9+ billion people with healthy, nutritious food
- offers 500m+ smallholder farmers and their families a decent, reliable standard of living

This is, however, not where we start. Today the global food and land use systems are failing us environmentally and socially and hindering our progress towards the Global Goals. Together they:

- account for more than 25% of greenhouse gas emissions
- erode natural capital, through soil erosion, water depletion, air pollution and loss of biodiversity
- allow 800 million people to go hungry, more than a quarter of them children; 2 billion to suffer from micronutrient deficiencies; and 2 billion to be overweight or obese
- produce enough calories to feed everyone, yet lose or waste 1/3 of the food produced.
- keep close to 500 million rural farmers and fishers at or below the \$2 a day poverty line.

Without action, these problems will get worse. Great areas of land are ever more urgently needed to act as a sink of greenhouse gases to meet the Paris Agreement on Climate Change. The global population is expected to reach more than 9 billion by 2050, when we will need 50% more food, putting even more intense pressure on finite land and marine resources.

The Food and Land Use Coalition want to set the world on an alternative path. We have seen astonishing progress in certain sectors – e.g. energy and transportation – where a set of ambitious global targets has seen political, financial and technical solutions gain unstoppable progress. In the food and land use sector, we already see 'triple wins' – dietary shifts that are

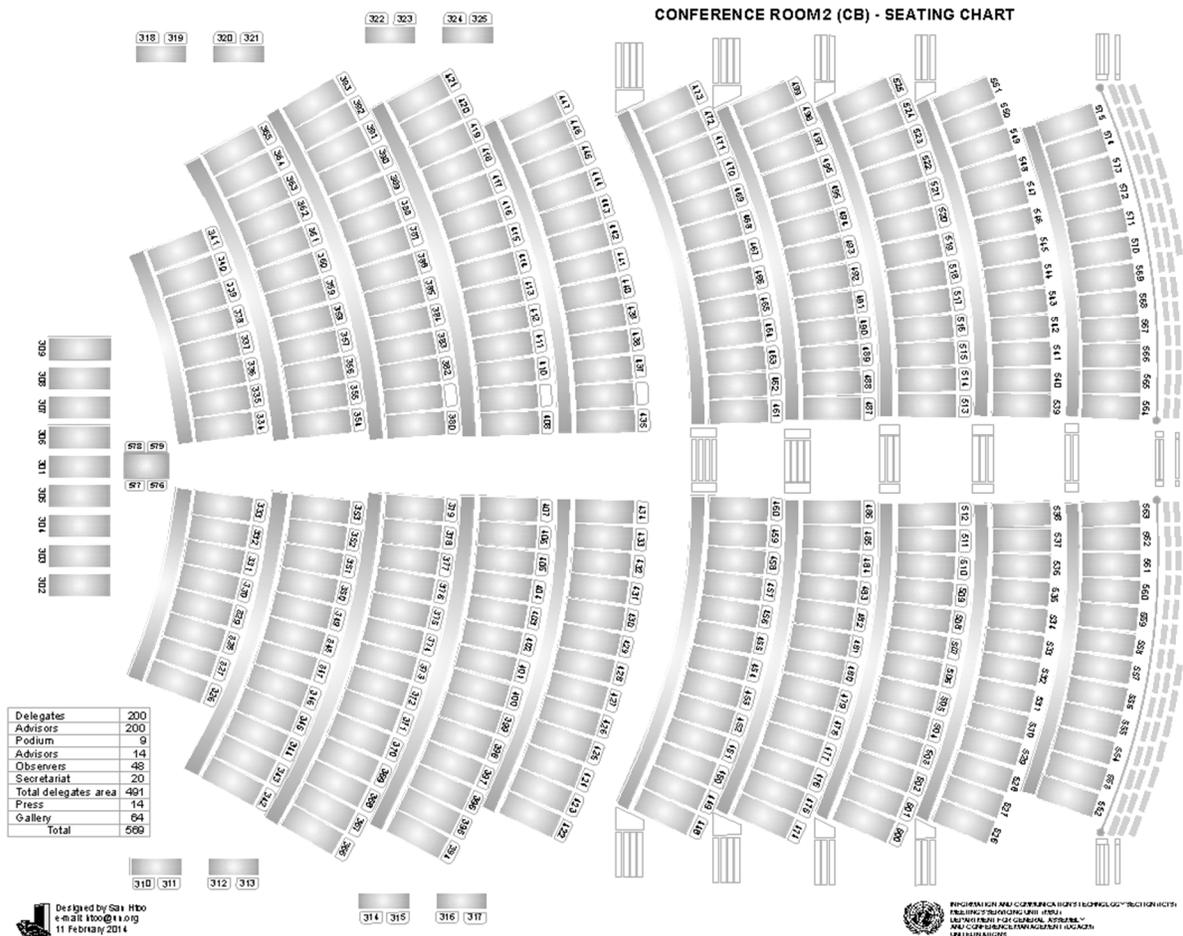
healthier for planet and people; integrated land-scape management that improves agricultural yields, delivers water management services and protects biodiversity. The Food and Land Use Coalition aims unlock this momentum.

Event aims

- Highlight the critical importance of the food and land-use sectors to achieving the SDGs and the Paris Climate Agreement
- Explain the emergent 'Food and Land Use Coalition' to an audience of ambitious country leaders, politicians and representatives, as well as academic, business and civil society leaders, describe the outcomes expected from the FOLU Coalition
- Highlight the role of private and public sector alike in the growing movement towards the transformation of global and local food and land use systems and the potential for FOLU to act as an accelerator of these efforts
- Stress the interdisciplinary nature of the participation of organisations already involved in the FOLU coalition (public/private/health/climate/forest),
- Highlight new and integrated solutions to the challenge of the Food and Land Use transformation and discuss what will be needed to solve them

Event Storyline

The event will be a moderated discussion with a selection of interdisciplinary leaders discussing i) the centrality of food/land-use to the SDG and climate agenda; (ii) the potential for new, integrated solutions to the challenge of the food and land use system and (iii) the role of FOLU as an accelerator of integrated and collaborative action. The event will be moderated by BBC journalist **Zeinab Badawi**.



From bottom to top on stage:

Zeinab Badawi, Moderator

Luis Murillo, Minister of Environment and Sustainable Development (Colombia)

Gunhild Stordalen, Founder and President, EAT Foundation

Paul Polman, CEO Unilever

Vidar Helgesen, Minister Climate and Environment, Norway

Svein Tore Holsether, CEO, Yara International

Bambang Brodjonegoro, Minister of National Development Planning (BAPPENAS), Indonesia*

Gerda Verburg, Assistant Secretary General, Scaling up Nutrition

RUN OF SHOW: 19TH OF SEPTEMBER 2017

Time	Action	Responsible	Notes
<p>12:00 – 13:15</p> <p>If there is a meeting before ours, we won't be allowed into CR2 before 1PM.</p>	<p>Set up room</p>	<p>Kjersti or Sarah</p>	<ul style="list-style-type: none"> ● Chairs in the middle of the room to be removed. ● Speakers have seating assignment (see seating arrangement) ● Lectern to be moved from the back room to the front ● Presentation on the screen: FOLU visual with #tag PPT side to be handed to Conference Service the week before our event ● Booklets ● Reserved signs ● Sign outside the doors on basement and ground level correct. ● Laptop (PC) ready with powerpoint? and VGA for video ● Bring adapters ● Water on the tables ● First two rows assigned to speakers and VIPs. ● Webcast (Arne and Annemarta coordinating

Time	Action	Responsible	Notes
			<p>that directly)</p> <ul style="list-style-type: none"> ● Recording of the session (Sarah taking 1 terabyte hard drive to Conference Services prior to the event and will mail to Yara after the event, when instructed it is ready to be picked up) ● Photographer ● Pre-read available on all tables ● Notes, pens on stage ● Water on stage ● Notes, pens, water (in the room behind stage) – open the door
12:00 – 13:15	Participants arrive	Annabel / Kjersti	<ul style="list-style-type: none"> ● help show to seats
13:00	TV broadcast Name plates switch	Kjersti Sarah	<ul style="list-style-type: none"> ● Start broadcasting
13:00 – 13: 15	Mics on speakers, moderators and speaker briefs	Annabel	
13:14	Start	Arne Cartridge give ok to Zeinab	
13:15 – 13:20 5 min	Welcome and introduction The moderator opens the discussion and shares goals for the session	Moderator: Zeinab Badawi	<p>Speaking points:</p> <ul style="list-style-type: none"> ● Welcome participants – recognise high level of expertise in room ● Encourage lively session

Time	Action	Responsible	Notes
			<ul style="list-style-type: none"> ●Session goal ●The running order of the event ●Very pleased to welcome Helgesen to the stage
13:20 – 13:27 4 min + question from moderator	Vidar Helgesen, Minister Climate and Environment, Norway		Speaking points: The societal/political case for food and land-use systems transformation <i>Watch that he does not go over time</i>
13:27 – 13:34 4 min + question from moderator	Paul Polman, CEO Unilever		Speaking points: The vision of FOLU, the why, the how and the ask <i>Watch that he does not go over time</i>
13:34 – 13:41 4 min + question from moderator	Svein Tore Holsether, CEO, Yara International		Speaking points: The business case, with a stronger emphasis on the potential to drive soil health and smallholder productivity
13:41 – 13:48 4 min + question	Gunhild Stordalen, Founder and President, EAT Foundation	With Marianne	Speaking points: The importance of the health perspective and

Time	Action	Responsible	Notes
from moderator			how diets can drive environmental benefits, initial findings of the EAT Lancet Commission
13:48 – 14:00 12 minutes - moderator	Interactive discussion between participants for 3 min followed by 3 response in plenary		How can FOLU make a true difference ?
14:00 – 14:07 4 min + question from moderator	Luis Murillo , Minister of Environment and Sustainable Development (Colombia)		The need for a food and land use systems transformation to drive better more healthy diets, prosperity, sustainable land use and the peace process in Colombia.
14:07 – 14:14 4 min + question from moderator	Bambang Brodjonegoro , Minister of National Development Planning (BAPPENAS), Indonesia*		The Indonesian challenge for food and land use system transformation, including the potential for forest and peatland protection to drive rural prosperity and (urban) health, and the opportunity to reverse alarming health and nutrition trends (including the shifting the burden of disease from infectious diseases to non-communicable diseases, driven by dietary shifts and resulting in some of

Time	Action	Responsible	Notes
			the highest levels of child stunting in the world (37% according to the World Bank))
14:14 – 14:21 4 min + question from moderator	Ngozi Okonjo-Iweala , Chair of the Board of GAVI and ARC*		The potential for rural development as an engine of wider economic growth (Africa), increasing environmental resilience and improving population health and nutrition
14:21 – 14:28 4 min + question from moderator	Sara Menker , Founder and CEO, Gro Intelligence		the potential for digital transformation of agriculture – gains for productivity, crop choices for health and nutrition, etc (might spill into other tech innovation drivers)
14:28 – 14:30 2 min	Closing remarks		closing and create the moral imperative for action
14:30	Close		

Speakers

Zeinab Badawi

Zeinab was born in Sudan - and moved to London at two. She has a BA Hons in Politics and Economics from Oxford University and a History MA in from London University awarded with a distinction. She has two honorary doctorates. Zeinab is an award-winning broadcaster and has extensive experience including on programmes like the BBC's Hardtalk and Global Questions. She's producing a History of Africa series. She sits on several public bodies and is Chair of the Royal African Society.

Contact details:

Further information (where will they be coming from before the event:



Vidar Helgesen, Minister Climate and Environment, Norway

Vidar Helgesen was born in Bodø in the County of Nordland on 21 November 1968, and grew up at Nøtterøy in the County of Vestfold. Helgesen holds the Cand. Jur. Degree from the University of Oslo in 1998.

Helgesen was state secretary in the Ministry of Foreign Affairs 2001-2005, under Kjell Magne Bondevik's Second Government. Helgesen was a special adviser at the International Red Cross in Geneva 1998–2001. He was secretary-general of the International Institute for Democracy and Electoral Assistance (IDEA), in Stockholm from 2006 until he started as minister in 2013. Helgesen was minister of EEA and EU Affairs at the Ministry of Foreign Affairs and Chief of Staff at the Office of the Prime Minister from 16.10.2013 to 16.12.2015.



<p>Contact details:</p> <p>Further information (where will they be coming from before the event):</p>	
<p>Paul Polman, CEO Unilever</p> <p>Paul actively seeks cooperation with other companies to implement sustainable business strategies and drive systemic change. He is Chairman of the World Business Council for Sustainable Development, a member of the International Business Council of the World Economic Forum, a member of the B Team and sits on the Board of the UN Global Compact and the Consumer Goods Forum, where he co-chairs the Sustainability Committee.</p> <p>Notes:</p> <p>Paul prefer a lectern or somewhere else where he can keep his notes (and flip through them), and a bright reading light. Paul's eye sight is not the best.</p> <p>If you have more of a panel set-up, rather than key note speakers, you might just have them all sit behind a table, which is also fine for Paul.</p> <p>Contact details:</p> <p>Further information (where will they be coming from before the event):</p>	

Svein Tore Holsether, CEO, Yara International

Mr. Holsether (born 1972) has served as President and Chief Executive Officer since September 2015. Previously Mr. Holsether held the position as President and CEO of Sapa AS. Prior to this he was EVP M&A Orkla 2010-2011, Business Area President Sapa Asia & Middle East 2010, CFO Sapa AB 2007-2010, CFO Orkla Specialty Materials 2006-2007, CFO Elkem ASA 2005-2006, CFO Elkem ASA North American Division 2003-2005, and various positions within the Elkem group including Vice President Group Control, Group Controller, Group Financial Analyst 1997-2003.

Holsether holds a BSc degree in Finance & Management from the University of Utah, USA.

Contact details:

Further information (where will they be coming from before the event):

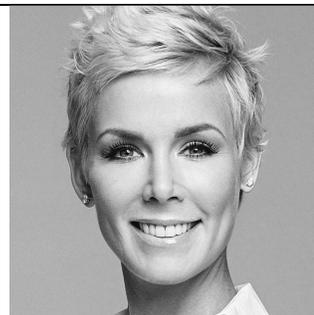


Gunhild Stordalen, Founder and President, EAT Foundation

Gunhild A. Stordalen is the founder and president of the EAT Foundation. She is a driving force in linking climate, health and sustainability issues to transform the global food system.

Contact details:

Further information (where will they be coming from before the event):



Luis Murillo, Minister of Environment and Sustainable Development (Colombia)

Luis Gilberto Murillo Urrutia is a Colombian politician and Mining Engineer who is currently the Minister of Environment and Sustainable Development. He has also served as Governor of the predominantly Afro-Colombian Department of Chocó in Colombia.



Contact details:

Further information (where will they be coming from before the event):

Potential speaking points

- Pressure for rapid economic growth and jobs threaten further conversion of natural ecosystems (e.g., Amazon forests, Orinoquía savannas in the east), while already degraded areas may deliver economic and social output if restored.
- Shifting diets are resulting in rates of overweight, obesity and diet-related noncommunicable diseases such as diabetes are increasing – adult obesity prevalence has increased in Colombia and its burden is shifting towards the poor and urban populations.
- Deforestation and land degradation in Colombia occur mainly by the effects of isolated actions by small farmers and by illegal activities such as illegal mining or coca crops. The share of clearing by agro-industrial activities is smaller than in other countries (e.g., Brazil). Because of this, strategies to achieve the new food and land-use economy need to incentivize or assist small farmers (who are looking for an opportunity to improve their livelihoods).
- Some agriculture yields are suboptimal, driven by insufficient technologies, inadequate capacity, and land degradation. Crop choices need also to consider the diet and nutrition of the populations

they feed. Yet some areas are close to already-built infrastructure and thus are good candidates for sustainable agriculture intensification or restoration (as an alternative to clearing native forests for agriculture).

- Public and private sector capital flows are starting to be pledged for more nutrition and health initiatives, and aspects of sustainable land use, but have yet to be sufficiently unlocked.

Bambang Brodjonegoro, Minister of National Development Planning (BAPPENAS), Indonesia*

Minister Brodjonegoro has a distinguished record of service and achievement both at home and on the international scene. Minister Bambang, received his bachelor's degree majoring in Economic Development and Regional Economy from Faculty of Economics, Universitas Indonesia in 1990. He continued his master degree in University of Illinois at Urbana-Champaign, United States and graduated in 1995. In 1997, he earned his Ph.D from the same university. He served as a distinguished guest lecturer in the Department of Urban and Regional Planning, University of Illinois at Urbana-Champaign, United States in November 2002, following which he assumed the position of the Dean of Faculty of Economics, Universitas Indonesia during 2005 – 2009 and Director General Islamic Research and Training Institute, Islamic Development Bank up to 2010. Starting on October 1st, 2013, Minister Bambang served as the Vice Minister of Finance II while serving as the Professor of Economics of Faculty of Economics, Universitas Indonesia. On October 27th, 2014, President Joko Widodo inaugurated Bambang P. S. Brodjonegoro as the Minister of Finance in his Working Cabinet for the period 2014-2019.

Contact details:

Further information (where will they be coming from before the event):



Ngozi Okonjo-Iweala, Chair of the Board of GAVI and ARC*

Dr. Ngozi Okonjo-Iweala is a Senior Adviser at Lazard and Chair Elect of Gavi. She was previously the Minister of Finance in Nigeria and Coordinating Minister for the Economy. In this role Dr. Okonjo-Iweala was responsible for managing the finances of Africa's most populous nation and one of the world's fastest growing economies. From December 2007 to August 2011, she was Managing Director of the World Bank where she had oversight responsibility for the World Bank's \$81 billion operational portfolio in Africa, South Asia, Europe and Central Asia. She also spearheaded initiatives to assist low-income countries during the food crisis and later the financial crisis, and chaired the raising of \$49.3 billion in grants and low-interest credit for the world's poorest nations.

Contact details:

Further information (where will they be coming from before the event):



Sara Menker, Founder and CEO, Gro Intelligence*

Sara Menker is the founder and CEO of Gro Intelligence, a data company dedicated to building products that change the way the world understands agriculture.

Prior to founding Gro, Sara was a Vice President in Morgan Stanley's commodities group. She began her career in commodities risk management, where she covered all commodity markets, and subsequently moved to trading, where she managed an options trading portfolio.

Sara is a Trustee of the Mandela Institute For Development Studies (MINDS) and a Trustee of the International Center for Tropical Agriculture (CIAT). Sara was named a Global Young Leader by the World Economic Forum and is a fellow of the African Leadership Initiative of the Aspen Institute.



Contact details:	
Further information (where will they be coming from before the event):	

Contact details of team:

Annemarta S. Mugaas

Mission of Norway

646-431-2663

Annemarta.mugaas@mfa.no

Sarah Dayringer

New York Liaison

EAT Foundation

+1 918 805 6547

sarah@eatfoundation.org

Annabel Farr

+49-1728-330-250

annabel.farr@systemiq.earth

Kjersti Aass

Sustainability Development Director

Strategy and Business Development

Yara

Mobile: +47 934 41 587

Email: kjersti.aass@yara.com

Arne Cartridge

Special Adviser, Head of Global Initiatives, Yara

Email: arne.cartridge@yara.com

Mobile: +41 78750 1256

Ingrid Warner (offsite)

+4794878886

Ingrid.h.warner@leidar.com

