

Draft

# Campaign strategy

to increase investment into the livestock sector.

ILRI  
INTERNATIONAL  
LIVESTOCK RESEARCH  
INSTITUTE



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# Strategy

# b / Our goal

**Increase investment into the livestock sector and sustainable agricultural solutions in Africa.**



## 01 Right messaging

## 02 Actionable science

## 03 Effective collaboration

Goals

Make the investment attractive  
to potential stakeholders



Build **economic and climate case**  
for livestock



Showcase **innovative solutions**  
and practices



Produce **targeted research** based  
on specific needs



Facilitate **effective data** and  
case-study sharing



Create **practical guides** for  
decision makers



**Partner with business sector** to  
make market-case for livestock



Join forces with **unusual voices**  
in the food systems activism



Ensure **coherent coalition  
messaging** and campaigning

Actions



**Narrative  
change**



**Increased  
investment**



**Effective  
policies**



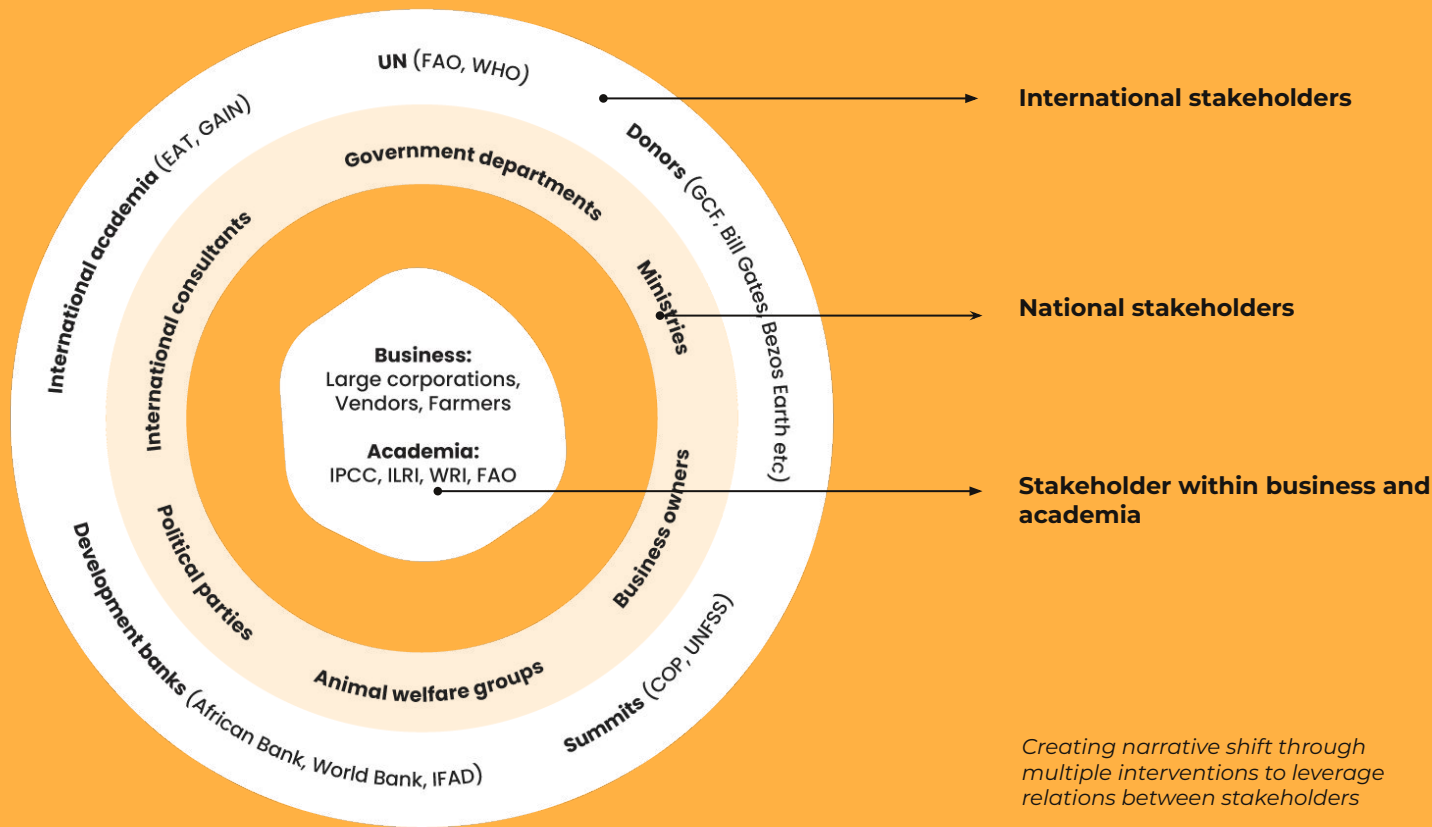
**Cross-sector  
collaboration**

Results

# d / Objectives

1. **Make the investment attractive to key stakeholders.**
2. **Elevate voices of the community, farmers and local businesses.**
3. **Develop new partnerships.**

# e / Audiences



# f / Audiences

## People outside the livestock community.

Use simple familiar language and relatable examples.

Draw attention first with a catchy message, explain nuance after.

Listen to what others have to say, have conversations.

# g / Timeline

short-term

**COP28 kick off**

long-term

**2-year activation**

# h / Strategy

There is a lot of conflicting messages and data around livestock and climate. Even if investors were sold on funding the sector in Africa, they wouldn't know where to begin.

To make investment *attractive* for funders, donors and governments – means to make it **easy, straightforward** and **focused on outcomes**.

To achieve that we need to focus on **proven solutions, outline clear opportunities** and **shape surrounding narrative**, where sustainable livestock production is portrayed as an opportunity and solution to climate challenges.

We need to make a statement for the sector that will engage voices beyond ILRI research community.

**Food systems are in crisis** – climate change will have profound effects on all aspects of agriculture, farming and livestock raising from heat stress, extreme weather and changes in agro-ecologies.

Sustainable livestock **offers solutions to this.**

**Small-scale livestock farmers and pastoralists** are among those most affected by climate change, yet they are the ones who already **provide answers to adaptation.** They can help make the sector resilient to climate shocks if equipped with the right knowledge, tools and financial support. That is why, we must **accelerate investment** into nature-based solutions and streamline access to support funding within the sector.

**Strategic and long-term investment** in the sector can help cut emissions, transition to more sustainable practices, facilitate scientific and technological innovation while resolving malnutrition, preventing zoonotic diseases and supporting economic growth.



# j / Messages

**Long-legacy:** Livestock is one of the oldest food systems that offers unique nature-based solutions to adaptation and mitigation.

**People-powered change:** Farmers, pastoralists and entrepreneurs play a crucial role in reshaping the livestock sector for a more sustainable future.

**Practical evidence:** We need to focus on practical evidence that shows sustainability pathways for the industry.

# k / Messages

Livestock and pastoralism offer climate solutions.

1750 AD

1000 AD

530 AD

50 BC



Investment in livestock is investment in innovation.



Sustainable livestock offers high return on investment.



# 1k / Messages

Farmers shape sustainable future and need support.

# **COP28 campaign**



A photograph of three brown chickens in a grassy field. One chicken is in the foreground on the left, another is in the middle, and a third is on the right. The background is a blurred natural setting.

# Solutions with legs

Take a step in the right direction





# Solutions for people



solutions  
with legs



# Solutions for animals





# Solutions for climate



# 1 / Story

An idea, plan, or **solution ‘has legs’** when it is likely to continue or **succeed long-term.**

So does livestock.

Our playful **‘Solutions with legs’** campaign is here to draw attention to multiple environmental, economic and community **benefits livestock has to offer** to low and middle income countries.

We know where we’re going, **let’s let livestock take us there.**

If recognised, supported and properly funded by the international community, the livestock sector can be turned from being a climate-outcast to **being at the forefront of climate mitigation and adaptation.**

This campaign aims to put arguments aside and look at evidence. It shows investors and policymakers **small steps that can be taken now** to transform our food systems and our future.

It **tells the story of animals and humans,** the story of farmers and scientists, the story of policymakers and businesses. It has direction, it has energy, it has legs.

# m / Taglines

*Focusing on practical  
solutions and actionable  
science*

*Thinking about  
long-term  
success*

***Solutions with legs***

Take a step in the right direction

*Inspiring action*

*Leading the way*

## High-level messages

### **General**

- Take a step in the right direction, invest in sustainable livestock.
- Invest in long-term solutions, invest in livestock.
- We need long-term and holistic thinking from policymakers and funders. This includes investment in livestock sector in Africa.

### **Economy and investment**

- Invest in livestock, invest in innovation / climate / community / health / prosperity.
- Africa's livestock sector offers best returns for climate, communities and livelihoods.
- Economic growth doesn't need to happen at the expense of climate. Livestock can be a solution for both.

### **Food systems transformation**

- Livestock has been around for millennia, invest in food systems that stood the test of time.
- Livestock is a solution to food security and better health.
- We can't fix one problem but creating a new one. Livestock is a key to tackling malnutrition globally.

### **Climate change**

- Small changes in livestock practices can have huge environmental benefits.
- Sustainable livestock offers practical solutions to mitigation and adaptation.
- Farmers in Africa are on the frontline of climate crisis. Invest in solutions that stand a chance.

# o / Hashtags

## Campaign taglines

***#solutionswithlegs***  
***#whylivestockmatter***  
***#mysolutionforclimate***

## Conference taglines

*#cop28*  
*#climatefinance*  
*#agriculture*  
*#agribusiness*  
*#smartagrisolutions*  
*#regenerativelandscapes*  
*#agriculturepolicy*  
*#smartfarmingrevolution*  
*#innovativeharvest*  
*#livestockfarming*  
*#sustainableconsumption*  
*#sustainableagriculture*



# **Content recommendations**

# **Short-form (examples)**



**Looking for solutions to  
climate change?**


**We've done the thinking.**



## Campaign launch

**All content embargoed until 15 Nov**

### Suggested copy

 Looking for solutions? We've done the thinking.

We've been working with partners to find best solutions for policymakers at @COP28\_UAE for the livestock sectors.

In the next few days you will hear from scientists, farmers, businesses and policy experts. We'll deliver #solutionswithlegs.

Follow, like, share. And help us make a step in the right direction.

#whylivestockmatter

# Explainers



## Draft

### **Solutions for forests**

Evergreen content

### **Opportunities at COP Events**

10 Dec – Agriculture Innovation Mission For Climate  
- Impact and What's Next

### **Suggested copy**

Centuries ago, forests were pruned and thinned by natural processes and wildlife. But many of those crucial species have disappeared.

Using livestock like goats, sheep and cattle we can bring back natural thinning that forests need to stay healthy. Let's restore forests' natural balance! 🐐🐑🐮🌳

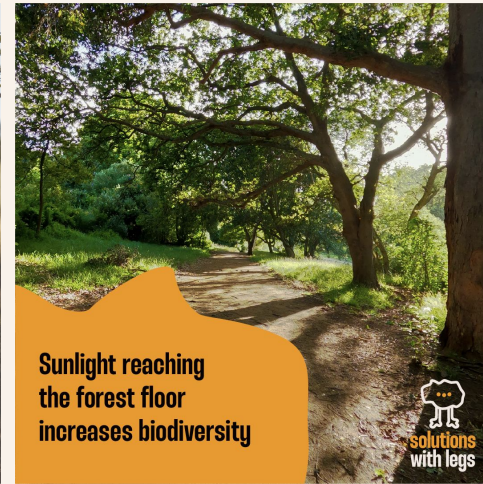
#solutionswithlegs #mimicnature #COP28



# Draft



Clearing shrubbery  
removes vegetation  
that could spread fire



Sunlight reaching  
the forest floor  
increases biodiversity



Pruning and thinning  
naturally promotes  
forest health



Clearing room in the  
forest canopy allows  
new tree growth



Hiring livestock owners  
and their animals to  
graze land provides  
job opportunities





# **Solution cards**



## Draft

### Solutions for rangelands and communities

Evergreen content

### Opportunities at COP Events

1 Dec & 4 Dec – WCAS and Action Agenda on Regenerative Landscapes

### Suggested copy

Participatory Rangeland Management empowers pastoralist communities 🧑🏿 to sustainably manage their lands. Results speak for themselves 🗨️👉

#solutionswithlegs that work for climate and people 🌍

Add CTA (further reading, contact, investment etc)

#whylivestockmatter #COP28



# Participatory Rangeland Management can help



Regenerate  
nature



Capture  
carbon



Grow  
communities



Resolve  
conflicts

**Scale up  
sustainable  
solutions,  
invest in PRM\***

\*Participatory Rangeland Management.



## Draft

### **Solutions for rangelands and communities**

Evergreen content

### **Opportunities at COP Events**

1 Dec & 4 Dec – WCAS and Action Agenda on Regenerative Landscapes

### **Suggested copy**

We are working hand in hand with local and global allies, pioneers and experts in Participatory Rangeland Management across diverse landscapes



**CTA:** Get in touch with us if you are interested in supporting this initiative!

#sustainablepartnerships #solutionswithlegs  
#COP28 #whylivestockmatter

# When drought strikes, livestock and livelihoods suffer.

Livestock Insurance can  
help cushion the blow:

✓ Lorem Ipsum

🐮 Lorem Ipsum

👨🍴 Lorem Ipsum



## Draft

### Solutions for security

Evergreen content

### Opportunities at COP Events

9 Dec - Enhancing Food and Nature Linkages for  
Climate Action

10 Dec - Scaling Innovation for Food Systems

### Suggested copy

Across Africa's arid lands, livestock provides food and  
income for millions. But droughts put these livelihoods  
at risk. 🌵 🚫

Index-Based Livestock Insurance provides a safety net!  
📄 When drought hits, automatic payouts let farmers  
buy feed, water, and healthcare for their animals.



It is working in Kenya, Ethiopia, help us scale it 🤖 🤖

CTA: Invest in climate smart solutions @UNFCCC  
@theGCF @adaptationfund @IBLI

#solutionswithlegs #whylivestockmatter #COP28

# Stories





## Draft





### **Solutions for rangelands and communities**

Evergreen content

### **Opportunities at COP Events**

9 & 10 Dec – Enhancing Food and Nature Linkages for Climate Action; Scaling Innovation for Food System

### **Suggested copy**

In Sub-Saharan Africa, women and youth face many challenges, including poverty, food insecurity, and limited access to education and productive assets  
  Livestock is a road to security and independence for many  

Learn more about investment in gender equality through livestock: [add url]

#solutionswithlegs #whylivestockmatter #COP28  
#livestockempowerment #womeninagriculture



# Women and youth are the future of livestock



"Lorem ipsum dolor sit  
amet, consec adipisci  
elit. Pellentesque erat  
diam, pretium at."

First Name, Last Name  
Title or Country Name








"Forest grazing with livestock opens up huge possibilities for climate. We just need proper management and education"

Mr. Sam Osborne


Independent research farmer

# Facts & figures



**60%**

**more milk produced  
by climate resilient  
"super-cows"**



**solutions  
with legs**

# Draft

## Solutions for productivity

Evergreen content

### Suggested copy

💡 If you're looking for solutions to climate change @COP28, look no further than genetically modified cows.

Yes, cracking the genes of indigenous, more resilient cows can help improve animal productivity and our climate 🌍

Better genes = healthier cows = more milk from fewer animals = better climate. 🧐 🥛 🌱

@ADGG #solutionswithlegs #whylivestockmatter  
#supercow #sustainableagriculture #COP28





**Better genes**  
=  
**Healthier cows**  
=  
**More milk from  
fewer animals**  
=  
**Better climate**

**#INVESTINLIVESTOCK**

## Draft

### Solutions for productivity

Evergreen content

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@ADGG #solutionswithlegs #whylivestockmatter  
#supercow #sustainableagriculture #COP28



## Participatory Rangeland Management in Tanzania led to



# 51%

increase in annual  
income of farmers  
from livestock sales



## Draft

**Solutions for rangelands and communities**  
Evergreen content




### **Opportunities at COP Events**

1 Dec & 4 Dec – WCAS and Action Agenda on Regenerative Landscapes

### **Suggested copy**

PRM can be an economic game-changer for developing countries.

Invest in #solutionswithlegs to help local communities with

-  access to markets
-  monitoring & evaluation
-  infrastructure

@COP28\_UAE #smartagrisolutions  
#whylivestockmatter #COP28

# **User activation (7 day challenge)**



## Harvesting Local Voices *#solutionswithlegs*

**Objective:** to amplify voices of the community - farmers, scientists, entrepreneurs – at COP28. And to show that livestock community holds solutions to climate challenges.

**Audience:** farmers, businesses, scientists, policy experts driving positive change in the agricultural sector with medium/large social media following.

**Call to action:** share your sustainable practices with policymakers to help us make the case for livestock at COP28

**Hashtag:** #mysolutiontforclimate.

**Content:** user-generated short form videos.

**Duration:** 7 days.

**Channels:** Instagram, Twitter and Tik Tok.

# O / Call to action

## **Public CTA:**

*Are you a farmer, scientist or entrepreneur working in agriculture? We're inviting you to join our campaign #solutionswithlegs to bring innovative livestock solutions to policymakers at COP28.*

*Share your practices and ideas for more sustainable farming and we'll get your message across. Whether it's innovative practices, community collaborations or policy insights or changes, your story matters. Use #whylifestockmatters #harvestvoices #solutionswithlegs and tag us @ILRI to inspire change one story at a time.*

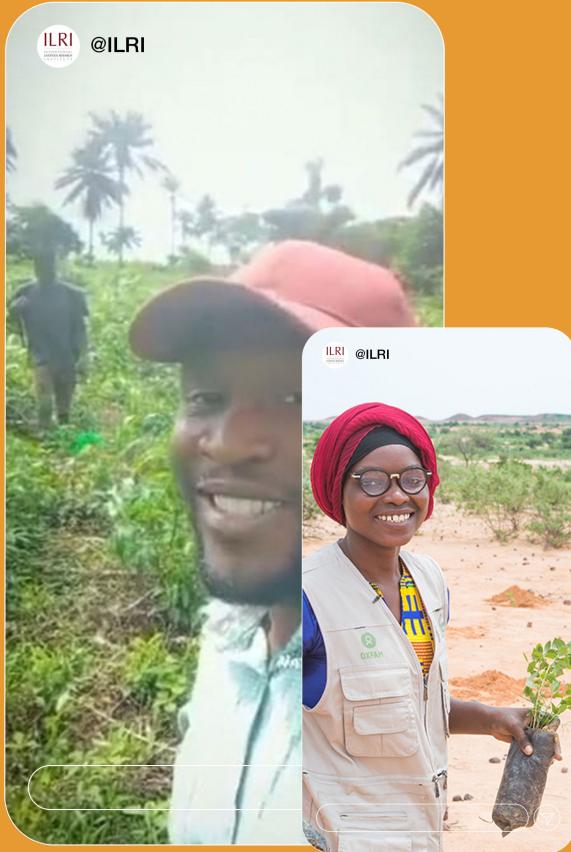
## **Direct Message:**

*Hey [Name]. I am [Name] from ILRI. As we gear up for COP28, a crucial event focusing on global environmental challenges, we're reaching out to our community for their expertise and recommendations. We will celebrate [Farmers/Scientists / Businesses] on [Add date] and would love to inviting you to join our campaign to help make a case for livestock for funders and policymakers.*

*We've only got one question: 🌍 **What transformative step or practice do you believe holds the key to a greener future in agriculture?** Share your thoughts with us as a post or video story on the [Add date] by tagging us @ILRI and using #solutionswithlegs #mysolutiontforclimate. Your perspective will contribute to a larger conversation during COP28 about building a sustainable and resilient agricultural future. Thanks for being a part of it and please let us know if you have any questions!*



# o / Format



## What we're looking for?

- 15-30 second vertical videos
- Short-form posts with images
- Filmed using selfie mode or written in the first person
- Sharing one idea per one post
- And telling a good story (e.g. farmers showing around the farm or attending to animals, scientists in the lab)
- Educational or entertaining format
- Imagery from farms and behind-the-scenes
- Diversity of voices and people
- Production quality - doesn't matter

# O / Execution

## How to reach out to community with your call to action:

1. First, create a list of potential people and influencers who might be interested to participate in the campaign and/or who already have similar content on their channels.
2. Share your CTA across your social media channels to announce the campaign.
3. Reach out to the coalition to share your message.
4. Share CTA on community forums or groups and engage with them if they have questions.
5. Next, send direct messages and emails to people you shortlisted at the very beginning. Make sure you personalise your CTA.
6. Make sure you follow-up if you don't hear back from them, it is totally normal.
7. And finally, watch out for tags, messages and content shared, please re-share and comment to acknowledge their contribution.
8. Cross-post shared solutions across social channels and create threads for ideas on a similar topic. Make sure you regularly check your channels as stories disappear after 24 hours.
9. Reach out to participants to ask if you can archive their footage.

# O / Schedule

## Suggested schedule

Draft

<b>21 Nov</b>	Day 0	<b>Call to Action</b>
<b>1 Dec</b>	Day 1	<b>Awakening Earth's Advocates</b> 🌍 Campaign kick-off
<b>2 Dec</b>	Day 2	🌾 <b>Farmer Trailblazers</b> Farmer's day - sharing content from the field
<b>3 Dec</b>	Day 3	<b>Climate Resilience Odyssey</b> 🌿 Science day - sharing insights from researchers
<b>4 Dec</b>	Day 4	<b>Business Eco Warriors</b> 🏢 Business day - sharing content from entrepreneurs and businesses
<b>5 Dec</b>	Day 5	<b>Community Fusion</b> 🔗 NGO / community day - sharing content from community leaders
<b>6 Dec</b>	Day 6	<b>Policy Champions</b> 📢 Policy day - sharing content from policy experts
<b>7 Dec</b>	Day 7	<b>Future Livestock Visionaries</b> 🌱 Content highlights

## Draft

### Day 1: Awakening Earth's Advocates 🌍

*Today kicks off a powerful journey here at COP28 as we strive to boost awareness and investment in the livestock sector and sustainable agriculture solutions across Africa.*

*Here's the deal: we want to hear YOUR voice! Share a video or post telling us why sustainable agriculture fires you up. Let's ignite a conversation that resonates beyond these halls. Don't forget to use our hashtags: #whylifestockmatters #mysolutiontforclimate #solutionswithlegs and tag us @ILRI*

*Together, let's set COP28 ablaze for a sustainable future! 🔥🌾*

### Day 2: 🌾 Farmer Trailblazers

*Today, we pay tribute to the backbone of our communities—our farmers. Share stories of those breaking ground in sustainable farming. By spotlighting their efforts we not only celebrate their hard work but also elevate their crucial role in building a resilient and sustainable agricultural future.*

*🌱 Join us in giving our farmers the recognition they deserve. Share a post or video about a farmer you know who's breaking ground in sustainable farming. Tag them and use #mysolutiontforclimate #solutionswithlegs and tag us @ILRI 🚜🌿*



## Draft

### Suggested posts:

#### Day 3: Climate Resilience Odyssey 🌿

*Today's theme is resilience — a journey into climate-smart solutions. We're looking to hear from scientists and researchers who work to solve challenges of climate change with new innovative solutions. Share your thoughts with us using #mysolutiontforclimate #solutionswithlegs and tag us @ILRI*

*Let's weave a tapestry of strategies and solutions that stand strong in the face of climate challenges. 🌍🌱*

#### Day 4: Business Eco Warriors 🏢

*Many enterprises are already shaping a greener tomorrow.*

*If your business is a pioneer in sustainable agriculture, share your impact with #mysolutiontforclimate #solutionswithlegs and tag us @ILRI*



*Businesses play a crucial role in steering our agricultural practices toward a more sustainable future. We want to hear your story 🌍🌱*

## Draft

### Suggested posts:



#### Day 5: Community Fusion

*Today, we celebrate the interconnected tapestry of agricultural communities.*

*Tag a friend, a family member, or a colleague who's part of your community. Your shared stories with #mysolutiontforclimate #solutionswithlegs and tagging us @ILRI will not only strengthen our bonds but emphasize the power of community collaboration in advancing sustainable agriculture. Let's tell the world about the unity within our agricultural landscapes.  *

#### Day 6: Policy Champions

*Today, we're diving into the realm of policies that shape our sustainable livestock. We're looking for insights on policy action. Share your thoughts using #mysolutiontforclimate #solutionswithlegs and tagging us @ILRI*

*It's not about complex jargon; it's about your honest take on what policies we need for a sustainable livestock future.  *

## Draft

### Suggested posts:

#### Day 7: Future Livestock Visionaries 🌱

*A huge thank you to everyone who shared their inspiring visions for sustainable farming and livestock during COP28! 🚜🌍*

☀️ *Today, we're thrilled to showcase some highlights from the incredible content we've received throughout the week. From breakthrough practices to aspirations, these are just a glimpse of the amazing content we've received.*

*Let's continue this momentum! Your dedication to sustainable farming and food practices is making a real impact. Together, we are shaping a future where agriculture thrives in harmony with our planet. 🌱💚 #mysolutiontforclimate #solutionswithlegs #COP28*

# **Long-form (ideas)**



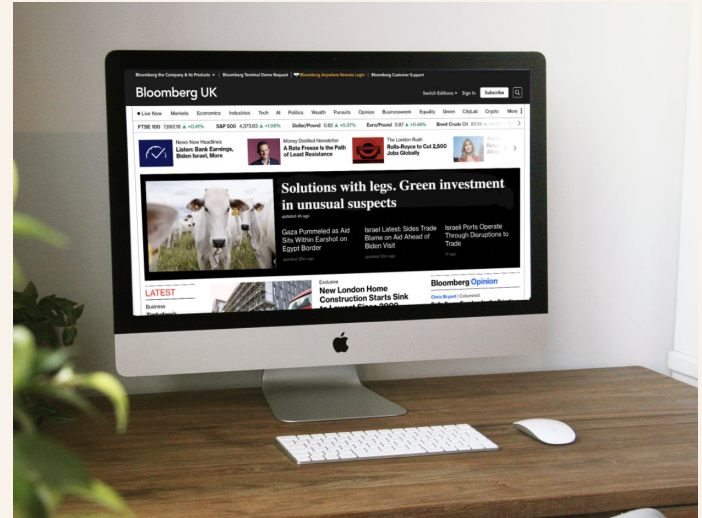
Produce inhouse **short articles on livestock solutions** to climate change (expert commentary, opinion, farmers stories).  
For example:

- *10 Solutions to Climate Change*
- *Advice from Farmers to Policymakers*



Pitch your pieces or **partner with Western financial media** to produce content around the benefits of investment in livestock.  
For example:

- *Bloomberg*
- *Financial Times*



# 1k / Multimedia

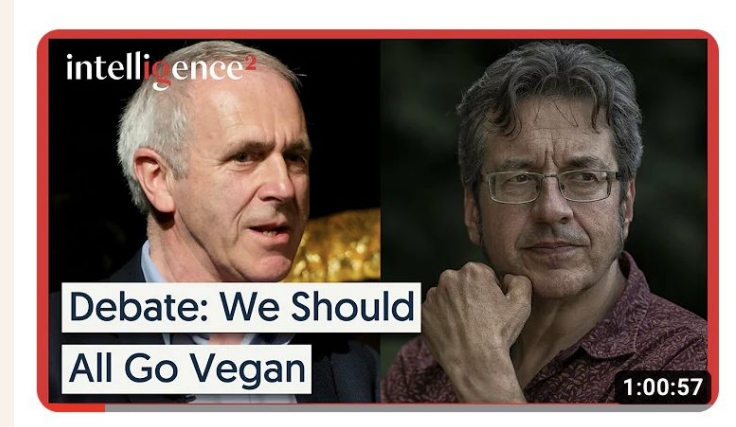
Produce **exciting educational video & audio** content that people would be interested to watch. This can include:

- *Short explainers with on a provocative topic (under 15 min)*
- *Live discussions with experts*



**Partner up with bloggers and influencers** who can help you generate interesting content. For example:

- *A walk around a sustainable farm in Kenya*
- *Live reporting from COP28*



# k / Handouts

Coming soon...

**For content managers**



# 1 / Identity

Coming soon...

# 1 / Templates

Coming soon...

# 1 / User content

Coming soon...



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25-28 Limited, a company registered  
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