

Food Systems & Agriculture Framework: Advocacy Playbook

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The *Advocacy Playbook* is a practical guide to empower stakeholders—farmers, indigenous communities, youth, non-governmental organizations (NGOs), policymakers, and private sectors—to advocate for the adoption and implementation of the *Food Systems & Agriculture Framework*. By promoting its vision of resilient, equitable, and sustainable food systems, this playbook supports the framework’s [Communication and Advocacy](#) goals, aligning with Sustainable Development Goals (SDGs), the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and the Food and Agriculture Organization’s (FAO) Voluntary Guidelines. Designed for accessibility, it provides strategies, messaging, and examples to mobilize support and influence policy, ensuring the framework’s transformative impact by 2035. This tool is part of the [Start with the Seed Kit](#).

Overview

The playbook equips stakeholders to:

- Raise awareness of the framework’s goals, such as reducing hunger by 50% by 2030 and scaling regenerative agriculture.
- Influence global and national policies to align with the framework’s objectives.
- Engage diverse audiences, from local communities to international forums.

- Amplify marginalized voices, including indigenous and youth perspectives, in advocacy efforts.
- Share success stories to inspire action and demonstrate impact.

This tool supports the framework's aim to mobilize 10,000 grassroots supporters by 2026 and influence key forums like the UN Food Systems Summit.

Accessible explanation: This guide helps you spread the word about the plan to make food systems better, convincing people and leaders to support it with stories and actions.

Alignment: Supports SDG 2 (Zero Hunger), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).

Advocacy Objectives

Purpose: Define clear goals for advocacy efforts to drive framework adoption and impact.

Objectives:

- **Raise Awareness:** Reach [e.g., 1 million] people with framework messages via campaigns by [Year, e.g., 2027], focusing on its benefits for food security and sustainability.
- **Influence Policy:** Secure commitments from [e.g., 50] countries to align policies with the framework by [Year, e.g., 2028], such as redirecting 40% of agricultural subsidies to regenerative practices.
- **Mobilize Grassroots Support:** Engage [e.g., 10,000] grassroots advocates (e.g., farmers, youth) by [Year, e.g., 2026] to promote local adoption.
- **Amplify Marginalized Voices:** Ensure [e.g., 50%] of advocacy campaigns feature indigenous, youth, or women-led stories by [Year, e.g., 2026].

Accessible explanation: Set goals like telling millions about the plan, getting countries to change rules, and supporting local people, especially those often ignored.

Alignment: Supports [Strategic Objectives](#).

Target Audiences

Purpose: Identify key groups to engage for effective advocacy, as outlined in [Stakeholder Engagement](#).

Audiences:

- **Policymakers:** National and local government officials who can align policies with framework goals (e.g., subsidy redirection, fair trade).
- **Farmers and Cooperatives:** Smallholder and indigenous farmers who adopt regenerative practices and TEK.
- **Youth and Community Groups:** Advocates driving grassroots campaigns and innovation challenges.
- **NGOs and International Organizations:** Partners like FAO, WFP, and Fairtrade International to amplify advocacy at global forums.
- **Private Sector:** Agribusinesses and tech firms investing in sustainable solutions (e.g., AI, blockchain).
- **General Public:** Consumers and citizens to build public support for sustainable food systems.

Engagement Needs:

- Policymakers need policy briefs and data-driven evidence.
- Farmers need practical tools and success stories.
- Youth need engaging social media and creative formats (e.g., videos, comics).
- NGOs need case studies and partnership opportunities.
- Private sector needs investment incentives and scalability data.
- Public needs relatable narratives and calls to action.

Accessible explanation: Decide who to talk to, like farmers or leaders, and what they need, like stories for farmers or facts for officials.

Alignment: Supports [Communication and Advocacy](#).

Advocacy Strategies

Purpose: Outline actionable methods to achieve advocacy objectives.

Strategies:

- **Global Forum Advocacy:** Present framework outcomes at [e.g., UN Food Systems Summit, COP, CBD] annually, targeting [e.g., 5] major events by [Year, e.g., 2026].

- **Grassroots Campaigns:** Launch [e.g., 50] community-led campaigns by [Year, e.g., 2027], using [e.g., petitions, rallies] to promote local adoption.
- **Digital Engagement:** Create [e.g., 10] social media campaigns and [e.g., 5] podcast series by [Year, e.g., 2028], reaching [e.g., 500,000] followers in [e.g., 5] languages.
- **Youth-Led Initiatives:** Support [e.g., 1,000] youth advocates to lead innovation challenges and advocacy events by [Year, e.g., 2026].
- **Partnerships:** Collaborate with [e.g., Fairtrade International, Indigenous Terra Madre Network] to co-develop advocacy materials by [Year, e.g., 2025].
- **Storytelling:** Share [e.g., 100] success stories via [e.g., globalgovernanceframework.org, community boards] by [Year, e.g., 2028], highlighting marginalized voices.

Example:

- A youth-led social media campaign in [Region] uses videos of indigenous farmers to promote TEK, gaining [e.g., 10,000] views by [Year].

Accessible explanation: Use big meetings, local events, social media, youth ideas, partnerships, and stories to get people to support the plan.

Alignment: Supports [Timeline](#) and [Milestones](#).

Messaging Framework

Purpose: Provide consistent, compelling messages to engage audiences.

Core Messages:

- **For All Audiences:** “The Food Systems & Agriculture Framework builds a future where food systems nourish people and the planet, ensuring resilience, equity, and sustainability for all.”
- **Policymakers:** “Redirecting subsidies to regenerative practices can reduce hunger by 50% by 2030 and sequester 1 gigatonne of carbon annually by 2035.”
- **Farmers:** “Join millions adopting regenerative practices and TEK to boost yields, save costs, and protect your land.”
- **Youth:** “Your voice can shape a sustainable food future—lead campaigns to make change happen.”
- **NGOs:** “Partner with the framework to scale solutions that empower communities and preserve biodiversity.”

- **Private Sector:** “Invest in sustainable food systems for long-term profitability and global impact.”
- **Public:** “Support fair, green food systems to ensure healthy food for everyone, everywhere.”

Channels:

- Social media: Short videos, infographics, hashtags (e.g., #FoodSystemsFuture).
- Policy briefs: Data-driven reports for [e.g., UN Food Systems Summit].
- Community events: Storytelling sessions featuring local “food heroes.”
- Digital platforms: Blogs and podcasts on [e.g., globalgovernanceframework.org].

Tone: Inspiring, inclusive, urgent, and action-oriented, emphasizing equity and collaboration.

Accessible explanation: Use clear, exciting messages tailored to each group, shared through videos, reports, or community talks, to get them on board.

Alignment: Supports [Core Principles](#).

Case Studies

Purpose: Highlight real-world examples to inspire and guide advocacy efforts.

Examples:

- **Kenya’s iCow Campaign:** A youth-led SMS campaign trained 200,000 farmers in TEK-based practices, increasing yields by 20%. Advocacy lesson: Use low-tech solutions to reach rural audiences, scalable to [e.g., 10 countries by 2028].
- **Peru’s Potato Park:** Indigenous communities advocated for TEK preservation, protecting 1,200 potato varieties. Advocacy lesson: Center indigenous voices in campaigns to build trust, replicable via [e.g., globalgovernanceframework.org].
- **India’s Zero Budget Natural Farming:** A grassroots movement influenced state policy, training 700,000 farmers. Advocacy lesson: Combine local rallies with policy briefs to drive systemic change, targeting [e.g., 50 regions by 2027].

Application:

- Use these stories in [e.g., social media posts, UN presentations] to demonstrate impact.
- Encourage stakeholders to share local success stories, aiming for [e.g., 50] new stories by [Year, e.g., 2026].

Accessible explanation: Share stories of successful projects, like farmers in Kenya or Peru, to show how advocacy works and inspire others.

Alignment: Supports [Regional Customization](#).

Cross-Reference Note: This playbook supports [Communication and Advocacy](#) and aligns with [Stakeholder Engagement](#). Explore the [Index](#) for navigation or access additional tools at the [Tools Library](#).