

Introducing the Global Livestock Advocacy for Development project

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ILRI
INTERNATIONAL
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INSTITUTE



Livestock gets a bad press!

Methane emissions from cattle are 11% higher than estimated

Bigger livestock in larger numbers in more regions has led to methane in the air climbing faster than predicted due to 'out-of-date data'



 A sharp rise in methane pollution could jeopardise the goal of capping global warming below 2C. Photograph: Graham Turner for the Guardian

Eat less meat to avoid dangerous global warming, scientists say

Research led by Oxford Martin School finds widespread adoption of vegetarian diet would cut food-related emissions by 63% and make people healthier too




i Livestock-rearing is a major cause of greenhouse gases, in part because of the methane produced by the animals. Photograph: Jeff J Mitchell/Getty Images



How Planting Crops Used to Feed Livestock is Contributing to Habitat Destruction



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Arianna Pittman

 May 18, 2017 

There are many causes of habitat destruction, including leveling land for development and deforestation resulting from the logging industry. In total, about 18 million acres of forest are lost worldwide every year. This loss of habitat, along with degradation resulting from the



SEARCH

5 minute guide to cruelty-free living



If ever five minutes of your time could change the world — it's right now. Reading this page might not be earth-shattering for you, but for animals like her, it will be positively life-changing.



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Do dairy products increase your risk of cancer? The verdict is out

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Could dairy products such as milk, cheese and yoghurt increase your risk of cancer? We put this alarming assertion under the microscope.

Researched by **Lee Mwiti**

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Fact or fiction?

We rate this claim as:



More research needed.

[How we rate claims](#)

Initial GLAD insights

Most frequently reported aspect of livestock in media was its contribution to greenhouse gases

Media coverage often linked to big events/crises

Developed world stories dominate headlines

Much messaging treats livestock as a product (meat or milk); not as a tool for development

Four out of 12 development stakeholders interviewed say livestock is viewed largely or somewhat negatively.

Three said livestock is not visible at all in development dialogues.

Having impact at the UN requires us to be PRESENT and HEARD

Balancing the scorecard

A key component to ending poverty and hunger in developing countries? Livestock

Environmental sustainability

Veganism is not the key to sustainable development - natural resources are vital

Lives and livelihoods the world over hinge on livestock, and efforts to reduce our dietary impact can still include some meat, milk and eggs

Animals must play a part in meeting Paris climate goals

by [Polly Ericksen](#) | International Livestock Research Institute (ILRI)
Friday, 4 November 2016 12:20 GMT

Let's 'meat' in the middle on climate change

Ethiopia livestock plan offers route to middle-income

Government targets private investment to help speed up change, driving rural and urban growth

“beyondbrics

Capitalising on the potential of women in livestock development

by [Isabelle Baltenweck](#) | International Livestock Research Institute (ILRI)
Thursday, 6 July 2017 14:14 GMT

Project Hypothesis

Underfunding of the livestock sector in developing countries is partly due to a global **lack of awareness and understanding** of livestock as well as **negative views** of livestock in some places

What we are trying to do

Put sustainable livestock issues

(a) on global agriculture and development agendas

(b) on financing agendas of donor countries

Goal

Increase the amount of ODA for Livestock which is currently only 0.1% of total ODA



Approach

- Distil and present evidence and creative content on sustainable livestock and its development contributions and impacts
- Engage [and influence] different stakeholders in high-profile events and through media
- Develop capacities to strengthen advocacy communications
- Facilitate a community of practice [and champions] for people engaged in these efforts.

Activities so far

Distil evidence on the contributions and opportunities of livestock for sustainable development: growth, gender, nutrition, health, environment and climate change

- Series of statements/messages, with associated argumentation, evidence, facts, references and suggested levels of confidence

Media audit analysing range, frequency and sentiment of coverage of livestock

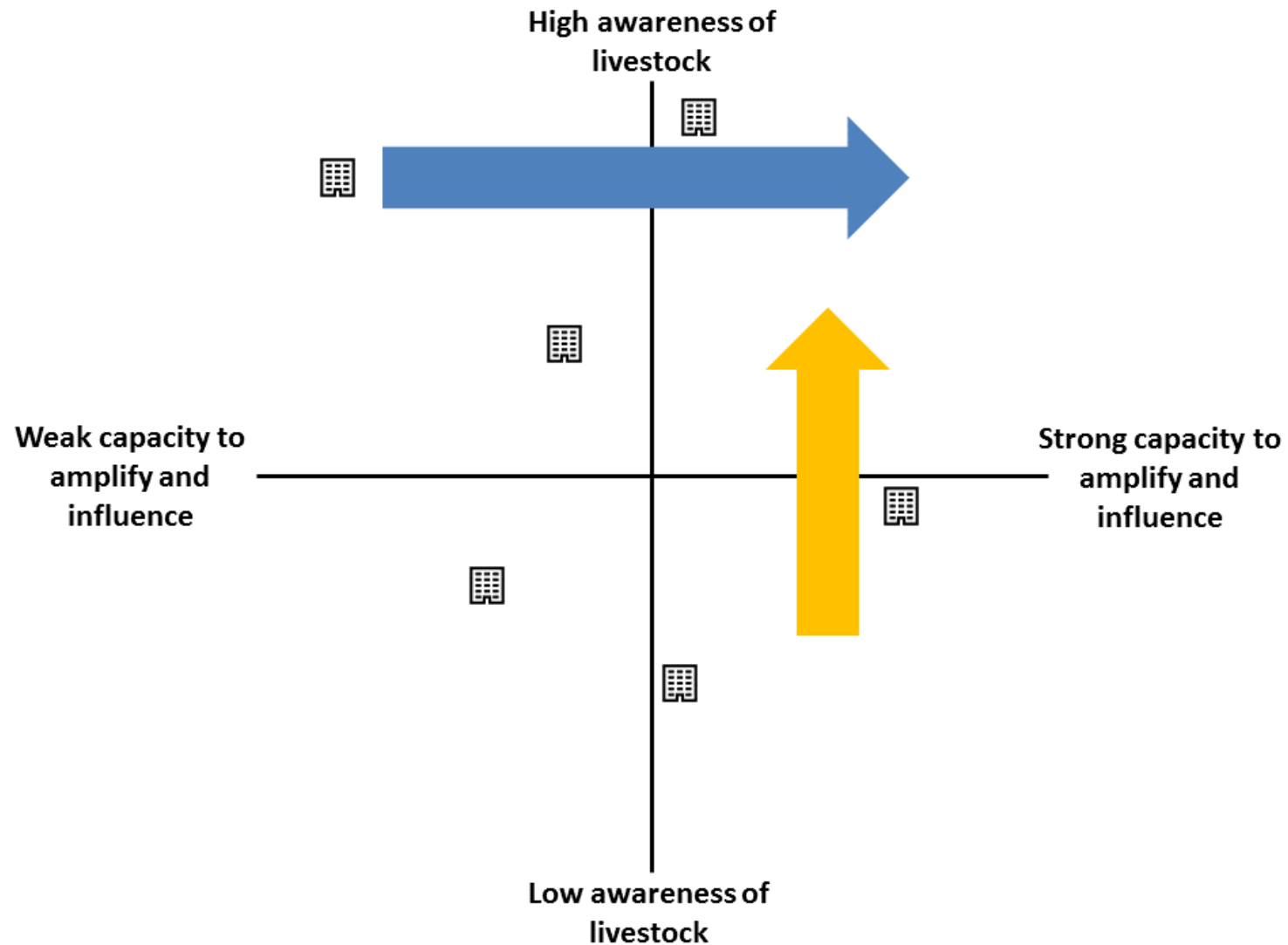
Stakeholder audit to give a picture of the livestock sector, key players and messages

Message testing interviews to gather insights on perceptions of livestock

Media bursts and coverage around different issues and events

Advocacy tours and side events at high-level UN meetings; together with **strategy** to engage UN actors about livestock

Two main priorities – to enhance livestock awareness; to build comms capacities



Relevance

Set of consistent, compelling, evidence-based messages or statements for communications, advocacy, proposals, etc

Better understanding of stakeholders and media perceptions and attention to livestock and ways to influence them

Capacitated group of partner organizations and individuals using the evidence and working together to communicate, increase understanding, influence priorities, choices and investments

Tools and approaches we can all use

Leading to more  and  for sustainable livestock

Meeting objectives

Test and validate GLAD project products and insights gained so far.

Generate ideas to take the results of this and other related projects forward.

Agenda overview

- Introduce us
 - Introduce the project
 - Explore livestock issues and advocacy capacities
 - What the media say about livestock
 - Reception
-
- Review and validate the evidence
 - Discuss ways to advocate better (together)
 - Vignettes – how its done
 - Exploring collaboration
 - Wrap up

Partners and Acknowledgements

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better lives through livestock

ilri.org

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Animal scientist, Nobel Prize Laureate for Physiology or Medicine—1996

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