

WEBINAR SERIES

Agri-food ecosystem funding

Online webinar

10th August 2023, 12:30 GMT / 13:30 CET

REGISTER AT

www.climate-kic.org/SustainableFoodWebinar



Deep Demonstration

Sustainable food systems in Ireland



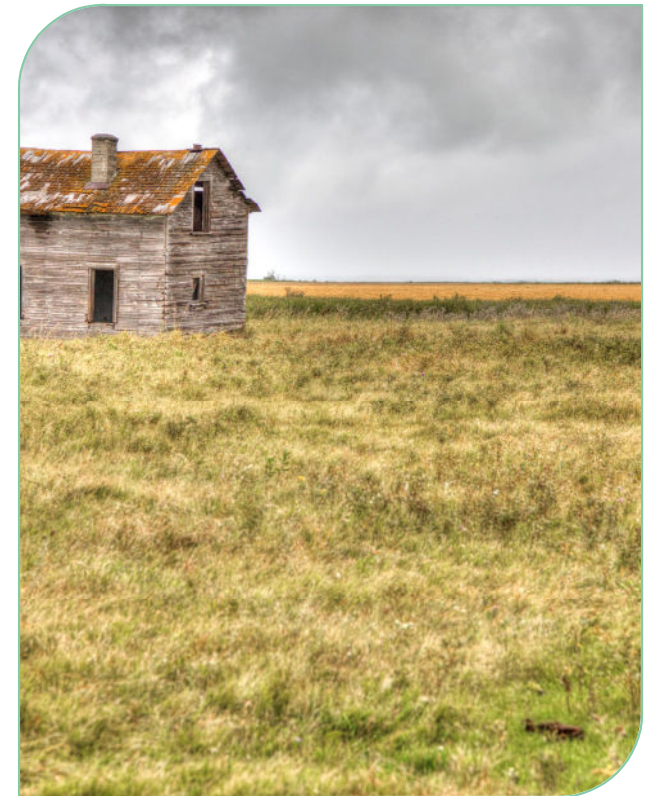
Housekeeping

- This session is being recorded
- Recording & slides will be available on our website
- Questions in the chat please, we address some (if not all) in panel discussion
- Please share your feedback with us at the end!

[More information: climate-kic.org/SustainableFoodIreland](https://climate-kic.org/SustainableFoodIreland)

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Agenda

5' Welcome

5' Why these sessions

10' Presentation key report findings

45' Discussion/ panel incl. Q&A

5' Observer feedback

5' Poll & close

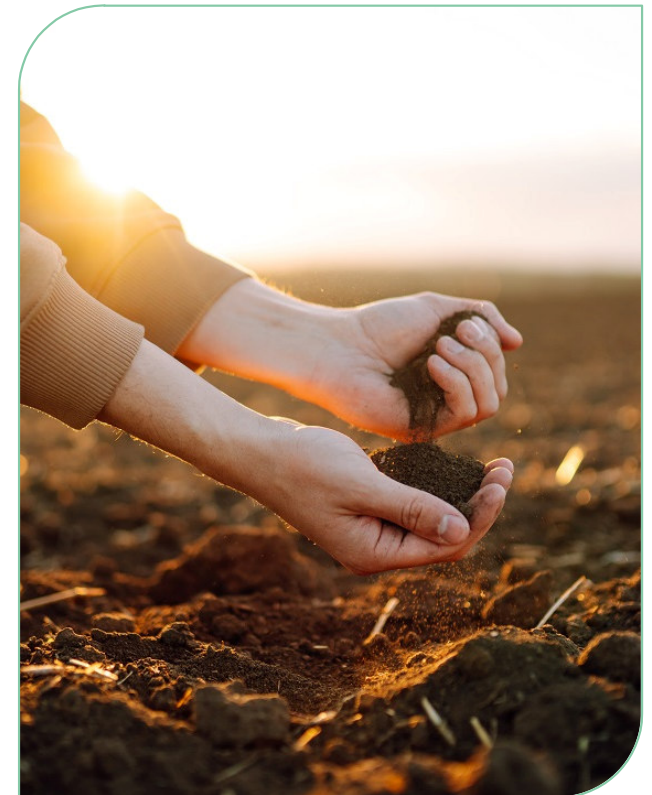
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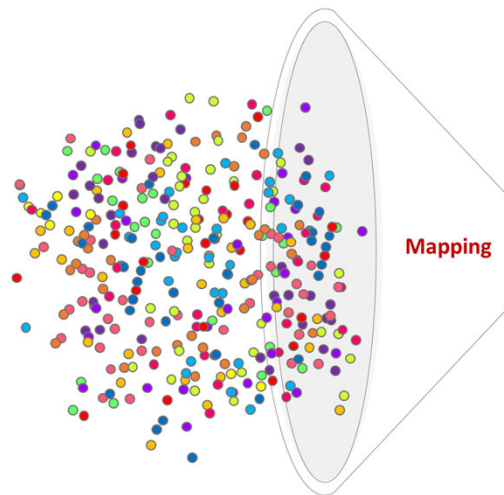
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Why these sessions?



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Dealing with Climate Change and Sustainability Targets

The innovation potential for the Irish Agri-Food Sector

Editor | Saskia Visser
Amsterdam | March 2023



[More information: climate-kic.org/SustainableFoodIreland](https://climate-kic.org/SustainableFoodIreland)

The Report

Dealing with Climate Change and Sustainability Targets

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Join us!

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EVENT

From farm to fork: Shaping sustainable food systems



LOCATION

Dublin, Ireland & online

DATE

28 September 2023, 9:00 - 17:00 IST

REGISTER FOR THIS EVENT

Project X Global



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**Advisory, Design and
Implementation of
demand-led innovation
programmes, and
system's funding
products**

Project X is a certified B-corp

Contact: [marcela Navarro – mn@projectxglobal.com](mailto:marcela.Navarro@projectxglobal.com)



**PROGRESS AT
THE PACE THE
PLANET NEEDS IT**

System's Funding & The Agri-food Funding Ecosystem



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“We’ve been coasting along for more than half a century in unprecedented affluence, unprecedented freedom, unprecedented optimism. And all of a sudden, we are facing the fragility and vulnerability of the human situation.”

1/3 of the Earth's surface is grasslands

70% of grasslands are turning to desert

75 billion tons of soil lost every year

Credits Savory

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The Report – Aligning our understanding

WHAT IT IS

A review of what is hidden in plain sight

IT IS NOT

A new financial instrument

OBJECTIVE

Support DAFM's national climate action

PREPARED BY

Project X Global

Contact: [marcela Navarro – mn@projectxglobal.com](mailto:marcela.Navarro@projectxglobal.com)

System's Funding & The Agri-food Funding Ecosystem

An aerial photograph of a landscape with a winding river. The river is a vibrant blue, contrasting with the brown and green tones of the surrounding land. The land appears to be a mix of agricultural fields and natural terrain. The text is overlaid on the left side of the image.

Key trends impacting the mobilisation of funds in the agri-food sector

Key trends...

#1 'A systems approach to enable high performing systems that are inherently self-sustaining, reciprocal and resilient'

#2 Regeneration
A growing recognition that the economy, business and society don't sit apart from nature, but within it

#3 Consciousness
'From reductionism and separation mindsets to abundance and unity, in the way we act, transact and transform'

#4 Key regulation enabling long lasting changes in the funding sector with positive impact to our climate our biodiversity and our people'

#5 Transparency
'Zero tolerance will determine what is acceptable in the market'

#6 Narrative, Culture & Identity
'Addressing the language and cultural gaps in key asset classes and funder types'

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It Is Time To Move
From The Traditional
Funding Push Approach
To A Funding Pull Model

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Addressing The
Misalignment Between The
Rhythm Of Funding & The
Rhythm Of Nature

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**Collaborative Capital,
The Way Forward**

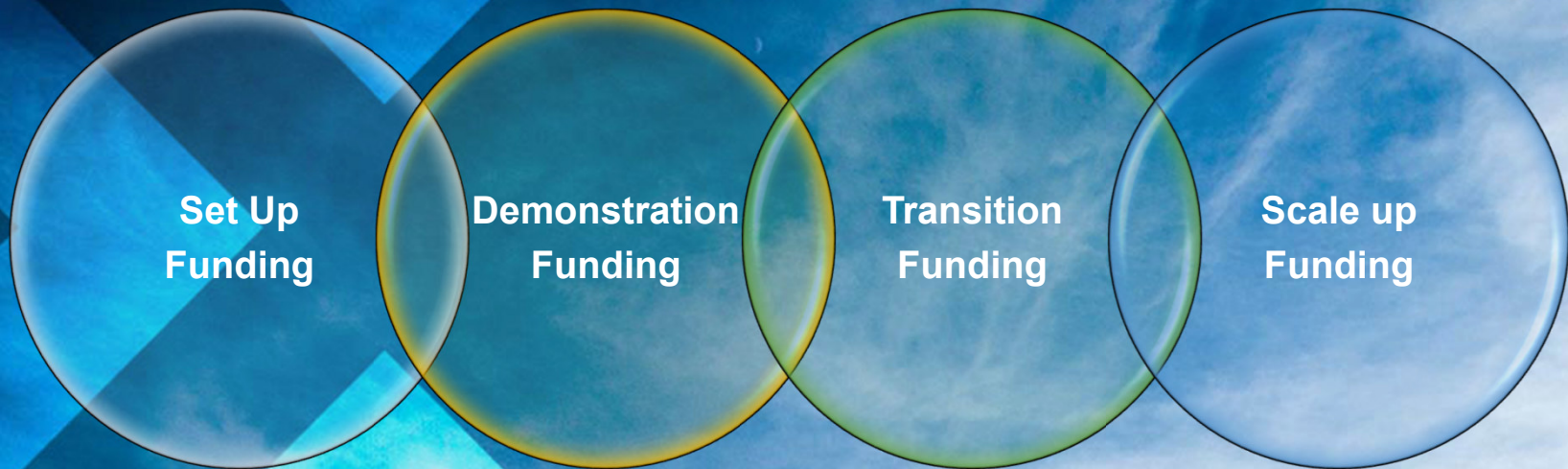
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The right type of funding at the right intervention point at the right time



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THE 5 ORDER
CHALLENGES

Activating the 'not so obvious' leverage points to deliver on Ireland Agri-food Net Zero commitments

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Demand Led - The Leverage Role Of Procurement



”Procurement is a powerful tool that can transform our food and farming systems”.

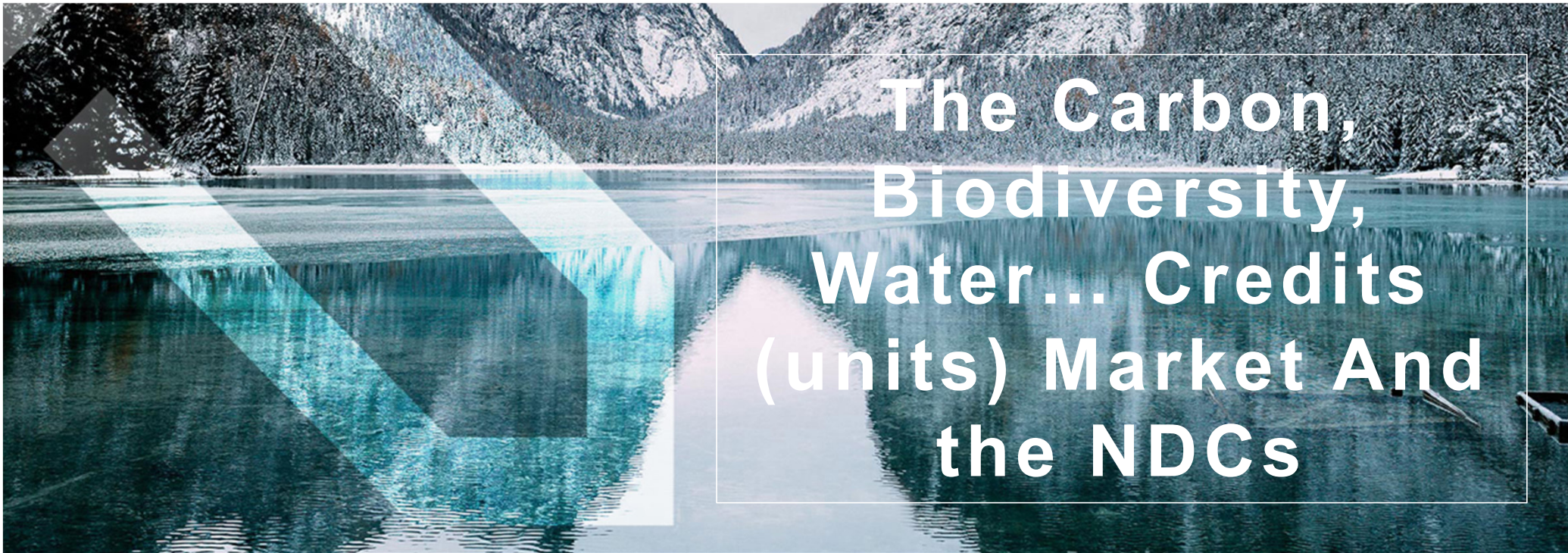
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Leveraging innovation, gaps & opportunities in other sectors



The Carbon,
Biodiversity,
Water... Credits
(units) Market And
the NDCs

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Top Three

Relevant Practices and Opportunities

	Relevant Practices	Opportunities
1	A demand led innovation programme to accelerate adoption of transformational innovations	2
RP02		
RP03		
RP04		
	diverse funders	
RP05	Cross sector collaborations	Coordinate across
		Coordinates with
RP06	Nature Positive systems	Empower the agri
RP07	Integrated Knowledge	Orchestrate the agri-food funding knowledge exchange programme

3

A transparent & independent Data / Credits market
TNFD and Scope 3

A system's Funding Product that leverages key funding / investment instruments to fund a demand led transformation in Ireland



/ THANK YOU

Contact: Marcela Navarro – mn@projectxglobal.com

A woman in a plaid shirt and apron carries a wooden crate filled with fresh vegetables on her shoulder. She stands in a field of green crops, looking towards a bright sunset over a horizon with power lines. The scene is bathed in the warm, golden light of the setting sun.

Close and thank you

More information: climate-kic.org/SustainableFoodIreland; Email: learning@climate-kic.org.