The COVID-19 pandemic has changed the reality we live in. From planning scenarios and trends to preventing future pandemics, we are in a deluge of information. As organisations working towards the shared 50by40 goal, we all want to ensure that any public statements, blogs, and articles we put out are backed by strong data points that are both easily understandable and based on good science.

These factsheets are an attempt to aid partner organisations and allies in doing exactly that. We hope these act as a common resource for a diverse communication needs, from creating social media posts to backing policy briefs.

It is important to note that these factsheets are a product of research as well as facts added by partner organisations. They do not in their entirety represent the view held or endorsed by 50by40 or all of its partner organisations. Different organisations have different ideas for the solutions to the broken food system, so not all points will be relevant or appropriate for all organisations. The factsheets hope to represent the diversity of views held and endorsed by different partner organisations. To summarise, it is our effort and hope that all organisations find some facts of value, even if their organisational stance does not agree with all facts mentioned in the ‘Usage’ section.

We at 50by40 hope this document serves as a helpful tool in all of your COVID-19 communication endeavours and beyond.

**Usage**

Most factsheets have two parts, general facts and commentary. Facts are stated first, followed by a separate headline for commentary. There are sections that only include facts, or only include commentary, or both.

**General facts include scientific information, building the case for the topic at hand.**

**Commentary includes expert opinion, that is mostly backed by scientific data or refers to common knowledge.**

In terms of usage, please be sure to link any fact that is used to appropriate resources (which are listed in the footnote for each point). If possible, take the time to elaborate and back references with other compelling data points, especially when using data from commentary.
“How does COVID-19 spread?

- The virus that causes COVID-19 probably emerged from an animal source, but is now spreading from person to person. The virus is thought to spread mainly between people who are in close contact with one another (within about 6 feet) through respiratory droplets produced when an infected person coughs or sneezes. It also may be possible that a person can get COVID-19 by touching a surface or object that has the virus on it and then touching their own mouth, nose, or possibly their eyes, but this is not thought to be the main way the virus spreads."¹

- Scientific analysis has determined that COVID-19 did not originate in a laboratory and research suggests bats and pangolins may have been involved in the transmission chain of the virus to people.²

Commentary

- A framework of diversity, equity, and inclusion is essential to survive this crisis and earn the trust of future constituents.³

- Investors who focus on the interplay between environmental and public health issues—ensuring access to medicines, protecting antibiotic effectiveness, fighting deforestation—say their work had only just begun to gain traction. The current pandemic, it seems, may accelerate interest. Finny Kuruvilla, chief investment officer at Eventide Asset Management, says reducing meat consumption, for example, would go a long way toward cutting the likelihood of such viruses cropping up. - Bloomberg News April 1st 2020⁴

- UN’s environment chief, Inger Andersen: “Our long-term response must tackle habitat and biodiversity loss." “Never before have so many opportunities existed for pathogens to pass from wild and domestic animals to people.”. “Our continued erosion of wild spaces has brought us uncomfortably close to animals and plants that harbour diseases that can jump to humans.” - UNEP cited in The Guardian 2020⁵