

50 by 40

TOWARDS A FAIR, HEALTHY AND
COMPASSIONATE FOOD SYSTEM

Annual Report 2021

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50by40 is a **coalition** of organisations dedicated to cutting the **global production and consumption** of animal products by 50% by 2040



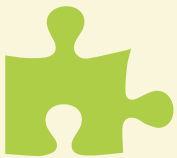
Core Principles

As a collective impact organisation, 50by40 aspires to live up to the following principles in each body of work we carry out.



GLOBAL

We strive to decrease the production and consumption of animal protein around the world whilst addressing the food crises in areas where people are plagued with hunger and nutritional deficiencies. We respect varied perspectives and knowledge and believe that effective solutions exist in the reality of different contexts.



COLLABORATIVE

We believe that together, we are greater than the sum of our parts, and, to that end, we strive to build connections, reduce redundancies, and grow the food systems movement. We value all social justice advocates as our allies and partner with them to move towards our collective goals.



EQUITABLE

We believe in the equality of all beings and strive to offer greater opportunity for participation to perspectives that are less commonly heard. Racial inclusion, gender parity, and equity, as well as geographical representation, are essential in our quest to achieve our mission. We seek to elevate marginalised voices, groups, and the food systems movement at large. We accept our responsibility to be proactive, strategic, and intentional as we reconcile implicit and explicit prejudice in our everyday lives, and specifically within movements addressing food system change. We know we may make missteps, but we are committed to this process and approach it with humility and an openness to continue to learn and improve.

Continued...



INTERSECTIONAL

We are strengthened by diversity, in partnerships and our actions, and support different roadmaps, or theories of change, and varying strategies that lead towards the same end goal. We do not believe in silver bullet solutions. Instead, we encourage and amplify efforts in policy reform, education and awareness, private sector collaboration and accountability, Just Transition, shifting financial flows, capacity building, and behaviour change.



INNOVATIVE

We believe in drawing greater attention and resources towards reducing animal protein use from governments, foundations, and civil society alike. We further aim to diversify funding avenues for our partner organisations and worthy projects, garnering support from beyond the animal protection and human health realms, and are keen to build bridges between food systems and climate change, biodiversity, gender equality, indigenous peoples' rights, farmers, and other social justice movements impacted by the way food is produced and consumed.



TRANSFORMATIVE

We believe the task of transforming food systems needs to take place at both the incremental and transformative levels. In the short term, we aim to meet the goals of food security, food safety, and food sovereignty through a multi-stakeholder approach while simultaneously laying the groundwork for long-term systemic change.



FUTURISTIC

We foster deep, lasting relationships to transform our food system. This helps us answer both the long-term question of where we want to go as well as the short-term response to what we do next. We recognise the value of building blocks, design thinking and fostering consensus. Through our long-term collaborations and collective impact strategies, 50by40 is at the forefront to fortify a dynamic global food movement.

Foreword



2021 was a big year for food systems. Amid an ongoing pandemic and the growing body of evidence of climate change, species extinction and human conflicts, it was heartening to see food discussed everywhere.

While the climate summit in Glasgow failed to deliver impactful political commitment, there was an unprecedented focus on the food and climate connection. Having attended the annual summit since 2009, I had never seen so many decision-makers acknowledging that a healthy food system is a prerequisite to avoiding catastrophic climate change. We are now ensuring that food remains central to the talks in Egypt at COP27 with a specific focus on the climate-vulnerable MENA region.

The UN Food Systems Summit (UNFSS) dominated international food conversations over 2021. 50by40 was hard at work ensuring that livestock reduction, equitable food distribution and food sovereignty remained central to the summit initiatives and member state talks. It is with great pride, we succeeded in making our Just Livestock Transition (JLT) initiative an official part of the summit outcome. While the summit ended in 2021, our JLT work continues in deep collaboration with partners and allies and as part of the Food Forward Consortium.

50by40 is proud to house partners with very diverse theories of change. We see this as a reflection of the wider movement. Unfortunately, 2021 saw an increasing philosophical distance between those who focus on social justice and food sovereignty and those who focus on alternative protein as the primary driver of change. I believe that both approaches are essential for the movement to transform our food system. It is not a matter of choice; we collectively have to embrace both. In 2022, we will address this challenge together to bridge the gaps.

Moving towards a fair, healthy and compassionate food system requires addressing the underlying factors driving destructive food production. We witnessed the many policy inconsistencies within governments, as well as internationally. This is often apparent in the huge differences between how policies fund food production and what dietary guidelines are suggesting. This conundrum and the role of international financial institutions will be pushed higher up the agenda moving forward.

Most importantly, I remain delighted and proud to witness how 50by40 is growing. Numerous new partners joined, new areas of focus were added to our coalition, and the collaboration deepened. Thank you for your continued support, enthusiasm, and guidance to those of you who have been with us from the beginning. To those who have just joined, welcome to this powerful group of change-makers. We have only just begun.

Lasse Bruun
CEO of 50by40

Our Approach



Since our formation in 2018, 50by40 has brought together voices from across the world to examine and address the challenges linked to the global food system. In line with this collective vision to cut the global production and consumption of animal products by 50% by 2040, we undertook the exhaustive task of formulating a Strategic Framework in 2021.

Strategic Framework 2021–2024

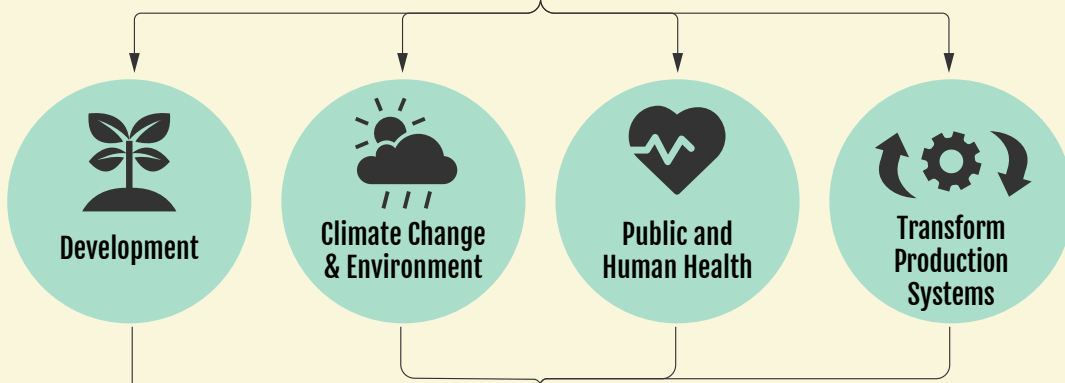
The Strategic Framework is the definitive roadmap that will guide us in the coming years. This framework was developed in close collaboration with 50by40's Partner Advisory Council (PAC) and in consultation with our Partners. Our work in 2021 reflects our commitment to furthering the goals listed in this Strategic Framework.

VISION

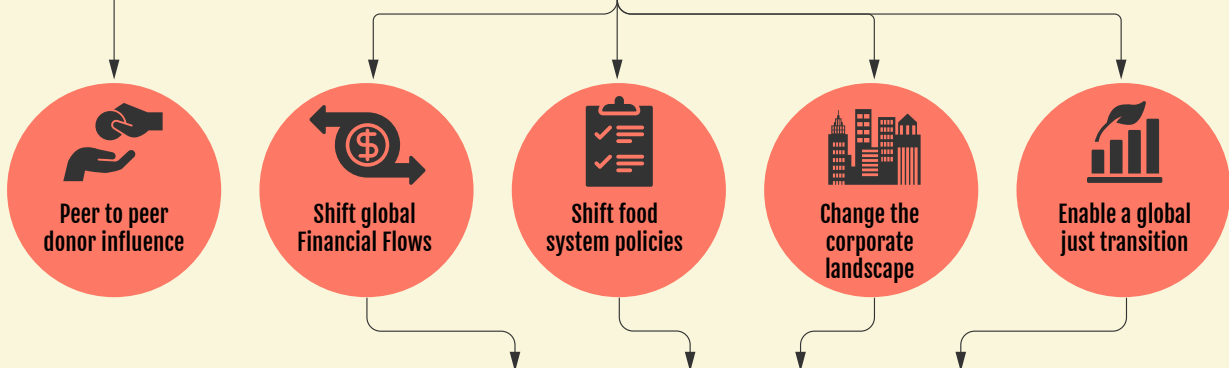
50% reduction in consumption and production of animal products by 2040

← Changing Norms and Behaviour → Balancing Power →

ARENAS



STRATEGIES



SECRETARIAT AND PAC LED WORKING GROUPS

Our Impact



Advocating for Just Livestock Transition

50by40 at COP26

Initiating the Global South Programme

Partnerships and Working Groups

Advocating for Just Livestock Transition

2021 was an outstanding year for 50by40's Just Livestock Transition programme. Our strategic interventions and advocacy in international fora led to wide acceptance of Just Livestock Transition by an array of cross-sectoral stakeholders. In 2021, most of our advocacy efforts on Just Livestock Transition centred around the UN Food Systems Summit in September. We are delighted that [50by40's call for a Just Livestock Transition](#) became an official part of the Summit outcomes.

50by40 curated the submission of a game-changing solution: 'Enable a Just Transition of livestock production to mitigate climate change, improve health and create jobs,' developed by 50by40 and the 50by40 UNFSS engagement group. Just Transition now constitutes one of the core parts of the Sustainable Livestock Cluster Paper C: Aligning Production and Consumption of the UNFSS, thereby guiding policy-makers and other actors towards a thorough transformation of the industrialised livestock industry.

A global call for #JustLivestockTransition

50by40 launched the [#JustLivestockTransition](#) campaign calling for Just Livestock Transition to be one of the key outcomes of the United Nations Food Systems Summit (UNFSS) and 2021 United Nations Climate Change Conference (COP26). Working closely with our partners, we released [a sign-on Open Letter](#), urging UN Member States to set the scene for a Just Transition in livestock production. The letter [was signed](#) by numerous renowned experts and global organisations and later circulated to UN Member States at the start of the UNFSS in September and COP26 in November.

A [#JustLivestockTransition open letter launch](#) event was organised as an official [#UNFSS2021](#) and [#ClimateWeekNYC](#) side event by 50by40. The keynote speech was given by [Anna Lappé](#), a bestselling author, an internationally recognised expert on food systems and a renowned advocate for sustainability and justice along the food chain.

UNFSS Coalition for Action: 'Resizing the Livestock Industry'

Alongside Compassion in World Farming, 50by40 initiated the creation of the 'Resizing the Livestock Industry' coalition. The goal is to create a broad-based multi-stakeholder coalition to develop, model and implement measures that promote the consumption and production of affordable, healthy diets within safe planetary boundaries.

50by40's leading engagement efforts at UNFSS



A Call for a Global Just Livestock Transition to Secure Livelihoods, Mitigate Climate Change, Improve Environment and Health

We, the [undersigned](#), urge Member States engaged in the United Nations Food Systems Summit (UNFSS) and Climate Change Conference (COP26):

50by40 took an active leadership role in the UNFSS to emphasise the importance of food systems transformation and ensure inclusivity

and actionability of the Summit processes and outcomes. Lasse Bruun was appointed the Global Civil Society Lead for the UN Food System Summit Action Track 2 'Shift to sustainable consumption patterns', Action Track 2 liaison to AT 5 'Build resilience to vulnerabilities, shocks and stress', and co-led Action Area 3.2 'Manage sustainably existing food systems'. In his role as Global Civil Society Lead for Action Track 2 of the UN Food Systems Summit, Lasse Bruun curated an independent Food Systems Summit Dialogue: [Engaging Powerholders in Catalysing Food Systems Change](#), which was convened by 50by40 and [Action Track 2](#) of the UNFSS. The goal of the dialogue was to generate a critical set of suggestions from civil society representatives on how to ensure inclusivity and actionability of the Summit's outcomes and determine a pathway for taking these outcomes forward.

To share strategic thinking and encourage partners to engage in the UNFSS process, we created the 50by40 UNFSS engagement group in February 2021. With 13 meetings organised, we curated twelve independent talks, thirteen events, six publications, eight articles, and twenty blog posts as a network.

50by40 at the Counter Summit

We supported the [Global People's Summit \(GPS\) on Food Systems](#) and the crucial work the organisers carried out. This scrutiny and critique of international bodies and processes is crucial and an essential part of transforming the food system.



YOU ARE INVITED TO

Just Livestock Transition

A GAME-CHANGING SOLUTION TO THE FOOD SYSTEM CRISIS

Tuesday, September 21, 2021

50by40 at COP26

High-level Roundtable Dinner at COP26: 'Linking Food and Climate to Spur Transformative Action'

Initiated by 50by40 and co-hosted with EAT and FAIRR in Glasgow, [a high-level roundtable dinner](#) brought together key actors in the food systems space to discuss the outcomes of the UNFSS and

their integration into other multilateral processes and fora, such as the United Nations Framework Convention on Climate Change (UNFCCC). The event was organised by 50by40 with an excellent line-up of speakers and influential guests. The dinner was a critical step in strengthening our partnership with other food systems stakeholders.

A High-level Roundtable Dinner on **Linking Food and Climate to Spur Transformative Action**

**09 NOVEMBER 2021
7PM - 10PM GMT**

HOSTED BY



VENUE

GLASGOW MARRIOTT HOTEL
WAVERLEY SUITE



While a strong focus of 50by40's work in climate change was on the UNFSS and UNFCCC, several other ongoing projects were initiated and supported throughout the year. Some of those include:

Development and outreach for the [Glasgow declaration](#) process – 50by40 brought together a range of subnational actors, farmers, government leaders and policymakers to tackle the climate emergency through integrated food policies, and a call on national governments to act in the lead up to COP26 in Glasgow. 50by40 also worked with the Climate Action Network (CAN) Agriculture Working Group to include meat reduction in a statement for a session of the UNFCCC subsidiary bodies (SBs). This statement was incorporated into the larger CAN [briefing document](#), created in advance of each UNFCCC session.

Official submission to the [Koronivia Joint Workshop on Agriculture](#) on shifting away from intensive livestock production – We made an official submission along with our partners, Brighter Green, ProVeg, Factory Farming Awareness Coalition, Center for Biological Diversity, Friends of the Earth US, Four Paws, Food and Climate Alliance and others.

Being a networking organisation, our presence at COP26 focused strongly on networking and strategising for COP27. To this end, we held many fruitful conversations and were invited to join different consortiums that champion the issue of food systems transformation.



THE GLASGOW FOOD AND CLIMATE DECLARATION

A commitment by local and regional governments to tackle the climate emergency through integrated food policies and a call on national governments to act

Initiating the Global South Programme

We launched the Global South Programme in 2021 to address the need for an equitable representation of organisations within the 50by40 network and to highlight the unique food systems issues from the Global South.

Conversations held with ten organisations from across Asia, Africa and Latin America, within and outside of the 50by40 partner network, brought to light three key areas that needed addressing:

1. Access to knowledge resources
2. Access to Funding
3. Representation

With a focus on exploring avenues for sharing knowledge and mobilising funding for our Global South work, the team applied for the Rockefeller Foundation's [Food Systems Game Changers Lab](#), a 12-week programme revolving around building a collective proposal/ initiative that has the potential to transform our world's food systems, in collaboration with EAT, IDEO and Thought for Food. 50by40 was accepted into the Game Changers Lab out of 505 participants from across the globe, under the 'Developing Food Systems Leaders' cohort.

Additionally, there was a focus on expanding the partner network guided by aspiration of an equitable representation of partners from the Global South and Global North. By the end of 2021, 50by40 had a



total of 20 organisations either from or having core projects in regions from the Global South.

The programme will delve deeper into Asia in its second year, focusing on critical issues that affect food systems here. We will also onboard a diversity of organisations from the Global South spanning issues such as food sovereignty, human health, labour rights and more and re-ignite 50by40's Global South Working Group to catalyse collaboration.

Partnerships and Working Groups

Increasing partner portfolios at 50by40 made 2021 a year for streamlining our partnership processes. The year started with the development of 50by40's Strategic Framework, which laid out our overarching priorities from 2021-2024.

This was followed by the creation of different processes, such as the [Key Account Manager System](#), that provided account managers to each partner, ensuring consistency of interaction as well as centralisation of information for partner organisations. The partnership process was also shifted to a digital platform, ensuring transparency of information across the secretariat.

50by40 also hosted the '[3rd Annual Strategic Partner Gathering](#)', which, like many events in 2021 was held virtually. For the first time, the gathering was held twice to ensure inclusion of all time zones for the gathering. The event saw participation from 40 member organisations, including an interactive workshop on 50by40's Story Guide by Dancing Fox, a narrative building agency.

We also created a [Partner Onboarding Guide](#) that streamlined the onboarding process for partners. The document also laid out the process of conducting interviews for prospective partners and created a 'Prospective Partner Interview Call Guide' sharing foundational, programmatic and operational queries for organisations before onboarding. In 2022, 50by40 aims to deepen our engagement with partners to create opportunities that help us move from collaboration to collective impact.

We successfully onboarded 22 new partners from ten different countries.



Working Groups

The Working Groups underwent numerous changes in 2021, including appointing new co-chairs, refinement of the scope of each Working Group, and a sharp increase in the number of member organisations.

Climate Change

The Climate Change Working Group served as a space for 50by40 partners to effectively coordinate their actions and align individual strategies around major international fora. It also induced critical conversations to deepen and expand network-wide expertise on the most pertinent issues on climate change. The group curated the official submission to the [Koronivia Joint Workshop on Agriculture](#) to emphasise the importance of shifting away from intensive livestock production.

It has also been the birthplace for the two subgroups on Divestment and Food@COP. In 2022, the group will exclusively focus on the UNFCCC engagement to increase the collaboration and impact in the climate space.

Food@COP

50by40 supported Food@COP, a youth-led campaign for climate-friendly food at the UNFCCC. The campaign called for all food served at the official venue of the COP26 to be 100% plant-based. Food@COP co-organised an independent UNFSS side event with Brighter Green, Good Food Fund, Act4Food Act4Change, and Planting Change Foundation, featuring youth speakers from China, Kenya and Nicaragua. The campaign was awarded €10,000 from the [Minor Foundation for Major Challenges](#).

Divestment

A Divestment Working Group was founded in 2021 where ten organisations came together to amplify existing initiatives within the divestment arena for animal agriculture. This group helped catalyse networkwide support, [urging the World Bank](#) to give up plans of financing Ecuador's largest factory farm. It also brought organisations together to [sign a letter](#) opposing the \$43 million loan for Marfrig, the world's second-largest beef corporation linked to major deforestation and human rights abuses in Brazil. In February 2022, IDB Invest, the private arm of the Inter-American Development Bank (IDB) Group, [dropped](#) the loan package for Marfrig Global Foods' Brazilian beef operations. This was a major victory for our partners who relentlessly worked towards making this possible.



Health

In 2021, the general focus of the Health Working Group was on maximising collaboration on the food and health nexus. Guided by the Health Rationale, the group members continued exploring venues for intervention as well as providing guidance for third party stakeholders.

Corporate Engagement

The Corporate Engagement Working Group had excellent presentations from speakers throughout 2021. The group saw 7 speakers presenting on different topics of interest including Bruce Friedrich, Founder & CEO at [Good Food Institute](#); Edwina Hughes, Head of Engagement at [the Cool Food Pledge](#) and Kristie, Vice President of Business Development at [Rebellyous Foods](#). These presentations promoted cross-learning and enriching discussions amongst our partners.

Communications

The Communications Working Group was renewed in July last year. The group worked towards creating the [global media database](#), a repository of important media contacts for partners to carry out their media outreach.

Communications



2021 saw a major overhaul by the communications department at 50by40 as we diversified partner and external communications for better outreach.

Partner Communications

We provided communications support to our partners throughout the year by facilitating:

- **Skill sharing: Storytelling workshop with Dancing Fox:** 50by40 held a Storytelling workshop with 23 different partners. In the years to come, the resources and the learnings from the workshop will be used to drive skill-sharing in the Communications Working Group as it closely aligns with the roles and responsibilities of media and communications professionals working in our partner organisations.



- **A centralised joint-communications resources dashboard:** 50by40 created a Trello Board, a repository of crowd-sourced resources from partners. This board contained social media kits, key messaging documents, a list of media contacts and relevant media coverage on UNFSS and COP26. All the documents in the Trello board were open to 50by40's partners. In addition, partners were invited to share relevant media coverage where their organisation is featured so that others may read it and share it widely.
- **A real-time news sharing messaging group for UNFSS and COP26:** Throughout COP26 and UNFSS, we tracked



relevant media stories for the partners and shared them on 50by40's media monitoring group on WhatsApp. **Over 300 stories were shared so far via WhatsApp and the newsletter.**

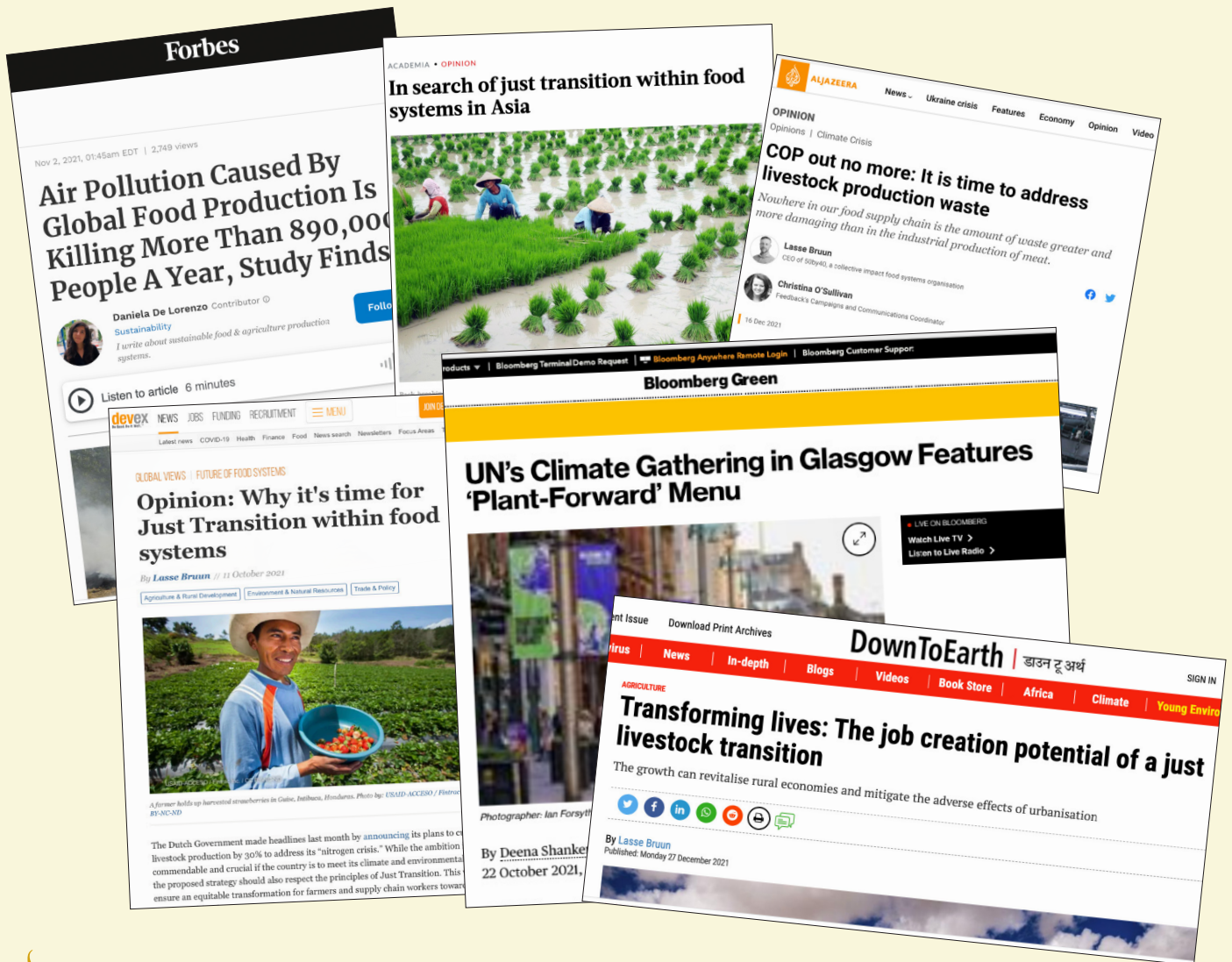
- **50by40 newsletter:** We revived the 50by40 email newsletter

which now reaches hundreds of signee partners.

- **Global media database:** We created the [global media database](#) through the Communications Working Group that includes **40+ journalists across 9 countries.**

Media Coverage

With the launch of our Just Livestock Transition campaign, we received extended media exposures in the form of op-eds, articles and interviews in some of the top media publications around the world.



Donor Engagement



Globally, the agricultural sector produces roughly 14.5% of global GHG emissions but receives less than 1% of the total philanthropic funding available for climate change mitigation projects. Therefore in 2021, we began to lay the foundations that we believe will enable us to collectively address this imbalance.

Our work in philanthropic circles aims to engage forward-thinking funders with the work of 50by40 and our partners, to create the space for organisations and funders alike to explore potential collaborations and implement bold projects to transform global food systems.

Some of the ways we engaged with partners in 2021 include;

Rockefeller Foundation Food Systems Game Changers Lab



Out of 505 global applicants, 50by40 was accepted for the Rockefeller Foundation's [Food Systems Game Changers Lab](#) in collaboration with EAT, IDEO, and Thought for Food. The Lab sought to form a food system coalition targeting various solutions to the most pressing issues facing our food system, i.e. mainstreaming regenerative & agroecological practices, elevating indigenous food systems, reducing food loss and waste, and the issue area 50by40 focused on *developing food systems leaders*. As a selected finalist, we joined the Foundations Solutions Accelerator, alongside similarly aligned nonprofit organizations to not only learn how to create a holistic program targeting young professionals and those often left behind but also to connect with partners who can support programs at scale.

Jeremey Collier Foundation Sustainable Equitable and Just Transition for Food Producers



50by40 CEO Lasse Bruun, chaired the plenary meeting, [A Sustainable, Equitable and Just Transition for Food Producers](#) for the Jeremy Collier Foundation. The session brought together various schools of thought on solutions to intensive animal agriculture, and its impacts on farmers and biodiversity.

Link to plenary season recording:
<https://vimeo.com/560799598>

Operations



The Operations department achieved important goals in 2021 by publishing the Workforce and SOP Handbook and filling 50by40's first Form 990 with the Internal Revenue Service (IRS) in the United States. We also acquired nonprofit insurance. In addition, 2021 saw an expansion in our workforce with new hires.

Responsible PTO

As 50by40 evolves, we strive for a fantastic experience for our team members. After gathering feedback and numerous conversations, we decided to change the time-off policy for 50by40 in 2021 to a Responsible PTO program. We see this is a positive step forward for 50by40 operationally. The transition provided more flexibility for our team, allowing a balance between work and play that 50by40 believes essential to quality performance and a healthy work atmosphere. It will also help keep operations nimble and focus on additional organisational initiatives.

Workforce Handbook

We designed the handbook to acquaint the team with 50by40 and provide a reference to answer employment questions. The handbook's contents offer a generalised summary of personnel policies, practices, and employment regulations. The handbook also helps us build a strong culture based on everyone's sense of commitment, productive resourcefulness, and interactive teamwork.

Filed Our First 990

Filing our Form 990 and publicising it is essential to a nonprofit's success because the information disclosed holds us accountable to donors and stakeholders. Form 990 informs the public of the programs and activities we run, where you get your revenue, and most importantly, the organisation's sustainability. Donors and stakeholders will use the information to help them decide to support 50by40 or not. In addition, potential employees can now review our Form 990 to get a fuller picture and understand how we operate.



Financials



Income

Charitable Contribution	1,070,328.78
Interest Income	16.82
Total Income	1,070,345.60

Gross Contributions	1,070,345.60
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Operating Expenses

Administration	86,445.70
Communications	68,073.27
Programmes	47,794.60
Fundraising	10,779.57
Contractors	374,014.43
Payroll	428,600.32

Total Operating Expenses	1,015,707.89
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Operating Income	54,637.71
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Partner Testimonials



"The highlight of being part of the 50by40 network is getting to spend time with some of the most creative, wise, and motivated leaders in a diverse movement. The education

I get from this group inspires and informs my work. Hazak, hazak, ve-nithazek – be strong, be strong and may we be strengthened!"

Becky O'Brien

Hazon, the Jewish Lab for Sustainability



"Over the years, it has been encouraging to see the growth of work related to climate-friendly food systems at the national and global level, and also the engagement of

50by40 members as pioneers for creating change. This was highlighted throughout 2021 when diverse actors came together to work towards a common goal under the banner of 50by40. I hope that in going forward, this will facilitate 50by40 to gain more successes related to higher engagement of those working in food systems amongst the global majority, and to create policy changes and actions that will benefit those most vulnerable to the impacts of climate change across the world."

Vositha Wijenayake

Slycan Trust



"WAP has been working with 50by40 on several projects throughout 2021 and

are set to continue in 2022. To achieve true systemic change towards a humane, just and sustainable Food System, the 50by40 team builds bridges between the different movements by bringing together organizations working on the Food System through a different lens from Human Rights to Climate Change, Animal Welfare and Health. 50by40 has strong expertise in social justice that really complements the work we are doing. 50by40 is also well positioned within official multilateral negotiations on the FS, and is extremely collaborative when developing policy and advocacy documents to best represent the network and the different points of view to achieve the network's common vision of transforming the Food System to become more humane, just and sustainable."

Elodie Guillon

World Animal Protection



50by40 Partners



50by40 Team



LASSE BRUUN
CHIEF EXECUTIVE OFFICER



ARTURO JOSE GARCIA
HEAD OF OPERATIONS



CHARLOTTE FLETCHER
SENIOR VICE PRESIDENT OF
DEVELOPMENT



CHRISTINA AUGUSTE
DEVELOPMENT COORDINATOR



IEVA GALKYTĖ
SPECIAL ADVISOR TO THE CEO



PARI TRIVEDI
COMMUNICATIONS MANAGER



PAVITRA KRISHNAN
PROGRAMMES ASSOCIATE



SHWETA SOOD
HEAD OF PROGRAMMES



Become a partner

50by40 is driven by the philosophy that only when we work together can we achieve a fair, healthy, and compassionate food system. By becoming a partner of 50by40, you will be able to be part of the fight to transform and create a better global food system for the future.

Contact us

It's in our mission to connect with new organisations to discuss game-changing ideas. We would love to hear from you.



TOWARDS A FAIR, HEALTHY AND
COMPASSIONATE FOOD SYSTEM

Useful Links



[About Us](#) | [Why 50by40](#) | [What we do](#) | [Blog](#) | [Our Network](#)