




# ANNUAL REPORT 2024



# ACCELERATING FOOD SYSTEMS TRANSFORMATION THROUGH AGROECOLOGY



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What a year! 2024 has been an intense one.

We have completed our consultations and launched the Agroecology Coalition Strategy 2024-2030. We have put up our Market Working Group. We have launched our [Webinar series](#). We published our [Stories from the Ground](#) and contributed to the development of guidance tools on biodiversity and climate. We have released several videos. We have organized and worked with members and partners in multiple events in all the three Rio conventions this year. And by the time we closed the year, we have welcomed our 330th Coalition member!

This Annual Report puts together what the Coalition, through and with its members, have done collectively in 2024. This would not have been possible without the Coalition members. The Secretariat is simply supporting, amplifying and building on their tremendous work.

Read the pages of this report and let's all look forward to working together in advancing the agroecology agenda in 2025 and beyond.

**Oliver Oliveros**- Agroecology Coalition Coordinator





# Strategic Orientation Development

## 2024-2030

Following consultations held in 2023 with Coalition members by stakeholder types, geographical representations and working groups, the Agroecology Coalition concluded the strategy development process culminating with the **launch of the Strategic Orientation 2024-2030 in June 2024**.

In the context of growing hunger and accelerating climate and biodiversity crises, this Strategy serves as a guide to **rapidly accelerate the transition to sustainable agroecological food systems by 2030**. Among the goals set by the Agroecology Coalition, there is a commitment to **foster increased investments for agroecology, advocate for and amplify supportive policies, and support markets and inclusive business models**.

Have a look at the key development steps undertaken in 2024!





# OUTPUTS FROM WORKING GROUPS

The Agroecology Coalition has **six Working Groups**, uniting members from different organizations and government representatives. These are spaces for connection exchange of information, and starting new collaborations.



## Markets Working Group

Co-facilitator: **Fabricio Muriana**, Instituto Regenera



- Creation of the Working Group on Markets in 2024, following the Strategy consultation process, contributing to advancing the objective on “Supporting and promoting **market pathways** for agroecology.”
- Organization of two meetings for actors working on **entrepreneurship, value chains and territorial market development**.
- Focus identified for 2025: public procurement, innovative business models, agroecological “labelling”, traceability and consumers’ awareness.



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*I am inspired by the opportunity to align market systems and public procurement with agroecological principles, empowering farmers and fostering equitable, sustainable food systems that prioritize biodiversity and climate resilience.* - **Fabricio Muriana** (Instituto Regenera), Markets Working Group co-facilitator.



## Research, Innovation and Education Working Group



Co-facilitators: **Cecilia Elizondo** - Mexican Society of Agroecology, ECOSUR, **Laurent Cournac** - IRD, **Fergus Sinclair**- Agroecology TPP, **Carlo Fadda** - Alliance of Bioversity International and CIAT, **Marcos Lana** - SLU, **Dao The Anh** - Vietnam, VAAS, **Amadou Oury Diallo** - CERAAS, Senegal, **Edmundo Barrios** - FAO

- On-going **survey** on **educational programs** focusing on agroecology around the globe to build a repository (developed under the Task Force on Education).
- Development of a Committee on World Food Security (CFS) **Policy Recommendations on Agroecology Tracking Tool's** (tested in Uganda, Kenya, Tanzania and which will soon be tested in Vietnam and Senegal as well).
- Identification of activities to integrate evidence and **case studies on agroecology** to support the work of other Coalition's working groups.

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*In 2024, our working group came together to shape our activity plan for 2025-2028, with the goal of supporting the Agroecology Coalition's Strategy. We started by creating an internal questionnaire to help us identify the most important activities. After gathering input from all members and validating the responses, we used the feedback to prioritize our tasks, identify responsible teams, and ensure we were aligned with other working groups. I'm proud of this collaborative effort that helped us establish a clear path forward.-* **Amadou Oury Diallo**, Senegal, Research Working Group co-facilitator

## Policies Working Group



Co-facilitators: **John Garcia Ulloa**- Biovision Foundation, **Martina Kleckenstein**, WWF, **Ronnie Brathwaite**, FAO

- Collaboration with members in developing guides and outcome briefs:
  - National Agroecology strategies in Eastern and Southern Africa: Lighthouses for food system transformation
  - Boosting Biodiversity Action Through Agroecology: Guidance for developing and updating National Biodiversity Strategies and Action Plans
  - Enhancing NDC ambition and implementation for food systems transformation
  - Biodiversity and Climate Action in Agriculture and Food Systems: Opportunities for Building Synergies
- Coordination around the **3 Conference of Parties** in Cali, Baku and Riyadh for policy messages and co-organization of various types of events.
- **Guides** to UNCBD COP 16 in Cali ([here](#)), UNFCCC COP 29 in Baku ([here](#)), and UNCDD COP 16 in Riyadh ([here](#)).
- Identification of activities to integrate evidence and case studies on agroecology to support the work of other WGs.

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*Agroecology is fundamental to halting biodiversity loss by integrating sustainable food systems with ecosystems and empowering communities to protect nature while securing their livelihoods. The NBSAP Handbook is a milestone in mainstreaming agroecology in biodiversity strategies. -* **Martina Fleckenstein**, WWF, Policies Working group Co-facilitator



## Finance and Investments Working Group



Co-facilitators: **Daniel Moss**, Agroecology Fund and **Jasmin Hundorf**, GIZ

- Co-organization of the ‘[Cultivating Change Convening](#)’ with the Global Alliance for the Future of Food, Biovision Foundation, and the Tanzanian Ministry of Agriculture on 3-7 June 2024 in Arusha (Tanzania), bringing together around 120 agroecology and food systems actors in East Africa and beyond, with the objective of identifying concrete funding opportunities to enable the implementation of national agroecology strategies.
- Improvement of the [Agroecology Finance Tracking Tool](#) based on users’ feedback and promoting its further uptake 64 organizations registered to the tool, and AICS, McKnight Foundation, European Commission and BMZ already entered data, which will be analyzed in collaboration with Stats4SD.
- Coordinating an ecosystem of donors supporting agroecology and collaborating with partners in advocating for increased investment in agroecology (e.g., [Agricultural Public Development Bank Coalition’s working group on agroecology](#)).



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*In 2024, we put the Agroecology Finance Tool into practice with several public and private donors applying it to their project portfolios. We hope to have access to more concrete data on finance flows towards agroecological transformation soon. Furthermore, we have strengthened donors’ coordination on agroecology in a unique way: even in times of multiple crises we can offer more efficient support if we use the strengths of the diverse ecosystem of donors, foundations and development organizations better.” - **Jasmin Hundorf**, GIZ, Finance and Investments Working Group co-facilitator.*

## Implementation Working Group



Co-facilitators: **Pierre Ferrand** - FAO, **Joshua Aijuka** - PELUM Uganda (Until October 2024), **Afshan Omar** – Baylor Foundation, Malawi and **Andrea Gómez Lozano** – Proyectar Sin Fronteras (Since January 2025),

- Monthly thematic meetings presenting members’ case studies and initiatives implementing agroecology, analyzing their successes and challenges to show where they effectively demonstrated the key Principles and Elements of agroecology or adressed a specific topic (e.g. biodiversity, climate, desertification).
- Integration of new case studies in the Repository of case studies and initiatives implementing agroecology available on the [Agroecology Case Studies webpage](#).
- Launch of the publication ‘Agroecology in Action- Stories from the Ground’ gathering ten case studies on agroecology. The publication is available in [English](#), [French](#) and [Spanish](#).
- [Webinar](#) to launch the publication and present four projects to the general public (+150 participants) in November 2024.



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*It was a great pleasure to co-facilitate the Working Group on Implementation. As a space for co-learning and exchanging knowledge, we held 8 thematic meetings leading to our first publication “Agroecology in Action: Stories from the ground”. For me, this WG is an excellent way to get inspired and learn new approach on how to advance agroecology in practice, on the ground.”- **Pierre Ferrand**, FAO, Implementation Working Group co-facilitator.*



# Communications Working Group

Co-facilitators: **Robbie Blake**, IPES- Food and **Rachel Kiru**, Enviu (since February 2025)

- Advisory role to the secretariat to develop a wide range of media assets and support for Coalition events, for example:
  - Around the launch of the new strategy (video clip “[Discover all about the Agroecology Coalition](#)”)
  - Around the 3 COPs (video clip “[Agroecology: joining the dots between climate change, land degradation and biodiversity loss](#)”, infographics on agroecology and biodiversity, agroecology and climate change, agroecology and desertification.)
  - Video interview series “[Voices from COP 16 \(Biodiversity\)](#)”, [Voices from COP 29 \(Climate Change\)](#), [Voices from COP 16 \(Desertification\)](#).
- Top line messages to talk about agroecology with different stakeholders.
- Finalization of the long-term communications strategy for the Coalition targeting Global, regional and national policy makers, Donor community, Consumers’ organizations, Members of Coalition and journalists as multipliers.



“The Agroecology Coalition has come on leaps and bounds this year - its communications looking great and becoming prominent, really helping to put agroecology on the map. It's been rewarding to coordinate the communications working group, bringing together diverse voices and communicators for agroecology from around the world, and building a community of support. Discussions are always insightful and energizing. Behind the scenes, the group has worked closely with the secretariat to shape a robust communications strategy that aligns with the coalition's goals - paving the way for bold, exciting steps ahead. - **Robbie Blake** (IPES- Food), Communications Working Group co-facilitator



# OUTREACH



The Agroecology Coalition is active on [LinkedIn](#), [Bluesky](#), [Facebook](#) and [YouTube](#) to share its activities and amplify the members’ endeavors.

We reached more than 12,000 followers on **LinkedIn** (450% increase in one year) and around 600 on **Facebook** (210% increase in one year).

A quarterly newsletter is sent to 1,000 subscribers.

Keep interacting with us!





# MEMBERSHIP

The membership of the Agroecology Coalition has increased significantly and reached more than **330 members**, including 50 governments, two sub-national governments, three regional commissions, and around 280 organizations.

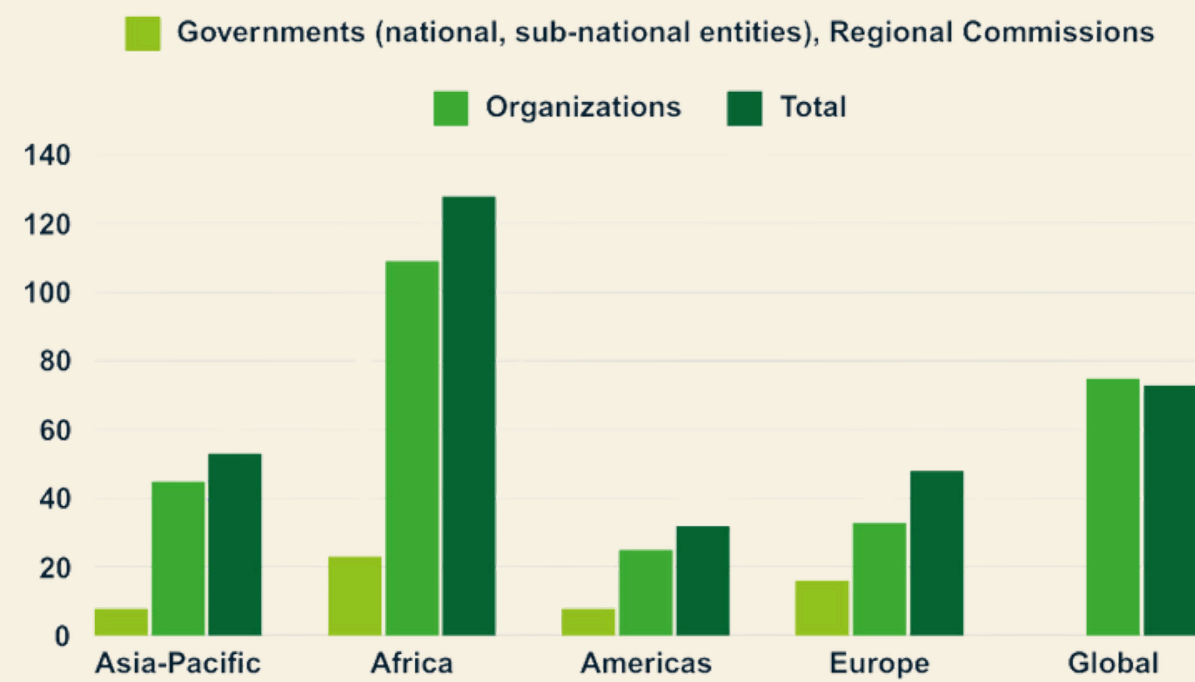


Over the year, around **120 organizations joined** as well as two national governments (**Lao’s Republic of People and Sierra Leone**) and one subnational government (**Murang’a County in Kenya**).

Half of the members are **non-governmental organizations and civil society organizations**, followed by **governments** and **research institutions**. The membership is also comprised of **philanthropic foundations,United Nations agencies and other international organizations**. Efforts were made (and will be continued in 2025) to attract more **Farmers’ and Indigenous Peoples associations** as well as **Small and Medium sized Enterprises (SMEs)**.

Two online **General Assembly** meetings were organized in May and November 2024, during which the Strategic Orientation 2024-2030 was endorsed, and updates were provided on Working Groups activities and members’ key initiatives related to the three COPs.

The Agroecology Coalition’s  
Members per region





# OUR DONOR PARTNERS

In addition to the incredible efforts of its individual members, the work of the Agroecology Coalition is also made possible thanks to the support provided by our donor partners:

- **German Cooperation (GIZ)**
- **International Fund for Agricultural Development and the European Commission (IFAD-EU)**
- **McKnight Foundation**
- **Swiss Federal Office for Agriculture (SDC).**





# GOVERNANCE AND STAFF

## Secretariat

The Secretariat of the Agroecology Coalition was established in February 2023 and is hosted by Bioversity International in Rome, Italy. The Secretariat team is composed of:



**Oliver Oliveros**  
Coordinator



**Amélie Steu**  
Associate  
Coordinator



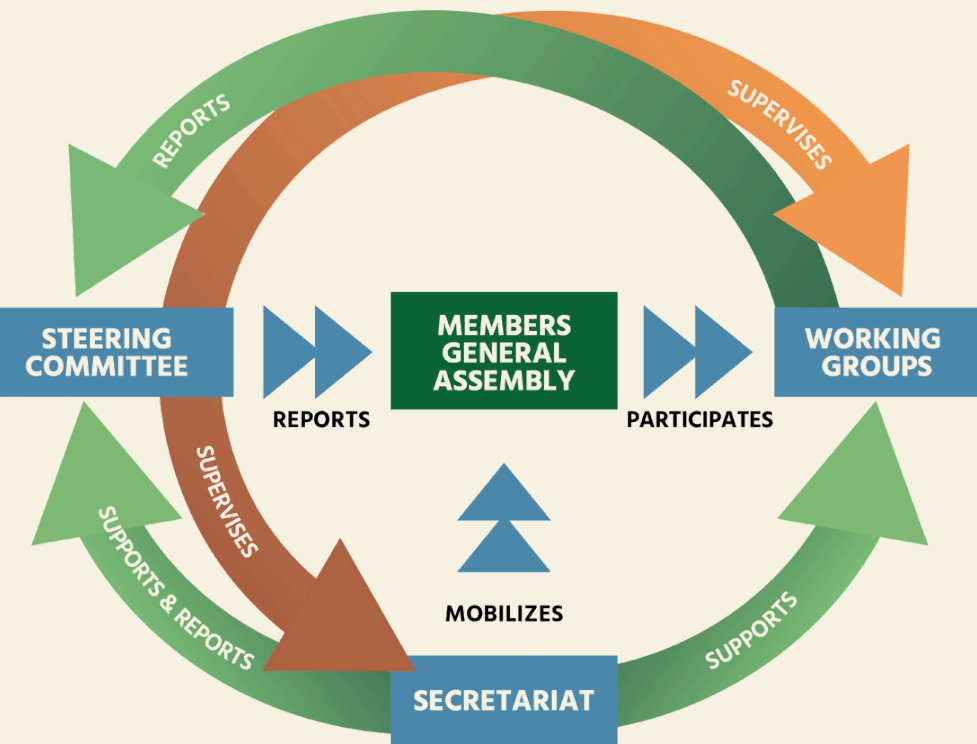
**Valentina Pavarotti**  
Communications  
Officer



**Emile Frison**  
Senior Advisor



**Giulia Giordano**  
Job Trainee  
(Since June 2024)



## Governance flow

## Steering Committee

The Agroecology Coalition's Steering Committee has 10 seats:

- One **government representative** per continent (Asia, Africa, Latin America, and Europe)
- One per **stakeholder category** (NGOs/CSOs, research organizations, United Nations and other international organizations, Farmers' associations, Indigenous Peoples' associations, and philanthropy).

The Steering Committee provides overall guidance regarding the functioning of the Coalition, including the strategy development process and operational guidelines.

The Steering Committee met online four times and in person during a 3-day in-person workshop in January 2024, focusing on the elaboration of the Strategic Orientation for 2024-2030.

In January 2024, the Steering Committee elected Monicah Yator (Indigenous Women and Girls Initiative in Kenya) and Madeleine Kaufmann (Federal Office for Agriculture, Switzerland) as co-chairs.



**Madeleine Kaufmann**  
and **Monicah Yator**



From left to right: **Santiago Jose Arguello Campos** - Mexico, **Madeleine Kaufmann** - Switzerland, **Esther Penunia** - Asian Farmers' Association for Sustainable Rural Development (AFA), **Saruth Chan** - Cambodia, **Ronnie Brathwaite** - FAO, **Fergus Sinclair**- CIFOR-ICRAF and Agroecology TPP, **Amadou Oury Diallo** - Senegal, **Lauren Baker** - Global Alliance for the Future of Food, **Monicah Yator** - Indigenous Women and Girls Initiative, **Stefanie Pondini** - Biovision Foundation.



# SOME LESSONS LEARNED

- The Coalition comprises an incredible wealth of **diverse members** in terms of stakeholder types and geographical representations. Their work, unique perspectives and experiences, especially from the ground, should be **elevated and shared** as much as possible, both in and outside the network.
- International fora, such as the three COPs, are a good space for the Coalition to operate as they allow wide outreach to increase the visibility of agroecology and to strengthen connections with members and allies who are actively engaging in these global processes.
- Collaborating with other Coalitions (e.g., Coalition of Action 4 Soil Health, the Agri-Public Development Bank Coalition, and the Indigenous Peoples Food Systems Coalition) and allies (e.g., the International Land Coalition, World Rural Forum, and UN Decade for Family Farming) allows for concerted efforts in tackling food systems with a broader perspective and greater outreach, thereby reinforcing each other's work and fostering further coherence.
- The Coalition needs to be, as much as possible, a multilingual space to allow members from different regions to engage.
- Whereas agroecology is gaining more traction, we should not forget that this is still a foreign concept for many. We must continue to educate unfamiliar audiences by highlighting the Principles and Elements, providing concrete examples and underlining synergies with other sustainability frameworks (e.g. organic, regenerative, nature-based).





# LOOKING AHEAD

## Some of the things we are working on for 2025:

- Defining **Operating Procedures** to document the systems by which the Coalition operates.
- Developing **Monitoring, Evaluation and Learning (MEL)** to track the implementation of Agroecology Coalition Strategic Orientation 2024-2030 and integrate lessons learned for further improvement.
- Fostering members' capacities and engagement within the Agroecology Coalition via the organization of in-person **regional meetings and workshops**, as well as bilateral meetings with member governments.
- Advocating for the **integration of agroecology** in national, regional and international policies/strategies/declarations such as through the participation in key events (e.g. UN Food Systems Summit Stock-take Moment+4, World Food Forum, Committee on World Food Security 53, COP 30 on climate, 2nd Eastern African Agroecology Conference, Agroecology Europe Forum 2025, etc.).
- Continuing to increase **awareness of decision-makers**, stakeholders and the public of the Agroecology Principles and Elements via side-events, key messages, infographics, videos and the repository of case studies.
- Further promoting the **Agroecology Financing Assessment Tool** within the donor community and assessing the first results of the data compiled.



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*Agroecology is not just a farming system, it's a pathway to reclaiming our food sovereignty and cultural identity. The transition towards it is about more than just sustainable agriculture; it's about revitalizing our communities and honoring our ancestral wisdom.-* **Monicah Yator**, Indigenous Women and Girls Initiative, Agroecology Coalition co-chair.







## Agroecology Coalition

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