UN BIODIVERSITY CONFERENCE
TAKING ACTION FOR NATURE
COP17 / CP-MOP 12 / NP-MOP 6
YEREVAN ARMENIA
19-30 OCTOBER 2026

What if Biodiversity Became a Partner?

Changing mindsets and consumption patterns for food systems transformation

proveg international

njr

NFP Netherlands Food Partnership

Moderators

Setting the Scene

Mariëlle Karssenberg

Senior Partnership Builder

Netherlands Food Partnership

Roseline Remans

Associate

Netherlands Food Partnership

& Director glocolearning

How many species did you eat today?

0 - 5

6 - 10

>10

biodiversity?

Your partners to drive change

Who partners with

the public sector?

the private sector?

research?

civil society?

Your partners to drive change

Who partners with

biodiversity?

BIODIVERSITY AND FOOD SYSTEMS PARTNERSHIP

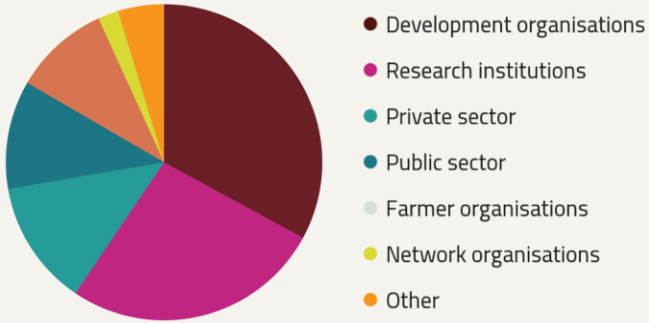
THE COLLECTIVE EFFORT

Fostering global collaboration across diverse sectors and scales to integrate biodiversity into food systems transformations with a focus on LMIC's.

Partnership goals

- Strengthening connections
- Shifting mental models
- Collective actions

Now over 170 member organisations

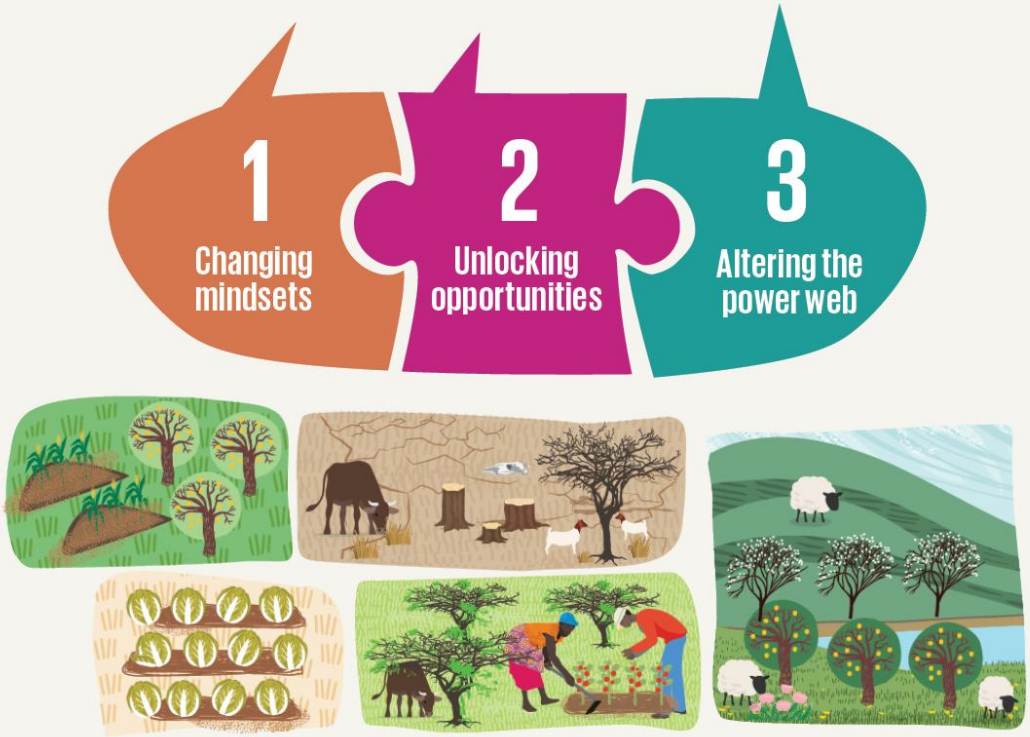


Demographics 2026

NFP

BIODIVERSITY AND FOOD SYSTEMS PARTNERSHIP

SHARED MESSAGES



Positioning Biodiversity as a Partner cuts across these three messages

How can we do that?
What does it take?
What does it change?
What becomes possible?

Today, we thereby take diets and the links between consumption and production as an entry point

AGENDA

1. Setting the Scene
2. Three Programs from Partners
3. Audience questions and contributions
4. Youth reflection & call to action
5. Take Aways & Closure

Programs from Partners

How? What does it take? What changes? What becomes possible?

Beatrice Rocca

ProVeg International

UN Policy Manager

Celine Termote

Alliance Bioversity and CIAT

Africa Regional team leader for the food environment and consumer behavior research program

Stef De Haan

International Potato Center

Senior Agrobiodiversity and Food Systems Scientist

UN CBD COP17 · NL PAVILION

What if biodiversity became a partner?

Diets as a lever for nature, health, climate and the economy

Beatrice Rocca
UN Policy Manager (Biodiversity), ProVeg International

proveg international

ABOUT **PROVEG**

ProVeg International works to accelerate the **transition to a sustainable global food system** by making plant-rich foods and alternative proteins more accessible and appealing.

ProVeg engages with all relevant stakeholders to create a world where **the food we eat is good for all people, animals, and our planet.**

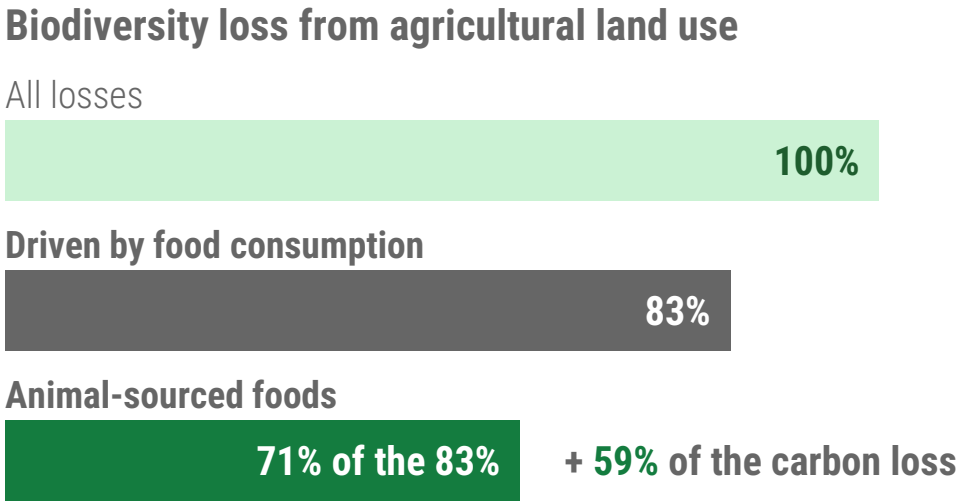
What we eat drives the loss

~40%

of global biodiversity loss is driven by **food systems**

~90%

of global deforestation, 2000–2018, was caused by **agriculture**



Sources: IPBES Business and Biodiversity Assessment (2026), citing Wilting et al. (2017); FAO (2022); Liu et al. (2026), Nature Food. Bar lengths to scale.

“Ensure that people are encouraged and enabled to make sustainable consumption choices … and by 2030, reduce the global footprint of consumption in an equitable manner, including through halving global food waste, **significantly reducing overconsumption** *…”*

Target 16, Kunming-Montreal Global Biodiversity Framework

CBD Decision 15/4 (2022)

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Plant-rich diets deliver **for nature and beyond**

A global shift to healthy, sustainable diets creates benefits across the food–nature–health nexus

Biodiversity

–7%

agricultural land use, freeing land for nature restoration

Health

15M

premature deaths a year that could be prevented

Economy

$5tn

in benefits a year, from an investment of $200–500bn

IPBES Nexus Assessment: sustainable healthy diets bring co-benefits for biodiversity, water, health and climate

Sources: Willett et al. (2025), The EAT-Lancet Commission on healthy, sustainable, and just food systems, The Lancet; IPBES (2024), Nexus Assessment.

Three action areas for **diets that partner with biodiversity**

Shaping food environments

GBF Targets 16 · 10

Public procurement & school meals – *Brazil: ≥30% of school food from family farmers*

Diverse diets in social protection – *UK: Healthy Start vouchers for fruit, veg & pulses*

Informed choices

GBF Target 16

Food-systems-based dietary guidelines – *Mexico: −34% GHG, −21% diet costs*

Financial instruments

GBF Targets 18 · 16

Food pricing aligned with health & nature – *Hungary: health tax, revenue earmarked*

Public research for diversified crops

Repurposing harmful subsidies – *England: >50% of farms in nature-positive schemes*

Diverse plates ⟶ diverse farms ⟶ resilient livelihoods & nature recovery · GBF Target 14: mainstreaming across sectors

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Relevance to **KMGBF Targets**

TARGET
10

Sustainable Production

Enhance biodiversity and sustainability in agriculture, aquaculture, fisheries, and forestry.

TARGET
14

Mainstreaming Biodiversity

Integrate Biodiversity in Decision-Making at Every Level.

TARGET
16

Sustainable Consumption

Enable Sustainable Consumption Choices To Reduce Waste and Overconsumption.

TARGET
18

Subsidy Reform & Incentives

Reduce Harmful Incentives by at Least $500 Billion per Year, and Scale Up Positive Incentives for Biodiversity.

Thank you!

Beatrice Rocca
UN Policy Manager (Biodiversity) | beatrice.rocca@proveg.org

Scan for the
Policy Brief

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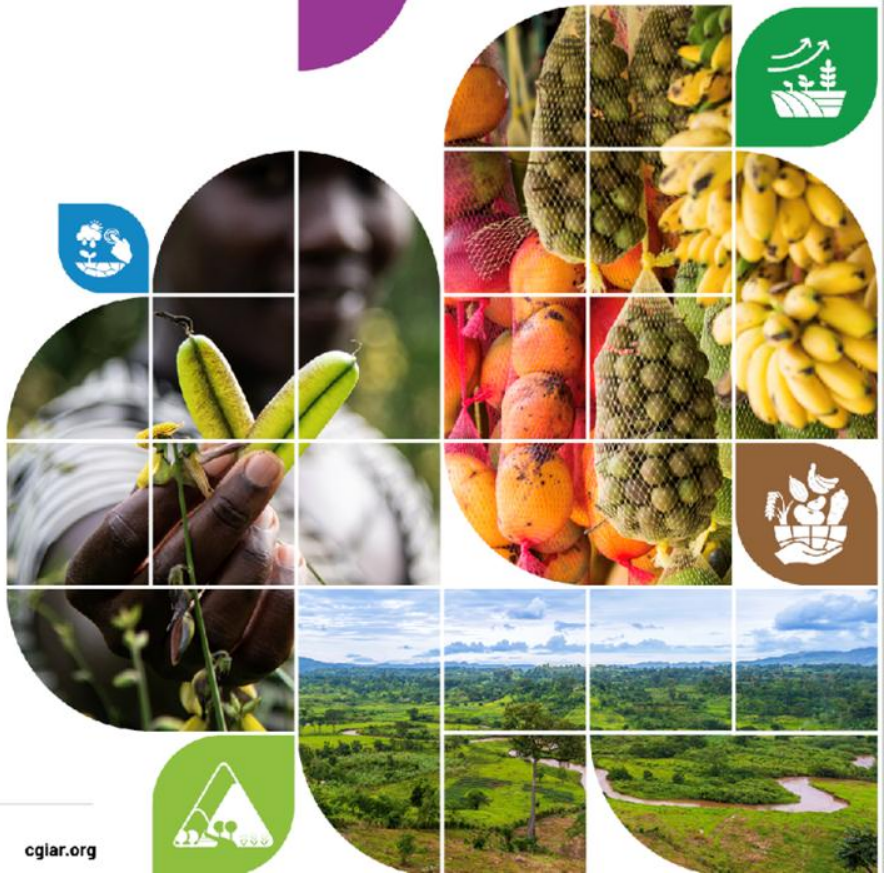
Food and Land Systems Transformation

How does promotion of biodiverse diets in rural and urban consumers link to agroecology, biodiversity conservation and resilience?

Céline Termote, Alliance Bioversity International and CIAT

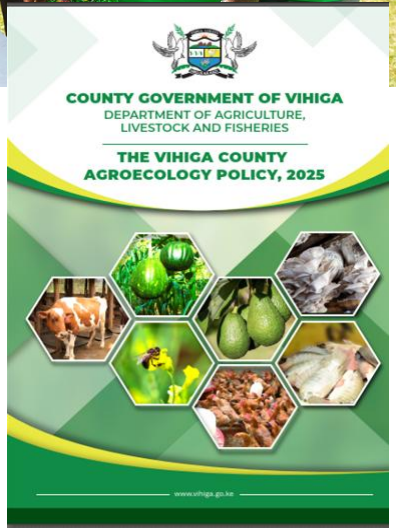
CBD COP, NFP side event, Yerevan, October 28, 2026



biovision

CGIAR MULTIFUNCTIONAL LANDSCAPES

Rural food system: e.g. Vihiga


COUNTY GOVERNMENT OF VIHIGA
DEPARTMENT OF AGRICULTURE,
LIVESTOCK AND FISHERIES
THE VIHIGA COUNTY
AGROECOLOGY POLICY, 2025
www.vihiga.go.ke

Rural – Urban food system: e.g. Makueni - Viwandani

76% of the food-insecure in (peri-)urban areas *(HLPE FSN 19, 2024)*

60% of Nairobi's 4.4 million inhabitants live in **informal settlements**:

Domestic markets are highly informal and fragmented with;

- Weak coordination; many intermediaries
- Low trust, misinformation
- food loss & waste
- Limited finance & infrastructure
- Food safety concerns

Informal vendors; 90% of the food in vulnerable settlements; key role as last mile food providers.

Enhancing Kenya's Organic Food System through Improved Market Access for Vulnerable Consumers in Nairobi and Small-scale Farmers in Makueni County

Capacity building on sustainable farming practices - syntropic farming, organic agriculture and agroecology

Co-creation and co-learning with VC MSMEs to strengthen market access for agroecological products

Creating consumer awareness on choice and consumption of safe nutritious foods

PRODUCTION ⟷ MARKETS ⟷ CONSUMPTION

Blog: Food forests are connecting vulnerable consumers

Fruit and Vegetable Diversity - ProColor

Makueni

Vendor type	No. of vendors	Percentage of vendor types selling pro color						Overall color diversity (Mean ± SD)
		White, Brown	Yellow, Orange	Green Other	Dark Green	Red	Purple, Blue	
Tabletop vendor	253	87	57	46	55	75	0	**3.19 ± 1.53**
Home vendor	8	63	38	38	25	63	0	2.25 ± 1.83
Direct sale from farm	12	25	17	17	92	17	0	1.67 ± 1.5
Modern restaurant	15	73	7	7	53	13	0	1.53 ± 1.19
Kiosk	344	38	14	13	17	34	0	1.17 ± 1.62
Cooked food street	150	51	6	7	54	11	0	1.29 ± 1.21
Wholesalers	16	50	13	13	13	19	0	1.06 ± 1.24
Ambulant vendor	22	50	5	0	5	14	0	0.73 ± 0.7
Cereal shop	22	14	9	5	5	14	0	0.45 ± 1.1
Mom and pop shops	2	50	0	0	0	0	0	0.5 ± 0.71
Butcher	41	2	0	0	0	0	0	0.02 ± 0.16
Mini-supermarket	4	0	0	0	0	0	0	0.00 ± 0.00
Overall	**889**	**53**	**24**	**20**	**34**	**38**	**0**	**1.69 ± 1.75**

Viwandani

Vendor type	No. of vendors	Percentage of vendor types selling pro color						Overall color diversity (Mean ± SD)
		White, Brown	Yellow, Orange	Green Other	Dark Green	Red	Purple, Blue	
Tabletop vendor	299	76	49	44	55	67	0	**2.92 ± 1.72**
Home vendor	4	25	0	25	0	0	0	0.50 ± 1.00
Direct sale from farm	1	100	0	0	100	100	0	3.00 ± NA
Modern restaurant	4	50	25	25	50	25	0	1.75 ± 2.06
Kiosk	322	16	8	8	9	15	0	0.55 ± 1.3
Cooked food street	379	24	4	6	25	10	0	0.69 ± 1.11
Wholesalers	14	14	0	7	0	0	0	0.21 ± 0.58
Ambulant vendor	116	34	8	8	3	28	0	0.79 ± 1.02
Cereal shop	14	7	7	0	0	7	0	0.21 ± 0.8
Mom and pop shops	2	50	50	0	50	50	0	2.00 ± 2.83
Butcher	41	0	0	0	5	0	0	0.05 ± 0.22
Mini-supermarket	1	0	0	0	0	0	0	0.00 ± NA
Overall	**1197**	**35**	**17**	**16**	**25**	**27**	**0**	**1.19 ± 1.65**

Viwandani Vendor Networks

3 cohorts of 30 F&V vendors participated in a series of 6 workshops to:

Identify vendor challenges to F&V sales; Brainstorm collective solutions and Co-design action plans

Challenges

Financial and capital	Market and competition
Supply Chain	Infrastructure and Utility
Post-purchase and storage	Security
Transport and Logistics	Environmental and Seasonal

From market stalls to healthier communities: Viwandani vendors

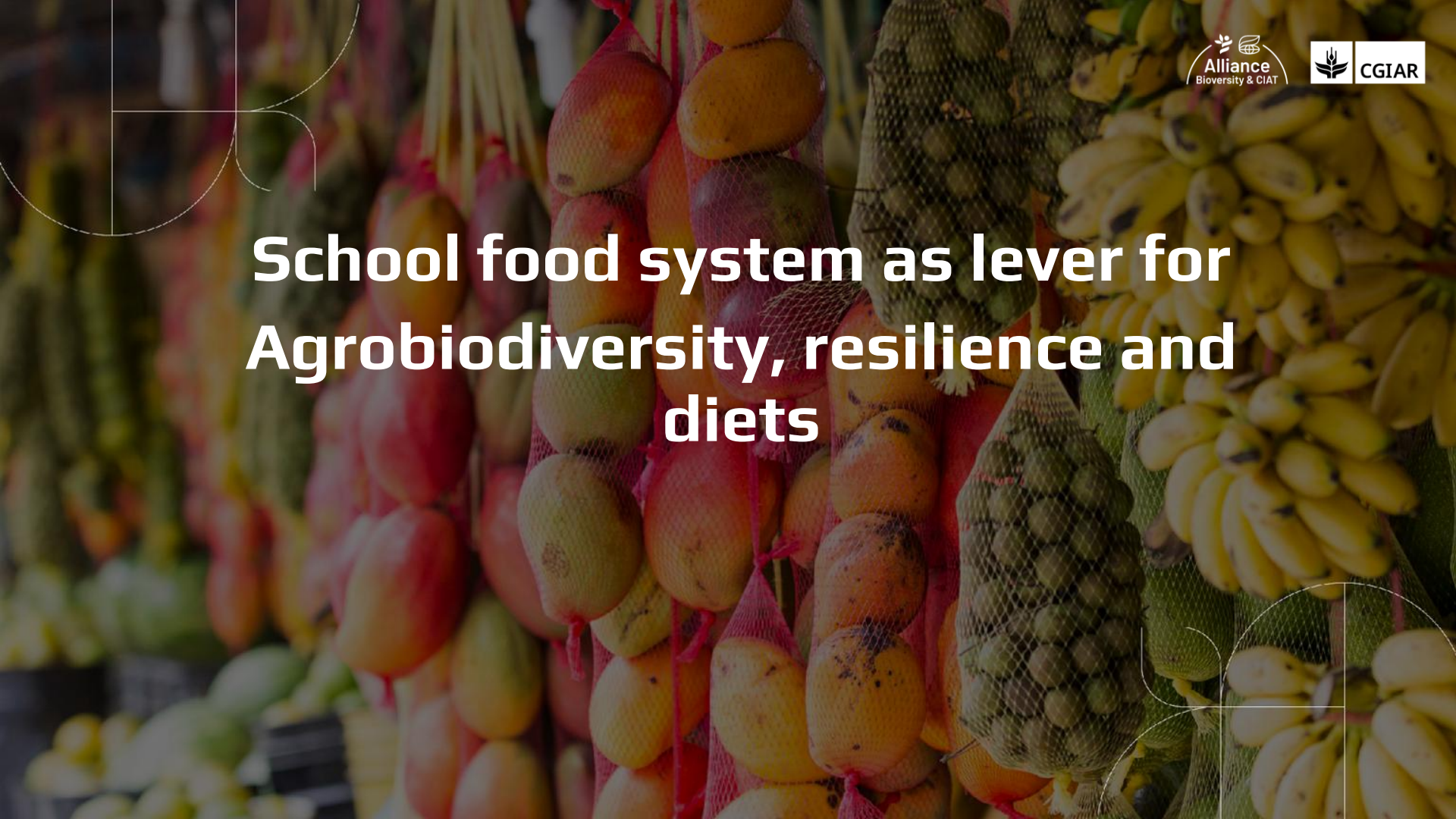
Actions:

1.Registration of 3 vendor networks for advocacy, resource mobilization (VSLA) and to tackle business challenges (Nairobi County Dept Social Services)

2.Training on nutrition responsive entrepreneurship, food safety, WASH, digital marketing, group dynamics and leadership, financial management (with Nairobi County Depts MSME, Social Services and Health)

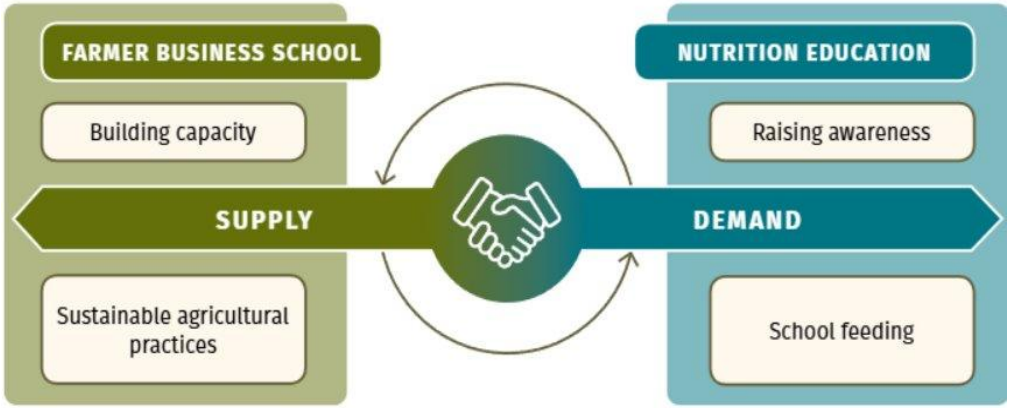
3. aggregation of demand through Joint procurement schemes/ labelling of 'safe' foods

Leveraging the food environment to improve diet quality in urban informal settlements: Insights from Viwandani informal food vendors | Alliance Bioversity International - CIAT



School food system as lever for Agrobiodiversity, resilience and diets

African Indigenous Vegetables Link Farmers and Schools in Busia, Kenya



Farmer Profits

+USD 0.15/kg → **USD 540/year**

ALV production increased

e.g., spider plant (*Cleome gynandra*) doubled

School Savings

USD 0.10/kg → **USD 360/year**

AIV consumption increased

50% of participants eating ≤2 days/week → **60%, 4-5 days/week**

Biodiversity <u>County Policy</u>

First in Kenya, multisectoral process

Thanks!
Alliance
Bioversity & CIAT
CGIAR

Programs from Partners

How? What does it take? What changes? What becomes possible?

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International Potato Center

Senior Agrobiodiversity and Food Systems Scientist

AGUAPAN

Direct voluntary benefit-sharing without access as a model to reward and strengthen custodian farmers

Why custodian farmers?

AGUAPAN

AGUAPAN: A Farmer-Led Benefit-Sharing Model

- **Farmer-led governance:** Investing in self-determination, leadership and youth empowerment.
- **Community-based membership:** Household membership grounded in custodianship legacy and farmer-to-farmer verification.
- **Voluntary benefit-sharing:** Monetary contributions linked to the corporate social responsibility (CSR) of potato breeding and seed companies.
- **Direct support, zero overhead:** Funds go directly to custodian farmers, avoiding administrative bureaucracy.
- **Farmer-led initiatives:** Direct support for priorities such as the health fund, farm-to-fork commerce and the JORA youth group.
- **Multisectoral support group:** Provides mentoring, technical guidance and institutional backstopping.

Self-determination is key, but how do the payments work?

- **Minimum annual contribution:** €15,000 per company, equivalent to supporting 50 families.
- **Direct payment:** €300 per family per year (approximately S/ 1,200, equivalent to around one month's minimum wage).
- **Dedicated contributions:** Company payments are used exclusively to fund the benefit-sharing bonuses.
- **Annual disbursement:** Each participating family receives its payment once a year.
- **Simple accountability:** Companies request brief reports; families are not required to justify how they use the funds.
- **Proven investment:** > €250,000 invested in direct payments to custodians to date.

Youth and agrobiodiversity stewardship

- **Professional** growth.
- **Entrepreneurship.**
- **Training:** leadership, accounting, marketing and social media.
- **Conservation**, environmental stewardship and strengthening **cultural identity.**

Fostering youth solidarity and collective action through shared living, communication and collaboration

Policy incidence wit congress members

Participation in social media and direct collaboration with influencers

Direct self-representation: voices of those who conserve are being heard

A replicable multistakeholder effort

SUPPORT GROUP

CIP
INTERNATIONAL POTATO CENTER

CENTRO DE INTERPRETACIÓN DE LA PAPA NATIVA
PACHAMAMAQ SAMAYNIN

SPDA

GRUPO YANAPAI

Asociación Pataz

inia

PRIVATE SECTOR PARTNERS

HZPC
ROYAL HZPC GROUP

EUROPLANT

AGRICO

AGENDA

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Youth Reflection & Call to Action

Famke Gerritsen

Netherlands Youth Representatives

Panel call to action

What’s the one thing you’d challenge everyone in this room to do before COP18 to treat biodiversity as a partner, not a problem?

Take aways

- Let’s treat biodiversity as a partner in everything we do
- Our diets and how we consume serve as a great entry point for change.
- From fork to vendors to seeds, biodiversity and food are deeply connected.

LEARN MORE

nfpconnects.com/communities/bridging-biodiversity-and-food-systems

NFP Netherlands Food Partnership