

CFS workstream: Enhanced efforts to increase awareness, ownership, use and usefulness of CFS policy outcomes.

1. PSM expectations in terms of desired outcomes and areas of work of this CFS workstream.

- i. **Recognize** the need for CFS products to be understandable and actionable (with clear language) for private sector actors to readily adopt and promote uptake.
- ii. **Identify** concrete ways in which CFS stakeholders can collaborate post-CFS endorsement to enhance CFS policy outcomes.
- iii. Acknowledging the pivotal role of public policies in influencing the FSN sector, the development and formulation of CFS policy guidance should **focus** on the potential users and implementers at country level, their needs, and their ability to deliver impact.

2. The main elements that would be important to include in the Action Plan.

- i. Identify and make use/adapt of existing multistakeholder structures at country level that include government (national and local), academia, donor groups, civil society, private sector that can analyse and review CFS policy products, adapt to country (or regional) context, promote cross-sectoral dialogues to facilitate the uptake and implementation;
- ii. Link to existing initiatives such as the SDGs and monitoring of specific SDG indicators; National Pathways developed as part of the Food Systems Summit follow up; the FAO Hand-in Hand initiative;
- iii. Utilise the FAO Regional Conferences as an important venue for raising awareness about CFS policy products and consider identifying specific CFS products for each respective Conference;
- iv. Identify 3-4 countries where member states would provide the leadership to convene a multistakeholder structure to be included in Action Plan;

3. Examples of uptake activities carried out by PSM, including challenges encountered as well as areas for improvement.

- i. **CFS Policy Recommendations on Strengthening Collection and Use of Food Security and Nutrition (FSN) Data and Related Analysis Tools to improve decision-making in support of the progressive realization of the Right to Adequate Food in the context of National Food Security**

PSM members have recognised the need for improved data management for increased sustainability, food security and nutrition and PSM led a side event at CFS 51 that featured a data policy guidance report by a PSM member and recommendations, linked

to SDG attainment. “Data policy guidance on farm data: strengthening collection, analysis, & use of ag. & food systems data”. https://www.solutionsfromtheland.org/wp-content/uploads/2023/10/2023.10.10-SfL-Data_Policy_Guide_2023-Final1.pdf

The importance of data ownership, use, and the need for privacy guiding principles is recognised and that data generated on a farm by the farmer or a third party acting on behalf of the farmer, will continue to be owned by the farmer. Personal information and agriculture data should not be without the agreement of farmers. The flow of data and data sharing is a key element to achieving farm value, environmental sustainability, social inclusivity, and development in agriculture.

A challenge that arose during Data policy convergence process was the difficulty in addressing the governance concerns from the viewpoint of farmers; hence the interest to highlight this post-endorsement. The view of farmers could be actively sought during the convergence process, keeping in mind that farmers identify across all CFS stakeholders (private sector, civil society, and other groups).

ii. CFS Voluntary Guidelines on Gender Equality and Women’s and Girls’ Empowerment in the Context of Food Security and Nutrition

A PSM member created a Task Force within its work plan to work around SDG 2, 3 and 5 that centres on how the dairy sector is helping gender equality and can improve the empowerment of women throughout the value chain. Similarly, working in the cocoa value chain, PSM members have developed gender sensitization action plans focusing on building cooperative leadership and developing appropriate e-extension tools. PSM members have used FAO’s Asia Pacific Regional Conference to amplify the business case for women’s economic empowerment, to incentivize investment into gender mainstreaming actions, practices, and policies (leadership, trade, logistics).

A challenge encountered after the endorsement of Gender guidelines has been the lack of interest of Member States/stakeholders to identify activities to collaborate post-CFS endorsement to promote the guidelines in-country or globally.

iii. CFS Voluntary Guidelines on Food Systems and Nutrition (VGFSyN)

In order to familiarize private sector actors with the VGFSyN and highlight the main sections of the VGFSyN, underlining their relevance and identify potential areas of implementation, three separate PSM educational webinars (with 200+ participants) were organised in 2021, targeting different geographical areas (Asia, Americas and Africa, incl. Europe). These activities were successful due to the active support of the CFS Chair, Secretariat and CFS Rapporteur for the VGFSyN.

The PSM uptake activities focused heavily on raising awareness on the CFS and the usefulness of the VGFSyN to a public that was mostly unaware of their existence. What would have been more effective would have been a greater connection and understanding of the link between the VGFSyN and the UNFSS process. This was a missed opportunity and remains a gap in future CFS outputs, with stakeholders aiming to refer to food systems process and transformation.

iv. Lessons learned.

Private sector entities, particularly at country level, often grapple with the upfront costs of adopting new approaches and technologies, regulatory constraints, and the need for skill development. Geographical (contextual) differences further complicate the innovation landscape, with disparities between regions and areas where knowledge sharing, and replication are lagging. Bridging these gaps requires concerted efforts to facilitate the exchange of knowledge, best practices, and innovations across regions which CFS products need to respond to. This may require the reconsideration of incentives and regulatory environments.

CFS products can be a catalyst to lead inclusion and alignment through societal and stakeholder engagement and support the co-development of principles, standards, guidelines, and codes of practice (soft law mechanisms). Countries and stakeholders could strengthen professional guidelines, technical and normative standards, codes of conduct and good practices during CFS product implementation.