

2nd UN Food Systems Summit Stocktake (UNFSS+4)

Concept Note for Session Co-leads

July 27-29, 2025 – Addis Ababa, Ethiopia

1. Title of the session:

Accelerating Public-Private Collaboration for Local Impact; 11:00 – 12:50, 29 July

2. Type of the session:

Choose the typology of the session from the drop-down list below.

Investment Dialogue

3. Date and time of the session:

29 July, 11:00 – 12:50

4. Session background (max 300 words):

Provide a concise summary of the session, including its thematic focus, why it is relevant, how it links to the UNFSS+4, who it will bring together, and how it contributes to food systems transformation and the SDGs. Include any key highlights or elements that will define the session.

Transforming agriculture & food systems is a key part of the global solution to climate change. Climate change poses physical risks to agrifood systems, exacerbating food insecurity, reducing crop yields and disrupting supply chains, amongst other negative effects. At the same time, our agrifood systems are contributing to 1/3 of global emissions. Regenerative agriculture represents a mechanism that businesses – and other actors – can use to decarbonize our agrifood systems.

5. Context (max 300 words):

Briefly explain the background and relevance of the topic within global and national food systems transformation efforts. You may refer to recent developments, gaps, or opportunities that justify the session.

Leading businesses are already taking action at the landscape level, for instance through the Action Agenda on Regenerative Landscapes and the Landscape Accelerator – Brazil. However, public-private collaboration is necessary to scale these models further and transpose them to different geographies, tailoring them to local contexts

6. Session objectives:

Clearly state what the session aims to achieve.

Highlight the urgency of advancing place-based approaches in the lead-up to meeting 2030 sustainability targets, reinforcing WBCSD's role as a convener of regional dialogues that connect global priorities with local realities. Hear from businesses leading the way in sustainability and regenerative practices, setting examples of innovation in agriculture and opportunities for policy and finance incentives to scale business action. Demonstrate the potential of the Action Agenda for Regenerative Landscapes (AARL) as an incubator for place-based strategies and multistakeholder collaboration, by identifying areas of converging interest among corporates – particularly around value chains and sourcing needs – as a starting point. Showcase One Planet Business for Biodiversity (OP2B) and the Landscape Accelerator Brazil) as practical examples of regenerative landscape approaches, with a view to exploring how these models could be adapted and replicated in other geographies.

7. Link UNFSS+4 objectives

Please complete at least one of the three sections below. Feel free to fill in more than one where relevant.

- a. **Reflecting on Progress**
- b. **Partnerships and Tracking Commitments**
- c. **Unlocking Finance and Increasing Investments**

8. Key message(s) of the session:

List 3-4 concise key messages or takeaways the session will deliver — preferably actions- or solution-oriented.

Driving the transition to regenerative and sustainable agriculture requires collaboration across sectors. This session will bring together public and private leaders to share knowledge and practical insights, showcasing how businesses are already implementing innovative solutions on the ground. It will explore how successful, place-based approaches can be scaled and adapted through stronger public-private alignment on outcomes — setting the foundation for collective action through COP30 and beyond

9. Session format (max 100 words):

- Panel discussion

10. Guiding questions for speakers:

Provide 3–5 thought-provoking, outcome-oriented questions that align with the session objectives and key messages.

TBC

11. Desirable outcome:

State what the session seeks to deliver in terms of concrete outcomes (e.g., recommendations, commitments, collaboration opportunities, input to policy/strategy, etc.)

Showcase how the Action Agenda on Regenerative Landscapes is a platform that enables multi-stakeholder collaboration to achieve at-scale systems change by:

- Mobilizing stakeholders & facilitating collaboration; mapping & aggregating investments and areas/commodities of interest; sharing insights & elevating successful landscape projects; and driving action through landscape accelerators.

Demonstrate how the Action Agenda of Regenerative Landscapes – through landscape accelerators – can drive public-private collaboration for effective place-based approaches, providing examples of successful place-based approaches, for instance in Europe under the One Planet Business for Biodiversity initiative, and in Brazil through the Landscape Accelerator – Brazil (LAB).

Facilitate a meaningful discussion regarding the opportunities to scale place-placed approaches, exploring how landscape accelerators can be transposed to suit specific contexts.

Additionally, the session will open a dialogue on how landscape accelerators can be contextualized to meet national and regional priorities, and introduce a potential series of upcoming **UNCCD-member state dialogues**, designed to foster continued public-private engagement on the road to **COP17 (tbc)**.

12. Tentative run of show

Provide a high-level outline of the session flow — e.g.:

Time	Agenda	Speaker
5 mins	Opening remarks	Peter Bakker
10 mins	Keynote speech on successful public-private collaboration for place-based approaches	Gonzalo Munoz
40 mins	Moderated panel discussion	UNCCD, Nestle, OCP, MAPA, FAO (tbc)
40 mins	Moderated panel discussion	Danone, FCDO, EU, GEF
20 mins	Q&A discussion	
10 mins	Closing remarks	Emeline Fellus

13. List of speakers:

Name	Affiliation/Title	Country/ Region	Gender
Gonzalo Muñoz CONFIRMED	High Level Climate Champion COP25, Ambition Loop Co-founder	Chile/Global	Male
Peter Bakker CONFIRMED	CEO, WBCSD	Global	Male
Panel 1 – Partnerships to scale regenerative landscapes in Brazil			
Andrea Meza Murillo CONFIRMED	Deputy Executive Secretary, UNCCD	Global	Female
Christian Vouvouras CONFIRMED	Senior Manager, Global Public Affairs, Nestlé	Global	Male
Hanane Mourchid CONFIRMED	Chief Sustainability & Innovation Officer, OCP Group	Global/Brazil	Female
Marina Godoy (TBC)	Deputy Executive Secretary, Brazilian Ministry of Agrarian Development	Brazil	Female
Panel 2 – Partnerships to scale regenerative landscapes in Europe			
Emmanuel Marchand CONFIRMED	Senior Vice-President Milk Sustainability Africa, Danone	Europe/Global	Male
	EIB / GEF / EBRD (TBC)		
Leonard Mizzi (TBC)	Head of Unit – Sustainable Agri-food Systems, European Commission	Europe	Male
Ruth Davis OBE (TBC)	UK Special Representative for Nature	United Kingdom	Female

14. Additional links/documents:

Include any reference documents or links relevant to the session.

15. Contact information of the session leads and co-leads:

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