

10K Entrepreneurs for 100M Farmers

Supporting the transition towards nature-positive practices by 2030

Objective

As part of its Climate Action Platform, the World Economic Forum is championing [100 Million Farmers: Transitioning towards net-zero, nature positive food systems](#). Achieving this goal requires both committed farmers and a surrounding ecosystem of sustainable agriculture entrepreneurs providing technologies and services. To help achieve this audacious goal, a catalyst coalition has been formed to activate 10 Thousand Entrepreneurs for 100 Million farmers.

Call Industrialized Countries to Lead Nature Positive Innovation

Industrialized countries have the opportunity to lead the way in nature-positive innovation and drive impactful results supporting their farmers. The world's largest farmers have the largest potential for positive impact in the short term. Large farmers have critical networks, infrastructure and technology already in place. With fewer hurdles to overcome in bringing nature positive innovation to the farm gate, industrialized countries are best equipped to support local entrepreneurs and farmers transitioning to nature positive agriculture.

Accelerate, Expand, and Support the Sustainable Innovation Pipeline

1. Accelerate nature positive solutions by identifying and magnifying opportunities

This coalition is both a thought leader and platform that will identify and magnify: 1) key agricultural system levers with outsized positive impacts; 2) agricultural applications of technologies in other industries; 3) novel breakthroughs in public, private and academic sectors; and 4) on-farm solutions with industry transformation potential.

2. Expand the funnel by improving social and environmental benefit valuations

Successful nature positive innovation requires a greater value to be placed on non-financial returns, specifically environmental and social returns. Positive shifts in this direction are, in part, hampered by the lack of robust and standardized methodology to calculate, assess and report these impacts. This is particularly true for indirect, downstream impacts best analyzed through dynamic system perspectives and tools. The coalition will generate improved methods for predicting, measuring and valuing system impacts across the value chain. Sharing these methods via white papers, case studies and best practice toolkits will support entrepreneurs developing sustainability frameworks and build investor confidence in real world impact. Together, they will drive a more robust pipeline of nature-positive solutions.

3. Support the funnel by advocating for appropriate policy support

The coalition has a strong voice to advocate for the allocation of government support towards both farmers and ranchers shifting to nature positive farming practices. Equally important is the need for science-based regulations that enable the use of nature-positive solutions. Success requires that governments support and enable solutions that will help drive climate solutions.

For more information regarding the coalitions work, contact enegrin@inari.com