The Journey

01. The Rationale

02. CoFSA: The Concept

03. Workplan for 2023

04. Engage
“I used to think that the top environmental problems were biodiversity loss, ecosystem collapse and climate change. I thought with 30 years of good science we could address those problems. But I was wrong. The top environmental problems are selfishness, greed and apathy… And to deal with these we need a spiritual and cultural transformation”.

Gustave Speth, former Chair of the United Nations Development Group
Agriculture accounts for nearly a quarter of all greenhouse gas emissions.
A handful of global agricultural commodities account for nearly 75% of all tropical deforestation.
Agriculture uses 70% of total freshwater withdrawals.
One third of global produce is lost or goes to waste.
Regenerative agriculture mitigates climate change.
Agriculture is the largest employer in low-income countries, accounting for 60% of the labor force and producing 25% of GDP.
WHAT IS THE MAIN BLIND SPOT IN OUR COLLECTIVE EFFORTS TO ACHIEVE SUSTAINABLE FOOD SYSTEMS?

The sustainability community works on:

- Policies and projects,
- Legal and institutional frameworks,
- Technologies,
- Investments,
- Capacity-building,
- Research
- Etc.

But results are not enough, and we are running out of time!

Why aren’t we able to turn the many solutions we have into the systemic transformations we need?
CONSCIOUSNESS AND MENTAL MODELS ARE THE MOST POWERFUL LEVERAGE POINT FOR SYSTEMIC CHANGE

The latest IPCC reports (2022) on climate change mitigation and adaptation highlight for instance the role of “inner transitions” and inner capacities of individuals, organizations, and societies as a lever for accelerating the transition in the context of sustainable development.
INNER HUMAN BARRIERS TO FOOD SYSTEMS CHANGE

The barriers to change lie not only in systemic structures but within the human mind and heart:

• Extractive mindsets and cultural narrative of separation from one-self, each another and the natural world

• Dominant extractive paradigm of unfettered economic growth

• Reductionism and siloed thinking inhibiting our capacity to approach complex challenges in a systemic manner

• A Lack of Collaborative Capacities

• Care Deficit
Science has evidenced the following benefits of some consciousness approaches (e.g., compassion, nature connection, somatic bodywork, emotional awareness, non-violent communication, mindfulness and self-reflection, etc.):

- Empathy and compassion;
- Care for the environment;
- Flexibility and openness;
- Creativity;
- Reduced stress and improved well-being;
- Emotional regulation;
- Healthier diets;
- Focus and productivity;
- Clarity and acceptance;
- Improved decision-making.
- Etc.

Consciousness approaches have been applied successfully in many sectors and leading organizations.
INNER CAPACITIES: THE CAPACITY FOR CONSCIOUS FOOD RECONNECTION

**DISCONNECTION**

- **Self** (Mind)
  - Eating disorders
  - Obesity disease
  - Practitioners burnout
  - Farmer suicide

- **Others** (Society)
  - Distance between food producers and globalized value chains
  - Marginalization & poor working conditions of farmers

- **Nature** (Environment)
  - Extractive production practices
  - Environmental degradation

**MANIFESTATION**

- Improving diet and food habits,
- Wellbeing and flourishing,
- Local food systems and sustainable consumptions
- Inclusion, decent livelihoods and working conditions
- Transition to more regenerative and agroecological farming
- Sustainable land management and nature-based solutions

**INNER CAPACITIES**

- Shift in consciousness
The CoFSA Model of Transformation

Consciousness Approaches

- Consideration and cultivation of inner capacities into interventions across the food system.
- Integration of consciousness practices:
  - Contemplative practices;
  - Psychological and cognitive-behavioural based practices;
  - Transformative spaces and communication practices;
  - Transformative education and leadership practices.

Application at 3 Levels

- Individual
- Group
- Institutional

Shift in Consciousness through cultivation of inner capacities

Change in connection and relationship with self, others and nature

Regenerative Food Systems

Replenishing the soil, fauna, flora, livelihoods, cultures and planetary health.
CONSCIOUSNESS APPROACHES

Consciousness approaches can leverage certain practices which actively support the cultivation of inner capacities

CoFSA works with a diversity of consciousness approaches which integrate the consideration and cultivation of inner capacities into interventions, at the individual, group and institutional levels.

These approaches include a vast rage of:

• **Contemplative mind-body practices**, often rooted in a variety of wisdom-based traditions (e.g. nature connection and mindfulness);

• **Psychological and cognitive-behavioural based practices**, (e.g. self-reflection and-inquiry practices);

• **Transformative spaces and communication practices** through dialogues, group discussions and facilitation practices (e.g. deep listening and Non-Violent Communication) and **communities of practice** to deepen understanding and application of the learning;

• **Transformative educational and leadership practices** (e.g. experiential learning, and arts-based learning).
CoFSA approaches food systems transformation by working with all relevant stakeholder groups across food systems, at three interconnected levels:

- **INSTITUTIONAL**: Supporting the cultural transformation of organization, as well as dedicated public and private policies;
- **GROUPS**: Building safe, connecting, and transformative spaces and networks for conscious multi-stakeholder dialogues and platforms;
- **INDIVIDUAL**: Offering trainings, educational programmes, and retreats, as well as coaching activities;
INNER CAPACITIES

Individual and collective awareness, mindsets, beliefs, values, worldviews, and associated transformative cognitive, emotional and relational qualities and skills.

The cultivation of inner capacities can enable a deepening or expansion of individual and collective consciousness that can support regenerative food systems.
## INNER CAPACITIES: TRANSFORMATIONAL QUALITIES AND SKILLS

### The Inner Development Goals framework

<table>
<thead>
<tr>
<th>Being - Relationship to Self</th>
<th>Thinking - Cognitive Skills</th>
<th>Relating - Caring for others and the world</th>
<th>Collaborating - Social Skills</th>
<th>Acting – Driving Change</th>
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<tbody>
<tr>
<td>Inner compass</td>
<td>Critical thinking</td>
<td>Appreciation</td>
<td>Communication Skills</td>
<td>Courage</td>
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<tr>
<td>Integrity</td>
<td>Complexity awareness</td>
<td>Connectedness</td>
<td>Co-creation Skills</td>
<td>Creativity</td>
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<tr>
<td>Authenticity</td>
<td>Perspective Skills</td>
<td>Humility</td>
<td>Inclusive mindset competence</td>
<td>Optimism</td>
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<td>Openness and Learning mindset</td>
<td>Sense-making</td>
<td>Empathy</td>
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<td>Self-awareness</td>
<td>Long-term orientation and visioning</td>
<td>Compassion</td>
<td>Trust Mobilization Skills</td>
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<td>Presence</td>
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*Source: Inner Development Goals Initiative (2021)*
Regenerative Food Systems go beyond sustainability to actively restore, revitalize and replenish the soil, the water, the flora, the fauna, livelihoods, cultures and planetary health.

Rather than focusing on doing less harm, it works in alignment with living systems to create systems which are healthy, resilient and adaptable, to ensure we’re able to feed many generations to come.
CoFSA: The Concept

“Creating regenerative systems is not simply a technical, economic, ecological or social shift: it has to go hand-in-hand with an underlying shift in the way we think about ourselves, our relationships with each other and with life as a whole”

Daniel Christian Wahl, Author of Designing Regenerative Cultures (2016)
The Conscious Food Systems Alliance (CoFSA), is a movement of food, agriculture, and consciousness practitioners, convened by UNDP, and united around a common goal: to support people from across food and agriculture systems to cultivate the inner capacities that activate systemic change and regeneration.

CoFSA's vision is to establish the cultivation of inner capacities as a key evidence-based approach to envision and create regenerative food systems; and to build legitimacy for this agenda.
VALUES

Bringing our whole selves to this work: emotional, embodied, and authentic
Willingness to undertake inner work
Equity, inclusivity and acknowledgement of power dynamics
Deep listening
Valuing diverse points of view
Embracing complexity and working with emergence
CoFSA Areas of Intervention

Transforming food and agriculture through a whole system approach

**Sustainable Landscapes**
- Conscious Farming & Local Community Development
- Revitalizing & Strengthening Traditional Wisdom

**Food Systems Policy & Pathways**
- Food Policy Reform
- Multistakeholder Dialogues

**Supply Chain Transformation**
- Conscious Consumption
- Cultural Transformation of Organizations

Horizontal organisation of production systems and ecosystem services
SUSTAINABLE LANDSCAPES

CoFSA supports members to integrate consciousness approaches into their work through projects, programmes, and platforms:

Conscious Farming and Local Community Development
- **Target audience:** farmers and local communities
- **Aims:** to improve livelihoods, and conserve forests, biodiversity, water resources, and soil health.
- **Approaches:**
  - Support the adoption of regenerative agricultural practices through the cultivation of associated mindsets and values (connection to the land, responsibility and solidarity, intrinsic orientation, etc.).
  - Support the resilience, well-being and empowerment of farmers, local communities and change agents through trainings, peer circles, trauma-healing etc.
  - Support conscious human-centred project design and implementation by assessing and taking into consideration inner capacities (motivations, attitudes, etc.).

Revitalizing and Strengthening Traditional Wisdom
- **Target audience:** Indigenous Peoples and local communities
- **Aims:** to revitalise and strengthen traditional wisdom.
- **Approaches:**
  - Support intergenerational learning of food and land-related traditional knowledge, through participatory media training (see appendix), and locally-designed curriculums.
  - Revitalize traditional cultural practices for conscious dialogues and conflict-solving, including through trainings in mindfulness and non-violent communication...
Food Policy Reform
• Target audience: government officials i.e. ministers, directors, policy makers
• Aims:
  o to improve the quality of interaction of policy-makers
  o to design and pass policies and laws that integrate a more ‘compassionate’ approach to humans and nature
• Approaches:
  o Transform civil service and political cultures through trainings in mindfulness, compassion, nature connections, etc.
  o Improve the framing and decision-making on complex problems though training.
  o Design and implement conscious and compassionate policy processes.

Multi-stakeholder Dialogues
• Target audience: multi-stakeholder platforms
• Aim: the creation of safe, connecting, and transformative spaces for conscious multi-stakeholder dialogues.
• Approaches:
  o Equip stakeholders with the skills and practices to overcome communication challenges, deal effectively with conflicts and build trust and empathy between stakeholders.
  o Support deep dialogues through conscious facilitation.
  o Enable participants to create a new lens to look at a problem and take collective action from a place of shared awareness.
SUPPLY CHAIN TRANSFORMATION

Cultural Transformation of Organizations

- Target audience: companies, global NGOs, development agencies
- Aims: supply chain transformation to support transition to regenerative food systems
- Approaches:
  - Foster conscious leadership for collective action through trainings, coaching, awareness-based learning journeys and team-building retreats.
  - Support conscious procurement through deep dialogues and immersion with local communities.

Conscious Consumption

- Target audience: consumers or ‘eaters’
- Aims: the adoption of more healthy, sustainable and local diets.
- Approach: education programmes in particular for youth, around:
  - Traditional food cultures,
  - Healthy and sustainable diets through behavioural change and mindful eating practices.
The CoFSA Structure

Cultivating inner capacities for Regenerative Food Systems

Community of Practice & Learning
- Reflect
- Connect
- Practice
- Learn
- Collaborate

Application
- Trainings
- Interventions
- Incubator
- Delivery Partners
- Monitoring, Evaluation & Learning
- Case Studies

CoFSA brings together an intentional community of peers supported by a collaborative digital platform where individuals and organizations can connect, learn and exchange knowledge, support and inspire each other, and collaborate to build conscious food systems.

CoFSA members apply consciousness approaches and practices across food systems, through a global portfolio of interventions supported by an incubator, including the delivery of trainings, coaching and facilitation services, supported by research and learning frameworks.
Community of Practice and Learning
COFSA COMMUNITY ACTIVITIES

COMMUNITY
- Coffee Chats
- Consciousness Practices & Monthly Meditations
- Collective Inquiries & Action Groups
- Alliance Gatherings

ACTIVITIES
• Bring together experts and stakeholders to share learnings, generate new insights and support collaboration and implementation on COFSA main areas of intervention.

• Identify existing initiatives, expertise, methodologies and tools, as well as opportunities for adaptation, replication and scale-up.

• Establish Action group on the digital platform, open to CoFSA members to enable continued learning and collaboration among participants.
EXPLORING THE ROLE OF CONSCIOUSNESS PRACTICES FOR FOOD SYSTEMS TRANSFORMATION

- Participants experience consciousness practices, and;
- Explore how they can help cultivate inner capacities and be leveraged for food systems transformation.
Monthly Meditations with Satish Kumar  

Bi-weekly C2i Drop-in Practice Sessions

- Contemplative practice drop-in sessions twice a month: the C2i (Contemplation, Insight, and Impact) drop-in sessions in partnership with the EWS Collective and Robert H.N. Ho Family Foundation Global.
- e.g. "Meditation, Mindfulness & the Power of Thoughts" (April - link)
PAST EVENTS

COP27, Activating Transformation from the Inside Out
YouTube Long & Short Video

Nature Connection, Consciousness Practice
YouTube Long & Short Video

Transforming food systems from within
YouTube Long & Short Video

Cultivating Conscious Local Communities and Cultures for Regeneration
YouTube Long Video
COMMUNITY OF PRACTICE AND LEARNING SUPPORTED BY A DIGITAL PLATFORM

Functionalities of Platform

- Common Library
- Community Calendar
- Collaborative Workspace (sub-groups)
- Member Directory and World Map
- Community Live Feed
- Chat

CoFSA Digital Platform

This digital space, hosted by Howspace, has been designed to bring all CoFSA members under one roof, to collaborate, exchange ideas, learn from each other, and be inspired.

This is a space to connect with peers and discover like-minded people for in-depth discussions, participate in our gatherings, have monthly coffee chat, and collaborate on specific issues and initiatives through dedicated self-organized action groups. Also, you can join collective practices led by experts on deep listening, mindful eating, and meditations.

Welcome to the CoFSA Community Space

Luís Camargo 27 days ago
Join us as we call the systemic transformation of the food ecosystem in Latin America. We bring together a diverse set of social entrepreneurs from the frontline, to discuss the challenges and solutions to achieve food security.

Please join us at 5:30 PM CEST, on the 4th of May, 2023.


#catalyst2023 #cofisa #opepa #FoodSystems #SDGs #Latam #collaborationsincatalyst #CCW2023
Implementation: Interventions and Trainings
INTERVENTIONS

CoFSA members pioneer the application of a variety of consciousness approaches and practices across food systems, through a global portfolio of interventions, including the delivery of:

• Trainings & Learning Journeys
• Coaching services
• Facilitation services
• Assessments

Members connect to the CoFSA community of experts and delivery partners to develop collaborations.

The CoFSA Secretariat offers technical assistance to support the design and implementation of interventions.
INCUBATOR

A space for collective experimentation and learning which can inspire scaling up of successful experiences.

Objectives:

- **Test and demonstrate** how consciousness approaches can strengthen inner capacities to create regenerative, sustainable and equitable food systems through a global portfolio of prototype and pilot interventions.

- **Generate a set of learnings and learning resources** - in the form of case studies, training materials, trainers and partners - which can be used to scale-up the integration of consciousness approaches.
CoFSA INCUBATOR PROCESS

Identification of a CoFSA intervention

Preparation of concept notes or TOR

Validation of workplan and timeline

IMPLEMENTATION

Results & Learnings

CAPITALIZE AND SHARE Publications Training materials SCALING UP

CoFSA Secretariat supports the formalisation of the concept note and the design of the intervention, and draws on connections/synergies within the CoFSA Community.

CoFSA Secretariat provides technical assistance, helps mobilise the necessary human resources, supports learning among the prototypes and disseminates the results in the CoFSA Community.

CoFSA Secretariat capitalises and disseminates lessons learnt

UNDP Country Offices

Other implementing partners

CoFSA Community

Source of: prototype ideas, expertise, ideas, methods and skills, training opportunities

Space for collective learnings and capacity to disseminate results and outcomes in diverse networks
PRINCIPLES FOR COFSA INTERVENTIONS

- Context-specificity
- Respect & Equity
- Sensitivity to power dynamics
- Cultural relevance and sensitivity, respect for traditional wisdom
- Variety of consciousness practices and approaches
- Evidence-based approaches and plurality of knowledge
The CoFSA Inner Council

Gretchen Steidle  
Global Grassroots

Sarah Queblatin  
Global Ecovillage Network Oceania and Asia (GENOA)

Sara Farley  
The Rockefeller Foundation

Jamie Bristow  
The Mindfulness Initiative

Pavel Cenkl  
Schumacher College

Teresa Corção  
Instituto Maniva

Christine Wamsler  
LUND University

Katie Palmer  
Food Sense Wales Welsh NHS

Michael Wernstedt  
Inner Development Goals

Joshua Konkankoh  
Better World Cameroon

Maximilian Abouleish  
SEKEM

Bernard Guri  
CoFSA IP Advisor

Andrew Bovarwick  
UNDP_COFS
COFSA MEMBERS

Join CoFSA and become part of a pioneering global movement of 150+ conscious food practitioners dedicated to fostering the cultivation of inner capacities for regenerative food systems.

Consciousness & Inner Development

Global NGOs, Development agency

Academia & Research

Grassroots NGOs, Indigenous Peoples and Local Community

Farmer or food producer

Donor, Government, Company
WORKPLAN FOR 2023

“The number one leadership challenge […] is to enable stakeholder group that need each other to change the system to move from me to we – that is from ego-system awareness to eco-system awareness”

Otto Scharmer, author of Theory U
A PHASED APPROACH FOR A FLEXIBLE AND ORGANIC PROCESS OF EMERGENCE

Phase 1: Setting Up
- Sensemaking
- Conceptual Design
- Vision & Strategic Approach
- Build a core group of partners

Phase 2: Co-design
- Co-creation in the Breathing Room
- Rationale & Manifesto
- Governance & Community-building

Phase 3: Implementation
- Strengthen the Evidence and Narrative
- Build the Movement
- Empower CoFSA Members
- Implement interventions and trainings

2020 2021 2022 2023 2024 2025
HIGHLIGHTS & ACHIEVEMENTS (MID-2023)

• **Co-creation process with 27 core partners in 'The Breathing Room'** to co-design the Conscious Food Systems Alliance and connect deeply with themselves and one another.

• **Thought leadership** on conscious food systems: publishing *Rationale for Action* report, Case Study collection, CoFSA Manifesto, blogs & articles, and presenting in conferences and events (e.g. COP27).

• Generating a *Portfolio of CoFSA Interventions* to pioneer the application and integration of consciousness approaches in food systems.

• **Growing the community** to over 150+ members and more than 1000 followers from across the food system and from a diversity of consciousness backgrounds.

• **Digital Community Platform** to support members to collaborate, connect & practice, apply, reflect & learn.

• Building a **Global Network of Local Hubs** to facilitate an equitable exchange of knowledge and experience across local centres offering conscious food learning programmes (Curriculum in development with Schumacher College).

• $300k grant received from Robert H. N. Ho Family Foundation for CoFSA Community, Interventions & Trainings in 2023 and ongoing conversations with other donors (Rockefeller, SIDA, Climate-kic, etc.)
WORKPLAN 2023 – OVERVIEW OF YEAR

Community of Practice & Learning
- Collective Inquiry Series + Practice sessions + Action Groups + Digital Platform
- Strategic Retreat (April)
- Indigenous dialogue series (May–Sept)

Communications
- Ongoing (Newsletter, social media, blogs, articles, videos, case studies, etc.)

Interventions
- Challenge Fund
  - Applications & selection of winners
- Implementation of pilots

Trainings
- Conscious Food Systems Leadership curricula – development
- Delivery of pilot in UNDP
- Local Leadership for Regenerative food systems – development

Research
- Research proposal

Fundraising
- Ongoing resource mobilisation
Establishing the role of consciousness for food systems transformation

- Develop and promote a shared and diverse narrative on conscious food systems
- Build evidence-basis through research and learning activities & products

Build the movement and empower CoFSA members

- Build thriving community including through in-person events (e.g. large conferences, strategic retreat, practice retreat etc)
- Build common understanding on CoFSA basics through introductory curriculum(s)
- Develop tools and information systems (e.g. databases, online library) to facilitate resource sharing and learning
- Support decentralisation through Regional Labs and other local in-person events

Implementing CoFSA through interventions and trainings

- Test conscious food interventions through Incubator and Challenge Fund
- Amplify impact through integration into larger programs
- Develop and deliver trainings to key food systems stakeholders (e.g. policymakers)
"Courage is the key to this [change]. But it’s very hard to do things alone that are courageous. So find the one, or two, or three, or a crowd of people…and together take action, because I do think that courage is contagious."

Frances Moore Lappé, celebrated author of Diet for a Small Planet and democracy advocate.
• Bringing together leading experts in consciousness, systems change and food and agricultural commodity systems,
• Forging a global alliance across governments, businesses and civil society,
• Working across a variety of consciousness approaches with thought leaders and practitioners,
• Linking inner, organizational and systems change,
• Formulating public and corporate policies for conscious food systems,
• UNDP has a trusted, convening power in 170 offices across the world, with one of the largest global sustainability portfolio of projects and cutting-edge expertise in multi-stakeholder collaboration.
KEY FOUNDATIONAL DOCUMENTS

Available to download on our website: https://consciousfoodsystems.org

Follow us on YouTube and LinkedIn

Watch the Manifesto Video
Join the Movement

CoFSA approaches food systems transformation through collaboration with all relevant stakeholders across food systems.

Our 100+ members include consciousness practitioners, companies, governments, development agencies, academia, global and local non-governmental organizations, local communities, farmers and food producers.

To join the Alliance and become an official member, either contact us or submit an application form.

For details of the application process, membership criteria, as well as commitments and benefits, please read the CoFSA Membership Agreement.
Key Resources

CoFSA's Core Content:

- Watch the Manifesto Video
- Visit our new Website
- Read our Foundational Documents
- Join our conversations on LinkedIn
- Follow us on YouTube
- Join our weekly meditation with Satish Kumar

CoFSA's Blogs and articles:

- Beyond Sustainability: Evolving to Conscious Food Systems (blog)
There's a revolution that needs to happen and it starts from inside each one of us

Thich Nhat Hanh
THANK YOU

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Find out how consciousness approaches can transform food systems - http://www.consciousfoodsystems.org/
Join our CoFSA LinkedIn Group: https://www.linkedin.com/groups/12626177/