

WE SHARE
WE SHARE



European AgriFood Co-Funding Alliance 2025

Now is the time to act for healthier agrifood systems

The current European context presents a unique window of opportunity to catalyse systemic change.



Effects of climate change on farms impeding conditions to produce.



AgriFood business leaders' growing understanding of need for increased supply chain resilience & transparency



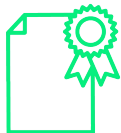
Soil science is a rapidly emerging field in academic research



The EU Green Deal acknowledges the importance of soil health



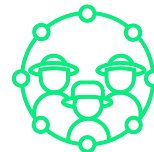
The early-stage EU CAP discussions present a crucial and urgent opportunity for shaping change



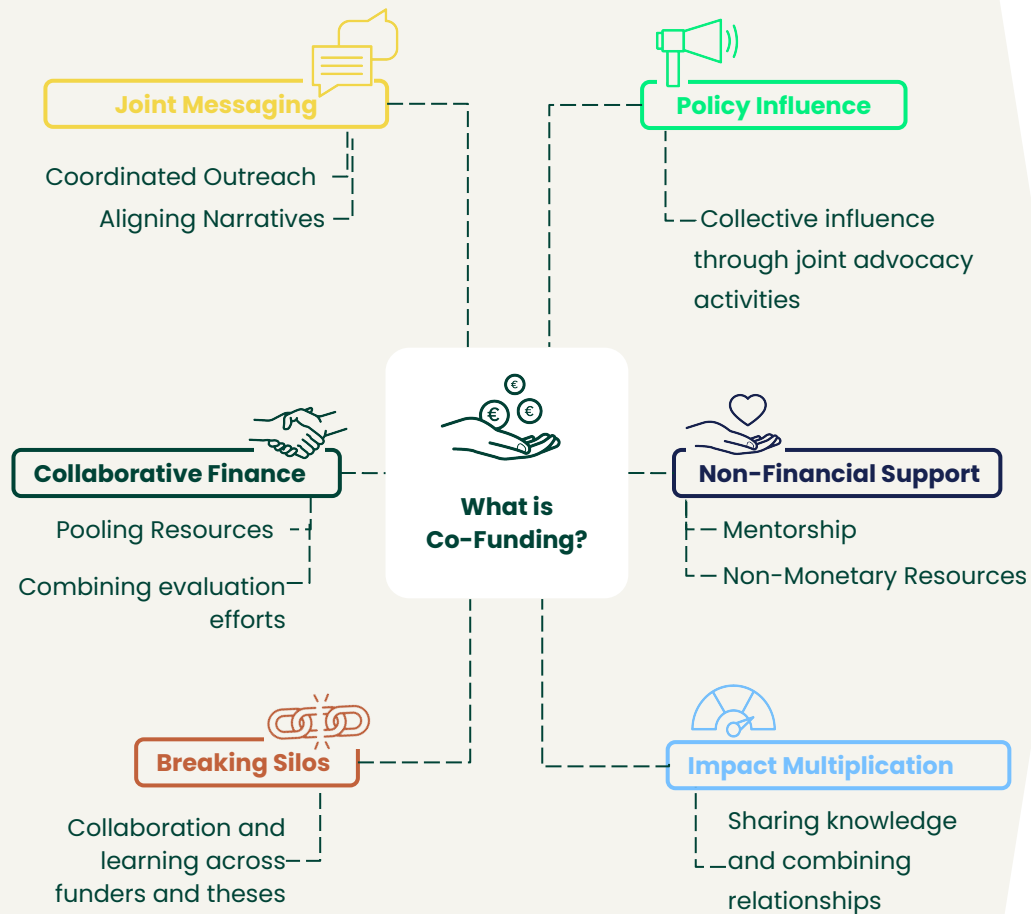
The concluding industry discussions on defining reporting standards for regenerative agriculture



Farmers' political movement prompts urgent change in the way agricultural policies connect with farmers



The regenerative agriculture movement across Europe and farmers' readiness for adoption.



Why agrifood systems-change needs Co-Funding

The complexity of our agrifood systems demands that both philanthropic and returns-oriented investors approach opportunities holistically by blending funding and coordinating support for both commercial and non-profit initiatives that hold transformative potential.

Introducing the European AgriFood Co-Funding Alliance

Co-initiated by **We Share Forward Foundation**, **Better Way Foundation** and **Climate Farmers**, we are a member-driven alliance with a mission to collaboratively address critical barriers to agrifood systemic-change by uniting and blending diverse funding sources and expertise.

With support from our **Knowledge Partner**, the **European AgriFood Systems-Change Consortium**, we accelerate the development of European initiatives – both commercial and non-profit – that hold high potential for systemic transformation.



Our guiding star

We are working together in service of **European agrifood systems that continuously increase their social, ecological and economic health, and life-holding capacity.**



WHY IT MATTERS?

CLAUDIA
GARUTI
CAPITAL HOLDER

BETTER
WAY
FOUNDATION
- SISTERHOOD -

WHAT'S OUR
ROLE &
RESPONSIBILITY?

WE NEED
TO CHANGE
SYSTEM!

"HOOKED" BY
REGENERATIVE
AGRICULTURE

HOW ARE WE GOING
TO DO IT
FROM A DIFFERENT
HUMAN PERSPECTIVE?

COMBINING OUR CAPACITY
AND OUR "MAGIC"

HOW DO
WE COLLABORATE?
IN WHAT WAYS?

IMAGINING ALTERNATIVES

WE SHARE
WE SHARE

the CONTEXT

IVD
DEGN · CLIMATE FARMERS

WE BELIEVE CHANGE
IS POSSIBLE
& NECESSARY

the TIME IS NOW



BY A SHARED
INTEREST IN
**REGENERATIVE
AGRICULTURE**

WE ARE
BUILDING A
THEORY OF TRANSFORMATION



COLLECTIVE
VISION:
WHERE DO
WE WANT TO
GO?



BASELINE ·
HOW ARE THINGS
WORKING
TODAY

??
FIND
LEVERAGE
POINTS
WHERE TO
INTERVENE
IN THE SYSTEM

MAPPING
THE SYSTEM

FOUNDATION OF OUR CONSORTIUM'S STRATEGY

VISUAL SUMMARY : CARLOTTACAT.COM

MAKING IT REAL

ELENI
THEODOROU

WE
SHARE
FORWARD
FOUNDATION

YOU CANNOT
MAKE CHANGE
ALONE

WE NEED
TO ENABLE
OTHERS
TAKE ACTION

BREAKING
THE SILOS

BUILDING
ALLIANCES &
COLLABORATION

HOW

CO FUNDING

CO MENTORING

CAPACITY
BUILDING

NON-FINANCIAL
SUPPORT

CO FINANCE
KNOWLEDGE &
SHARING



AGRIFOOD SYSTEM
CONSORTIUM:
- THIS IS
HOW OUR
COMMUNITY
WOULD LOOK
LIKE -

A HUMAN-CENTERED
APPROACH



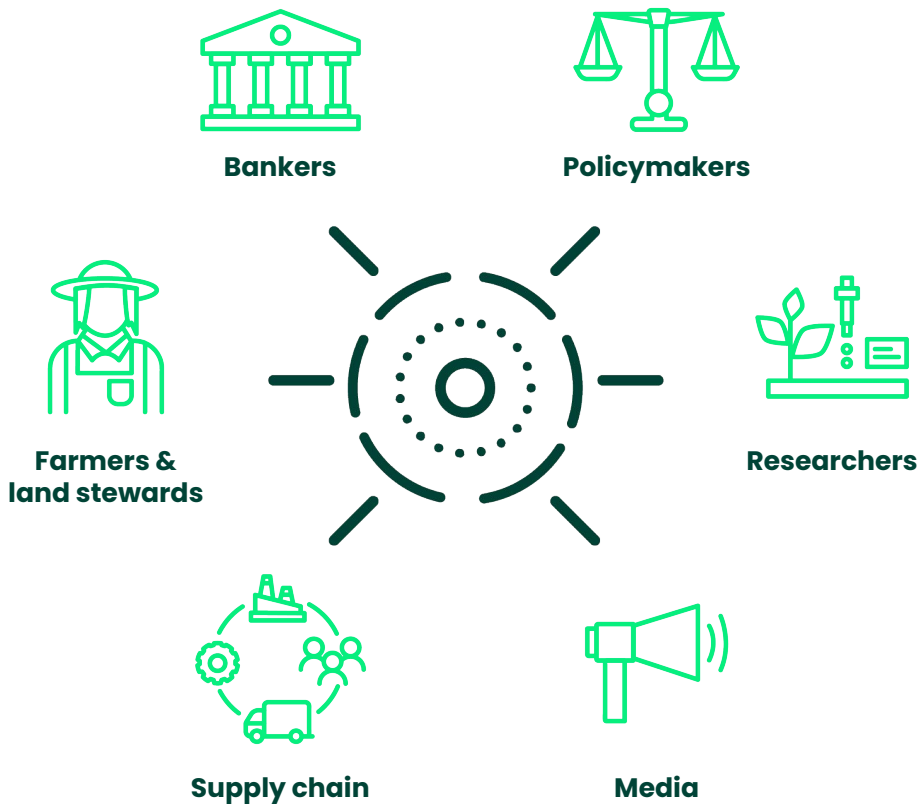
CLIMATE
FARMERS

Our Knowledge Partner

The European AgriFood Systems–Change Consortium

The Consortium informs the thesis of our Co-Funding Alliance and is a representative group of leaders from across the agrifood system in Europe.

- 22 leaders from diverse backgrounds
- Deep sector-specific knowledge
- Wielding influence in their field
- Co-Defining a living Theory of Transformation, including identifying intervention points in the system
- Coordinated by Climate Farmers' team



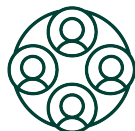
How we work together

Co-funding + Knowledge Sharing + Coordination



How we work together

Sector expertise + blended finance vehicle + transformational funding



Co-Funding Alliance Members

Members offer a pipeline of initiatives & catalytic funding

- Members fund projects directly or via pooled funding
- Perform due diligence on behalf of the group
- Join each other in advocacy activities to educate other funders & sector



EUROPEAN AGRIFOOD SYSTEMS-CHANGE CONSORTIUM

Knowledge Partner offers agrifood sector & systems knowledge

- Developing a living theory of transformation based on systems map
- Shares lived experience
- Identifies pipeline gaps
- Sources pipeline from own ecosystem



We Share Forward Foundation offers finance vehicle & deal structuring

- Best practice for structuring blended finance deals
- Catalytic capital financial vehicle

Join the Co-Funding Alliance in 2025

Become a member to deploy coordinated funding for systemic transformation

**Contribute to our pooled
philanthropic funding** codesigned
with you for systemic transformation

Minimum donation: €25K

and/or

Co-Invest directly in initiatives

Developing deeper agrifood system change understanding by exploring joint investment strategies for system transformation.

Derisk your investments by combining your resources with like minded funders

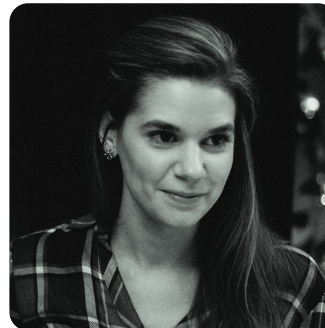
Thank you!



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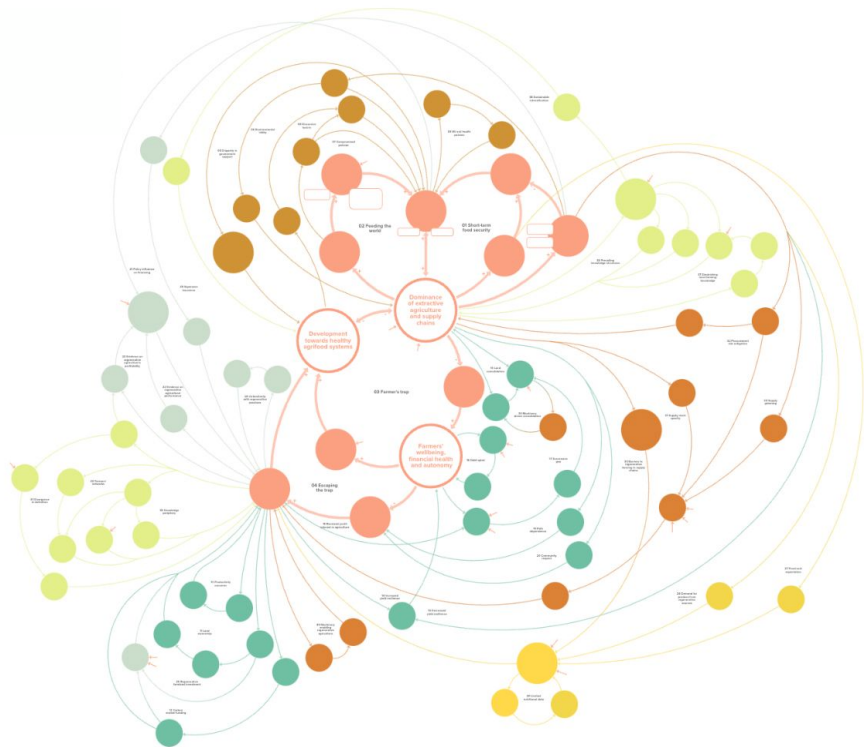
Annex



European Agrifood Systems Map

Developed by our Knowledge Partner, the European AgriFood Systems–Change Consortium, in collaboration with Reimagined Futures, members of the European Alliance for Regenerative Agriculture (EARA) and additional experts, this systems map illustrates the dynamics currently underpinning Europe's agrifood systems.

Co-Funding Alliance members are invited to join Consortium members in co-learning sessions based on the systems map and contribute to a living Theory of Transformation.



[Explore the map](#)

Intervention Pathways defined by our Knowledge Partner

The following pathways provide initial guidance for our funding thesis



Interdependence of human and ecosystem health

Designing policies, frameworks and actions based on the underlying premise that humans exist within nested ecosystems (from soil to water cycles) and all are utterly interdependent for mutual long term resilience and flourishing.



Farmers as stewards of living systems

Acknowledging European farmers as agents and stewards of social health and wellbeing, natural resources and climate resilience through reformed policy, strengthened farmer networks and equitable land access policies.



Agrifood industry leaders as stewards of living systems

Removing barriers that prevent the potential of private sector leaders to rethink and reform business models and value chains in ways that support farmers' agency, long-term market health and increased trust.



Research and education serves a living systems paradigm

Enabling knowledge creators to center their research in an understanding of systems as alive, whole and complex and for educators, including researchers, to share this knowledge in the same spirit.