

A photograph of three brown chickens walking across a green grassy field. The chickens are in the foreground and middle ground, with a blurred background of trees and foliage. The lighting is soft, suggesting an overcast day.

Solutions with legs

Take a step in the right direction



1 / Story

An idea, plan, or **solution 'has legs'** when it is likely to continue or **succeed long-term.**

So does livestock.

Our playful '**Solutions with legs'** campaign is here to draw attention to multiple environmental, economic and community **benefits livestock has to offer** to low and middle income countries.

We know where we're going, **let's let livestock take us there.**

If recognised, supported and properly funded by the international community, the livestock sector can be turned from being a climate-outcast to **being at the forefront of climate mitigation and adaptation.**

This campaign aims to put arguments aside and look at evidence. It shows investors and policymakers **small steps that can be taken now** to transform our food systems and our future.

It **tells the story of animals and humans,** the story of farmers and scientists, the story of policymakers and businesses. It has direction, it has energy, it has legs.

2 / Taglines

*Focusing on practical
solutions and actionable
science*

*Thinking about
long-term
success*

Solutions with legs

Take a step in the right direction

Inspiring action

Leading the way

3 / Messages

High-level messages

General

- Take a step in the right direction, invest in sustainable livestock.
- Invest in long-term solutions, invest in livestock.
- We need long-term and holistic thinking from policymakers and funders. This includes investment in livestock sector in Africa.

Economy and investment

- Invest in livestock, invest in innovation / climate / community / health / prosperity.
- Africa's livestock sector offers best returns for climate, communities and livelihoods.
- Economic growth doesn't need to happen at the expense of climate. Livestock can be a solution for both.

Food systems transformation

- Livestock has been around for millennia, invest in food systems that stood the test of time.
- Livestock is a solution to food security and better health.
- We can't fix one problem but creating a new one. Livestock is a key to tackling malnutrition globally.

Climate change

- Small changes in livestock practices can have huge environmental benefits.
- Sustainable livestock offers practical solutions to mitigation and adaptation.
- Farmers in Africa are on the frontline of climate crisis. Invest in solutions that stand a chance.

4 / Hashtags

Campaign tagline

#SolutionsWithLegs

Community-driven social media campaign

#MyClimateSolution

Conference taglines

#cop28

#climatefinance

#agribusiness

#regenerativelandscapes

#agriculturepolicy

#smartfarmingrevolution

#innovativeharvest

#livestockfarming

#sustainableconsumption

#sustainableagriculture

Campaign intro

A photograph of three brown chickens in a grassy field. One chicken is on the left, another in the center, and a larger one on the right. The background is a blurred natural setting.

Solutions with legs

Take a step in the right direction





Solutions with legs

Take a step in the right direction



Two white piglets are walking on a bed of brown wood chips. The piglet on the left is in profile, facing right, with its mouth slightly open. The piglet on the right is also in profile, facing right, and is slightly behind the first one. The background is a soft-focus green, suggesting an outdoor setting.

Solutions with legs

Take a step in the right direction



**Looking for solutions
to climate change?**

We've done the thinking



**solutions
with legs**





LinkedIn Banners



Facebook Banners



Title of event in max two lines of copy, no more

DATE OF EVENT | TIME OF EVENT | LOCATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel gravitate urna. Prae ac pro euismod, lectus nulla et, lacus est. Quisque a dui sodales dolor pharetra maximus nec in urna. Nam vestibulum aliquam dignissim, ut vitae tortor vel sagittis pellentesque porta. Curabitur aliquet euismod efficitur. Nullam congue ligula ut commodo interdum.

Aliquam moribus sed felis et faucibus. Phasellus congue leo nunc, non placerat velit lacus lorum. Ut molestiae tristique est. Vivamus ac massa lectus, tempus sagittis vel, faucibus.

Participants

PHOTO IN LINKS	PHOTO IN LINKS	PHOTO IN LINKS	PHOTO IN LINKS
FIRST, LAST NAME	FIRST, LAST NAME	FIRST, LAST NAME	FIRST, LAST NAME
Title	Title	Title	Title

www.solutionswithlogo.com @solutionswithlogo

Event posters (digital & print)



Main title in max two lines of copy. No more

Subtitle in max one line of copy

- 01 Solution for people**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Prae ac pro euismod, lectus nulla et, lacus est.
- 02 Solution for animals**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Prae ac pro euismod, lectus nulla et, lacus est.
- 03 Solution for climate**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Prae ac pro euismod, lectus nulla et, lacus est.

Get in touch

- Phone: +1234567890
- Email: info@swl.com
- Website: www.swl.com

Support us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna.



Handout materials

Storytelling

Solutions for people



Solutions for animals



solutions
with legs

Solutions for climate



A woman wearing a blue shawl and a white headscarf is working in a tea plantation. She is focused on picking tea leaves from a bush. The background is a vast field of tea plants under a bright sky.

Solutions from women



Solutions for young people



Solutions that work



Solutions & evidence

Climate adaptation and mitigation
for livestock

Invest in Participatory Rangeland Management



Regenerate
nature



Capture
carbon



Grow
communities



Resolve
conflicts

Reduce animal heat stress to reduce their footprint.

Invest in genome research of thermo-resilient cattle.



solutions
with legs





**Cactus pears can
replace up to 40%
of the livestock feed
and help reduce water
use in drylands.**



**solutions
with legs**




How to save water in livestock production?

Invest in animal feed research and innovation.



solutions
with legs



Drought-tolerant tree species – *Ficus thonningii*— helped to improve livestock productivity, alleviate the impacts of drought and restore degraded lands.

30%

GHG reduction can be achieved by investing into improving practices on smallholder farms. We need:



Better Feed



Improved Genetics



Better Manure
Management



Livestock are part of the climate change solution.

We need to focus on:



Step 1: Improving food



Step 2: Introducing mixed farming



Step 3: Investing in infrastructure



solutions
with legs

Pastoralists need better access to services



veterinary help



market opportunities




support with land restoration

Explainers

Quick facts & myth busters

**Did you know that livestock
can keep forests healthy?**





**Clearing shrubbery
removes vegetation
that could spread fire**



**Sunlight reaching the
forest floor increases
biodiversity**



**solutions
with legs**




**Pruning and thinning
naturally promotes
forest health**

**Clearing room in the
forest canopy allows
new tree growth**



**solutions
with legs**



Hiring livestock owners and their animals to graze land provides job opportunities

Personal stories

Promote stories of people who
are already innovating



"Being a shareholder in the milk bar has changed the way I receive payment for my work. In dairy farming you get money on a daily basis and there are many opportunities for youth if they decide to come together."



**solutions
with legs**



"Forest grazing with livestock opens up huge possibilities for climate. We just need proper management and education"

MR. SAM OSBORNE

Independent research farmer

Frontline voices for livestock

Community-driven social media action



Frontline voices *#MyClimateSolution*

Objective: to amplify voices of the community - farmers, scientists, entrepreneurs – at COP28. And to show that livestock community holds solutions to climate challenges.

Audience: farmers, businesses, scientists, policy experts driving positive change in the agricultural sector with medium/large social media following.

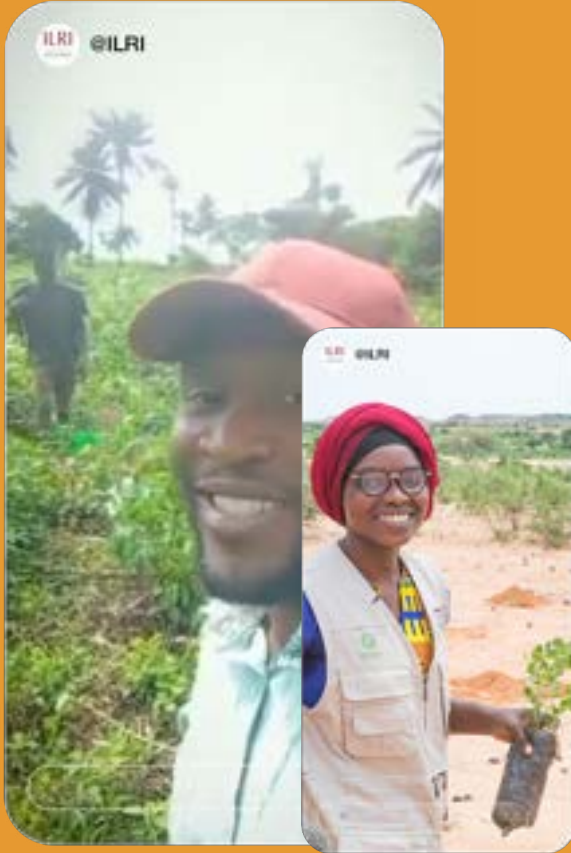
Call to action: share your sustainable practices with policymakers and funders to help us make the case for livestock at COP28

Content: videos developed by users

Duration: 7 days

Channels: Facebook, Instagram, Twitter and Tik Tok

5/ Social media



Frontline voices *#MyClimateSolution*

What we're looking for?

- 15-30 second vertical videos
- Short-form posts with images
- Filmed using selfie mode or written in the first person
- Sharing one idea per one post
- And telling a good story (e.g. farmers showing around the farm or attending to animals, scientists in the lab)
- Educational or entertaining format
- Imagery from farms and behind-the-scenes
- Diversity of voices and people
- Production quality - doesn't matter

6 / Call to action

Public CTA:

Are you a farmer, scientist or entrepreneur working in agriculture? We're inviting you to join our campaign #solutionswithlegs to bring innovative livestock solutions to policymakers at COP28.

Share your practices and ideas for more sustainable farming and we'll get your message across. Whether it's innovative practices, community collaborations or policy insights or changes, your story matters. Use #whylivestockmatter #solutionswithlegs and tag us @ILRI to inspire change one story at a time.

Direct Message:

Hey [Name]. I am [Name] from [organization]. As we gear up for COP28, a crucial event focusing on global environmental challenges, we're reaching out to our community for their expertise and recommendations. We will celebrate [Farmers/ Scientists / Businesses] from 1st December and would love to inviting you to join our campaign to help make a case for livestock for funders and policymakers.

*We've only got one question: 🌍 **What transformative step or practice do you believe holds the key to a greener future in agriculture?** Share your thoughts with us as a post or video story on the [Add date] by tagging us @ILRI and using #solutionswithlegs #mysolutionforclimate. Your perspective will contribute to a larger conversation during COP28 about building a sustainable and resilient agricultural future. Thanks for being a part of it and please let us know if you have any questions!*

7 / Execution

How to reach out to community with your call to action:

1. First, create a list of potential people and influencers who might be interested to participate in the campaign and/or who already have similar content on their channels.
2. Share your CTA across your social media channels to announce the campaign.
3. Reach out to the coalition to share your message.
4. Share CTA on community forums or groups and engage with them if they have questions.
5. Next, send direct messages and emails to people you shortlisted at the very beginning. Make sure you personalise your CTA.
6. Make sure you follow-up if you don't hear back from them, it is totally normal.
7. And finally, watch out for tags, messages and content shared, please re-share and comment to acknowledge their contribution.
8. Cross-post shared solutions across social channels and create threads for ideas on a similar topic. Make sure you regularly check your channels as stories disappear after 24 hours.
9. Reach out to participants to ask if you can archive their footage.

8 / Going live

#MyClimateSolution will go live on **30 November 2023**

Here are some posts to help spread the word.

LAUNCH DAY, 30 November:

Awakening Earth's Advocates 🌍

Today kicks off a powerful journey here at COP28 as we strive to boost awareness and investment in the livestock sector and sustainable agriculture solutions across Africa.

Here's the deal: we want to hear YOUR voice! Share a video or post telling us why sustainable agriculture fires you up. Let's ignite a conversation that resonates beyond these halls. Don't forget to use our hashtags: #whylivestockmatter #myclimatesolution #solutionswithlegs and tag us @ILRI

Together, let's set COP28 ablaze for a sustainable future! 🔥🌱

8 / Going Live

Community Fusion



Today, we celebrate the interconnected tapestry of agricultural communities.

Tag a friend, a family member, or a colleague who's part of your community. Your shared stories with #mysolutionforclimate #solutionswithlegs and tagging us @ILRI will not only strengthen our bonds but emphasize the power of community collaboration in advancing sustainable agriculture. Let's tell the world about the unity within our agricultural landscapes.



Farmer Trailblazers

We're pay tribute to the backbone of our communities—our farmers. By spotlighting their efforts we not only celebrate their hard work but also elevate their crucial role in building a resilient and sustainable agricultural future.

 Join us in giving our farmers the recognition they deserve. Share a post or video about a farmer you know who's breaking ground in sustainable farming. Tag them and use #myclimatesolution #solutionswithlegs and tag us @ILRI 

8 / Going live

Policy Champions 📣

Today, we're diving into the realm of policies that shape our sustainable livestock. We're looking for insights on policy action. Share your thoughts using #mysolutionforclimate #solutionswithlegs and tagging us @ILRI

It's not about complex jargon; it's about your honest take on what policies we need for a sustainable livestock future. 🌱🗣️

CLOSING Future Livestock Visionaries 🌱

Thanks to everyone for sharing their inspiring visions for sustainable farming and livestock during COP28! 🌱🌍

🌟 Today, we're thrilled to showcase some highlights from the incredible content we've received throughout the week. From breakthrough practices to aspirations, these are just a glimpse of the amazing content we've received.

Let's continue this momentum! Your dedication to sustainable farming and food practices is making a real impact. Together, we are shaping a future where agriculture thrives in harmony with our planet. 🌱💚 #myclimatesolutin #solutionswithlegs #COP28

Long-form

9 / Articles

Produce inhouse **short articles on livestock solutions** to climate change (expert commentary, opinion, farmers stories).
For example:

- *10 Solutions to Climate Change*
- *Advice from Farmers to Policymakers*



Pitch your pieces or **partner with Western financial media** to produce content around the benefits of investment in livestock.
For example:

- *Bloomberg*
- *Financial Times*



10 / Multimedia

Produce **exciting educational video & audio** content that people would be interested to watch. This can include:

- *Short explainers with on a provocative topic (under 15 min)*
- *Live discussions with experts*



Partner up with bloggers and influencers who can help you generate interesting content. For example:

- *A walk around a sustainable farm in Kenya*
- *Live reporting from COP28*



11 / Handouts



Promoting “Solutions with legs” at COP28

We have created a leaflet to help promote long-term sustainable solutions at COP28.

How to use this template:

- Pick 3 solutions that will speak to your audience at COP28
- Create a clear call to action (get in touch, learn more, connect)
- Add your copy to the handout on Canva (see slide 63)
- Adjust your style (we’ve offered a selection of images)
- Add your logo

Print recommendations:

- Double-sided A5
- 200gsm
- 100% recycled
- FSC Certified paper

12 / Handouts



Promoting your event under the campaign identity

We have created a leaflet to help promote events and panels at COP28. This template is accompanied by a social media poster for events.

How to use this template:

- Add your event title
- Add a short description
- Update event date and time
- Update event location
- Adjust your style (we've offered a selection of images)
- Add your logo
- Add photos of participants and their information
- Update contact details

Print recommendations:

- Double-sided A5
- 200gsm
- 100% recycled
- FSC Certified paper

For content managers

13 / Identity



Headings font: Thunder

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£?%&

Content font: Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£?%&



- Use colourful images that create connection with people. Use smiling, happy people. Avoid images of animals that look unhappy or too crowded.

- When adding text to shapes, try to use it over the shapes in off-white. In Canva, you can turn any shape to off-white. You can then add colour shapes behind to add a pop of colour.

- The brand fonts have been uploaded to Canva. Don't use any others.



14 / Merchandise



15 / Templates



Event Post Template - [Canva Link](#)

Ensure that the quote isn't too big, if larger than the existing reduce font slightly (don't go under 30pt).



Image + Shapes Template

[Canva Link](#)

16 / Templates



Full HD Quote Template - [Canva Link](#)

Ensure that the quote isn't too big, if larger than the existing reduce font slightly (don't go under 30pt).

17 / Templates



Quote Template - [Canva Link](#)

Ensure that the quote isn't too big, if larger than the existing reduce font slightly (don't go under 30pt).



Full Colour Infographic Template - [Canva Link](#)

Free to choose any of the brand colours as a background colour however if using yellow, ensure that text is in black for better legibility. If changing the map/icon ensure you use line maps/icons.

17 / Templates



Image + Text in Shape Template - [Canva Link](#)

Keep message short & snappy. Avoid long copy as font should not be reduced. Don't change the colour of the off-white shape.



Infographic Template - [Canva Link](#)

When making changes, maintain the text on the off-white shape or in the image with a black opacity layer. Use line icons if changing them and use the brand colours (match with the colour of the colour shape)

17 / Templates



Image + Text Template - [Canva Link](#)

Use strong images that don't look too busy with text. Maintain the black opacity shape over the image (under the text) to allow for better legibility of text.

17 / Templates



Image + Text Template - [Canva Link](#)

Use strong images that don't look too busy with text. Maintain the black opacity shape over the image (under the text) to allow for better legibility of text.

17 / Templates



Main title in max two lines of copy. No more

Subtitle in max one line of copy

Solutions Handout
Template

[Canva Link](#)

01 Solution for people

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Proin ac eros sollicitudin, luctus nulla et, lacus est.

02 Solution for animals

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Proin ac eros sollicitudin, luctus nulla et, lacus est.

03 Solution for climate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Proin ac eros sollicitudin, luctus nulla et, lacus est.

Get in touch



Support us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna.



Main title in max two lines of copy. No more

Subtitle in max one line of copy

Event Handout
Template

[Canva Link](#)

Event in max two lines of copy. No more

DATE | TIME OF EVENT | LOCATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel scelerisque urna. Proin ac eros sollicitudin, luctus nulla et, lacus est. Durabitur aliquet euismod efficitur. Nullam modo lincidunt.

Et felis et faucibus. Phasellus congue leo. Sed vel scelerisque urna. Proin ac eros sollicitudin, luctus nulla et, lacus est.



Participants

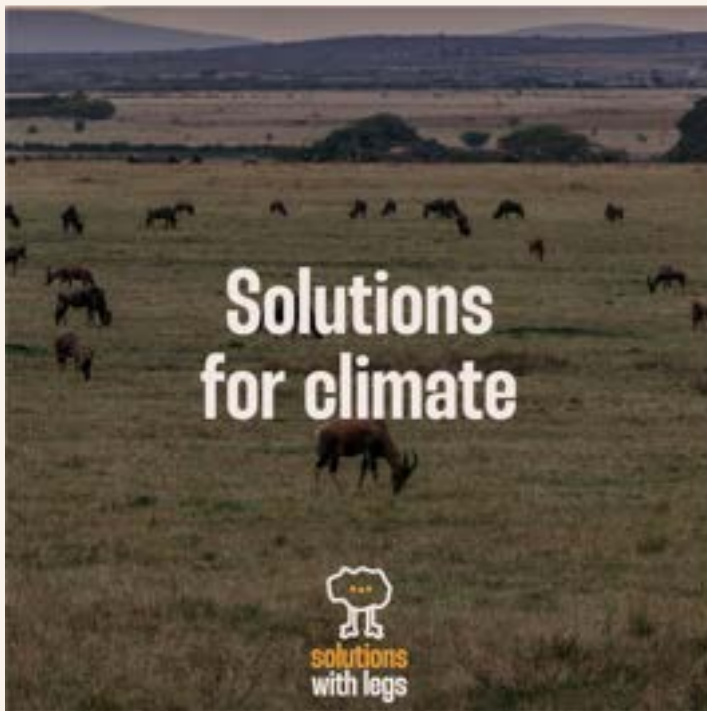


FIRST, LAST NAME	FIRST, LAST NAME	FIRST, LAST NAME	FIRST, LAST NAME
Title	Title	Title	Title

[www.solutionswithlegs.com](#)

@solutionswithlegs

18 / Copywriting



Suggested copy

🗨 Looking for solutions? We've done the thinking.

We've been working with partners to find best solutions for policymakers at @COP28_UAE for the livestock sectors.

In the next few days you will hear from scientists, farmers, businesses and policy experts. We'll deliver #solutionswithlegs.

Follow, like, share. And help us make a step in the right direction.

#whylivestockmatter

18 / Copywriting



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#whylivestockmatter

18 / Copywriting



Suggested copy

Centuries ago, forests were pruned and thinned by natural processes and wildlife. But many of those crucial species have disappeared.

Using livestock like goats, sheep and cattle we can bring back natural thinning that forests need to stay healthy. Let's restore forests' natural balance!



#solutionswithlegs #mimicnature #COP28

18 / Copywriting



Suggested copy

We are working hand in hand with local and global allies, pioneers and experts in Participatory Rangeland Management across diverse landscapes 🌍🌱

CTA: Get in touch with us if you are interested in supporting this initiative!

#sustainablepartnerships #solutionswithlegs
#COP28 #whylivestockmatter

18 / Copywriting



Suggested copy

Participatory Rangeland Management empowers pastoralist communities 🌿 to sustainably manage their lands. Results speak for themselves 🌍👉

#solutionswithlegs that work for climate and people 🌍

Add CTA (further reading, contact, investment etc)

#whylivestockmatter #COP28

18 / Copywriting



**When drought strikes,
livestock and
livelihoods suffer.**

Livestock Insurance can
help cushion the blow:

- ✔ Lorem Ipsum
- 🐑 Lorem Ipsum
- 👤 Lorem Ipsum


solutions
with legs

Suggested copy

Across Africa's arid lands, livestock provides food and income for millions. But droughts put these livelihoods at risk. 🌵🚫

Index-Based Livestock Insurance provides a safety net! 🌱 When drought hits, automatic payouts let farmers buy feed, water, and healthcare for their animals. 🐑🐑🍌

It is working in Kenya, Ethiopia, help us scale it 🌱🌱
CTA: Invest in climate smart solutions @UNFCCC
@theGCF @adaptationfund @IBLI

#solutionswithlegs #whylivestockmatter #COP28



ILRI

INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



CGIAR