

A CALL FOR AN INTERNATIONAL MOVEMENT

Transforming food systems, together.

Climate, food security and safety, fairer global trade, health, youth and women's employment: **food systems lie at the heart of this decade's transitions**. Producers, businesses, professional organisations, authorities, technical and financial partners operate in a context where every link in the value chains must gain in resilience, value and integrity — leaving no communities or groups behind. **COLEAD 2030 is the shared roadmap** this community is giving itself to accelerate, together, the sustainable transformation of the food sector.

More than **50 years** of commitment to the food sector, **where it is needed most** - a strategy born from a **two-year participatory process**.

AN INTERNATIONAL MOVEMENT

Five COLEAD hubs, hundreds of members and thousands of field partners, tens of thousands of people connected online: **a movement rooted locally and open to the world.**



On the ground

● Strengthening the skills, practices and performance of businesses

At value-chain level

● Supporting professional organisations and support services, facilitating public-private dialogue to accelerate and sustain impact

At policy level

● Contributing to the evolution of regulatory frameworks and investment conditions, without substituting for the authorities

THREE 2030 STRATEGIC ORIENTATIONS

01

ECONOMIC POSITIONING

Asserting a **“glocal” economic identity** in the service of sustainable transformation.

COLEAD embraces a clear economic identity: sustainability rests on the economic viability of value chains. A presence rooted in the local and international entrepreneurial fabric.

LEVERS

- › A confident, inspiring economic identity
- › An integrated systemic approach (ground · sector · policy)
- › Access to finance and investment as a catalyst

02

RESOURCE PLATFORM

Building a **resource platform** that produces, capitalises and disseminates knowledge and know-how.

A hybrid organisation — digital and field-based — that develops its capacity to produce, capitalise and disseminate tools, training and instruments for the actors of the agri-food sector.

LEVERS

- › An equipped, agile and hybrid organisation
- › Technical information and influence, structured and accessible
- › Innovation, knowledge capture and large-scale dissemination

03

INTERNATIONAL MOVEMENT

Becoming the **movement** of an economic community engaged locally and internationally.

Evolving from a project operator into a federated community — members, teams, experts, public-private partners — with open, multipolar governance built on trust and empowerment.

LEVERS

- › Strategic “glocal” alliances serving ecosystems
- › 1 federated community and 1 shared governance
- › Financial and institutional sustainability

Our 2030 ambition in numbers.

01 ECONOMIC POSITIONING

A “glocal” economic identity in the service of sustainable transformation.

100M

producers better integrated and better paid

1bn

consumers with access to healthier food

2,000

MSMEs supported – women & youth

€250M

of investment mobilised through leverage

02 RESOURCE PLATFORM

A **platform** that produces, capitalises and disseminates knowledge and know-how.

1

multipolar platform – digital, field-based, quality- and results-driven

250 + 50

250 certified trainers · 50 partner training centres

2,000

national experts mobilised

250k

active accounts on COLEAD's digital platforms

03 INTERNATIONAL MOVEMENT

An **engaged economic community**, federated around COLEAD, autonomous and accountable.

1

A federated, engaged international community geared towards economic impact

50

countries engaged in transforming food systems

1,000

members – 85% outside Europe – representative of the sector

20

global strategic alliances – public, private, research, finance

ROADMAP 2026 – 2030

2026

FOUNDATIONS

Clarifying the positioning, structuring the platform and initial mobilisation of the community.

2027 – 2029

LEVERS

Demonstration and activation: launching the transformation workstreams, implementing alliances and delivering first results.

2030

SCALING UP

Dissemination, institutionalisation and consolidation of an impact-driven international movement.

9

transformation workstreams structure the delivery of the strategy – from economic identity to scaling up and the sustainability of the trajectory.

7 CROSS-CUTTING TRANSFORMATIONAL PRIORITIES



Climate resilience



Inclusiveness
women and youth



Value sharing



Digital innovation



Nutrition & SPS



Local ownership



Quality & integrity

TRUSTED BY (financial partners)

European Union

IDB

AFD

ENABEL

WTO – STDF

EDFI – AGRIFI

Shared Interest Foundation

TradeMark Africa

FAO – IPPC

...

+ a network of private partners

JOIN THE MOVEMENT

A **shared roadmap**, not an institutional document.

Members, partners, teams: carry the 2030 ambition in your country, your value chain, your network. The trajectory is made to be owned, adapted and amplified – together.

Join us.

network@colead.link

WHAT DRIVES US: Performance • Continuous improvement • Commitment • Humanity • Difference