

World Board Candidacy Statement and CV:

Paul Holmbeck

With gratitude for support letters from Dr. Vandana Shiva, Navdanya (India); Biovision Foundation for Ecological Development (Switzerland); Asian Local Governments for Organic Agriculture (South Korea); Organic Sweden and Organic Denmark, I would like to serve you as a member of the IFOAM World Board.

The organic movement is creating solutions for sustainable farming and communities all over the world. One person, one farm, one community at a time. A unique movement of unequalled diversity working together for health, climate, fair trade, food security, biodiversity and other goals—all at the same time. We have made great strides. But there is so much more to do. This is why I am seeking a seat on the World Board.

Stepping down after 25 years of leadership in Organic Denmark, I will bring political, market, and organizational experience to the World Board, but I also look forward to tuning into members' needs, living by the Danish saying "there is a reason that we are given two ears and only one mouth."

After speaking with IFOAM members from around the world, I see two areas in particular where I will focus my efforts if I have your support.

The **first** is **strengthening our members' capacity to make change**. IFOAM is only as strong as our members. With a focus on capacity building, training, and sharing best practice, IFOAM can empower our member NGOs to drive education, political policy, market development, agenda setting communication, and membership growth. If IFOAM were a plant, our members make up the soil that nourishes it. We must attend to soil (& members) diversity, health, and robustness.

Empowering members should be a central goal in IFOAM structural reform and project development. IFOAM's regions must have a mandate, doing what they do best, and some need help strengthening cohesion and capacity. It is an exciting time, as visionary regional organic initiatives are joining together, scaling up and going global. The Asian Organic Youth Forum and Young Organics, forming Young Organics Global Network. ALGOA and other regional and local collaborations became in 2020 the Global Alliance of Organic Districts.

To this first effort—strengthening our members—I will bring decades of hands-on experience with NGO leadership, capacity building and lobby work in a transformative organic NGO, Organic Denmark, as well as experience advising NGOs on 4 continents in political advocacy, coalition building, fundraising and market development.

My **second** focus is IFOAM's mandate to **position organic farming and agroecology in the global sustainability agenda**. Not least the UN climate and food security fora, that are beginning to give our members powerful arguments in debates on climate and hunger. IFOAM must continue to rise up to the heights of global debates, shading and protecting the movement.

This requires strategic focus and tactical abilities so we can create alliances in international fora and win the very real battles with global corporations determined to control our food, our land, our lives.

To this effort I bring international advocacy and coalition building experience, going back to my role in the successful campaign for a total EU ban on GMOs in organic production, and in combating myths about organics and climate. A recent result: a commitment from many of the worlds largest cities to work for både climate friendly **and organic** food, in the Declaration from the C40 Climate Summit (2019). This was based on the Danish model for **organic** meals in public kitchens, with less meat, more plants, and much less food waste.

The work in our very diverse World Board and membership, requires a culture of respect and curiosity. To this work I will bring experience in working with and uniting people across national, religious, racial, and ideological divides, respectfully finding common ground and fighting together for real change. From diverse inner-city neighborhoods in the USA to international fora. I take it seriously.

In Denmark, this approach has ensured support from 10 of 11 political parties in parliament and from the many allies necessary to advance organics, from the retail sector and NGOs for nature, consumers, and farmers to the trade unions for workers in farming and public kitchens. These **healthy market and advocacy ecosystems** have created the world's highest sales of organic food and the strong organic policies in Denmark that won a Future Policy Award for advancing organics and agroecology (FAO, IFOAM, World Future Council 2018).

I would like to contribute to the important work in IFOAM at the global level. Empowering members and creating a more supportive global market and political ecosystem allowing organics to thrive. I will continue to fight for organic integrity, so we deliver more benefits for people and our planet-- watchful of initiatives that undermine organic principles. I support and actively use our ambitious agenda, Organic 3.0.

CV Paul Holmbeck

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Core skills:

- Political strategy
- Innovative policy development, at national, municipal and international level
- Agile and creative lobby work in shifting political environments

- Agenda setting SDG partnerships, initiatives and communication
- NGO capacity building and fundraising
- Curiosity and strong collaborative skills across cultures.

Director, Holmbeck EcoConsult. March 2020-

Advising leaders in government, business and NGOs around the world, in the use of organic policy and market initiatives to address many of our greatest global challenges – climate, biodiversity, food security and sustainable economic development.

Results Year 1: Presentations on innovative organic policy for the EU Commission, and leaders from organic NGOs on 5 continents; secured financing for climate + organic conversion of public kitchens for a consortia of trade unions and food & organic NGOs; new Principles for Correct Climate Claims on Food for Danish food & retail interests; support from NGOs and businesses for a shift in Denmark's foreign aid strategy towards supporting agroecology in the global south.

Director, Political Director, Organic Denmark (*Økologisk Landsforening*) Dec 1999-feb 2020

Leading role in over two decades of entrepreneurial NGO leadership and public affairs, building one of the world's leading NGOs in the organic food sector. Solid track record in innovative policy development, partnerships and lobby work which have created cutting edge, political policies and organic sector mobilization, that drive organic innovation, market development, research and greater conversion of farms, food companies and public kitchens to sustainable production.

Head of Political team 1997-99; Policy analyst and lobbyist 1995-1997

Selected political and market results:

- ✓ Contributing author of seven organic action plans, including *The Organic Action Plan for Denmark: Working together for more organics*, recipient of silver **Future Policy Award** for sustainability from the UN (FAO, 2018), Future Policy Council, and IFOAM.
- ✓ Collaboration with C40 cities on joint declaration (October, 2019) "Good Food Cities: Achieving a Planetary Health Diet for All" with call for climate friendly **and organic** food.
- ✓ Denmark's goal (2019) for doubling organic area and market in 2030.
- ✓ National goal for 60 percent organics in all public kitchens.
- ✓ Strong financing for organic market development, education, innovation, and research.
- ✓ Central in development of communication strategy and partnerships with retail making Denmark the world leader in organic market share, with 30-50 % for many basic foods.
- ✓ Lobbyist for successful multi nation effort for a total EU ban on GMOs in organic farming.
- ✓ Effective collaboration with 10 parties in parliament, and with the leading NGOs for consumers, environment, labour, agriculture, and climate.
- ✓ Positioning of organic farming in the climate agenda, through policy and communication.
- ✓ World's first GMO law protecting, compensating organic farmers for GMO contamination.
- ✓ Embedding organic farming in national & municipal strategies for rural development, green jobs, clean drinking water and public kitchens with climate friendly, organic food.

Journalist and Editor, 1984-1995

Political and environmental reporter or contributor in among others: The New York Times, Regional Technology Strategies, The Leader, National Public Radio NPR, National Black Network.

Education

Duke University, USA, B.A. Political Science 1984, magna cum laude

University of Kent, UK, Diploma in Political Economy

Sample recent speaking engagements

- ✓ *Agroecology Across Three Continents: Showcasing Good Policy Practices (Oxford Real Farming Conference, 2021)*
- ✓ *Policies that drive organic market development (IFOAM Organics Europe Congress 2020)*
- ✓ *Presentation for the EU Commission: Organic Policy & NGO Capacity as catalysts for the organic sector. Recommendations for the EU Action Plan & European Green Deal (2020).*
- ✓ *Organic NGO mobilization + National and local policies: driving organic breakthroughs, (ALGOA—International Summit on Organic Agricultural Policy, South Korea, Sept 2019)*
- ✓ *Cities achieving UN SDGs in partnership with the organic sector (Organic Congress DK, 2019)*
- ✓ *Organic 3.0, the global organic agenda (2019)*
- ✓ *Innovative politics that create healthy, climate friendly and organic meals in public sector kitchens (Sial International Food Exhibition, Paris, 2018)*
- ✓ *The Danish model: Innovative policy as catalyst for the organic sector (UK Parliament 2017)*
- ✓ *Building an effective lobby organization (workshops for NGOs 2014, -16, -18, -19)*

Representative roles and honors

- Member, National Council on Organic Farming & Food (1995-2015), Ministry of Agriculture
- Member, Climate Partnership for the Retail sector, (Denmark 2019-2020)
- Chairman, co-founder (1982-1991, USA) for several NGOs and coalitions developing cutting edge policy and partnerships for better housing and economic development in low-income urban areas, including pioneer land trust and micro-lending programs.
- Nordic Organic Outstanding Achievement Award 2018
- One World Award 2021 for contribution to sustainability through agroecology.