ALLIANCE FOR SCIENCE
Science for Humanity

IMPACT REPORT

6 IMPOSSIBLE THINGS

THE ALLIANCE FOR SCIENCE
IMPACT STORY

2014 - 2025


Cornell
ALLIANCE FOR SCIENCE
2016 Global Leadership Fellows
ALLIANCE FOR SCIENCE @
10

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ABBREVIATION AND ACRONYMS

AATF	African Agricultural Technology Foundation
ABBC	Africa Biennial Biosciences Communication
AfS	Alliance for Science
BARI	Bangladesh Agricultural Research Institute
BRRI	Bangladesh Rice Research Institute
BTI	Boyce Thompson Institute
FFAR	Foundation for Food and Agriculture Research
FFB	Farming Future Bangladesh
GMO	Genetically Modified Organisms
IITA	International Institute of Tropical Agriculture
ISAAA	International Service for the Acquisition of Agri-biotech Applications
NABDA	National Biotechnology Development Agency
OFAB	Open Forum on Agricultural Biotechnology
WACCI	West Africa Centre for Crop Improvement

Science Allies Meet in Nairobi at Windsor Golf and Country Club for the Africa Biennial Bioscience Conference (ABBC) Conference August 2023. In attendance were participants from global Science institutions represented by ISAAA, National Biosafety Authority (Kenya), AFS, OFAB, NABDA, FFB, AATF, IITA.

IITA Transforming African Agriculture

NATIONAL BIOSAFETY AUTHORITY KENYA

AATF PROSPERITY THROUGH TECHNOLOGY

NATIONAL BIOTECHNOLOGY DEVELOPMENT AGENCY NARDA

ISAAA AfriCenter

FARMING FUTURE BANGLADESH

OFAB Open Forum on Agricultural Biotechnology in Africa

ALLIANCE FOR SCIENCE Science for Humanity

FROM THE EXECUTIVE DIRECTOR

BELIEVING IN IMPOSSIBLE THINGS

To a child, science is a magical thing—a world where the unseen governs the visible, where microscopic elements dictate the survival, growth, or demise of living things.

It seems like an improbable, even impossible, story. Perhaps that's why I was drawn to the study of Biochemistry. I believe in impossible things, and I embrace the challenge of discovering them.

This idea reminds me of the famous dialogue between Alice and the Queen in Lewis Carroll's *Alice's Adventures in Wonderland*:

The Queen asked Alice how old she was. Alice replied, "I'm seven and a half, exactly." "You needn't say 'exactly,'" the Queen remarked. "I can believe it without that. Now I'll give you something to believe. I'm just one hundred and one, five months, and a day." "I can't believe that," said Alice. "Can't you?" the Queen said, in a pitying tone. "Try again; draw a long breath and shut your eyes." Alice laughed. "There's no use trying," she said. "One can't believe impossible things." "I dare say you haven't had much practice," said the Queen. "When I was your age, I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast."

I, too, became a believer in impossible things. I joined the *Six Impossible Things Before Breakfast* Club because it transformed my anxieties into fantastical monsters and challenges—ones I could conquer, making me the hero of my own story.

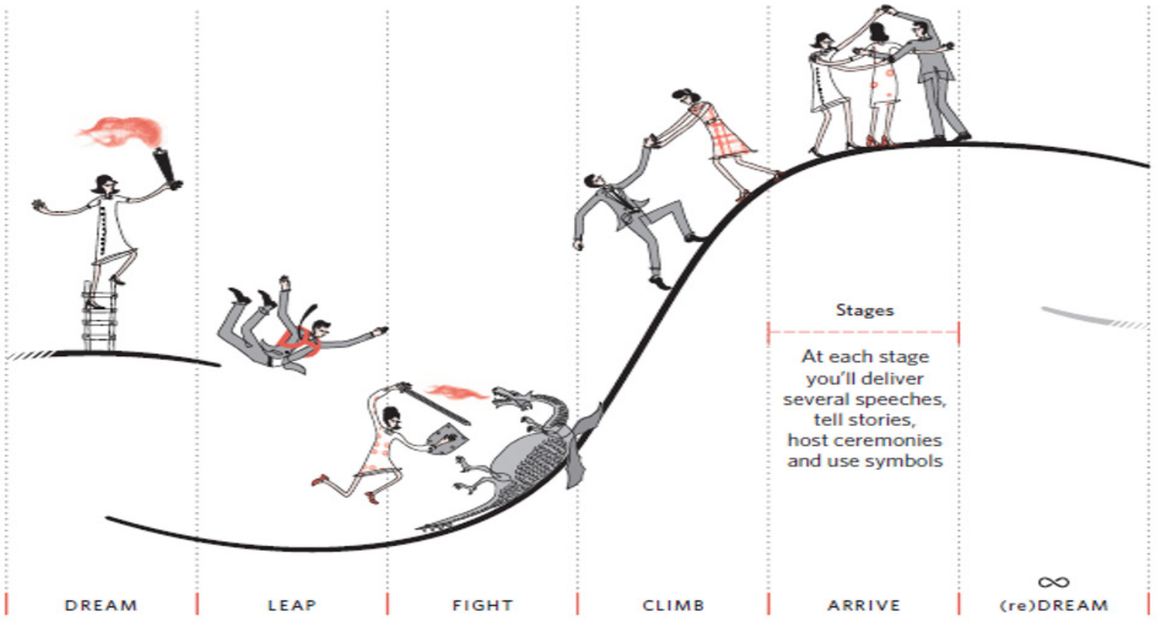
Facing the Monster

In 2022, I achieved my dream job: becoming Executive Director of the Alliance for Science. But, as in all magical stories, dreams come with monsters lurking in the corners, waiting to disrupt them.

> The study of science teaches children to embrace the unknown rather than fear it, fostering leadership skills that last a lifetime.

Image Credit: Max Sansing.

Anatomy of a Venture Scape



My monster revealed itself early on: after ten years of support, our primary funder announced they would not be reinvesting in the project. The Alliance for Science, a niche science communication initiative advocating for agricultural biotechnology—especially genetically modified organisms (GMOs)—relied heavily on this funding.

Unfortunately, there were few donors or partners willing to provide the kind of large-scale investment we had come to depend upon.

The monster I now face could drain the life out of the Alliance for Science, pulling the plug on our financial stability under my watch. My legacy could become that of the director who presided over the demise of a unique, pioneering, and successful initiative—the first of its kind.

Choosing to Build, Not Bury

Once I faced my fear, I reminded myself of my guiding principle: *Love is my organizing force, and I am a life-giver. I do not preside over death.*

With the encouragement of the Alliance's founder, the legendary Dr Sarah Evanega, and the unwavering support of our global team, we embarked on a bold new journey—reimagining the future of the Alliance for Science.

Through creativity, resilience, and strategic planning, we have developed a five-year sustainability plan, set to launch by April 2025.

This Impact Story report chronicles our journey—our allies, our battles, and our victories. We hope it inspires others to join us, support us, or at the very least, help clear the path as we forge ahead toward a sustainable future.

OUR REACH AND ENGAGEMENT

FELLOWS

DIGITAL IMPACT

RESEARCH

246+
trained in **40** countries

10.5M
people reached in **23** countries

$2.3M
Community grants awarded

3M+
Website engagement

2.5M+
Facebook engagement

6M+
X engagement

500+
X engagement

(Reports downloaded)

1.7M
GMO misinformation

1.2M
Covid 19 misinformation study

732+
Climate misinformation report

Data from 2014 - 2024

ABOUT US

The Alliance for Science is a global science communication organization that seeks to build an alliance of science advocates who apply frontier biotechnologies to global challenges.

MISSION:

We conduct advocacy, communications, and research to help promote an enabling environment for science-based solutions to global challenges.

VISION:

We seek a future where science and innovation are shared and supported to help bring about a world without poverty, where people everywhere can flourish on an ecologically protected and restored planet.

OUR VALUES:

We Listen... **We Challenge**

We Collaborate... **We Innovate**

We drive change... **We empower**

We are transparent... **We are courageous**

OUR MANDATE

The Alliance for Science was created to promote and amplify pro-science voices and institutions worldwide. We are dedicated to creating an enabling environment for innovations that address key challenges such as food and nutritional security, climate change, global health and misinformation.

POLICY

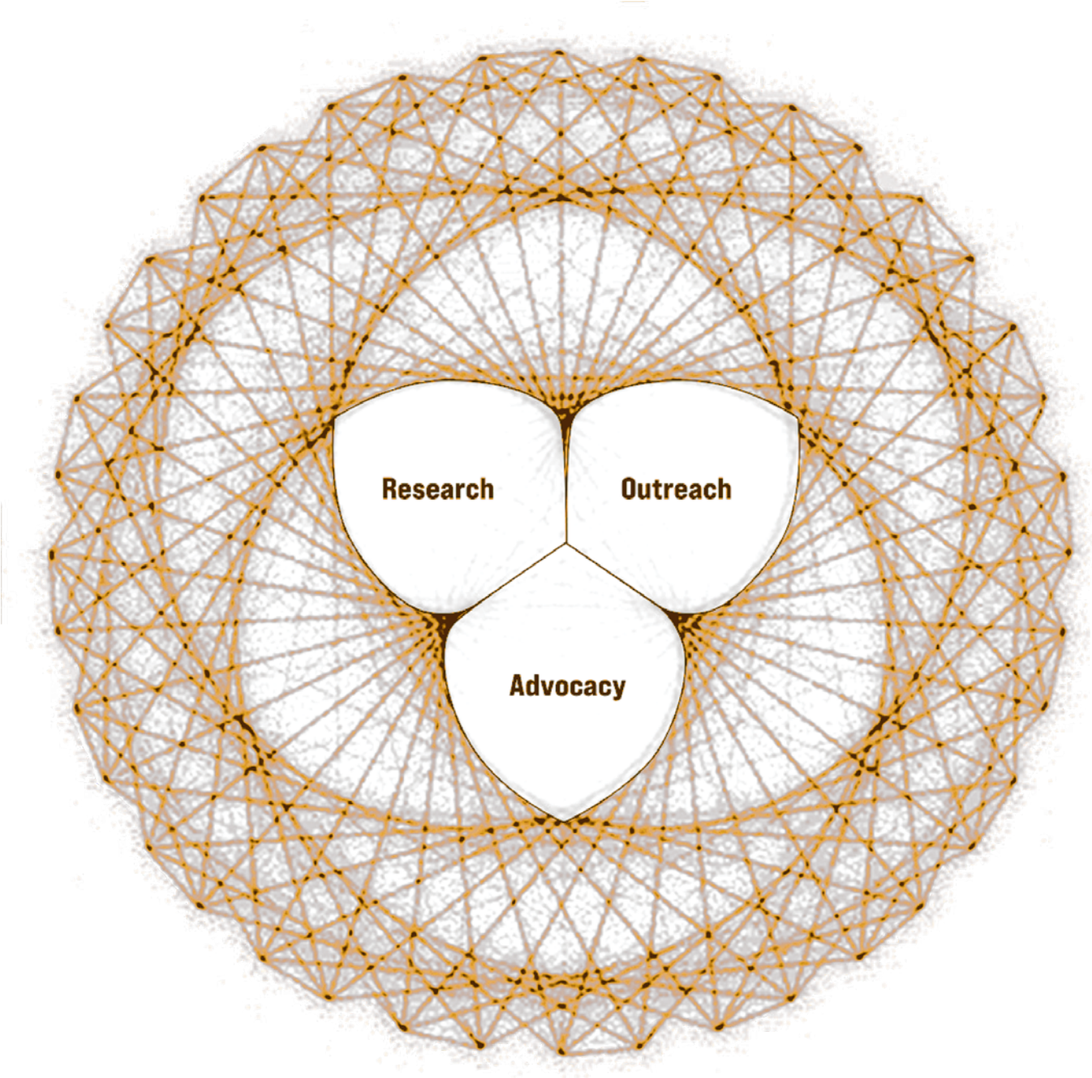
- Approach to new technology
- Biosafety systems
- Research and development requirements & resource allocation
- Set-up for Technological Transfer

COMMUNITY

- Communications/Engagement
- Transparency & Public Participation
- Public Sector/ Extension Agents/ Civil Society Organizations

RESEARCH

- Domestic Research & Development
- Human Capital
- Technology Infrastructure



Our core focus is science communication and policy advocacy activities, which operate in a dynamic global context of diverse communities, institutions and regulatory regimes.

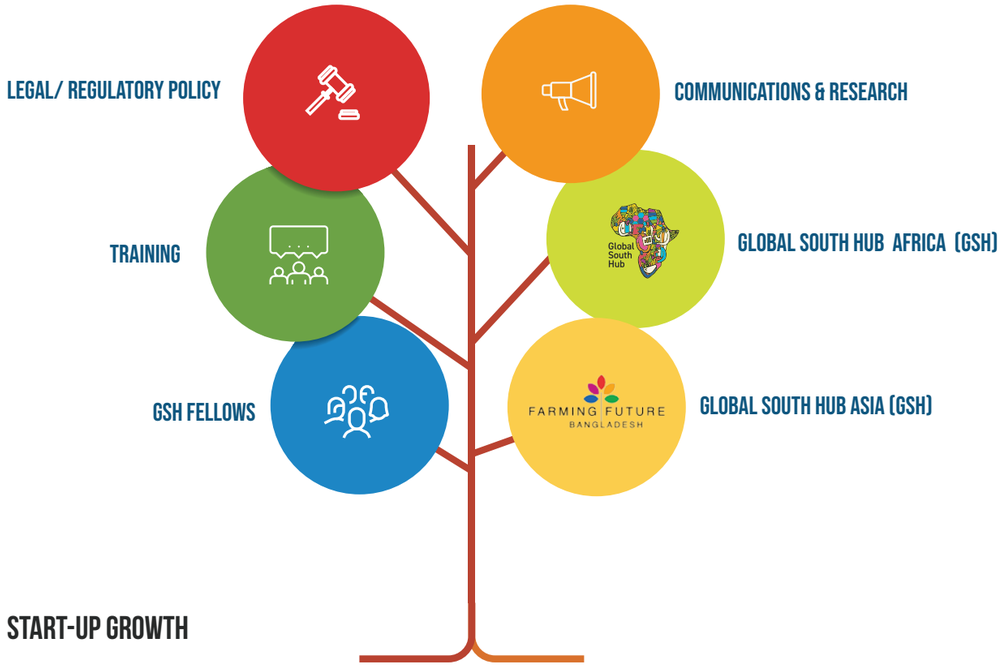
This is all within a backdrop of rising misinformation and distrust in science and scientists.

This complex and challenging matrix continues to evolve and affect the ability of world class scientists to get their voices heard, and impedes much needed innovations from finding a pathway to reach the most vulnerable beneficiary groups.

Furthermore, the democratisation of the media space has added complex layers to this issue, with a plethora of voices and sources competing for attention, often blurring the lines between credible information and falsehoods.

OUR STRUCTURE

Our activities were traditionally segmented across six teams: Global Fellows Leadership Programme, Training, Legal/Regulatory, Communications/Research.



HOST INSTITUTIONS

Cornell University

CORNELL UNIVERSITY

The Alliance for Science is a programme which was founded by Dr Sarah Evanega in 2014 as an initiative based at Cornell University, at the College of Agriculture and Life Sciences (CALS), Department of Global Development. Cornell is a land grant university which applies world-class expertise to solve real-world problems.

BTI BOYCE THOMPSON INSTITUTE

BOYCE THOMPSON INSTITUTE (BTI)

In 2021 the programme was transferred to the Boyce Thompson Institute (BTI) independent research institute affiliated with Cornell University and located on the campus. BTI is an independent research institute devoted to using plant sciences to improve agriculture, protect the environment, and enhance human health

HIGHLIGHTS

*Alliance for Science leadership team pose for a photo with **H.E. Dr. Goodluck Jonathan** Former President Federal Republic of Nigeria and AATF Goodwill Ambassador at the African Conference on Agricultural Technologies (ACAT) 2023.*

Facundo Simeone and Perla Godoy from Argentina; Roy Mugiira, from Kenya and Abisabo Adamu of Nigeria at the 15th United Nations Biodiversity Conference of Parties (CBD COP15) in December 2022.

Alliance for Science fellows: Zola Madaga (Kenya), Arif Hossain (Bangladesh), Sol Guerero (Mexico) and Pablo Orozco (Guatemala) at the Climate Action Zone event 2023.

AfS fellows Arif Hossain, Nkechi Isaac, Pablo Orozco, Modesta Abugu, & Faruq Hasan with Lucia de Souza at Montreal to support the negotiations on the topic of biotechnology at COP15, December 2022.

Global Leadership Fellows, cohort 2019.

OUR 10 YEAR JOURNEY

ALLIANCE FOR SCIENCE
Science for Humanity

Cornell University

BTI BOYCE THOMPSON INSTITUTE

MICHIGAN STATE UNIVERSITY

2014

- Inception of the Alliance for Science at Cornell University, aiming to promote access to scientific innovation.
- Dr. Sarah Evanega, Mark Lynas & Prof. Ronnie Coffman gains support for the Alliance for Science initiative and raises $5.4M to support the global leadership training for fellows

2015

- Launch of the Global Leadership Fellows Program, training advocates worldwide in science communication. First Cohort with 25 fellows from 10 countries
- Cornell University College for Agriculture & Life Sciences {CALS} mobilizes support for AfS fellows during their 3 months training in Ithaca

2016

- Leadership Course; Tanzania, Mexico, Thailand, Hawaii
- GLFP training, 28 fellows from 12 countries
- Nigeria training for fellows in partnership with OFAB & IITA
- Alliance for Science becomes a premier global voice for science communication on AgBiotech

2017

- Global Farming Skills to succeed, Farmers Course launched
- March for Science campaign launch to promote local pro-science advocacy
- Post fellowship enhancement cources launched

2018

- Global Farmers Training in Illinois, 60 farmers, 17 nations
- Ghana Alliance for Science Registration
- GLFP training, 28 fellows from 8 countries

2019

- AfS receives new grant award of $10M to counter conspiracy theories
- Senior leadership recruited in Kenya and Nigeria
- Farmer of the Year Award won by Wiledio Naboho, Burkina Faso

2020

- AfS LIVE launch; online webinars on emerging science topics across the globe.Adaptation to virtual platforms for continued global collaboration amid the COVID-19 pandemic.
- AfS supports global public health information campaigns on Covid 19
- AfS celebrates Nobel Prize winners for genome sequencing and develops information material on CRISPR

2021

- AfS LIVE hosted over 20 online meetings and webinars, with over 25,000 participants across the globe
- Covid misinformation challenged to reduce vaccine hesitancy
- Modified food cart attracts over 2000 visitors at events in USA
- The Boyce Thompson Institute (BTI) becomes the new fiscal host

2022

- New Executive director appointed, Dr. Sheila Obim
- Global South Hub Africa launched
- AfS launches “Relief to Resilience” at COP27, Sharm El-Sheikh, Egypt
- Cochran Fellowship training on Synthetic Biology for government of Columbia
- Trained over 1,000 science advocates from over 50 countries

2023

- Report on Climate Misinformation and GMO misinformation in Kenyan Media
- Report on the €3 Trillion Cost of Saying No, How the EU Risks Falling Behind in the Bioeconomy Revolution’
- Climate Action Zone (CAZ) side event to Africa Climate Summit
- Invited by the COP presidency to COP28, Dubai

2024

- Africa plant breeding Academy CRISPR Course at ICRAF
- Climate Action and food system transformation in South Asia
- Launch of the Global consortium
- Launch of AFS Foundation – Zambia
- CRISPR course Cohort II graduation
- Foregone Benefits report launch - Malawi

6 IMPOSSIBLE THINGS

1ST IMPOSSIBLE THING

DEVELOPING A WORLD CLASS BRAND TO AMPLIFY SCIENCE VOICES

Inception, challenges, and wins

Snowy, frozen Upstate New York in January 2014 was an unlikely place for a seed to germinate but it was where the pro-biotechnology, pro-science coalition that became the Alliance for Science was conceived.

Beginning to feel a fever that matched my own for a new era of technology acceptance, I wondered if we were at the tipping point—the point where science and reason would prevail and people would understand the importance of access to agricultural biotechnology and its power to ensure the well-being of people and planet.

Several major events in 2013 inspired me. In a speech delivered to the Oxford Farming Conference, Mark Lynas, an anti-GMO activist, publicly apologized for "ripping" up GMO crops and "demonizing" an important technology that could benefit the environment. And, in two front-page stories published in *The New York Times*, Pulitzer Prize-winning journalist Amy Harmon argued the power of agricultural biotechnology to help solve major agricultural and nutrition security challenges.

If we were near that critical tipping point, I knew we needed to build a global coalition of allies—a movement that could take us past the tipping point and into the future where the potential of science-based technologies to help solve global issues of equitable access to food and nutrition could be realized. Such was the inception of the Alliance for Science.

Leaders at the Gates Foundation were open to outside-the-box thinking about agriculture and health and invited us to submit a concept note. In consultation with Nancy Muchiri and Daniel Otunge, who were already leading the important work of the Open Forum for Agricultural Biotechnology (OFAB) in Africa, our concept was to build an effective global advocacy and communications movement that could campaign in support of science and complement OFAB's work.

As this idea germinated, we engaged inspiring pioneers in innovation and biotechnology, including Jennifer Thompson, Per Pinstrup Anderson, Margaret Karembu, the late Calestous Juma, and many other luminaries, to help build a global movement in support of agricultural biotechnology.

> ***"Together, we continue to build a family of advocates that spans the globe and works tirelessly to support the health of people and the planet through the power of science and innovation.."***

Dr. Sarah Evanega
Founding Executive Director – Alliance for Science

Arif Hossain, Farming Future Bangladesh 2015 Fellow, Dr. Sarah Evanega, and Kenneth Monjero, Fun and Education Global Network (FEGNe) 2018 Fellow, at the 2023 World Food Prize Forum.

The Gates Foundation invested in our idea with an initial three-year grant. With this funding, the Alliance for Science (AfS) was born by the end of 2014.

Passionate champions from all walks of life and all corners of the globe joined us in the inaugural cohort of AfS Global Leadership Fellows in 2015 on the Cornell University campus. Of vastly diverse backgrounds, they had one thing in common: "A fire in their belly," as Nancy Muchiri put it.

For the inaugural cohort, we developed a curriculum with a campaign mindset. We wanted to employ the same grassroots organizing strategies that had proven effective for the recent, successful second Obama election in the US—strategies born in the US Civil Rights movement of the 1950s and South Africa's anti-apartheid movement. We hired former Obama campaign field organizers to bring a campaign mindset to the work of our nascent Alliance. Then we engaged that former anti-GMO activist, Mark Lynas, to lend his voice and experience to our movement.

15 LIFE ON LAND

From 2015 to 2019, we engaged 111 global fellows in training at Cornell University to serve as core AfS organizers. Those fellows learned, strategized, and worked in teams to build campaigns to address the crucial biotechnology bottlenecks in their countries—from education to policy work to grassroots organizing.

As part of their assignments, they collected positive biotechnology-boots-on-the-ground stories from around the world, and AfS editor Joan Conrow corralled further contributions. We amplified untold stories of the impact of science and innovation for the world to see and hear.

Momentum was built as our team engaged hundreds more champions through AfS short courses held around the world. More than a decade later, the Alliance for Science continues to exert an immeasurable impact. The "fire," the "ginger," the "kajanja," the "sí, se puede" of the AfS champions has manifested itself in many languages, many forums, and with positive impacts on the ground.

Together, we continue to build a family of advocates that spans the globe and works tirelessly to support the health of people and the planet through the power of science and innovation. Our diversity gives us power. Our collaboration and connectivity give us strength. Our spark keeps the fire of change alive.

We have seen many wins—including an increasing global acceptance of biotechnology. Under the direction of Dr Sheila Obim, I know that the dedicated, creative, and hardworking global family that is the Alliance for Science will continue to have an impact in ensuring equitable access to innovation globally.

In a world confronted by immense challenges, there is an African proverb that says "sticks, when bundled, cannot be broken." Such is the strength of the Alliance for Science.

Kenneth Monjero, 2018 Fellow, receiving his Global Roy L. Shafer Award for Science Centres Advocacy in Africa during the ASTC Annual Conference 2023.

A DECADE OF IMPACT:
THE ALLIANCE FOR SCIENCE FELLOWS PROGRAM

Over the past decade, the Alliance for Science (AfS) Fellows program has emerged as a transformative force in advancing science communication, advocacy, and policy impact on a global scale. With a network of **240 Fellows** from over **40 countries**, the program has empowered individuals to drive meaningful change in their communities, fostering a global community of science change-makers. A recent comprehensive survey highlights the program's achievements, including enhanced leadership, advocacy, and audience engagement, while also shedding light on the challenges faced during the COVID-19 pandemic.

The AfS Fellows program has been instrumental in fostering professional growth and leadership development. An impressive **74.5%** of Fellows reported significant professional development, with an additional **17.6%** noting moderate impact. All participants acknowledged improvements in their leadership and advocacy skills, and 90% have taken on leadership roles in research, policy-making, and public engagement.

For example, Veronica Mwaba, a 2018 Fellow from Zambia, founded the Dziwa Science and Technology Trust, which has reached over **50,000** people through workshops and campaigns on biotechnology and COVID-19 awareness. Her efforts have earned her multiple awards and recognition in Zambia's mainstream media. Similarly, Modesta Abugu, a 2016 Fellow from Nigeria, organized over 50 workshops and played a pivotal role in the passage of Nigeria's Biosafety Bill, leading to the approval of three GMO crops.

"Over the past decade, Alliance for Science Fellows have exemplified excellence, resilience, and innovation, breaking barriers in science communication and policy impact. As we celebrate 10 years of impact, we honor their bold spirit and commitment to shaping a future where science serves humanity."

Ms. Zola Madaga
Fellows Co-ordinator

Combating Misinformation and Engaging Audiences

Fellows have been at the forefront of combating misinformation and promoting evidence-based science. In Burkina Faso, Naboho Wiledio facilitated the reintroduction of Bt cotton and initiated Bt cowpea trials, engaging over 500 farmers and religious leaders. In Kenya, Kenneth Monjero, through his organization Fun and Education Global Network (FEGNe), impacted over **8,000 learners** and **250 teachers**, promoting science education and securing partnerships like the World Food Prize Foundation.

Shaping Policy and Engaging Communities

The program has also driven significant policy impact and grassroots engagement. In Uganda, Dr. Clet Wandui Masiga mobilized over 1,000 leaders to advocate for the Biotechnology and Biosafety Bill. In Bangladesh, Md. Arif Hossain's Farming Future Bangladesh engaged **50,000 people**, promoting the adoption of Bt eggplant. Fellows like Pablo Orozco (Guatemala) and Lucia de Souza (Brazil) have influenced global policy discussions at forums like the UN CBD COP, addressing critical issues such as biotechnology regulation and food security.

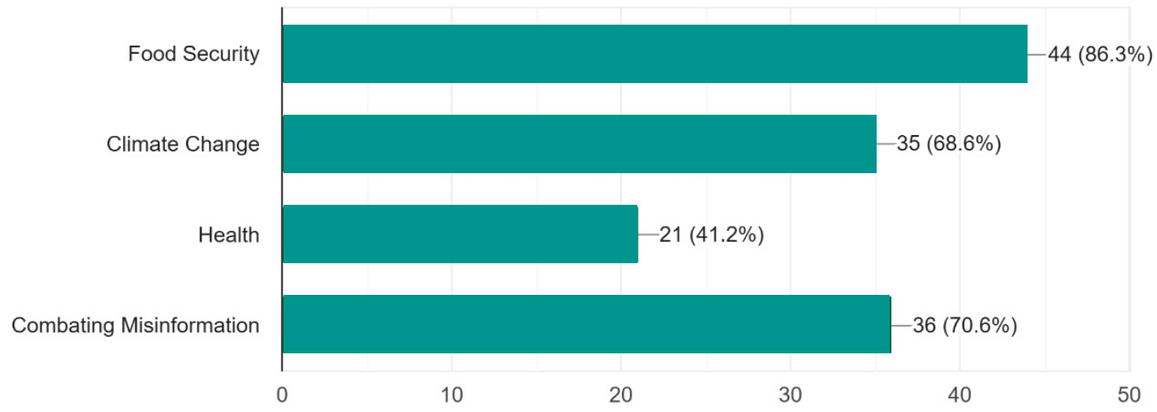
Challenges During the Pandemic

The COVID-19 pandemic introduced unprecedented challenges, testing the resilience of the AfS program and its Fellows. The shift to virtual platforms, while necessary, posed difficulties such as limited internet access, reduced interactivity, and challenges in maintaining engagement. Misinformation surged, particularly around vaccines and biotechnology, making it harder for Fellows to communicate effectively.

"At Dziwa Science and Technology Trust (DSaT), we remain committed to bridging the gap between science and society through impactful communication. We continue to push forward, seeking stronger partnerships to advance evidence-based science. By fostering collaboration across sectors, we can drive sustainable investments in research and development, ultimately contributing to poverty alleviation and a more informed society."

Veronica Mwaba
- Founder & Executive Director, DSaT, 2018 Fellow, Zambia

Impact Areas of the Alliance for Science Fellows



Resource constraints and lockdowns further hindered grassroots engagement, while the mental health of Fellows was impacted by the stress of juggling personal, professional, and advocacy responsibilities. Policy advocacy efforts also faced delays as governments prioritized pandemic response over other issues.

Adapting and Innovating

Despite these challenges, the AfS program and its Fellows demonstrated remarkable resilience. Fellows leveraged social media and virtual platforms to continue their advocacy, reaching wider audiences. Kenneth Monjero in Kenya, for instance, used virtual science clubs to engage students during lockdowns. The global network of Fellows supported each other, sharing resources and strategies to overcome pandemic-related challenges.

The pandemic underscored the importance of adaptability and innovation in science communication. Moving forward, the AfS program aims to strengthen virtual training capabilities, address digital access gaps, and expand efforts to combat misinformation. The program also seeks to build a global network of **100,000** Science Champions, focusing on key areas such as food security, climate, health, and energy.

GROWING A GLOBAL NETWORK OF CHAMPIONS

"As a journalist and environmental rights advocate, I believe in the power of communication to drive meaningful action in environmental governance. I am excited about the Alliance expanded mandate, my hope is to expand climate literacy among stakeholders, empowering communities with the knowledge they need to accelerate sustainable solutions for a resilient future."

Michael Etta Bisong
- 2018 fellow, Nigeria

"In the next decade, I envision strengthened global collaboration advancing Food, Health, Sustainability, Equity, and Impact. Platforms like the UN Convention on Biological Diversity, the Global Biodiversity Framework, and COP30 in Brazil present critical opportunities to combat disinformation, inspire action, and drive meaningful progress. By empowering voices from the Global South and fostering multidisciplinary partnerships, we can shape policies that promote resilience, equity, and sustainability—building a future of innovation, harmony, and shared prosperity."

Lucia de Souza
- 2016 fellow, Brazil

The AfS Fellows program has proven to be a vital force in advancing science communication and advocacy, even in the face of unprecedented challenges. By fostering collaboration, innovation, and resilience, the program and its Fellows have continued to drive meaningful change, demonstrating the enduring importance of evidence-based science in addressing global challenges. As we celebrate a decade of success, we look forward to another decade of reshaping science communication for humanity.

"In Bangladesh, combating vitamin A deficiency is a critical public health priority. The Golden Rice Project represents a science-driven solution that can help address this challenge by providing a sustainable, nutrition-enriched food source. By embracing innovation, we can improve health outcomes and build a healthier future for our communities."

Mohammad Abdul Momin
- 2018 Fellow, Bangladesh

"Engaging policymakers and grassroots leaders is crucial for driving impactful change. By reaching all 350 members of parliament, securing support from over 1,000 grassroots advocates, and leveraging media platforms, we are shaping policies that integrate science and technology into agricultural development. As Deputy Prime Minister for North Bugisu, I am committed to fostering partnerships, promoting agricultural innovation, and developing policies that ensure sustainable farming, biodiversity conservation, and climate resilience for our region."

Dr. Clet Masiga
- 2015 Fellow, Uganda

From left: ***Eliane Bayala*** *2019 Fellow,* ***Verenardo Meeme*** *2018 Fellow,* ***Dr. Sheila Obim, Ndizeye Gisele*** *2019 Fellow,* ***Dr. Hamadou Sidibe*** *2019 Fellow and* ***Ms. Jean Shazima*** *AfS at the 2024 OFAB Media Awards in Malawi.*

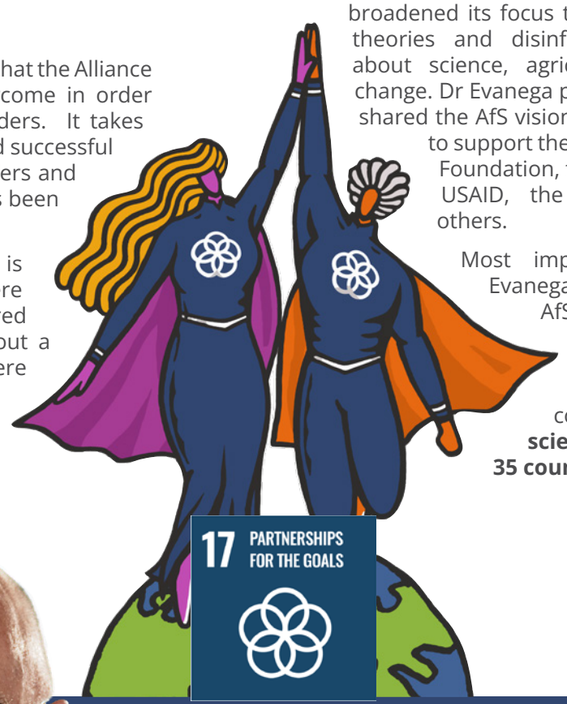
2ND IMPOSSIBLE THING

CREATING MEANINGFUL PARTNERSHIPS

COLLABORATION FOR INNOVATIONS

One of the "Six Impossible Things" that the Alliance for Science (AfS) needed to overcome in order to succeed was to find good leaders. It takes strong leaders to build and expand successful partnerships. In finding good leaders and finding impactful partners, AfS has been extraordinarily successful.

Building strong partnerships is critical when we seek a future where science and innovation are shared and supported to help bring about a world without poverty, and where people everywhere can flourish on an ecologically protected and restored planet.

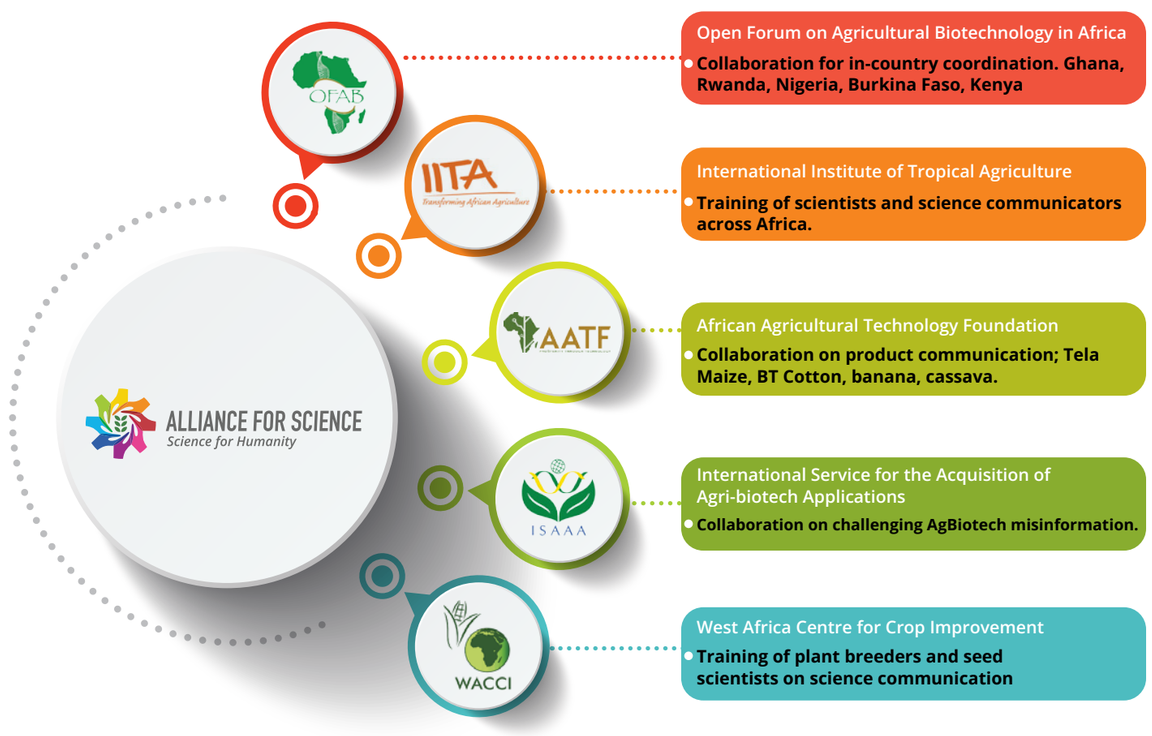


It took visionary leaders building a global network of partners to bring that mission into reality from 2014-2024. Chief among the visionaries was Dr Sarah Evanega, the first to propose the global network in 2014, before turning it over to me (briefly) in 2021, and then to Dr Sheila Obim who took over the leadership in 2022.

Initially, the AfS was a Cornell-based global communications initiative founded to address misinformation about crop biotechnology. It broadened its focus to counter conspiracy theories and disinformation campaigns about science, agriculture, and climate change. Dr Evanega pulled in partners who shared the AfS vision and convinced them to support the initiative — the Gates Foundation, the USDA, Ian Gazard, USAID, the CGIAR, and many others.

Most importantly, under Dr Evanega's leadership, the AfS launched the AfS Global Leadership Fellows Program, a 12-week intensive course that trained **111 science advocates** from **35 countries**.

> ***"The international alliance of science advocates who believe in the common mission of solving complex global hunger issues can only do so by leveraging advances in agriculture, including using the creative tools and insights that biotechnology can offer."***
>
> Prof. Ronnie Coffman



Of those, 49 percent were women, 86 percent were under 40, and 95 percent were from developing countries. In shorter, week-long workshops during that time, the AfS trained **834 science champions** from **48 countries**, and **109 journalists** from **15 countries**.

These partners brought in the country organizations they worked for as partners. They continue to be the AfS's "boots on the ground" in promoting scientific innovation in their home countries. This was especially true in Asia and Africa where global food security and access to innovation and science is not a given.

The international alliance of science advocates who believe in the common mission of solving complex global hunger issues can only do so by leveraging advances in agriculture, including using the creative tools and insights that biotechnology can offer.

My role as an AfS supporter and mentor over the years has been to help create global partnerships and empower committed younger to lead.

*From left: **Prof. Ronnie Coffman**, International Professor Emeritus of Plant Breeding and Genetics, School of Integrative Plant Science, Plant Breeding and Genetics Section, **Prof. Eric Danquah**, founding Director of WACCI, and **Dr Sheila Obim**, the AfS Executive Director at the International Symposium on Agricultural Transformation and Biotech Crops in Africa, held in Ghana in June 2023.*

3RD IMPOSSIBLE THING

BREAKING TABOOS, CHANGING THE NARRATIVE

As I reflect on the journey of the Alliance for Science (AfS) over the past decade, I am reminded of the profound impact that science communication can have in breaking taboos and changing narratives.

In my capacity as the Coordinator of the Open Forum on Agricultural Biotechnology in Africa (OFAB), Nigeria Chapter, and as an Advisory Board Member of the Alliance for Science, I have been privileged to collaborate closely with AfS in advancing evidence-based decision-making across Africa.

This has further deepened my understanding of the transformative power of science communication in challenging societal norms and reshaping public perceptions.

Through forging strategic alliances, implementing impactful educational programs, and engaging with diverse communities, the Alliance for Science has made remarkable strides in debunking misconceptions and fostering a more nuanced comprehension of scientific advancements.

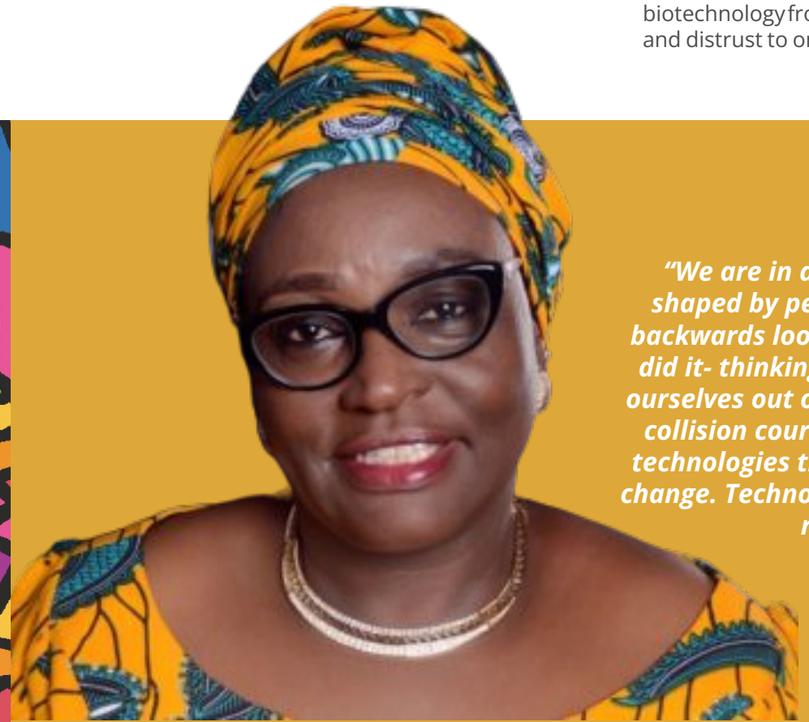
The organization's efforts have contributed significantly to cultivating a more inclusive, evidence-driven approach to policy formulation and decision-making, which has the potential to positively influence science communication on a global scale.

A noteworthy achievement of AfS has been the comprehensive training provided to hundreds of scientists, journalists, and policymakers in the art of effective science communication.

These individuals have become advocates for evidence-based decision-making in their countries, influencing policy development and public dialogue on biotechnology.

In Nigeria, the collaboration between OFAB and AfS has led to the establishment of a community of dedicated science communicators committed to championing agricultural innovation.

Through our collaborative endeavors, we have succeeded in transforming the narrative surrounding biotechnology from one characterized by apprehension and distrust to one defined by optimism and potential.



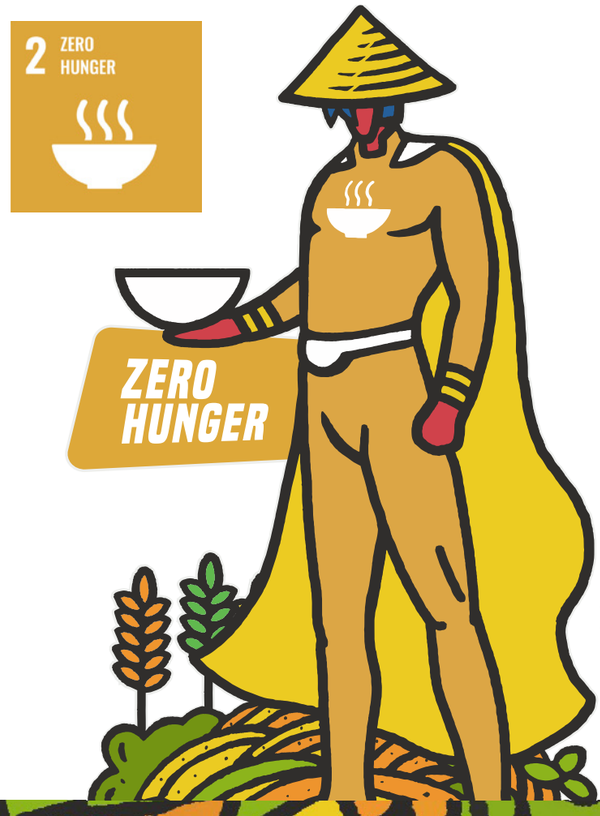
"We are in a new moment. A moment shaped by people who understand that backwards looking- the way your grandma did it- thinking isn't going to cut it. To get ourselves out of this food & climate change collision course we will need to embrace technologies that can bring about positive change. Technologies that will help us reach real solutions."

Dr Rose Gidado

Scientists and science communicators at a training organized by AFS in conjunction with OFAB - Nigeria, BTI and IITA- CGIAR, Sept 2022.

Looking ahead, it is evident that the work of AfS is ongoing. Nevertheless, I am confident that the substantial progress made during the past decade will serve as a solid foundation for the next phase of our collective journey.

By continuing to promote evidence-based decision-making and support the next generation of science communicators, I have no doubts that we can create a brighter future for farmers, consumers, and ecosystems in the Global South.

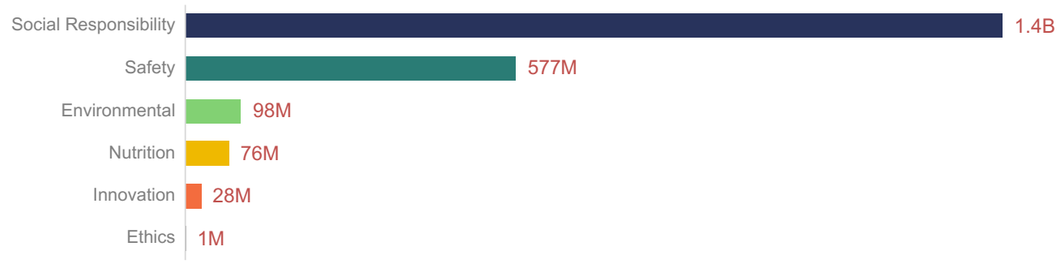


Rose Gidado, Director at the Agricultural Biotechnology Department, NBRDA, Nigeria at the National Farmers' Day Dinner held on May 28, 2023.

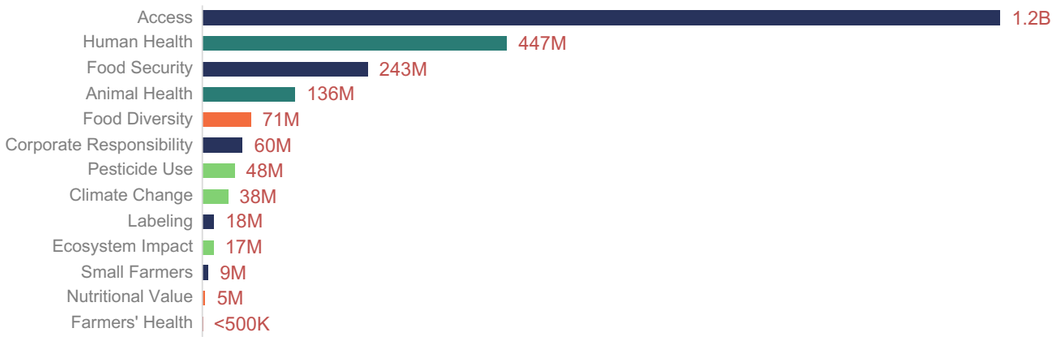
Focus Areas

The main focus of our activities between 2014 to 2024 has been on developing high impact science communication messages and tools which increase understanding, shift negative sentiment to agricultural biotechnologies such as genetically modified and gene edited crops.

Agbiotech Topics



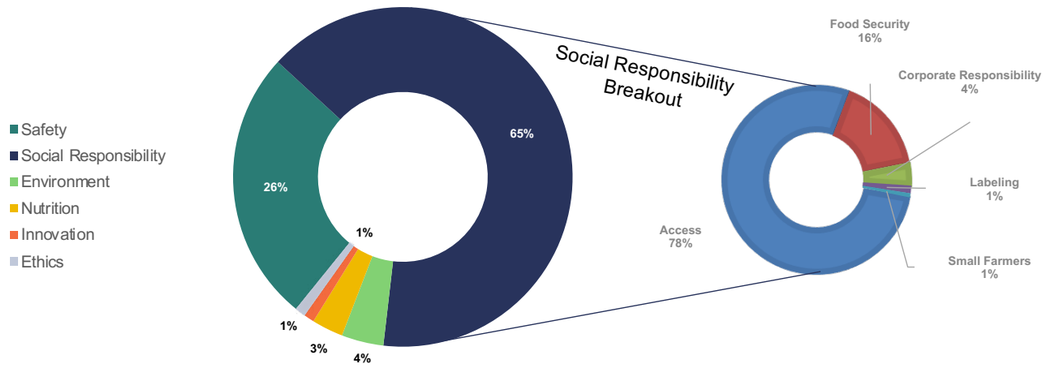
Agbiotech Subtopics

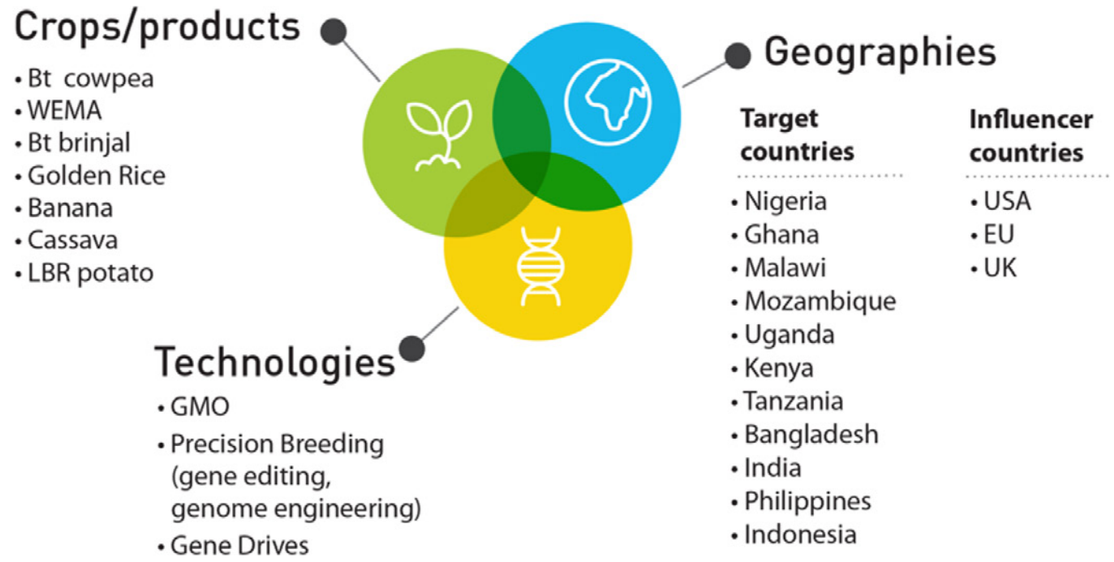


Subtopic Highlights

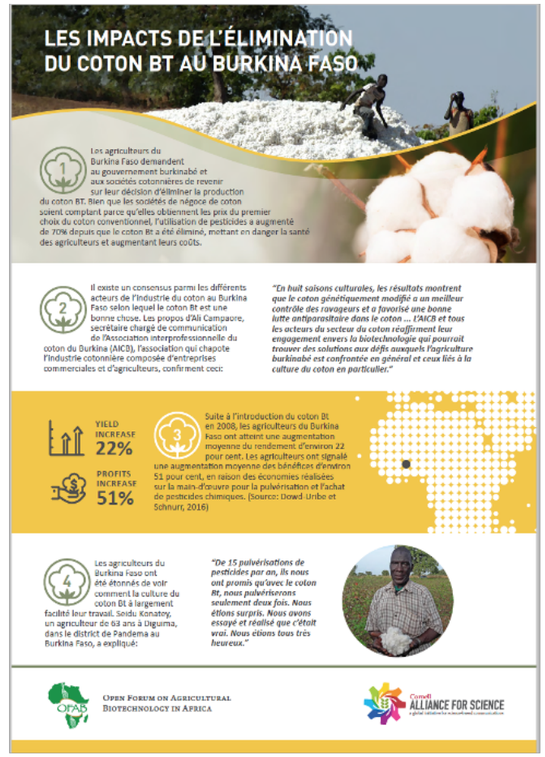
Topic and subtopic conversations were dominated by conversations around ongoing US-Mexico trade disputes regarding GMO corn imports and exports. Other access-related topics included AquaBounty's market-ready salmon and U.K. gene editing policy.

Food Security and Access discourse led conversations in Kenya, Nigeria, and Uganda.





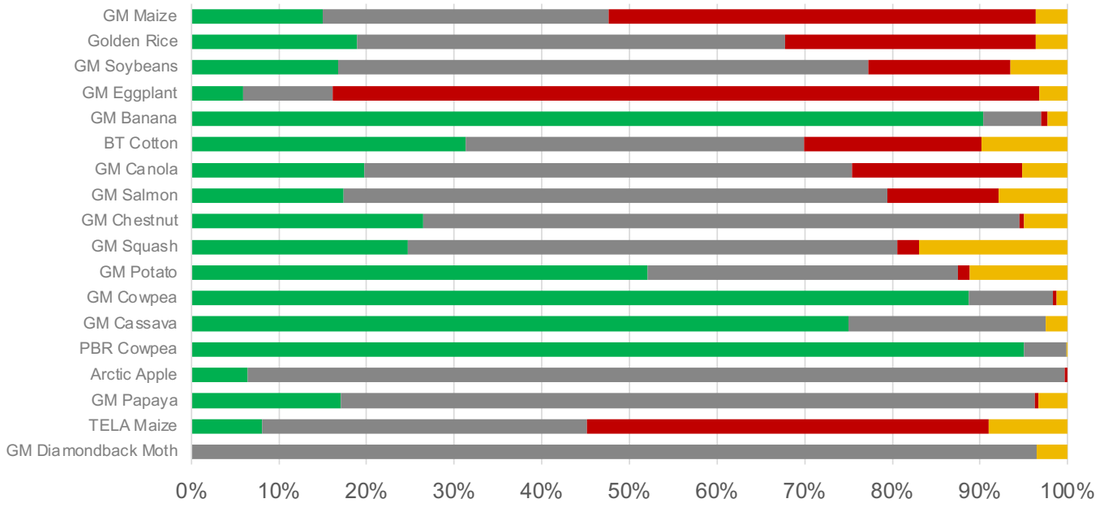
We created a wide range of tools and campaigns using various platforms, online and offline. We also held many high level and community events around the world.



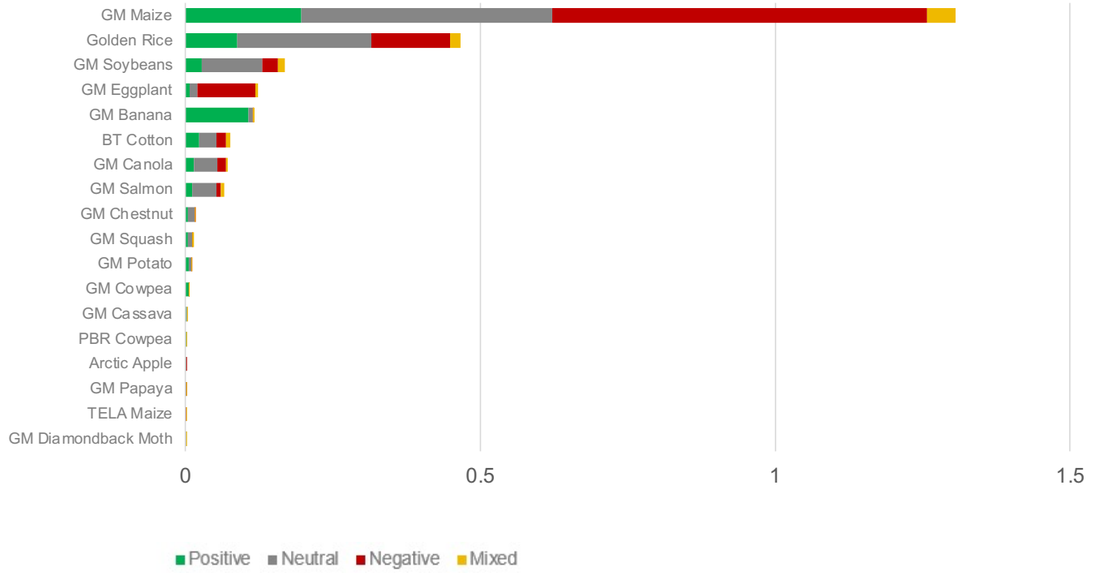
GMO Product Overview - Jan-Dec 2023

TOP PRODUCTS BT BRINJAL AND GM MAIZE EARNED NEGATIVE COVERAGE.

GMO Product Sentiment



GMO Product Gross Reach

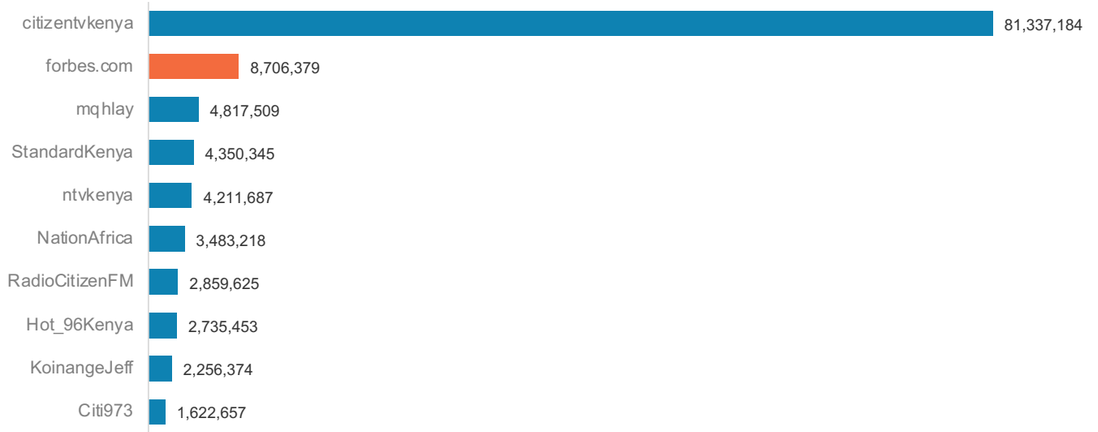


AFS Key Messaging and Impact

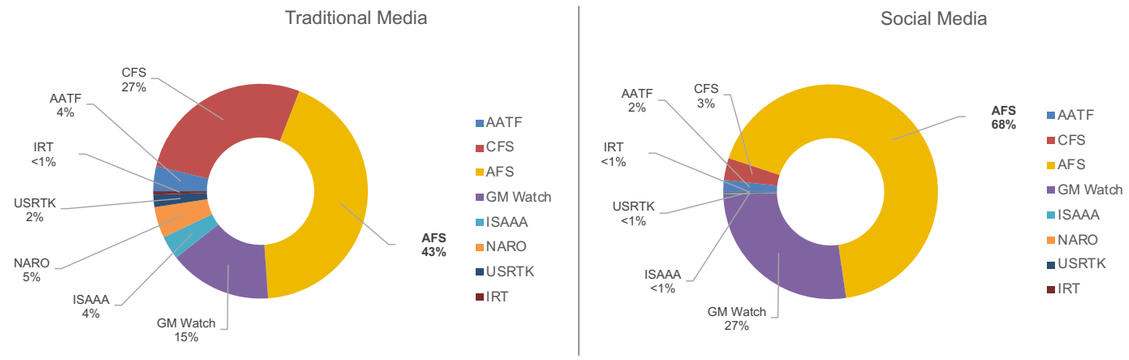
KENYAN MEDIA DROVE AFS AND SPOKESPERSON MENTIONS IN TRADITIONAL AND SOCIAL MEDIA

AFS Leaders (Total Reach)

Top 10 Media (Reach)



Benchmark Share of Voice (Reach)



4TH IMPOSSIBLE THING

BEING LOCALLY ROOTED
YET GLOBALLY CONNECTED

Food is more than just what sustains us—it nourishes our bodies, fuels our daily activities, and strengthens the bonds between families and communities. It embodies our identity, heritage, and the connections we share. Food brings joy, comfort, and a sense of belonging.

The future of food security is evolving, and at the core of this transformation is farming. Moving from crisis-driven relief to long-term resilience, the focus is on innovative agriculture, climate-smart solutions, and empowering smallholder communities. The future of food security is not just about growing crops; it's about cultivating sustainable systems that ensure food for generations. The goal is not to feed the world but to build a stronger, healthier, and more resilient global food system.

As a 2015 Fellow of the Alliance for Science (AfS), I received transformative training and global exposure that profoundly shaped my journey, helping me grow as a leader and advocate for science communication. What started as a local initiative in Dhaka has blossomed into a global commitment. Through AfS, I've built capacity, expanded my network, and advocated for science-based solutions in agriculture, climate change, and global health.

The tools, knowledge, and network provided by AfS allowed me to unfold Farming Future Bangladesh (FFB), a science and evidence-based visionary organization aimed at improving the enabling environment for scientific solutions for sustainable development.

We strive to drive positive change and contribute to the overall well-being of the people. Through FFB, we seek a future where science and innovation are shared and supported to help bring about a world without poverty, where people can flourish on an ecologically protected and restored planet.

Today, my role has expanded far beyond the vision of AfS and FFB. I now address food security issues across the Global South, where climate change, misinformation, and inequitable access to innovation pose significant challenges. Through FFB and AfS, we advocate for science-driven solutions, amplify efforts to fight misinformation and ensure that evidence-based narratives shape policy and public opinion.

We are also building communities' capacities to cultivate a new generation of science advocates and champions. These leaders will drive change at the grassroots level and share knowledge across the Global South. Our goal is to ensure that all communities—regardless of their location or socioeconomic status—have access to better lives and livelihoods.

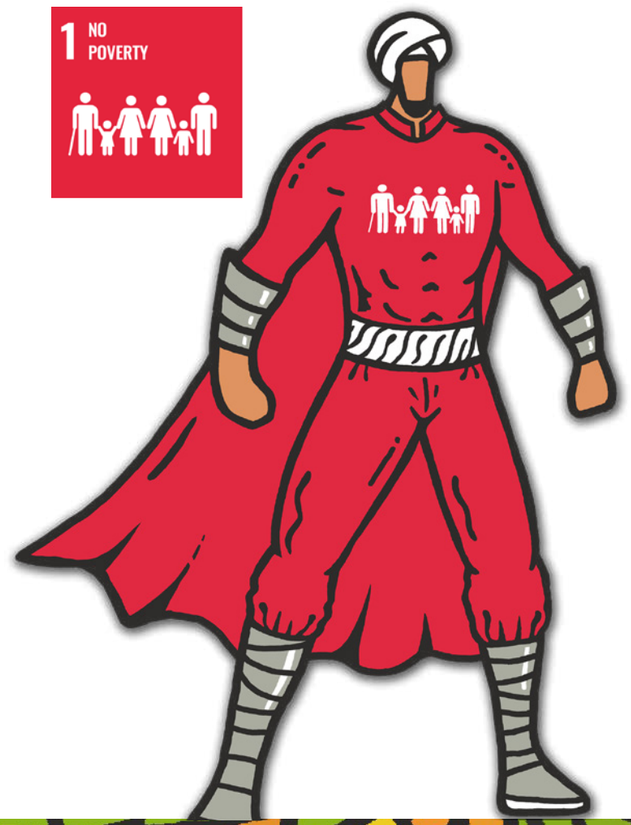
"... we're embarking on an exciting new initiative, Farming Future International, which aims to scale our impact globally."

Arif Hossain

Arif Hossain, Executive Director - Farming Future Bangladesh & Dr. Sheila Obim, Executive Director - Alliance for Science and Anwar Faruque at the Global South Hub Asia launch in July 2023.

Looking ahead, we're embarking on an exciting new initiative, Farming Future International, which aims to scale our impact globally. By leveraging grassroots engagement, policy advocacy, and global outreach, we seek to tackle food security challenges at a broader level. Our focus remains on empowering local communities with science-based tools and knowledge needed to drive innovation and resilience from the ground up.

1 NO POVERTY



Reflecting on my journey from AfS Fellow to global advocate, I am filled with a deep sense of hope and unwavering determination. While the challenges we face are daunting, the potential for transformative change is even greater. As I continue this mission, I look at my 3-year-old daughter and am overwhelmed with a mix of emotions—challenged, thrilled, and even guilty for not doing enough for her and countless other girls of her generation. But in those moments, I am reminded of the power of purpose and the urgency of this work. I am grounded in my roots, yet deeply connected to the world, and I remain steadfast in my commitment to advancing science-based solutions for food security. My mission extends beyond Bangladesh, beyond Asia, to the entire Global South, ensuring that future generations inherit a world where food security, innovation, and opportunity are within their reach.

FARMING FUTURE
BANGLADESH

Farming Future Bangladesh is a science and evidence-based visionary organization dedicated at improving the enabling environment for scientific solutions for sustainable development. Committed to positive change and societal well-being, we are expanding our mission globally.

As part of this vision, Farming Future is transitioning into Farming Future International, a registered NGO in the USA. In collaboration with the Global Consortium, Alliance for Science, and Michigan State University, we aim to amplify our impact and advance science-driven solutions Globally.

Interfaith leaders engagement forum on climate change, food security, and global health in Dhaka, December 2023.

INTERFAITH LEADERS ENGAGEMENT

BY FARMING FUTURE BANGLADESH

Farming Future Bangladesh organized a unique gathering of 35 individuals, including faith leaders, scientists, and development practitioners, to pave the way for a sustainable future.

The workshop, titled *Expert Elicitation: Engaging Inter-Faith Leaders: Insights on Climate Change, Food Security, Global Health, Agribiotechnology, and Misinformation*" provided a platform for collaboration between faith leaders, scientists, and development professionals. The gathering aimed to explore the intersection of faith and critical issues such as climate change, food security, and agricultural advancements, including the role of genetically modified organisms (GMOs) and genetic engineering.

Diverse religious voices were heard, ranging from Buddhist calls for responsible waste management to Islamic sermons debunking vaccine myths. Shared values emerged as participants uncovered quotes from their holy books supporting science, innovation, and collective action.

Experts addressed misconceptions hindering agricultural progress, urging the adoption of advancements. They also emphasized the rigorous safety of GM crops, opening the door for informed food security solutions. The crucial role of faith leaders in dispelling misinformation and engaging communities was championed.

Key highlights:

1. **Diverse perspectives:** Panel discussions explored religious views on these issues from Hinduism, Buddhism, Christianity, and Islam, drawing wisdom from holy books and highlighting examples of successful faith-based initiatives.
2. **Knowledge exchange:** Presentations and discussions delved into FFB's projects with faith communities, innovative approaches in agriculture, and the potential of science and technology.
3. **Debunking Misinformation:** Sessions focused on equipping faith leaders with strategies to combat misinformation and promote science, with practical tools and resources for effective community engagement.
4. **Collaboration and action:** Breakout sessions and simulations fostered practical skills in communication, collaboration, and conflict resolution, aiming to develop action plans for local-level interfaith initiatives.

OVER 600 FAITH LEADERS TRAINED

Key takeaways included:

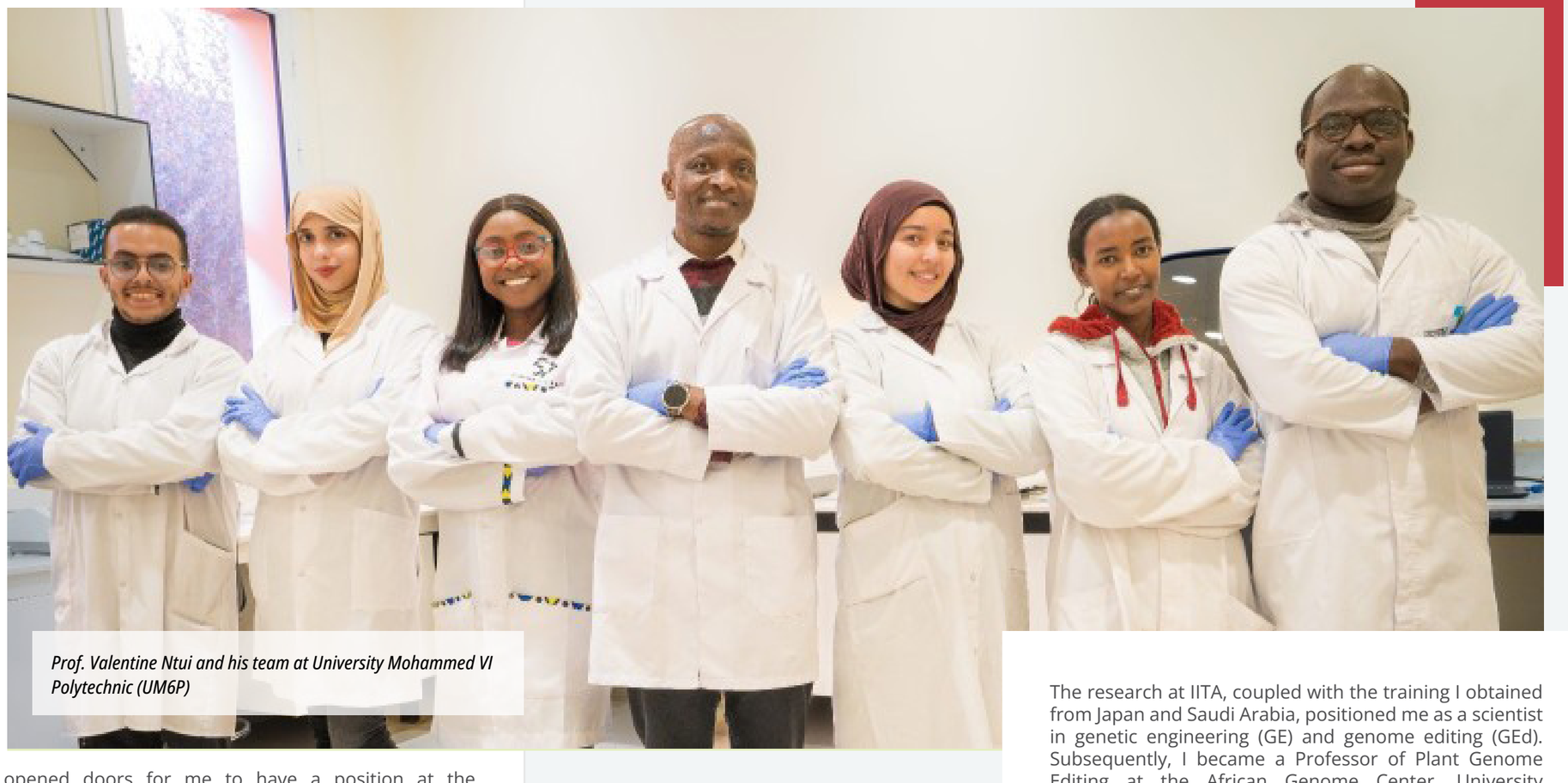
1. **Harnessing the power of faith**: Religious leaders shared their perspectives on environmental stewardship, ethical technology use, and community responsibility, highlighting how faith can inspire action towards a sustainable future.
2. **Bridging faith and science:** Experts presented the potential of advancements like GMOs and hybrid crops in addressing food insecurity, while faith leaders discussed strategies for debunking misinformation and promoting responsible adoption within their communities.
3. **Building bridges for collaboration:** The workshop fostered a sense of understanding and cooperation between faith communities, scientists, and development practitioners, paving the way for future partnerships and initiatives.
4. **Empowering communities:** Participants developed practical skills for engaging their communities and promoting sustainable practices, including using faith-based messages and community-driven initiatives.

Moving forward:

FFB remains committed to supporting interfaith collaboration and innovation. Participants left with actionable insights, resources, and the inspiration to continue working together for a more sustainable and just future.

5TH IMPOSSIBLE THING

PREPARING THE NEXT GENERATION OF AFRICAN INNOVATOR SCIENTISTS

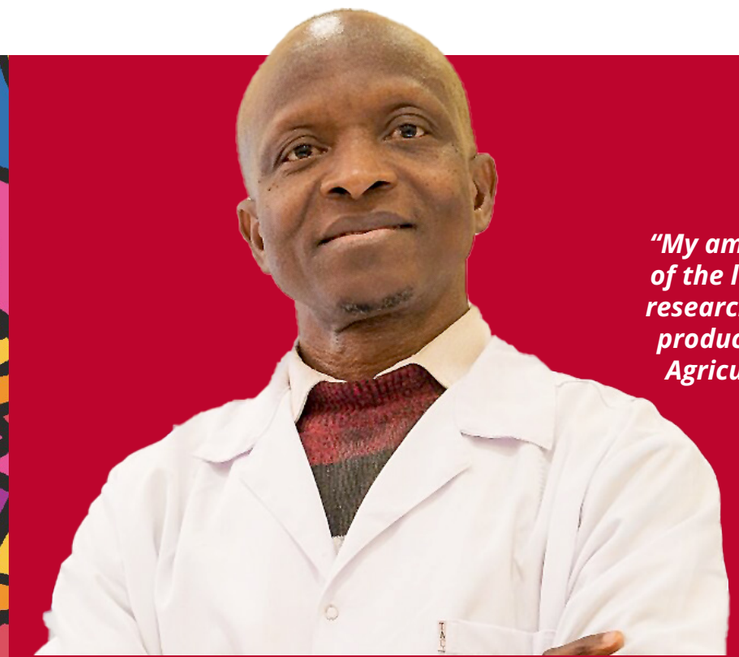


Prof. Valentine Ntui and his team at University Mohammed VI Polytechnic (UM6P)

My journey to being a scientist in Biotechnology started in 2007 when I got the Monbukagakusho -- Ministry of Education, Culture, Sports, Science and Technology (MEXT) scholarship for a PhD in Plant Biotechnology at the Laboratory of Plant Cell Technology at Chiba University, Japan.

During the course, I had the opportunity to use molecular biology, tissue culture, and genetic transformation tools to engineer some crops cultivated in Africa with interesting traits such as resistance to diseases. After completing the PhD, I received the Japan Society for the Promotion of Science (JSPS) postdoctoral fellowship to continue working on genetic engineering of African crops, at the same laboratory.

At the expiration of the JSPS fellowship, I received another postdoctoral fellowship at the Centre for Desert Agriculture, King Abdullah University of Science and Technology (KAUST), Saudi Arabia, where I got training on Genome Editing in crops. This training opened doors for me to have a position at the International Institute of Tropical Agriculture (IITA) in Nairobi, Kenya, where, with the precision genetic team led by Dr Leena Tripathi, we used genome editing to develop African crops such as banana, plantain, and yam with interesting agronomic characteristics.



"My ambition is to position UM6P as one of the leading institutions in GE and GEd research in Africa, providing services and products which will find applications in Agriculture, medicine and industries."

Prof. Valentine Ntui

The research at IITA, coupled with the training I obtained from Japan and Saudi Arabia, positioned me as a scientist in genetic engineering (GE) and genome editing (GEd). Subsequently, I became a Professor of Plant Genome Editing at the African Genome Center, University Mohammed VI Polytechnic (UM6P), Benguerir, Morocco, and also secured a teaching position as a Professor of Plant Biotechnology at the University of Calabar, Nigeria. Currently, genetic engineering and genome editing capacity is mostly restricted to advanced laboratories in the USA, Australia, Asia, and Europe; and its execution in African laboratories has remained limited.

Agriculture is still the backbone of Africa's economy, providing livelihoods for millions. GE and GEd present opportunities to bolster agricultural productivity, enhance food security, and promote sustainable development.
My interest is to prepare the next generation of African scientists, mostly Postdocs and students with essential skills in GE and GEd to take ownership of crop improvement efforts in their countries.

The African Genome Center at UM6P is the only institution in Morocco engaged in GE and GEd research. My ambition is to position UM6P as one of the leading institutions in GE and GEd research in Africa, providing services and products that will find applications in agriculture, medicine, and industries.

A BIOTECHNOLOGY PROGRAM
FOR HIGH SCHOOL LEARNERS

Amb. Philip Thigo Special Envoy for Technology for the Republic of Kenya, Dr. Sheila Obim Executive Director AFS, David Stern former BTI president and Kenneth Monjero aka Dr. Fun at the sci- fun book launch, in February 2023.

Investing in STEM education is one of the most valuable gifts we can offer the next generation of science researchers, and accelerating advancements in biotechnology is crucial for developing crop varieties that produce more food with fewer chemicals.

SciFun is like a scientific adventure designed for high school students in Form 2 and Form 3, where they dive into the world of biotechnology. Students get to roll up their sleeves and extract DNA from fruits and vegetables, all while making fascinating observations about the process.

The Alliance for Science and the Boyce Thompson Institute (BTI) launched the SciFun Book, the first chapter of an engaging biotechnology program. This initiative aims to deepen students' understanding of biotechnology through hands-on DNA extraction experiments, helping them learn by doing.

Crafted collaboratively by the Kenya Agricultural and Livestock Research Organization (KALRO) Science Centre and BTI, the SciFun curriculum is supported by grants from the Alliance for Science. The book emerged from a process known as co-creation, where diverse stakeholders came together to shape the program's design.

The book was authored by Dr. Kenneth Monjero better known as Dr. Fun is an Alliance for Science 2018 Champion who is also the founder of Fun & Education Global Network.

> The book presents biotechnology in a simplified manner, making it easy for us to quickly understand the concepts.
>
> **Nancy Njoki**
> **Naivasha Girls High School**

Kenneth Monjero with high school students.

David Stern hands an award to teachers from Kinungi High School

Kenneth Monjero poses for a photo.

1 SCALABLE REACH:
Grew from **11 schools**, **22 teachers**, and **220 learners** to over **50 schools**, **300 teachers**, and **25,000 learners** indirectly.

2 PEER-TO-PEER LEARNING:
Initial cohort of **220** learners reached an additional **8,755** peers, demonstrating effective knowledge dissemination within schools.

3 CROSS-BORDER INFLUENCE:
SciFun booklet distributed to **35 schools** across **4 countries**, extending the program's reach and impact internationally.

4 POLICY ENGAGEMENT:
Engaged over **20 policymakers**, including Members of Parliament, raising awareness and support for biotechnology education.

5 MICHIGAN STATE UNIVERSITY EXTENSION:
Expanded program to **6 schools**, involving **2,500 learners** and **15 teachers**, adding visits to potato confined field trials and establishing potato gardens in schools.

6TH IMPOSSIBLE THING

PREPARING FOR THE FUTURE: A STRATEGY FOR SUSTAINABLE SCIENCE COMMUNICATION

Preparing for the future may seem like an impossible task, as if it requires clairvoyance. In reality, it simply demands a strong level of foresight—a skill that can be learned. As a futures practitioner, I have honed this skill, analyzing current trends and signals to map out strategies for sustainable growth.

However, applying this skill to an organization like the Alliance for Science presents a unique challenge. Unlike other initiatives funded by the Bill & Melinda Gates Foundation, we have no clear precedent. We are a global science communication initiative, positioned at the intersection of contentious frontier biotechnologies such as **genetically modified organisms (GMOs), vaccines, and synthetic biology**. We were created to support and amplify pro-science voices in the face of rising **anti-science activism** and the **growing backlash against vaccines** in a post- pandemic world.

But what does the future hold for us? Can the **Alliance for Science** continue to thrive with the **narrow agenda of promoting agricultural biotechnology** without addressing the broader context in which these innovations exist? The answer is clear: No. To remain relevant and impactful, we must **broaden our framework** for science communication, aligning with the values and urgencies of today's global challenges.

A Broader Vision for Science Communication

The core global challenges that drive scientific innovation—and that should guide our communication efforts—include:

- Food security
- Health promotion
- Environmental governance
- Energy poverty

These are universal needs that inspire scientists to develop solutions that save lives. Our role is to help ordinary people understand where and when new technologies must be applied to address these pressing issues.

The 7 C's of Communication: A Strategy for Future Sustainability

To ensure long-term success, we must embrace seven key principles of communication:

1. Crisis Communication

We live in an era where **misinformation and disinformation** are among the most significant threats to science and progress. The sheer volume of misleading content can drown out common sense and push people back into outdated, inefficient ways of thinking. To combat this, we must build a strong **network of allies** dedicated to fighting misinformation. This initiative, the

Mis/Disinformation Alliance (MiDRA), will unify efforts to **counteract false narratives** and promote evidence-based science.

"Effective communication requires engaging, high-impact campaigns that cut through today's information overload."

Dr. Sheila Obim

2. Champions of Science

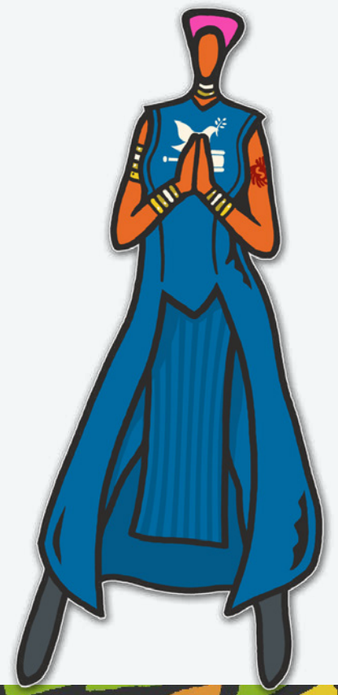
In an age dominated by influencers, we must harness the power of visibility and engagement. Our goal is to elevate scientists, particularly those in the Global South, turning them into recognized voices with the influence of sports stars or celebrities. We are collaborating with established networks like the **TED Fellows, Aspen Fellows, and Mastercard Fellows** to create a **super league of science champions**, starting with our **240 global leadership fellows**.

3. Campaigns that Captivate

Effective communication requires engaging, high-impact campaigns that cut through today's information overload. We will leverage AI-powered social listening tools to better understand public sentiment and tailor our messages accordingly. Inspired by the entertainment industry, we will launch the "Oscars for Science", an annual celebration recognizing outstanding science communication efforts worldwide. This initiative will encourage diverse voices to step beyond their echo chambers and engage with different perspectives.

4. Compelling Content

In a world flooded with content, **how do we ensure our messages are heard?** By making them **accessible, engaging, and entertaining**. One of our ambitious goals is to develop a **"Netflix for Science"**—a curated platform showcasing the **best science content** from our ecosystem. With the cost of digital platforms dropping, now is the ideal time to launch a **global, easily accessible streaming hub for science education and advocacy**.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

5. Culture as a Bridge

Culture shapes all decision-making, yet it is often overlooked in science communication. People are born into cultural systems that shape their understanding of knowledge and innovation. Recognizing this, we are launching the **Indigenous Science and Technology Initiative (ISTI)** to bridge traditional knowledge with modern scientific advancements. By honoring cultural heritage, we can build trust and make science more relatable across different religious and political divides.

6. Cooperation for Global Impact

Global cooperation is declining, and institutions like the United Nations face increasing criticism. The gap between wealthy and developing nations is widening, but science remains a uniquely collaborative endeavor. The knowledge economy depends on the ability to hold constructive debates, test hypotheses, and foster innovation through shared expertise. We are leveraging this principle to sustain our newly established Global Hubs—based in Africa, Asia, and Latin America, working alongside partners in the Global North to drive cooperative scientific innovation.

7. Community Building

Our long-term sustainability depends on our ability to foster thriving communities of practice. By sharing knowledge and resources, we can accelerate progress and avoid duplication of efforts. A key step in this direction is our new Science Allies Portal on Agbiotech, launched at the Future of Science Communication Conference. We envision this portal growing into a hub that connects like-minded science advocacy organizations working across food security, health, environmental sustainability, and energy poverty.

Looking Ahead: A Future of Impact and Growth

Despite challenges—particularly in maintaining financial stability—the future remains bright. Our commitment to strengthening our institutional foundation and expanding our mandate will ensure that our work in science communication continues to serve humanity at a higher level.

By embracing these seven C's of communication, the Alliance for Science will not only survive but thrive, shaping the future of science communication, advocacy, and global impact.

Launch of the Global South Hub Africa at the Radisson Blu Hotel in Nairobi, August 2022.

SHIFT TO THE GLOBAL SOUTH

The Alliance for Science has taken bold steps to amplify the voices of the Global South, fostering collaboration across **Africa**, **Asia**, and **Latin America** to address pressing challenges such as climate change, food security, and global health.

The Alliance launched its **Global South Hub** in Nairobi, Kenya, in **August 2022**, marking a significant milestone in its mission to strengthen science communication across Africa. This hub serves as a platform to enhance synergies among **54 African countries**, enabling partners to share best practices, combat misinformation about biotechnology, and promote evidence-based solutions to improve lives and livelihoods. By fostering collaboration, the hub empowers local communities to lead initiatives that address their unique challenges.

Building on this success, the Alliance for Science, in partnership with Farming Future Bangladesh, launched the **Global South Hub Asia** in Dhaka, Bangladesh, on **July 18, 2023**. The event brought together government officials, scientists, and agricultural experts to kickstart a movement aimed at amplifying stakeholder voices across the continent. This initiative underscores the importance of locally led activities and community-driven solutions, ensuring that scientific advancements are accessible and relevant to those who need them most.

The Alliance for Science Foundation, officially launched in **Lusaka, Zambia**, on **May 28, 2024**, represents a transformative shift in the organization's leadership structure. After a decade of impactful work, the foundation is now an independent, Global South-led nonprofit registered in both Zambia and New York State. This new legal status enables the organization to receive grant funds directly, ensuring greater autonomy and sustainability. A partnership with Financial Sector Deepening (FSD) Zambia further strengthens its financial and governance capacity, demonstrating that institutions rooted in the communities they serve can drive lasting change.

Secretaría de Agricultura, Ganadería y Pesca · Ministerio de Economía Argentina · ALLIANCE FOR SCIENCE Science for Humanity

The Alliance for Science is also supporting the establishment of the Global South Hub Latin America (LATAM) to promote South-South Cooperation (SSC). This initiative builds on a series of collaborative events, including a side event at the Convention on Biological Diversity CoP15 in December 2022, where countries from Africa, Asia, and Latin America discussed the role of locally developed GMOs in biodiversity innovation. Workshops in Argentina and South Africa further advanced dialogue on gene editing technologies and biosafety regulations, culminating in the South-South Collaboration for Innovation Workshop in Nairobi in **August 2023**. Participants from **17 countries** agreed to form a coalition to accelerate biotechnology innovations, fostering food security, climate resilience, and sustainable development.

Through these initiatives, the Alliance for Science is empowering the Global South to harness the power of science and innovation, ensuring that local solutions drive global progress. By fostering collaboration, combating misinformation, and amplifying diverse voices, the organization is paving the way for a more equitable and sustainable future.

Seated (L-R): Lillian Chilongo, CEO of FSD Zambia, and Dr. Sheila Obim, Executive Director of Alliance for Science. Standing (L-R): Mr. Victor Kachabe, Director of Planning at the Ministry of Science and Technology, Hon. Justice Gertrude Chawatama, and Mr. Mutale Bonaventure, Acting Principal Planner (Policy and Planning) at the Alliance for Science Foundation launch event, in May 2024.

OUR JOURNEY TO COP

ALLIANCE FOR SCIENCE
Science for Humanity

APRIL 22
EARTH DAY

JUNE 5
WORLD ENVIRONMENT DAY

SEPTEMBER 4-8
CLIMATE ACTION ZONE

30 NOV - 12 DEC
COP28 UAE

MAY 28
WORLD HUNGER DAY

JUNE 6-9
AFRICA'S WASTE IS WEALTH

SEPTEMBER 5-19
UNGA GENERAL ASSEMBLY

1. EARTH DAY
Launch campaign to share the science of biodiversity.

2. WORLD ENVIRONMENT DAY
The Future of Karura Forest: Scenarios Development Workshop.

3. AFRICA WASTE IS WEALTH
Workshop with Takataka ni Mali and the Eat African Business Council on Technologies to Improve Waste Management.

4. AFRICA CLIMATE WEEK
Supported UNEP workshops.

5. CLIMATE ACTION ZONE
Organized 4 days side event to the Africa Climate Summit with over 2000 attendees.

6. UNGA GENERAL ASSEMBLY - 79
Reported on the science summit.

7. COP28
The cop presidency supported four AFS representatives, including the Resilience Ambassador for various events.

Partnership Agreement between UNEP & The Alliance for Science was signed on 26 February 2024.

From the left (front) ***Susan Boit****, Coordinator National Landscape and Ecosystem Restoration - 15 Billion Tree Growing Initiative,* ***Dr. Sheila Ochugboju****, Executive Director AFS,* ***Prof. Patricia Kameri-Mbote****, Director, Law Division UNEP,* ***Fatou Ndoye****, Deputy Director of UNEP Regional Office for Africa,* ***Dr. Rose Mwebaza****, Regional Director and Representative, Regional Office for Africa UNEP.*

(Back) ***Robert Wabunoha****, Regional Coordinator, Environment Governance, UNEP Africa Office,* ***Allan Meso****, Legal Officer Law Division,* ***Hon. Michael Onyango****, Deputy Executive Director AFS,* ***Jote Teodor Cika****, Executive Coordinator Africa Youth Environmentalists Network (AYEN).*

SEPTEMBER 3-6, 2023

CLIMATE ACTION ZONE

ITS TIME FOR ACTION!

Climate change presents formidable risks to the global community, manifesting in severe physical impacts and significant economic losses. To tackle this crisis effectively, it's essential to move beyond the traditional divide between the Global North and South. In September 2023, alongside the Africa Climate Summit in Nairobi, the Alliance for Science orchestrated the Climate Action Zone (CAZ). This event, held in collaboration with the United Nations Environmental Programme (UNEP), the African Development Bank, The Green Climate Fund, the International Federation of the Red Cross (IFRC), and TEAR Fund, was designed to foster inclusivity and youth engagement, spotlighting critical issues that needed more attention at the main Summit.

CAZ showcased how cultural and agricultural innovations can transform farming communities, steering them away from food scarcity and repeated interventions by relief agencies. The event emphasized the importance of adopting these innovations to bolster food security and enhance resilience. Under the guidance of our resilience ambassador, Jackline Koin, a panel discussion delved into climate justice, addressing how climate change drives both external and internal migration, often exacerbating conflicts and insecurity.

Recognizing that women are at the forefront of agriculture and bear the brunt of climate challenges, the event highlighted climate actions that are gender-sensitive and have the potential to significantly improve women's lives.

In a separate session, we launched a report on climate reporting misinformation. After analyzing over 300,000 climate-related news stories from around the world over six months, the report explored whether climate denial has been diminished, muted, or merely shifted to more subtle tactics against climate action. Our findings indicate that while outright denial may be less common, the influence of the fossil fuel lobby has transformed denial into delay. Immediate action is crucial to meet the 1.5-degree Paris target and secure adequate funding for climate resilience and growth, particularly in vulnerable regions like sub-Saharan Africa.

Delegates attending the Climate Action Zone.

School children take a moment to pose for a photo at the Children Climate Summit, a side event of the Climate Action Zone.

Dr. Sheila Obim presents a souvenir to Mr. Sanjeev Khagram, Foundation Professor at Thunderbird School of Global Management, while models dressed as SDG icons look on.

Graça Machel, former Minister of Education and Culture of Mozambique, receives the children climate declaration and call for action.

WE LAUNCHED A REPORT ON CLIMATE REPORTING MISINFORMATION. AFTER ANALYZING OVER 300,000 CLIMATE-RELATED NEWS STORIES FROM AROUND THE WORLD

This event occurred during the UNFCCC Africa Climate Week, a pivotal moment when African voices were advocating for increased climate finance and highlighting their contributions to adaptation efforts. As we move towards COP28, the Climate Action Zone served as a crucial platform for amplifying these voices and advancing the global conversation on climate action.

AFRICA WASTE IS WEALTH CONFERENCE

6-8 JUNE, 2023

Africa currently generates up to 80% of solid waste, which is worth an estimated $8 billion annually if recycled, but only around 11% is currently being recycled, mainly by the informal sector. By 2050, Africa's population will increase to an unprecedented 2.4 billion and eventually reach a staggering 4.2 billion by 2100

4.2 BILLION

BY 2050, AFRICA'S POPULATION WILL INCREASE TO AN UNPRECEDENTED 2.4 BILLION AND EVENTUALLY REACH A STAGGERING 4.2 BILLION BY 2100

The Africa Waste is Wealth Series (AWWS) was a collection of high-level regional conferences that was organized by Taka Ni Mali, the East African Business Council, and the Alliance for Science. This initiative was guided by Taka Ni Mali's program under Transform (FCDO, Unilever, and Ernst and Young) and is propelled by the UN Development Programme (UNDP)'s Accelerator Lab.

The Alliance for Science joined forces with Taka Ni Mali to host the inaugural Eastern Africa Conference titled "Africa's Waste is Wealth: Promoting Effective Waste Management Practices for Environmental Conservation and Climate Change Mitigation." The conference aimed to provide a platform for stakeholders to assess waste management policies in primary production, industry, and green finance across the region. Held alongside the UN-Habitat General Assembly meeting in Nairobi, Kenya, from June 6-8, 2023, the event addressed urbanization's role in driving waste management challenges in Africa.

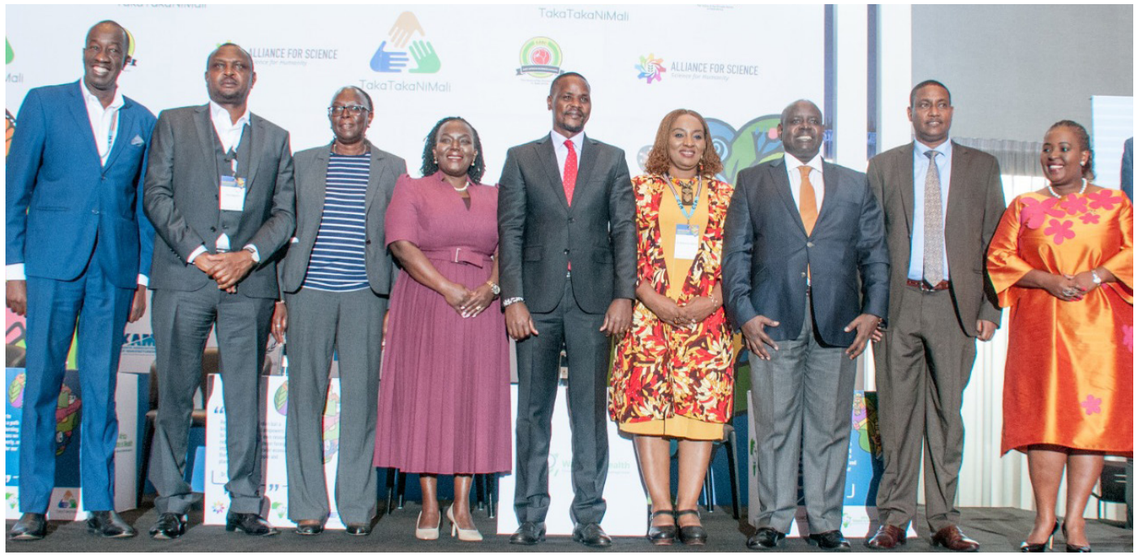
As the first conference of its kind, it brought together government bodies, private sector leaders, development partners, and financial organizations to forge regional commitments for scaling effective waste management practices. The conference explored how waste management can drive economic empowerment and job creation, while promoting circular economy principles such as minimizing waste and pollution, maximizing the value of products and materials, and restoring natural systems.

Key outcomes included identifying commercial opportunities for environmental conservation and climate action, pinpointing policy and regulatory priorities for sustainable waste management, showcasing innovative approaches for commercializing waste management, demonstrating technological solutions, and outlining a plan of action for green financing in this sector.

Conference attendees

Hon. Nasra Nanda, CEO Kenya Green Building Society and Mahmood Noor Executive director Swahili Pot analyzing the opportunities and challenges that exist within the carbon credit markets.

Eng. Festus Ng'eno, Principal Secretary Ministry of Environment, Climate Change and Forestry, Kenya.



***Michael Onyango**, Deputy Executive Director - AfS, **Paul Ngechu**. **Hon. Betty Maina**, former CS Ministry of Industralization, Trade & Enterprise Development, **Mary Ngechu** - Taka ni Mali, **Eng. Festus Ng'eno**, PS Ministry of Environment, **Dr. Sheila Obim**, Executive Director - AfS, **DonBosco Kalisa**, CEO - East Africa Building Council, Mamo Boru Mamo DG - National Environment Management Authority, **Mandisa Mashologu**, UNDP Kenya.*

REFLECTING ON THE OFAB-AFS PARTNERSHIPS

Open Forum on Agricultural Biotechnology in Africa

Strategic partnerships are the lifeblood of progress, especially in Africa's complex agricultural biotechnology field. In a world where dissenting voices can be louder, unrelenting, and more determined to stifle the truth, collaboration is necessary.

The journey of the Open Forum on Agricultural Biotechnology (OFAB) and the Alliance for Science (AfS) stands as the admirable power of unity, resilience, and shared purpose.
Together, we have navigated a challenging yet rewarding path, overcoming obstacles that demanded unwavering perseverance and leaving us with a profound sense of accomplishment and pride.

Helen Keller captured this sentiment well when she said, "Alone we can do so little; together we can do so much." From its inception, the collaboration with AfS brought together individuals with diverse skillsets and knowledge. This team helped to foster innovation that powered transformation in agricultural biotechnology communication.
This synergy enabled the amplification of efforts in communicating and advocating for agricultural biotechnology contributing to policy breakthroughs in the ten OFAB countries of Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, Tanzania, and Uganda. Our 10-year journey together has been remarkable. We collaborated in capacity-building, advocacy, and campaigns in OFAB target countries and beyond.

The Alliance for Science has recruited, hosted, and trained fellows from different countries, many of whom now actively support OFAB's work in Burkina Faso, Kenya, Rwanda, Malawi, Tanzania, and Ghana. These fellows have become integral members of our project teams, driving the initiative forward with passion and expertise.
Most recently, OFAB and the Alliance for Science jointly engaged in a study titled Genetically Modified Crops in Kenya: The Cost of Delay.

The study revealed that Kenya has incurred losses of 157 million dollars due to delays in adopting genetically modified crops—a stark reminder of the urgent need for evidence-based decision-making in agricultural policy. Building on this success, OFAB and AfS continue to share the outcome of the study with decision-makers. The OFAB-AfS partnership is a shining example of what can be achieved when like-minded individuals and organizations with a shared vision come together.

We are not just advocating for agricultural biotechnology; we are building a future where science and innovation drive sustainable development and food security for all. As the Alliance for Science is resharpening its focus, OFAB is hopeful that our inherent partnerships shall remain relevant going forward. OFAB believes that our futures shall remain shared.

Here's to continued collaboration, resilience, and impact: ***When like-minded individuals with shared goals and paths come together, their collective strength and vision can move mountains and create lasting impact.- Anonymous.***

"We are not just advocating for agricultural biotechnology; we are building a future where science and innovation drive sustainable development and food security for all."

Mr. Vitumbiko Chinoko

AMPLIFYING BIOTECH COMMUNICATION

IITA
Transforming African Agriculture

IITA'S PARTNERSHIP WITH THE ALLIANCE FOR SCIENCE

The International Institute of Tropical Agriculture (IITA) has been at the forefront of agricultural research and innovation, leveraging partnerships to enhance the impact of its work. One such crucial collaboration has been with the Alliance for Science (AfS), a global initiative aimed at promoting evidence-based communication on biotechnology and science-driven solutions.

Over the years, this partnership has played a key role in advancing biotech communication within IITA, particularly in the area of genome editing. IITA and AfS share a common goal: equipping scientists, researchers, and communicators with the skills necessary to effectively convey complex scientific concepts to the public and policymakers.

This has been particularly important in the field of biotechnology, where clear, accurate, and accessible communication can shape public understanding and policy decisions. A milestone in this collaboration has been the training of about 40 scientists, early-career scientists, and journalists in Kenya, focusing on enhancing their ability to engage with diverse stakeholders, address biotechnology-related issues, and build public trust in scientific advancements.

A training session for over 50 scientists and science communicators was conducted in Nigeria, too. By equipping researchers with the right communication tools, IITA and AfS have contributed to a more informed dialogue around genome editing in Africa.

Further, strengthening IITA's collaboration with the Alliance for Science, Dr Leena Tripathi, IITA Director for Eastern Africa and Biotech Program Lead, joined the advisory board of AfS. Through her position, Dr Tripathi has contributed to shaping AfS's global outreach and training initiatives, ensuring that African perspectives and priorities are represented in discussions on biotechnology particularly genome editing and Genetic Modification.

She has emphasized the importance of this partnership, stating that "Science does not exist in isolation; its benefits must be communicated effectively to drive impact. Effective communication is key to bridging the gap between scientific research and public understanding. Through our collaboration with AfS, we are ensuring that our scientists and communicators are equipped with the skills needed to engage meaningfully with stakeholders and advocate for responsible biotech innovations."

The partnership between IITA and AfS has gone beyond training sessions. It has led to continuous engagement and collaboration in promoting science communication through workshops, outreach programs, and thought leadership.

Through this initiative, scientists have been empowered to confidently discuss their research, counter misinformation, and advocate for responsible genome editing applications in agriculture. These efforts are not just theoretical but have practical implications in policy and regulatory discussions. By strengthening internal and external communication skills, IITA is ensuring that its groundbreaking work in genome editing—ranging from disease-resistant crops to improved yield varieties—reaches policymakers, farmers, and the general public in a way that drives acceptance and adoption.

As IITA continues its mission of transforming African agriculture, strategic partnerships like the one with the Alliance for Science will remain integral to success. By continuing to build the capacity of its researchers and communicators, IITA is ensuring that scientific innovations translate into real-world solutions for food security and agricultural sustainability.

"The partnership between IITA and AfS has gone beyond training sessions. It has led to continuous engagement and collaboration in promoting science communication. "

Dr. Leena Tripathi

VISION FOR THE FUTURE

Building Global Knowledge Partnerships: Reflections on the AFS-MSU-FFB Partnership for the Future of Science Communication

Dr. Karim Maredia, Assistant Dean and Director of International Programs, College of Agriculture and Natural Resources, Michigan State University, East Lansing, Michigan, USA

International collaborations and cooperation are at the core of Michigan State University's (MSU) mission. MSU has long had a robust history of fostering partnerships with institutions around the globe, reflecting its commitment to the advancement of knowledge and its dedication to addressing pressing global challenges of food and nutritional security, economic growth, and poverty alleviation.

As a public land-grant university in the United States, MSU is deeply engaged in international development. The global outreach mission of MSU aligns very well with its foundational purpose of serving the public good by promoting education, research, and service on an international scale.

The College of Agriculture and Natural Resources (CANR) at MSU is a key player in these international initiatives, with collaborative programs spanning 88 countries. CANR's programs are designed around its tripartite mission of research, education, and outreach. Through these programs, MSU provides solutions to some of the world's most pressing issues, including food security, climate change, sustainable agricultural practices, and natural resource management.

With a diverse group of over 5,000 faculty and staff members from 17 different colleges, MSU has built a substantial base of expertise, resources, and knowledge products. This collective knowledge base contributes to transforming lives across the globe by addressing local, regional, and global challenges. In recent years, the focus on science, technology, and innovation (STI) has intensified globally, with countries and regions around the world striving to keep pace with rapid technological advancements. MSU has remained at the forefront of building STI culture, particularly in the developing world, where access to technology and innovations is critical for economic development and social progress.

The university recognizes the importance of engaging with various stakeholders, including policymakers, scientists, industries, academia, NGOs, and the general public, to promote greater acceptance and adoption of new technologies and innovations.
Communication and outreach have therefore been integral components of MSU's programs, ensuring that scientific knowledge is accessible and actionable.
To further enhance its efforts in science communication, Michigan State University has recently established a long-term partnership with the Alliance for Science (AfS) and Farming Future Bangladesh (FFB).

This partnership has led to the creation of a global consortium focused on the future of science communication, with an emphasis on the Global South. The consortium's work addresses critical areas such as food, agriculture, health, energy, and climate change—issues that disproportionately affect developing nations. AfS brings over a decade of experience in science communication, coupled with a well-established network of science communication fellows.

> *To further enhance its efforts in science communication, Michigan State University has recently established a long-term partnership with the Alliance for Science (AFS) and Farming Future Bangladesh (FFB).*
>
> **Prof. Karim Maredia**

From Left: **Md Arif Hossain** *Executive Director Farming Future Bangladesh,* **Callista Rakhmato**, **Dr. Sheila Obim**, *Executive Director Alliance for Science,* **Prof. George Smith**, *Director of AgBioResearch, Senior Associate Dean for Research and* **Prof. Karim Maredia**, *Assistant Dean and Director of International Programs for the College of Agriculture and Natural Resources, Michigan State University, in October 2024.*

This expertise, combined with the resources and networks of FFB and MSU, forms a powerful platform for advancing science communication across the globe. The overarching goal of the global consortium on the future of science communication is to combat the widespread issues of misinformation, disinformation, and miscommunication that often hinder the effective dissemination and adoption of scientific knowledge and innovations.

By mentoring and mobilizing 100,000 science communication champions worldwide, the consortium aims to create a global network of well-informed advocates who can bridge the gap between scientific communities, policy- and decision-makers, and the general public.

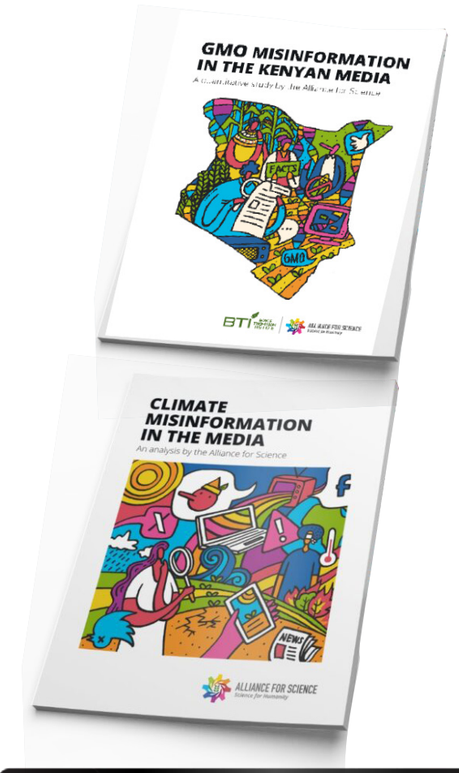
MSU is deeply committed to this ambitious objective and intends to leverage its vast network and resources to support this initiative. The university believes in the power of global knowledge partnerships and will share its expertise and intellectual resources to help achieve this transformative vision.

No single institution can accomplish such a monumental task alone. By collaborating with AfS, FFB, and other global partners, the consortium will create greater impacts and foster more effective outcomes in the global pursuit of science, technology, and innovations. Through these collaborations, MSU continues to advance its mission of building a better, more sustainable world through education, research, and outreach throughout the world.

CANR
COLLEGE OF AGRICULTURE & NATURAL RESOURCES

RESEARCH

Research is the cornerstone of progress, and its role in the Alliance for Science's mission to promote evidence-based decision-making and global food security cannot be overstated. Past research conducted under this initiative has been instrumental in debunking myths, addressing misinformation, and fostering informed dialogue on critical issues like agricultural biotechnology, climate change, and sustainable development. By rigorously examining scientific data and disseminating findings, the Alliance has empowered farmers, policymakers, and the public to make decisions rooted in facts rather than fear. The Alliance for Science's commitment to research underscores the importance of continuous inquiry in addressing global challenges. As misinformation proliferates, robust research remains a vital tool for fostering trust, driving innovation, and ensuring equitable access to scientific advancements. By prioritizing evidence-based solutions, the Alliance continues to champion a future where science serves as a unifying force for progress.



February 16, 2023:

Analysis of misinformation about GMOs in the Kenyan media. We found that 151 out of a total of 376 articles published by Kenyan media between October 2022 and January 2023 contained unchallenged negative misinformation about GMOs. This equates to 40% of media coverage by volume in Kenya promoting negative misinformation about GMOs. Only 3% of articles contained pro-GMO information.

September 5, 2023: '

Climate change misinformation in the media' launched at the Climate Action Zone in Nairobi. This paper found that climate misinformation was vanishingly rare in the high-impact media, occurring at a rate of only 0.02%.

June 28, 2023:

Alliance for Science authors published a study in the journal GM Crops & Food titled Gene editing achieves consistently higher favorability in social and traditional media than GMOs'.

Read the news release here

or the full study (open access).

- A survey of the perceptions that consumers in the United States have about the use of gene editing in addressing agricultural and environmental challenges. The survey, which found that consumers have little knowledge of the tool but hold generally favorable views of its use, was conducted by Hemispheres in collaboration with the Alliance for Science and Foundation for Food and Agriculture Research. This survey was used to inform the development of an evidence-based gene editing messaging kit that may be downloaded and used by communicators. Spanish-language versions of the survey report and gene editing messaging kit may also be downloaded.

- A paper published in the peer-reviewed, open-source academic journal GM Crops & Food, found that the traditional and social media conversation around genetically modified organisms (GMOs) became steadily more positive between 2018 and 2020. The analysis represents one of the most comprehensive views of GMO perception within both social media platforms and general news media, leveraging over three years of continuous tracking and analysis. Here is a common-language version of the study.

Citation: *Sarah Evanega, Joan Conrow, Jordan Adams & Mark Lynas (2022) The state of the 'GMO' debate – toward an increasingly favorable and less polarized media conversation on ag-biotech? GM Crops & Food, 13:1, 38-49.*

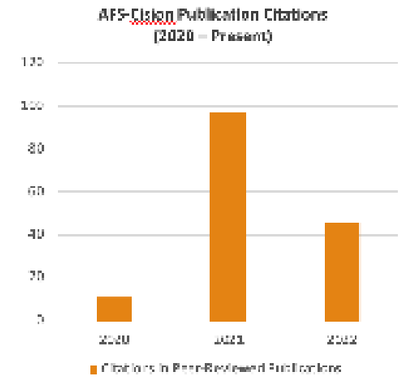
OUR IMPACT

Alliance for Science – Studies, Papers, and Peer-Review Content

In addition to an unprecedented amount of earned media views, AFS-Cision peer-review production content earned a total of 1447 citations since 2021 and 155* since 2020; notably, the 2020 Coronavirus misinformation paper continues to earn mentions in US and international press while the recently published 'GMO debate' paper was featured extensively in agricultural news and blogs.

AFS-Cision Papers and Peer-Reviewed Publications:

- Coronavirus misinformation: qualifying sources and themes in the COVID-19 'infodemic' – *JMIR Preprints 19 (10), 2020*
- The state of the 'GMO' debate: towards an increasingly favorable and less polarized media conversation on ag-biotech? – *GM Crops & Food 13 (1), 2022*
- COVID-19 vaccine misinformation in english-language news media: retrospective cohort study – *BMJ Open 12 (6), 2022*



THE COST OF SAYING NO

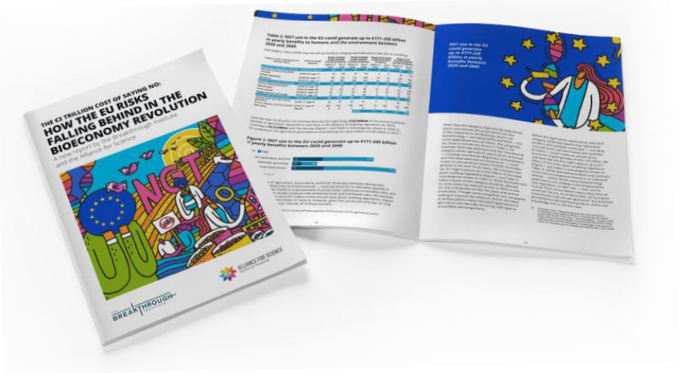
***Klaus Berend**, Director, Food Safety, Sustainability and Innovation directorate of the European Commission's DG SANTE; **Garlich von Essen**, Secretary-General of Euroseeds, representing seed producers in Europe; **Thor Gunnar Kofoed**, an organic farmer and chair of the seed working group of the European farmers association COPA-COGECA; and **Dr Sheila Ochugboju**, Director of the Alliance for Science at a panel discussion on East Africa food crisis (November 16, 2022).*

The end of 2024 marked the largest project the Alliance for Science and the Breakthrough Institute have completed together. Just over a year before, we published out first joint report titled "The €3 Trillion Cost of Saying No: How the EU Risks Falling Behind in the Bioeconomy Revolution" as the EU reached a crossroads in formulating regulations for products of New Genomic Techniques (NGTs). It made a clear point: if proposals for NGT regulation do not improve, then the EU may forgo €171-335 billion annually in economic benefits by blocking the bioeconomy revolution. Our report made it onto the desks of many European Parliament members as they considered the Commission's proposal for NGT regulations, giving them a clear picture of the negative impacts of rejecting biotechnology.

In late 2023 we began shaping an idea for a report on the cost of Kenya's rejection of genetically modified (GM) crops, designed to coincide with upcoming decisions on the country's court cases challenging GM crops. We jumped in headfirst in early 2024 with a workshop in Nairobi to bring together a powerful team to shape a shared vision—including not only the Alliance and Breakthrough, but also the African Agricultural Technology Foundation, the Open Forum on Agricultural Biotechnology in Africa, and ISAAA AfriCenter.

After a busy year of research, meetings, and writing, we all presented the final report, titled "Genetically Modified Crops in Kenya: The Cost of Delay," at the Open Forum on Agricultural Biotechnology's Media Awards ceremony in Malawi in December. Together, we shared this powerful message: five years of delay in approval of Bt cotton, Bt maize, and late blight disease-resistant potato may have cost Kenyan farmers and consumers 157 million USD. We hope this message will empower stakeholders across the country in their advocacy for GM crops. Our report has so far been covered in Nation Africa, and will likely appear in other news outlets this spring.

In 2025 and beyond, we hope to see projects inspired by our 2024 report in Kenya spring up in other African countries that are struggling to commercialize GM crops, providing policy makers with meaningful data on the benefits of allowing cultivation of GM crops. We look forward to supporting these efforts along with the Alliance for Science and others.



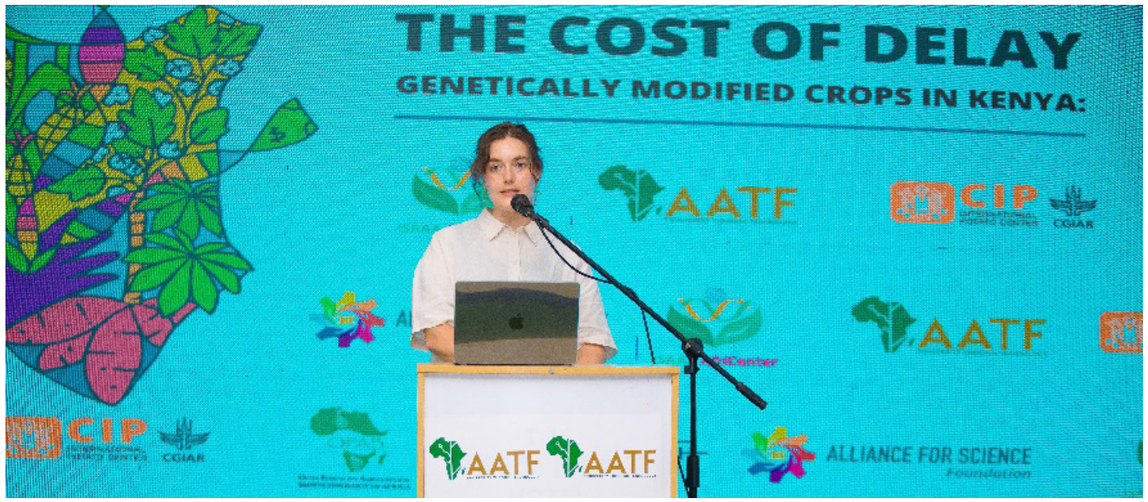
October 24, 2023: '

The €3 Trillion Cost of Saying No: How the EU Risks Falling Behind in the Bioeconomy Revolution. Co-written with the Breakthrough Institute, this report examines the future economic impacts of outdated laws that could prevent the use of new genomic techniques in Europe. The report finds that not adopting NGTs could result in an annual economic opportunity cost of 182 to 356 billion dollars for the EU. The report further projects that this could compound to over 3.2 trillion dollars over a decade.

*From Left: **Meeme Vernado** (AATF), **Emma Kovak** (Breakthrough Institute) **Vitumbiko Chinoko** (OFAB), **Dr. Sheila Obim**, **Dr. Margret Karembu** (ISAAA)Prof. **Elias Kapesi**- (National Commission of Science and Technology - NCST) **Peter Mugambi** (AATF), **Edna Wanjiru** (ISAAA) at the Launch of the **Foregone benefits report- "The cost of delay"** at the President hotel, Umodzi Park, Lilongwe, Malawi in December 13, 2024.*

December 5, 2023:

The cost of delay: demonstrates the transformative potential of GM crops to enhance food security, bolster farmer incomes, and address critical challenges posed by climate change and crop diseases.



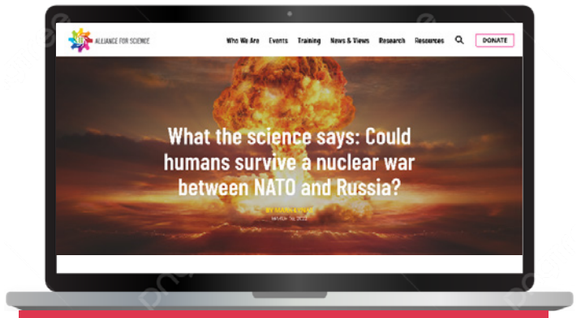
Dr. Emma Kovak from Breakthrough Institute does a presentation on 'The cost of delay report'.

SOCIAL MEDIA
KEY PERFORMANCE INDICATOR

The Alliance for Science Digital Decade Report provides a comprehensive analysis of website and social media performance over the past ten years, with a focus on engagement, audience growth, and content effectiveness. Total page views **increased by 67%**, reaching **688,000** in the latest period. User traffic grew by **87%**, with **484,000 users** engaging with the site.

Organic search remains the top traffic source, with searches related to GMOs, nuclear warfare, and conspiracy theories generating the most impressions.

Engagement per session decreased by 23%, highlighting a need for improved content retention.



Published **3/10/22**

Pageviews: **46,355 (14% of total)**

Social Media Growth. Total social media audience grew by **7.4%**, reaching **38,243** followers by the end of 2024.

Total impressions surged by 748%, with over 84.6 million views across platforms. Engagement rate per impression dropped by 80%, signaling a shift in user interaction trends.

Platform-Specific Insights

Facebook remains the top driver of engagement, although overall interactions have declined.

Published **4/20/20**

Pageviews: **30,261 (9% of total)**

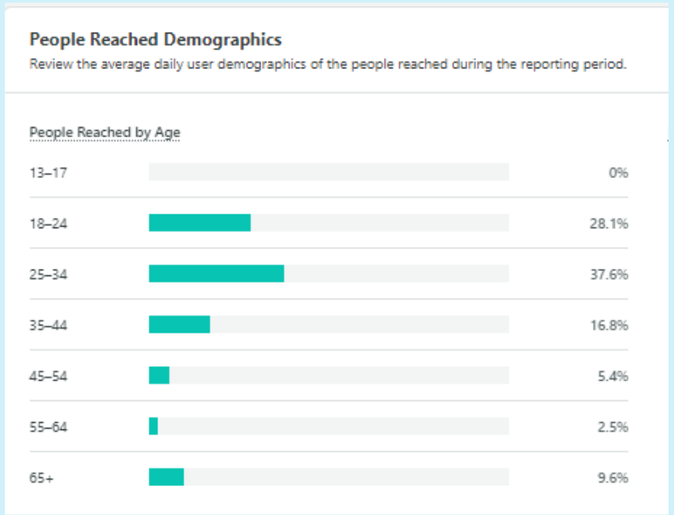
Twitter (X) posts

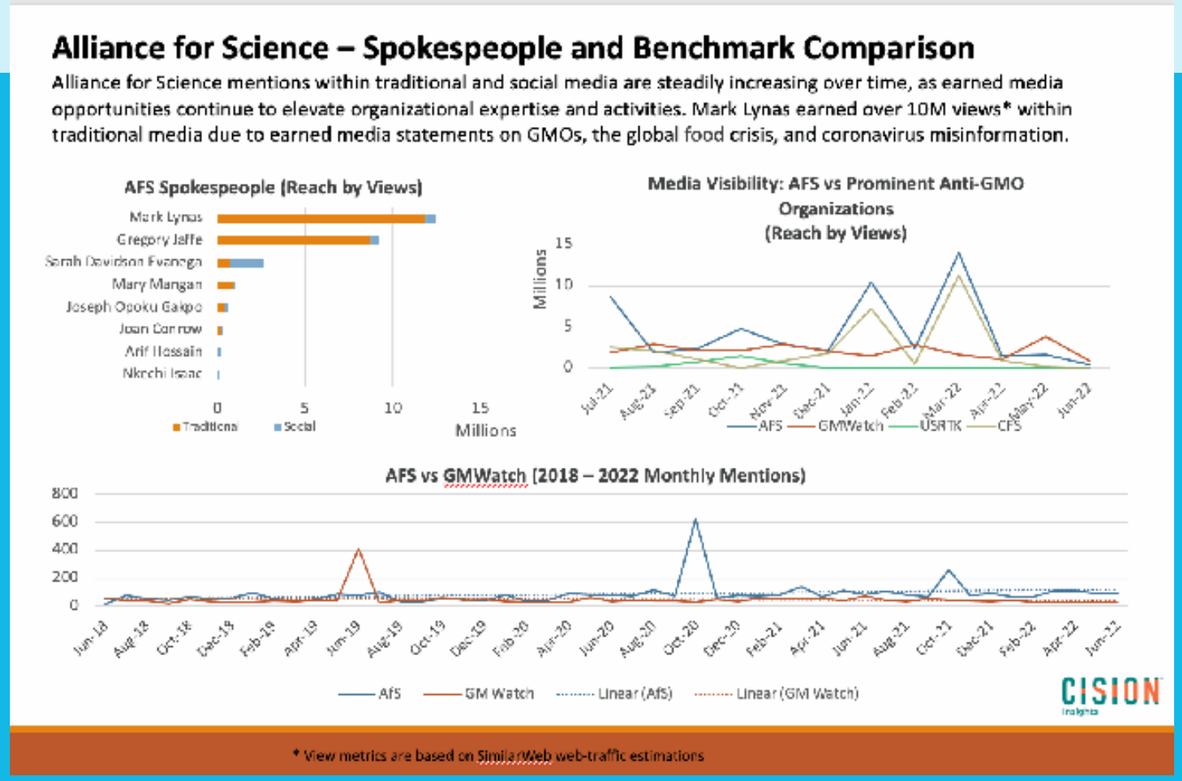
focusing on real-time discussions and scientific debates generated the most engagement. Instagram's best-performing content included Reels and Stories, emphasizing the shift toward short-form video engagement.

LinkedIn continues to attract professionals, with research-based content and science policy discussions performing well.

Video Content Growth Video views increased by **2,170%**, reaching **516,982 total view**s—highlighting the increasing preference for visual storytelling. Best-Performing Topics Posts on GMOs, gene editing, and scientific misinformation received the highest engagement across all platforms.

Expanding coverage to climate change, global health, and sustainability topics presents new growth opportunities.





2,170%
Video Content Growth
Video in views

7.4%
Social Media Growth
in 2024

67%
Page view
increase

MEDIA VISIBILITY

Great insights shared on today's TV talkshow as Dr. Ansari, Chairman of ACI Agri Business, and Mr. Masud Rana, Ast Pof SAU, discussed "Agriculture Research and Development: Climate Change and Global Challenges."


Dhaka Tribune

Breaking News || Breaking Barriers

FRIDAY, DECEMBER 22, 2023 | Poush 7, 1430, Jamadi-us Sani 8, 1445 | Regd No DA 6238, Vol 11, No 238 | 16 pages | Price: Tk15

BARI: One small step for regulators, one giant leap for scientists

Kazla
BARI Bt begun-2

Nayantara
BARI Bt begun-3


WHAT'S HAPPENING

Kenya Editors Guild members Emmanuel Juma (left) and Linda Bach with Alliance for Science Executive Director Sheila Ochugboju (centre), Director of Communications Akefetey E Mamo, and Head of Partnerships Michael Onyango during a Kenya Editors Guild and Alliance for Science breakfast meeting to discuss the role of the media in disseminating accurate information on technology


ktn Welcome Home

Spice fm

MICHAEL ONYANGO

UTY EXECUTIVE DIRECTOR, ALLIANCE FOR SCIENCE

IDAY 1ST SEPTEMBER | 7AM

MENTING EFFECTIVE CLIMATE ADAPTATION MEASURES IN KENYA

the Situation room © 2023

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CITIZEN TELEVISION

DAY BREAK

JACKLINE KOIN
RESILIENCE AMBASSADOR ALLIANCE FOR SCIENCE

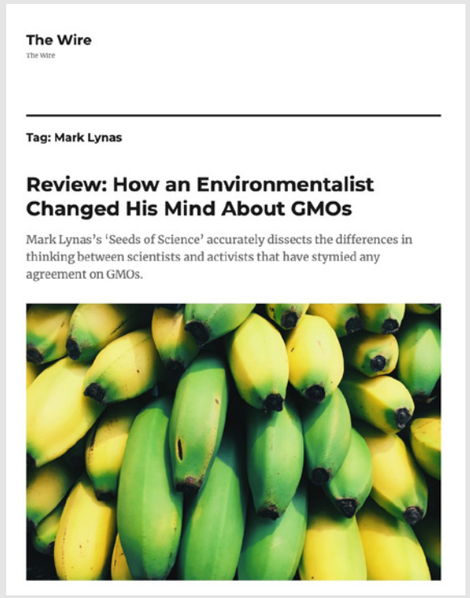
PROF. GEORGE ABONG
CHAIRMAN DEPT OF FOOD SCIENCE UON

LUCY SEMBEI
PROGRAMME MANAGER, FOOD SECURITY, KENYA RED CROSS

FOOD SECURITY QUEST

18th OCTOBER 202

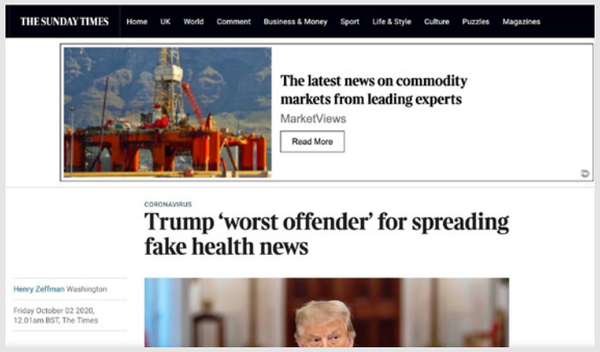
WEDNESDAY 30AM


The Wire
The Wire

Tag: Mark Lynas

Review: How an Environmentalist Changed His Mind About GMOs

Mark Lynas's 'Seeds of Science' accurately dissects the differences in thinking between scientists and activists that have stymied any agreement on GMOs.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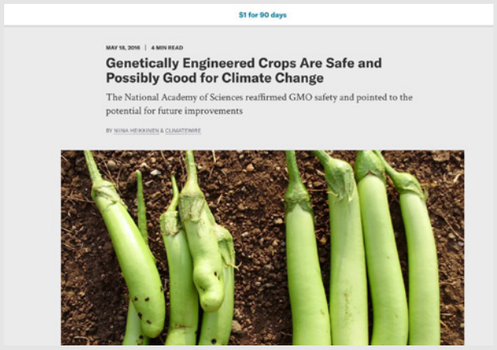
Trump 'worst offender' for spreading fake health news
Henry Zeffman Washington
Friday October 02 2020, 12.01am BST, The Times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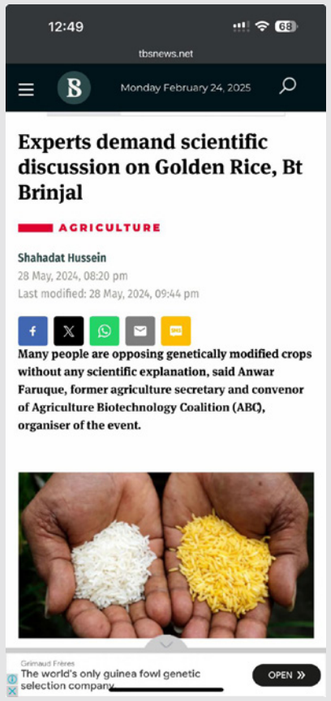
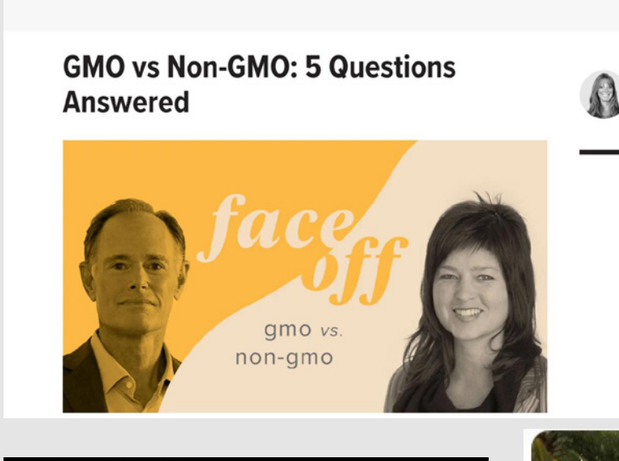
MAY 18, 2016 | 4 MIN READ
Genetically Engineered Crops Are Safe and Possibly Good for Climate Change
The National Academy of Sciences reaffirmed GMO safety and pointed to the potential for future improvements


Study Finds 'Single Largest Driver' of Coronavirus Misinformation: Trump
Cornell University researchers analyzing 38 million English-language articles about the pandemic found that President Trump was the largest driver of the "infodemic."


12:49
tbsnews.net
Monday February 24, 2025
Experts demand scientific discussion on Golden Rice, Bt Brinjal
AGRICULTURE
Shahadat Hussein
28 May, 2024, 08:20 pm
Last modified: 28 May, 2024, 09:44 pm
Many people are opposing genetically modified crops without any scientific explanation, said Anwar Faruque, former agriculture secretary and convenor of Agriculture Biotechnology Coalition (ABC), organiser of the event.
The world's only guinea fowl genetic selection company
OPEN


healthline Health Conditions Wellness Tools Featured Connect
GMO vs Non-GMO: 5 Questions Answered
face off
gmo vs. non-gmo


NATION
National Africa World Gender Tech Newsplex
Raila, Wajackoyah led in GMO misinformation: study

GRANT INSTITUTIONS

The Alliance for Science has received over 22Million USD of funding between 2014 and 2024, through a variety of sources, large donations from donor organisations (shown below), alongside over 100 individual donors contributing over 10K USD each in specific and unrestricted donations.

BILL AND MELINDA GATES FOUNDATION (BMGF)

Our main donor for activities is the Bill and Melinda Gates Foundation (BMGF). This core grant covers activities on policy advocacy and communication to create an enabling environment for improved varieties of genetically modified developed by the agricultural biotechnology research institutions in Africa and Asia. These institutions, such as the Africa Agricultural Technology Foundation (AATF) and International Rice Research Institute (IRRI)

THE FOUNDATION FOR FOOD AND AGRICULTURE RESEARCH (FFAR)

The Foundation for Food and Agriculture research (FFAR) has supported the Alliance for Science to enhance public understanding of gene editing technology through a values-based message development and effective communication approach.
The activities supported by the grant was aimed at the development of a robust toolkit, incorporating insights from Cision Prime Media's "Gene Editing Messaging Analysis" and the Alliance for Science (AFS) study on "Perceptions About Gene Editing in Agriculture Among U.S. Residents." The powerful toolkit was further refined and is now being used to enhance communication strategies which features an interactive, value-based messaging component.

THE UNITED STATES DEPARTMENT OF AGRICULTURE (USDA)

The US State Department has regularly supported the development of powerful explainer animations which describe agricultural biotechnology innovations such as genetic modification of crops and gene editing.

US DEPARTMENT OF AGRICULTURE (USDA), FOREIGN AGRICULTURAL SERVICE (FAS)

Through the Cochran fellowship Programme, the Alliance for Science was given a small grant to train leaders in Colombian research institutes on Synthetic Biology and Genetic Sequence Data Regulation and Policy. Over a two -week period the team designed a series of workshops and exposure visit which included leading public and private sector institutions across American, including Cornell and Michigan State University.

BROADCOM FOUNDATION

The Broadcom Foundation has consistently provided funding for the Africa Science Buskers Festival in Zimbabwe for over 10 years, founded September 2013 by Knowledge Chikundi, an Alliance for Science Fellow and science teacher based in Harare.
It is now Africa's largest science communication showcase for young scientists, inventors, engineers, artists, and science communicators in primary and high school. It is open to all primary and high school students from all over the world.

Broadcom Foundation advocates equitable access to STEM education and basic coding as the 21st Century+ skill. Through Code Clubs and foundation- sponsored science fairs, Broadcom Foundation encourages civic awareness in STEM through Broadcom Coding with Commitment®, which inspires middle schoolers to use coding skills to solve community problems they care about that align with the 17 Sustainable Development Goals of the United Nations.

CONTACTS

Alliance for Science, Foundation, USA
405 Lexington Avenue
9th Floor, New York City
NY, 10174

Alliance for Science Foundation, Zambia
Plot No. 4, Office Pak
Block B, Ground Floor
Bishops Road 4, Kabulonga
Lusaka, Zambia

Global South Hub Africa, Kenya
The Alliance for Science
Fifth Floor, The Atrium
Chaka Road, Kilimani
Nairobi, Kenya
Email: Hello@Allianceforscience.org

Global South Hub, Asia, Bangladesh
Plot: 1148 (3rd & 4th floor), Road: 09/A,
Avenue: 10,Mirpur DOHS, Dhaka-1216
Phone: +88 017-29090825
Email: info@farmingfuturebd.com

Editors: Dr. Sheila Obim, Clay Muganda
Design theme concept: Dr. Sheila Obim
Illustrations: Wences Almazan
Design and layout: Peter Kalanzi
Photography: Kinoti Manyara
Compiled by: Jean Shazima