Updates on FAO’s Work To Address Sustainable Food Systems

Rosa S. Rolle, Ph.D
Senior Enterprise Development Officer
Economic and Social Development Department
The **Food Systems Summit 2021** is envisioned to offer a turning point in efforts to deliver the 2030 Agenda and Sustainable Development Goals (SDGs).

**Summit Objectives**

The Summit seeks to energize and accelerate our **collective journey to eliminate hunger**, **create more inclusive and healthier food systems**, and **safeguard the health of our planet**.
The Summit will be **bold and evidence-driven** and oriented towards action.

- The Summit will:
  - Build on the many existing global events and platforms and their resulting agreements, commitments, and collaborative actions.
  - Draw evidence and knowledge from on-going efforts to support the transformation of food systems to inform its global ideas and recommendations.
  - Look to individuals and communities who have the most to gain or lose from the way our food systems function for their valuable insight and direction.
Summit Preparations

Summit preparations will involve:

• Discovering synergy between the multiple regional and national initiatives and alliances that already exist or are being formed to support the transformation of food systems.

• Engagement (by the Special Envoy), with Member States of the United Nations and other stakeholders to establish agile and innovative consultations, including regional and national consultations.
  • The preparatory process will engage civil society, farmers, indigenous peoples, governments, the private sector, research institutions, think tanks, and implementing agencies.
International Day of Awareness of Food Loss and Waste

On 19 December 2019, the United Nations General Assembly adopted resolution 74/209 proclaiming an International Day of Awareness of Food Loss and Waste.

Inviting FAO to facilitate the observance of the International Day, in collaboration with the United Nations Environment Programme and other relevant organizations.

The First International Day of Awareness of Food Loss and Waste (IDAFLW), will be observed on 29 September 2020.
International Day of Awareness of Food Loss and Waste

• **Call to action** for both the public (national or local authorities) and the private sector (businesses and individuals), **to promote, harness and scale-up innovation and technologies** to stem the problem of food loss and waste.
Key Messages

• There is no room for food loss and waste in this time of crisis!
• The COVID-19 pandemic is a wake-up call to rethink the way in which we produce, handle and waste our food!
• Reducing food losses and waste provides a powerful means to strengthen our food systems.
• Innovation, technologies and infrastructure are critical to increasing efficiency of our food systems and to reducing food losses and waste;
• Public interventions should seek to facilitate investments in food losses and waste reduction by private actors especially at this critical time;
• Innovative business models, with the participation of the private sector need to be shaped and new approaches are needed to finance them.
Communication Strategy

• A strong visual identity – will be available in late June.

• A multimedia package will be developed and shared with a wide network of partners with the aim of uniting hundreds of events and activities under the IDAFLW itself but also under the umbrella of the 75th Anniversary of World Food Day.
Communication Strategy
Celebration of the IDAFLW

• The IDAFLW will be celebrated in a **large virtual event** that will encourage key countries and partners to **make a concrete pledge** on their commitment to reduce food losses and food waste.

• The event will also **launch the FAO interactive “food loss and waste platform”**, a Platform that will serve the purpose of connecting relevant actors and stakeholders to pursue their food loss and waste goals beyond the International Day and towards 2030.
Communication Materials for the IDAFLW

• **Multimedia products** aimed at engaging different target audiences including governments, youth, the media, general public and the private sector, etc.

• A **visual identity and slogan** produced for multiple platforms (poster, advertising billboards or screens, event branding/banners, event invitations, social media/web promotion etc.)

• A **dedicated webpage** and a **trello board**.

• A **Get Involved Guide** will be used to align all stakeholders and partners on the campaign’s key messages, content, and visual identity, ensuring a consistent brand and theme across activities worldwide – will be available by the end of June
How Can You Participate?

ORGANIZE A IDAFLW EVENT

Although we mark the inaugural celebration of the IDAFLW in very unprecedented circumstances, you can still take advantage of this important opportunity to call for action.

Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting physical distancing measures. Some events such as panels, cooking demonstrations, concerts or public lectures could be just as effective online.
How Can You Participate?

BRING THE IDAFLW TO YOUR TOWN OR CITY

Approach municipalities, outdoor advertisers, transportation companies, shopping malls or airports to display visuals on billboards.

CELEBRATE FRONTLINE STAKEHOLDERS INVOLVED IN FLW REDUCTION ACTIVITIES
- Food banks, innovators, etc.
PLAN AN EXHIBITION ON OR OFFLINE

Plan an exhibition to support your IFDAFLW activity featuring: projects, multi-stakeholder activities.

• If you cannot hold a live exhibit, consider uploading the exhibit in a photo gallery format online.
How Can you Participate?

GET THE MEDIA INVOLVED!

Use your media contacts to spread IDAFLW messages:
- on talk shows,
- discussion panels
- at press conferences
- during related media briefings
- in radio or TV call-in shows

Share ideas with the FAO team on where you hope to place the multimedia and it will be produced in the language required.
How Can you Participate?

SPREAD THE WORD
- Inform, educate and engage audiences with real facts.
- Join the campaign by sharing our free material on digital channels.
- Identify and engage with local and national digital influencers to amplify key messages around FLW reduction.
  - Bloggers
  - popular public figures
  - photographers,
  - chefs, experts, stakeholders
- This is also a time to express our appreciation to those who throughout the crisis, have made sure that no food goes to waste.
CONTACT US!

• We are grateful to you for helping us share the important messages of the IDAFLW.

• We’d like to know if you have further ideas or if you found these useful. There is always room for improvement!

• Please contact us (in the interim) at: Francesca.Gianfelici.org
Thank You