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# Updates on FAO's Work To Address Sustainable Food Systems

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# The Food Systems Summit 2021

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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**

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- 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



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# Summit Preparations

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## 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

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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

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- **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

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- **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 75<sup>th</sup> Anniversary of World Food Day.**



# Communication Strategy Celebration of the IDAFLW

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- 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

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- **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.

# How Can You Participate?

## 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.

# Your Feedback Matters

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## **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](mailto:Francesca.Gianfelici.org)



# Thank You



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