

# ACT4FOOD ACT4CHANGE



## How it all began – Oct 2020

“It started as a joke on Twitter!”

When Dipty Chowdhury's work in Bangladesh around an adolescent pledge to eat nourishing diets (*Eat Well, Live Well*) appears in social media, Sophie Healy-Thow and Maureen Muketha start chatting with GAIN's director Lawrence Haddad about how great it would be to set up a **global youth pledge**.



Stills from a video celebrating *Bhalo Khabo Bhalo Thakbo* – click to watch it on YouTube

A Core Group of 6 young leaders from different geographies, working in food and environment areas linked to UN Food Systems Summit Action Tracks come together to lead on this effort.



Dipty  
Chowdhury  
(Asia)



Sophie  
Healy-Thow  
(Europe)



Maureen  
Muketha  
(Africa)



Lana  
Weidgenant  
(South America)



Lavetanalagi  
Seru  
(Oceania)



Janya Green  
(North America)

## Finding sponsors & synergies – Jan-Feb 2021

Meanwhile, Food Foundation (FF) begins looking to build a Global Youth Food Charter, inspired by success with the UK Children's Right 2 Food Charter supported by top footballer, Marcus Rashford.

FF reaches out to international organisations to establish a steering group made up of WWF, SUN, WAGGGS, ACF, STC, WFF, I4N, SOS-UK, RFS, EAT, YAZH, AAH\*.

The two groups come together to link the youth pledge and global charter and adapt them to a wide global audience.

Act4Food Act4Change is supported by the Irish and UK governments.



“Young people are committed to nutritional and food system change in their communities and our world”

\*World Wide Fund for Nature, Scaling Up Nutrition, World Association of Girl Guides and Girl Scouts, Action Against Hunger, Save the Children, World Food Forum, I4 Nature, Students Organising for Sustainability UK, Real Food Systems, EAT, the Youth Alliance for Zero Hunger

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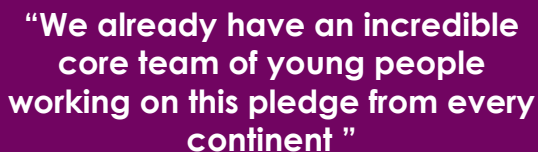
## Building the coalition & strategy – Feb-May 2021

The Core Group works to expand – geographically and thematically to **over 20 young leaders**

Core Group develops their vision and mission, and agrees on the pledge text and narrative around the movement



Welcome to new youth leaders!



“We already have an incredible core team of young people working on this pledge from every continent ”

The Core Group choose a name for the pledge – Act4Food – to emphasise a desire for action. The FF charter component is named Act4Change.

A visual identity and logo options are developed by Leidar branding experts – voted on by youth.

SUN youth leaders involved in Act4Change join Act4Food Core Group.

Act4Food Act4Change begin outreach to key supporters and enablers including the Big 6 youth organisations\*\*, UNICEF and other strategic stakeholders.

Working on a public engagement plan for the launch targeted mid-May 2021 and the ongoing campaign.

Core Group review Act4Change submissions and write a longlist of Actions 4Change to be launched at the same time as the pledge on May 18<sup>th</sup>

GAIN and FF formalise the partnership with an MoU and tap into GAIN's internal expertise on food systems work with young people

Core Group profiles and assets are under development, including filming of short videos.

The pledge is translated from English into 12 additional languages\*, leaving room for adaptation to different contexts

Act4Change website built and first stage consultation around actions begins, with Act4Change steering group mobilising youth and youth networks to submit ideas.

Act4Change steering group pool resources and tools that will support youth to deliver campaigns/ advocacy in their own communities and at international events

Seeking and achieving alignment with UNFSS and the GoodFood4All campaign (A4F A4C becomes an associated campaign to GFFA)



\* Arabic, Chinese, French, Russian, Spanish, Portuguese, Hindi, Bengali, Swahili, Urdu, Korean, Japanese

\*\* Young Men's Christian Association, YMCA; World Young Women's Christian Association, YWCA; World Organization of the Scout Movement; World Association of Girl Guides and Girl Scouts; International Federation of Red Cross and Red Crescent Societies, IFRC; and The Duke of Edinburgh's International Award

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## The Core Group of Act4Food Act4Change today



**“As young people sign this pledge, a global community will be created.”**



## Event highlights & other key moments

- Mar 12 - Podcast recorded (Maureen and Sophie); UNFSS & Sourcing Matters
- Mar 26 - COP 26 Youth Engagement Webinar - campaign mentioned
- Apr 7-8 - ECOSOC Youth forum, Lana presents the pledge
- Apr 21 - Huiyu participates in Moonshot Academy
- Apr 26 2021 - Sophie and other Youth CG presents Pledge idea to Dr. Kalibata
- Youth plan to join MS UNFSS Dialogues
- May 4<sup>th</sup> 2021 several CG youth invited to the UNFSS/ UNICEF Global Youth Dialogue
- May 18<sup>th</sup> 2021 Act4Food Act4Change official launch event, including website launch

**“We also call on decision-makers to take action with us.”**

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## Our aim for the UN Food Systems Summit

At the Summit we will showcase that **a movement has been mobilised as demonstrated by the unified pledge** with many signing across the globe. The **actions for change will provide young people with the tools to campaign**. Together, these will catalyse a **decade of action for young people** to contribute to **transforming food systems and eating habits**.

Co-led by youth, the following deliverables are foreseen:

- At the plenary, we will ensure youth leaders have a seat at the table to speak to business and Member States about their actions for change
- We will prepare a video that shows the beginning of a global movement
- We will deliver the number of signatures & engagements attained
- Profiling the key youth leaders in different global media outlets
- Enabling young people to speak with businesses and policymakers about their pledge and actions for change
- Deliver a youth led 10 action plan for a decade of action projecting the mobilization of 100 million young people by 2030; keep the drumbeat going demanding urgency and thinking big to ensure sustainable healthy eating; turning by same token 'lightbulb' ideas into innovative sustainable solutions that work for young people.

**“We know our current food systems contribute to ongoing health, climate and biodiversity crises, and violation of human rights. We will only be able to achieve the United Nations Sustainable Development Goals with a fundamental transformation of our food systems.**

**While we as young people have been excluded from most political and economic decision-making processes, we are also the ones who will live the longest with the consequences of decisions made today.**

**We pledge to act. And we demand urgent large-scale action from others, especially from decision-makers in government and business.**

**As youth we #Act4Food #Act4Change to support #GoodFoodForAll**

