

ACT4FOOD  
ACT4CHANGE

# Campaign Milestones 2021



The Food  
Foundation



gain  
Global Alliance for  
Improved Nutrition

# What is Act4Food Act4Change?



As a collective force, young people have extraordinary potential to mobilise and influence tangible, positive change in our world's food systems.

Youth across the world are rallying behind #Act4Food #Act4Change a youth led movement which envisions global food systems change which provides everyone with access to safe, affordable and nutritious diets, while simultaneously protecting nature, tackling climate change & promoting human rights.

Our Act4Food pledge brings together young people from around the world to focus on their personal actions as a contribution to system change.

The Actions 4 Change urge all people, particularly governments, businesses, UN agencies and young people to act boldly and promptly.



# Who are we?



The Youth #Act4Food #Act4Change Initiative leadership consists of a global core group of 31 youth leaders from 26 countries, who can provide strategic support and contributions to deliver the Youth #Act4Food #Act4Change Initiative's purpose and mission.

Youth #Act4Food #Act4Change Initiative Supporters, includes categories of stakeholders critical to the youth-led movement, such as youth-led organizations at global, regional or country level that seek to address topics that align with the mission of the Youth #Act4Food #Act4Change Initiative.

The Initiative is run in close coordination with Global Alliance for Improved Nutrition (GAIN) and Food Foundation, two non-profit organizations acting as facilitators: securing funding for the initiative, ensuring the smooth rollout of Act4Food Act4Change activities, rallying a coalition of supporters behind the initiative, and generating global campaign assets to be made available in various languages.



# Meet our youth leaders

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**Azeez Salawu**  
Nigeria



**Belinda Ng**  
Hong Kong



**Bernis Cunningham**  
Nicaragua



**Betelhem Lakew**  
Ethiopia



**Dara Karakolis**  
Canada



**Dev Sharma**  
United Kingdom



**Dipty Chowdhury**  
Bangladesh



**Jackson Richard Buzingo**  
Tanzania, United Republic of



**Lana Weidgenant**  
Brazil



**Lavetanalagi Seru**  
Fiji



**Maggie Hamilton**  
United States of America



**Marie-Claire Graf**  
Switzerland



**Maureen Muketha**  
Kenya



**Yuhua Zong**  
China



**Yacine Yade**  
Senegal



**Mike Khunga**  
Malawi



**Milca Jane Cameseria**  
Philippines



**Mildred Munjunga**  
Zambia



**Muhammad Sarim Raza**  
Pakistan



**Narindra  
Andriamahefalisson**  
Madagascar



**Yumna Hussen**  
United Kingdom





**Ouyang Huiyu**  
China



**Priya Prakash**  
India



**Rafsi Albar**  
Indonesia



**Rayan Kassem**  
Lebanon



**Ryan Mc Shane**  
United Kingdom



**Sophie Healy-Thow**  
Ireland



**Stephanie Sargeant**  
Kenya



**Tahiti Seymour**  
Cayman Islands



**Taylor Quinn**  
Canada



**Webster Isheanopa  
Makombe**  
Zimbabwe

# Major updates since our launch:

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- Campaign was launched on May 18th 2021 and was live streamed in 6 languages simultaneously
- More than **152,230** people have pledged globally to #Act4Food from 120 countries
- More than **100,000** youth have voted for their Priority Actions 4 Change in 100+ countries
- Over **360** young people globally have registered as Act4Food Act4Change Youth Advocates



# Current Global Priority Actions 4 Change

<b>Every child should eat a healthy &amp; sustainable meal at school, college or nursery</b>	<b>1</b>
<b>Stop deforestation and make livestock farming more sustainable</b>	<b>2</b>
<b>Value local &amp; indigenous food knowledge</b>	<b>3</b>
<b>Create employment for young farmers and agri-preneurs</b>	<b>4</b>
<b>Ensure young people have a seat at the table at every level of decision-making</b>	<b>5</b>
<b>Everyone should be able to afford healthy and nutritious food</b>	<b>6</b>
<b>Educate everyone about food and its impact on our planet and our health</b>	<b>7</b>
<b>Back sustainable farming to regenerate our soils and reduce damaging chemicals</b>	<b>8</b>
<b>Ban single-use plastics in food and drink packaging</b>	<b>9</b>
<b>Support local growers and food producers with subsidies and tax incentives</b>	<b>10</b>

# Events Act4Food Act4Change Organized



**Total event attendees:** 84,740

**Campaign Launch:** 80,000+ views

## **UNFSS Pre-summit**

- Youth and business roundtable: 120 virtual attendees
- Youth and member states roundtable: 80 virtual attendees

## **UNFSS**

- Food is the future: 2621 virtual attendees

## **COP26**

- COP26 Calls on Global youth to make food a focus: 44 in person, 47 online, 382 streams
- Calling all youth to be agents of change in food systems transformation: 80 in person, 886 streams



# Events Youth Leaders Participated

**Total events attended by youth leaders:** 100+

**Regional event:** More than 20 events attended

17 Youth Leaders participated in global events

## Key events include :

- UNFSS Pre-Summit
- Youth4Food Festival at Valley Fest
- Food is the Future
- United Nations Food Systems Summit
- Pre-COP/ COP26
- Nutrition for Growth (N4G)
- Expo Dubai
- Nobel Peace Prize



# Regional Events/Dialogues

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## Regional Events

- African Green Revolution Forum Summit
- Arab and Youth Food Systems
- Youth 4 Food Festival At Valley Fest, UK
- WHO Small Island and Developing States event
- Generation Africa event
- Nutrition Conversation Africa

## National Food Systems Dialogues/Other Events

- National Youth Food System Dialogues in Tanzania
- UN Food System Independent Dialogue in Nigeria
- Independent Food System in China
- Irish National Food System Dialogue
- Act4Food Act4Change Launch in Pakistan
- Act4Food Act4Change Launch in Nigeria
- National Dialogue on Ethiopian Food Systems



# Example: Act4Food Act4Change India Campaign



- Development of India Food Systems Summit which included dialogues with business and government
- Development of Act4Food Act4Change India platform which empowers schools across the country to nominate youth advocates, vote, pledge and discuss the Actions 4 Change
- Creation of an advocates program across schools
  - 200+ schools
  - 78 advocates
  - 36 webinars

All above points facilitated by core group youth leader from India: [HealthSetGo - GAIN Report \(canva.com\)](https://www.healthsetgo.com/gain-report)

## TMS PATIALA

Topic: Health Nutrition & Diet

Youth Advocate/s: Manjot & Ulvika  
Mentor Teacher: Gagandeep Kaur  
Students Impacted: 300  
Number of Pledges: 57

### Actions4Change Plan:

Donate Surplus Food to the needful.  
Educate others on topic, spread awareness.  
Acknowledge Problems as Global Level  
Govt. should train Farmers and improve infrastructure.  
Celebrities should spread awareness, as influencers.

### Webinar Images



## THE TAKSHILA SCHOOL AHMEDNAGAR

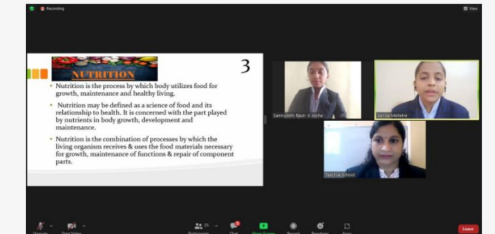
Topic: Health Nutrition & Diet

Youth Advocate/s: Sanika Mehete & Samruddhi Raut  
Mentor Teacher: Gaware Kalpana  
Students Impacted: 1000  
Number of Pledges: 668

### Actions4Change Plan:

Have a balanced diet which includes Carbohydrates, Fats, Proteins, Vitamins, and Minerals  
Drink Plenty of Water

### Webinar Image





# Example: Act4Food Act4Change Ethiopia

- Successful launch of Act4Food Act4Change in Ethiopia on August 24th 2021
- Hosted National Dialogue on Ethiopian Food And Agricultural Systems: Policy and Practice
- Creation of small and medium sized food vendors competition
  - Event promoted safe & healthy food businesses through empowering the next generation to engage in safe and diversified food sectors.
- All activities facilitated by core group youth leader from Ethiopia



# UNFSS Pre-Summit / UNFSS

- Four Act4Food Act4Change youth leaders included in the UNFSS processes as Action Track Vice Chairs
- Five youth leaders attended the pre-summit
- Co-created the Food Is The Future Event and included many youth leaders
- Actions 4 Change used heavily in the development of youth declaration which was presented at the UNFSS
- Closing and opening remarks from Sophie & Mike



# Our COP26 Events/Participation

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- 1) ***Global youth Call on COP26 Leaders to Make Food A Focus:*** WWF Panda Hub in the Blue Zone
- 2) ***Food for Thought: Rethinking the global food system:*** In EXTREME hangout
- 3) ***Calling all young people to be agents for change in food systems transformation:*** In COP26 Green Zone
- 4) **Eat4Change/GAIN dinner:** Four youth leaders in attendance
- 5) ***Calling all young people to be agents for change in food systems transformation:*** In Nourish Scotland's Recipes 4 Resilience venue
- 6) **Podcast:** [Right2Food → COP25: the youth view](#)





# Youth Leader Engagement at COP26

- Nine youth leaders participated at COP26 with Act4Food Act4Change & The Food Foundation
- Twelve Act4Food Act4Change core group youth were in attendance at COP26 in total
- Three UK youth ambassadors & six international core group youth leaders were represented



# Nutrition For Growth (N4G)

**Commitments:** Three commitments made at N4G aligned to the Health and Diet session (Presented by Maureen Muketha our youth leader from Kenya)

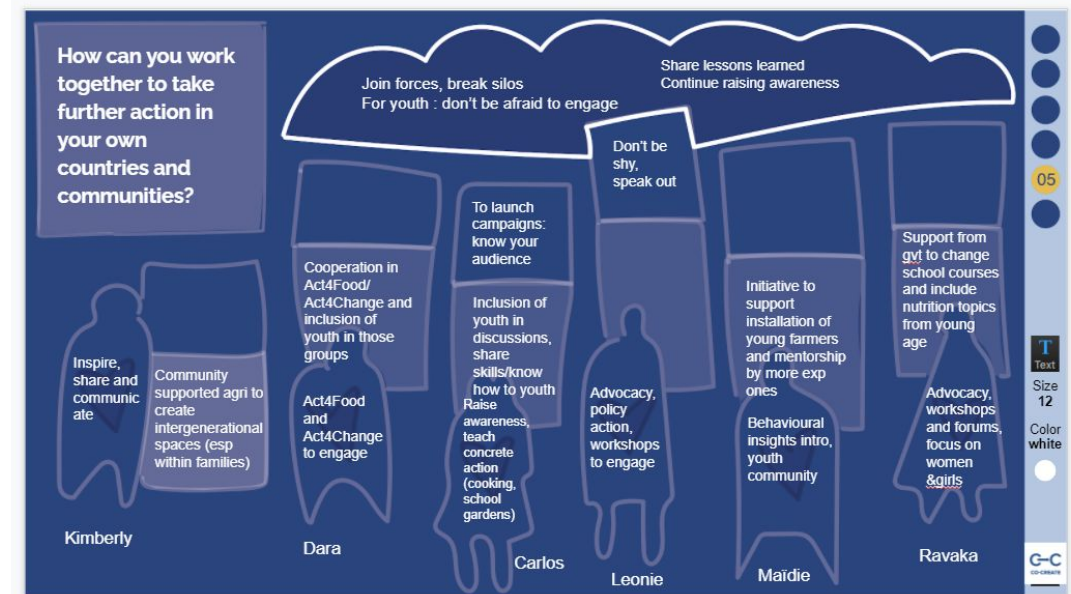
**Side Event:** *Mobilising intergenerational action to create sustainable and healthy diets for all: Act4Food Act4Change workshop*

## 1st session

- Case study discussion with youth leaders and delegates from EAT WFF and Food Foundation.

## 2nd session

- Breakout session focusing on actions at country and community level, intergenerational collaboration and working across generations.





# Media Coverage

**Total:** Approx. 340 media mentions

**Hashtag:** #Act4Food #Act4Change:

- 201 media mentions
- 1 Billion audience reaches

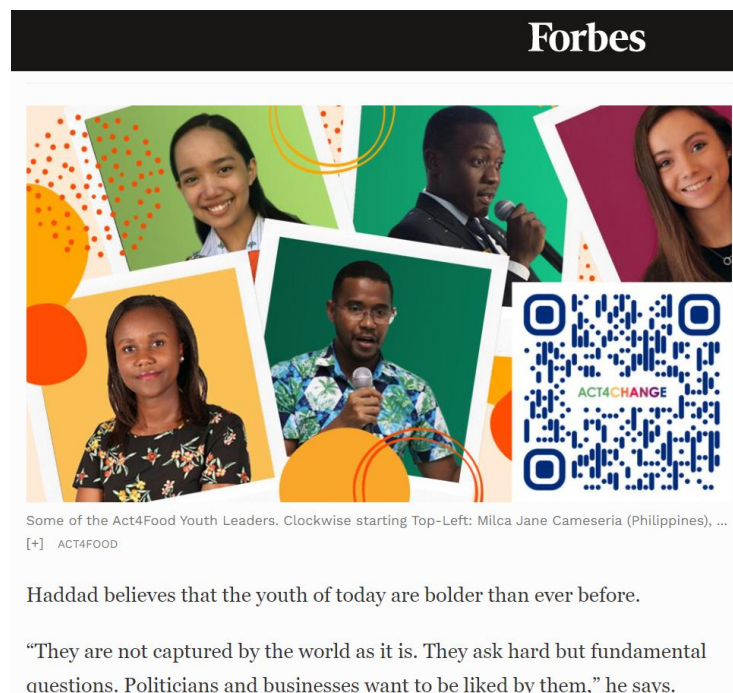
**Notable media mentions:**

- [Forbes](#)
- Al Jazeera +
- [Global Citizen](#)
- [Um so Planeta](#)
- [Food Tank](#)
- [Right2Food Podcast](#)

**Resource bank:**

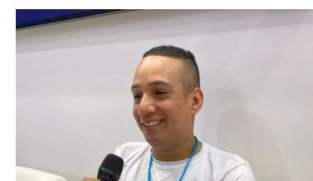
<https://trello.com/b/N8XWFgsV/act4food-act4change-launch>

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**Defendendo a causa da saúde e nutrição do adolescente em Bangladesh**

Há 2 horas — Em Act4food Act4change



**A perspectiva de um líder jovem que esteve na COP26: a mudança climática não é o futuro, está aqui**

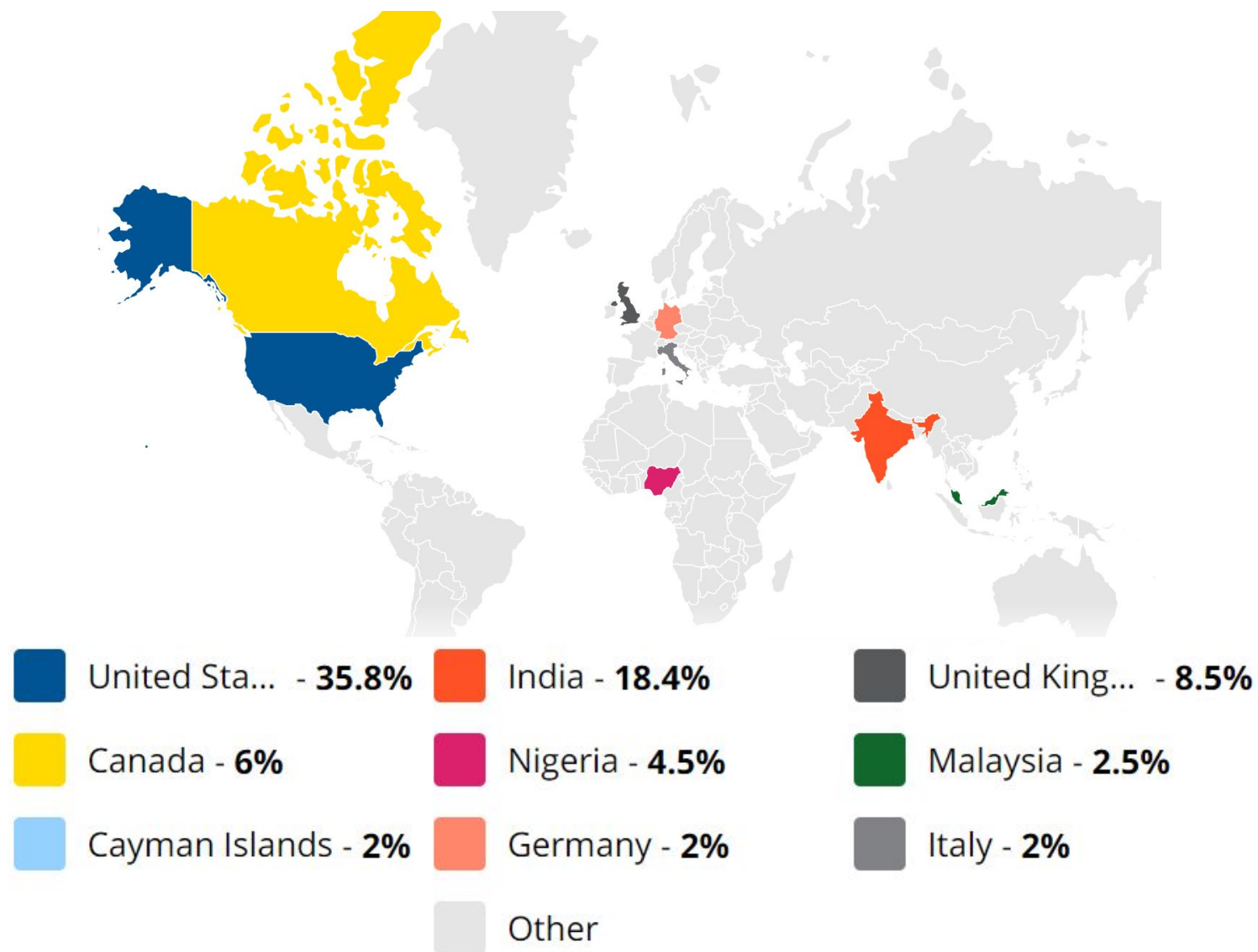
Há 1 semana — Em Act4food Act4change

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A iniciativa reúne jovens do mundo todo para focar em suas ações pessoais como uma contribuição para a mudança do sistema alimentar. As ações para mudança exortam todas as pessoas, especialmente governos, empresas, agências da ONU e jovens a agirem com ousadia e prontidão.

# Global Distribution of Media Mentions



# Social Media Outreach

**Instagram:** 800+ followers, 1,700+ total views on instagram live series “At The Table With”

**Twitter:** 724 followers

**Facebook:** 260 page likes, 330 page followers, [81 advocate group members](#)

**LinkedIn:** 648 followers

**Website:** Users are from 182 different countries



# Outcomes

- Actions 4 Change used heavily in the creation of youth declaration presented at the 2021 United Nations (UN) Food Systems Summit
- Our youth leaders speaking at the World Food Forum and Actions 4 Change included in the youth compendium & other produced documents
- Act4Food Act4Change Campaign included in World Obesity Federation' policy briefing paper as a case study
- Actions 4 Change voting data to be included in The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) Legacy Book



# Supporting/Funding Organizations

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# Youth Quotes

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"As a Nutrition and Dietetics major I can contribute to sharing innovative ideas for the upcoming UN Food Systems Summit but for now as an individual, I am promoting the Act4Food pledge to help reach 1 million pledges before September 2021"

- MJ a youth supporter from the Philippines

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"When it comes to a place like Liberia, with some of the world's most complex infrastructure challenges, a more nuanced approach to thinking about technological innovation is a must."

Taylor Quinn  
The Impact of Low-Tech to Achieve Zero Hunger  
#Act4Food #Act4Change Youth Leader  
Founder & CEO, Tailored Food

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"We need to introduce technology as a means, try to connect and put traditional markets on the map and really educate the youth about what food is, and what food safety is."

Priya Prakash  
#Act4Food #Act4Change Youth Leader

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# Testimonials from Allies

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Transforming food systems to deliver on the SDGs by 2030 will require action by everyone, everywhere – and youth will need to be at the center to ensure success. Indeed, young people are already bringing ideas, energy, awareness, and action to all parts of the UN Food Systems Summit process, at local, national, regional, and global levels. This pledge is a great example of a youth-led contribution to lead the way for inspiring actions and commitments needed to achieve a shared vision for people, planet, and prosperity.

Dr. Agnes Kalibata  
UN Secretary-General Special Envoy  
for the Food Systems Summit



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“

The ways in which our food systems work will shape the future. Changes are needed – for people and the planet – to combat all forms of malnutrition, while enhancing sustainability. Young people are essential in this process! I call on you and everyone else, to embrace the pledge and involve young people including in the design, decision-making and implementation of food systems that support our people and planet alike.

Ms. Gerda Verburg, SUN Movement Coordinator, UN Assistant Secretary-General,  
(Member of the UN Food System Summit Advisory Committee)



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“

I strongly believe in the capacities, energy and power of young people. As a father, I witness their creativity and influence in shaping our world every day. As WHO Director of Nutrition and Food Safety, I know that together we can end malnutrition in all its forms and heal our planet. The Act4Food Act4Changepledge reflects the next generation's powerful voice and collective demand calling for our food systems to deliver healthy and sustainable diets. Time to listen and act!

Dr Francesco Branca,  
Director at WHO Nutrition and Food Safety, Geneva HQ



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“

The young generation are living with the consequences of climate change and its direct impact on food systems and nutrition - already materializing through more frequent natural hazards such as droughts or floods. Youth must be part of the broad network of actors addressing the inter-related challenges of environment, food, nutrition and health. It is absolutely necessary to make sure youth are involved in the decision making as it will shape the future of food systems and consequently of their lives. The Actions4Change campaign will help the youth advocate for sustainable food systems and make their voices heard. UN Nutrition will ensure that we listen to the voices of the youth as we work to end malnutrition.”

Dr. Naoko Yamamoto, Chair of UN Nutrition and  
Assistant Director-General for Universal Health  
Coverage/Healthier Populations at WHO



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# Thank you everyone for the support and guidance!

Keep in touch:

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[shealy-thow@gainhealth.org](mailto:shealy-thow@gainhealth.org)



# Stay Connected!

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Facebook @act4foodglobal and join our Act4Food  
Act4Change Youth Advocates Group

TikTok @act4food

Youtube: Act4Food Act4Change

