

# GOOD FOOD FOR ALL

How To Guide



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Please find below a 'How To Guide' for the Good Food For All campaign, in support of the 2021 UN Food Systems Summit and the Sustainable Development Goals (SDGs).

Join the global conversation gathering as many diverse voices as possible from across the globe!

In September 2021, United Nations Secretary-General António Guterres will convene the first Summit to launch bold new actions to transform the way the world produces and consumes food, delivering progress on all 17 SDGs.

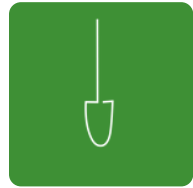
As the public campaign for the UN Food System Summit, **Good Food For All (GFFA)** aims to drive thinking and action around food as a solution to drive prosperity for people and the planet now. It is not prescriptive but instead prompts the question "what does 'good food' mean?" for diverse stakeholders and geographies. GFFA recognises our emotional and cultural connection to food as a source of love and livelihoods while reflecting food's impact on all areas of our lives. [Read more.](#)



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# GET INVOLVED



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Raise your voice by submitting a short video talking to Good Food For All. Find below a few simple steps to take part:

## Step 1

Film a max. 1 minute video answering: *“What does ‘good food’ mean to you?”*

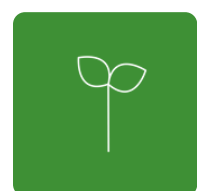
Instructions for the video:



- Film the video in landscape
- Frame: Ensure your face is centred and takes up  $\frac{1}{3}$  of the frame
- Video length: max 1 minute

## Message

- Start the video by saying hello and identifying yourself as an actor in food systems – a farmer, a single parent, a chef, an academic, an indigenous person, a youth etc.
- Share your ideas with “Good food means to me \_\_\_”. See examples on page 5.
- Videos can be in any language. If possible, add English subtitles. Alternatively, submit a short paragraph summarising your key message that can accompany your video. [Find here an example.](#)
- Incorporate the [Good Food For All logo](#).



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## STEP 2

**Invite others** to share their view of GFFA by posting a video on social media with hashtags **#GoodFood4All** and **#FoodSystems**.

## STEP 3.1

**Share your video!** Post your clip across your social media accounts with the hashtag **#GoodFood4All** and **#FoodSystems**.

## STEP 3.2

Submit your video to this [Google Drive](#) for future amplification by the UNFSS social media channels. Please use the below suggested file names, based on platform:

- On Facebook: First name\_Last name\_FB @handle
- On Twitter: First name\_Last name\_Tw @handle
- On Instagram: First name\_Last name\_IG @handle



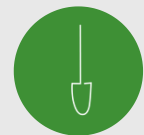
# RESOURCES



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Please find below a few example messaging that answers “What does ‘good food’ mean to you?” in case helpful:



Hi, I am a farmer and good food means to me planting the seeds for a resilient food future.



Hello, I am a single mother and good food to me means that I can stay healthy in my busy schedule.



Ciao, I am a youth activist and good food means to me that my grandchildren will know a better world.



Bonjour, I am a health professional and good means to me safeguarding the health of people and planet together.



Marhaba, I am a business leader and good food means everything to me: my culture, my future and passion for cooking.

Useful links to learn more:

- [Good Food For All assets](#)
- [Good Food For All logo](#)
- [UN Food Systems Summit](#)
- [Become a UN Food Systems Hero](#)
- [Learn more about how to get involved in Good Food For All](#)