

UN FOOD SYSTEMS SUMMIT INDEPENDENT DIALOGUES TOOLKIT



About This Toolkit

Welcome! We're so excited for you to join us on the road to the first-ever UN Food Systems Summit. We're eager for citizens around the world to take a seat at the table of this Summit and use Independent Dialogues to identify sustainable solutions for food systems in their communities. Convenors can then share their views with world leaders and other changemakers who will attend the Summit in September.

Convening a Dialogue is an important job, and this Toolkit is here to help. It contains **sample social media content**, a **press release template** that you can adapt to promote your event and **visual downloads** for you to use and share.

Before the Dialogue takes place, you will want to attract potential participants and alert any members of the media who might be interested in attending. Adapt the sample social media posts below to promote the Dialogue before it takes place. **After the Dialogue**, it's equally important to spread the word about who participated, what was discussed and any important conclusions that you reached. Adapt the social media posts and press release template below to promote the outcomes of the Dialogue.

Additionally, this entire toolkit is available as a Trello board [HERE](#)! By visiting you can download and easily access all of the elements below.

Social Content

We encourage you to share on your social media channels using the copy below. Sample post text can be copied/pasted or tweaked.

When you post:

- Use these Summit-specific hashtags:
 - #FoodSystems
 - #SummitDialogues
 - #UNFSS2021
 - Tag [@UNFoodSystems](#) on Facebook, [@unfoodsystems](#) on Instagram and [@FoodSystems](#) on Twitter.

TIP: If applicable to your work, **link your Dialogue to key Sustainable Development Goals** by tying in messages about each initiative. For example:

- At our upcoming #SummitDialogue next week, we'll be discussing the critical role that women and youths play in ensuring sustainable food systems, taking us one step closer to achieving #FoodSystems reform and key #SDGs in our community and around the globe.
- Ensuring quality education #SDG4 is not possible without access to #foodsystems that deliver healthy and nutritious diets for our students. We'll discuss this and more at our upcoming #SummitDialogue. Don't miss your chance to take a seat at the table of a major #UN summit!



Before Your Dialogue: Sample Posts to Promote Your Dialogue		 Visual
 Twitter	<p>Tell world leaders what you think about food systems! Sign up now to join our Dialogue for the @FoodSystems Summit & share your ideas on how to make our #FoodSystems safer, stronger & more equitable in [YOUR LOCATION] & around the  #UNFSS2021 un.org/en/food-systems-summit/dialogues/independent</p>	<p>Choose a photo from our Trello board, or use one of the videos below!</p>
 Twitter	<p>Being a #FoodSystemsHero starts with looking at how we can improve food systems in [YOUR LOCATION]. #SummitDialogues empower communities to have a seat at the table of a major UN summit and tell the world what effective #foodsystems mean to us. Join us! un.org/en/food-systems-summit/dialogues/independent</p>	
 Twitter	<p>Building a more just & resilient world, where no one is hungry, no one is poor & no one is left behind starts with conversations in our community. Join our #SummitDialogue to drive solutions for @FoodSystems in [YOUR LOCATION] & share them with the world. un.org/en/food-systems-summit/dialogues/independent</p>	
 Twitter	<p>#FoodSystems have an incredible impact that reaches into every corner of our lives. To ensure we achieve #SDGs in our community, including [RELEVANT #SDG], we need voices like yours. Join our @FoodSystems dialogue to drive real change for [YOUR LOCATION]. un.org/en/food-systems-summit/dialogues/independent</p>	<p>Choose a photo from our Trello board, or use one of our videos!</p>
 Facebook	<p>The twin crises of #COVID19 and #ClimateChange mean that #FoodSystems are on the global agenda like never before. We have an unprecedented opportunity for positive transformative change!</p> <p>We're excited to announce that we're hosting a #SummitDialogue to inform the world's first-ever @FoodSystems Summit in September. We're looking for participants from a diverse array of backgrounds and perspectives. Everyone is invited to take part. Click below for details. We hope you'll join us! #UNFSS2021 #FoodSystems un.org/en/food-systems-summit/dialogues/independent</p>	<p>Choose a photo from our Trello board, or use one of our videos!</p>



After Your Dialogue: Sample Posts to Show What You Accomplished		Visual
 Twitter	<p>Huge thanks to everyone who joined our @FoodSystems #SummitDialogue in [YOUR LOCATION] today. Excited to see how our ideas & discussions inform the #UNFSS2021 process. Together, we're building a better future of food!</p>	<p>Capture and share images from your Dialogue to demonstrate all of the voices impacted by food systems!</p>
 Twitter	<p>Yesterday, ## of us came together to identify sustainable solutions for our food system here in [YOUR LOCATION]. We heard from a range of diverse voices. Excited to share our discussions with the organizers of the @FoodSystems Summit! #UNFSS2021 #SummitDialogues</p>	<p>Insert your own quote using this downloadable template:</p> 
 Twitter & Facebook	<p>Yesterday's @FoodSystems dialogue was an incredible chance to hear how #FoodSystems impact [YOUR LOCATION]. It was an honor to listen to so many incredible voices on how we can realize SDGs like [RELEVANT SDG] through food systems in our community and beyond. #SummitDialogues</p>	<p>Insert your own photo using this downloadable template:</p> 
 Facebook	<p>As we recover from #COVID19, it's critical that we build back greener & more resilient. This includes transforming & strengthening our #FoodSystems! Yesterday, ## of us came together to share our ideas about transforming how we produce and consume food here in [YOUR LOCATION]. So many great solutions! The outcomes of our #SummitDialogue will directly inform the ground-breaking @FoodSystems Summit in September. Excited to see what's next! #UNFSS2021</p>	<p>Insert key findings using this downloadable template:</p> 

Visuals Downloads

[Download the visuals below from our Trello board available here](#), or click on the icons! Once downloaded, simply upload or drag the video/photo/gif file to your post and you will be ready to share! Templates will be available in multiple languages.

 <p>DR. AGNES KALIBATA SPECIAL ENVOY OF THE UN SECRETARY-GENERAL FOR THE FOOD SYSTEMS SUMMIT As you know, last year the UN Secretary-General</p>	 <p>Food is more than just what we eat.</p>	 <p>For me, a strong food system means</p>	 <p>INDEPENDENT DIALOGUES</p> <p>[Event title or other information]</p> <p>[Insert key findings from your dialogue]</p> <p>FOOD SYSTEMS SUMMIT 2021 DIALOGUES</p>
 <p>INDEPENDENT DIALOGUES</p> <p>“ Quote from captured Dialogue participants or convenors captured from discussions. Quote from captured Dialogue participants or convenors captured from discussions.</p> <p>Firstname Lastname Title/description</p> <p>FOOD SYSTEMS SUMMIT 2021 DIALOGUES</p>	 <p>INDEPENDENT DIALOGUES</p> <p>FOOD SYSTEMS SUMMIT 2021 DIALOGUES</p>		
 <p>Instagram images available here</p>	 <p>Instagram images available here</p>	 <p>Instagram images available here</p>	 <p>EVER WANTED TO HAVE A SEAT AT THE TABLE AT A MAJOR UN SUMMIT? NOW IS YOUR CHANCE TO SHARE YOUR VIEWS WITH HEADS OF STATE!</p> <p>un.org/esa/food-systems-summit/dialogues/independent</p> <p>United Nations FOOD SYSTEMS SUMMIT 2021</p>

Press Release - Template

You can also issue a **press release** after the event, highlighting who attended and any of your major conclusions. The press release below can be posted on your website and on social media, and shared with all of your media contacts. Just fill-in the relevant information specific to your event!

###

FOR IMMEDIATE RELEASE: [Date]

[Contact name]

[Organization name, if applicable]

[Phone Number]

[Email]

Dialogue Hosted by [convening organization] to Inform Groundbreaking UN Summit on the Future of Food

Meeting brought together [##] participants to develop ideas on how to make the local food system safer, stronger and more sustainable

[City, Country]: As food systems around the world continue to recover from the shock of the Covid-19 pandemic, [organizer] today hosted a Food Systems Dialogue to inform the first-ever UN Food Systems Summit, which will take place in New York in September. This milestone Summit is drawing on the input of people all over the world to identify sustainable solutions for the future of food.

“[Quote from the convenor of the Dialogue about why it’s important for solutions to come from the ground up],” said [name], [job title].

“[Additional quote].”

The Dialogue brought together [##] participants for a lively and constructive discussion on how to make the food system in [community or region] safer, stronger, and more equitable. The Dialogue included a diverse array of perspectives, including from [list all of the groups/constituencies represented -- farmers, food retailers, indigenous groups, youth, etc.]. The primary topics of discussion were [list two to three discussion topics].

Participants agreed on a number of ways that the food system in [your area] can be strengthened. These included the following:

- [Idea #1]
- [Idea #2]

- [Idea #3]

[Name of convening organization] will now submit the outcomes of the Dialogue to the organizers of the UN Food Systems Summit. The information will be used by organizers to feed into the Summit’s five priority Action Tracks, as well as the preparatory work of its Scientific and Advisory Groups, Champions Network, and other Summit support structures.

“[Quote from a Dialogue participant about why it was important for him/her personally to participate],” says [name], [job title]. “[Additional quote.]”

To learn more about the Dialogue, visit: [link to Dialogue website, if applicable]

About the UN Food Systems Summit: In September 2021, UN Secretary-General António Guterres will convene a Food Systems Summit that will launch bold new actions to deliver progress on all 17 SDGs, each of which relies to some degree on healthier, more sustainable and equitable food systems. The Summit will awaken the world to the fact that we all must work together to transform the way the world produces, consumes and thinks about food. It is a summit for everyone everywhere – a people’s summit. It is also a solutions summit that will require everyone to take action to transform the world’s food systems. Independent Summit Dialogues are both an important avenue for citizen engagement and a key part of the Summit process. For more information, visit <https://www.un.org/en/food-systems-summit>

About [your organization, if applicable]: [3-4 sentence description of your organization and its recent accomplishments].

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Contact Info

[Please contact us here.](#)

Have you joined the Summit Community?

The Summit Community platform is a highly collaborative space to guide the science, solutions, concepts and outcomes of the Summit. The platform is open to anyone with an interest in food systems at all levels, and will be a key entry point for stakeholder engagement on defining the solutions.

Join [here](#)

