



UNITED NATIONS
FOOD SYSTEMS
SUMMIT 2021

#FOODSYSTEMS4SDGS 17 DAY COUNTDOWN

Social Media Toolkit

ABOUT



The UN Food Systems Summit is less than one month away, and on [September 6](#) we're kicking off a [Sustainable Development Goal \(SDG\) countdown](#) – 17 days to highlight how transforming our food systems can help the world achieve critical progress on *all* 17 SDGs!

The Summit brings together for the first time the key players at every stage of the food life cycle so that countries can step forward together towards all 17 SDGs at once to build a *resilient* world where no one is hungry, no one is poor, and no one is left behind.

Running from September 6 - 22, the **#FoodSystems4SDGs** countdown campaign will unpack one SDG per day to highlight the relationship between better food systems and making progress across each of the SDGs. **By working together to realize the vision of the 2030 Agenda, we can make the world a healthier, more sustainable, and equitable place for all.**

The countdown will culminate with the [UN Food Systems Summit](#), taking place on September 23.

Find out how you can join the conversation...

WAYS TO GET INVOLVED



We're bringing the Sustainable Development Goals to the forefront of discussions around food systems transformation and this campaign can inspire actors across the globe to get involved. Whether you are an **individual** or an **organisation**, you can support this campaign in a number of ways:

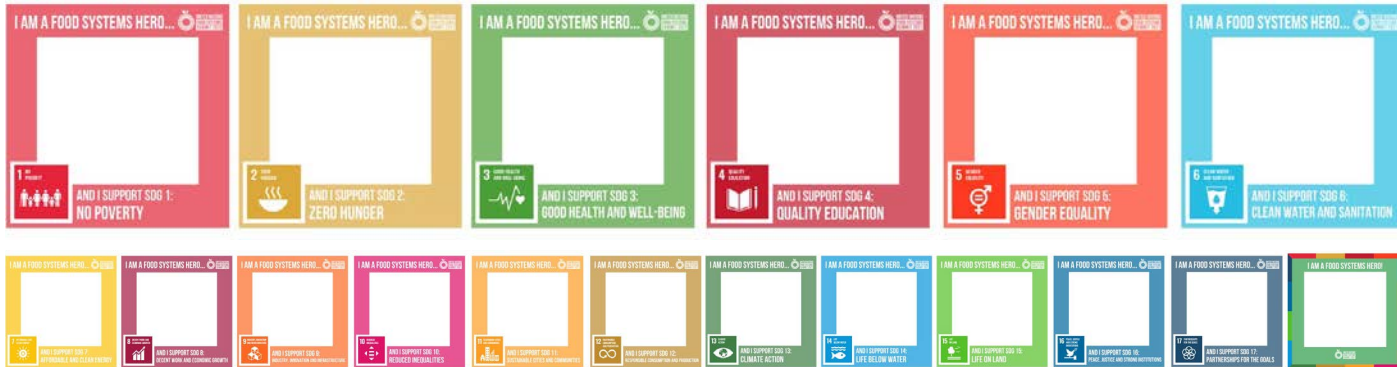
1. Explore this kit's countdown calendar, which indicates the SDG that will be spotlighted each day.
2. Sample social media posts and graphic cards to support the campaign can be downloaded from Trello [here](#). More materials for each day of the campaign – such as individual SDG graphic and quote cards, and frames that can be personalised – are also available at the same link and will be updated daily.
3. Follow UNFSS and show your support:
[Twitter](#): @FoodSystems
[Facebook](#): @UNFoodSystems
[Instagram](#): @UNFoodSystems
Primary Hashtag: #FoodSystems4SDGs
Secondary hashtags: #FoodSystems, #UNFSS2021, #SDG[**Number**]
4. Use our #FoodSystemsHero frame to show **your** support for food systems transformation!

FOOD SYSTEMS HERO FRAMES



We invite you to use our **Food Systems Hero frames** to show your support for #FoodSystems4SDGs. Please feel free to utilize the frame highlighting the Sustainable Development Goal most important to you throughout the campaign. Additionally, the frame can be used on the indicated SDG date to start a conversation on how each SDG is relevant to food systems.

To insert your photo, the files are downloadable in PNG format or PowerPoint (both available [here](#)).



FOOD SYSTEMS HERO FRAMES

Sample post:

I am a #FoodSystemsHero and I support #SDG[number]!

Here's why:

[Add your own message as to how that day's SDG is important to food systems]

#FoodSystems4SDGs

Sample Frames:



SAMPLE SOCIAL MEDIA MESSAGES

Launch Message Posts

Option 1

Transforming @FoodSystems can be a game-changer for achieving the #GlobalGoals as a whole.

Join the conversation on #FoodSystems4SDGs:
bit.ly/FoodSystems4SDGs

Option 2

17 days until #UNFSS2021. 17 #GlobalGoals to achieve by 2030.

Join the #FoodSystems4SDGs Countdown to the @UN @FoodSystems Summit!

bit.ly/FoodSystems4SDGs



SDG COUNTDOWN MESSAGES



As each day will highlight a different Sustainable Development Goal and its relationship to our food systems, we have provided daily sample posts. On the following pages, you can find a calendar of content with links to each day's graphic materials.

Make sure to check the [UNFSS Communications Hub Trello board](#) regularly for updates!

17 PARTNERSHIPS FOR THE GOALS

CREATING MORE SUSTAINABLE FOOD SYSTEMS WILL REQUIRE COLLABORATION, INNOVATION AND PARTNERSHIPS

UNITED NATIONS FOOD SYSTEMS SUMMIT 2021

#FOODSYSTEMS4SDGS

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

SUSTAINABLE FOOD SYSTEMS CAN REDUCE FOOD INSECURITY AND PAVE THE WAY FOR STABILITY AND PEACE WORLDWIDE

UNITED NATIONS FOOD SYSTEMS SUMMIT 2021

#FOODSYSTEMS4SDGS



15 LIFE ON LAND




SUSTAINABLE AGRICULTURE AND FOOD SYSTEMS CAN REDUCE DEFORESTATION AND PROVIDE SUSTENANCE TO ALL PEOPLE




UNITED NATIONS FOOD SYSTEMS SUMMIT 2021

#FOODSYSTEMS4SDGS




SDG COUNTDOWN MESSAGES



Day	SDG	Post
Day 17 - Monday, 6 Sept.	17 PARTNERSHIPS FOR THE GOALS 	Creating sustainable #FoodSystems requires cooperation, innovation and multi-level partnerships, helping to advance #SDG17! Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs
Day 16 - Tuesday, 7 Sept.	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	By the end of 2020, over 80 million people had been forcibly displaced. Sustainable #FoodSystems can reduce #FoodInsecurity and pave the way for stability and peace! 🕊️ Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs #SDG16
Day 15 - Wednesday, 8 Sept.	15 LIFE ON LAND 	From 2000-2020, almost 100 million hectares of forest area were lost. 🌳 Sustainable agriculture and #FoodSystems can reduce #deforestation, help deliver #SDG15, and provide sustenance to people around the 🌍 Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs

Day	SDG	Post
<p>Day 14 - Thursday, 9 Sept.</p>		<p>Over 3 billion people rely on oceans for their livelihoods. 🐟</p> <p>Sustainable #FoodSystems can ensure the viability of global fisheries & protect the health of aquatic ecosystems to ultimately achieve #SDG14!</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 13 - Friday, 10 Sept.</p>		<p>#GHG concentrations reached new highs in 2020, even with the #COVID19 pandemic's temporary reduction.</p> <p>Greener #FoodSystems can reduce emissions and pave the way for achieving #SDG13: Climate Action.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 12 - Saturday, 11 Sept.</p>		<p>Each year, an estimated 1/3 of all food produced is wasted. 🗑️</p> <p>Sustainable #FoodSystems can optimise supply chains while empowering consumers to make better food choices to deliver #SDG12!</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>

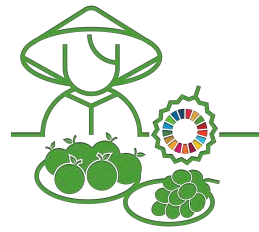
Day	SDG	Post
<p>Day 11 - Sunday, 12 Sept.</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Over 1/2 of the 🌍 population live in urban areas, but over 800m people are living in slum conditions.</p> <p>#FoodSystems can advance #SDG11 by ensuring that city dwellers have purchasing power and are well-nourished.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 10 - Monday, 13 Sept.</p>	<p>10 REDUCED INEQUALITIES</p> 	<p>#COVID19 has left 1.6 billion informal economy workers in danger of losing their livelihoods.</p> <p>Inclusive #FoodSystems can reduce inequalities – #SDG10 – by providing decent work, good incomes and healthy diets.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 9 - Tuesday, 14 Sept.</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p>Small-scale industries are facing existential challenges due to the #COVID19 pandemic.</p> <p>Sustainable #FoodSystems can embrace innovation and invest in infrastructure to benefit people and 🌍 to achieve #SDG9</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>

Date	SDG	Post
<p>Day 8 - Wednesday, 15 Sept.</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>#Agriculture provides livelihoods for 40% of the world's population but government investment in the sector has stagnated.</p> <p>Sustainable #FoodSystems can help achieve #SDG8 by creating jobs and supporting incomes.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 7 - Thursday, 16 Sept.</p>	<p>7 AFFORDABLE AND CLEAN ENERGY</p> 	<p>Currently, 759 million people lack access to #electricity.</p> <p>#FoodSystems can support the use and availability of clean and renewable energy to reduce the their environmental impact – #SDG7.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 6 - Friday, 17 Sept.</p>	<p>6 CLEAN WATER AND SANITATION</p> 	<p>In 2020, 2 billion people lacked access to safe drinking #water.</p> <p>#FoodSystems transformation can increase access to clean drinking water, reduce water #pollution, and support #SDG6.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>

Date	SDG	Post
<p>Day 5 - Saturday, 18 Sept.</p>	<p>5 GENDER EQUALITY</p> 	<p>Only 13% of agricultural landholders worldwide are women and they are 11% more likely to experience #FoodInsecurity than men.</p> <p>Inclusive #FoodSystems can play a crucial role in empowering women and achieving #SDG5!</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 4 - Sunday, 19 Sept.</p>	<p>4 QUALITY EDUCATION</p> 	<p>101m children are estimated to have fallen below min. reading proficiency levels due to #COVID19.</p> <p>Sustainable #FoodSystems can provide the nutrition they need to succeed in school - which is essential for #SDG4.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 3 - Monday, 20 Sept.</p>	<p>3 GOOD HEALTH AND WELL-BEING</p> 	<p>New data shows that the pandemic has shortened life expectancies.</p> <p>Healthier #FoodSystems will save lives by preventing diet-related illness and malnutrition, in line with #SDG3 of the #GlobalGoals!</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>

Date	SDG	Post
<p>Day 2 - Tuesday, 21 Sept.</p>	 <p>2 ZERO HUNGER</p>	<p>Undernourishment increased by over 9% in 2020, with up to 811 million people worldwide suffering from hunger 🍴</p> <p>Sustainable and resilient #FoodSystems are essential for reaching #SDG2: #ZeroHunger.</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>
<p>Day 1 - Wednesday, 22 Sept.</p>	 <p>1 NO POVERTY</p>	<p>More than 760m people – 10% of the world population – still live in extreme poverty.</p> <p>Effective #FoodSystems can create good jobs, improve access to food, support healthy communities, and help achieve #SDG1!</p> <p>Join the #FoodSystems4SDGs Countdown: bit.ly/FoodSystems4SDGs</p>

UN FOOD SYSTEMS SUMMIT



Have YOU signed up to join the UN Food Systems Summit? Register [here](#).

In addition to the campaign, we have available a toolkit of promotional materials for the UN Food Systems Summit. All materials can be found [here](#).

