

PR.

SDG Area: Food & Nutrition

Globally, one in nine people today (795 million) are undernourished. The vast majority of the world's hungry people live in developing countries, where some 12.9 per cent of the population is undernourished. Poor nutrition causes (45 per cent of deaths in children under five – equivalent to 3.1 million children each year. One in four of the world's children suffer stunted growth. In developing countries, the proportion can rise to one in three.

A profound change of the global food and agriculture system is needed if we are to nourish today's 795 million hungry and the additional 2 billion people expected to be hungry by 2050. The food and agriculture sector offers key solutions, and is central for hunger and poverty eradication.

NB: The SDGs include a broad range of specific targets relating to food and nutrition. The full targets can be found at <http://www.un.org/sustainabledevelopment/> (Goals 1, 2, 12). Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDG's universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

One third of the world's food is lost or wasted. At 2.8 trillion pounds, that's enough to feed three billion people.

Food loss and food waste can be distinguished as follows. Loss is largely associated with early stages of the food supply chain: production, post harvest, and processing. This is often an infrastructure problem, and more common in developing countries. Food waste occurs later in the chain, at the retail and consumer level, and is more common in developed countries (in general the richer the nation the higher its per capita rate of waste (National Geographic)).

What do we need you to do?

The SDGs call for a halving per capita of global food waste at the retail and consumer levels: this is the area we want you to tackle. More specifically, we would like you to target waste at retail level.

We want to raise awareness of the scale of the problem and put pressure on retailers to change their behaviour and reduce waste. We need a PR campaign to help achieve this goal.

Target Audience

Whilst ultimately you aim to change retailer behaviour, retailers are not your target audience: they already know that waste is occurring. Pressure to change will come from below: from consumers. Consequently your target audience is not the retailers themselves, but their buyers. These buyers are consumers in developed

markets; they shop for food at large supermarkets and chain stores; they're urban and suburban.

You are not speaking to people who would not care about the waste, even if they knew. This is not a task of converting the extremes: it's about alerting the masses.

Key message

Ending hunger, achieving food security and ending all forms of malnutrition is critical for achieving sustainable development. It is time to rethink how we grow, share and consume our food. Retail waste is a huge problem and needs to stop.