



2023



A Year of Collaborations for SDG2



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Foreword

The need to act with speed and at scale has never been more evident and necessary than now. As you read this, we are faced with the stark reality that 783 million people are grappling with hunger. Conflict, climate, and economic challenges combined with poverty and inequality are denying millions, especially children, access to essential nourishment. In a world of plenty, this is unacceptable and we must work harder to establish joined up integrated solutions.

In the face of these challenges our steadfast commitment to advancing Sustainable Development Goal 2 remained unwavering. Despite setbacks, there were notable signs of hope across the year, with new initiatives, narratives and approaches integrating food as a pivotal aspect to positive systems transformation for human health and climate.

In the past year, we committed to making progress for SDG2 through global and locally organised events and high-level policy engagements.

We built momentum and support for the campaign to end the global food crisis (Hungry for Action) and built a community around the ambitious goal to double global bean consumption (Beans is How). We continued to bring together an expanding array of stakeholders to drive good food for all. We spearheaded the climate-conscious catering initiative and were encouraged by developments at year's end with the COP28 UAE Declaration on Sustainable Agriculture, Resilient Food Systems and Climate Action.

Our Team grew and diversified, with a growing staff focus in Africa, to help steer our areas of work. To enhance our engagement with the network, we strengthened our digital presence through our website and social media platforms. 2023 was a very busy and demanding year. We continue to urge more action for investment in SDG2 to match the scale of the issues.



Paul Newnham
Executive Director, SDG2 Advocacy
Hub





Who we are

The SDG2 Advocacy Hub coordinates global campaigning and advocacy to achieve Good Food For All through SDG2: To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030.

The Hub's mission is to bring together NGOs, advocacy groups, civil society, the private sector and UN agencies to share expertise, ideas and to collaborate on campaigns, so that our overall impact as a community of influencers is increased.

We do this through:

Strategy

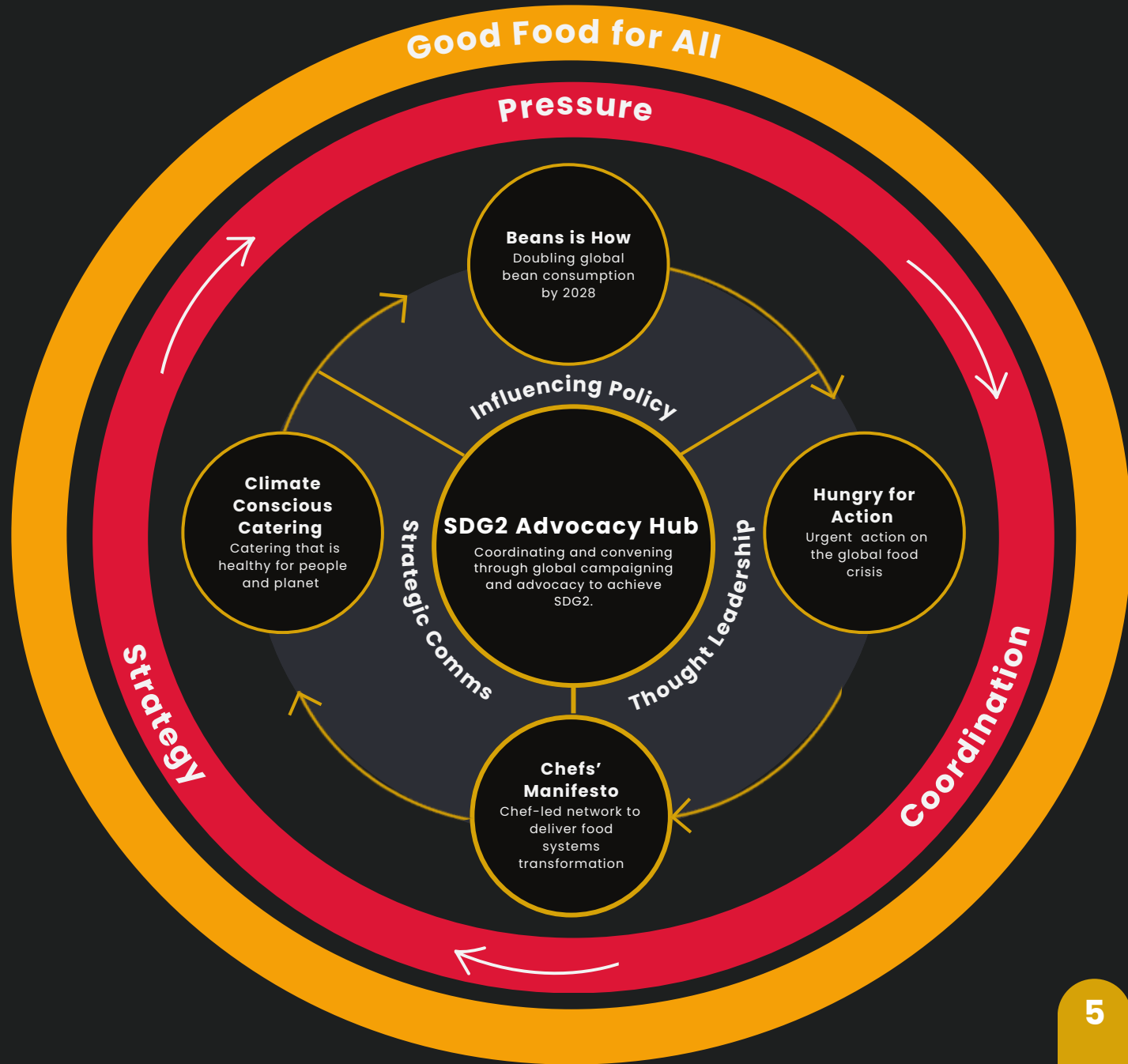
Working with strategic multi-sector partners to set agendas and push thought leadership

Pressure

Advocacy and campaigning, influencing policy and engaging champion voices

Coordination

Convening and connecting through events, meetings and white label content



With 17 Sustainable Development Goals to achieve by 2030, the Hub offers a unique game plan



Chefs' Manifesto

A chef-led network that brings together 1250+ chefs and food champions from 93 countries to drive action on delivering food systems transformation. As chefs bridge the gap between farm and fork, the Chefs' Manifesto empowers chefs with a framework tied to the SDGs.



Bean is How

An ambitious campaign to double the global consumption of beans (as well as peas, lentils, pulses and legumes) by 2028. The campaign aims to amplify and make visible the importance of beans as a simple, affordable solution to our global financial, health and climate problems.



Climate Conscious Catering

Guiding the food industry to do more than walk the talk and to showcase sustainable food. Demonstrating how catering can be both delicious, nutritious and planet friendly—low in carbon emissions, low in water use and low in waste.



Hungry for Action

A campaign calling for both urgent humanitarian action on the global food crisis as well as long-term systems change to save lives now, build resilience and secure the future.




Good Food for All

A narrative for the food systems transformation we want to see, integrated across all of our work.



Our World in 2023



2023 was a year of continued hardships and challenges across the world. A perfect storm of new and protracted conflicts, worsening climate change and environmental destruction, a cost of living crisis, rising debt and inequality exacerbated the fragility of our food systems. Compared to pre-COVID pandemic levels, hunger remains high globally and across all regions with as many as 783 million people hungry.

At year's end, 238 million faced extreme hunger in 54 countries. Acute food insecurity was projected to further deteriorate in 18 hunger hotspots between Nov 2023 - April 2024. 3.1 billion people were unable to afford a healthy diet in 2022. Malnutrition in mothers spiked by 25% in 12 countries impacted by the global food crisis. 14 million children suffer from severe acute malnutrition worldwide.

Often hungry and impoverished, smallholder farmers struggled to grow food in the face of high fuel and fertiliser prices. Meanwhile, one third of the world's food continues to be wasted and our food systems contribute to one third of global greenhouse gas emissions. SDG2 is off track with as many as 600 million people projected to be hungry in 2030.

Yet there is so much potential to address the challenges and transform our systems. Despite ongoing hardships, the U.S., the U.A.E. and Germany have shown great leadership on food security and sustainable agriculture in 2023 while the World Bank has committed to prioritise nutrition and hunger in its work moving forward.

I. State of Food Security and Nutrition in the World report - 2023
ii. [WFP-FAO Hunger Hotspots Nov 2023 - April 2024](#)
iii. [Undernourished and Overlooked - UNICEF](#)
iv. [SOFI 2023](#)

From Nairobi to Dubai, activists and campaigners across the globe strategised, influenced and called for accelerated action for people and the planet. We have also seen an increasing number of initiatives develop and a strengthening of the evidence base in 2023 to move the needle and accelerate progress.

Key focus areas for the SDG2 Advocacy Hub in 2023 included:

- **Climate and Food**
- **Transforming Food Systems**
- **Strengthening the livelihoods of smallholders**
- **Nutrition for Resilience**
- **Unlocking finance for the global food crisis**



2023: A year of progress but **not enough...**



Bright Spots in 2023

New initiatives

- **Launch of Hesat2030**: research that aims to guide decision makers with high impact investments to achieve food systems and climate goals
- **Launch of FAO Achieving SDG2 without breaching the 1.5C threshold**: A global roadmap
- **Launch of Closing the Gender Gap**, a global framework identifying multi-sector pathways to address malnutrition in women and girls.
- **Evidence-based, costed country plans** for Nigeria, Ethiopia and Malawi detailing how to transform food systems
- **The Global Food and Nutrition Security Dashboard** was launched as part of the Global Alliance for Food Security by the German G7 presidency and World Bank
- **25 Food Security Crisis Preparedness Plans** were developed
- **"Food Security and Nutrition"** was identified as a Global Challenge and as a focus of a pilot Global Challenge Program **within the World Bank Evolution roadmap**.
- Climate Conscious Catering at COP28 offered meal options that walk the talk

Commitments

- **159 nations endorsed the COP28 Declaration** on Sustainable Agriculture, Resilient Food Systems and Climate Action.
- **126 national food systems pathways** presented at UNFSS+2 Stocktaking Moment
- **\$890 million** was announced in early pledges for CGIAR's Investment Case.
- **US\$1.070bln from 48 countries** was pledged as an investment in rural people and communities via the **IFAD13 Replenishment**.
- **Adoption of the World Health Assembly Resolution on Large Scale Food Fortification**
- **New WHO guidelines** published on the prevention and management of child wasting
- **Pan-Africa Bean Research Alliance (PABRA) Won the Africa Food Prize 2023**, recognising leadership in developing bean varieties to improve food systems in Africa
- G20 issued the **Hiroshima Action Statement for Resilient Global Food Security** saw G20 reaffirm the right to affordable, safe, nutritious food

Key Moments

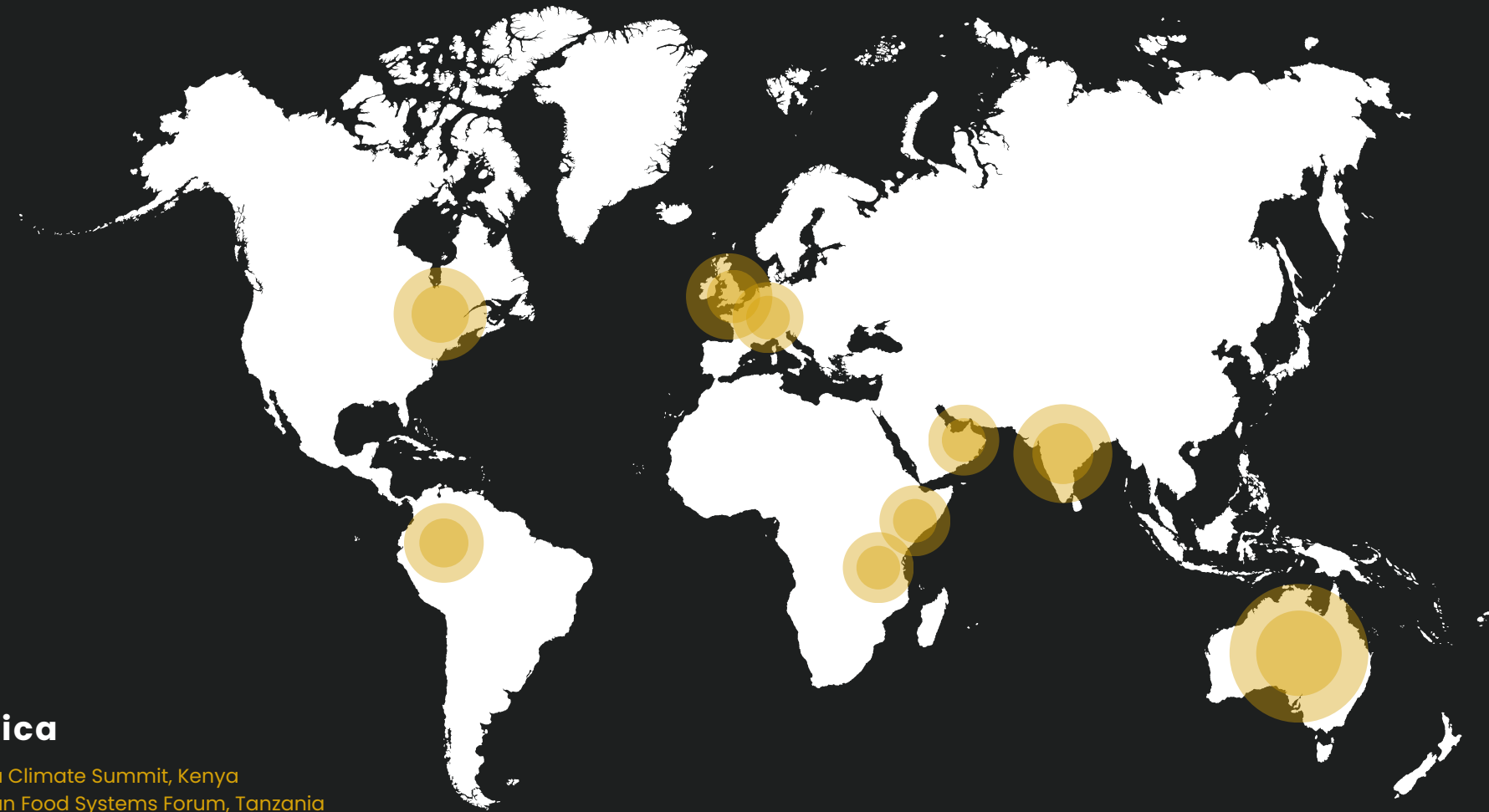
- **Aim for Climate Summit** to increase and accelerate investment in and support for climate-smart agriculture and food systems innovation.
- The **Summit for a New Global Financing Pact** was convened by President Macron to lay the foundations for a renewed international financial system, leaving no country behind.
- **School Meals Coalition first Global Summit** showcased how school meal programmes serve as a safety net offering a strong lever to nourish the next generations
- **6th Micronutrient Forum Conference** offered evidence-based actions to build nutrition resilience in the face of global challenges
- **COP28** integrated food across many climate discussions



2024 Priorities to Accelerate Impact

- Financing at scale for people and planet
- Accountability by governments and all stakeholder for delivering on commitments
- Reaching communities in countries furthest behind and facing multiple drivers of food insecurity
- Bold leadership and political will to develop a global plan to end the food crisis & transform food systems through greater coordination and collaboration

Map of Hub Footprint in 2023



Africa

Africa Climate Summit, Kenya
African Food Systems Forum, Tanzania
Collaboration with Restless Development
Hungry for Action Activations, Elephant in the Room

North America

SXSW, Aim4C, MenuChallenge , New York
GFFA Event UNGA, New York
Emergency Meeting UNGA, New York
CondéNast NY, World Food Champions
World Bank spring meeting, Washington D.C.
Aim 4 Climate Summit, Washington D.C.

South America

BeanCon23, Colombia

Middle East

Gulfood, Dubai
Chefs' Manifesto Action Hub Dubai
COP28 - Engagement with
Presidency on Food Initiative and
Culinary plans, UAE

Europe

Chefs Manifesto Action hubs - UK, Ireland, Italy
Chefs Manifesto - Ftalks Food Summit, Cordon Bleu,
Taste of London, Taste of Tomorrow, Training
Beans is How - Oxford, London Climate Action Week
Policy related work - Nutrition WG, UNFSS+2 Rome,
Climate talks Bonn, Food fortification, SMC, ACF
Nutrition workshop
Hungry for Action activations at Paris Summit,
London events

Australia

Pulses23, Global Pulses Convention
Monash Student Leadership
Summit
IFAD Push supporting GCT
RMIT Future Food Conference

Asia

ICC-IFCA Chefs Conference,
India



9.7 Million
social media
reach



70+ partner convenings
in person and online



Partnership in
40 countries



1000+ mentions
of our campaigns
in the media

25+
events



Coordination

1 Convening diverse stakeholders across sectors and themes to advance on SDG2

The SDG2 Advocacy Hub brought together stakeholders to highlight key moments, opportunities to collaborate, knowledge sharing and learning. Through regular monthly SDG2 Networking Meetings, we provided a unique space for the community to come together and supported a strong coordinated approach.

A special focus in 2023 was on amplifying African voices, working with a variety of partners to showcase local solutions bridging continental and global challenges, and driving change. Our collaborations included partners such as AGRA, Africa Food Changemakers, Changing Narratives Africa, PABRA, PACJA, Rested Development, Women in Food Systems Africa, and many more. We showed up at the African Food Systems Forum, joined the civil society movement during the Africa Climate Summit Week, organised workshops in Tanzania and Kenya, and engaged widely in strategic communication across the continent.

Through our global campaigns we convened diverse stakeholders across the world, virtually and in-person, every month of the year, bringing together cross-sectoral partners to coordinate for SDG2.



2 Amplifying, facilitating conversations, and connecting across the SDG2 space

Across the network and partners, new initiatives, reports and projects were launched throughout the year. The SDG2 Advocacy Hub facilitated in amplifying work and connecting the SDG2 community.

Key reports for amplification included:

- Global Report on Food Crises
- Shamba Centre's deep dives on Nigeria, Malawi and Ethiopia
- UNICEF's Undernourished and Overlooked Report
- New Lancet series on breastfeeding
- WFP and FAO's Hunger Hotspot Report
- Standing Together for Nutrition's evidence on global food crisis impact on child wasting
- SOFI2023: we created a [white label toolkit to elevate the findings](#)

The SDG2 Advocacy Hub supported partners in key milestones including the [FAO Global Roadmap](#) for achieving SDG2 and 1.5C, the [launch of Hesat2030](#), the CGIAR Investment Case, the IFAD13 Replenishment, launch of World Vision's ENOUGH campaign, the WHA Resolution of Food Fortification, the Global Citizen Festival "Face Up to Hunger Challenge," WWF & Rockefeller's work on food and healthy diets, work with youth advocates through Restless Development, the lead up to COP28, and built coherent policy asks for SDG2.

Strategy

Raising urgency and visibility on key global issues



Global Food Crisis

Working with partners, we engaged across key moments to ring the alarm and raise visibility: World Bank/IMF Spring Meetings, the Paris Finance Pact Summit, the Africa Climate Summit, the UK Food Security Summit and more. Through Hungry for Action's the Elephant in the Room activation, an open letter from a diverse set of leaders was signed to call for action on the global food crisis in the lead up to the UN General Assembly (UNGA). On the sidelines of UNGA78, we organised an emergency meeting to call for coordinated action.



Nutrition

Understanding the impact of nutrition on long term growth and human capital, we highlighted the importance of nutrition for resilience, elevated food fortification as a key intervention, worked with partners for nutrition advocacy and brought together a SDG2.2 Working Group, a group of diverse actors in the nutrition space. We partnered on and participated in several efforts including the World Health Assembly Resolution on Fortification, multiple nutrition working groups, and the Micronutrient Forum Conference, and engaged in preparations for the upcoming Nutrition for Growth Summit in France.



Climate

Highlighting the deep intersections between climate change and food systems we amplified key initiatives: the Aim for Climate Summit, the [FAO Global Roadmap](#) for achieving SDG2 and 1.5C, the Africa Climate Summit, the COP28. Together with the COP28 Presidency, MOCCA and partners, we organised the first ever Climate Conscious catering, guiding large scale catering to be aligned with climate-friendly, sustainable 1.5 diet and offering climate friendly options at COP28. We amplified the COP28 UAE Declaration on Sustainable Agriculture, Resilient Food Systems and Climate Action and organised multiple campaign events at COP28.





Food Systems

Cross-cutting through all our areas of work and global issues, we worked with partners to address food systems transformation for people and planet. In NY, on the sidelines of UNGA78, we organised a full day Good Food for All SDG2 event, bringing together the SDG2 community to explore opportunities for collaboration.



Smallholder Farmers

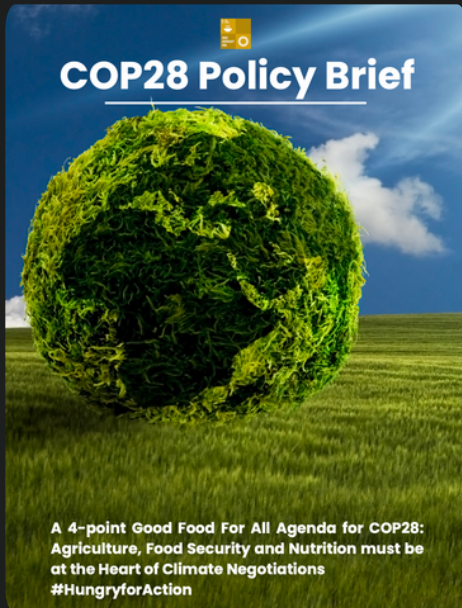
Driving forward the Smallholder Consensus across livelihoods, resilience, and food systems transformation. We engaged with key partners on advocacy and campaigning including the IFAD13 Replenishment, CGIAR Investment Case, AGRA- Africa Food Systems Forum, PABRA on beans, and the Africa Climate Summit.

Pushing thought leadership and analysis

Working with the SDG2 network and community, we have published op-eds, articles, briefs and thought leadership pieces to push the needle for SDG2.

A snapshot of key outputs from the year:

- Policy Asks for the Paris Macron Summit
- Policy Brief for COP28
- Letters to World Bank President on the global food crisis
- Hungry for Action Op-Eds: Sierra Leone President Julius Maada Bio and former Malawian President Joyce Banda
- Beans is How Theory of Change, a roadmap
- World Bank Evolution Roadmap Consultation Submission



Pressure

Global campaigning for SDG2 progress



Good Food for All

Anchoring all of SDG2

Good food is the foundation for everything, providing the energy needed to fight for a better future for everyone, everywhere. Good Food For All is a narrative for SDG2 which we have used across the year through various activations and events.

Good Food for All Day on the sidelines of UNGA78 gathered key voices across the SDG2 space for a day of learning, collaboration and alignment, showcasing interlinkages across nutrition, agriculture, food security, healthy diets, climate, and financing, and building a cohesive approach to SDG2.

Building a strong narrative in global communications: GFFA toolkits, videos and content were created and used across international days and key communications moments, including International Year of Millets, World Pulse Day, World Food Day, African Environment Day, International Day of Youth, and more.



Hungry for Action

ENOUGH

Elephant in the Room

We brought together powerful voices to state the obvious – there is a global food crisis, millions of lives are being destroyed & we have the solutions. Yet this is still the elephant in the room. Bringing together high profile names, influencers, leaders and more.

Cultivated new champions to work in support of the campaign

Including President of Sierra Leone, former President of Malawi, Sabrina Elba, Octopizzo, Andrew Zimmern. Vanessa Nakate, UN Famine Prevention Coordinator Reena Gelani, young peoples voices in Kenya and Tanzania with Restless Development, and more!

Bringing stakeholders together to raise urgency and action

Throughout 2023, H4A gathered actors across multiple countries and regions to move the needle on the global food crisis online and in person, including monthly virtual meetings, and stakeholder in person meetings in London, Paris, Kigali, and NY.

Advocacy through media and comms

H4A showed up in numerous media including [Devex](#), the BBC, [Global Dispatches](#), [East African Weekly](#) and [NTV Live](#) on the Africa Climate Summit, the [Aguilar](#) conversation, including two op-eds from political leaders: Sierra Leone President [Julius Maada Bio](#), and Former Malawian President [Joyce Banda](#). Stunts and activations happened on the sidelines of the IMF/World Bank Spring meetings and the Paris Macron Summit. A [white label toolkit](#) aimed to elevate the global food crisis ahead of the 2023 G7 Leaders' Summit



Beans is How

Rallying a Strong Coalition of Partners and Supporters: a growing network of partners

Bean Coalition: the membership grew to 90+ members across diverse sectors in 50 countries

Bean Science & Innovation Advisory Council: A council of 14 experts that ensure the communication and advocacy strategy sits firmly on a trusted evidence base

Bean Board: The governance mechanism to steer, support and help resource Beans is How.

Bean Champions: Advocates who champion bean messaging and goals within and beyond their significant spheres of influence (including Chef Sam Kass and Agnes Kalibata)

Theory of Change Launch

In September, we launched our five year roadmap for HOW to double bean consumption by 2028. This includes using innovative communications, empowering champion voices, and convening diverse stakeholders to create an enabling policy environment and shift consumer attitudes toward beans as a desirable food, ingredient, and protein source.

Bean Menu Challenge

Calling on all chefs, restaurants, caterers, cafés, schools, and other food providers to include #beansonthemenu to help shift eater trends. The September NYC launch, on the sidelines of UNGA78 at NYC Climate Week, garnered support from 50+ restaurants and an estimated 4+ million social media impressions, making beans visible, desirable and tasty to consumers. A tailored toolkit was created and launched for engagement with schools during World Food Day.

Engagement & influence across key events

Beans is How was present across diverse moments including: BeanCon23, World Pulses Day, Pulses23, Google Food Lab, SXSW, AIM for Climate, Beans is How UK and Ireland Stakeholder gathering at OmVed Gardens, London Climate Week, AGRF, UNGA, NYC Climate Week, Tomorrow TastesMediterranean, and COP28, in addition to smaller localised events and partner-supported events.

Increasing bean visibility in communications and agendas

- 20 recipes by top chefs across the world working with Chefs' Manifesto.
- 650 unique pieces of earned media, beans were all the buzz in high profile press coverage and social media content.
- Winner of the Global Pulse Confederation's inaugural Green Pea Sustainability Award for action on the SDGs.



Climate Conscious Catering

The Climate Conscious Catering was born out of the commitment to infuse sustainability into the culinary experience, particularly at COP28, the annual UN Climate Change conference. The climate summit catering team aimed to set a tangible example for delegations, negotiators, visitors, and the global audience, that large catering can be delicious, affordable, nutritious and planet-friendly.

Serving Healthy Food for People and Planet at COP28

Collaborating with a selection of Chefs' Manifesto network chefs, Climate Conscious Catering took a proactive approach by imparting knowledge and skills. Leading up to COP28, 70+ caterers underwent training to learn about climate-conscious planning, preparation, and service, igniting conversations for a paradigm shift in the world of catering towards a more environmentally responsible future in the food industry. At COP28, working with key players in the food sector including farmers, chefs, scientists and business owners was key to establishing a clear understanding of how to walk the talk.

An estimated 250,000 meals were served to more than 70,000 participants across 70+ food and beverage outlets during COP28. For the first time, participants appreciated the diversity of dishes served, a majority which were plant based, and aligned with 1.5 menus aiming to reach climate targets.

Legacy for sustainable catering in the UAE

Climate Conscious Catering is continuing to help establish a sustainable catering legacy in the UAE and beyond by promoting eco-conscious practices and witnessing them in action during COP28. Events coming past COP28 must strive to follow the blueprint laid in using locally sourced, seasonal ingredients to reduce the carbon footprint and support local farmers which have a potential of leaving an indelible mark in catering and inspire others to embrace eco-friendly processes.



Chefs' Manifesto

Food Champions work through the Chefs' Manifesto

Key awareness raising influencer and chef events

Chefs took part in multiple key moments across 2023 to bridge the gap from fork to table: BeanCon23, London Climate Week, AGRF Culinary Village, UNGA/ NYC Climate Week cooking demonstrations and dinner events, COP28 Climate Conscious Catering and sustainability events and many more smaller localised events.

Amplifying & building the Chefs' Manifesto Network

Global and local action hubs across India, Ireland, Italy, Hong Kong, Kenya, Rwanda, Toronto, UK, and the UAE brought together chefs, champions, and diverse stakeholders to drive behavioural change, consumer demand and influence policy, as well as multiple Chefs' Manifesto themed training days.



Chefs championing food systems transformation and influencing policy

The Food Champions and Chefs' Manifesto have provided important voices to elevate key issues across SDG2 including healthy and diversified diets (such as promoting the the international year of millets), producing, sourcing and consuming sustainably, promoting climate friendly menus and sustainable food industry practices.

Supporting our global campaigns to achieve SDG2

Chefs have shown up across the year to raise visibility on the food crisis through H4A activations and policy asks, showcased tasty diversified proteins dishes to promote increased bean consumption, and supported diverse partners' work including the World Vision "Enough" campaign, AGRF, International Year of Millets, Council on Energy, Environment and Water - tableside G20 publication featuring an entire chapter on the Chefs' Manifesto, CondeNast, and many more. many more.





Thank you to all of our partners and collaborators for working towards achieving Sustainable Development Goal 2.

