



# EMPTY PLATES

**HUNGRY  
FOR  
ACTION**



# #EmptyPlates

On July 25, coinciding with the launch of the State of Food Security and Nutrition in the World (SOFI) report and the announcement of the Brazil-led G20 Global Alliance Against Hunger and Poverty, we kicked off the Empty Plates activation with mobile pop-up kitchens in London and Rio de Janeiro. Chefs and advocates served empty plates to draw attention to the millions of people who go hungry every day. This was aimed at raising public awareness, leveraging the new figures from the SOFI report and rallying public support to urge G20 leaders to take the steps needed to end the food crisis.

# HIGHLIGHTS



## London

In the UK, Chefs and advocates gathered in London's Kings Cross to hand out 733 plates—one for each of the million people hungry worldwide. They included Chef Bettina, Chef Ian and Henry from Bosh TV, Chef Vince Kelly, and youth activist Sophie Healy-Thow. We thank our partners at World Vision, Global Citizen, Concern UK, and One Campaign, who were on the ground and made this activation successful.

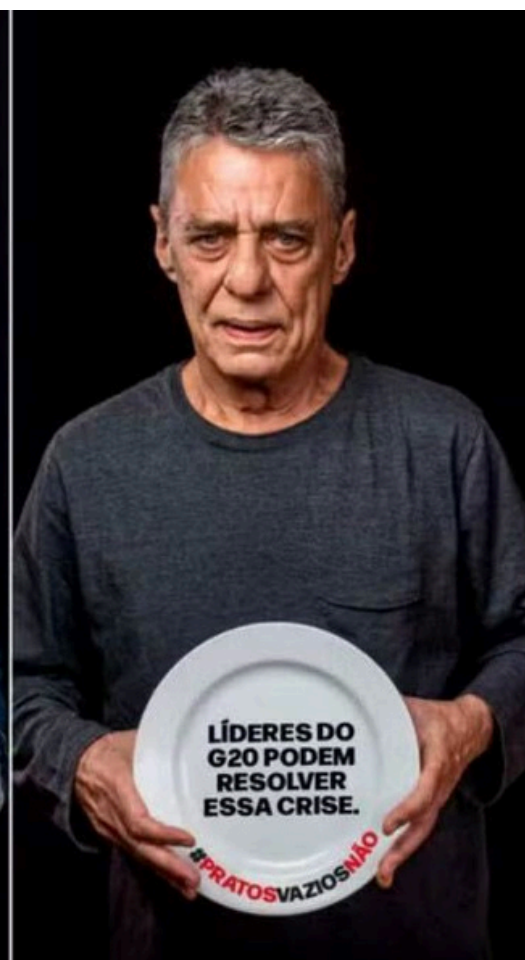




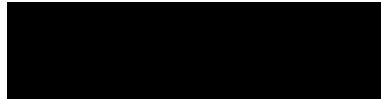
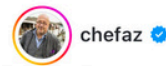


## Rio de Janeiro

In Rio, Sabrina Elba and Dr. Alvaro Lario, FAO President, showed solidarity alongside Brazilian artists, including legendary Brazilian singer and songwriter Caetano Veloso, and Brazilian artists Chico Buarque, and Leticia Sabatela. In addition, Ação da Cidadania and chef David Daniel Hertz engaged the public by distributing 1,000 empty plates at the famous Museum of Tomorrow. We thank NGOs, including Pacto contra a Fome and Favela Orgânica.







# DIGITAL



There was a buzz of online activity with people posting pictures of empty plates, calling for the G20 to step up. Some prominent artists and chefs participated online, including Chef Pierre Thiam, Chef Andrew Zimmern, Chef Mogkadi Itsweng and renowned Kenyan musician and songwriter Eric Wainaina.

The activation was also amplified across SDG2 Advocacy Hub's social channels, with 5million+ engagements.

Annual report says climate crisis, conflict and economic shocks leave the global food system 'disastrously vulnerable'

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About this content

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The multi-agency report said that if current trends continue, almost 600 million people will be chronically undernourished by 2030, with 53% living in Africa. Photograph: Anna Gordon/Hungry for Action



## MEDIA COVERAGE

We secured significant media coverage from major outlets such as Telegraph, Devex, The Guardian, Future Forks podcast, and extensive Brazilian media support. Four original stories were published in Brazilian outlets, including O Globo, TV Brasil, EAgora and another one from TV Brasil. This media exposure was crucial in spreading our message far and wide.

**#EmptyPlates** in Portuguese **#PratosVaziosNão** was widely shared on Instagram, Twitter, and LinkedIn, reaching numerous accounts, including non-profit organisations and activists.



# THANK YOU



We are happy to report that all indications are that Empty Plates Activation was a resounding success. The universally relatable symbol of the empty plate, good media interest, and robust partnership engagement. We extend our heartfelt gratitude to all partners, media collaborators, and the dedicated Hungry for Action team for contributing to this activation's success.

Help us build on this momentum by continuing to post your pictures of plates and amplify the SOFI key findings with the Empty Plate [toolkit](#).

Look out for the fuller report on our [website](#).

