



## Goals

### 1. Raise awareness

- collect new contacts and target diverse groups – potential Slow Food supporters.
- make general public more receptive to engagement and taking part in climate friendly food actions.

### 2. Reduce our carbon footprint

### 3. Raise funds

- 100k € to support Slow Food programs and network

**Together, we can create  
a climate friendly future.**



## Why Food for Change?

*"When we think about threats to the environment, we tend to picture cars and smokestacks, not dinner. But the truth is, our need for food poses one of the biggest dangers to the planet."*

— Jim Richardson, *"Feeding 9 billion"*

Food is **cause, victim and delicious solution** of climate change. This year we want to focus on the positive solutions of Slow Food and connect the dots between farmers and consumers as everyday climate champions.

### It's time to take action!

Join us to grow solutions to climate change. By acting together as a global network, we can pivot towards more sustainable food production and farming systems, and achieve a climate friendly future.



## #FoodForChange Week

### Sep 24-Oct 15

Sign up to participate in the #FoodForChange Week  
And help us reach the goal - 10,000 signed up!

- Share the sign-up link on your social, websites
- Spread the word (attend and help publicize events)

### Oct 16-22

Participate in the #FoodForChange Week

### How?

Commit to *be* Food for Change

- Meatless week
- Eat local week
- Zero food waste week





# Thank a Farmer and Support Slow Food

## Why?

- To celebrate the unsung heroes of our climate
- To raise funds for Slow Food International (SFI)

## When?

Nov 1-Dic 31

## How?

- Organize events to thank farmers
- Present awards to local farmers.
- Share farmer profiles/selfies with SFI
- Dec 10: Terra Madre day

## SFI will

- provide you with community campaign kit, which includes templates for awards, suggestions for events, etc.
- SFI will give awards to the most active communities based on funds raised, engagement and creativity.