

CHEFS' PLEDGE

SURVEY OF CHEFS AND SCIENTISTS 2021

The UN Food Systems Summit

The UN Food Systems Summit (UNFSS) will be convened by UN Secretary-General António Guterres in September 2021. The purpose is to shape global commitments and to raise global awareness of food systems, that they might be transformed in order to reduce diet-related diseases, resolve hunger, and restore planetary health. The Secretary-General is calling all citizens to collective action, so as to “radically change the way we produce, process, transport, market and consume food”¹.

Building on global platforms and events, the UNFSS will aim to generate agreements and highlight collaborative actions. Initiatives locally, regionally, nationally and globally that support food systems transformation will be explored prior to the Summit occurring. Knowledge sourced from these initiatives will inform future recommendations from the Summit.

The UNFSS will follow these five Action Tracks:

1. Ensuring access to safe and nutritious food
2. Shifting to sustainable consumption patterns
3. Boosting nature-positive production
4. Advancing equitable livelihoods and
5. Building resilience²

Decade of Action - Why 2021 is critical

With events such as the UNFSS, Nutrition for Growth (N4G) and COP 26 all being held throughout 2021, it truly is a super year of possible chef action. It is critical that advocacy actions are at the forefront of these events, driving forward change by bringing in as many diverse voices as possible, to ensure that 2021 heralds a decade of action to achieve the SDGs.

Intent

As agents of change, and to drive action, chefs need to come together in one collective, connected voice. The Chefs' Manifesto network is taking a leading role to further focus and narrow the SDG roadmap for chefs, as well as bridging and connecting across chef networks. This has been motivated by the upcoming UN Food Systems Summit, and the urgent need to generate actions to

¹ <https://www.unccd.int/actions/food-systems-summit-2021>

² <https://www.unccd.int/actions/food-systems-summit-2021>



be able to achieve the SDGs by 2030. Through conducting a survey, the aim is to learn from participants, what the top priorities are for 2021 and the Decade of Action, the results of which will inform the creation of a 'Chefs' Pledge'. This Pledge will be a commitment to key practical priorities that can have the greatest impact to enact change. It will aim to create collective momentum to rally greater attention and engagement of chef food systems champions, mobilising them even further as agents of change, at key global events, and especially at the upcoming UN Food Systems Summit. The intent is not to brand the Chefs' Pledge as Chefs' Manifesto, but have it as an unbranded, collective movement owned by chefs, for chefs.

Participants

We would like as many chefs, scientists and specialists as possible to take part in the outlined survey. See below a few groups of participants we envisage to join the project.

- Chefs in the Chefs' Manifesto network, and other partner networks who wish to join
- Scientific group of the UNFSS
- Chairs and Vice Chairs of the Action Tracks
- Champions Network

Survey Structure

- Each question will be headlined with one of the 8 Chefs' Manifesto Thematic Areas.
- Participants will be asked to **rank each of the actions** on each of the [Thematic Areas](#).
- Participants will be asked to rank using a number system, with 1 = most important = the action they believe will have the greatest impact when implemented.

Chefs Manifesto - Scope of Work

The Chefs' Manifesto will:

- Create the survey
- Engage, co-ordinate and brief partner networks
 - Support partner networks to promote and conduct the survey
- Promote and conduct the survey with all participating partners
- Collect and analyse the data
- Host several dialogues to discuss findings and Chefs' Pledge commitment
- Curate Chefs' Pledge commitment
 - Logo placement of all participating partner networks on Chefs' Pledge graphics
 - Curate social media tiles for wider dissemination
- Disseminate the Chefs' Pledge throughout the Chefs' Manifesto and partner networks
 - Promote, share and seek commitments globally
- Share the Chefs' Pledge commitment at UNFSS
 - Organise several chefs to participate and be the public face of this commitment



Partner Networks - Scope of Work

Partner Networks will:

- Promote the survey within their networks
 - Share links via email and social media
 - Participate in dialogues hosted by the Chefs' Manifesto
- Participate in findings and Chefs' Pledge commitment dialogues post survey completion
- Put forward specific chefs and/or delegates to endorse the Chefs' Pledge
 - Suggest chefs and/or delegates to participate in FSS dialogues focused on this throughout the year
 - Suggest chefs to endorse the Chefs' Pledge alongside global events such as the FSS, COP 26 and N4G

Partners invitation and branding

- The Chefs pledge will be branded with Global Goals. And, similarly to the Chefs' Manifesto, developed by Chefs for Chefs.
- Convening network: the Chefs' Manifesto will act as the convenor of the Chefs' Pledge and the pledge will be taken from the actions in the Chefs Manifesto aligned to the SDGs.
- Partner: Any network that signs onto the pledge will have their logo represented on the document as a partner network. In exchange, they are to promote the survey to their members and to host a discussion or dialogue to help shape the final pledge.

Timeline

Action	Expected Completion Date
Create survey	End of January 2021
Host a call with partner networks to discuss the concept, intention and answer questions	Beginning of February 2021
Conduct the survey	February and March 2021
Host dialogue on the findings	March and April 2021
Curate a commitment - Chefs' Pledge - draft only	End of June 2021
Feedback on Chefs' Pledge draft	July 2021
Final copy and begin promotion/commitments	August - December 2021

Note: As we are still seeking inputs for this plan, please note that feedback and ideas are welcome.