



Slow Food®

What You Should Know About **Slow Food's** Global Campaign 2017



Slow Food offers

**positive solutions
to climate change**

Food plays an important role in the issue of climate change, with agriculture and the global food supply chain as a cause, victim, and solution to the problem. The industrialized food system is responsible for up to one-third of all human-caused greenhouse gas emissions. Slow Food believes that, together, we can mitigate climate change and guarantee good, clean, and fair food for everyone by raising a variety of plants and animals on a smaller scale—producing less, but giving more value to what is produced.

That's why Slow Food will launch the first international **fundraising** and **communication** campaign on **climate change**, promoting Slow Food programs that we know are a part of the solution, as well as actions that individuals can take in their own lives to help. We will make it clear that Slow Food is synonymous with positive solutions to climate change, promoting agricultural practices and food production systems that are climate-friendly.

This is how we do it!

Slow Food is a movement, not an exclusive club. Movements **engage** their supporters—and that's exactly how this fundraising campaign will work.

The campaign will be presented internally during the Slow Food International Congress in China on **September 29**.

In addition to collecting donations, there will be engagement activities, all running **between October and the end of December**.



Engage your network during the campaign with these activities or “**challenges**”

1 Eat local

People commit to eating locally for one week around World Food Day (October 16). We'll feature content about how to eat locally and why it is so important.

Recipe for change

Sustainable meals will be hosted by convivia; Slow Food Chefs' Alliance chefs commit to adding Ark and Presidia ingredients to menus. We'll make the connection between climate change and daily eating habits.

3

Make a donation

The fundraising phase. The final phase of the campaign will kick-off toward the very end of the year, with flexible start dates for each country.

2



Don't panic!

Soon, we will give you more details about how to organize the challenges.

The challenges will include:



Online components such as a platform for making donations, social media, hashtags, and stories from the field.



Offline components will make use of programs such as the Earth Markets, Slow Food Chefs' Alliance, and Presidia so we can engage the public in a more personal way.

Throughout the campaign, we will provide ways for the audience to engage as part of our global movement. We will showcase the impact of Slow Food programs, work with chefs, producers, and other stakeholders to generate content that shows the value of Slow Food.

We are all in this together.

The 2017 campaign ushers in a new era of **international and cross-cultural cooperation** regarding Slow Food's approach to fundraising. Slow Food supporters who consider themselves a part of our family from all over the world will have their say and can take part in the campaign.

The time is now to develop a culture of donating to Slow Food. This is the only way we can continue to be an influencer and a source of solutions.

The campaign aims to raise at least € 100,000 to continue our programs.

In order to make this happen we will need your help!

Please stay tuned to find out more about campaign developments and about how you can actively participate.

