



ZERO HUNGER CHALLENGE

Business FAQ

1.- What is the Zero Hunger Challenge?

The Zero Hunger Challenge (ZHC) was launched by United Nations Secretary-General Ban Ki-moon in 2012 to mobilize and drive commitment and action by all actors in society, including business, to achieve zero hunger and malnutrition through sustainable food systems.

The Zero Hunger vision reflects five elements, which taken together, can end hunger, eliminate all forms of malnutrition, and build inclusive and sustainable food systems. These five elements are:

- i. All food systems are sustainable: from production to consumption
- ii. An end to rural poverty: double small-scale producer incomes & productivity
- iii. Adapt all food systems to eliminate loss or waste of food
- iv. Access adequate food and healthy diets, for all people, all year round
- v. An end to malnutrition in all its forms

2.- Why is the Zero Hunger Challenge important for business?

Hunger, malnutrition and making agriculture and food systems inclusive, resilient and sustainable are among the most pressing challenges of our times. Addressing these issues is key to promote a healthy and productive workforce, secure prosperous markets, protect the environment and ensure economic opportunity. But a world free from hunger, malnutrition and poverty will only be achieved when all stakeholders play their part, no matter how big or small, in delivering against this common goal.

Bringing together all stakeholders committed to food security, nutrition and sustainable agriculture, the Zero Hunger Challenge fosters, engages, accelerates and amplifies actions to create sustainable, inclusive and resilient food and nutrition systems. Recognizing the essential role of the private sector in designing and delivering effective, scalable and practical solutions for food security, ending malnutrition and sustainable agriculture, the Zero Hunger Challenge offers a unique platform where business can demonstrate its commitment and contribution to a world without hunger.

3.- What is the value of joining the Zero Hunger Challenge?

By committing to take action with the Zero Hunger Challenge, a company becomes part of a growing community of actors working to end hunger and malnutrition and transform food systems. Companies will become part of the Global Movement for Zero Hunger, enabling them to share lessons and build partnerships that deliver measurable results. As commitments evolve to aligning individual corporate strategies to the SDGs, business will have the opportunity to demonstrate the true meaning of transformative change through its actions and collaborative efforts – acting as thought leaders and champions.

All members of the Zero Hunger Challenge will have the opportunity for their efforts to be amplified through the Zero Hunger Challenge; to connect with other leaders in the Zero Hunger movement, across sectors, stakeholder groups and geography; to attend or be featured at special events around the globe; and to display special ZHC logos that distinguish them. The potential for organisations to be recognised, including by the UN Secretary-General, as leaders and champions in their field will increase as they advance through the different tiers (see below).

4.- What kind of companies can join the Zero Hunger Challenge?

All companies can help advance a world without hunger. Companies of any size, region and sector are invited to join the Zero Hunger Challenge. Those companies whose core business activities are not directly linked to agricultural inputs, food production, food processing,

transport, trading and retail are also encouraged to join the Challenge and to take action (for instance through their cafeteria).

5.- What are the different commitment levels?

Support to the ZHC can be expressed at two levels: as a Supporter or as a Participant. Businesses are encouraged to join the ZHC at Participant level.

- **Supporters** can express their support by joining the Global Movement for Zero Hunger and actively advocating and working for an end to hunger.
- **Participants** are expected to make “*smart*” commitments in pursuit of the Zero Hunger vision, contributing to one or more of the five elements of the ZHC and consisting of a certain action, programme or policy (outward), or of an organizational transformation (inward). Participants will be recognised on the ZHC website.

Companies that demonstrate progress as Participants will have the opportunity to reach the top tier of engagement and be recognised as Champions (from mid-2017 only).

6.- What are the requirements associated with the different commitment levels?

All companies committing to the Zero Hunger Challenge are expected to adhere to the core ZHC principles and abide by the following requirements:

Supporters:

- Sign the Zero Hunger Declaration,
- Engage with ZHC on social media and share “support” graphics.

Participants:

- Sign the Zero Hunger Declaration,
- Submit the details of the commitment,
- Uphold the principles and guidelines of the ZHC,
- Report on progress,
- Make a public announcement of their commitment to ZHC,
- Add a dedicated section to their website and provide a dedicated contact point.

7.- What are the Zero Hunger Challenge principles?

Organisations making a commitment to the Zero Hunger Challenge will be expected to abide by a set of core principles that are grounded in the UN Charter, the 2030 Agenda on Sustainable Development as well as the right of everyone to have access to safe and nutritious food, consistent with the right to adequate food and the fundamental right of everyone to be free from hunger.

These principles are: Universality, inclusiveness, transparency, integrity, accountability, sustainability, human rights-based, country-led, gender-sensitive, participatory, integrity, partnership driven.

8.- How will my company’s commitment and progress be communicated publicly?

Companies’ commitments to the ZHC will be communicated through the ZHC and UN Global Compact websites and will be featured at select events such as side events taking place in the context of the UN General Assembly, CFS, and COP22.

Businesses are encouraged to report via the UN Global Compact, through their annual Communication on Progress. Those businesses that are not participating in the UN Global Compact are strongly encouraged to join and to demonstrate transparency. Alternatively, individual reports, preferably in line with the GRI G4 standards (or the CDP guidelines) are acceptable.