



*Ending hunger is everyone's responsibility.
All of us have a role to play,
even through the commitment to change
simple day-to-day actions or decisions.*

The Zero Hunger Challenge United for a sustainable world

United we can build a world within our lifetimes where all people, at all times, have access to sufficient, safe and nutritious food and lead healthy and productive lives, without compromising the needs of future generations.

This concept is summed up in the Zero Hunger Challenge launched by UN Secretary-General Ban Ki-moon in 2012. The UN will bring this vision to Expo Milano 2015, demonstrating to visitors how it is possible to end hunger in our lifetime, how this can only be achieved if we work together and how they can and need to be part of the solution.



ZERO
stunted
children
less than
2 years



100%
access
to adequate
food
all year round



ALL
food
systems
are
sustainable



100%
increase
in smallholder
productivity
and income



ZERO
loss
or
waste
of food



Complementing these five pillars, the issue of women's empowerment and gender equality will also be a key focus area at Expo Milano 2015.

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Today the world produces more food per person than ever before and yet, hunger and malnutrition remain widespread. More than 800 million people, about one in eight, suffer from chronic hunger, and approximately two billion people are malnourished. At the same time some 1.4 billion people are overweight or obese and this number is increasing each year. To add to this, as much as one third of the food produced worldwide for human consumption is lost or wasted – around 1.3 billion tones.

In the coming decades, the demand for food will continue to grow as the population increases to 8.3 billion by 2030 and 9 billion by 2050.

The Zero Hunger Challenge presents a vision of a world free from hunger, where it is possible to meet the growing demand for food, and confront new environmental challenges. These goals can be reached within our lifetimes only if governments, civil society, producers, farmers and consumers come together and work towards a sustainable world where resources can be accessed by all and are used efficiently at every stage from field to table.

The Zero Hunger Challenge consists of five pillars. An integral part of all these, the issue of women's empowerment and gender equality will also be a key focus area at Expo Milano 2015.

Pillar 1 – Zero stunted children less than 2 years

One in four children (165 million) are chronically malnourished or “stunted”. The right nutrition during the first one thousand days of a baby's life can have a profound impact on a child's ability to grow, learn, and rise out of poverty. In order to avoid consequences on his/her physical and cognitive abilities and on the immune system, mothers and children must have access to nutritious food. Health care assistance, water, sanitation, education and specific nutrition interventions, coupled with initiatives that enable empowerment of women are also needed.

Pillar 2 – 100 % access to adequate food all year round

The first of the eight Millennium Development Goals aims to halve the proportion of people suffering from hunger by 2015. Significant progress has been made, but the total number of undernourished people is still too high.

To reach zero hunger we must enable all people to access adequate and nutritious food at all times through nutrition-sensitive agriculture and more inclusive food systems, marketing, decent and productive employment, a social protection floor, targeted safety nets and food assistance; boosting food supply from local producers; and through open, fair and well-functioning markets and trade policies at local, regional and international level, preventing excessive food price volatility.

Pillar 3 – All food systems are sustainable

A food system is made up of the environment, people, institutions and processes by which agricultural products are produced, processed and brought to consumers. Every aspect of the food system has an effect on the final availability and accessibility of diverse, nutritious foods – and therefore on consumers' ability to choose healthy diets.

To enable all people to access secure and nutritious food without compromising the needs of future generations, we must ensure that all farmers, agribusinesses, cooperatives, governments, unions and civil society establish standards for sustainability. We should also encourage universal adoption of sustainable and climate-resilient agriculture practices, pursue cross-sectoral policy coherence (energy, land use, water and climate) and ensure responsible governance of land, fisheries and forests.

Pillar 4 – 100% increase in smallholder productivity and income

2.5 billion people are involved in smallholder agriculture worldwide. They provide over 80 percent of the food consumed in the developing world.

Most of the 1.4 billion people living on under US\$1.25 a day live depend on agriculture for their livelihoods.

Support for smallholder farmers is a win-win situation for poverty reduction and food security: investment in agriculture is five times more effective in reducing poverty than investment in any other sector. We must also encourage decent work, increase smallholders' income and empower women, small farmers, fishers, pastoralists, young people, farmer organizations, indigenous people and their communities.

It is also necessary to improve land tenure, access to assets and natural resources, to make sure that all investments in agriculture and value chains are responsible and accountable and to develop multidimensional indicators for people's resilience and wellbeing.

Pillar 5 – Zero loss or waste of food

1/3 of all food produced (1.3 billion tons) is lost or wasted. In developing countries, pests, inadequate storage facilities and inefficient supply chains are major contributors to food loss. In developed nations, food is thrown away by households, the retail and catering industries, releasing significant quantities of powerful greenhouse gases.

To reach this objective, we need to minimize food losses during storage and transport, and waste of food by retailers and consumers; increase consumer choice through appropriate labeling; encourage commitments from producers, retailers and consumers within all nations; and achieve progress through financial incentives, collective pledges, locally-relevant technologies and changes in behavior.

Focus Area – Women's empowerment and gender equality

Despite the fact that women play a key role in agriculture, livestock and fishery activities worldwide, many of them have unequal access to land, financial services, education, training, extension services, markets, decision making processes and technology. Promoting women's empowerment and gender equality is crucial to winning the Zero Hunger Challenge: if women were to have the same access to productive resources and investment and income opportunities as men, productivity and family income would increase significantly and nutrition and health would improve at the household level. Evidence also shows that increasing women's access to education and improving their overall welfare can have a major impact on their own nutrition status and that of their children.