

# CONCEPT NOTE

---

## Media Engagement in the UN Food Systems Summit Process AN INDEPENDENT UN FOOD SYSTEMS DIALOGUE

---

28 JULY 2021| 11:00 – 13:00GMT+2

<b>BACKGROUND</b>	<ul style="list-style-type: none"><li>▪ The 2030 Agenda for Sustainable Development – and the future of our planet and its people – depend on well-functioning food systems everywhere. They should be sustainable, produce foodstuffs that are affordable, safe and nourish people. They should do this in ways that restore ecosystems and ensure prosperity for all producers, processors and distributors. They should make the lowest possible contribution to climate change. Yet most current food systems are not working properly – for people, for the planet and for our common future.</li><li>▪ Efforts to encourage rapid and joint actions that transform food systems have been hampered by deep disagreements among different stakeholders. These can be reduced through greater interaction between the different actors working for sustainable food systems. Interaction helps different actors to reach a better understanding about reasons behind their different positions and enables them to identify ways to align. There are insufficient mechanisms presently available that encourage all stakeholders to have opportunities for meeting, talking, agreeing and acting together. Such mechanisms are necessary for more rapid transformation to sustainable food systems in local and global (“glocal”) settings, across all nations.</li><li>▪ Effective joint action usually involves a common vision about what is a working food system, an understanding of where positions on the vision diverge, and increasing degrees of agreement on how to realize the vision. Achieving a common vision is easier if different actors use the similar scientific analyses of what people need to be well nourished, and of the boundaries to the safe use of planetary resources. They will also want to take account of power relations, to understand how markets work and to appreciate the range in capabilities for producing, processing and purchasing food.</li><li>▪ The media is well positioned to play a leading role in informing the wider public only so far as they themselves are aware of and knowledgeable about food security and nutrition issues and challenges. Media on agriculture, food security and nutrition issues can be very technical and foreign, and it must be brought to the public as a significant and newsworthy matter. If the mass media does not report correctly or extensively on agriculture, food security and nutrition, the public only knows and understands what the media projects.</li><li>▪ News agencies in particular have a significant contribution to make. They are the wholesalers of news. Few newspapers, broadcast outlets or on-line media have the resources needed to cover multinational for a where key discussions take place and decisions are made. The news agencies essentially set the agenda for public discussion. They largely determine what issues will be covered and whose voices will be heard. A strong media helps enable people to engage in</li></ul>
-------------------	---

	<p>society by offering a useful source of information for people to make informed decisions.</p> <ul style="list-style-type: none"> <li>It is against this background that, SABC Education, No Line Communication, the Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN), Food for Mzansi and the Agriculture Research Council (ARC) are convening an Independent Food Systems Summit Dialogue. Media Engagement in the UN Food Systems Summit Process</li> </ul>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>The Food Systems Summit is for everyone, and its success relies on people everywhere getting involved and sharing their views. The overall goal of is to enhance the role of South African Media in in support of the Food Systems Summit engagement process specifically focusing on increasing awareness of the process enlisting the media as partners in amplifying the summit’s key messages and in generating conversations through mainstream and online media platforms.</li> <li>The dialogue seeks to convene a broad group of communication and media specialists and practitioners from the agriculture, food, agribusiness, environment, rural development fields to: <ul style="list-style-type: none"> <li>Unpack Africa’s food systems;</li> <li>Deliberate on challenges and opportunities to transforming African food systems and ensuring that they are sustainable and resilient;</li> <li>Showcase best practices, lessons learned, innovations, collaborations for communicating and or reporting poverty, hunger and food systems related issues;</li> <li>Identify key areas of engagement for the media fraternity leading up to the Food Systems Summit in September</li> </ul> </li> </ul>
<b>EXPECTED OUTCOMES</b>	<ul style="list-style-type: none"> <li>The expected outcomes of the Dialogue are: <ul style="list-style-type: none"> <li>Increased understanding of critical issues around challenges and opportunities to transforming African food systems;</li> <li>Proposed engagement plan by the South Africa media fraternity leading up to the Food Systems Summit in September;</li> <li>A summary statement consolidating media stakeholder voices on best practices and recommendations from the dialogues.</li> </ul> </li> <li>The conclusions of the dialogue will be formally submitted to the UN System as contribution to the 2021 Food Systems Summit and the global conversation towards sustainable food systems of the future.</li> </ul>
<b>FORMAT FOR REGIONAL DIALOGUES</b>	<ul style="list-style-type: none"> <li>The Dialogue will be conducted virtually over 2.5 hours and will consist of a plenary session (45 minutes) which will feature keynote presentations and a Question-and-Answer segment. This will then be followed by breakout sessions in line with the five action tracks of the Food Systems Summit (45 minutes) and summary sessions (30 minutes).</li> </ul>
<b>PARTICIPATION</b>	<ul style="list-style-type: none"> <li>In line with the Food Systems Dialogue principles of engagement, the Africa Regional Food Systems Dialogue Series will embrace multi-stakeholder inclusivity. The dialogues will bring together a wide range of stakeholders directly involved in communicating food systems related issues. Participants will further include representatives of the research/scientific community; government; civil society, the private sector, and farmers’ groups, etc.</li> </ul>

<p><b>ABOUT THE ORGANIZERS</b></p> 	<ul style="list-style-type: none"> <li>▪ <b>SABC 2</b> is a South African television channel owned by the South African Broadcasting Corporation (SABC). SABC 2 broadcasts programming in English, Afrikaans, Venda, and Tsonga. It was created in 1996, after the SABC restructured its television channels. SABC2 is a free-to-air channel positioned as the Channel for the Nation. SABC2 promises to celebrate and empower the nation through cutting-edge programming that is vibrant and entertaining. <a href="https://www.sabc2.co.za/">https://www.sabc2.co.za/</a></li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>SABC Education</b> (South African Broadcasting Corporation) Established in 1996, SABC Education is an SABC business unit responsible for delivering the educational mandate of the public broadcaster. In true South African social tradition, SABC Education meets this challenge by delivering compelling educational content for diverse audiences in South Africa and the rest of Africa. SABC Education's content is gathered from a wide range of educational issues and contributes to a rich cultural shared South African identity. Enriching Minds, Enriching Lives! For more information, please visit: <a href="http://www.sabceducation.co.za">http://www.sabceducation.co.za</a></li> </ul>
<p><b>LIVING LAND</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Living Land</b> is an SABC Education production which has become an institution on the SABC2 schedule. The programme is synonymous with all things agricultural in South Africa as it focuses on developing agriculture and highlights topical issues like land reform, climate change and entrepreneurship. Living land showcases the many success stories of smallholder and commercial farmers across the length and breadth of South Africa, and in the process encourages the youth to seriously consider agriculture as a vocation. The programme provides valuable information and expert know-how on literally every conceivable aspect of farming. It also unveils the secrets of marketing fresh produce and explores avenues of value-added income generation by way of enhancing and processing agricultural products.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>Agricultural Research Council (ARC)</b> The Agricultural Research Council is a premier science institution that conducts research with partners, develops human capital and fosters innovation in support of the agricultural sector. The ARC provides diagnostic, laboratory, analytical, agricultural engineering services, post-harvest technology development, agrochemical evaluation, consultation and advisory services, food processing technology services as well as various surveys and training interventions. For more information visit the ARC website at: <a href="http://www.arc.agric.za">www.arc.agric.za</a></li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN)</b> FANRPAN was established in 1997 in response by ministers of agriculture and environment from Southern and Eastern Africa for an independent network to promote the dissemination of policy research results across Africa, and to act as a platform for policy engagement of all food, agriculture and natural resources (FANR) stakeholders. It is an Africa-wide network of country-based policy nodes that are groups of existing policy institutions with technical expertise and FANR stakeholders collaborating to generate evidence for use in addressing policy bottlenecks. The national nodes are an inter-sectoral platform of different stakeholder groups, including farmers' organizations, agriculture and policy research institutions, government departments, the private sector, civil society, donors, women, youth, and the media. For more information, please visit: <a href="http://www.fanrpan.org">www.fanrpan.org</a></li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>Food for Mzansi</b> Having won seven global awards in the last three years, Food For Mzansi is South Africa's leading digital agricultural news and lifestyle publication. Its accolades include an award as Africa's best digital news start-up by WAN-IFRA, the global organisation for the world's press. Food For Mzansi proudly salutes the previously unsung heroes of the agricultural sector. We unashamedly share success stories and good news from the farms and agri-businesses who feed</li> </ul>



	<p>South Africa. We believe in the power of agriculture to promote nation building and social cohesion by telling stories that are often overlooked by broader society. For more information, please visit: <a href="http://www.foodformzansi.co.za">www.foodformzansi.co.za</a></p>
	<ul style="list-style-type: none"> <li>▪ <b>No-Line Communications</b>  No-Line is a communications company and production house based in Gauteng South Africa. Since its inception in 2005, No-Line has become known for its innovative and intelligent approach to communication, with a track record of truly unique productions for numerous organisations, brands and television channels in South Africa, Africa and across the globe. With a culturally diverse team offering a combination of experience and youthful energy, we communicate creatively and effectively with target markets across the race, age and gender spectrum. Our modern in-house HD camera equipment, edit and sound studios allow for a highly professional, well-managed production process – from creative concept to meticulous production design and mastering according to each client’s requirements. For more information, please visit: <a href="http://www.no-line.co.za">www.no-line.co.za</a></li> </ul>

