

A black and white photograph of a hand holding a bunch of dark grapes. The hand is in the foreground, with fingers wrapped around the stem of the grape bunch. The grapes are dark and glistening, suggesting they are fresh. The background is blurred, showing what appears to be a person's arm and shoulder.

ONE TABLE CREATIVE BRIEF

COME TOGETHER. END HUNGER.

One person may not think they can affect the global food crisis, but one idea can. That's why we're asking all 80,000 Publicis employees to come together to rethink how we grow, share, and consume our food to achieve Zero Hunger. By leveraging The Power of One, we can find creative and innovative ways to change behavior and inspire real change.

BACKGROUND

At the Cannes Lion Festival in 2016, Publicis Groupe helped form Common Ground, a five-year commitment to help the United Nations meet their Sustainable Development Goals. Publicis is championing SDG 2: Zero Hunger. Within that goal, the UN has outlined the following four areas of focus: Food waste, improved nutrition, food security, and sustainable agriculture.



THE ASK

Ideate around the four topics provided and deliver a solution that drives awareness and encourages change. Submissions are open-ended and can be (but are not limited to) an app, a campaign, a viral video etc.

TOPICS

Consider at least one of the following Zero Hunger topics. You can also combine any of them or use all four.

01

**FOOD
WASTE**

02

**IMPROVED
NUTRITION**

03

**FOOD
SECURITY**

04

**SUSTAINABLE
AGRICULTURE**

REQUIREMENTS

You can collaborate with up to 3 agencies in the Publicis Groupe. Each agency is allowed one submission (larger agencies may be allowed to submit more). Entries must be submitted by August 15th.

SUCCESS CRITERIA

Your submission must answer the following:

How is this concept scalable?

Does it have global reach?

Have you developed an innovative way of representing the cause?

Does it showcase the Power of One?

What are the measurements for success?

THE REWARD

The winning idea will be chosen by September 5th. The winning team(s) will meet with their agency leadership to bring their vision to life. They will also have the opportunity to present their work to the UN and announce it to the larger community.

FOOD WASTE

01

INTRODUCTION

Roughly one third of the food produced in the world for human consumption every year — approximately 1.3 billion tonnes — gets lost or wasted. Food losses and waste amounts to roughly US\$ 680 billion in industrialized countries and US\$ 310 billion in developing countries.

02

NOT MY PROBLEM

The Facts: The average French person throws out 20 to 30 kilograms of food a year – 7 kg of which is still in its wrapping. American shoppers throw away one-fifth of everything they buy at the grocery store.

Insight: A general lack of education about what is considered food waste leaves people unaware of their waste and in denial of their impact.

03

LABEL FATIGUE

The Facts: While 33% of Americans say they don't create food waste, 90% of Americans misinterpret date labels contributing to the food waste epidemic.

Insight: With 10 different labels being used on packages in the market, consumers are overwhelmed by mixed messaging and are prematurely discarding food without recognizing the waste implications.

04

BEAUTY BEFORE TASTE

The Facts: In America, 1 in 5 fruits and vegetables grown do not fit grocery store cosmetic standards and are wasted. The “ugly food” epidemic is resulting in 20-40% of produce being wasted before it even hits the shelves in the grocery store. Roughly 20 billion pounds of perfectly healthy food is wasted due to its appearance.

Insight: American consumers have a skewed perception of what food should look like. In their minds, if food looks strange, it is not good and will not taste right leading to extremely high food standards. Because of this, grocery stores stock food that they know will sell leading to “ugly food” waste.

IMPROVED NUTRITION

01

INTRODUCTION

Good nutrition and a balanced diet are crucial to being healthy and living a productive life. It's important to ensure that what goes into your body will provide the fuel to get you through the day. However, both malnutrition and over-nutrition impact a significant portion of the world's population.

02

THE RISE OF PROCESSED FOODS

The Facts: 97% of adults say they have nutritional knowledge, but obesity rates are not improving. Obesity exists in both industrialized and developing worlds, leading to over 600 million people being considered obese in 2016.

Insight: There is a difference between having knowledge about nutrition and actually acting on it. Processed foods are often more convenient, more cost effective and in some countries, a sign of wealth. But they do not provide adequate nutritional benefits.

03

FOOD IS CULTURE

The Facts: Food looks different all around the globe. Regional food culture leads to alternate nutritional expectations and priorities depending on heritage, religion, social status, and geographic location.

Insight: Culture is the foundation of who we are, and food is often what brings family together. Changing these ingrained cultural behaviors and traditions is a hard ask emotionally, even when it's associated with a health benefit.

04

PORTION EXPLOSION

The Facts: Global portion size norms have gotten much bigger over the years, promoting overeating. Research conducted at Cornell states that people are prone to eat more off of larger plates, and since 1970, the US has experienced a 20% increase in average calorie intake.

Insight: As food portion size norms increase, standards for average consumption are also increasing. Foods that are easy to "supersize" often don't provide appropriate nutritional benefits resulting in overconsumption of bad food.

FOOD SECURITY

01

INTRODUCTION

While the world produces enough food to feed everyone, many people either do not have the means to purchase enough food or do not have access to nutritional food. Food Security is a state in which everyone has reliable access to a sufficient quantity of affordable, nutritious food.

02

CREATING INTIMACY

The Facts: It is important to ensure that people have access to healthy food. However, while there seems to be general awareness that so many lack this basic security globally, most Americans fail to recognize how close to home the problem hits.

Insight: The issue of food security lacks immediacy because it feels very far away.

03

EQUALIZING ACCESS

The Facts: Globally, malnutrition is the leading cause of death for children, with over 3.1 million children dying of hunger each year.

Insight: Around the world, many do not have access to nutritional foods and are suffering from extreme poverty as well. The food that they are able to afford or obtain does not provide the adequate calories and protein for fundamental life maintenance.

04

PROMOTING ALTERNATIVES

The Facts: In 2050, the planet will have 9 billion people, forcing us to have to increase our general production by up to 70%. There are over 2 million people globally that have begun eating insects as a source of protein. Insects are better for the environment, emitting less greenhouse gasses and having a feed-conversion rate 12 times higher than beef.

Insight: People have had to start looking at alternate and unconventional food sources due to a lack of access, but those options are not always appealing to global audiences.

SUSTAINABLE AGRICULTURE

01

INTRODUCTION

With the emergence of new technology at the end of WW2, the number of farms decreased and average farm size increased. Farmers also started to use more chemicals and while there are many benefits of this kind of farming, there is also cost to the environment. Sustainable agriculture refers to practices that meet society's food and textile needs without compromising the ability for future generations to meet their own needs.

02

THE COST OF GOOD

The Facts: 73% of people believe that it is important that food is produced sustainably, but only 33% of people say they are willing to pay more for such products.

Insight: Although a lot of people identify with wanting to support sustainable agriculture, in reality, cost dictates purchase behavior.

03

CULTURAL TASTES

The Facts: The growing demand for food imports has made Canada the sixth largest agriculture and agri-food importer in the world — behind the European Union, China, the United States, Japan and Russia.

Insight: As more and more countries become very culturally diverse, they drive the desire for quicker and more reliable access to the foods and tastes of home.

04

OVERFISHING

The Facts: A total of almost 80% of the world's fisheries are fully- to over-exploited, depleted, or in a state of collapse. Worldwide about 90% of the stocks of large predatory fish stocks are already gone.

Insight: The world's oceans are so big, it's hard for people to believe we will ever truly deplete them.

WHY DON'T PEOPLE DO MORE?

HUMAN BEHAVIOR INSIGHTS

- + One of the most important drivers for becoming involved in a cause is a person's sense of what others are doing (specifically, those around them) and how effective they think their own actions will be.
- + Many people live in a state of denial about issues that can easily be written off as far away. They use the Free Rider Effect to disassociate, hoping that someone else will take care of it.
- + There is a misconception that large issues require large actions, and people are hesitant to alter small behaviors for a small impact.
- + Global issues feel daunting, and even millennials who are especially socially-minded don't have tangible outlets to make a difference.
- + Individuals are more likely to feel a personal connection to an issue if they see themselves as part of the community affected by the issue.
- + People prefer to take action and donate to local charities rather than distant ones because they want to see their direct impact.
- + Most acts of charity and altruism actually spring from desire to help oneself: giving back can have an addictive feel good effect.



CREATING THE CONSCIOUS CONSUMER

It's time to rethink how we grow, share and consume our food in order to achieve Zero Hunger. That's why we're leveraging the Power of One to find creative and innovative ways to dramatically shift consumers to change behavior and step up to the issue.

ONE IDEA CAN
FEED THE WORLD.

