

UN FOOD SYSTEMS SUMMIT

“BEST SMALL BUSINESS: GOOD FOOD FOR ALL”

SOCIAL MEDIA TOOLKIT



UNITED NATIONS
FOOD SYSTEMS
SUMMIT 2021



About This Toolkit

Imagine if your company was chosen as a “Best Small Business: Good Food for All” by the United Nations!

As a food business, you are vitally important. Companies like yours can provide good food for your community, your country and the world.

Enter this competition to showcase your small to medium-sized enterprise (SME) as an inspiring example to the whole world. 50 winners will be honored as a “Best Small Business: Good Food for All” and get **spotlighted by world-wide media**. There is also the chance to win **prizes totalling US\$100,000**: Each submission will help inform global leaders what businesses like yours need to thrive and **every applicant will be invited to Food Systems Summit events** (see [here](#) for details about the Summit).

This toolkit was developed to enlist our partners and individuals all over the world in **spotlighting SMEs and encouraging participation** in the competition. We’ve developed social media content to make it easy for you to share our messages and engage your audiences online.

Competition Messages

You can use this language when speaking about the summit or adapt the language for your own use in blog posts, op-eds and social media.

- Small and medium-sized enterprises represent about **90% of businesses** and **more than 50% of employment worldwide**, as well as contributing up to **40% of national income (GDP) in emerging economies**. In addition, SMEs **create 7 out of 10 jobs**.
- **600 million jobs will be needed by 2030** to absorb the growing global workforce, which makes SME development a high priority for many governments around the world.
- The “Best Small Business: Good Food for All” competition is looking for businesses making a positive difference. Maybe you provide healthy, safe food to customers, and encourage them to eat more nutritious choices. Maybe you produce food in a way that benefits nature, or you create jobs through your business. Wherever you are in the world, however you **contribute to “good food for all”**, we want to hear from you!
- The competition is open to any small to medium-sized enterprises doing all or most of its activities in the food system, in any country. To qualify, your business must have between **5-250 employees**, be legally registered, and operate in compliance with the law.
- As well as the chance to be spotlighted by world-wide media and win **prizes totalling US\$100,000**, all applicants will be **invited to Food Systems Summit events**.

- The Summit will bring together voices from every sector of society including civil society, nonprofits and NGOs, government, research organizations, and private organizations to drive **impactful, meaningful change for food systems** everywhere.
- Not just another conference, this is a people's summit that will engage directly with citizens in every country around the world. As such, SMEs participating in this competition can make their voice heard to ensure the summit's outcomes support them in order to, in turn, benefit the food systems they make up.
- As we emerge from the COVID-19 pandemic, we have a critical opportunity to tackle the weaknesses that were exposed by the crisis -- and to build back better. The Food Systems Summit provides an opportunity to do this, and the "Best Small Business: Good Food for All" competition ensures that SMEs will be engaged in the process.

















Social Content



















We encourage you to share on your social media channels using the content below. Sample post text can be copied/pasted or tweaked, and a selection of visual materials to accompany the text can be found in the 'Visual Downloads' table below.







When you post:










- Use these competition hashtags: **#Small4All** and **#GoodFood4All**
- Use these Summit-specific hashtags:
 - **#UNFSS2021**
 - **#foodsystems**
 - Tag [@unfoodsystems](#) on Instagram, [@FoodSystems](#) on Twitter, and [@UNFoodSystems](#) on Facebook.

























	 Instagram	 Twitter	 Facebook
1	<p>The #Small4All competition is open to small & medium-sized enterprises worldwide!</p> <p>Join the competition to:</p> <p> Showcase your #FoodSystems business to the world</p> <p> Win “Best Small Business: #GoodFood4All”</p> <p> Get a chance to participate in @FoodSystemsSummit</p> <p>Learn more: https://bit.ly/3dWMP03</p>	<p>The #Small4All competition is open to #SMEs worldwide!</p> <p>Join the competition to:</p> <p> Showcase your #FoodSystems business to the world</p> <p> Win “Best Small Business: #GoodFood4All”</p> <p> Get a chance to participate in @FoodSystemsSummit</p> <p>Learn more: bit.ly/3dWMP03</p>	<p>The #Small4All competition is open to small and medium-sized enterprises worldwide!</p> <p>Join the competition to:</p> <p> Showcase your #FoodSystems business to the world</p> <p> Win “Best Small Business: #GoodFood4All”</p> <p> Get a chance to participate in @FoodSystemsSummit</p> <p>Learn more: https://bit.ly/3dWMP03</p>

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<p>2 #FoodSystems support the health and livelihoods of billions of people around the world, and #SMEs are critical to that effort.</p> <p> The #Small4All competition is offering small-to-medium businesses the chance to make their voices heard at #UNFSS20201!</p> <p>Join the competition!  https://bit.ly/3dWMP03</p>	<p>#FoodSystems support the health and livelihoods of billions of people around the world, and  and #SMEs are critical to that effort.</p> <p> The #Small4All competition is offering small-to-medium businesses the chance to make their voices heard at #UNFSS20201!</p> <p>Join the competition!  bit.ly/3dWMP03</p>	<p>#FoodSystems support the health and livelihoods of billions of people around the world, and small businesses (#SMEs) are critical to that effort.</p> <p> The #Small4All competition is offering small-to-medium businesses the chance to make their voices heard at #UNFSS20201!</p> <p>Join the competition!  https://bit.ly/3dWMP03</p>
<p>3 Are YOU running a food business?</p> <p>#SMEs are crucial to our #FoodSystems by helping provide food for individuals and communities globally </p> <p>Give your enterprise the chance for recognition @FoodSystems Summit – apply for the #Small4All competition!</p> <p> https://bit.ly/3dWMP03</p>	<p>Are YOU running a food business?</p> <p>#SMEs are crucial to our #FoodSystems by helping provide food for individuals and communities globally </p> <p>Give your enterprise the chance for recognition @FoodSystems Summit – apply for the #Small4All competition!</p> <p> bit.ly/3dWMP03</p>	<p>Are YOU running a food business?</p> <p>#SMEs are crucial to our #FoodSystems by helping provide food for individuals and communities globally </p> <p>Give your enterprise the chance for recognition @FoodSystems Summit – apply for the #Small4All competition!</p> <p> https://bit.ly/3dWMP03</p>

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<p><i>Note: For post 7, please use the social media card that contains the photo of UN Special Envoy Dr. Agnes Kalibata.</i></p>		

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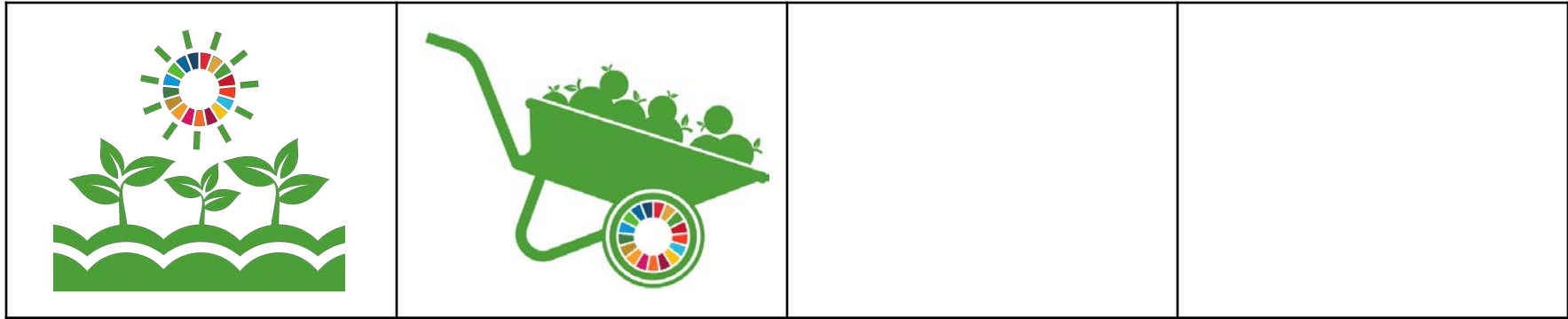
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Visuals Downloads

Click on separate images to download, or view them on [this Trello card](#). Videos can be viewed and downloaded, [here](#). Once downloaded, simply upload or drag the video/photo/gif file to your post and you will be ready to share! If using photos courtesy of the International Fund for Agricultural Development (IFAD), please credit them by tagging @IFAD in your posts.

More communications resources for the UN Food Systems Summit are available on the [Communications Hub Trello board](#), including icons, graphics, event info, and more.

<p>#SMALL4ALL</p> <p>Food systems support the health and livelihoods of billions of people, and small and medium enterprises are vital to that effort.</p>  <p>JOIN THE #SMALL4ALL COMPETITION</p> 	<p>#SMALL4ALL</p> <p>In emerging markets, most formal livelihoods are generated through small and medium enterprises, which create 7 out of 10 jobs.</p>  <p>JOIN THE #SMALL4ALL COMPETITION</p> 	<p>#SMALL4ALL</p> <p>In many low-income countries all over the world, food security is heavily dependent on the work of small and medium enterprises.</p>  <p>JOIN THE #SMALL4ALL COMPETITION</p> 	<p>#SMALL4ALL</p> <p>SMEs account for over 90% of companies in the agri-food sectors of many developing countries.</p>  <p>JOIN THE #SMALL4ALL COMPETITION</p> 
 <p>"The first thing is that COVID-19 has demonstrated the value of small and medium enterprises in the agricultural sector."</p> <p>— UN Special Envoy Dr. Agnes Kalibata</p> <p>JOIN THE #SMALL4ALL COMPETITION</p> 	 <p>Food is more than just what we eat.</p>	 <p>For me, a strong food system means</p>	 <p>Photo courtesy of IFAD/Pablo Corral Vega</p>
 <p>Photo courtesy of IFAD/Edward Echwalo</p>	 <p>Photo courtesy of IFAD/R. Ramasomana</p>		



Contact Info

For competition queries, please email unfss.sme@wasafirihub.com