

# 2022 ANNUAL REPORT

 SOCIAL  
GASTRONOMY  
MOVEMENT



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## A Letter from the President of the board: Patrick Honauer

Dear friends,

Networks are a great opportunity to learn. Social Gastronomy and its +300 projects, initiatives and organizations using food as a tool for social change built a strong impact network over the last years. Based on spirit and love, we share our learnings day by day. Thank you to each of you, for being an open source for your friends, partners, stakeholders, and social gastronomists around the world.

Reflecting back on 2022, let me share a few learnings I would not have had without SGM:

### Inviting Equity

In the context of the SGMs Collective Impact Program, I learned how important it is to have a diverse group that invites for any kind of participatory process. If there is only one organization inviting, credibility and trust are not the same quality as when a group, including people with lived experience and the key stakeholders, are writing the invitation and inviting together.

### Principles- Co-creation

In 2022 SGM also worked on a participatory process to co-create common Social Gastronomy principles. If we move towards integral organizations principles build the common ground for action. The beauty of this process is that principles can't be changed by an individual. The collective decides together and finds consent about any changes. We guarantee that a loose network builds fruitful, strong and self accountable relationships.

### Doing *with* not for - Inclusion

Charities, NGOs, Corporates and Governments from all over the world create hundreds of projects and services FOR people in need. Doing *with*, not *for*, means that those with lived experience are at the same table to discover opportunities and to co-create solutions and common action. The Collective Impact Program in Medellin and Minneapolis showed us very clearly what outcome is possible by doing *with*, not for those on the margins of society. Lived inclusion by deciding together is the result.

### Holding Space

How we hold the space is the climate we create where change and the future emerge. SGM is deepening the practice of facilitation. Charles Holmes and Kiu Coates are our teachers in how facilitation can set the ground for surprisingly different results in any gathering.

If we are able to gather based on love and trust, we stop colonizing others, we discover opportunities and solutions **together** instead of directed by one person or dominant group. Thank you, Peter Block, for your inspiration you gave us in SGM. If we are able to make that climate SGM cultivates to the world climate, the ground for a positive climate change is set.

My question to all of you going through this report now is 'what did you learn?'

Thank you friends for being part of this movement and imagining a future with equity and food justice at the center!



Photo credit: Miguel Bueno

# INTRODUCTION & IMPACT SUMMARY

# WHO WE ARE

We are a **growing global movement** of **+400** social entrepreneurs, chefs, community leaders and farmers who are working with communities in **74 countries**.

Our collaborative efforts are geared towards amplifying our individual and collective abilities to achieve a radical transformation of the world's food systems. Through co-learning, multiplication of existing approaches, and co-creation of innovative solutions, we aim to unlock sustainable, long-term structural solutions.

Over the past five years, we have organized **seven** global summits, facilitated over 50 local activities and collaborations, coordinated six UNFSS dialogues, launched a collective impact program, funded projects in ten countries, served more than 70 million meals, and impacted the lives of millions of people around the world.





2022 was a year that exposed to the world the vulnerability of our current food systems. From the war in Ukraine to climate disaster, the urgency of innovative solutions at the nexus of nourishment, economics, and social impact became evermore relevant, in every corner of the world.

In an effort to bring more visibility to the solutions that exist, on the ground, in communities around the world, **Social Gastronomy Movement** rallied our global efforts, from hosting dialogue to taking unprecedented levels of action during our #UniversalPlate campaign.

In addition to our immediate actions, SGM exercised and refined out systems change strategy, through supporting our Collective Impact Program host teams to develop multi-stakeholder commitments to co-creating a set of social gastronomy principles as part of the DELA Program from Ikea Social Entrepreneurship and Ashoka.

Amidst this global uncertainty, our collective actions and connection as a network of individuals from across borders, professions, life experiences, and age groups have only become stronger.

In this report, we spotlight the efforts of the backbone team at SGM and celebrate the efforts of the over 350 members from 70+ countries to make us what we are- a movement of changemakers.



## WHAT WE STAND FOR

### Our Vision

Connected and strengthened social gastronomy communities around the world working towards an equitable future, inclusive society, and healthy planet.

### Our Mission

We engage people in food systems to collaborate for social change.

### Our Values

- Service
- Gratitude
- Collaboration
- Equity

# 2022 IMPACT SUMMARY



## ONE

Learning Journey



## 1

Emergency response collaboration

## 5

Local Plenums convened by Host Teams



## FIVE

Host teams through the Collective Impact Program



## 9

local Universal Tables hosted by members



## TWO

Virtual Universal Tables



## +70 MILLION

Meals shared through the #UniversalPlate Campaign

## 1

Co-creation Process



## 8

Social Gastronomy Principles

## TWO

Fellowships (Ashoka Dela Programme & BMW Rise Fellowship)



# 2022 IMPACT SUMMARY

294

Social  
Gastronomy  
Projects Mapped

73

Countries  
Represented

~1100

Connections  
made  
locally &  
online



44%

Increase in  
membership

275

Hours of online  
connection &  
shared learnings



## **TEAM, GOVERNANCE, & BOARD**

# TEAM, GOVERNANCE & BOARD

The SGM backbone team provides critical support, coordination, and facilitation for the wider movement

A diverse group of individuals from across backgrounds and regions plays a crucial role in bringing together SGM members and other stakeholders from different sectors, coordinating their efforts, and encouraging collaboration toward common goals.

Some of the specific roles and responsibilities of a backbone team include:

- Facilitating communication and collaboration among members, partners, and alliances
- Defining and refining the common agenda and shared vision
- Establishing and maintaining a governance structure that supports collaboration and co-creation
- Developing and implementing a shared measurement system to track progress and outcomes
- Fostering a culture of continuous learning and improvement
- Mobilizing resources and securing funding

## BACKBONE TEAM



**Nicola Gryczka**

Co-founder/CEO



**Maya Mehta**

Lead of Global Communications



**Nsungwe Mulendema**

Social Media Manager/Content Creator



**Mike Oliveira**

Community Lead

## COLLECTIVE IMPACT PROGRAM



**Stefanie Wai**

Program Coordinator



**Kiu Coates**

Facilitation Coach

## TEAM, GOVERNANCE & BOARD

### FOUNDATION BOARD



**Patrick Honauer**  
President, Switzerland



**Nicola Gryczka**  
CEO, Switzerland



**Michelle Horovitz**  
United States of America



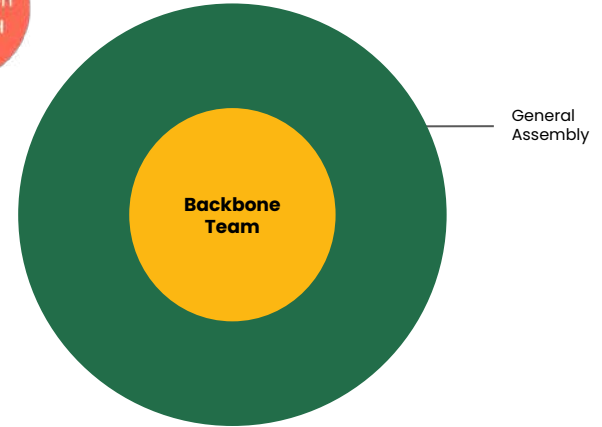
**Anna Hofmann**  
Switzerland



**Charles Holmes**  
Canada



**Rafael Rincon**  
Chile



#### Guiding principles:

- Transparent and flat in hierarchy
- Fair and fast in decision making
- Self-managing
- 'Authentic from the heart' in its values and collaboration styles

#### Guiding Elements

- Accountability
- Autonomy
- Global decentral operational readiness
- Innovation

# GIFTS AND GRATITUDE FROM OUR WORK IN COMMUNITY

SOCIAL GASTRONOMY MOVEMENT

HAVING A REASON TO WAKE UP IN THE MORNING... HOPE! YES, WHAT YOU GIVE YOU RECEIVE, SUCH IS LIFE.

SHARING (STORIES, EXPERIENCES) CREATING A CYCLE OF INSPIRATION TOGETHER



CONVERSATION AND SHARING A MEAL



INSPIRATION & SUPPORT

MEET PEOPLE WITH HUMILITY BUT DIGNITY



PATIENCE AND ACCEPTING THE TIME THINGS NEED TO GROW

PASSION & ACTION COMBINED

I HAVE LISTENED, I HAVE VALUED, I HAVE LOVED.

GRAPHIC FACILITATION: RODRIGO BUENO

Joy & Love  
MY WINGS FEEL MORE SPREAD THAN EVER

REASON TO WAKE UP IN THE MORNING... HOPE!

HOPE AND THE POWER OF TOGETHERNESS

SERENDIPITY & CONNECTION



TRUST



THE INCREDIBLE GIFTS AND IDEAS THAT EXIST WITHIN COMMUNITIES AROUND THE WORLD

STORIES OF OTHERS, INSPIRATION AND THE ENERGY OF THE COLLECTIVE

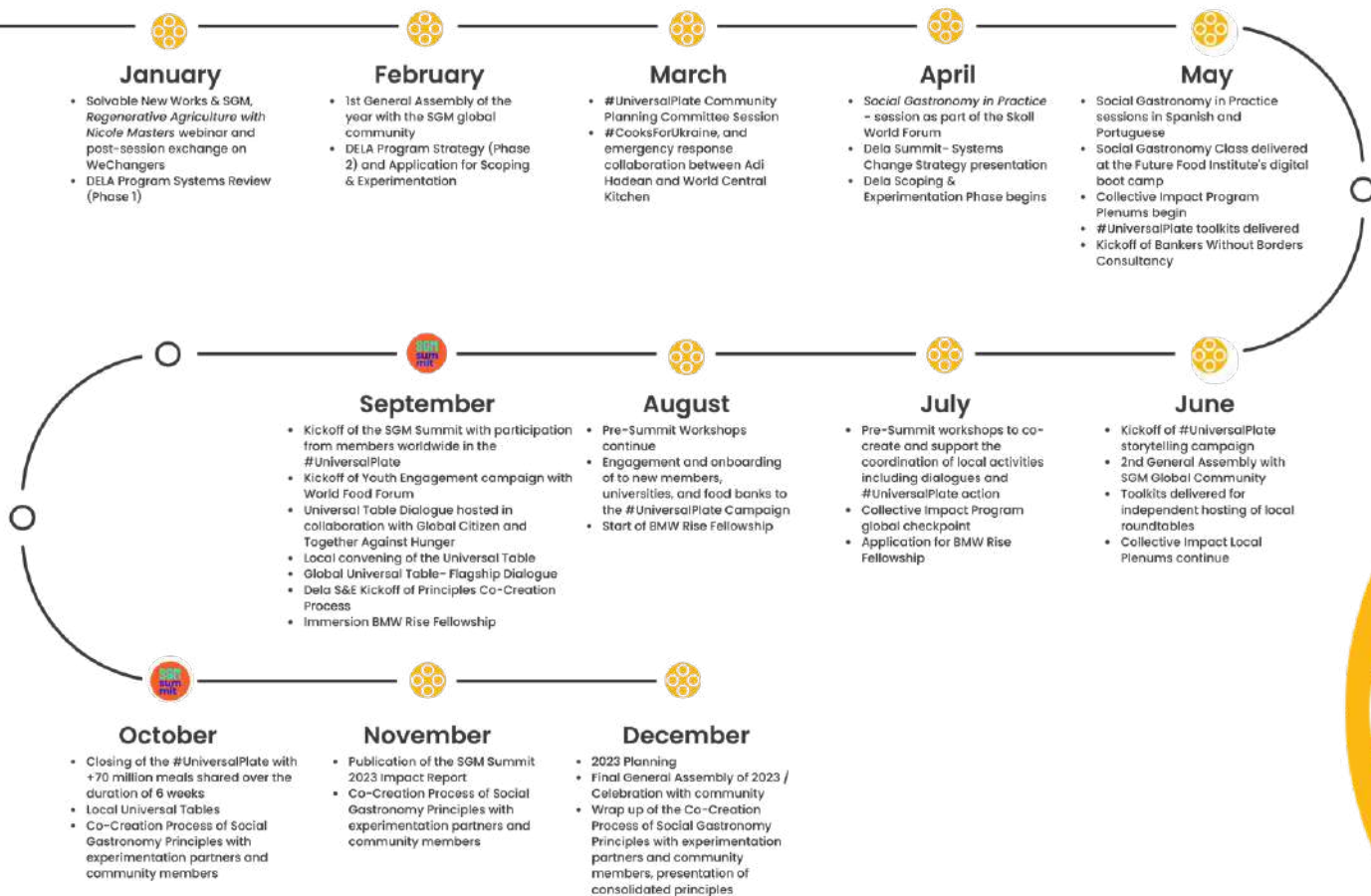
SEEING POSSIBILITIES AND HOPE...

DURING GRIM TIMES

CONNECTION  
CARE AND UNLIMITED SUPPORT IN THE CRAZY THINGS WE LOVE TO DO!

CO-CREATING TOGETHER WITH COMMUNITIES

## ACTIVITIES OVERVIEW





## SYSTEMS CHANGE APPROACH

# PARTICIPATION IN THE DELA PROGRAM

Starting in November 2021, the members of the SGM Backbone team began a systems change journey as part of the Ashoka and Ikea Social Entrepreneurship Dela Program. Along with a cohort of global changemakers, SGM was supported by a team of expert consultants, and challenged to revisit an approach that we had originally co-created at the start of the community.

Back in the early days of our founding in 2017, as part of Gastromotiva, SGM had gone through the Ashoka Globalizer program to develop our systems change theory. At that point, our focus was narrowing in on the food and beverage industry. Since then, we have experienced many transformations internally and as a society, we tackle the food systems holistically, from seed to stomach, farm to waste-bin. This broader approach required that we revisited and redefined our systems change story.

## Our Systems Change Story in 2022

In the global food system, there is a need to build bridges between *producers* and *consumers*, reestablishing food sovereignty of *local communities*.

This will lead to resilient local *food systems and networks* that:

- Lessen food waste
- Provide food access to all
- Mitigate carbon emissions
- Improve overall health and wellbeing
- Equitably distribute decision-making power

## Our Strategy

1. Establish Social Gastronomy as a mainstream concept in the food service industry
2. Co-create food systems innovation leading to local systems change
3. Build an accessible platform to help bring social gastronomy models to scale
4. Encourage large organizations and industry players to adopt social gastronomy principles and models by 2030





# CO-CREATING SOCIAL GASTRONOMY PRINCIPLES

## Co-creating Social Gastronomy Principles

As part of the Scoping and Experimentation Phase of the Dela Programme, from September through December. Scoping and Experimentation Partners Arnaud Crapie and David Vision, the SGM backbone team, along with experimentation partners (listed on the next page), facilitated a **co-creation process**. The objective was to define core principles and inspiring the spread of our movement around social gastronomy, building bridges between producers and consumers for a more equitable society, healthy planet, and sustainable future.

Our hope entering this process was to consolidate an easy-to-follow and easy-to-implement framework of principles which could be easily adopted and applied as industry standard for hospitality & food service industries.

This process allowed a diverse group of stakeholders co-create a set of Social Gastronomy principles that encompassed aspects such as health, zero waste, social inclusion, ethical sourcing, protection of local ecosystems.

There were four focus groups, each with about 8-10 people. The aim in setting up these groups was that 2x focus groups of 8-10 people each

See a full list of participants on the following page.

Each group consist of 2 experimentation experts (one facilitator and one consolidator) and representatives from the following groups :

- Social Gastronomy organizations
- Restaurants
- Lived experience of inequity and food insecurity
- Food Service Industry
- SGM partners
- Restaurant association & Media
- Policy makers
- Creatives

At the end of our co-creation process, consolidators worked to take all of the insight from the focus group sessions to come up with a first draft, which will be validated by more members of the community in the coming months.

Overall, we achieved our objective of having a first draft to be distributed to the wider community. The goal now is to get input from those who were not able to join due to language barriers and digital divide, we then hope to engage large partners in and earn their commitment to, putting policies in place that support each of the principles

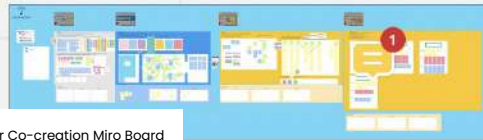
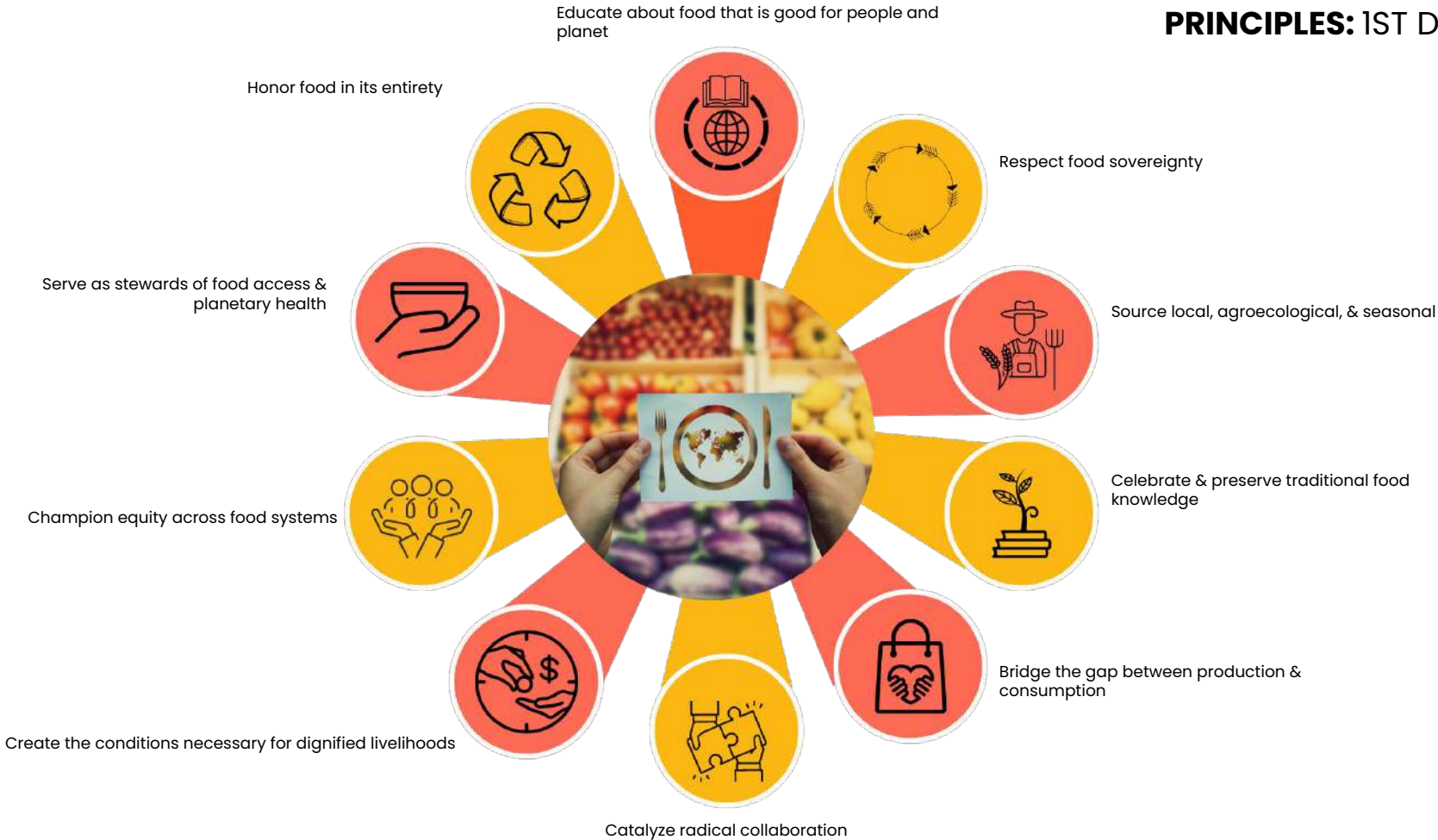


Figure: Master Co-creation Miro Board for SG Principles

# SOCIAL GASTRONOMY PRINCIPLES: 1ST DRAFT





**Respect food  
sovereignty**



### **Community Co-Creation Partners**

Adi Hadean, Chef and Solidar Social  
Alexandra Audrey Galef, IKEA  
Ana Hernandez Bonilla, WHO  
Andi Handke, Chef and Educator  
Annelies Withofs, IKEA Foundation  
Bibi la Luz Gonzalez, Waik  
Camila Moreno, Chef & Social Entrepreneur  
Carina Nilsson, Former Mayor of Malmö  
Charles Michel, Chef & Educator  
Christopher Moore, Compass Group  
Christoph Mathiesen, IKEA  
Daniel Stein, Cuisine Lab  
Friederike Schwarz, IKEA  
Gustaf Ganero, IKEA  
Iva Wilson, IKEA  
Jamila Haider,  
Jennifer Avci, Sustainable Gastro  
Jordana Vieira, Gastronomativa  
Juan Umbert, Make Eat  
Katie Lipsmeyer, Social Entrepreneur  
Lena Friblick, Botildenborg  
Lisbeth Jamila Haider, Stockholm Resilience  
Centre  
Madan Poudel, Social Entrepreneur  
Mark Serice, Griffith Foods  
Marinke Vanriet, Healthy Food & Planet  
Mariana Vasconcelos, AGRO SMART  
Michelle Horovitz, Appetite for Change  
Naser, Migrant Kitchen  
Nicola Gryczka, SGM  
Nic Omundo, Chef  
Paola Polmeier, Platos sin Fronteras  
Petar Georgiev, IKEA  
Rafael Rincon, Fundacion de Gastronomía  
Social  
Ragnar Fridriksson, World Chefs Association  
Sandra Evanoff, Chef  
Tomislav Perica, IKEA  
Victor Martins, City of Lisbon  
Walter el Nagar, Chef and Social Entrepreneur  
Winnie Louise, Gastronomativa

# CO-CREATING SOCIAL GASTRONOMY PRINCIPLES – PARTICIPATION

### **Experimentation Experts**

#### **Facilitators**

Anna Ściechowska, Ikea  
Chhavi Jatwani, Future Food Institute  
Lena Backe; IDEO  
Raquel Lemos; Ikea

#### **Consolidators**

James Lancaster, Ikea  
Maya Mehta, SGM  
Sarah Canning, IDEO  
Vanessa de Oliveira, Ikea

#### **Pathway Creators**

Adele Heger; ACCENTURE  
Samantha Miller; IDEO

#### **Scoping and Experimentation Partners**

Arnaud Crapie, Ikea  
David Visan, Ikea

### **Participation Overview**

*Nationalities Represented: 15*

*Groups Represented: Chefs, Lived  
Experience, Social Gastronomy  
Organization, Restaurant  
Associations, Industry, Education*



Photo credit: Saúde e Alegria

## **SOCIAL GASTRONOMY IN PRACTICE**

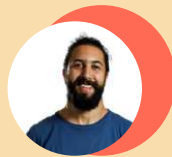
## PANELISTS

Nicole Masters (USA)

DeVon Nolen (USA), Clare Effiong (Rwanda), Charles Michel (Colombia), Hamid Khasawnih (Germany)

Gabriela Chang (Mexico), Daniela Correa (Colombia), Camila Moreno (Chile), Mariana Ciarlotti (Argentina)

Daniele Carneiro (Brazil), Luccio Oliveira (Brazil), Edson Leite (Brazil), Guta Chaves (Brazil)



2022 began with a series of co-created dialogues, *Social Gastronomy In Practice*, where SGM collaborated with alliances on hosting panels that were focused on bringing visibility to existing models of social gastronomy where communities use food to address urgent social, political, economic, and environmental challenges.

Four webinars were held, one in Spanish, one in Portuguese, and two in English. By hosting these sessions in multiple languages, we were able to represent a more diverse range of models and communities that are part of the wider global movement.

### Social Gastronomy in Practice Webinars:

#### SGM x Solvable

January 20, 2022:  
*Regenerative Agriculture*  
w/ Nicole Masters

#### SGM x Skoll World Forum

April 8, 2022  
*Social Gastronomy in Practice*

#### SGM x Catalyst 2030 Change Week

May 12, 2022:  
*Gastronomia Social em Practica*

May 14, 2022  
*Gastronomia social em la practica*

# SOCIAL GASTRONOMY CLASSES

In 2022, members of the Social Gastronomy Movement's Backbone team taught social gastronomy classes to several prestigious institutions, including **Ecole hôtelière de Lausanne, Cornell, King's College London, and the Future Food Institute**. These classes aimed to introduce students to the concept of social gastronomy and its potential as a tool for promoting social justice, sustainability, and healthy communities.

Through a combination of lectures, discussions, and hands-on experiences, students were able to learn about the various ways in which food can be used to create positive change and improve people's lives.

The classes also provided opportunities for students to engage with the Social Gastronomy Movement's network of partners and alliances, and to explore potential avenues for collaboration in the future. Resulting in new membership, innovation, and connection, these classes helped to inspire a new generation of leaders and change-makers who are committed to using food as a force for good in the world.





# SOCIAL GASTRONOMY

## LOCAL ACTIONS / GLOBAL CONNECTION

### EMERGENCY RESPONSE COLLABORATION IN UKRAINE

The power of global connection, collaboration, and partnerships becomes most evident during times of crisis and conflict. When Russia first invaded the Ukraine at the start of the year, SGM was swift to connect local actors.

Chef Adi Hadean of Romania partnered with World Central Kitchen to serve over 60,000 meals at the border of Romania and Ukraine.

### LEARNING JOURNEY IN TURKEY

From **October 14-18**, member Chef Ebru Baybara Demir, Istanbul Lezzet Festivali in Istanbul, and Mardin Municipality hosted members of SGM for a local gathering, #UniversalPlate action, and a shared learning journey.

Members present included:

- Maya Terro (FoodBlessed)
- Clare Effiong (Esther's Aid)
- Patrick Honauer (SGM)
- Rafa Rincon (Comida para todos)
- Nicola Gryczka (SGM).



Photo credit: Medellín CIP Host Team

## COLLECTIVE IMPACT PROGRAM



# COLLECTIVE IMPACT PROGRAM

The **Collective Impact Program** emerged as an idea at the very first SGM Summit in 2018. Initially named 'Hubs' which were physical spaces, the program has evolved into something much deeper, focusing on changing how we work together toward food systems transformation.

Over the past year, the members have been working on 'bringing the system into the room' and facilitating participatory processes toward food security and equity in their local food systems. From the urgent need to transform a scarce ecosystem to one of abundance to the desire to change social realities constructed over centuries of oppression, the motives behind each team coming together are diverse.

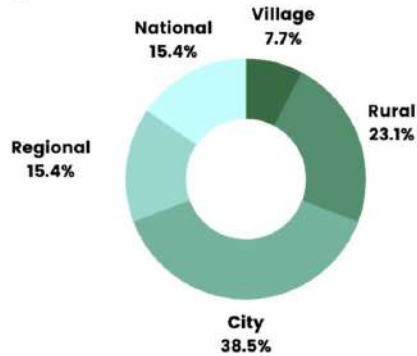
Despite their geographical, linguistic, and even levels of operation differences, they are all united in a commitment to a spirit of "*doing with, not for,*" those of lived experience of insecurity and inequity and a willingness to move from the dominant way of doing things to an alternative.

Creating the social conditions for authentic collaboration, challenging dominant power dynamics, and building trust between stakeholder groups is no easy feat. It requires inviting those who traditionally hold power to the same table as those who often are left on the margins. It entails a very skilled practice in convening and facilitating community conversations.



# COLLECTIVE IMPACT PROGRAM IN NUMBERS

## Geographical Focus



## Focus Areas of MSATs

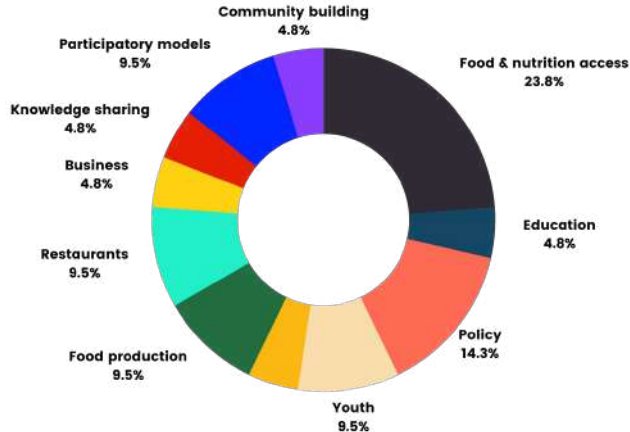


Figure Geographical Focus and MSAT: Focus Areas

### Local Outcomes & Outputs

- **5** Local Collectives activated
- **5** Plenums convened
- **18** Multi-Stakeholder Initiatives and Action Teams (MSATs)

### People & Community

- **6** Host teams in **6** countries, with **5** progressing to organise plenums
- **31** Individuals participated
- **21** Partner organisations
- **4** SGM facilitators and mentors
- **2** SGM backbone team support

### Community of Practice & Support

- **50** Hours of peer-to-peer sessions
- **70** Hours of 1-to-1 mentoring
- **10** Toolkits developed and adopted
- **55** NPS score from mid-program survey

### Program Development & Learning

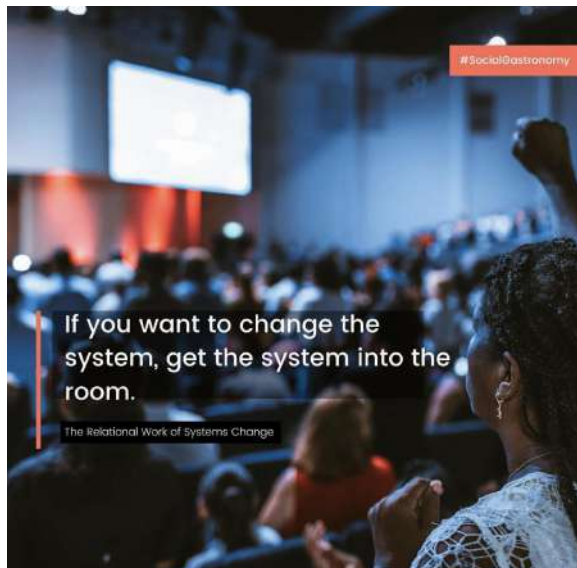
- **424** person-hours of framework and program design (Jan-Jun 2021)
- **70** hours Strategic & Coordination Circle meetings
- Ongoing learning and development with core SGM-CIP team

### Budget allocation

\$114,000 where **51%** was locally directed

- 29% Host Team coordination and plenums (local seed funding)
- 22% Capacity building and shared learning opportunities
- 23% SGM Program coordination
- 29% Program co-design & development

# COLLECTIVE IMPACT PROGRAM PLENUMS



## Facilitating multi-stakeholder action, led by community

The five host teams culminated their learning journey with the convening of plenums. **CIP Plenums** are an innovative, dialogical experience bringing together actors from the local food actors. Those who enter this space for conversation and action do so with the spirit of “doing **with**, not *for*” those experiencing inequity and food insecurity.

The desired result of the Plenums is the emergence of **multi stakeholder action teams** (MSATs) that commit to working together towards the defined shared goals to be implemented over a five-year period.

During monthly **collaboration & facilitation call**, host team members shared their progress and reservations in terms of crafting an invitation for their steering committee, and refining the focus of the plenum.

The purpose of the steering committee was to bring people into the room together. It was a requirement that there are people with lived experience of hunger and food insecurity who are part of the steering committee. Equally as important is that there are leaders within the sectors and demographics that will have an influence over local food systems change.

The CIP host teams represent a variety of geographical focuses; from small rural villages to entire nations. Mertola, Portugal, for example, has a population of just over 6200, so their target area is much more narrow than in Chile or even the Twin Cities, USA, where the population is in the millions. .

These communities not only are diverse in scope, the issues that are most important to their citizens are also radically different. Wider geographic focuses will require the engagement of leadership and people with high levels of influence, whereas the smaller neighborhoods have more liberty in terms of who should be in the room. For those with a wide scope, the teams need to identify and invite people with higher/broader levels of influence, responsibility and decision-making power, who are harder to convince to invest 2 days at the event.

For a smaller area like Mertola, where everyone knows everyone, the question is one of finding balance and not necessarily falling back into the normal comfortable way of doing things.

With so much going on in the world, there are many barriers to people together to work toward a shared vision. Food systems carry the solutions to many of the most urgent social, economic, and political challenges, but tend to be placed on the backburner of our human minds. The ability of the host teams to inspire commitment from their broader community is a grand achievement.

# COLLECTIVE IMPACT PROGRAM

## PLENUM OUTCOMES AND MSATs

The focus on CIP Plenums challenged each host team to convene in a way that led to the emergence of Multi-Stakeholder Action Teams (MSATs). Since the first Plenum, held in Chile in May of 2022, there have been 18 MSATs focused on topics ranging from engaging youth in policy advocacy to short food supply chains.

### CHILE

MSAT	Goals and Actions	Member commitments by end of plenum
Engaging Youth in Community Kitchens	Recruit young volunteers from marginalized communities to design workshops, open a youth space, participate in community projects, and facilitate innovation	5 Organizations
Managing Restaurant Waste in Santiago	Reduce restaurant waste through a collective and multistakeholder action	2 Organizations





## MEDELLIN, COLOMBIA

MSAT	Goals and Actions	Member commitments by end of plenum
Dialogue and Public Policy for Food Sovereignty and Security	Convene conversations with public administration and co-create participatory design and cooperation over a period of one to two years	4 Organizations
Reducing food access inequality	Training in PANC, knowledge exchange workshops, and promotion of local food products	4 Organizations
Improving Economic Capacity in agrifood systems	Establish short food supply chains focused on dignifying the farmer and reducing environmental impact	5 Organizations

## MERTOLA, PORTUGAL

MSAT	Goals and Actions	Member commitments by end of plenum
Building A Cooperative	To organize a cooperative model of local small fruit and vegetable growers within three months to increase local production using agroecological practices	7
Supply and Logistics	Promote short food supply chains and create a logistics center within five months	2
Canteens and Nutrition	Supply local canteens with locally produced food	3
Education	Promote food literacy and agroecology	3
Celebration and Community Engagement	Cultivate and convene community and celebration	4

## TWIN CITIES, USA

MSAT	Goals and Actions	Member commitments by end of plenum
Youth	Engage youth in policy and advocacy	8
Policy	Build a shared platform for 2023 leg season	19
Private College	Better support for food insecure students	3
Growing Resilience on the West Side (GROW)	More plots for growing and free farm stands	5
Prepared Meals	Expand prepared meal distribution	4

## NEPAL

MSAT	Goals and Actions	Member commitments by end of plenum
Local food in school <b>nutrition</b>	Create a local food network for a mid-day meal program contributing to farm income and boosting the local economy	5
Centering Agroecology in government program and <b>policies</b>	Supports in co-creation of government annual programs. Convene policy dialogues and gap analysis	8
<b>Ethnic cuisines</b> promotion	Map ethnic cuisine businesses across the province and promote the business	10
Building <b>community</b> of best practices	Mapping best practices in sustainable food system, documenting best practices and showcasing events and programs	10



The background of the slide is a vibrant, close-up pattern of orange slices. The slices are arranged in a way that creates a sense of depth and texture, with various shades of orange and yellow. In the center of the slide, there is a large, light yellow circle. Inside this circle, the text "SGM Summit." is displayed. "SGM" is in a bold, blue, sans-serif font. "Summit." is in a bold, red, sans-serif font, with the period at the end of "mit." being a small blue dot.

**SGM**  
**Summit.**

**SGM SUMMIT: SOCIAL GASTRONOMY IN ACTION**

# SGM SUMMIT: SOCIAL GASTRONOMY IN ACTION

The Social Gastronomy Movement's Annual Summit brings stakeholders from across sectors in borders for a sprint of collective action, local community dialogue, global exchange, and connection around food. In 2022, the SGM Summit was made bigger than ever with:

- **Six-weeks of activities**, starting on the 1st of September, Hunger Action Month, and culminating on October 16, World Food Day.
- Over **71,592,897 meals** shared through out worldwide collective action campaign, the #UniversalPlate
- Reaching people across all **five major cultural regions**
- Food shared with **over 400,000 families**
- Engaging global alliances to build a more inclusive society and equitable food system
- A 'sum' of many globally coordinated events and member-hosted activities held in communities around the world, a **flagship dialogue**



Photo credit: Miguel Bueno





As our flagship event series, the SGM Summit presents opportunity for members of the movement to take action collectively, and host dialogues within their local communities to address planetary-challenges.

As an inclusive and wide-spread event series, the Summit presents possibilities for people around the world to get exposed to the concept of social gastronomy and actively engage in using food as a tool for social change.

Due to the magnitude of opportunity that the Summit presents the global movement, as well as it's many moving parts, planning begins at the start of each year, ensuring that we engage as many members, partners, and alliances as possible.

# SGM SUMMIT: #UNIVERSALPLATE CAMPAIGN



In 2020, the #UniversalPlate campaign was created as a response to the COVID-19 pandemic and the increasing threat to food security. It brings together various organizations, companies, and individuals to address the issue of hunger and demonstrate the impact of sharing a meal. The campaign has grown over the years, with more stakeholders joining and more meals being shared.

In 2021, the campaign resulted in more than 900,000 meals being served, and in 2022, the goal was to reach 3 million meals. However, the campaign exceeded expectations and resulted in **over 71 million meals** being shared in six weeks. This result came to fruition through the participation of food banks and food bank networks. In the total we counted food donations in many forms, from meal kits to cows donated, as a testament to the diverse range of action needed to create a world without hunger. Food banks often have direct access to grassroots organizations and institutions needed to reach communities on the margins.

While this campaign not only addresses the immediate need for hunger relief, core to what makes the #UniversalPlate so special is that it promotes awareness and advocacy for long-term solutions to food insecurity and is an example of the power of collective action in addressing global issues.

## COLLABORATION WITH THE WORLD FOOD FORUM

To engage youth to take action against hunger and food waste through the #UniversalPlate, SGM collaborated with The World Food Forum. As a joint effort, we shared the mission of raising awareness of growing food insecurity, affecting an estimated 828 million people in 2021, and ringing the alarm for the urgent need for agrifood systems transformation in the face of the convergence of the '4Cs' Covid, conflict, climate emergency, and rising food costs worldwide.

Together, we launched a knowledge-sharing campaign on our social media channels and shared a call to action at the opening of the World Food Forum's Flagship Event, which took place in Rome from October 17-21, 2022.

### About the World Food Forum

Launched in 2021, the World Food Forum (WFF) is an independent, youth-led global network of partners facilitated by the Food and Agriculture Organization of the United Nations (FAO). The WFF aims to spark a global movement that empowers young people everywhere to actively shape agrifood systems to help achieve the Sustainable Development Goals (SDGs) and a better food future for all. To drive awareness, foster engagement and advocacy, and mobilize resources, the WFF connects youth groups, influencers, companies, academic institutions, nonprofits, governments, media, and the public.



### #UNIVERSALPLATE RESULTS

# 71,592,897

## meals shared

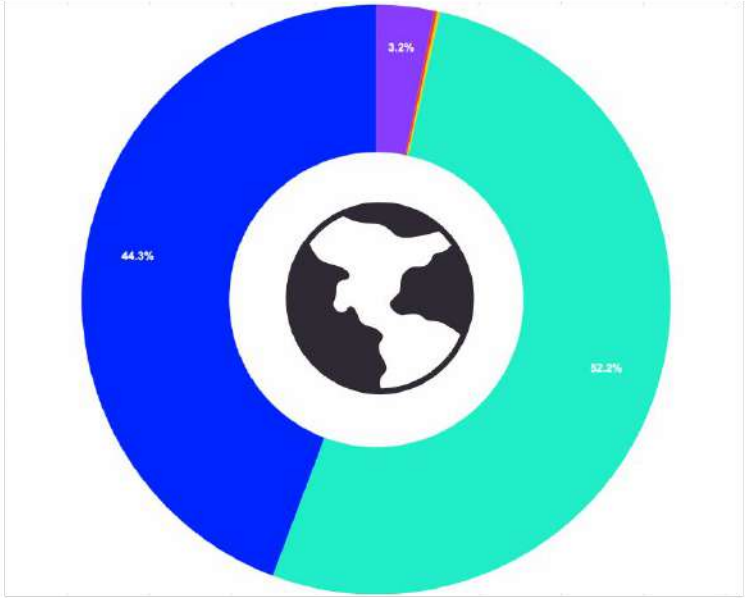
The collective output of all participants of #UniversalPlate in terms of meals shared across 27 countries and over 1,200 cities during the six-week duration of the campaign. For meal donations reported in KGs of food items, we used the conversion of 1 meal = 0,544 Kg.\*

\*Conversion sourced from Feeding America, 2019, Annual Report, Washington DC.

# ~20,000,000

## kgs of food saved from being lost/wasted

An approximation of food products saved from waste as reported back to us by institutions utilizing surplus products to prepare meals shared through the #UniversalPlate



MEAL DISTRIBUTION BREAKDOWN BY REGION



# SGM SUMMIT: UNIVERSAL TABLE DIALOGUE

On September 30, we held the Universal Table, a virtual dialogue facilitated by SGM and host team member of the Collective Impact Program, DeVon Nolen. Food systems stakeholders from across sectors were united to discuss the possibilities for food system transformation. The discussion was live broadcasted and conducted in media partnership with Devex. The discussion this year centered on forging ahead despite the global challenges affecting food systems. Possibilities in the face of crisis that emerged include:

## Creating the social architecture and relational infrastructure for transformation to emerge

- Through trust and relationships, we can serve those in need in our communities and create a more significant impact
- Those who are in a position to provide funding to the grassroots must work with practitioners to identify a shared set of metrics that take into account the significance of more qualitative results and be patient, knowing that communities are centered around relationships, and nurturing relationships takes time
- The power of relational infrastructure cannot be over-emphasized in the process of building more resilient communities
- There is always a way to engage in systems change. When it comes to the food system, it's something that everyone can relate to. Food has proven to be a great connector

## Shifting to an alternative narrative around agriculture & engaging the youth

- We have all these great roadmaps, but we need to include the voice of the young people
- The next generation of farmers should emerge from a genuine interest in agriculture, not an obligation. As a society, we need to make agriculture more appealing to young people
- Young people should not only be beneficiaries of our collective initiatives but also stakeholders with input that is considered when it comes to decision making

## Challenging unsustainable power dynamics

- In the spirit of doing with not for, we need to give the power back to the communities we are serving with the realization that local solutions are a building block for stronger communities
- People with lived experience need to be part of the conversations about what success would look like and where funds need to be channeled into their communities

## Panelists



**Kim Frankovich**  
Global Vice President,  
Sustainability for Griffith  
Foods Worldwide Inc.  
(USA)



**Diego Benitez**  
Founder & CEO,  
Sembraviva SAS  
(Colombia)



**Joshua Mahara**  
Chef, Activist &  
Educator  
(Canada)



**J. DeVon Nolen**  
Master Convener,  
Facilitator  
(USA)



**Dina Saoudi**  
Co-Founder of Seven Circles  
& Empowering Through  
(Jordan)



**Maxwell Mumba**  
Youth Advocate and  
Psychosocial Counselor  
(Zambia)



**Matt Smith**  
Senior Director of the  
PeptoCo Foundation  
(USA)

# UNIVERSAL TABLE: GRAPHIC FACILITATION



### UNIVERSAL TABLE GOES LOCAL

**Nine other local communities** also convened roundtable discussions using the Universal Table framework.

Our vision at the Social Gastronomy Movement is “connected and strengthened Social Gastronomy communities all over the world working towards an equitable future, inclusive society, and a healthy planet.”

While we are a global movement, our impact starts with local communities. In the past two years, coming together physically as part of our Summit to exchange shared learning journeys and exchanges has been impossible due to the pandemic. This year, when restrictions were lightened, we could meet safely in person. By taking advantage of that, we create an environment for multiplying social gastronomy models across borders.

### UNIVERSAL TABLE IMPACTING POLICY

On **September 9**, we convened a virtual Universal Table Dialogue in collaboration with Global Citizen and Action Against Hunger. The discussion provided input for a Joint Declaration for the Together Against Hunger conference, held in Washington, DC, in October.

#### Participants:

- Bibi la Luz Gonzalez, Eat Better Wa'ik
- Lucas Posada Quevedo, Cocina Intuitiva
- Matt Smith, PepsiCo Foundation
- Heather Kolakowski, Cornell University
- Mark Serice, Griffith Foods
- Mwandwe Chileshe, Global Citizen
- Johanna Mendelson Forman, American University
- Nicola Gryczka, SGM
- Clare Effiong, Esther's Aid
- Theresa Welsh, Devex

**Facilitated by** Joe Skibbens (Global Citizen) and Maya Mehta (SGM)



The Communities that came together to plan and host social gastronomy celebrations, dialogues, panels, and actions include:

- 1.Regional - Baltics
- 2.National - USA
- 3.Geneva, Switzerland
- 4.Rio de Janeiro, Brazil
- 5.Istanbul, Turkey
- 6.New York, USA
- 7.Bologna, Italy
- 8.Malmö, Sweden
- 9.Medellin, Colombia



## **VISIBILITY, STORYTELLING, & PRESS MENTIONS**



23, March. "Amplifying the Power of Food for Social Change through the Dela Programme: Ashoka: Everyone a Changemaker." *Ashoka*, <https://www.ashoka.org/en-nrd/story/amplifying-power-food-social-change-through-dela-programme>.

"Global Citizen Festival 2022: Meet Our Global Campaign Policy Partners." Global Citizen, <https://www.globalcitizen.org/en/content/global-citizen-festival-2022-global-partners/>.

Mosquera, Ana. "Como Compartilhar a Comida Do Mundo." *Gama Revista*, 30 Aug. 2022, <https://gamarevista.uol.com.br/semana/voce-sabe-dividir/como-compartilhar-a-comida-do-mundo/>.

Sgarbi, Guilía. "Changing the World through Food: Rafael Rincón Is the Culinary Icon Latin America (and the World) Needs." 50B, <https://www.theworlds50best.com/stories/News/latin-america-icon-award-2022-rafael-rincon.html>.

"The Food Principle." PBS, Public Broadcasting Service, 10 Oct. 2022, <https://www.pbs.org/video/architects-builders-znfit6/>.





## **FINANCES, STRATEGIC PARTNERSHIPS, & ALLIANCES**

# IN-KIND CONSULTANCIES

Thank you to Bankers Without Borders and the team at CAPCO for the dedication and support of SGM over the past two years. Our relationship kicked off in 2021 and continued with another consultancy in 2022. In addition, the Brazilian Marketing agency, Brocco, joined our efforts by building out our archive of communications and community engagement material.

## **BANKERS WITHOUT BORDERS / CAPCO**

### **Scope Breakdown**

1. **Digital Solutions:** Identifying partnerships to implement for new digital solutions
2. **WeChanger Platform & Engagement-** proving an implementation plan to improve community interaction and agility
3. **Learning and Development-** Integrate digital solutions with knowledge-sharing content to serve the global movement.

**Timeframe:** 4 months.

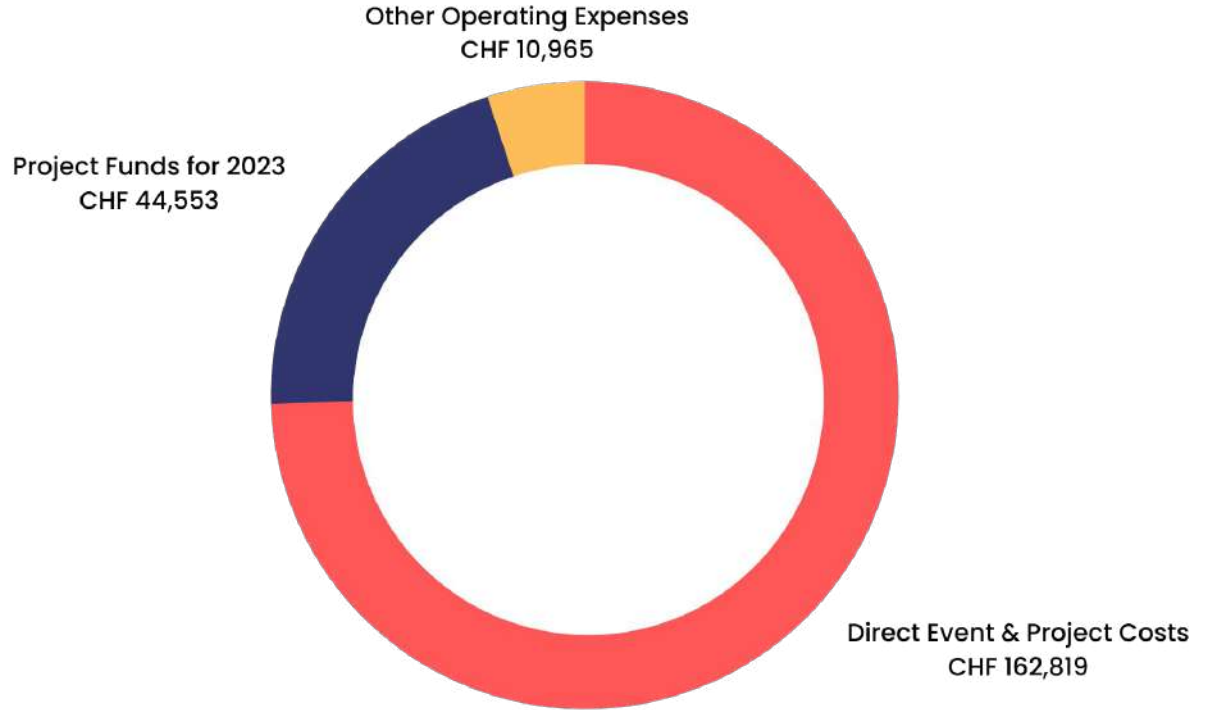
### **BROCCO:**

35 Hours of contribution to the development of communications collateral for members of SGM



# FINANCIALS BREAKDOWN

TOTAL  
OPERATING  
INCOME:  
**CHF 190,275.00**



\*All amounts displayed are in CHF.

\* Full financial audit can be found in the annex of this document



Photo credit: Miguel Bueno

## STRATEGIC PARTNERSHIPS & ALLIANCES

We are grateful to the partners and alliances of the Social Gastronomy Movement, who invest resources, collaborate deeply, and show up on the world stage to support this important cause. We applaud and encourage a continued commitment to promoting social justice, sustainable agriculture, and healthy communities. Thank you for all that you supported us to do together this year, your partnership with the Social Gastronomy Movement is making a significant impact in the world.



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**Social Gastronomy Schweiz  
Zürich**

**Report of the statutory auditor  
on the limited statutory examination  
to the Board**

**Financial statements 2022**

**Report of the statutory auditor**  
on the limited statutory examination to the Board of  
**Social Gastronomy Schweiz, Zürich**

As statutory auditor, we have examined the financial statements (balance sheet, income statement and notes) of Social Gastronomy Schweiz foundation for the financial year ended **December 31, 2022**.

These financial statements are the responsibility of the Board. Our responsibility is to perform a limited statutory examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of foundation personnel and analytical procedures as well as detailed tests of foundation documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited statutory examination, nothing has come to our attention that causes us to believe that the financial statements do not comply with Swiss law and the foundation's deed.

Winterthur, May 25, 2023

**Consultive Revisions AG**



**Christian Jost**  
Audit expert  
Auditor in charge



**Jonas Dähler**  
Audit expert

Enclosure:

- Financial statements 2022 (balance sheet, income statement and notes)

## Social Gastronomy Schweiz, Zürich

### Balance Sheet

	Explanations	31.12.2022	31.12.2021
<b>ASSETS</b>		CHF	CHF
Cash		99 970	100 710
Prepaid expenses and accrued income		136	2 735
<b>Total current assets</b>		<b>100 107</b>	<b>103 445</b>
<b>Total fixed assets</b>		<b>0</b>	<b>0</b>
<b>TOTAL ASSETS</b>		<b>100 107</b>	<b>103 445</b>
<b>LIABILITIES &amp; EQUITY</b>			
Accounts payable		4 474	0
Accrued expenses and deferred income		6 705	33 205
<b>Total short-term liabilities</b>		<b>11 179</b>	<b>33 205</b>
Restricted funds	1	44 553	19 670
<b>Total long-term liabilities</b>		<b>44 553</b>	<b>19 670</b>
Foundation capital		50 000	50 000
Profit brought forward		570	0
Result for the year		( 6 195)	570
<b>Equity</b>		<b>44 374</b>	<b>50 570</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>100 107</b>	<b>103 445</b>



### Income Statement

	Explanations	2022 CHF	2020/2021 CHF
Donations received	2	189 075	248 847
Other operating income		1 200	160
<b>Total operating income</b>		<b>190 275</b>	<b>249 007</b>
Direct event and project costs	3	( 162 819)	( 203 471)
Other operating expenses	4	( 10 965)	( 25 503)
<b>Operating result</b>		<b>16 491</b>	<b>20 033</b>
Financial income		3 439	1 478
Financial expense		( 1 242)	( 1 065)
<b>Result before change in restricted funds</b>		<b>18 688</b>	<b>20 445</b>
Change in restricted funds	1	( 24 883)	( 19 670)
<b>Result before taxes</b>		<b>( 6 195)</b>	<b>775</b>
Income taxes		0	( 205)
<b>Result for the year</b>		<b>( 6 195)</b>	<b>570</b>

## Notes to the financial statements

### Accounting principles

The financial statements of the association Social Gastronomy Schweiz were prepared according to the provisions of the Swiss Law on Accounting and Financial Reporting (32nd title of the Swiss Code of Obligations). Where not prescribed by law, the significant accounting and valuation principles applied are described below.

#### Restricted funds

Restricted funds arise from relevant donations, whose purpose is restricted by the donor to the statutory purpose of the Social Gastronomy Schweiz Foundation.

### Information on balance sheet and income statement items

<b>1 Restricted funds</b>	<b>31.12.2022</b>	<b>31.12.2021</b>
<b>Fund CIP:</b>		
Balance as at 1.1	17 916	0
Allocation of donations	23 598	100 287
Utilization	( 35 566)	( 82 371)
<b>Balance as at 31.12.</b>	<b>5 947</b>	<b>17 916</b>
<b>Fund Online community:</b>		
Balance as at 1.1	1 094	0
Allocation of donations	23 598	22 793
Utilization	( 16 209)	( 21 699)
<b>Balance as at 31.12.</b>	<b>8 482</b>	<b>1 094</b>
<b>Fund Events:</b>		
Balance as at 1.1	661	0
Allocation of donations	47 195	11 396
Utilization	( 17 732)	( 10 735)
<b>Balance as at 31.12.</b>	<b>30 124</b>	<b>661</b>
<b>Total Restricted funds</b>	<b>44 553</b>	<b>19 670</b>
<b>2 Donations received</b>	<b>2022</b>	<b>2020/2021</b>
Donations from foundations	168 585	227 925
Donations from corporates	20 490	45 585
Donations from individuals	0	2 337
Deferred income	0	( 27 000)
	<b>189 075</b>	<b>248 847</b>

### Notes to the financial statements

<b>3 Direct event and project costs</b>	<b>2022</b>	<b>2020/2021</b>
Mandates and projects	( 160 802)	( 192 957)
Events	( 79)	( 1 864)
Direct travel expenses	( 1 938)	( 8 649)
	<b>( 162 819)</b>	<b>( 203 471)</b>
<b>4 Other operating expenses</b>	<b>2022</b>	<b>2020/2021</b>
Fees, charges	0	( 3 473)
Administrative expenses	( 7 962)	( 16 009)
IT expenses	( 2 184)	( 4 668)
Advertising expenses	( 819)	( 1 353)
	<b>( 10 965)</b>	<b>( 25 503)</b>

#### Full-time equivalents

The foundation has no staff employed. All contributors are engaged on a mandate basis all over the world.

#### Other information

Social Gastronomy Schweiz was founded on December 18, 2020. The first fiscal year covers the period from December 18, 2020 to December 31, 2021.