

GOALS.

Feel good UN SDG news



GOAL 2: ZERO HUNGER



INTRO.

The Sustainable Development Goals (SDGs) are a set of 17 goals that the 193 UN Member States have agreed to work towards by 2030. The SDGs provide a universal framework for sustainable development that puts people at the centre of policymaking. We believe we can all play an important role in achieving them. That's why our commitment to addressing these goals is so strong – it's not just good business but also good sense!

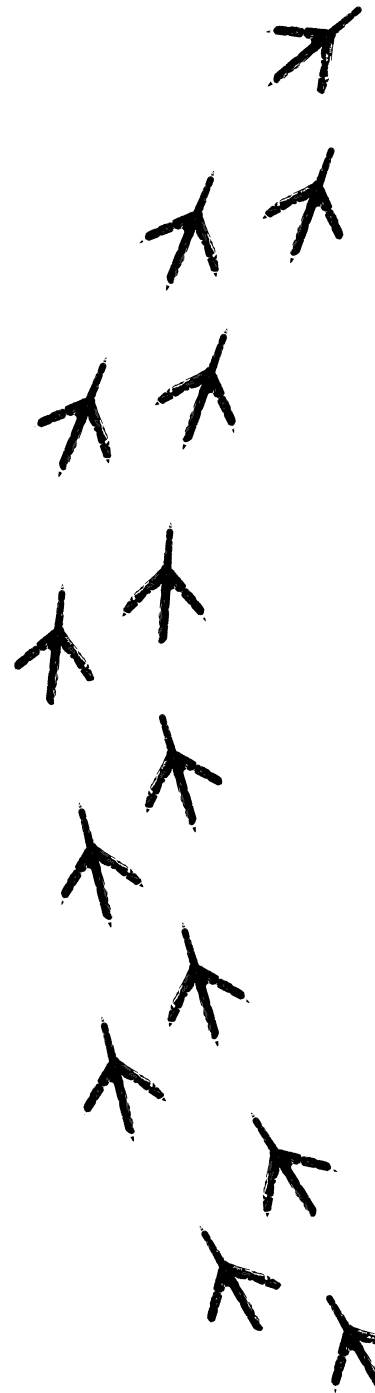
Here at Creature & Co., we create purpose-driven content that makes a difference through optimism, not pessimism. That's why we've started *Goals*. Every month, we'll be bringing you a snapshot of positive news relating to the UN's Sustainable Development Goal of the Month. This first issue is all about Goal #2: Zero Hunger.

The world is not on track to achieve Zero Hunger by 2030. If recent trends continue, the number of people affected by hunger would surpass 840 million by 2030. As a society we need to band together to create real, tangible change. Thankfully, there are some incredible organisations and people doing this already and making a real difference, whom we'll spotlight throughout.

We hope reading *Goals*. fills you with some optimism and a drive to do a little good. If we all did a little good (or even a lottle good), our planet would be in a much better place – and doesn't that sound nice?

Thanks for reading,

The Creature & Co. team





FOOD WASTE IS SO 2009.



Los Angeles-based non-profit Food Forward is helping communities in need receive fresh fruits and vegetables. How? By rerouting perishing produce destined for landfills...

Image Credit:
goodnewsnetwork.org.

Released by
Jen Serena/Food Forward.

Over the past 13 years since their formation in 2009, Food Forward have rerouted an incredible 250-million pounds of perishing food from restaurants, grocery stores and farms away from landfill. This has allowed them to deliver over a billion servings of fresh produce to communities in need.

Thanks to their tight operation for which they deservedly won 2018 California non-profit of the year, every 1-dollar donated to Food Forward allows them to reroute 10 pounds to food insecure communities.

Find out more [here](#).





GROW IT PICK IT COOK IT BOP IT.



Food production has a huge impact on our planet. We need to change the way we do things, but where do we begin? Look no further than Greenside Primary School's fantastic idea...

Image Credit:
theguardian.com
Photograph by Graeme
Robertson/The Guardian

Greenside, in Shepherd's Bush, West London, have introduced a new curriculum to their school that revolves entirely around food. Their maths lessons have taken on the form of food budgeting, and their English lessons consist of recipe writing. Move over Jamie Oliver!

Using the school's own vegetable garden and playground wheat field, the children grow, pick and cook their own school lunches and even sell freshly baked focaccia, sourdough loaves and cinnamon buns from the school's micro bakery. What an incredible way to help children learn about where food comes from!

Find out more [here](#).





MY BIG FAT GREEN GARDEN.



Rio de Janeiro will soon boast the world's largest urban garden! This government-funded project, known as 'Hortas Cariocas' will link five favelas together to provide fresh organic produce to impoverished families. The garden is planned to be finished by 2024, when up to an astonishing 100,000 families a month will benefit.

One of the main goals of the project is to make food more affordable and accessible for the communities who live within the surrounding favelas. The result of the project is to see how many plates of food they can serve, and the beautiful, biodiverse, garden is a wonderful consequence of that.

When they say, "world's largest urban garden", they really mean it; it's set to be the size of 15 football pitches.

Find out more [here](#).

Image Credit:
bloomberg.com
Photograph by
Julio Cesar Barros





COOK AND SHARE MONTH.



Food for Life Get Togethers are regular community activities that connect people from all ages and backgrounds through growing, cooking and eating good food. This month, they are celebrating 'Cook and Share Month', a chance to bring communities together and share the joy of good food.

Image Credit:
fflgettogethers.org

As more people face food poverty, Cook and Share is a way to come together through food. Launched on World Food Day on the 16th October and going until 22nd November, Cook and Share Month encourages community groups, schools, children's centres, faith groups and more to get busy in the kitchen and make food to share with one another.

The Cook and Share website have a host of helpful resources including recipes, cookalongs, and tips for schools, nurseries and communities. Why not register an event today?

Find out more [here](#).





SELF ESTEEM, LEFTOVER QUEEN.



The Mercury Prize promotes the best of UK and Irish music and the artists who produce it, but the ceremony had to be cancelled at the very last minute on September 8th due to The Queen's death. Musician Self Esteem – aka Rebecca Lucy Taylor – who was nominated on the night for her album 'Prioritise Pleasure', urged organisers of the event to donate the food they'd prepared to the homeless in London.

Image Credit:
belfasttelegraph.co.uk
Photograph by Ian West/PA.

Taylor tweeted out to see if any of her followers would be able to collect the hot food and blast chill it. Amrit Maan, owner of the Punjab Covent Garden restaurant, successfully collected and froze the food for distribution the next day, tweeting, "Things change. The world reacts. Meals destined for guests will now feed hungry bellies on London's rain soaked streets."

This is an incredible example of a celebrity using their platform for real, tangible change.

Find out more [here](#).





The SDGs (above) are a blueprint for a better world, looking at people and planet in an integrated way. They offer measurable objectives which can be used by countries, companies and communities to achieve their vision of sustainable development by 2030.

When once organisations were reluctant to integrate social goals into their business model, we are now seeing more brands taking important steps to align their purpose with the UN SDGs to help make a real difference. Change is being made in a number of ways; from embedding the SDGs into the way organisations operate, to promoting them via creative campaigns and much more. To quote that big shop at the end of your street, every little helps.

At Creature & Co., we are committed to helping our partners understand how to approach the UN's 17 Sustainable Development Goals. If you think you could be doing more to care for the planet and address the SDGs, we'd love to hear from you!

**CREATURE
&CO.**

We help brands drive positive change for the benefit of all people and our planet.

