Voices from the Ground: transformative policies to overcome multiple crises

Campaign description

The campaign seeks to motivate people to participate in the CSIPM People’s Consultation 2022 and to support advocacy to achieve a coordinated global response at CFS to address the current layers of the food crises.

**The People’s Consultation on grassroots impacts of COVID-19, and other conflicts and crises**

*April 29 - July 31, 2022*

It will gather stories about how people and movements in different territories around the world have organized to address the impacts of the COVID-19 pandemic, conflicts and wars, as well as the crises caused by climate change and food price increases, among others, that impede the realization of the right to food.

It also seeks to create knowledge on actions taken by States to address these situations, and what demands from the ground should be addressed to build a coordinated global response from the CFS.

**Topics of the Consultation**

From the experience of individuals and communities, as well as from local and national governments, learn about their response to address the impacts of:

- The COVID-19 pandemic
- Conflicts and wars
- Protracted crises

**Key concepts:** Injustice, inequalities, human rights, climate change, occupation, food systems, community participation, government responses, global food governance, corporate abuse, COVID-19, food prices, food crisis, economic crisis, food sovereignty.


**QR CODE**
Communication strategy

Stage 1. April - July: Motivate people to participate in the People's Consultation, as well as raise awareness on the different layers of the current global food crisis.

Stage 2. August - October: Report outreach to demand a coordinated global response in the framework to CFS50 Plenary Session.

Schedule of materials for stage 1:

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Launch:

Reminder materials:

Social media outreach:

Call for artivist contributions:

Contents of the toolkit for stage 1:

Download from Google Drive Folder

It will be updated every 15 days.

The toolkit contains:

- Twitter, IG and Facebook banners
- Invitation to participate in the Popular Consultation
- Instructions to fill in the questionnaire
- Flyer to disseminate the consultation

Let's build this campaign together! Editable templates in CANVA are available to adapt your own messages. Twitter Facebook & Instagram

For social media outreach:

Tag on Twitter @CSM4CFS

Use the hashtags:

#VoicesFromTheGround #VocesDeLosTerritorios #LesVoixDuTerrain #CFSReponse

These are the campaign hashtags but please add any other you consider.

Visual identity and banners

In the toolkit you will find two different type of banners, feel free to adapt different messages in your own languages.

Suggested messages

1. #COVID19 made clear the cracks in the current food system, and deepened already existing inequalities and injustices. The @CSM4CFS Popular Consultation will collect stories from the people and communities experiencing these crisis everyday. Share your experiences! #VoicesFromTheGround [https://bit.ly/CSIPMPeoplesConsultation](https://bit.ly/CSIPMPeoplesConsultation)

2. Radical transformation into #FoodSystems4People will only be possible with our voices. Share your vision in the @CSM4CFS People's Consultation #VoicesFromTheGround [https://bit.ly/CSIPMPeoplesConsultation](https://bit.ly/CSIPMPeoplesConsultation)

3. Wars add another layer of risks that worsen economic and food crises around the world. How has the war in Ukraine affected your community or country? Share your experience in the
4. Rising food prices is another sign of a failed global food system that impedes people’s right to food. What measures has your country implemented to respond to this increase? Share it in the Popular Consultation of the @CSM4CFS #VoicesFromTheGround https://bit.ly/CSIPMPeoplesConsultation

5. How can you participate in the @CSM4CFS #VoicesFromTheGround Popular Consultation? With your contributions we will unite our voices so that responses to the global food crisis are built based on our demands, experience and proposals. Participate & share! https://bit.ly/CSIPMPeoplesConsultation