



Brussels, Copenhagen, 5 June 2013 - On the occasion of [World Environment Day](#), the UN and the Nordic Council of Ministers launch a Nordic-Baltic Ad Competition to support the fight against food waste.

World Environment Day is celebrated globally on June 5. This year, the focus is on the fight against food waste, and the Nordic-Baltic Ad Competition is launched in support of the United Nations Environment Program's campaign "Think.Eat.Save –Reduce your foodprint" linked with this effort.

The Ad Competition calls on designers to create an advertisement to increase public awareness of the increasing scale of food waste in our modern day society and to draw attention to the problem of increasing food waste.

First prize in the competition is the Nordic Council of Ministers' Award of 5,000 EUR. The winning entry will be used globally in the "Think.Eat.Save--Reduce your foodprint" campaign, as well as published in newspapers and exhibited in displays and events around Europe.

It is the fourth time UNRIC, the UN Information Centre in Brussels, calls on designers, professionals as well as amateurs, to compete to create the best awareness raising advertisement on global issues. This time, the competition is open to the citizens of the Nordic countries, the Baltic States and North-Western Russia, and it is done in collaboration with the Danish Stop Wasting Food movement

The competition is hosted on the website thinkeatsave.org/nordiccompetition

Think.Eat.Save- Reduce Your Foodprint

The „Think.Eat.Save-Reduce Your Foodprint" campaign against food waste and food loss is spearheaded by the UN Environment Programme (UNEP) and the Food and Agriculture Organization (FAO) under the umbrella of the UN Secretary-General's Zero Hunger Challenge.

The UN Secretary-General Ban Ki-moon points out that today, the world produces more than enough food for everyone, yet 870 million people are undernourished. Meanwhile, one third of all food produced is never eaten.

-The current global population of seven billion is expected to grow to nine billion by 2050. But the number of hungry people need not increase. By reducing food waste, we can save money and resources, minimize environmental impacts and, most importantly, move towards a world where everyone has enough to eat," the UN Secretary-General says in his message on World Environment day.

Secretary-General of the Nordic Council of Ministers, Dagfinn Høybråten, agrees:

-Food waste is not just a matter for the individual consumer, it is a problem for society. We need to find ways to not just reduce how much food we waste, but also rethink how we look at food waste and other bi-products from the agricultural and production sector. Today's food waste is tomorrow's raw material", says Høybråten.

Feeding the 5000

Among the competitions' judges are Tristram Stuart, founder of Feeding the 5,000, TEDx speaker and author of the award-winning book "WASTE – Uncovering the Global Food Scandal", and Selina Juul, Founder of the Stop Wasting Food movement in Denmark, cookbook author and TEDx speaker as well.

- Food waste is a global tragedy that can no longer be ignored. Yet, it is a tragedy that everyone of us has the power to prevent. It is actually quite simple: you need to act! As a consumer, you have greater power than you think. You decide what to buy and what not to buy, you have the power over your grocery list – your grocery list does not have the power over you. Consumer empowerment can change the world. Use that power, Selina Juul urges.

The prize will be handed to the winner at a Feeding the 5,000 event in the Copenhagen City Town Hall Square, Raadhuspladsen, on 4 October, organized by the Stop Wasting Food movement Denmark (Stop Spild Af Mad), Denmark's biggest NGO against food waste and official "Think.Eat.Save"- partner in Denmark

For further information:

Think.Eat.Save ad competition – Arni Snævarr (UNRIC), phone: 00-32-497 458 088

web: <http://www.thinkeatsave.org/nordiccompetition>

e-mail: snaevarr@unric.org

Nordic Council of Ministers – Michael Funch,

e-mail: mifu@norden.org

Stop Wasting Food movement Denmark (Stop Spild Af Mad) – Jakob Dreyer, phone: +45 40 72 06 01

Call for creative minds to fight food waste

Wednesday, 05 June 2013 07:00

web: <http://www.selinajuul.com> and <http://www.stopspildafmad.dk/inenglish.html>

e-mail: info@stopspildafmad.dk

press kit: <http://www.stopspildafmad.dk/artikler/pressekit.zip>