

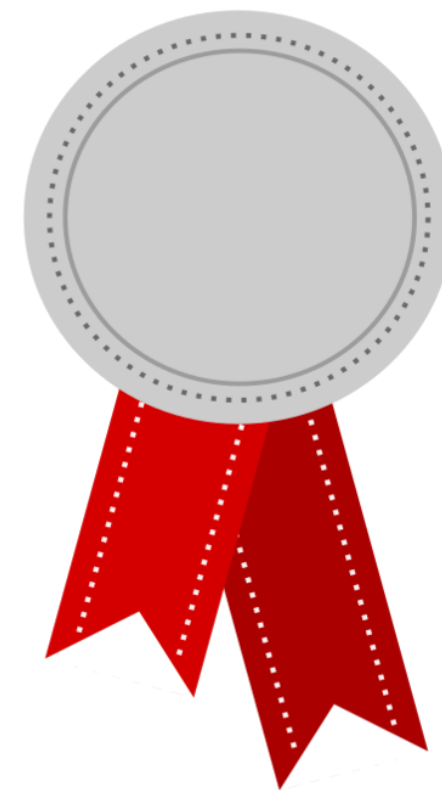


# Shout about Food

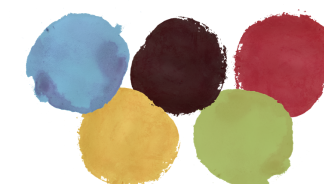
## Awareness-Raising Challenges

+

## How to Win Silver Medals



*Ugly Veg Olympics*





# What Are "Awareness-Raising Challenges?"

Awareness-Raising Challenges are fun videos or photos that we challenge your team to take.

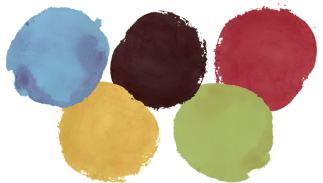
We aim to raise awareness about food security, food waste and the work of Eat United by posting these photos and videos on social networks.



An example:



**Tori** @ [redacted] · Nov 8  
"Food waste and food poverty should not coexist" @Eat\_United  
#FoodJustice



# *"How do I win Silver Medals?"*

To win a Silver Medal, choose an Awareness-Raising Challenge from the list, and submit the photo/video of your team completing the challenge.



You can submit your photo/video in two ways:

*Publish it through your own social networks tagging Eat United in the post (so we can see that you completed the challenge).*



*OR:*

*Send it to us via Whatsapp at +505 8758 3887  
or email: [campaign.eatunited@gmail.com](mailto:campaign.eatunited@gmail.com)*



We will send you confirmation of your Silver Medal via email.



# *"How many Awareness-Raising Challenges should I do?"*

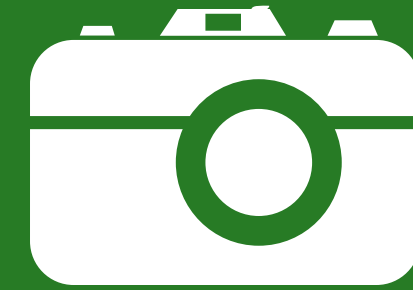
Each team should aim to collect 5 Silver Medals, so you need to choose at least 5 from the list below.

You are welcome to do more than 5 if you want!



# Challenge #1

## PHOTO CHALLENGE



Take a photo of a team member in a busy public space **holding a sign** that reads “WHY WASTE FOOD WHEN WE CAN SHARE IT?”

**Example Post for Social Media:** I believe food is fundamental. That's why I'm helping families access [#goodfood](#) and fight [#foodwaste](#) by [explain your Fundraising Activity] for the [#UglyVegOlympics](#). Help me reach my goal [link to your page] for [@tag Eat United](#).



# Challenge #2

## VIDEO CHALLENGE



Take a video of a team member asking a stranger on the street to guess **how many tonnes of food go to waste each year**. If the person doesn't know, tell them the correct answer!

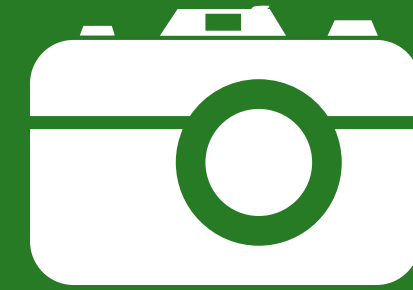
Ask them for an idea of how to prevent food from going to waste.





# Challenge #3

## PHOTO CHALLENGE



Take a photo of a team member avoiding food waste in the home by **preparing or eating a meal cooked using left-overs**. Please share the recipe too!

**Example Post for Social Media:** Everyone deserves access to good food. I'm raising awareness about food insecurity by taking part in the [#UglyVegOlympics](#) for [@\[tag EatUnited\]](#). You can avoid [#foodwaste](#) in the home by [explain your recipe].



# Challenge #4

## VIDEO CHALLENGE



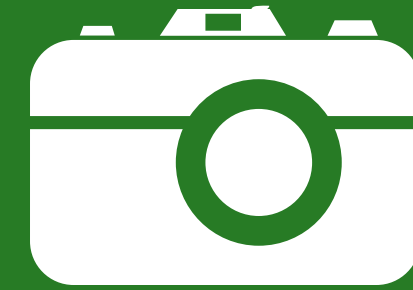
Take a video of a team member in a busy public space, **convincing a stranger to hold a sign** that reads “WHY WASTE FOOD WHEN WE CAN SHARE IT?”

**Example Post for Social Media:** What are you waiting for? If you believe that people shouldn't be going hungry while good food is going to waste, then do something about it. It's not too late: support me to [explain your Fundraising Activity] for the [#UglyVegOlympics](#). Click here [link to your page] to find out about [@\[tag Eat United\]](#).



# Challenge #5

## PHOTO CHALLENGE



Take a photo showing a **technique you use at home to conserve food for longer**. Write down your tip to share them!

**Example Post for Social Media:** Did you know that \_\_\_\_\_ lasts longer if you [explain your technique]. I'm raising awareness about food waste and food insecurity by participating in the [#UglyVegOlympics](#). Help me reach my goal [link to your page] for [@tag Eat United](#).



# Challenge #6

## VIDEO CHALLENGE



Take a video of a team member asking a stranger on the street to guess **how many people in the world are currently struggling with food access**. If the person doesn't know, tell them the correct answer!

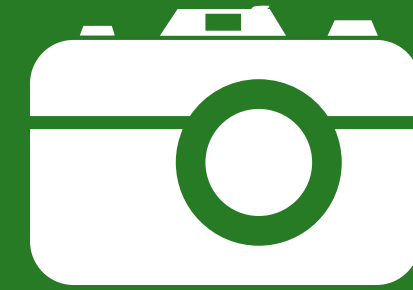
Ask them for an idea of what could be done to increase food security.





# Challenge #7

## PHOTO CHALLENGE



Take a photo of a team member **in disguise as a fruit or vegetable.**

**Example Post for Social Media:** What good is it to have access to healthy food if you don't know what to do with it? I'm supporting @[tag Eat United] with its hands-on food education program in 2019, working with families in Nicaragua to improve food access and eating habits, while fighting #foodwaste. Help me reach my goal [link to your page]. #UglyVegOlympics



# Challenge #8

## VIDEO CHALLENGE



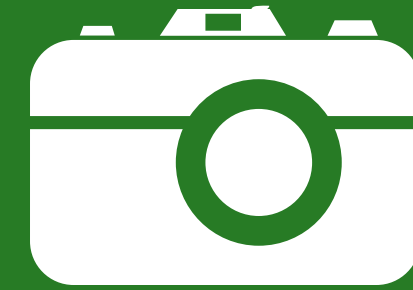
Take a video of a team member convincing a stranger to  
**"Like" Eat United on Facebook.**

**Example Post for Social Media:** Do you believe that everyone should have access to food? Follow @[tag Eat United] to see an incredible grassroots organisation support families in Nicaragua to access and eat #goodfood, while fighting #foodwaste. I'm contributing by taking part in the #UglyVegOlympics. You can make an impact too [link to your page].



# Challenge #9

## PHOTO CHALLENGE



Take a photo of an **"Ugly" fruit or vegetable** (a non-standard shape, colour or size).

**Example Post for Social Media:** WOULD YOU EAT THIS UGLY \_\_\_\_\_? I believe that all good food should be put to good use. That's why I'm supporting families in Nicaragua to access and eat #goodfood, while fighting #foodwaste. I'll be [explain your Fundraising Activity] for the #UglyVegOlympics. Help me reach my goal [link to your page] for @[tag Eat United].



# Challenge #10

## VIDEO CHALLENGE



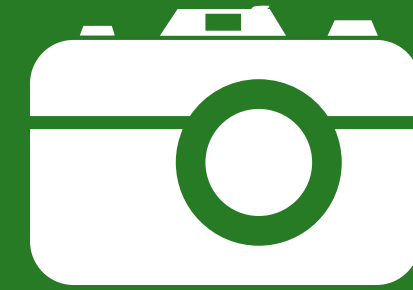
Take a video outside a supermarket or market. Bring a bucket or container as a reference for measurement of quantity. **Ask a random shopper to estimate how many bucket-fulls of food they waste in one week.** Ask them for their ideas on how they could reduce this quantity.





# Challenge #11

## PHOTO CHALLENGE



**Take a photo of a meal / coffee / snack** you bought for the price of U\$5. Post it with a text that explains the impact of a donation of U\$5.

**Example Post for Social Media:** One coffee or 227 portions of healthy food? By donating the price of this coffee, you can cover the costs of rescuing 227 portions of fresh produce from waste and distributing it to food banks in Managua, where families that struggle with food access can pick up a pack of fresh, [#healthyfood](#) every week to support their families. Make your donation here now [\[link to your page\]](#). [#UglyVegOlympics](#) [@\[tag Eat United\]](#).



# Challenge #12

## VIDEO CHALLENGE



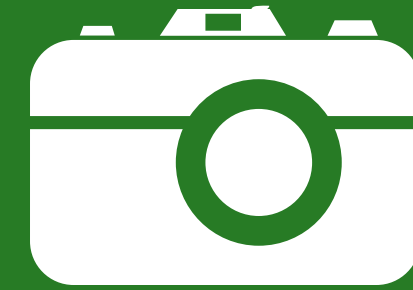
Take a video of minimum 30 seconds, **dancing and singing in homage to good food.**

**Example Post for Social Media:** As you know, I love my food. I believe everyone should have economic and educational access to good food. Food should be valued, not wasted. I'm appreciating my food as part of the [#UglyVegOlympics](#) competition for [@tag Eat United](#), an awesome grassroots organization working with families in Nicaragua to rescue and share food with families that struggle with access. Support me to [\[explain your Fundraising Activity\]](#) by making a donation [\[link to your page\]](#).



# Challenge #13

## PHOTO CHALLENGE



Take a photo of a fruit or vegetable that you have in your house. Write a short "**Did you know...?**" text to accompany the post, explaining the main beneficial properties of the fruit/veggie.

**Example Post for Social Media:** DID YOU KNOW...? We can all be more aware about the food we eat. I am taking part in the [#UglyVegOlympics](#) to help families in Nicaragua access and eat [#goodfood](#), while fighting [#foodwaste](#). Support me here [\[link to your page\]](#). [@\[tag Eat United\]](#)



# Challenge #14

## VIDEO CHALLENGE



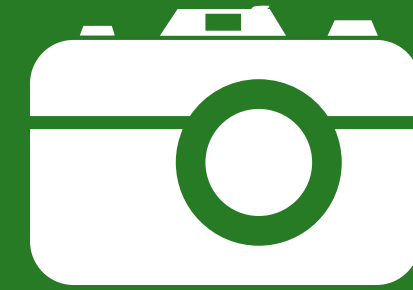
Take a video of a colleague or local character that you know (we're thinking a teacher, doctor, farmer, etc) giving a **motivational message inviting others to support** your participation in the Ugly Veg Olympics.  
(Min. 30 seconds).





# Challenge #15

## PHOTO CHALLENGE



Make a **sign to hang on your front door** that says "THIS HOUSE IS TAKING PART IN THE UGLY VEG OLYMPICS #EATUNITED". Take a photo of the sign hanging up on the door with the members of your house next to it.



# Challenge #16

## VIDEO CHALLENGE



Take a video of a family member talking through a **delicious recipe** to share with a Nicaraguan family.

**Example Post for Social Media:** I am sharing this recipe with a family in Nicaragua because I'm taking part in the [#UglyVegOlympics](#) for [@\[tag Eat United\]](#), an awesome organisation that works with families in Managua to access and eat [#goodfood](#), while fighting [#foodwaste](#). ...because everyone should have economic and educational access to food that's delicious and nutritious. Support me by making a donation here [\[link to your page\]](#).



# Posting on Social Media

## TIPS:



### **DO: emphasize positivity and proactivity**

No one in the Eat United family is a victim. We don't need to make anyone feel bad about their position in the world; whether they have easy access to resources or they struggle to make ends meet. If we as humans are to solve the epic global task of ensuring food access for everyone in the world, we need EVERYONE to be an agent for change.



# Posting on Social Media

## TIPS:

**DO: use "We". DON'T: make it "Us" and "Them".**

Invite everyone to participate in building a more positive future. It's not constructive to say things like "Help *us* improve conditions for poor people (*them*)". Instead we say things like "Be part of the change" or "Join the fight for food security".





# How to Tag Eat United:



**TAG US AT: Comamos Juntos - Eat United Nicaragua**

[www.facebook.com/ComamosJuntos.EatUnitedNicaragua](http://www.facebook.com/ComamosJuntos.EatUnitedNicaragua)



**TAG US AT: @eatunitednicaragua**

[www.instagram.com/eatunitednicaragua](http://www.instagram.com/eatunitednicaragua)



**TAG US AT: @eat\_united**

[www.twitter.com/Eat\\_United](http://www.twitter.com/Eat_United)





# It's Time to Get Ugly



Ugly Veg Olympics

