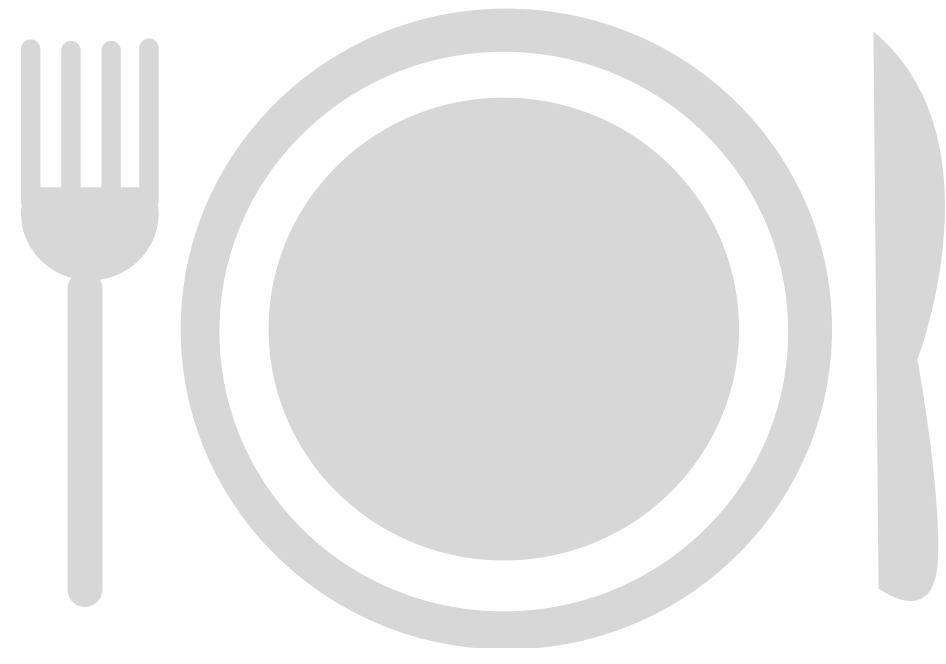




Cafe Metamorfosi

Special Ingredient of the Day:
The 10YFP





Cafe Metamorfosi is a fusion restaurant that specializes in taking the classic dishes that you know and love and adding new ingredients for an innovative twist.

We only use the freshest ideas.

We do not reinvent.

We reimagine.





Today's Menu Features the 10YFP

What is the 10YFP?

We're glad you asked! The truth is, the 10YFP is not a very well known ingredient yet-- which is why it is being featured at Cafe Metamorfosi!

Simply put, the 10YFP is the global movement for Sustainable Consumption and Production.



You could say that the 10YFP is an essential nutrient-- because it is actually required in a complete SDG diet. For its own wellness, the world identified the need for the 10YFP through SDG 12. Of course, not everyone is aware of the SDG diet and its link to achieving a healthier world by 2030.

However, after 5 years of refining its molecular structure, many chefs today are still unsure of how to incorporate the 10YFP into daily meal preparation. It is our mission to change this!

There is ongoing concern regarding how the 10YFP pairs with other ingredients: is it too similar or too different to be served with ingredients such as the International Resources Panel and the Poverty-Environment Initiative? The short answer is NO. The strength of the 10YFP lies in how universally applicable it is.

We have taken on the task of taking this versatile and nutritious ingredient and have created and curated some special dishes to expand the way you consume the 10YFP!

You may find that the texture and flavour of the 10YFP is changing, but at its core it is-- and always will be-- synonymous with Sustainable Consumption and Production! We are not trying to reinvent the 10YFP-- or SCP for that matter-- we are revisiting some classic dishes while being brave enough to re-imagine the future.

*Please keep a few things in mind
as you peruse
Cafe Metamorfosi's menu:*



The 10YFP is 5 years old. Remixing this ingredient is definitely a challenge. Over its history it has created a reputation-- be it positive or negative-- some already have an interpretation of the 10YFP that certainly needs to be considered.



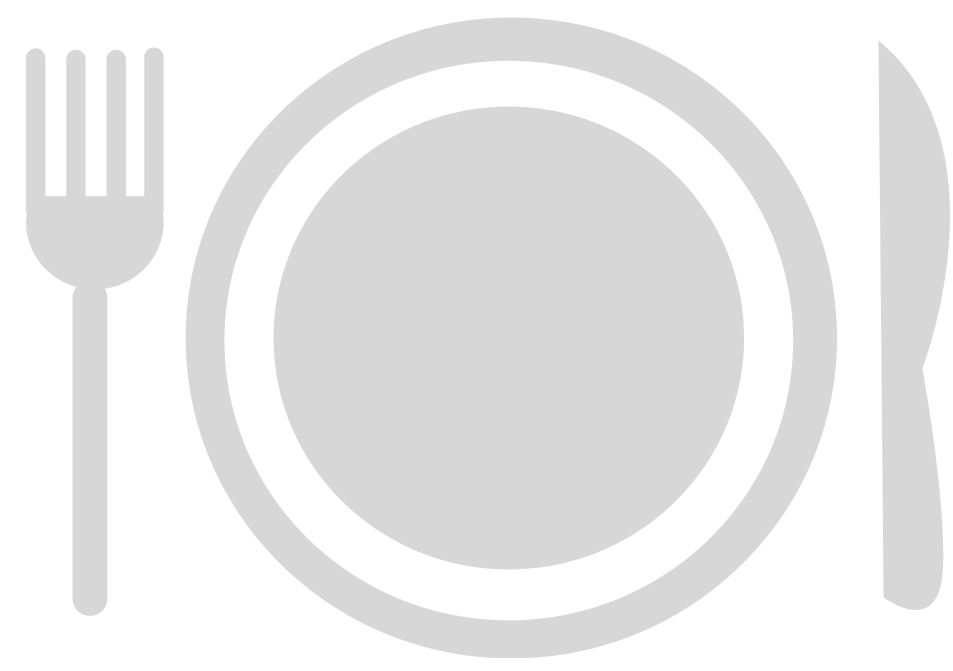
We eat with our eyes first. When we see the term "10YFP" it is not obvious what it is (is it a new powerful vitamin?) and yet it is not descriptive enough to entice many to find out more about it. Some go so far as to say that name 10YFP makes them feel queasy-- 'It sounds like it might be a disease.' How can something so healthy for both our earth and our society be so confusing? One of the first laws of Cafe Metamorfosi: If it doesn't look tasty enough, no one will even bother to try it. This is why our chef created this menu, specifically for the 10YFP.



The structure of the 10YFP is confusing to many. At its core, the science of Sustainable Consumption and Production is a lot to digest. Together, these factors can make the 10YFP seem heavy, cumbersome and unpalatable.



Some countries, organizations and businesses love the 10YFP exactly as it is! The 10YFP is not without its following-- which is ultimately how it became an essential nutrient in the SDG diet. As we devise new recipes, it is key that we ensure that the essence of the 10YFP does not become unrecognizable. This is why we use classic recipes: we extract what works and refine what we think could be better.



A note from the Chef:

Now that we have shared a little about our interpretation of the special ingredient and its needs, we hereby present our concept menu.

You will soon be considering a number of reimagined options on how the 10YFP itself is consumed--pun fully intended!

As in many restaurants, you are welcome to select the dishes that appeal to you the most or you can opt for our tasting menu that features my personal favourites.

Resources & Partnerships may also dictate what options are possible. Some dishes may sound delicious, but the season for them is yet to come- we've included them for your consideration. At Cafe Metamorfosi, each dish builds upon the previous course. The cumulative palate is our cornerstone-- because we are offering an entirely re-imagined dining experience, not just a simple meal.

Unlike some of our contemporaries, dish customization and ingredient suggestions are beyond welcome!

Thank you for this opportunity to help demonstrate the potential of the 10YFP.

In many ways, a whole village crafted this menu with love and inspiration & we sincerely hope you enjoy it!

Buon Appetito!

-Your Executive Chef: Mei-Ling Park





-Communications Training Workshops & Discussions-



No meal should start without a fresh palate. As debuted within the 10YFP secretariat in May 2017, these sessions engage participants in experiential learning. Collaborative exercises and interactive discourse are core to these sessions. Sample topics include: 'What is a Message?' and 'The Art of the Elevator Pitch.' These sessions will be held at least once a month for both the Secretariat (live) and the Coordination Desks/their Partners (via Webex.) Raising the overall understanding of communications theory is the foundation for coordinated communications and strategic outreach.

-4 Billion Dreams 2.0-



The natural next step in the evolution of the Asia-Pacific awareness raising regional project, 4 Billion Dreams, is to launch it with splash event at the 2nd Asia Pacific Ministerial Summit in September 2017 and then expand it to the global SCP movement with the 10YFP. The launch would involve a debut screening of a new mosaic video on food alongside live exhibition components. A grant programme is now being established that will have the regional SCP Youth Ambassadors, AKA 'Dreamers,' create proposals to receive grants to reduce carbon footprints in their home countries. This presents an ideal opportunity to educate the ambassadors on the role of the 10YFP and prepare them to support the global campaign for HLPF 2018.



-Narrative Transition-



One of the 10YFP's major challenges lies in its current packaging. The acronym itself says little, has an inherent shelf life and is altogether too forgettable—all before existing at a time when acronyms themselves have become an endangered species in UN Environment. To shift this, there are several approaches, 'classic recipes,' that have already begun to develop a narrative voice for the substance of the 10YFP, Sustainable Consumption and Production.

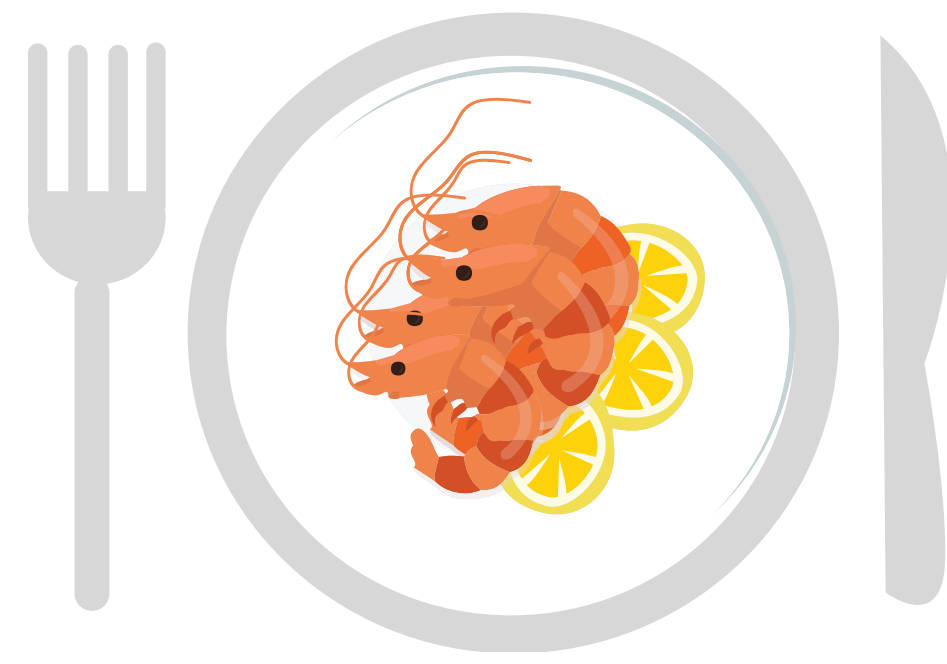
One of the best examples of this is UN Environment's existing content from World Environment Day 2015, '7 Billion Dreams.' It is therefore suggested that this language be adopted and built upon—including the trajectory of the regional project, '4 Billion Dreams.'

We suggest porting the dated drustage content for 7 Billion Dreams and hosting it on the SCP Clearinghouse. The 10YFP logo could be reimagined to be a number one '1' and a planet, inside the ribbon circle from the 10 in 10YFP.

The suggested tagline for the Global SCP movement would be 'One Planet. Consume with care.'

The SCP Clearinghouse could be renamed the One Planet Network.
<http://oneplanetnetwork.com/>

Campaigns and associated products could either fall under the banner of 'One Planet' or '7 Billion Dreams.' If possible, it would be ideal to consider branding all lifestyle and youth oriented content as 'Dream' products while all 6 programmes of the 10YFP become the core programmes of the One Planet Network.



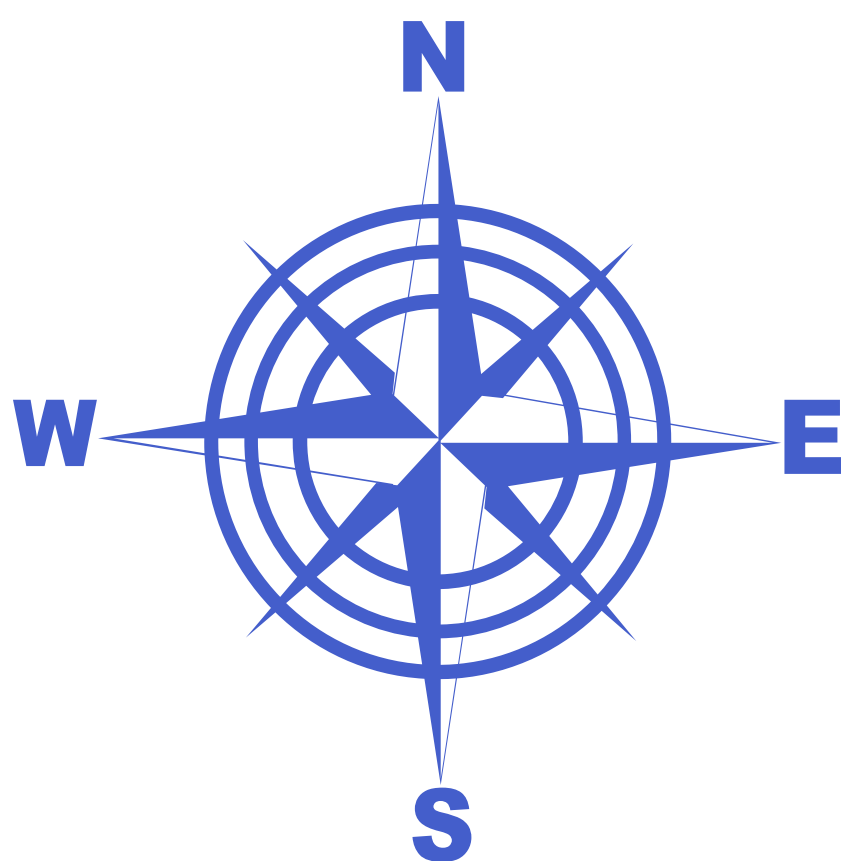
Antipasto

- 10YFP Video -



The heart of the 10YFP will always be in its roots as a member State mandated UN resolution (Rio +20 and SDG 12.1) The trouble is, even though all of our own countries asked for this to be a priority, not everyone understands what the 10YFP actually does! The creation of a simple animated piece aims to change all that in a mere 5 minutes. Ideally, the video will be frequently screened to stakeholders at ministerial fora and private sector conferences. In instances where there is exhibition space with multimedia capabilities, it is recommended that this video play on continuous loop. When rebranding decisions are made, small tweaks can be made to this video to keep it timely. Targeted social media and association to an event are strongly recommended accompaniments for this dish.

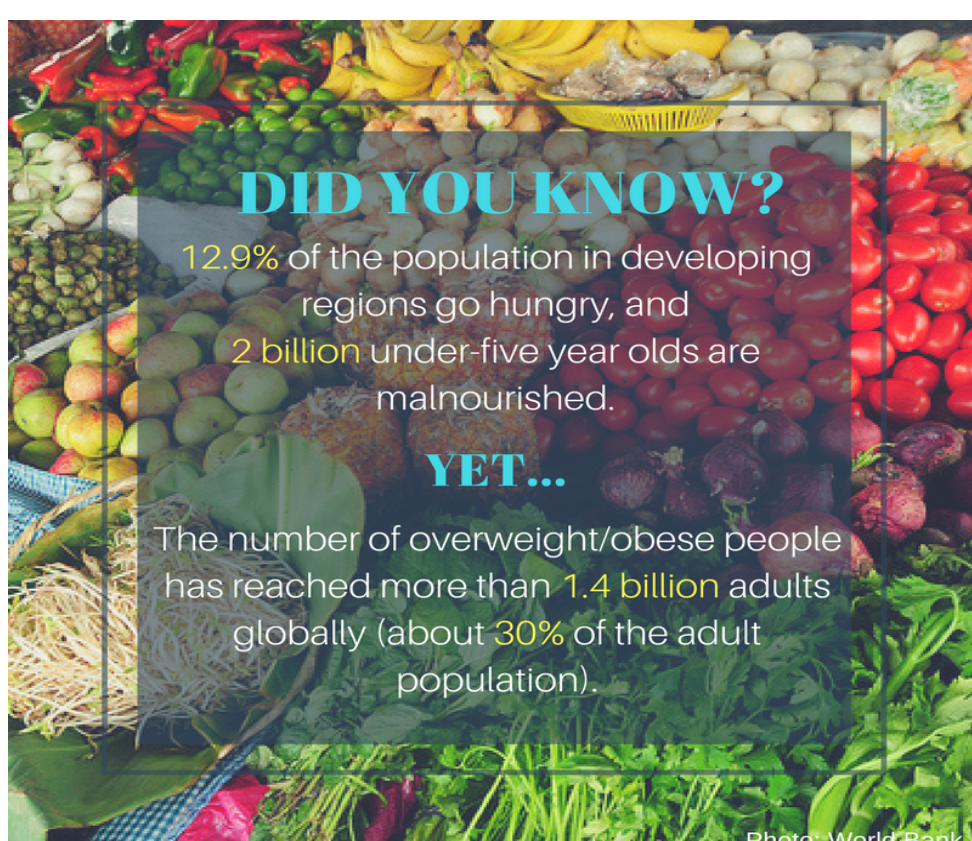
-Communications Strategy 2.0-



A visit to Cafe Metamorfosi cannot reach its potential if the dishes are consumed as snacks instead of being rooted to a grander dining experience. Using the 10YFP as a key ingredient must intentionally be explored through different angles with different outcomes. That said, the strategy must also have a sense of cohesion. One product may not outwardly seem to be connected to another. This is all part of the ongoing active research that is communications: as long as our core message is strong throughout, there is no inherent right or wrong.

Once the re-imagination of the narrative voice is complete, the communications strategy must be revisited thoroughly. There are likely some classic recipes that can benefit from fresh eyes and a firm understanding of the tone and texture of the reimagined 10YFP.

-Targeted Social Media-

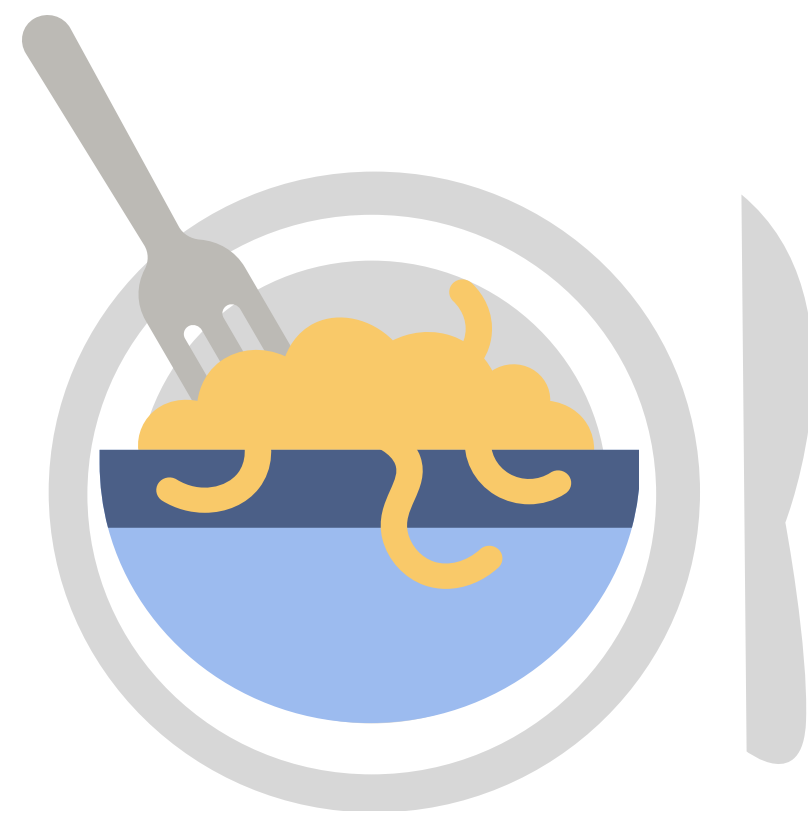


In today's digital mediascape, there isn't much that wouldn't benefit from targeted social media. Many are becoming increasingly aware of the power of social media, but what is discussed less is how to maximize its effectiveness. Not all of it happens organically.

For a small sum, sites like Twitter and Facebook will boost the dominance of posts according to audience preferences. Scheduling tools like Hootsuite (which the 10YFP already has) can help with posting consistency. Some progressive web journalists write content based upon relationships they have personally cultivated. Some of this costs money. All of it costs time.

These areas are largely unexplored at the moment. Once the narrative voice is refined, it is recommended that social media marketing be placed as a priority in the revised communications strategy.





Primo

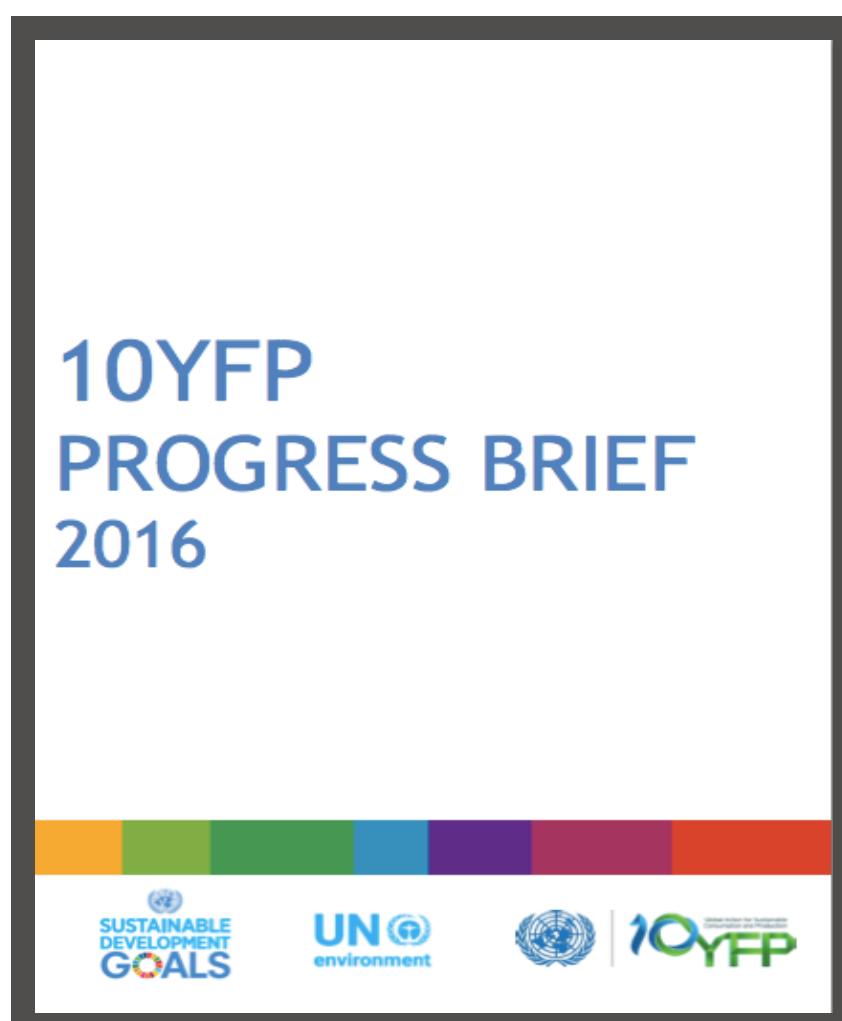
-Spotlight Stories-



Leaders lead by example. The UN offers many fora based upon this premise: by offering examples of good practises, others may tailor their approaches in order to find their own success. With a list of partners that continues to grow, the 10YFP network surely has dozens of positive examples that should be showcased as potential inspiration to others. By refining the Monitoring and Evaluation Tool to help projects identify their success, we are working towards creating a map of innovation 'hotspots.'

Innovation hotspots will lead to journalistic style 'human interest' reporting that highlights these stories in web features that will be accompanied by compelling images from the field. These spotlights will be featured on a special page on the SCP Clearinghouse and will be further distributed through items such as Introduction presentations and HLPF 2018 materials.

-Glossy Annual Report-



A global movement with the potential reach of the 10YFP can only be as strong as its reporting.

With new monitoring and evaluation tools in development, the priority now becomes ensuring that the results are accessible. Unfortunately, this is not always possible with more traditional technical publications. With busy practitioners and policy makers alike, the data needs to compete with every other piece of information that has landed on their proverbial desk.

We know that dense blocks of text will not cut it and it is recommended that the technical publication be streamlined into a glossy report that offers a snapshot of each programme while highlighting their key data and offering a spotlight case study.

-SCP2Me-



**"SCP to me is
changing behaviour
patterns by buying
and using sustainable
products."**

Ms. Pongvipa Lohsomboon
Thailand Greenhouse Gas
Management Organization, Thailand.



switchasia
POLICY SUPPORT



The campaign SCP2Me is designed to have multistakeholders think about and possibly rediscover their personal definition of SCP-- not the technical answer they routinely print in their publications, but their own reasons for caring for this planet that we call home. Debuted in the Asia-Pacific region to great success, and conveniently already cobranded as 10YFP, it is suggested that this dish be expanded to the global community. This can be continued with participants at key meetings and the photos can feed into an ever-growing mosaic of the many faces of SCP! It is suggested that the mosaic be hosted on the SCP Clearinghouse in its own interactive section.



Secondo

-7 Billion Dreams-



Seven Billion Dreams. One Planet. Consume with Care.

The well-being of humanity, the environment, and the functioning of the economy, ultimately depend upon the responsible management of the planet's natural resources. Evidence is building that people are consuming far more natural resources than what the planet can sustainably provide.

Many of the Earth's ecosystems are nearing critical tipping points of depletion or irreversible change, pushed by high population growth and economic development. By 2050, if current consumption and production patterns remain the same and with a rising population expected to reach 9.6 billion, we will need three planets to sustain our ways of living and consumption.

The WED theme this year is therefore "Seven Billion Dreams: One Planet. Consume with Care." Living within planetary boundaries is the most promising strategy for ensuring a healthy future. Human prosperity need not cost the earth. Living sustainably is about doing more and better with less. It is about knowing that rising rates of natural resource use and the environmental impacts that occur are not a necessary by-product of economic growth.

As mentioned earlier in the menu, some momentum has already been built under the language of '7 Billion Dreams'-- including an off shoot regional lifestyle campaign known as '4 Billion Dreams.' One option for a main course could be a global version of 4BD.

Like 4BD, it is advisable that 7BD continues to focus on the intersection between youth and the crosscutting subject of sustainable lifestyles. If several regional projects that are tailored to each respective region can be included under this umbrella, that would certainly offer some depth and breadth to the reach of the content.

The overall 7BD campaign can take on many forms: from a youth network like 4BD that empowers youth to explore lifestyles in their country to a collection of global testimonies of those who have made the choice to live sustainably or a hackathon to create an innovative app.

-The One Planet Awards-



One of the best ways to hear from your community is to offer them rewards for sharing their work! This is especially helpful when creating momentum-- it is challenging to identify who the champions are if there is never an invitation for them to show their stuff!

There is a serious deficit in the 10YFP's multimedia library. There is a desperate need for images of 10YFP projects at work on the ground (not of people in meetings.) The awards could start as a global photo contest with awards that reinforce the substance of the 10YFP work (exhibition at the HLPF 2018 in NYC, a sustainable tourism trip, an opportunity to present their work at our executive meeting, etc.) These awards could evolve over time to fill multimedia gaps in the 10YFP portfolio. It could later include messaging/ad submissions, awards in excellence or a video contest. If 'One Planet' is chosen as the new brand identity, a logo contest is also an option.

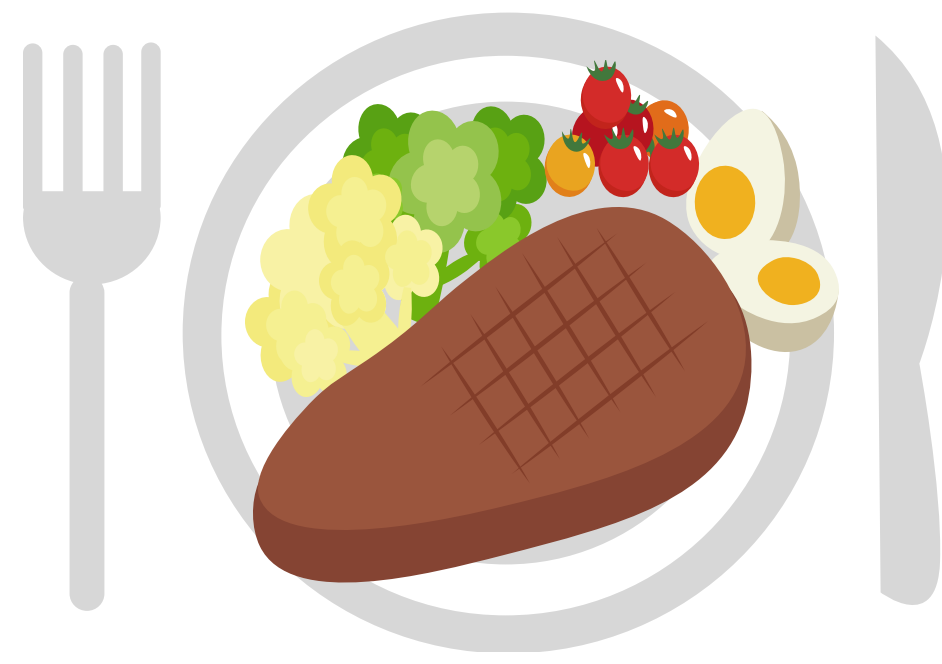
-The Sustainable Product Design Contest-



Engaging with the private sector is a priority for many development agencies working toward the 2030 Agenda. The 10YFP is no exception.

Working with the private sector to help locate ideas for sustainable products is an entry point that also offers many possibilities for strong communications pieces. The contest could be held with partners from with the 10YFP network such as Microsoft, Nestlé and Club Med. Ideally, CEOs would judge the top product designs in a panel with high level representatives such as UN Environment's Executive Director, Erik Solhiem.

The judgement style could be in the style of popular Television Series 'Shark Tank' or 'Dragon's Den'-- and all of the top contender products would be pitched and filmed for an episodic video series. Ultimately the winning products would ideally go into production with their label denoting their association with the 10YFP. There is also potential to add this component to existing contests or programmes.



Secondo

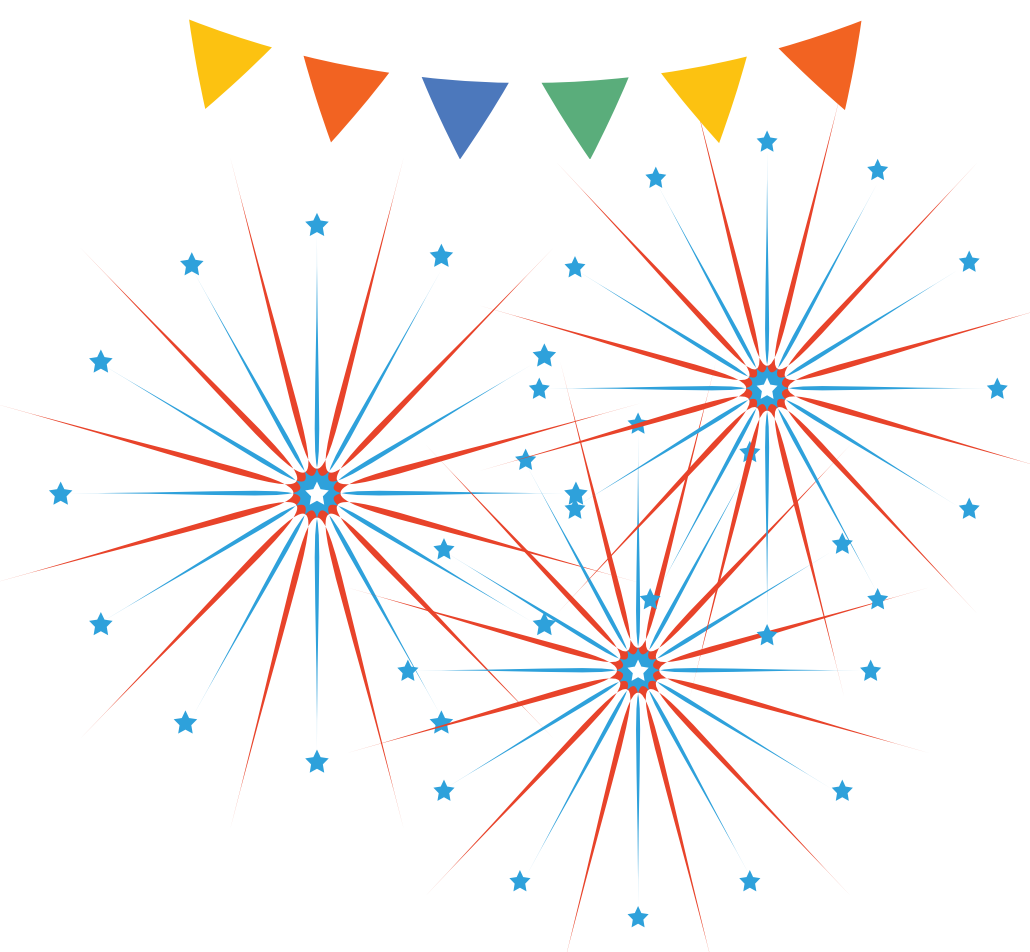
-Switchers-

switch

There is a fair amount of interest and discussion in UN Environment around a lifestyle based campaign. One suggestion has emerged from SWITCH-Africa Green. This suggestion could encompass Resource Efficiency, Sustainable Lifestyles, SCP, Green Economy, the International Resource Panel, the 10YFP as well as others (such as DCPI.) The idea would be to profile champions, 'switchers,' who have made a shift to more sustainable practises (small business owners, tourism practitioners, food producers, etc.)

Indeed there is some crossover here with the 'Spotlight Stories' and potential future iterations of '7 Billion Dreams.' To best fit with the new flavours of the 10YFP, one suggestion would be to call these champions, 'Dreamers' who, like the youth ambassadors of the same name are effectually imagining and creating a new way of life: 'Dreaming SDG12 into a reality.'

-One Planet Global Gala-



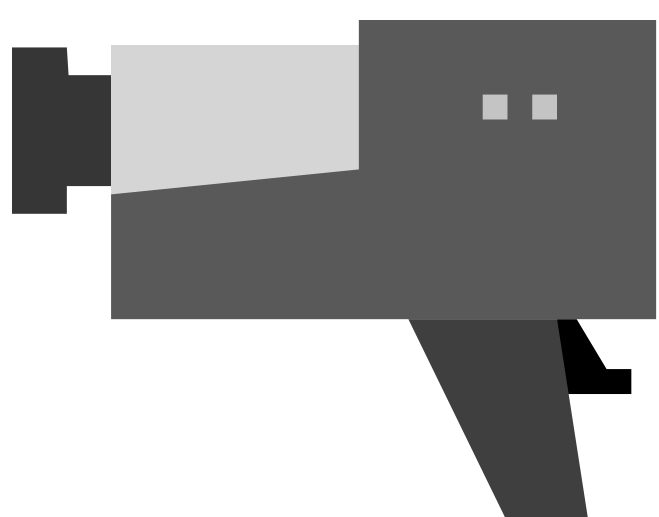
The season for a sweeping 10YFP global event has not yet come. However, it is ideal to bear in mind that at some point, a grand conference with both the programmes and National Focal Points would be a meaningful way to connect different parties and do some very meaningful match-making.

Moreover, there is also capacity at these types of 'splash' gatherings to both launch and create media products (web features, video interviews, SCP2Me, etc.)

Due to carbon footprints and resource limitations, this would be best placed back to back with other large events (such as HLPF or UNEA.)

It may also be possible to do these at the regional level (on rotation around the globe) with various ministerial events and commissions.


-Dream Lifestyles: The Mini Series-



While also not yet in season, one of the most effective ways to affect lifestyles and incite behaviour change is through media content that is not necessarily focussed on discussing lifestyles from a sheerly scientific or environmental perspective.

Like an Indian Soap Opera produced by UNICEF to increase hand washing and improve health in rural areas, lifestyles is an excellent topic that lends itself well to integrate into traditional entertainment media (music videos, video games, movies, TV series.)

If the messaging can be both poignant and subtle, writing 'topic placement' into existing media with top stars becoming advocates for making sustainable choices is a very promising way to have the substance of SCP become truly mainstream!





Insalata

-HLPF 2018 Forum-



The High Level Political Forum will review SDG 12 in 2018. Intrinsically, this means that Sustainable Consumption and Production (SCP) will be receiving additional attention globally. With the 10YFP designated as the implementation mechanism in SDG target 12.1, the opportunity to raise the profile of the 10YFP at these fora is undeniable.

It would be ideal to present and rollout the newly re-branded global SCP network and have tangible examples of the network in action (a top suggestion would be a photo exhibition with an interactive booth.) In addition, this could be the launch of the glossy annual report that could also be accompanied by other memorable elements such as an SCP2Me photo booth and a 'Taste of Waste' meal.

-Portable Multimedia Exhibit-



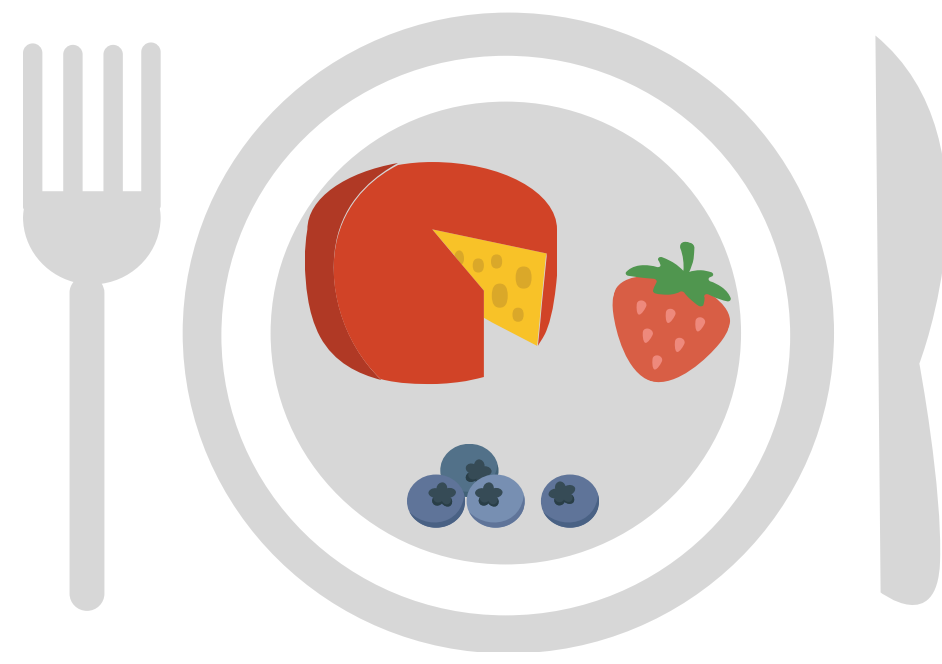
It is always optimal to maximize mileage on all communications products. Drawing inspiration off of the example of the Asia-Pacific's '4 Billion Dreams' interactive exhibit that includes a stand complete with tablets for lifestyle video interaction, a foam wall that represents global resource use, a photo area with branded posters and a carbon footprint forest, ideally the global SCP network should build a multimedia exhibit that can tour the world.

The core components of the One Planet booth will be based on the selected global campaign (for example, it could include a photo exhibition that is created from the global contest.) Though the inaugural display of the multimedia booth would likely be at HLPF 2018, this is by no means its only intended venue. In order to manage the content with a jolt of excitement, it is recommended that the youth component to the global SCP movement (4BD or 7BD) be utilized.

-SCP2Me Photo Booth-



As mentioned in several other dishes on the menu, it is suggested that the 10YFP develop an interactive photo booth (much like those used at many modern wedding receptions.) This could print live photo cards with personalized definitions of Sustainable Consumption and Production for delegates and participants to take to their home countries and keep handy (perhaps at their desks) as a reminder of SCP in their work. This would be a good incentive for high-level dignitaries and will add a level of high production value to any fora that it is appropriate for. These images will be automatically uploaded to the ever-growing mosaic of voices in the global SCP movement!



Formaggi e frutta

-Global Tour of Multimedia Exhibit-



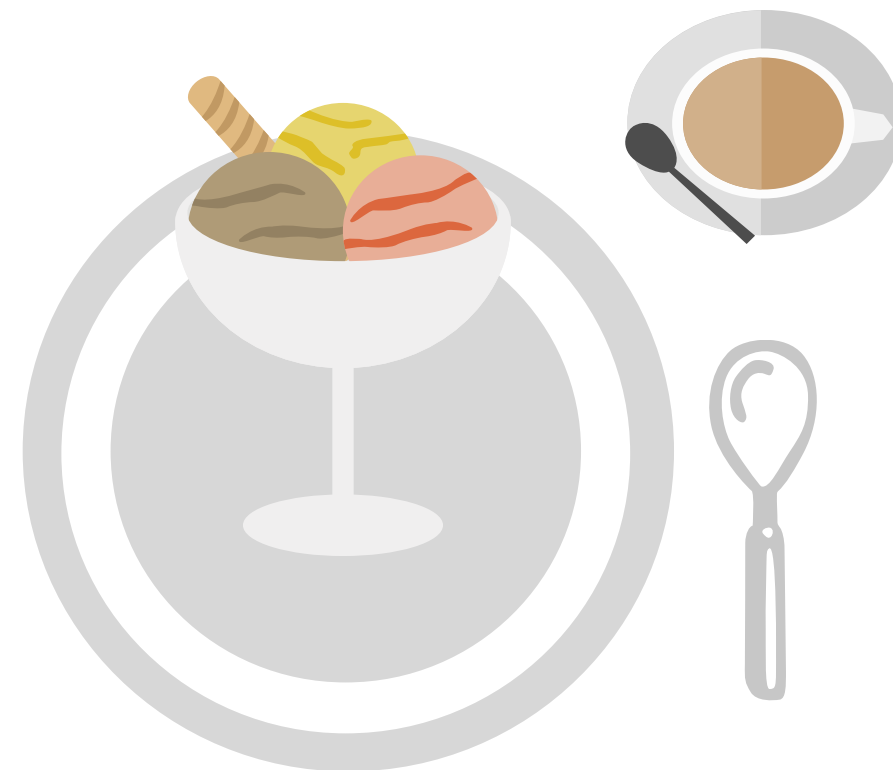
Once the multimedia exhibit is formulated, touring it around the globe could create an interesting narrative for SCP. Behind the scenes video products could be created while exploring how SCP is interpreted by different audiences in various cultural contexts.

While traditional 10YFP conferences are a natural fit for a colourful booth with an inspiring energy, there is certainly ample room for introducing the 10YFP's work in other settings: university campuses, private sector conferences, industry dialogues, interactive art displays, even shopping malls!

-Sustainable Consumption Week-



Sustainable Consumption Week is already in its 5th year in China. It has the support of many brands and vendors, including IKEA, H&M and the China Chain Store & Franchise Association. There has been interest in expanding the concept to a regional level in the Asia-Pacific. While global expansion may benefit from gradual execution in multiple phases, it should not be forgotten that events where consumers can interact directly with the notion of sustainable commerce is absolutely invaluable.



Dolce

-Media Kit-



All the programmes should ideally have a tailored Electric Press Kit (EPK), in the event that they receive media requests or would like to invite the media to cover an event they are hosting. Again, the time for this dish is not yet upon us. Not only does the 10YFP branding overhaul need to occur before this can commence, but a bonafide EPK will ideally have a collection of items that the other dishes in this menu will help to shape.

Each programme should be able to help with the creation this piece with some active guidance. The training sessions will be integral in building this dish and the revision of the programme brochures is a great place to warm up the palate.

-One Planet Videos-



The world's appetite for video content is rather insatiable at the moment. While videos are always labour and time intensive investments, their capacity to visualize complex data is currently unrivalled.

Videos to communicate the importance of SCP could take on many different formats: from country testimonials to celebrity chef challenges to progress diaries from our Trust Fund Projects to small 'DIY' videos on how to shift into a more sustainable lifestyle, the possibilities are limitless.

Investment in a low-cost portable camera, several wireless microphones and video editing software makes these products far more accessible for the secretariat to potentially begin creating in-house.



