



Translation:

**I am Boiling with Anger. There is enough food in the world, yet there is hunger.**

1 in 8 people goes hungry. And yet the world of today produces **1.5 times more food than needed to feed everyone**. That is a big scandal considering that there are feasible solutions to address the issue of hunger in a structural way. It is in this context that, in 2013 and 2014, 11.11.11, together with a broad coalition of Belgian NGOs, will focus its campaign on the Right to Food.

### Objectives of the 11.11.11 2013 campaign:

- 🇺🇦 Our political objective:
  - A coherent Belgian policy against hunger;
  - our politicians sign on to the demands of 11.11.11
- 🇺🇦 Our financial objective:
  - match the result of the 2012 campaign: raise at least euro 5.840.000
- 🇺🇦 Our communication objective:
 

According to a survey conducted for 11.11.11 before the campaign;

  - 35% of the Flemish population remembers our campaign spontaneously
  - 70 % of the Flemish population, one way or another, has been or is in contact with the campaign -- through our street actions, media ads and articles, house to house calls, among others
- 🇺🇦 Our building a movement objective:
  - activate all 11.11.11 volunteer groups
  - at least 40 new groups participate and can be mobilized again next year
  - at least 350 schools participate

### Theme -> food security

Our food system is in crisis. Today, the world produces 1.5 times more food than needed to feed everyone. However, access to food is extremely unevenly distributed and almost 1 billion people go hungry on a daily basis. This number has not changed over the last decade. Millions of hectares of fertile land are lost each year to the production of bio-fuels and speculation. With this increasing dependence on fossil fuels, we are fueling the acceleration of climate change which in turn again negatively impacts

the production of food. Water resources are becoming exhausted, and the added value that farmers produce is stripped of by the big food giants. Yet, to produce more food is not really the only, even most urgent, response to the food crisis. To guarantee the right to food, we need to transition to a sustainable food system. The way we produce and consume can and must be done in a radically different way.

We think it is possible to feed the 9 billion people of tomorrow, and fix the social and ecological crises of our food system. But it requires a serious transition to a sustainable agricultural production in both the North and the South where we move towards an efficient use of natural resources, guaranteed access to resources such as land and water for everyone, and a sustainable consumption pattern where food and resources are not wasted. At the base of that transition is the development and support of a family farming system within a strong and balanced agricultural policy that manages to protect and regulate agriculture. Such policy must ensure fair prices that cover the production and external environmental costs. The transition to an agro-ecological model will yield food that at first sight seems to be more expensive than products from an industrial model. However, it is important to realize that the industrial model includes key social and ecological costs that are not directly calculated in the price of a good. In the long run, the cost balance will look completely different because key expenses such as energy, climate, pollution, etc. are passed on to the producers and future generations.

### Focus:

1 in 8 people in the world is hungry, which is a mind-blowing total of 870 million people. Yet, there is enough food. We believe that hunger is **a political problem**, so what can be done?

### Our political demands

Our political demands were prepared and formulated together with the Belgian Coalition on the Right to Food. The transition to a sustainable and just food system will run along 2 tracks:

1. Remove the obstacles that stand in the way of a genuine transition to a sustainable agricultural system; and
2. Support, upscale and replicate existing good practices in production and consumption.

In the first year of our campaign, we will focus on track 1.

#### **Demand No.1: Stop food speculation once and for all**

**We need transparent and regulated financial markets to stop food speculation in its tracks.** More and more banks and big investors make huge profits by speculating on raw materials such as grain, corn and soy. Such speculation drives food prices artificially high and makes them unpredictable. Moreover, the food commodity markets do not effectively distribute the global food supply.

#### **What are the consequences?**

When food prices are unpredictable, small farmers can no longer plan what crops they should grow and when. Discouraged, many will leave the countryside and become even poorer city dwellers. Sudden and extreme price increases also take a larger bite out of the food budget. It's not just us in the North who

feel that, it is especially people in the South that are affected. To give an example, between 2007 and 2008, an additional 130 to 150 million people were affected by extreme poverty as a result of rising food prices. Especially in the most vulnerable developing countries, where the poor spend an average of 80% of their income on food, the consequences were disastrous.

#### **What do we propose?**

Investments on the food markets must be transparent and closely regulated: access to the food market must be limited to the final sellers and buyers. Investors will be imposed a quota in order to prevent the biggest players to be able to manipulate the prices. The quota should be put down in a European Union Directive. At the national level, Belgium must ensure that its financial institutions will not threaten the right to food. Belgium also should allocate resources to enable public management of local and regional food markets. That's the way to go to achieve stable food prices.

#### **Demand No 2: Guaranteed access to land and water for all**

Private investors from the rich countries buy or lease huge tracts of agricultural land in the South. These lands are used to grow export crops that often serve as raw material for the production of biofuels.

#### **Is that a problem?**

You would think that investing in agriculture in developing countries is a good thing. But through this form of 'land grab', small, local farmers are driven from their land, often without any form of (public) consultation and/or consent. Without access to land they cannot produce enough food to survive. Moreover, the irrigation of these export crops requires a lot of water and as a result, the often already scarce water resources of small farmers in the South are completely depleted. The result: poverty, hunger, and an inhumane situation for local farmers and farm workers.

#### **What should be different?**

Addressing land grabbing is not easy because the responsibility covers many different levels. First of all, Governments should impose binding directives to investors. The local population must be able to participate in decision-making, enjoy the proceeds, and gain access to decent work and income. And, last but not least, investments must respect the environment and natural resources and must not threaten local food security and water resources.

#### **What can our Government do?**

Belgium should recommend stricter regulations for large-scale land investments at key international bodies such as the World Bank and the European Investment Bank. The Belgian Government should ensure that Belgian companies or Belgium-based companies respect human rights. Lastly, the Belgian Investment Fund for developing countries should set a good example by implementing international agreements that support initiatives that strengthen the sustainable management of land and land rights.

#### **Demand No 3: the production of biofuels should not compete with food production**

Fuel is getting expensive. One of the main reasons for this is because the raw materials of which oil is produced are gradually becoming exhausted. That is why Europe, the US and emerging countries such as China and Brazil are taking measures to stimulate the production of biofuel.

### **Isn't that a positive development and good for the environment?**

Not at all. Biofuels – as earlier claimed – do not result in a reduction of emissions. More importantly, the vast majority of biofuels come from food crops such as corn, wheat, and soy which explains why there is such a huge demand for these crops, which in turn push the prices to increase rapidly. The consequence is that for the poor in the South, they are unable to buy sufficient food, and go hungry.

### **Some figures about biofuels:**

- The land necessary to cover the demand for biofuels is sufficient to feed 127 million people
- Developing 'carbon sinks' to meet the European target for biofuels is just as bad for the environment as 26 million cars on European roads.
- By the year 2020, the European biofuel policy could lead to price increases of 33% for vegetable oils, 22% for maize, 21% for sugar, and 10% for wheat
- To fill one tank of a heavy car with biofuel, we need the equivalent of 1 year of grains good for feeding one person (250 kg).

### **What can we do?**

Europe must reform its policy on renewable energy and implement binding social, environmental and economic criteria that ensure that the production of biofuels does not undermine human rights and the right to food. Furthermore, Belgium and Flanders should work towards a truly sustainable mobility policy where initiatives such as car sharing, using public transport, working from home, urban living, and the like are strongly encouraged.

### **Demand No 4: a just climate policy with room for sustainable agriculture**

The food crisis goes hand in hand with climate change. Our current food system is at the same time the driver and the victim of global warming. Today, already 45 million people suffer hunger as a direct result of the effects of climate change: droughts, floods, extreme temperature changes, ...

### **Why does our food system have problems?**

More than one third of all greenhouse gases emitted by humans are the direct result of our food production system-- cutting forests to create additional plantations, the way we fertilize our land, the way we transport food to our supermarkets, the production of packaging materials –all that eats away vast amounts of energy and emits a lot of harmful gases. And that, of course, has its effect on the climate.

### **Climate change all but puts a knife on the throat of people in the South**

Climate disasters destroy harvests in the poorest regions of the world. Rising temperatures, water shortages, droughts and floods negatively affect yields. Desertification melts away the available agricultural lands. The world's oceans have rapidly declining fish stocks because of changing currents. Small farmers in the South are affected twice: they are faced with the worst impacts of climate change while at the same time they have the least means to guard against themselves against this.

### **What can we do?**

If nothing changes, food prices will have risen 80% by 2050, and around 75 million people will suffer from hunger as a direct result of climate change. So we urgently need a global, ambitious, fair, and binding climate agreement that breaks this vicious circle by reducing emissions and promoting sustainable agriculture.

## Our Campaign

Our demands are built on long term analyses and existing position papers. What we now need to emphasize is not only the terrible fact that there are still many hungry people, but that the world despite a general feeling of solidarity is failing to eradicate hunger. 11.11.11 therefore calls for a genuine policy against hunger. We demand a special Belgian Cabinet Meeting that is dedicated to just this issue, a so-called special Summit Against Hunger. And to ensure that this special Summit will happen, we will put continuous pressure through mass mobilizations -such as the "I am Boiling with Anger Campaign", through the use of the media and solid analysis and publications.

Our entire autumn will be dedicated to this campaign. We will start with a survey among a small section of the population asking what do people actually know about the issue? Based on the findings, we will then summarize and highlight these in an educational and provocative way through the media and our publications. We will try to confront the way Belgian people think about these issues vs the actual facts.

### Three broad key phases of the campaign:

Phase 1: Kick off /Raising awareness =>create indignation, inform and mobilize (individually): Early September to October 16

Phase 2: Activate and implement our campaign and action model: October 16 to November 11

Phase 3: End goal => the Special Council of Ministers (Summit Against Hunger) that will take into consideration our demands: The week after November 11.

### Summary of the timeline of the "I am boiling with anger campaign"

End of May:	Launching of "I am Boiling with Anger" campaign with special cooking sessions in several locations. Background document, flyers and special action newspaper made available; Website <a href="http://www.ikkookvanwoede.be">www.ikkookvanwoede.be</a> (I am boiling with Anger) will be operational.
August 20:	Launching of an appeal inviting people to participate in the campaign, starring a well-know Belgian "Celebrity"
September 9:	Announcement of the results of the online survey during a press conference. Start of the action "Angry Food Faces" on our website (possibly linked to a viral action)
Sept 10:	Official Kick-off of the campaign in Brussels
Sept. 26 onwards:	Kick off with specific videoclips per campaign demand (4 in total) at the rate of one per week
Early October:	Announcement of all the Charter signatories (see below)
Oct. 7-13:	TV ads at local TV stations to invite people to participate in the "I am boiling with Anger" actions
16 October:	World Food Day
October 18, 19 & 20:	Public action: Soup for All. 11.11.11 groups will distribute soup in public spaces to raise more public awareness about hunger
October 25:	"Boiling with Anger" @ School: students learn about hunger in the world
November 1- 11:	Special ads at the main Belgian tv and radio station : VRT

November 7: Special Debate with Tristram Stuart, (born 1977, London), an English author and campaigner, who, in 2011 won the international environmental Sophie Prize, and the "observer Food Monthly Outstanding contribution Award for his ongoing work to solve the global food waste scandal.

November 9 – 11: 11.11.11 door to door fundraising weekend

End November: Special Council of Ministers Meeting / Summit Against Hunger

## Details of some of the activities:

**Charter:** Our campaign background document will be transformed into a **Charter** to be signed by leading figures from the academic world, partners in the South, civil society organizations, trade unions and stakeholders from the business community. 11.11.11 member organizations are also invited to join the charter by asking their networks to sign on. Those that sign are expected to help promote and defend the Charter which will be launched in October.

**The background document** is the backbone of our campaign and includes all the necessary information needed to promote our messages and demands, which is a product of close coordination with our member organizations. The document is richly illustrated with cases and stories from the South and campaign materials from our members. In the course of 2013, in close cooperation with our member organizations, we will bring out a series of special publications on food speculation, landgrabbing, and biofuels. These info documents will be launched through joint press releases and conferences. The political track that follows (lobby and advocacy) will also be done jointly. All these require a solid and close coordination between the coalition and its member organizations with a strong commitment from both.

**World Food Day October 16:** we are planning a special action at the parliamentary level on World Food day. This special action has been initiated and organized by the Belgian Coalition against Hunger. 11.11.11, as a member of the Coalition, plays a strong supporting role. In order to put additional pressure to the Special Council of Ministers, a parallel, highly visible, public action will be organized, and 11.11.11 is committed to develop the concept.

**Debate on Food:** on November 7, there will be a public debate co-organized by the daily newspaper De Standaard en, the Magazine Mo \*. Tristram Stuart (see above) will be one of the key speakers.

**Special Council of Ministers:** 11.11.11 calls for a genuine policy against hunger and we are asking for a special Cabinet Meeting(Summit) to take this up. It could be conceived as a kind of G8 Summit on Hunger, but at the Belgian level. Goal: put pressure on the Government through a very broad mobilization and sharp analysis. The Belgian Coalition on the Right to Food will prepare this Summit so that all members of the coalition will own the process and share the same positions.

## Our action model: Soup action

Show your indignation -"I am boiling with Anger!" - through creative 'cooking' actions so that we will be heard by the Special Council of Ministers. October 16 is World Food Day. Good timing for the Great Soup Action in the **weekend of October 18, 19 & 20**. Volunteers and 11.11.11 action groups will be

cooking a lot of soup and distribute this in shopping streets, railway stations, schools, companies, ... While this is not a fundraising event, the public will be invited to make small contributions.

**Why are we cooking soup with anger? Cooking** soup is a positive way to express your indignation: "I am boiling with anger". Soup is also a frugal meal, it is easy and cheap to prepare. It is also an excellent way to recycle your leftovers instead of throwing them away. Soup can be vegetarian and everyone can make it. And, as much as possible, we will use only locally grown vegetables to lower the ecological footprint of the soup. In short, we go for a clear and unambiguous message and action. We invite all 11.11.11 groups and volunteers to organize a soup action in their municipalities. We will also mobilize restaurants, company kitchens, brasseries, etc. to participate. And on October 25, there will be an 'I am boiling with anger @ school' day.

*(See below for two of our campaign posters).*

Some of our Posters:



Translation: *I am Boiling with Anger. There is Sufficient Food, Yet there is Hunger*



**IK KOOK  
VAN WOEDE**

*Er is genoeg voedsel  
en toch is er honger*

Toon je verantwoordiging  
**IK KOOK VAN WOEDE.BE**

**11.11.11**  
YECHT MEE TEGEN ONRECHT  
BE30 0000 0000 11 11

**2015**  
DE TIJD LOOPT

191 landen ondertekenden een akkoord om tegen 2015 de armoede in de wereld te halveren. Voer samen met de Vlaamse Noord-Zuidbeweging actie om de politici aan hun belofte te herinneren én de lat hoger te leggen. Armoede moet de wereld uit! [www.detijdloopt.be](http://www.detijdloopt.be)

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