

The background features a light pink base with various stylized illustrations. In the top left, there are two blue pomegranates with 'x' marks and a yellow banana. In the top center, there are brown leaves on a branch. On the right, there is a large green shape with a brown circle inside, and below it, a large orange shape with two dark green leaves. At the bottom, there are white and blue abstract shapes.

PROPOSAL-

GIVING BREAD A SECOND LIFE

Solving SDG 2 - ZERO HUNGER

Leung Lok Yin Janice



BACKGROUND

01

Why do we have to solve world hunger?





720 mil - 811 mil

“In 2020, between 720 million and 811 million persons worldwide were suffering from hunger, roughly 161 million more than in 2019”

– United Nations

WHAT'S GOING ON IN HK?



FOOD

HK throws away ~3600 tonnes of food everyday



BREAD

Biggest bakery chains, like A1 and Maxim's, with supermarkets like ParknShop, throw away 1,692 bread daily



BUT WHY?

Despite being thrown out, these bread had NOT turned bad, it is simply not FRESH enough to keep overnight



PROPOSAL

What is “giving bread a second life” about?

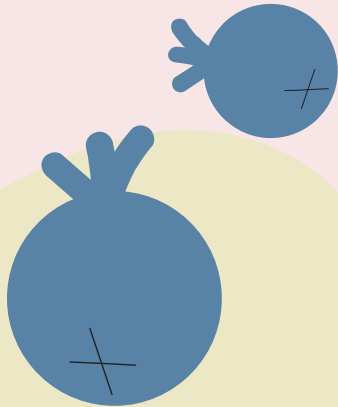


02



WHAT IS “giving bread a second life”?

By collecting leftover bread from bakeries and supermarkets after work hours, and giving it out to the homeless and less fortunate, it aims to stop hunger in HK!

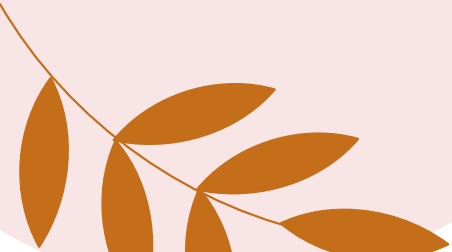




DETAILS

Details / promotions / analysis!

03





DETAILS OF PARTICIPANTS



PARTICIPANTS

Secondary school students
from f1-f3; with adults as
supervisors



TARGET NUMBER

3 groups of students
consisting of 5 people each;
distributed to different areas
in HK

PROMOTION TACTICS



mouth-to-mouth

Directly ask friends and classmates to kickoff this campaign



social media

Promote through social media by using hashtags and posts

schools

Promote through schools by delivering the message to their SAs



NGOs

Collab with small NGOs and invite volunteers



IS IT EFFECTIVE?

In the short-run, yes. This campaign is able to solve short-term hunger as it provides instant solutions to people (ie the homeless) that suffer from hunger. However, it does not solve long-term hunger as this is not a permanent solution.



IS IT SUSTAINABLE/POSSIBLE?

Sure is! We can start off with contacting small bakeries around HK, and ask if they are willing to provide bread that they're originally going to throw to us!

- Free of charge
- Easy start

However, more connections might be needed to contact bigger companies, as the employees may not have the say to give us those "left-over bread" due to legal concerns...



THANKS!

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references

LINKS

- <https://www.un.org/sustainabledevelopment/hunger/>
- <https://www.greenqueen.com.hk/breer-hong-kong-uni-students-turn-food-waste-into-craft-beer/#:~:text=Every%20single%20day%2C%20Hong%20Kong,tonnes%20of%20leftover%20bread%20daily.>