

Client: 50by40, a coalition of organisations dedicated to cutting the production and consumption of industrial animal products around the world by 50% by 2040 for the earth, the climate, and people.

Task: Audit the copy promoting the organisation’s upcoming event “50by40 Global Engagement Summit”. Spruce up the copy, make it catchier and more appealing to a wider audience.

Problem: The copy reads more like a grant application rather than a compelling invitation to a unique event.

Below is my take on how I’d promote the event.

50by40 Global Engagement Summit

Voices for a Better Food Future

50by40 Global Engagement Summit (8-10 December 2020) is an accessible virtual gathering that brings together global voices in the food system.

If we truly want to create a better food future for all, we have to listen to each other and learn from each other. Only then can we achieve the change we wish to see.

Join us for three days of inspiration, connection, and fresh talk about **how to feed the world in a better way!**

WHY IS THERE AN URGENT NEED FOR THIS SUMMIT?

Recent publications, such as the IPCC report and EAT-Lancet report, have made it clear that current ways of producing and consuming meat and dairy aren’t sustainable. We urgently

need to shift towards a fair, healthy, and compassionate food system that delivers nutritious and predominantly plant-based food for everybody.

The problem is that industrial animal agriculture is one of the most powerful players in our world. Changing it is difficult and complicated.

For a better future, we need to connect with each other and join our forces.

That's why 50by40 is organising a **powerful new summit on the future of food**. 50by40 Global Engagement Summit is a unique virtual gathering that brings together a wide range of people working in food systems to develop a strong and united approach to tackling the problems of livestock production.

WHAT'S IN IT FOR YOU?

Species die out faster than ever before. People fall sick from eating too much cheap meat. Farmers fear for their livelihoods. Younger generations worry if there is a future to look forward to.

The problems of industrial animal agriculture touch us all. That's why we have to **find the solutions together**.

No matter if you're a farmer, policy maker, food tech entrepreneur, environmentalist or part of a youth movement – 50by40 Global Engagement Summit is for you!

Join the summit and:

- Get exclusive insights from thought leaders in the food industry
- Discover and be inspired by global initiatives for change
- Connect with others working for a better food future
- Learn new skills for more effective change
- Be a part of shaping tomorrow's food system

You'll have a chance to listen to speakers such as:

- American Labor Leader and Civil Rights Activist Dolores Huerta
- UN Sustainable Development Goal Advocate Hindou Oumarou Ibrahim
- Vegan Climate Activist Genesis Butler

All in all, we've got over 40 inspiring speakers from across the globe!

HOW CAN YOU JOIN THE SUMMIT IN PRACTICE?

You can join the summit by participating in different **action tracks**. Each track focuses on one critical channel of change in our food system: farmers, youth, business, finances. Click below read more about each action track:

- FARMERS ENGAGEMENT
- YOUTH EMPOWERMENT
- BUSINESS INNOVATION & FOOD TECH JUSTICE
- FINANCIAL SHIFTS

The summit also offers practical **toolkit sessions**. Do you want to learn new skills that help you change the world more effectively? Our toolkit sessions are the place to be! During the summit, you'll have a chance to attend a variety of sessions that are useful for your work for a better world as well as in your personal life. Here are just a few examples:

- How to build a brand that speaks to your audience?
- How to manage your volunteers better?
- How to use storytelling to connect with your audience?
- How to build resilience?
- How to write successful grant proposals?

The future of food is up to us, so don't miss your chance to attend this one-of-a-kind event! Sign up for our newsletter - that way, you'll be among the first ones to know when registrations open!

[Yes, let me know when I can reserve my spot!]