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بسلامة  
الغذاء

I PLEDGE  
TO FOOD  
SAFETY

# Food Safety Pledge Sustainable Partnership Program 2023

[www.FoodSafetyPledge.com](http://www.FoodSafetyPledge.com)

# Sustainable Partnership Program Outline

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# The Initiative

Thru the food safety pledge, Dubai Municipality encourages everyone to commit to a safer and healthier sustainable future. The 'I PLEDGE TO FOOD SAFETY' initiative aims to acquire at least a MILLION PLEDGE from people representing different industries, communities and walks of life.

Pledgers will get specific food safety information and tips that will be beneficial for both the food industries and the communities. Dubai Municipality envisions a well-informed community towards food safety. A society that is committed in preparing and consuming safe food. We believe that only together we can create change.

# Knowledge Outreach Partnership

As a knowledge outreach partner, the collaboration raises awareness within the consumers and builds trust to your brand. As the campaign is geared towards the community, your businesses can implement the initiative as a part of the corporate social responsibility. This will increase customer retention and loyalty because of the positive brand recognition.

We welcome you to be a part of the initiative!

The "I Pledge to Food Safety Initiative" is aligned with the UAE 2023 - Year of Sustainability under the theme 'Today for Tomorrow' and is geared towards creating healthier and safer future for the community.

Thru the food safety pledge initiative, Dubai Municipality have adopted the United Nations' 2030 Agenda for Sustainable Development with 3 of the 17 sustainable goals.

The Pledge Sustainable Partnership Program encourages the development of collaboration programs that are aligned with the following goals.

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The Food Sustainability Agenda



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2 ZERO  
HUNGER



The **safety of the food** we consume, directly influences our health, but its significance within the broader food supply system can greatly affect food security.

4 QUALITY  
EDUCATION



The programs of the Food Safety Pledge aim to effectively raise food safety awareness thru the 5 pillars that are the main cause of foodborne illnesses. These are targeted on both the food businesses and communities thru **creative, innovative** and **progressive** ways of sending out food safety messages.

17 PARTNERSHIPS  
FOR THE GOALS



The initiative emphasizes that Food safety is a result of collective principles and efforts in the food environment by all stakeholders. Both collective beliefs and collective actions are necessary to offer safe food products, hence a clear **shared responsibility** of both the public and private sectors.

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SUSTAINABLE  
DEVELOPMENT  
**GOALS**

## Dubai Municipality & The Knowledge Outreach Partners Pledges to the UN Sustainable Development Goals

**2.1** End hunger and ensure access by all people, the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development.

**17.16** Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals.

# Sustainable Partnership Classification

## PARTNER

Not less than 90% company wide pledging.

Marketing & Promotion of the campaign with a minimum duration of 6 months (digital/printed) aligned with the sustainability goals.

Quarterly re-activation thru event/ added marketing exposure/ suppliers & partners based on the

### **3 Sustainable Partnership Goals.**

Promotion thru digital platforms (website, online ordering, social media).

2 Event Participations.

Pledges generated from the public must not be lower than 10% of the marketing outreach % - monthly.

## COLLABORATOR

Not less than 90% company wide pledging.

Marketing & Promotion of the campaign with a minimum duration of 3 months (digital/printed) aligned with the sustainability goals.

Promotion thru digital platforms (website, online ordering, social media).

1 Event Participation.

Pledges generated from the public must not be lower than 10% of the marketing outreach % - monthly.

## PLEDGER

Not less than 90% company wide pledging.

Marketing & Promotion of the campaign with a minimum duration of 1 months (digital/printed) aligned with the sustainability goals .

Event Participation.

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## Sustainable Activation/ Re-activation Program

The partnership sustainable activation/re-activation program is a prerequisite to all brands classified as partner.

The strategic quarterly marketing relaunch of the initiative will aid to sustain and maximize the potential outreach of the 3 Sustainable development goals.





End hunger, achieve food security and improved nutrition and promote sustainable agriculture

## UN GOAL #2 I Pledge to

Sufficient, safe & healthy food for everyone.

1. Conduct an on-site activity/event targeting the customers and community focused on the 5 food safety pillars of the pledge.
2. On-site/online activities focused on food safety, proper nutrition and food waste (may adopt to the brand messaging and brand promotions).
3. Digital platform activation: promotion of the 5 food safety pillars thru online ordering platform, website and social media pages.
4. Customer reward system promotion of the pledge.
5. Create/participate with pledge awareness events and activities in reaching out to the community.

## ACTION 1

# Recommended Sustainable Activation/ Re-activation Programs

# ACTION 2

## Recommended Sustainable Activation/ Re-activation Programs

### UN GOAL #4 I pledge to

Educate the community about sustainable, safe & healthy food.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

1. Conduct on-site food safety workshops focused on the 5 food safety pillars for the customers, employees and the community.
2. Participate in pledge sustainable, safe & healthy food awareness workshops, symposiums and events.
3. Participate in pledge community outreach programs targeted for non-food sectors such as the labor communities.
4. Participate in pledge education school programs , events and activities.
5. Create digital and online educational food safety, proper nutrition and food waste reduction contents.



Strengthen the means of implementation and revitalize the global partnership for sustainable development

## UN GOAL #17 I Pledge to

Revitalizing and expanding partnerships for sustainable, safe and healthy food.

1. Expand the reach of the initiative from brand to corporate level pledging, including operation and business support.
2. Magnify the reach of the pledge thru the involvement and commitment of suppliers and partners (food & non-food).
3. Conduct sustainable, safe & healthy food awareness workshops for suppliers and partners.
4. Launch the pledge initiative internationally thru global locations, partners and suppliers.
5. Collaborate with approved non-profit organizations in reaching out to the communities.

## ACTION 3

### Recommended Sustainable Activation/ Re-activation Programs

Defined as the marketing methods used,  
the effectivity and duration.

Required Information	Definition
Place/Places of Activation	Define the location where marketing materials and activities will be held or hosted (on-site or digital platforms).
Total Number of Activation Site/Brand	Total number of locations where marketing materials will be displayed.
Date of Event/Activation	Date of the initial marketing promotion of the pledge/activation event that involves food safety related activities.
Duration of the collaboration	Length of collaboration, specify the exact months where the marketing promotion and materials will run.
Target Audience	Define the intended population exposure of the marketing materials. (e.g. customers – families, children, corporate employees or random customers).
Types of Media Used	Identify all materials that will be utilized during the campaign (printed and/or digital) If digital screens are used, identify the exposure per minute and/or fully allocated for the initiative.
Projected Number of Total Potential Viewers/day	Identify footfall /store traffic per activation site or delivery per day if online.
Projected Outreach Efficiency Rate %	Identify the projected engagement of the customers/target population to the marketing materials based on previous promotions, initial launched and/or marketing assumptions.

## Outreach Impact Strategy Form Guide

Required Information	Definition
Place/Places of Activation	Al Barsha Store, JVC, Al Qudra, Online Ordering Platform
Total Number of Activation Site/Brand	3 Stores, – 1 Brand, Delivery platforms; Deliveroo, Talabat, Careem and noon
Date of Event/Activation	10 February 2023
Duration of the collaboration	6 months – February to August 2023
Target Audience	Customers: Families and Corporate Employees
Types of Media Used	Digital Screens (30 Sec/Minute), Roll-up banners, leaflets and loyalty cards.
Projected Number of Total Potential Viewers/ day	4,000 in store and 6,000 online
Projected Outreach Efficiency Rate %	50%



Be a partner, collaborate and pledge. Increase the public trust to your brand as we reach 1M. Only together we can create change!

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