



Guidance Document – Best Small Business: Good Food for All

Inspire the world! This guidance will help you apply to be picked as a *Best Small Business: Good Food for All* by the United Nations.

Steps to apply

Apply by June 4th

- STEP 1 - Raise your voice – Tell the United Nations about your business and what you need from global leaders to be successful. These answers will not be judged.
- STEP 2 - Apply to be a winner -- Describe the positive impact of your business and your vision for its future. **Once you submit, you have a chance to win!**

If you are selected as one of 150 semi-finalists:

- STEP 3 - Submit a video – Create a simple, short video describing why your business is an inspiring example. Semi-finalists will receive an email with instructions between June 11th and June 16th and will have four days to create and upload the video.

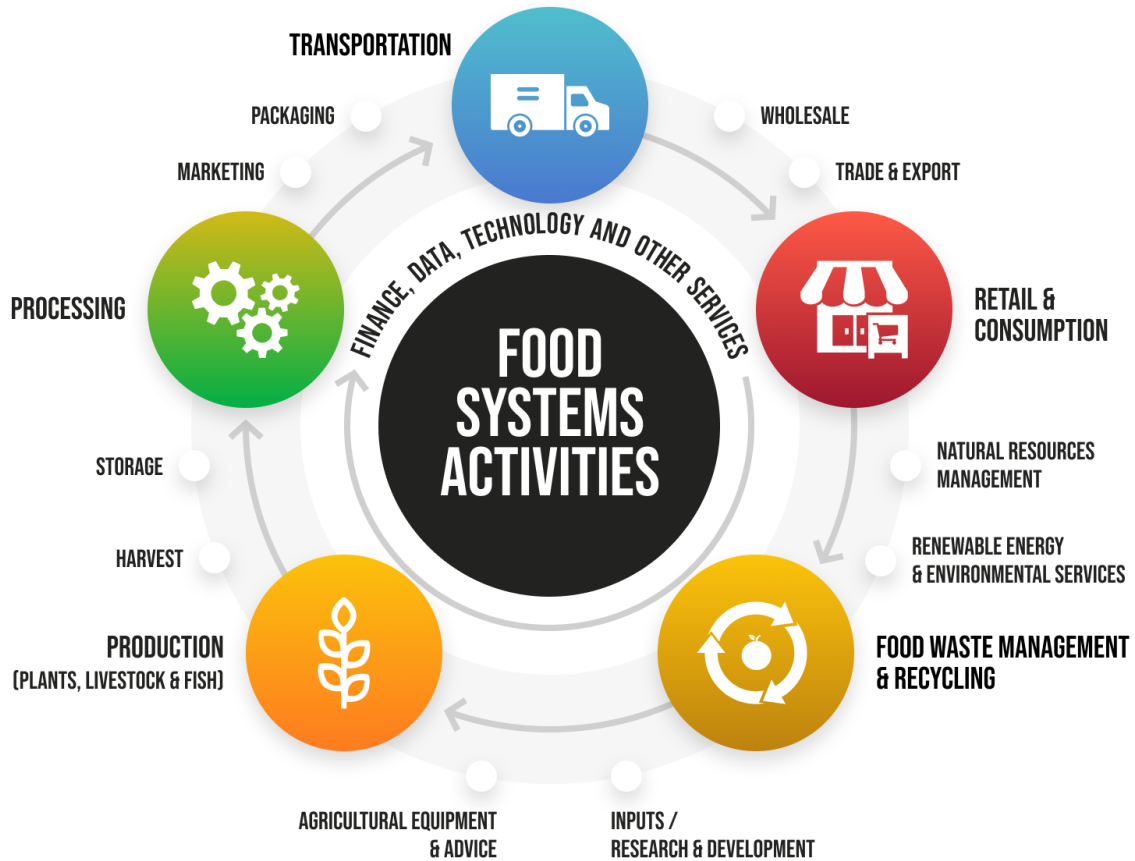
Winners will be announced by July 7th and will be featured in the media and virtual program for the United Nations Food Systems Pre-Summit in late July. All applicants who complete STEP 1 will also be invited to the Pre-Summit as virtual observers. Registration information will be sent by email.

Written applications must be submitted in English, Spanish or French. The application form and guidance document are also available to download in Arabic, Mandarin, Russian and Italian. If you are selected as a semi-finalist, you can submit the video in any of these six languages.

Definitions for important ideas

Food System

A "food system" includes every person and every process involved in growing, raising or making food, and then getting it into your stomach. Examples of food systems activities are:



2030 Vision

In the application form we ask you about your vision for the year 2030. That may seem like a long way away! A vision is an idea about the future, not a detailed plan or budget. We want to know how you imagine your business can help your community, country or the world even more than it does today.

Positive Impact / United Nations Action Tracks

When food systems activities help people to be healthy, communities to thrive, and nature to be protected, we call that “positive impact”. The United Nations seeks businesses that are already creating these benefits, and who have a vision to improve or expand positive impact.

The United Nations has identified five areas of positive impact that they call “Action Tracks”. In the application form, we ask you to choose your main area of impact. The judges will evaluate you mostly according to the goals of that area, while recognizing you may contribute to many goals. The impact areas are:



ACCESS TO SAFE AND NUTRITIOUS FOOD FOR ALL

End malnutrition and reduce disease, enabling all people to be nourished and healthy.

1. Reduce hunger
2. Make nutritious food more available and affordable
3. Make food safer



SUSTAINABLE CONSUMPTION

Build consumer demand for sustainable and nutritious food, and reduce waste.

1. Make it easier for people to eat healthy foods that are good for nature
2. Influence eaters to want healthier and more sustainable food
3. Cut food waste in half



NATURE-POSITIVE PRODUCTION

Be good to the natural environment when producing, processing and distributing food.

1. Protect nature from being destroyed for food or feed production
2. Produce food in a way that benefits nature
3. Restore and rehabilitate nature – like forests, watersheds and soil – that have been damaged



EQUITABLE LIVELIHOODS

Eliminate poverty by creating good jobs, supporting entrepreneurship, and increasing wealth for more people.

1. Create economic benefits for lots of people, not just a few
2. Give workers support and opportunities, especially women and youth
3. Ensure that workers have a voice and do not experience discrimination



RESILIENCE TO VULNERABILITIES, SHOCK AND STRESS

Protect people and their food systems from conflict and disasters.

1. Improve protection of nature
2. Improve protection of jobs and income
3. Improve protection of communities

How your application will be judged

Judges will use these questions to evaluate your application:

1. How well your business fits with the areas of positive impact in the application form
2. How much positive impact you've already made through your business, especially in the main impact area you select
3. How strong your future vision is, especially in improving or expanding your positive impact
4. How strong your business is – including your team and the way you do business
5. How well you communicate about your business and the benefits it creates, now and for the future

Additional details on application steps:

- To enter the Best Small Business Good Food for All competition you must create a VC4A user account. When you click “Apply” you will be asked to fill in your email address and a password – or you can choose to log in via your existing Facebook, Twitter or LinkedIn account with one click. You will then receive an email to verify that you own this email address. After clicking on the link in the email you will be guided through onboarding steps by VC4A, andP can complete STEP 1.
- After answering the questions in STEP 1 you will see instructions on the screen (and in an email message) on how to begin STEP 2. When you click the link you can fill in information about your business. This creates a public profile on the VC4A website, which can be used to promote the business to a global audience. You can then immediately continue filling in the competition application form.
- If you are selected as a Semi-Finalist, you will be sent instructions for STEP 3.
