



GLOBAL COALITION

*for the Preservation of Food Value and the Transformation of Food Systems
Toward an Amber Economy*

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The global food system faces an unacceptable paradox: while millions of people experience food insecurity, enormous volumes of food—carrying nutritional, social and economic value—continue to be lost, wasted or diverted due to lack of coordination, traceability and effective mechanisms for redistribution and valorization. This problem can no longer be understood merely as a logistical failure. It is a failure of governance and economic rationality. Food continues to be treated as an ordinary commodity when, in reality, it is a strategic asset for food security, territorial resilience, sustainability and social stability.

In response to this challenge, the *Global Coalition for the Preservation of Food Value and the Transformation of Food Systems* emerges as an international platform to mobilize collective action, multi-stakeholder coordination and operational infrastructure around a shared principle: preserving food value before it is destroyed. Its purpose is not only to reduce food loss and waste. Its ambition is to transform the way governments, companies, multilateral organizations, academia, civil society and territorial actors collaborate to convert recoverable surpluses and underutilized flows into measurable impact.

The coalition is promoted within the global leadership platform of the *G100 Zero Hunger Mission*, which provides strategic orientation, international visibility and high-level institutional articulation for the initiative. Through this alignment, the coalition connects its operational model with a global agenda committed to accelerating solutions for food security and sustainable food systems.

The coalition is grounded in the transition toward a *Food Impact Economy*, where the performance of food systems is not measured solely by how much they produce or trade, but by the integral impact they generate. Its conceptual and methodological foundation is the *Amber Economy*, which recognizes food as a strategic asset that generates economic, nutritional, social, territorial and environmental value.

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Under this logic, food loss and waste are no longer viewed simply as inefficiencies, but as avoidable destruction of value. This shift enables a transition from a reactive agenda focused on residual management to a proactive agenda centered on preservation, redistribution, traceability and impact.

The coalition's value proposition is clear: to offer an international architecture capable of integrating strategic vision, institutional coordination, territorial execution and measurable evidence. It is not a campaign nor an informal donation network. It is a governance platform that allows partners to participate in a global agenda capable of translating into concrete action, comparable metrics, replicable models and communicable results for public policy, corporate sustainability, impact investment and international cooperation.

Within this architecture, *The HungreeApp* plays a decisive role as an enabling digital infrastructure. It is not merely a technological tool; it is the system that makes it possible to register surplus food, connect supply and demand, geolocate operations, validate deliveries, maintain traceability and generate real-time analytics. Through this digital foundation, the coalition can move from discourse to execution, and from intention to verifiable impact. *The HungreeApp* transforms collaboration into operations, operations into data, and data into actionable evidence to scale solutions, ensure accountability and attract new alliances.

The coalition's strength lies precisely in this combination: a transformative vision, a robust conceptual framework, a functional technological infrastructure and a replicable implementation logic. This makes it a particularly attractive platform for partners who seek not only to support a legitimate cause, but to do so within a serious, measurable and scalable model.

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For governments, it represents a pathway to strengthen food security, territorial resilience and interinstitutional coordination. For companies, it offers an opportunity to transform surplus resources and logistical capacities into verifiable social value aligned with ESG strategies and corporate reputation. For multilateral organizations and international cooperation, it provides a scalable platform capable of generating evidence, comparable learning and transferable results. For universities and research centers, it opens an applied field for research, innovation and model validation. For civil society organizations, it strengthens their capacity for action through improved tools for coordination, traceability and collaboration.

The coalition does not simply invite stakeholders to join an initiative. It invites them to become part of a new international infrastructure for governing food value more effectively. Its distinguishing feature is not only rescuing food, but reorganizing relationships among actors, data, territories and decisions to prevent avoidable destruction of value and translate it into collective wellbeing. Where fragmentation exists today, the coalition proposes articulation. Where opacity prevails, it proposes traceability. Where opportunities for impact are currently lost, it proposes coordination, measurement and scalability.

This is, in essence, a transformation proposal with operational viability. The *Food Impact Economy* defines the horizon. The *Amber Economy* provides the conceptual foundation. The *G100 Zero Hunger Mission* contributes global leadership and international convening power. The Global Coalition offers the institutional structure. And *The HungreeApp* delivers the digital infrastructure that makes it possible to execute, measure and expand the solution. For future partners, this means something fundamental: this is not merely about supporting a worthy purpose, but about joining a platform capable of turning commitment into results and vision into measurable impact.