



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



16 October 2019  
**World Food Day**



# GET INVOLVED!



WORLD FOOD DAY 2019  
**TOOLKIT FOR  
PRIVATE COMPANIES  
AND CORPORATIONS**



# WORLD FOOD DAY

World Food Day (WFD) is celebrated each year on 16 October to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all. Events are organized in up to 150 countries across the world, making it one of the most celebrated days of the UN calendar.

## OUR ACTIONS ARE OUR FUTURE. HEALTHY DIETS FOR A #ZEROHUNGER WORLD.

A combination of **unhealthy diets and sedentary lifestyles** has sent obesity rates soaring, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. Now, while over **800 million** people suffer from **hunger**, over **670 million adults** and **120 million girls and boys** (5–19) are **obese**, and **over 40 million** children under five are overweight. **Achieving Zero Hunger by 2030** is not only about feeding the hungry, but also nourishing people, while nurturing the planet. This year, #WorldFoodDay calls for **action across sectors** to make **healthy and sustainable diets affordable and accessible to everyone**. At the same time, it calls on everyone to start thinking about what we eat.

### CALLS TO ACTION

**WE ALL** need to limit our consumption of foods that are high in salt, sugar and trans and saturated fats and make healthy eating and #ZeroHunger a part of our daily lives. You can get familiar with your country's dietary guidelines, change the way you eat, learn to understand nutrition labels, become a critical consumer, push for the availability of healthier food choices at work or in the community, be physically active and become more aware of your carbon food print.

**GOVERNMENTS** need to invest in nutrition and put the right policies in place to provide healthier and sustainable diets at an affordable price. These policies should help smallholders and farmers to diversify production and contribute to sustainable food systems, educate the public and nutrition professionals, and guide interventions such as school food and nutrition, food assistance, public food procurement and regulations on food marketing, labelling and advertising.

**SMALLHOLDER FARMERS** need to influence the variety of food available by diversifying production and adopting sustainable agricultural methods to preserve natural resources, while also increasing productivity and income. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to share knowledge and gain access to finance and modern technologies. Farmers can also increase their income and reduce prices for consumers by finding ways to maintain quality and freshness and reduce post-harvest losses.

### CALLS TO ACTION



## CALLS TO ACTION

**PRIVATE FOOD BUSINESSES** need to introduce more nutritious foods and adhere to nutrition-related laws and standards regarding the production and sale of foods, reformulation of food products, front-of-package nutrition labels (informing consumers about high levels of total fat, saturated fat, sugar, or salt), and food marketing and advertising, especially when aimed at children. It is also crucial that important advancements in innovative technologies are shared, particularly with low-income countries.

**YOUTH** around the world can also become change makers and advocates for healthy diets for all. The [World Food Day 2019 \(WFD 2019\) Activity Book Eating Healthy Matters](#) explains that nutritious and diverse food is key to achieve Zero Hunger in a language that is fun and understandable for children, and provides a series of actions to eat a healthy diet and lead a healthy life.

Find a detailed set of **actions** [here](#).

### DID YOU KNOW?

- While over **800 million** suffer from **hunger**, over **670 million adults** and **120 million boys and girls** (5–19) are **obese** and over **40 million children** under five are **overweight**.
- Over **150 million children** under five are **stunted** and over **50 million** are affected by **wasting**.
- **Unhealthy diets, combined with sedentary lifestyles**, have overtaken smoking as the world's **number one** risk factor for **disability and death** worldwide.
- Most of the world's population live in countries where **overweight and obesity** kill more people than hunger.
- **Different forms of malnutrition** can co-exist within the same household and even the same individual during their life and can be **passed from one generation to the next**.
- An estimated **USD two trillion** is spent each year to treat health problems caused by **obesity**.
- **Billions** of people **lack the nutrients** their bodies need to lead an active and healthy life.
- **Environmental damage** caused by the food system could **increase 50 to 90 percent**, due to the increased consumption of processed foods, meat and other animal-source products in low- and middle-income countries.
- Of some 6 000 **plant species** cultivated for food throughout human history, today **only eight supply more than 50 percent of our daily calories**. We need to eat a wide variety of nutritious foods.
- **Climate change** threatens to reduce both the quality and quantity of crops, lowering yields. Rising temperatures are also exacerbating water scarcity, changing the relationship between pests, plants and pathogens and altering the size of fish.



## HOW TO PARTICIPATE

WFD's global impact would not be possible without a network of strategic partnerships. These partnerships involve the exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of reaching out to a broader audience.

Every year Food and Agriculture Organization (FAO) works to increase the number of organizations and companies that collaborate with us to make WFD the global campaign that it is. The campaign benefits all involved – you help us to broaden FAO's audience and you showcase your support for one of the most celebrated days in the UN calendar.

WFD offers unique marketing opportunities, by joining the WFD campaign you can:

- Become a WFD advocate and join the WFD network, which unites a range of partners from the private sector, government and media in **up to 150 countries**
- Make this part of your internal corporate social responsibility (CSR) strategy or advocacy campaign
- **Promote your brand worldwide** by featuring on our [website](#), the central location for all WFD activities
- Benefit from our powerful social media presence with over **3.2 million followers**
- Take advantage of many other branding opportunities: free downloadable WFD communication materials in seven languages and free graphic and communications support provided by our team of experts

### Become a Friend of WFD

The WFD website recognises the efforts of partners as WFD Friends. WFD Friends help us to promote worldwide awareness and action and they come from various sectors – small businesses to large corporations, mainstream and specialized media, international organizations, civil society, academia and more. Together they are using their influence to spread the word through media outlets, public events, campaigns and digital channels to make WFD an international success. Contact us if you would like to become a WFD Friend.



## HOW TO PARTICIPATE



## HOW TO PARTICIPATE



### Make a commitment to healthy diets

WFD 2019 is an action oriented campaign so start by taking a pledge for healthy diets and Zero Hunger, and share it on social media (using #WorldFoodDay and #ZeroHunger). Get some inspiration by reading the WFD actions provided [here](#) for countries, the private sector, farmers and all individuals, and encourage partners to take a pledge. Remember also to [keep the WFD team updated](#) about your calls to action.



### Promote healthy diets to staff

Big enterprises need to recognise the benefits of offering nutritional counselling, courses, talks, publications on nutrition or gym memberships to staff, or building on-site fitness centres and recreation areas. Smaller businesses can review the food choices offered in on-site cafeterias, encourage staff to exercise during breaks or even request that nutritious foods are available in vending machines.



### Promote the WFD Poster Contest

If your company works with youth, why not promote the [WFD Poster Contest](#)? If not, encourage your staff to participate! The contest targets 5–19 year olds in schools, educational organizations or youth groups, and media, or even hold a local poster competition, encouraging all entrants to take part in the global contest by 8 November 2019. This is an important way to engage the young generation and inspire them to be change makers and advocates for a Zero Hunger world.



### Organise a WFD event

Celebrate WFD by organizing different activities at your school or centre such as, concerts, festivals or fairs, food tastings or cooking demonstrations with partners and clients, showcasing how your company is contributing to Zero Hunger through the adoption of sustainable environmental practices.



### Recreation and sports

Organise a run, a march, a walk or even a marathon against hunger. Encourage staff and the public to participate and become advocates by adopting a zero hunger lifestyle, eating a healthy diet at work and at home and wasting less food in canteens.



## HOW TO PARTICIPATE



### Plan a WFD exhibition

Plan an exhibition to showcase your corporate social responsibility actions that contribute to building a Zero Hunger world. This can be complemented by a photo exhibition package that will be circulated by the WFD team and will include human interest stories linked with thematic aspects of FAO's work with countries and partners throughout the regions.



### Use the WFD visual

Download our poster and share it and update your corporate web page with the WFD 2019 banner, linking it to the WFD 2019 website! You can also produce a range of gadgets including t-shirts, caps, mugs and bags using our free graphics. Remember to use the WFD visual as much as possible across your events and activities and download the WFD backdrop or event banner here. If your event already has a visual identity, you can simply add the WFD ribbon.



### Feature your stories in the WFD campaign

We want to hear stories from private companies, enterprises and multinational corporations about their actions to make healthy diets available and affordable, be it through their work or simple actions in their daily lives. Read this brief and use the template provided here to feature your story online, at events and exhibits worldwide.



### Bring WFD to your town or city

Private sector outdoor advertisers, or transportation companies can help to spread the call for action by displaying the WFD visual or promo video on billboards and digital screens across metro lines, in high-visibility city spots, at shopping malls and airports. FAO has worked with municipalities and private companies to promote WFD, mostly on a pro-bono basis, in cities around the world like Geneva, Mexico City, Jakarta and Juba.



### Engage the young generation

If your company works with youth, why not promote the [Activity Book "Eating Healthy Matters"](#) or our short video animation (if not, encourage your staff to be advocates). This way, young people can learn about the importance of healthy diets and find out what each of us - governments, farmers, businesses, everyone - has to do to reach this goal. Young people can also learn how you they can become part of the Zero Hunger Generation.



## HOW TO PARTICIPATE



### Get the media involved!

Media companies, or any business with a communication network, can leverage their reach to educate the public about the importance of healthy diets. You can also use your media contacts to spread WFD messages on talk shows, discussion panels, at press conferences, during related media briefings and in radio or TV call-in shows. Tell the media about the WFD poster contest before the deadline on 8 November and share ideas with the WFD team on where to place the WFD promo video and other multimedia material.



### Spread the word

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers, chefs, experts) to amplify our messages around healthy diets and a **#ZeroHunger** lifestyle.



### Let us know about your WFD event!

As you can see, there are a lot of ways to celebrate WFD. Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from August 2019. Photograph and/or record your event and send us your best photos so we can feature them in a **WFD Flickr Album**. All high resolution photos should be accompanied by photo credits and information about the event so we can publish them.

### Remember to use the WFD visual as much as possible in your events and activities!

If your event partners cannot use the full WFD visual, use the WFD ribbon. Write to the WFD team if you need it for your own event, or wish to distribute it to partners.





## COMMUNICATION MATERIALS

## COMMUNICATION MATERIALS

### WFD work space

Some products are already available in the six official FAO languages in the [WFD workspace](#). Share it easily with external partners and see our schedule below outlining when new materials will be added over the coming months.

ACTIVITY & PRODUCTS	DATE
<a href="#">WFD concept note</a>	✓
<a href="#">Actions</a>	✓
<a href="#">Call for human interest stories</a>	✓
WFD website <a href="http://www.fao.org/world-food-day">www.fao.org/world-food-day</a>	✓
<a href="#">WFD Poster</a>	✓
<a href="#">WFD Activity book for children</a>	✓
<a href="#">WFD Poster contest launched</a>	✓
<a href="#">Brochure</a>	✓
<a href="#">Social media Trello board</a>	✓
<a href="#">WFD 2019 communications guide and toolkit</a>	Jul
Promo video/ TV advertisement	Jul
Children's video animation	Jul
Video feature (TBC)	Sept
Photo exhibit package distributed to FAO offices (TBC)	Sept
Human interest stories published	Sept
Op-ed from the Director-General	Sept
WFD video message from the Director-General	Sept
Talking points	Sept
WFD events 100+ countries worldwide	1-31 Oct
WFD Poster Contest closes	8 Nov
Contest winners announced	Dec



## WHAT PRIVATE BUSINESSES CAN DO TO MAKE HEALTHY DIETS AVAILABLE AND AFFORDABLE AND ACHIEVE #ZEROHUNGER

**ZERO HUNGER  
ACTIONS**

Companies and private enterprises need to positively influence the food environment to help provide affordable healthy diets and achieve #ZeroHunger. Whether you're a food manufacturer, financial institution, media house or provide food to staff, you can make a difference, regardless of the size of your business – start with these actions.

### **MAKE NUTRITIOUS FOODS AVAILABLE**

Food companies and manufacturers need to develop and provide affordable and nutritious foods to consumers and aim to provide greater dietary diversity and quality. Nutrition needs to be prioritised along the food chain by limiting the levels of saturated fats, trans fats, added sugars and salt in existing food products, as well as developing new products with better nutritional value that respond to public health concerns.

### **LABEL CORRECTLY**

Food companies and manufacturers should provide consumers with adequate and understandable product and nutrition information and avoid nutrient claims (“high in,” “enriched/fortified with”) that may not reflect the overall nutritional quality of a product and may instead misinform consumers, e.g. the level of sugar in breakfast cereals can be excessive even if vitamin and fibre levels are good.

### **ADVERTISE NUTRITIOUS FOODS**

Food companies and manufacturers need to phase-out advertising and promotion of foods high in fat, sugar and/or salt, especially to children and adolescents, and avoid other promotional tactics such as nutritional claims or store discounts that affect purchase decisions.

### **SPREADING INNOVATIVE TECHNOLOGIES**

It is crucial that important advancements in innovative technologies for the breeding of safe and nutritious varieties of crops are shared, particularly with low-income countries. Private businesses also need to foster the transfer of knowledge to improve storage, preservation, transport and distribution technologies, and infrastructure to reduce seasonal food insecurity and food and nutrient loss and waste.

### **PROMOTE FINANCIAL INCLUSION**

If your company operates within the financial sector, you can support local economies in their efforts to produce diverse, nutritious foods by putting financial tools in the hands of economically marginalized communities and exploring ways to provide credit or money to households for farming inputs from local markets.

### **PARTNER WITH ACADEMIA**

Academia are incubators of knowledge and innovation that can be channelled towards efforts to make healthy diets available and achieve Zero Hunger. They are home to the world's future change makers. Strategic partnerships with academia and research institutions can generate significant and relevant information to assist businesses in addressing the challenges posed by hunger, obesity and other forms of malnutrition.



## ZERO HUNGER ACTIONS

### SPREAD THE WORD

Media houses, or any business with a communication network, can leverage their reach to educate the public about healthy diets, while helping to draw attention to issues related to hunger, obesity and other forms of malnutrition.

### CHAMPION FOOD SAFETY

Food businesses and manufacturers must strive to achieve better food safety and quality along the food chains, especially in low-income countries. The risks of innovative technologies and industrialized systems to human and environmental health must be assessed and taken into consideration, for example any negative health consequences such as antimicrobial resistance stemming from a dependency on an excessive use of chemical inputs that are used to ensure high productivity or prevent disease.

### PROMOTE HEALTHY DIETS TO STAFF

Big enterprises need to recognise the benefits of offering nutritional counselling, courses, talks, publications on nutrition or gym memberships to staff, or building on-site fitness centres and recreation areas. Smaller businesses can review the food choices offered in on-site cafeterias, encourage staff to exercise during breaks or even request that nutritious foods are available in vending machines.

### REACH OUT TO FAO

Join the leading global businesses who have partnered with us to develop technologies, share their expertise, provide help and assistance aimed at creating a world with nutritious and diverse foods, for present and future generations. Find out more [here](#).



[www.fao.org/WFD](http://www.fao.org/WFD)

contact: [world-food-day@fao.org](mailto:world-food-day@fao.org)



Some rights reserved: This work is available under a [CC BY-NC-SA 3.0 IGO](https://creativecommons.org/licenses/by-nc-sa/3.0/igo/) licence