



Food and Agriculture
Organization of the
United Nations



Grow,
Nourish,
Sustain.
Together.

16 October 2020

World Food Day

Get involved!



World Food Day 2020

Toolkit for private companies and corporations

#WorldFoodDay

fao.org/world-food-day

WORLD FOOD DAY

WFD 2020

Collective action across 150 countries is what makes World Food Day (WFD) one of the most celebrated days of the United Nations' (UN) calendar. Hundreds of events and outreach activities bring together governments, businesses, non-governmental organizations (NGOs), the media, and general public. They promote worldwide awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all.

World Food Day 2020 marks the 75th anniversary of the Food and Agriculture Organization of the United Nations (FAO) in an exceptional moment as countries around the world deal with the widespread effects of the COVID-19 pandemic. It's a time to look into the future we need to build together. Make **#WorldFoodDay** your day – share our messages, your actions or develop an activity, even if it has to be virtual.

**Grow, nourish, sustain.
Together.
Our actions are our
future.**

Slogan

The COVID-19 global health crisis has been a time to reflect on the things we truly cherish and our most basic needs. These uncertain times have made many of us rekindle our appreciation for a thing that some take for granted and many go without: food. World Food Day is calling for **global solidarity** to help all populations, and especially the most vulnerable, to recover from the crisis, and to **make food systems more resilient and robust** so they can withstand increasing volatility and climate shocks, deliver affordable and sustainable healthy diets for all, and decent livelihoods for food system workers. This will require better social protection, innovation and digitalization, and sustainable agricultural practices that preserve the Earth's natural resources, our health, and the climate. But we all have a role to play, from increasing the overall demand for nutritious food by choosing healthy, to not letting sustainable habits fall by the wayside, and joining the global solidarity effort, despite these uncertain times.

All of us need to make sure that our food systems **grow** a variety of food to **nourish** a growing population and **sustain** the planet, **together**.

WHAT CAN THE PRIVATE SECTOR DO TO SUPPORT SUSTAINABLE FOOD SYSTEMS AND OUR FOOD HEROES?

CALL TO ACTION

Private sector companies, many of which have been severely strained by the pandemic, can have an enormous influence on how communities, economies and food systems respond to a range of challenges including climate change. They can make a difference by sharing expertise and resources:

SUPPORT SMALL ENTERPRISES

Large enterprises should do everything possible to keep their businesses going, insulate supply chains, and consider extending credit where needed to help smaller enterprises stay afloat.

PROMOTE FOOD SAFETY

Respect national food safety regulations and measures to protect food as well as staff. Reinforce good hygienic practices and better food safety and quality along the food chains, especially in developing countries.

PROVIDE GOOD WORKING CONDITIONS

Private businesses should invest in sustainable, resilient food systems with decent employment and social protection programmes to protect the most vulnerable.

MAKE HEALTHY DIETS APPEALING, AVAILABLE AND AFFORDABLE

Private sector food-related businesses and retailers need to make healthy and sustainable food options attractive, available and affordable.

SHARE TECHNOLOGIES

Food companies must share technologies that transform food systems and manage supplies, especially where highly perishable goods are involved (fruit, vegetables, fish, aquatic products, etc.).

SUPPORT SMALLHOLDERS THROUGH E-COMMERCE

E-commerce companies can facilitate trading of surplus produce in times of crisis and increase the marketing of agricultural products with, for example, special subsidies for smallholders. They can also open their businesses as much as possible to smallholder producers.

OFFER FAIR FINANCIAL TERMS

Banks and financial institutions can help farmers with outstanding loans by waiving fees, extending payment due dates, or offering alternative repayment plans for farmers who cannot work or sell their produce due to conditions like pandemic restrictions.

SHARE KNOWLEDGE

Companies can share expertise or technologies with public and other private entities to help improve sustainable food production and livelihoods. Tech giants like Google, for example, have developed mobile apps and other digital tools to help tackle challenges ranging from climate change and crop pests to pandemics.

ADOPT SUSTAINABLE PRACTICES

Companies who source their products from the planet's natural resources should be mindful of their impact and adopt a sustainable approach. Seafood businesses, for example, can follow the [Code of Conduct for Responsible Fisheries](#).

PARTNER WITH US

World Food Day's global impact would not be possible without a network of strategic partnerships with cities, TV stations, outdoor advertisers, transport networks, retail outlets, airports, shopping centres, etc. These partnerships involve an exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of bringing important messages to a broader audience and calling for action. It's a win-win situation – partners broaden FAO's audience and they get to showcase their support for one of the most celebrated days in the UN calendar.

Every year FAO works to increase the number of organizations and companies that collaborate with us to make World Food Day 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.

Examples of how we can collaborate or exchange visibility could be:

- Adding your logo to the World Food Day promotional video that is screened on your TV station or advertising space
- Co-marketing of an event (join over 400 events in 150 countries), through FAO's and your marketing channels
- Exchange of logos or visual identities on key communication materials - for example branding of a World Food Day product with your logo (poster advertisement, promotional video, children's activity book or video animation) or of your event or company product with the WFD visual identity
- Making use of each other's social media - our powerful social media presence exceeds 3 million followers!
- We recognize the efforts of our partners by featuring your brand on the corporate [World Food Day website](#), the central location for all WFD activities.
- Take advantage of many other branding opportunities: free downloadable WFD communication materials in seven languages and graphic and communications support provided by our team of experts. We can provide a poster or video advertisement in the language you need!

PARTNER WITH US

Become a Friend of World Food Day

The WFD website recognises the efforts of partners as World Food Day 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.

Become a friend
of WFD

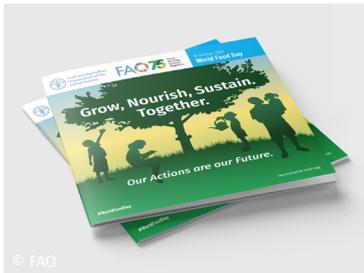
HOW TO PARTICIPATE

HOW TO PARTICIPATE



Bring WFD to your town or city

Private sector outdoor advertisers, or transportation companies can help 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. Read more tips about what you can do in our [Partner with us](#) brief. FAO has worked with municipalities and private companies to promote WFD on a pro-bono basis, in cities around the world like New York, Mexico City, Jakarta and Juba.



Use the WFD visual

Download the WFD 2020 poster and share it on your website, or even as a background while using virtual conferencing apps. You can also update your website with the [WFD 2020 button](#) and link it to the WFD 2020 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, even if online, and download the WFD backdrop or event banner. If your event already has a visual identity, you can merge it with the WFD ribbon. Ask others to do the same!



#FoodHeroes stories

We want to hear the stories about the actions your business or staff members have taken to provide support to food sector workers and of those that have taken on the role of food hero. Stay tuned to the WFD website in September to learn how you can share your stories.



Organise a WFD event

Although we mark World Food Day 2020 this year in very unprecedented circumstances, you can still take advantage of this important opportunity to call for action. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures. Some ideas include team-building events, such as cook-offs, food tastings or cooking demonstrations, and public lectures or conferences with partners and clients, could be just as effective online.



Engage the young generation

If your company works with youth, why not promote our [Activity Book "Food Heroes"](#) or our short video animation or even encourage your staff to be advocates? These resources can be used to inspire people to be change makers and create a world where everyone has access to enough nutritious food, and food sector workers and our planet are cared for. This way, young people can learn about the important role of food producers and find out what each of us - governments, farmers, businesses, everyone – has to do to strengthen food systems. We can all become **#FoodHeroes**.



Promote the WFD Poster Contest

Ask your staff to enter and/or promote the [WFD Poster Contest](#). The contest targets 5–19-year olds in schools, educational organizations or youth groups. You can even hold a local poster competition at work and encourage all entrants to take part in the global contest by 6 November 2020. Winners of the poster contest will be published on the WFD website and will receive a prize!



Spread the word

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels and post actions online too. This is also a time to express our appreciation to **#FoodHeroes** online - those who, throughout the crisis, have made sure that food makes its way from the farm to your table.

Find out how the private sector can play its part [here](#).

HOW TO PARTICIPATE

Let us know

LET US KNOW ABOUT YOUR WFD EVENT OR ACTIVITY!

As you can see, there are a lot of ways to celebrate World Food Day. 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 2020. 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. Get inspired by having a look through the [outreach activities carried out last year](#).

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.

Did you know?

DID YOU KNOW?

- **2 billion** people experience **moderate or severe food insecurity**, meaning they have difficulty in regularly accessing enough nutritious food.
- More than **113 million people** across **53 countries** experience **acute hunger** requiring urgent food, nutrition and livelihoods assistance.
- The **global population** is expected to reach almost **10 billion by 2050**, which will significantly increase the demand for food.
- Approximately **14 percent of food produced for human consumption is lost** each year before reaching the wholesale market.
- **Over 3 billion people** in the world **lack access to internet** and most of them live in rural and remote areas. Smallholder farmers need greater access to finance, training, innovation and technology to improve their livelihoods.
- Intensified food production, combined with climate change, is causing a rapid loss of biodiversity. Today **only nine plant species account for 66 percent of total crop production**.
- A combination of poor diets and sedentary lifestyles has led to soaring obesity rates, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. **No region is exempt**.
- **If our food systems are not transformed**, undernourishment and malnutrition will greatly increase by 2050. This could increase more if there is further deterioration in income inequality, employment or basic access to services.
- The **impact of malnutrition in all its forms** – undernutrition, micronutrient deficiencies, as well as overweight and obesity – on the global economy is estimated at **USD 3.5 trillion per year**.

COMMUNICATION MATERIALS

WFD WORK SPACE

Here below you can find a schedule for material that will be launched shortly in the six official FAO languages in the [FAO75 and World Food Day 2020 Asset Bank](#) and on the [WFD website](#). Share it easily with external partners or providers and see our schedule below outlining when new materials will be added over the coming months. Please note that some deadlines are subject to change in view of the current situation.

ACTIVITY & PRODUCTS	DATE
FAO75 Visual Identity Guidelines	✓
FAO75 and WFD Concept Note	✓
WFD Website www.fao.org/world-food-day	✓
WFD Visual identity and visual guidelines	✓
Brochure	✓
WFD Poster Contest launched	✓
Activity Book for children	✓
Social media Trello board	✓
WFD 2020 Communications guides and toolkits	July
New corporate FAO video on the occasion of FAO75	July
Promo video/ TV advertisement	July/August
Children's animation	August
Video - project spotlights (TBC)	August
#FoodHeroes stories published	September
FAO75 digital publication	September/October
WFD events +150 countries worldwide	1-31 October
WFD Poster Contest closes	6 November
Announcement of Poster Contest winners	December

COMMUNICATION MATERIALS

Activity and products