



World Food Day/TeleFood Global Event on 22 October 2007:
World-wide Candlelight Vigil on the World Food Day/TeleFood theme, “The Right to Food”

Objective of the Event

The objective is to raise public awareness of the fight against world hunger and to promote universal food security by taking the opportunity provided by this year’s theme, to mobilize through the global event, a wide spectrum of governmental and civil society organizations concerned with the issues of hunger, malnutrition and poverty, on the eve of the 60th Anniversary of the Universal Declaration on Human Rights in 2008.

Description of the Event

The event will be a candle-lighting ceremony in view of the connotation of hope and solidarity attached to this symbol. The Candlelight Vigil will be organized at 6 pm (18:00hrs) on 22 October 2007, starting from the Southwest Pacific and moving westwards across each time zone in a string of similar events with media coverage from global media networks.

The Candlelight Vigil on the Right to Food is an event promoted by FAO and will involve governments and other local partners in World Food Day and TeleFood as well as national committees, associations and alliances against hunger to promote and to participate in the organization of the event.

Special efforts will be made to mobilize governments, civil society organizations, religious organizations, civil and legal rights groups, and associations of women and youth, as well as the local media, in an effort to reflect on the theme and to mobilize the general public in support of the fight against hunger, under-nutrition and poverty.

The programme of the event could include the presence of high-ranking personalities, artists and media celebrities, etc. both from the public sector (e.g. politicians, parliamentarians, Supreme Court justices) and the private sector (e.g. movie stars, religious leaders, business). FAO Goodwill Ambassadors, where and when applicable, will be requested to actively participate in the event at the local level.

Venue

The Candlelight Vigil should be organized in a suitable venue, such as a park or in an open space with public access, preferably with a backdrop of some historical or cultural value to the society. Other possible venues include stadiums, monuments or religious sites. Some examples may include East Rennell in the Solomon Islands, the Sydney Opera House in Australia, the Pacifico Yokohama Seaside Park in Japan, the Rizal Luneta Park in the Philippines, the Delhi Red Fort in India; the Cairo Pyramids in Egypt, the Island of Gorée in Senegal, the Roman Colosseum in Italy, the Eiffel Tower in France, New York Times Square in the USA, Xochimilco in Mexico, Panamá Viejo in Panama, Brimstone Hill in St. Kitts and Nevis, etc. The use of the 2007 WFD/TFD Poster on the Right to Food will serve as a unifying image for the local events world-wide as a part of the backdrop.

Depending on local culture and customs, a 30-minute to one-hour programme, to be decided locally, may be sufficient for the ceremony. The programme could be very flexible and some short statements from selected invited personalities could be made and include the reading of the FAO Director-General's Message on the World Food Day/TeleFood theme, "*The Right to Food*" by the Representative of FAO.

Information/Promotion Campaign and Media Coverage

The local media should be involved hand in hand with the authorities, civil society organizations and FAO decentralized offices to mobilize people's participation in this event. The World Food Day/TeleFood campaign at country level will be utilized to promote the event, including announcements and press conferences leading up to and during the observance of World Food Day/TeleFood at the country level. This will include the written press, radio and television as well as other planned events such as seminars, agricultural fairs, and other sport and cultural events.

Successful Implementation of the Project

One major factor is the collaboration of governments in this event. The involvement of NGOs and CSOs as well as the media in declaring their participation will help in promoting the event. The success of the event will depend on media coverage at the local levels and more specifically at the global level. Selected big cities will be targeted to mobilize global media networks. Efforts will also be made to contact TV satellite partners, e.g. IntelSat and PanamSat and other news organizations like CNN, BBC, and Al Jazeera. FAO will coordinate and monitor the world-wide preparations, based on inputs received from participating countries and make available a global calendar of the events by time zone on the World Food Day (WFD) website.