



Food and Agriculture
Organization of the
United Nations

SUSTAINABLE
DEVELOPMENT
GOALS



WORLD FOOD DAY

16 October 2017



COMMUNICATIONS HANDBOOK

WORLD FOOD DAY 2017

COMMUNICATIONS HANDBOOK

Welcome note 4

1 WORLD FOOD DAY CELEBRATIONS 5

- 1.1 - World Food Day
- 1.2 - World Food Day 2017 - FAO Headquarters and global events
- 1.3 - World Food Day 2017 around the world

2. WORLD FOOD DAY 2017 8

- 2.1 - Slogan
- 2.2 - Theme
- 2.3 - Key messages
- 2.4 - Visual identity

3. WORLD FOOD DAY 2017 CONTEST 14

- 3.1 - Introduction
- 3.2 - Poster Contest
- 3.2 - Video Contest

4. HUMAN INTEREST STORIES 17

5. WORLD FOOD DAY 2017 COMMUNICATIONS MATERIALS 18

- 5.1 - What is the toolkit?
- 5.2 - Poster
- 5.3 - Brochure
- 5.4 - Children's Activity book
- 5.5 - Website and web banners
- 5.6 - Social media graphics

5.7 - Backdrop/banner for meetings or events

5.8 - Videos

5.9 - Promotional Materials

5.10 - Editorial

5.11 - DG video message

5.12 - Talking points for WFD ceremony

6. WAYS TO PARTICIPATE

24

6.1 - Partnerships

6.2 - Events and other activities

6.3 - Media outreach

6.4 - Social media outreach

6.5 - Local town or city branding

USEFUL LINKS

30

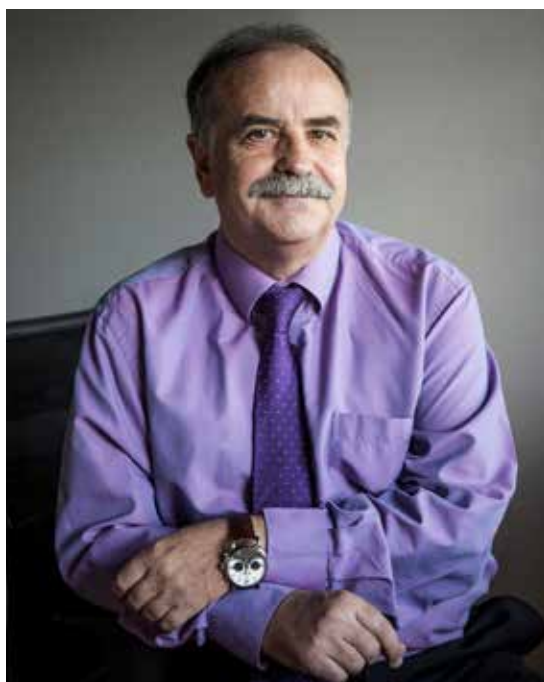
CONTACTS

31

ANNEXES

32

WELCOME NOTE



Let me start by saying that World Food Day (WFD) is a day for us all to show our commitment to SDG2, Zero Hunger, and to promote worldwide awareness of the need to provide enough, nutritious food for all. It is a day to call on the general public to play a role in ending hunger and building a sustainable future for our planet, even by changing simple day-to-day decisions and actions. Each year, WFD has a new theme that governments, NGOs and major corporations adopt to advocate worldwide for Zero Hunger.

This year's theme – **Change the future of migration. Invest in food security and rural**

development – is an occasion to highlight that by investing in sustainable rural development and agriculture, not only are we working towards Zero Hunger, but also addressing some of the major global challenges our world faces today: migration and displacement. FAO's work to support communities displaced by natural disasters and conflict, and build the resilience of displaced and host communities, also contributes to this goal.

What is the link between food security, rural development and migration? The Communications Handbook – complete with information on the theme, key messages, suggestions on how to mark WFD, and a list of promotional materials – offers a few answers.

The global wave of refugees and migrants is presenting complex challenges that demand immediate action and 2017 is a crucial year for both FAO and its partners, and the global agenda.

- Pope Francis's attendance at the WFD ceremony at FAO Headquarters will send a strong message to the international community on the need to urgently tackle the root causes of migration – hunger, poverty, conflict and climate change. This is the first time in history that the Pope will participate in a WFD event.
- Ministers of Agriculture attending the G7 meeting in Bergamo, Italy on 14-15 October will also acknowledge the importance of food security and rural development in responding to migration challenges through their participation in the World Food Day Ceremony. This follows a series of G7 Summit discussions over the course of the year, which underline the importance of addressing factors that compel people to move, rather than simply dealing with the effects.
- A Zero Hunger event on WFD will launch a global Zero Hunger campaign highlighting FAO's leading role in efforts to achieve SDG2,

WELCOME NOTE

“Change the future of migration. Invest in food security and rural development”

and the regional FAO Zero Hunger Ambassadors, who will amplify WFD messages and make it their priority to engage the public in the struggle to end hunger.

- Finally, the FAO Director-General will prepare for his role as co-chair of the Global Migration Group (GMG) in 2018 with the Director-General of the International Organization for Migration (IOM), carrying forward the momentum created in 2017.

The WFD Handbook and Toolkit provide you with information on how to work with your partners, raise awareness about this year's theme and call on your governments to address migration at its roots through investments in food security and rural development. The material introduced in the Handbook gives an overview of the current migration situation - with all its complexities, magnitude and challenges.

Thank you all for your efforts to give this event and the issues explored the global reach, prominence and action they deserve.

Enrique Yeves

Director,
Office for Corporate Communication



WELCOME NOTE

“Change the future
of migration. Invest
in food security and
rural development”

1 WORLD FOOD DAY CELEBRATIONS

1.1 World Food Day

FAO celebrates World Food Day each year on 16 October to commemorate the founding of the Organization in 1945. Events are organized in over 150 countries across the world, making it one of the most celebrated days of the UN calendar. These events promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all.

World Food Day is a chance to show our commitment to Sustainable Development Goal (SDG) 2 and achieving Zero Hunger by 2030. It's also a day to highlight FAO's role in leading global efforts to achieve Zero Hunger since the Organization first established its mission in 1945 to free humanity from hunger and malnutrition, and effectively manage the global food system. Zero Hunger is a foundation for a large number of the SDGs, given the centrality of food and agriculture to the greater 2030 Agenda.

In addition to this year's key messages (see Section 2.3) use the ten hunger facts and general messages to promote WFD, which can be found here www.fao.org/world-food-day/2017/about.

Institutional Background

In November 1979 the 20th session of the FAO Conference adopted Resolution 1/79 inviting FAO member countries to observe World Food Day (WFD) every year on 16 October. This was followed by Resolution 35/70 during the United Nations General Assembly in December 1980, which urged governments and national, regional and international organizations to contribute to the effective commemoration of World Food Day to the best of their capacity/to the greatest extent possible. World Food Day 2017 marks the 72nd anniversary of the Organization's founding, and the 37th observance of World Food Day.

WORLD FOOD DAY CELEBRATIONS

WFD2017 Poster



1.2 World Food Day 2017 - FAO Headquarters and global events

World Food Day Ceremony

World Food Day will be celebrated on 16 October 2017 at FAO Headquarters. Whereas traditionally a message from His Holiness is delivered during the WFD ceremony, for the first time, Pope Francis will attend in person and call on the international community to change the future of migration. Ministers of Agriculture attending the Group of Seven (G7) meeting in Bergamo, Italy on 14-15 October will also attend the ceremony, given the important link between food security, rural development and migration on the political agenda. In line with previous editions, the Heads of the other Rome-based Agencies will be invited to speak during the ceremony. A number of events will take place during World Food Week including a Zero Hunger event, an exhibition and the third annual gathering of Mayors committed to the Milan Urban Food Policy Pact.

#ZeroHunger Event, World Food Day, 16 October, FAO Headquarters

A Zero Hunger Event on World Food Day will mark the launch of FAO's global Zero Hunger Campaign. Five Regional Goodwill Ambassadors for Zero Hunger will be presented during the event, followed by the launch of FAO's "Zero Hunger" publication, which explores FAO's efforts to end hunger and malnutrition over the past 72 years. The Orchestra Di Piazza Vittorio, a well-known multi-ethnic orchestra based in Italy, many of whom are migrants, will perform during the event. The Zero Hunger event will eventually become a yearly tradition, where countries' achievements towards meeting the Sustainable Development Goals (SDGs), particularly SDG2, are celebrated.

Exhibition

An exhibition at FAO during World Food Week, 16 – 22 October 2017, will explore the link between migration, food security and rural development and ways in which people can be given more choices to stay at home, when it is safe to do so. A range of multimedia materials, statistics and symbols of the WFD visual identity will be used to interpret key messages.

Milan Urban Food Policy Pact – III Annual Mayors Meeting, 19-21 October 2017, Valencia, Spain

The third annual gathering of Mayors committed to the Milan Urban Food Policy Pact from 19-21 October in Valencia, will once again bring together 140 cities to discuss initiatives to develop sustainable food systems in cities worldwide. These cities are committed to the "Milan Urban Food Policy Pact", the first international protocol that calls for cities to develop sustainable food systems that grant healthy and accessible food to all, protect biodiversity and reduce food waste. FAO is supporting this initiative by facilitating the Exchange of best practices among MUFP cities.

World Food Day 2017
Global events
FAO Headquarters

#ZeroHunger

www.milanurbanfoodpolicyact.org

1.3 World Food Day 2017 Around the World

Every year, a large number of **events** -from marathons and hunger marches, to exhibitions, cultural performances, contests and concerts – are organised in around 150 countries across the world to celebrate World Food Day.

Most countries organize a **World Food Day ceremony** at presidential, ministerial, local government, and/or UN level. Some suggestions on how to celebrate World Food Day in your country or region are provided in **section 6.2**, and some ideas for outreach activities with the media are offered in **section 6.3**.

World Food Day is an occasion to harness the power of existing **partnerships**, or create new partnerships to add a greater impact to events (see **section 6.1**).

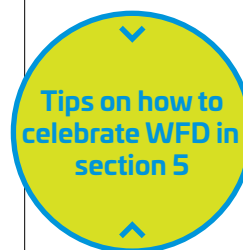
A number of information or promotional materials presented in **section 5** can be printed or produced locally to promote key messages as much as possible between both young and older audiences at events and for outreach activities. We would encourage you to use the official WFD 2017 visual identity and to check alternative formats with the World Food Day team to ensure consistency.

FAO Representations can already start to build awareness about World Food Day and FAO's work by conducting interviews with project beneficiaries, taking photos and sending us your **human interest stories**, which we intend to publish on FAO's website (www.fao.org/in-action and www.fao.org/world-food-day/2017) and social media channels (see **section 4**).

The WFD Team has already launched the **WFD Poster and Video Contest** and issued the Activity Book for children so we are depending on FAO offices and WFD partners to spread the word on social media and by contacting local schools up to the closing date on 10 November 2017 (see **section 3**)

We are encouraging all FAO partners – governments, cities or local authorities, media and the private sector – to promote the 2017 theme, organize advertisements in public spaces and on national television, or to hold events, in an effort to communicate important solutions to migration and Zero Hunger, and call people to action.

#WFD2017
Around the World



2 WORLD FOOD DAY 2017

2.1 Slogan

فلنغير مستقبل الهجرة :

نستثمر في الأمن الغذائي
والتنمية الريفية

改变移民未来，

投资粮食安全，促进农村发展。

Change the future of migration.

Invest in food security
and rural development.

Changeons l'avenir des migrations.

Investissons dans la sécurité alimentaire
et le développement rural.

Изменим будущее миграционных потоков.

Инвестируем в продовольственную
безопасность и сельское развитие.

Cambiar el futuro de la migración.

Invertir en seguridad alimentaria
y desarrollo rural.

Cambiamo il futuro delle migrazioni.

Investiamo nella sicurezza alimentare
e nello sviluppo rurale.

WFD2017

Slogan

2.2 Theme

The world is on the move. More people have been forced to flee their homes than at any time since the Second World War due to increased conflict and political instability. But hunger, poverty, and an increase in extreme weather events linked to climate change are other important factors contributing to the migration challenge.

Large movements of people today are presenting complex challenges, which call for global action. Many migrants arrive in developing countries, creating tensions where resources are already scarce, but the majority, about 763 million, move within their own countries rather than abroad.

Three-quarters of the extreme poor base their livelihoods on agriculture or other rural activities. Creating conditions that allow rural people, especially youth, to stay at home when they feel it is safe to do so, and to have more resilient livelihoods, is a crucial component of any plan to tackle the migration challenge.

Rural development can address factors that compel people to move by creating business opportunities and jobs for young people that are not only crop-based (such as small dairy or poultry production, food processing or horticulture enterprises). It can also lead to increased food security, more resilient livelihoods, better access to social protection, reduced conflict over natural resources and solutions to environmental degradation and climate change.

By investing in rural development, the international community can also harness migration's potential to support development and build the resilience of displaced and host communities, thereby laying the ground for long-term recovery and inclusive and sustainable growth.

Migration is part of the process of development as economies undergo structural transformation and people search for better employment opportunities within and across countries. The challenge is to address the structural drivers of large movements of people to make migration safe, orderly and regular. In this way, migration can contribute to economic growth and improve food security and rural livelihoods, thus advancing countries' progress in achieving the Sustainable Development Goals.

FAO is working with governments, UN agencies, the private sector, civil society and local communities, to generate evidence on migration patterns and is building countries' capacities to address migration through rural development policies. We support governments and partners as they explore the developmental potential of migration, especially in terms of food security and poverty reduction.

Theme

Sustainable
Development
Goals.

Change the future of migration.

Invest in food security
and rural development.

Quick facts on migration

Key facts and figures

KEY FACTS AND FIGURES

In 2015, there were 244 million international migrants, representing an increase of 40% since 2000. They included 150 million migrant workers.

Internal migration is an even larger phenomenon, with 763 million internal migrants according to 2013 estimates. Internal and international migration are often interconnected.

About one-third of all international migrants are aged 15–34.

Women account for almost half of all international migrants.

A large share of migrants originate from rural areas. Around 40% of international remittances are sent to rural areas, reflecting the rural origins of a large share of migrants.

In 2015, \$441 billion in remittances was sent by migrants to developing countries, nearly three times the amount of official development assistance. Families benefit from sending a member to work abroad, however, costs associated with sending remittances need to be reduced.

In 2015, 65.3 million people around the world were forcibly displaced by conflict and persecution, including over 21 million refugees, 3 million asylum-seekers and over 40 million internally displaced persons (IDPs). A quarter of global refugees reside in only three countries (Turkey, Pakistan and Lebanon).

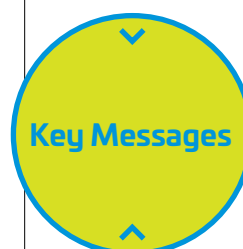
In 2015, more than 19 million people were internally displaced because of natural disasters.

Read about how FAO is addressing the migration challenge in **Annex 2**.

2.3 Key Messages

Below is the list of key messages that should be communicated for World Food Day 2017. A list of target audiences and messages per audience is provided in **Annex 1**.

1. **Humanitarian and development actions that address both immediate needs and provide durable solutions are crucial to addressing the migration challenge.** Large movements of people today are presenting complex challenges, which call for global action. By working towards Zero Hunger - Sustainable Development Goal (SDG) 2 – we can tackle many of the issues that cause people to migrate and generate social and economic progress and environmental sustainability.
2. **We need to address both forced displacement due to increased conflicts, political instability and natural disasters, but also the root causes of vast movements of people due to hunger, poverty, environmental degradation and the effects of climate change.** Economies evolve and the movement of people in search of better employment opportunities – within and across countries – is inevitable. But people should have the choice to migrate and not feel it is the only viable option.
3. **We need to invest more in rural development in developing countries through innovative policies that create business opportunities and jobs for young people that are not only agriculture-based.** Rural development can create conditions whereby people, especially youth, do not feel obliged to abandon their lands. It can lead to better access to social protection, efficient management of resources and more productive and sustainable food systems.
4. **We need to build the resilience of people affected by increased extreme weather events in developing countries by finding better ways to adapt to climate change.** Addressing food security in climate sensitive areas and sustainable agricultural development are central to building resilient livelihoods and responding to the migration challenge. This involves helping rural communities to get back on their feet after temporary displacement caused by climate shocks.
5. **We can reach the Sustainable Development Goals only with the inclusion of all people, including migrants.** Safe, orderly and regular migration can contribute to economic growth and improve food security and rural people's lives, thus advancing countries' progress in reaching the SDGs. Migrants can build the economy in their countries of origin through remittances and investments, or by bringing new skills to their community, if they decide to go back. They can also contribute to the development of host communities by filling labour shortages, bringing different skill sets and knowledge, and having a positive impact on demographic trends.
6. **FAO plays an important role in addressing the factors that compel people to move.** We generate key data and knowledge; support capacity development at country and regional level; facilitate policy dialogue; improve food security, social protection and job opportunities in rural areas; build the resilience, and harness the positive contribution of migrants.
7. **People who have no other choice but to flee their homes in search of a better life deserve respect, safety and dignity.** We need to stand together in solidarity against acts of discrimination and call on leaders to make migration safe, orderly and regular.



2.4 Visual Identity

The main symbol of the visual identity for WFD 2017 is the roots. This recalls the need to tackle the migration challenge by addressing root causes and not simply dealing with the effects. It underlines the unique role FAO has to play in creating better conditions and resilient livelihoods in rural areas.

The concept of investing in roots means respecting people's right to put down roots where they wish to and enabling them to do so with dignity and security. It means giving people more options to stay at home if they wish to do so by investing in food security and rural development to create youth employment, improve social protection, reduce inequality, protect natural resources and adapt to climate change.

The woman laying down roots represents rural women who generally have the primary responsibility for maintaining the household, raising children, growing and preparing food, managing poultry, and collecting fuel wood and water. By empowering women through rural development and granting better access to education and financial and technological resources, we can make significant progress towards achieving the global Zero Hunger goal.

The people moving in the background represent the continuous flow, both outbound and inbound, internal and international. It recalls how migration is inevitable, but how greater efforts need to be made to control these flows and ensure that migration is safe, humane, orderly and regular.

The nature of roots is that they are not static, but rather continue to change and grow. People may lay down roots in one place, but later move on to another town or country; what is important is that they are given the choice to do so. The roots also recall how people who have left their country of origin, for various reasons, often continue to contribute to its growth and development.

Visual Identity



WFD banner – Celebrate with us!

You may find that your partners cannot always use the full WFD visual, for example, they may have their own branding for an event or may not wish to focus on specific messages linked with the annual campaign, but rather an overall message on food security and Zero Hunger. In these cases, the WFD celebratory banner can be used. This is an important tool for reinforcing the World Food Day brand and recalling FAO as the UN Organization leading global efforts to achieve Zero Hunger, nutrition and sustainable agriculture. Write to the [WFD team](#) if you need the banner for your own events, or wish to distribute it to partners.

Celebrating
#WFD2017



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United Nations



Celebrating
#WFD2017

[World-Food-Day](#)
[@fao.org](#)

3 WORLD FOOD DAY CONTEST

3.1 Introduction

The World Food Day Contest is an important way to **engage the young generation** in the fight against hunger. We are asking you to promote the Contest as much as possible among schools, educational organizations or groups, and local and regional media around the world.

FAO Representations are encouraged, wherever feasible or worthwhile, to develop partnerships with their **local Ministry of Education** to promote the contest among their network of schools.

The Contest calls on students and young people to tell us how food security and rural development can change the future of migration. The Poster Contest is open to students between the ages of 5 to 19 and the Video Contest is open to young people from 13-19 years.

Based on feedback from FAO Representations, this year we have extended the deadline for poster and video entries to **10 November 2017**. This date considers school calendars around the world and aims to substantially increase participation around the world.

Winners of the poster and video contest will be announced around 12 December 2017 on the World Food Day website, on FAO's social media channels and promoted by FAO offices around the world. They will also receive a Certificate of Recognition and a surprise gift bag, and feature in an exhibition at FAO headquarters before the end of the year. More information as well as the contest rules and regulations can be found here: www.fao.org/world-food-day/2017/contest/en

A series of materials have been prepared in 7 languages to support outreach activities:

- **World Food Day Activity Book (see section 5.4)**
- **Promotional video for the Video Contest**
- **Letter to teachers (Poster and Video contest)**
- **Letter to journalists (Poster and Video contest)**

All materials are available at the following link: Bit.ly/FAO_WFD2017

The World Food Day international poster competition was launched in 2012 to engage children and youth in the fight against hunger and raise awareness about the annual World Food Day theme. In 2016, a video category was added, calling on 13-19 year olds to produce a 1-minute video on their smart phones according to the WFD theme.

#WFD2017 Contest

www.fao.org/world-food-day/2017/contest/en

Deadline
10 November 2017



3.2 Poster Contest

Every year, around 6 000 posters are scanned or photographed and uploaded directly by students or schools from around the globe to the World Food Day website. Entering the contest is simple. Children or their teachers can go to: www.fao.org/WFD2017Contest/poster and submit a poster illustrating ways we can prevent people from feeling they have no choice but to flee their homes.

The deadline for entries is 10 November 2017.

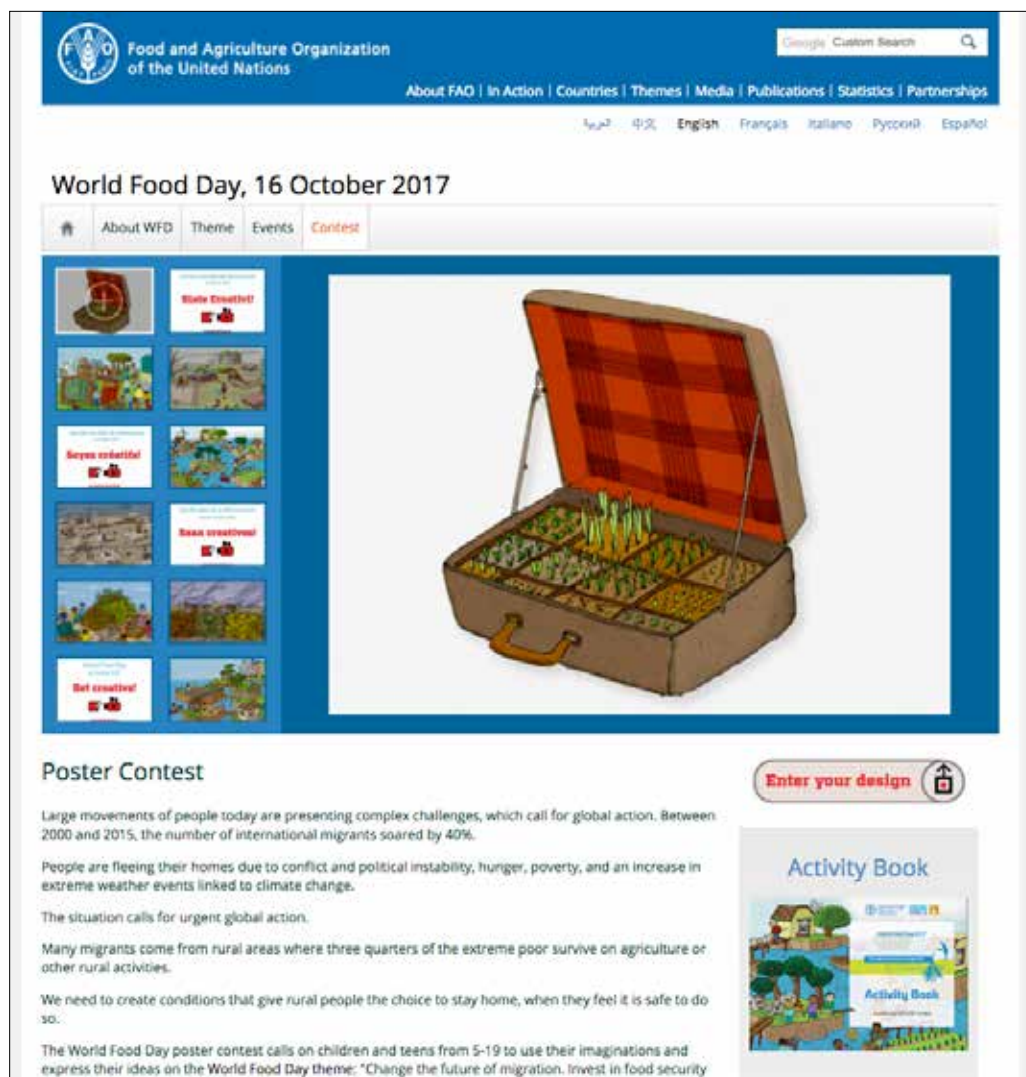
The poster contest is open to students between the ages of 5 to 19. This year, we have added a fourth age category to make the competition fairer. The four **age groups are: 5 -8, 9 -12, 13 - 15 and 16- 19.**

Contestants can view posters in the gallery section of the World Food Day poster contest website. Read more about the rules and how to enter on the WFD website.

Poster Contest

www.fao.org/world-food-day/2017/contest/poster/en

Deadline
10 November 2017



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World Food Day, 16 October 2017

Home About WFD Theme Events **Contest**

Poster Contest

Large movements of people today are presenting complex challenges, which call for global action. Between 2000 and 2015, the number of international migrants soared by 40%.

People are fleeing their homes due to conflict and political instability, hunger, poverty, and an increase in extreme weather events linked to climate change.

The situation calls for urgent global action.

Many migrants come from rural areas where three quarters of the extreme poor survive on agriculture or other rural activities.

We need to create conditions that give rural people the choice to stay home, when they feel it is safe to do so.

The World Food Day poster contest calls on children and teens from 5-19 to use their imaginations and express their ideas on the World Food Day theme: "Change the future of migration. Invest in food security

Enter your design

Activity Book

3.2 Video Contest

For the second year running, we are calling on 13-19 year olds to submit a 1-minute video on the WFD theme. Young people aged 13-19 should upload their video to their personal YouTube account, adding the hashtag #WFD2017 to the title.

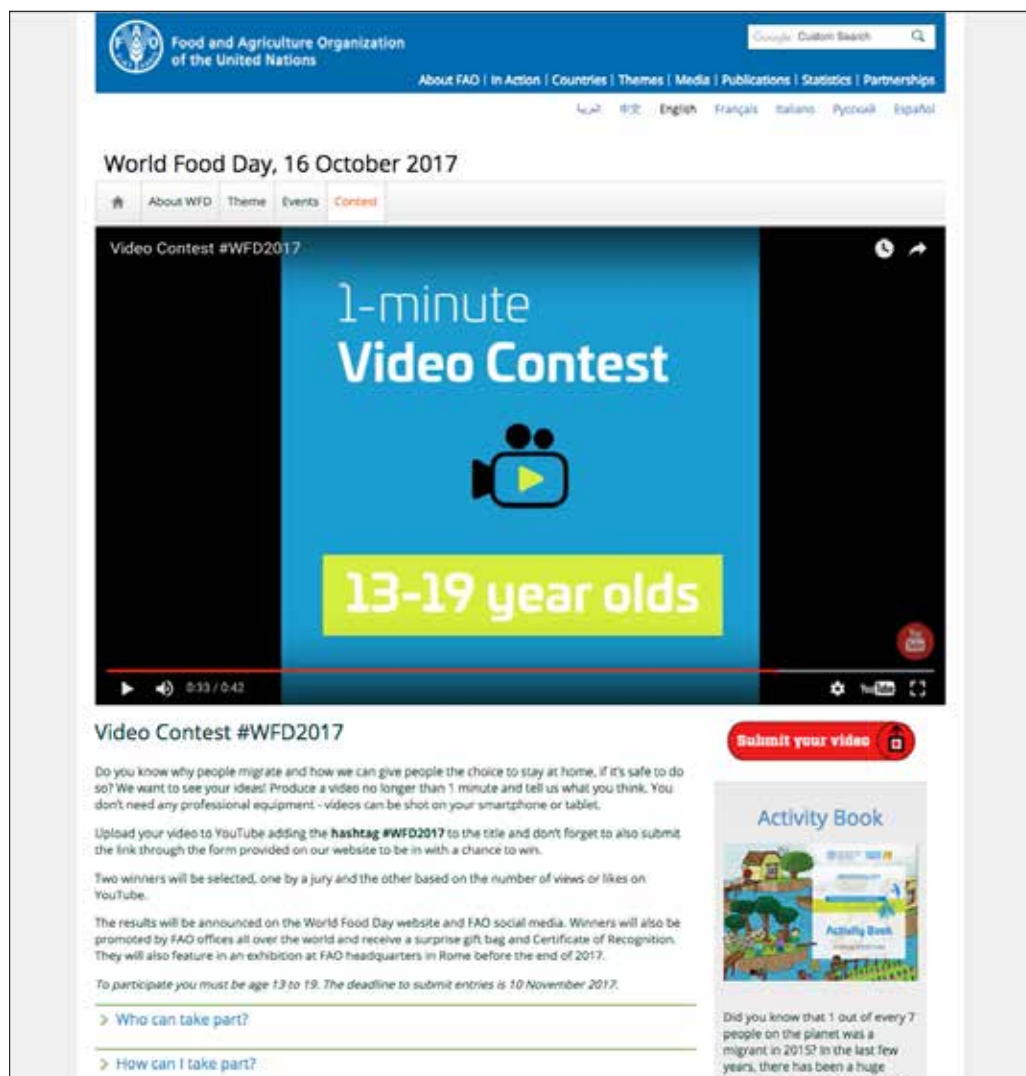
To enter the contest, students or their guardians, will also need to submit the YouTube link through the video contest page on the World Food Day website: www.fao.org/wfd2017-contest/video

The deadline for entries is 10 November 2017. Read more about the rules and how to enter on the WFD website.

Video Contest

<http://www.fao.org/world-food-day/2017/contest/video/en>

Deadline
10 November 2017



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World Food Day, 16 October 2017

About WFD | Theme | Events | **Contest**

Video Contest #WFD2017

1-minute
Video Contest

13-19 year olds

0:33 / 0:43

Submit your video

Video Contest #WFD2017

Do you know why people migrate and how we can give people the choice to stay at home, if it's safe to do so? We want to see your ideas! Produce a video no longer than 1 minute and tell us what you think. You don't need any professional equipment - videos can be shot on your smartphone or tablet.

Upload your video to YouTube adding the **hashtag #WFD2017** to the title and don't forget to also submit the link through the form provided on our website to be in with a chance to win.

Two winners will be selected, one by a jury and the other based on the number of views or likes on YouTube.

The results will be announced on the World Food Day website and FAO social media. Winners will also be promoted by FAO offices all over the world and receive a surprise gift bag and Certificate of Recognition. They will also feature in an exhibition at FAO headquarters in Rome before the end of 2017.

To participate you must be age 13 to 19. The deadline to submit entries is 10 November 2017.

> Who can take part?

> How can I take part?

Activity Book

Did you know that 1 out of every 7 people on the planet was a migrant in 2015? In the last few years, there has been a huge increase in the number of people...

4. HUMAN INTEREST STORIES

The WFD Team is calling on FAO Representations to identify **human interest stories** linked to the WFD theme to publish on FAO's website (www.fao.org/in-action and www.fao.org/world-food-day/2017) and social media channels. We are looking for **1-2** human interest/beneficiary stories **and photos** by **end of June**, using the **template provided** in the shared **WFD Work Space**: bit.ly/FAO_WFD2017.

Stories can be based on the following type of projects:

1. **Projects that have made/are making an impact.** These may be projects where people that were at risk of migrating, are no longer migrating due to FAO's work, or projects that aim to integrate returnee migrants who have come back home because of improved conditions.
2. Projects related to **rural development, youth employment, climate change, post-conflict recovery, or resilience** in areas where there is/was migration, or in areas at risk of fueling migration (because of poverty and climate-change related environmental degradation).
3. **Projects that showcase how migrants became an asset**, made a contribution in the country, area they migrated to thanks to FAO's efforts.
4. Projects that show **how FAO supports migrants in a protracted crisis**.

Your story could talk about **a migrant** (internal or international), who left because of conflict, poverty, climate change impact, hunger or poverty, and is now benefitting from FAO's support. It could also be about **a potential migrant** - someone who lives in an area that was or is prone to migration, or **a migrant who returned** due to improved conditions through an FAO project.

The story should include **key facts and figures**. Sample interview questions, a template and photo caption instructions are included in the [Human Interest Story Brief](#).

Human
interest
stories

[Human Interest
Story Brief](#)

5 COMMUNICATION MATERIALS

5.1 What is the Toolkit?

A range of WFD communications materials have been developed to convey this year's theme, present the different drivers of migration, and explain how food security and rural development can address some of these root causes. The toolkit provides a visual presentation of the WFD 2017 products described below and links for downloading high resolution files for printing or production. Before looking at it, read through the list of WFD 2017 material below. Most products are already available in the six official FAO languages and Italian and others will be uploaded to the [WFD Work Space](#) by September. The Work Space can be easily shared with external partners who wish to produce or promote WFD products. Low resolution files for the brochure and posters are also available on the WFD Website.



5.2 Poster

The WFD poster can be downloaded from the [WFD Work Space](#). The standard measurement is 100 x 70cm but other measurements can be provided by the WFD Team if you write to world-food-day@fao.org.



Communication
Materials

[WFD Work Space](#)

Print and
distribute the
WFD 2017
materials

Poster

WFD banner – Celebrate with us!

When your partners cannot use the full WFD visual, you can distribute the WFD celebratory banner. This is an important tool for reinforcing the World Food Day brand and recalling FAO as the UN Organization leading global efforts to achieve Zero Hunger, nutrition and sustainable agriculture. Write to the [WFD team](#) if you need the banner for your own events, or wish to distribute it to partners.



Celebrating
#WFD2017

[World-Food-Day](#)
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5.3 Brochure

Based on feedback received last year, the World Food Day 2017 brochure has been produced as a shorter publication to facilitate local printing and reduce costs. If you wish to produce our longer version with additional photos, contact the WFD team.

Brochure



5.4 World Food Day Activity Book

The World Food Day Activity Book is an educational tool for teachers, students and anyone who wishes to learn more about this year's theme. It can also be used to inspire young people who want to participate in the World Food Day Contest. Illustrations in the activity book have been left unfinished to allow students to use their imaginations and colour a positive future for migration. Suitcases open to reveal solutions, showing how the global goal to reach Zero Hunger can address many of the reasons that cause people to migrate and different activities throughout the book are aimed towards engaging students in the WFD theme.



5.5 WFD Website and Web Banners

The World Food Day website currently provides an overview of the global celebrations and the theme for World Food Day 2017, information on the Contest, and a resource section with WFD communication products. It will be developed over the coming months to include human-interest stories and an overview of WFD events around the world.

Don't forget to send us information on how you are planning to promote WFD 2017, be it outreach activities or events and we will include your initiative on the WFD website!

World Food Day 2017 web banners (Long top banner and square sidebar formats) are provided in the [WFD Work Space](#). If you need a different size, please contact the WFD team specifying the size in pixels and the preferred language.



Activity Book

Banners



5.6 Social Media

The WFD Dropbox contains a set of graphics that can be used on social media to promote World Food Day. Different sizes are provided for Twitter, Instagram and Facebook. See **section 6.4** for some suggestions on how to promote World Food Day on your social media channels.

Separate graphics are provided for the promotion of:

- World Food Day – general
- The Activity Book and World Food Day Contest (both video and poster)

Social Media
#WFD2017



5.7 Backdrop or Banner for Events

Graphics for the local printing of a banner or backdrop (3x1.5m) for World Food Day events are provided in the [WFD Work Space](#).



Backdrop

5.8 Videos

Public Service Announcement (PSA)

A 1-minute advertisement will be available in July (first in English and then in the 6 UN languages plus Italian) to pitch to TV stations and online media. Each year, upon request, we provide the spot in additional languages. Please write to us in advance, if you are interested.

This year FAO is teaming up with the Orchestra Piazza Vittorio, a well-known orchestra in Italy, composed mainly of migrants, and the Piccola Orchestra di Tor Pignattara, a group of young multi-ethnic musicians, to produce the WFD 2017 PSA and a number of social media clips. The musicians participating in the video productions are the human faces of migration and the WFD 2017 campaign, promoting diversity, choice, solidarity and the need to make migration safe, orderly and regular.

Each year, upon request, we provide the WFD PSA in additional languages. Please write to us in advance, if you are interested.

Videos

Video Feature

A 3-4 minute video feature covering projects across FAO regions will ensure both a regional and thematic representation of the key areas of FAO's work on migration:

- food security and rural development;
- climate change and livelihood recovery or climate risk management; and,
- conflict and livelihood recovery for refugees and host communities

The video will be available in September in all UN languages. Multimedia (text-photo-video) stories will be prepared on FAO's Medium channel to promote via social media, and to help with pitching stories to media both in the lead up, and on WFD. .

Social Media Videos

Social media clips based on the WFD spot and interviews (in original language) with migrant musicians from the **Orchestra Piazza Vittorio** and the **Piccola Orchestra di Tor Pignattara** will be produced and distributed towards the end of July. The five musicians that will be interviewed come from **Tunisia, Ecuador, Senegal, Australia/France and the Philippines**.

An additional video for social media may be produced in collaboration with the Internet Team.

Thematic footage, FAO media Vault

A compilation of thematic footage, covering all regions, will also be prepared and available at tv.fao.org around September. As soon as the compilation is available, simply type **tv.fao.org** into your browser, without "www.", log in as a new user and download material in broadcast quality.

5.9 Promotional Materials

The [WFD Work Space](#) provides graphics for the local printing or production of:

- bags
- t-shirts
- caps
- mugs
- coasters

Video Feature

Social Media Videos

Thematic footage

Promotional Materials

5.10 Editorial

A joint op-ed or editorial by the Director-General of FAO and the International Organization for Migration (IOM) will be available in September 2016 and distributed to all FAO Representations, communication officers and focal points. We would encourage you to distribute the article among local, regional and national media networks.

Editorial

5.11 DG Video Message

This is a corporate and institutional message addressed by the Director-General of FAO to the general public. It will be distributed around September and available on the [FAO YouTube channel](#).

DG Video Message

5.12 Talking points for WFD ceremony

A series of talking points on the WFD theme will be prepared in collaboration with FAO's Social Policies and Rural Institutions Division (ESP), and made available to all FAO Representations. FAO's flagship publication, the 2017 State of Food and Agriculture Report, will be launched between 9-20 October (date TBC).

Talking points

6. HOW TO PARTICIPATE

6.1 Partnerships

Strategic partnerships are key to achieving greater visibility and impact for World Food Day activities around the world and to harnessing efforts to eradicate hunger by various sectors. These include partnerships with civil society organizations (CSO) and international organizations, inter-governmental entities, the private sector, academia and research institutions.

In addition to the key messages provided in **section 2**, World Food Day can be considered globally as an occasion to advocate among partners with the following messages:

- Policies and actions addressing forced and distress migration need to both target their root causes and minimize negative consequences, while at the same time enhancing the positive contribution of migrants and displaced people to rural areas
- Scaling-up the support to smallholder family farmers and creating alternative and sustainable livelihood options in rural areas, with a special focus on women and youth, is fundamental to addressing the root causes of rural distress migration
- Safe, regular and responsible migration from rural areas, including seasonal migration linked to agricultural calendars, can benefit migrants and their communities
- Investing in sustainable agriculture and rural livelihoods can prevent conflicts related to natural resources and help reduce tensions, especially where food supplies and markets are severely strained.
- Investing in Sustainable agricultural practices can limit the impact of climate change, promoting sound natural resource management and increasing productivity
- It is essential to increase dialogue and collaboration between government ministries, producers' and farmers' organizations, the private sector and research institutions, with the objective of conceiving tailor-made and integrated policy interventions aimed at increasing food security and rural development. Public-private partnerships are crucial to the generation of decent rural youth employment, facilitating youth's access to land, finance and markets, and service delivery (access to roads, markets and extension services).

WFD banner – Celebrate with us!

You may find that your partners cannot always use the full WFD visual. In these cases, the WFD celebratory banner can be used.

Celebrating
#WFD2017



Food and Agriculture
Organization of the
United Nations



Partnerships



Celebrating
#WFD2017

Write to the WFD team if you need the banner for your own events, or wish to distribute it to partners.

6.2 Events and Outreach Activities

Events

In addition to organizing a ceremony to celebrate World Food Day, countries often organize a programme of events so as to raise awareness about World Food Day among diverse audiences.

Here is a list of events that countries have organized in the past as well as some new ideas:

- World Food Day Ceremony
- Presentation of FAO's flagship publication, the 2017 State of Food and Agriculture Report (set to launch between 9-20 October 2017)
- Zero Hunger Run or other sports events
- March for Zero Hunger
- Roundtables or panel discussions
- Field visits to FAO projects, farmer sites and youth employment initiatives
- Workshops, debates, seminars, symposia or conferences (often organised with partners or local Universities)
- Farmers' forums
- Fairs or festivals
- Cooking demonstrations with migrants presenting traditional dishes
- Events celebrating the various cultures of migrant groups
- Exhibitions on the WFD theme
- Cultural performances or concerts with traditional music, dance or poetry
- Lectures on the WFD 2017 theme
- Farmer or producer prize giving
- Awards or recognition events with distribution of certificates or farming equipment
- Essay competition prize giving on the WFD 2017 theme
- Tree-planting ceremonies

Outreach Events



40 Years of permanent representation in the field

FAO representations may wish to commemorate their 40th Anniversary and World Food Day in one event.

Between 2017 and 2019, 55 country offices – approximately 70% of FAO's fully fledged representations or country offices - will celebrate their 40th anniversary (40 years of permanent presence at country level). A list of countries celebrating their 40th anniversary between 2017-2019 is provided in Annex 2.

The anniversary will first be celebrated at country level (between 2017-2019), with activities leading up to anniversary events at the 2018 FAO Regional Conferences, and culminating with a special anniversary event at the 41st Session of the FAO conference in 2019.

Communication materials that the country offices can adapt or use as part of their communication activities will be circulated shortly through a separate Communications Guide.

40 Years of
permanent
representation
in the field

Other outreach activities

You can promote key messages for World Food Day 2017 through a range of activities.

Some ideas on where to start:

building awareness of the World Food Day Contest among schools and the media (see **section 3**).

- promoting WFD 2017 on social media using the graphics/suggested posts provided;
- distributing WFD information and promotional materials among partners and at upcoming events;

General media outreach (see **section 6.3**) and identifying human interest stories to promote locally and submit to the WFD Team for further outreach (see **section 3**)

Outreach Activities



Media Outreach

6.3 Media Outreach

In addition to promoting the WFD Contest with national and regional media contacts, we would encourage you to share World Food Day information and materials on a regular basis and to inform the media about events and activities that will be organized locally around the World Food Week.

Media Outreach in advance of WFD

In the months leading up to WFD, you can **pitch project-related stories or story ideas** to your media contacts and/or invite media to visit projects linked with the WFD theme.

These activities could be particularly effective in countries where migration is driven by poverty, hunger, climate change, or conflict. While media outreach

at a global level will underline how FAO is taking measures to tackle the root causes of migration by investing in rural development and agriculture, it will also focus on countries accommodating migrants (including refugees and IDPs), and projects where FAO is working with migrants to help them live a life of dignity whilst contributing to development either in their new country or their country of origin.

In countries where FAO and its partners have successfully improved the lives of rural communities, sometimes preventing distress migration, WFD can be used as an opportunity to **promote results** at national or regional level.

WFD can also be considered as an occasion to **change the narrative about migration** or public opinion by showcasing examples where migrants are contributing to development and the achievement of the SDGs in their new countries or countries of origin by influencing economic growth.

Your inputs for human interest stories (see **section 4**) could be used in this exercise. The WFD team is also considering the possibility of involving a selection of the beneficiaries identified by FAO Representations to participate in live events, such as a live Twitter/Facebook event on FAO's corporate social media account to boost international media coverage and reach a larger public.

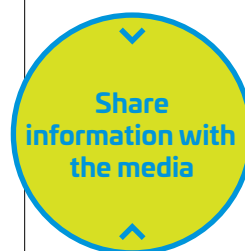
Media coverage as a result of **media field visits** or the pitching of stories in the lead up to WFD could significantly build public interest in events organized by FAO Representations around World Food Week. In some cases, it may be possible to invite **FAO Goodwill Ambassadors** to join these field visits so that they can speak about this year's theme with more authority and better knowledge during your WFD events (GWA visits should always be coordinated with the Regional Communications Officer and FAO Goodwill Ambassador team at FAO HQ).

Media Outreach during the World Food Week

A range of activities can be organized with local media, such as:

- **Pitching the op-ed by the Director-Generals of FAO and IOM** to media, or other **op-eds** written according to the context of your country/region by your FAO Representative, Assistant Directors-General at regional level, or technical/programme specialists
- **Talk shows** and **discussion panels** with FAO experts
- **Press conferences and media briefings**
- **Radio/TV call-in shows**
- Approaching national television channels to run the **1-min WFD PSA**
- Pitching **local spokespeople for interviews** on WFD

The involvement of local, regional and international media outlets and their presence at World Food Day events and visits to FAO projects are fundamental to a successful global celebration.



Media Outreach

6.4 Social Media Outreach

Help spread the word on social media! Before you start, take a look at **section 2.3** on World Food Day 2017 key messages that you can promote. Include the hashtag #WFD2017 when you tweet, post about, promote or share the theme or any of the World Food Day 2017 materials. You can start now by using the graphics provided in the WFD Work Space and the prepackaged messages/tweets and posts provided on the [FAO Trello Board](#).

You can also like/retweet/share #WFD2017 content that has already been posted by looking through the complete list of FAO social media accounts here and by searching for #WFD2017 on social media.

List of FAO's main social media accounts:

Facebook:

<https://www.facebook.com/UNFAO>

Twitter:

<https://twitter.com/FAOKnowledge> (Primary/Corporate account)

<https://twitter.com/FAONews> (Media information)

LinkedIn:

<https://www.linkedin.com/company/fao>

Google+:

<https://plus.google.com/+UNFAO/>

Instagram:

<https://www.instagram.com/unfao/>

Pinterest:

<https://www.pinterest.com/unfao>

YouTube:

<https://www.youtube.com/playlist?list=PLzp5NgJ2-dK5mAFfmUuai97IGKMILGww>

Hashtags

Apart from including **#WFD2017** in any posts, you may also wish to mention:

- Secondary hashtags: **#Migration #ZeroHunger #FoodSecurity**
- **#UNFAO** remains the main hashtag for FAO

Pre-packaged messages

You can find a selection of prepared messages for various social media

Social Media
Outreach

[FAO Trello Board](#)

FAO Social Media
Accounts

#WFD2017

#Migration

#ZeroHunger

#FoodSecurity

#UNFAO

channels here <https://trello.com/b/jysM2z2Z/world-food-day-2017>. The Trello board will be updated on a regular basis.

FAO Social Media Guidelines are available from:
www.fao.org/communications/policy/social-media

For specific queries related to FAO social media, an email can be sent to socialmedia@fao.org.

6.5 Local Town or City Branding

If you are a part of a local or municipal authority or collaborate with them in some way, you can organize WFD town or city branding e.g. advertising spaces in public areas or squares, public buses or any other type of advocacy activity such as a Zero Hunger Run.

Don't forget to inform the WFD team about any agreements for city or town branding so that we can provide you with the graphics needed. The team can also assist in checking that final lay-outs are in line with the WFD 2017 visual identity and that they correctly display the logos of partners involved. Designs including the FAO logo should also be approved by the FAO logo team (logo@fao.org).

Examples of local or city branding for previous editions of World Food Day include:

- WFD poster(s) and messaging on public transport and/or on TV screens inside local transportation;
- WFD poster(s) and messaging at stations and bus stops;
- WFD posters outside and inside public buildings.



Local Town City
Branding



USEFUL LINKS

World Food Day website

www.fao.org/world-food-day

FAO's work on migration

www.fao.org/migration

Publications

[Migration, Agriculture and Rural Development](#)

[Migration and Protracted Crises](#)

[Addressing Rural Youth Migration at its Root Causes](#)

FAO Social Media Guidelines are available from:

<http://www.fao.org/communications/policy/social-media>

FAO social media channels

Facebook:

<https://www.facebook.com/UNFAO>

Twitter:

<https://twitter.com/FAOKnowledge> (Primary/Corporate account)

<https://twitter.com/FAONews> (Media information)

LinkedIn:

<https://www.linkedin.com/company/fao>

Google+:

<https://plus.google.com/+UNFAO/>

Instagram:

<https://www.instagram.com/unfao/>

Pinterest:

<https://www.pinterest.com/unfao>

YouTube:

<https://www.youtube.com/playlist?list=PLzp5Ngj2-dK5mAFfmUuai97IGKMILGwww>

CONTACTS

World Food Day team

Part of the FAO Office for Corporate Communication, the World Food Day team is responsible for developing content for distribution around the world and for working to increase awareness of this international celebration. The team also coordinates the celebration of World Food Day at FAO headquarters and other related activities for global outreach. We are also available for regular consultation with country representations to help develop and optimize local WFD campaigns.

General information:
World-Food-Day@fao.org

Coordinator – **Clara Vélez-Fraga**

Content, Outreach – **Aoife Riordan**

WFD Italy, Outreach – **Katia Meloni**

Media Outreach – **Adel Sarkozi**

Partnerships, Marketing and Outreach – **Myrto Arvaniti**

Web, Outreach and Content – **Laura Hernández Borrás**

Creative Director – **Antonella Porfido**

Art Direction – **Guido Chiefalo**

ANNEXES

Annexes

Annex 1 WFD 2017 target audiences and messages by audience

Annex 2 List of countries celebrating 40th anniversary (2017-2019)

ANNEX 1 - WFD 2017 target audiences and messages by audience

Target audiences

FAO's audience can be segmented into four groups:

- a) FAO member countries, governments and other state actors, civil society and other UN Organizations
- b) The general public
- c) People living in poverty or in conflict areas
- d) Migrants

Tailored messages by audience

a) For FAO member countries, the civil society and UN Organizations

1. We cannot achieve the Sustainable Development Goals without addressing migration. By tackling the immediate needs of migrants and providing durable solutions for safe, orderly and regular migration, we can harness its potential for development.
2. Working towards Zero Hunger, Sustainable Development Goal #2, we can tackle many of the issues that cause people to migrate, particularly in rural areas, by increasing productivity, employment opportunities, and access to markets, knowledge and financial services.
3. By investing in rural development and creating business opportunities and jobs for young people that are not only agriculture-based, we can create conditions that enable people to stay at home when it is safe to do so.
4. We need to build the resilience of people affected by increased extreme weather events in developing countries by finding better ways to adapt to climate change. This involves helping rural communities to get back on their feet after temporary displacement caused by climate shocks.
5. FAO is supporting countries by building the capacities of governments and key ministries to address the root causes of migration and/or integrate migration into rural development policies.
6. FAO can also assist countries in creating more employment in the rural areas of origin through training, partnerships and the facilitation of financial services, in particular for rural youth and women.
7. Countries should work together in partnerships at national, regional and global levels to leverage expertise and resources and maximize the efficiency and effectiveness of the global response to migration, as well as the capacity to discover its development potential.

b) For the general public

1. Working towards Zero Hunger, Sustainable Development Goal #2, we can tackle many of the issues that cause people to migrate, particularly in rural areas, by increasing productivity, employment opportunities, and access to markets, knowledge and financial services.
2. Migration is inevitable. It is part of the process of development, whereby people move in search of better employment opportunities within and across countries as economies undergo structural transformation. We need to address the causes of large movements of people and make migration safe, orderly and regular.
3. Through greater investments in rural development and the creation of business opportunities and jobs for young people, we can create conditions that enable people to stay at home, when it is safe to do so.
4. Migration can bring about development. Migrants and returnees can build the economy in countries of origin through investments, remittances and new skills. They can also contribute to the development of host communities, filling labour shortages, promoting the diffusion of knowledge and having a positive influence on demographic trends.
5. People who are forced to flee their homes in search of a better life deserve respect, safety and dignity. We should stand together in solidarity against acts of discrimination and call on leaders to make migration safe, orderly and regular.
6. FAO is supporting countries by building the capacities of governments and key ministries to address the root causes of migration and/or integrate migration into rural development policies.
7. FAO helps countries to create more employment in rural areas through training, partnerships and the facilitation of financial services, in particular for rural youth and women.
8. FAO works to address other factors that compel people to move by generating key data and knowledge; helping countries to improve food security and social protection; building resilience, promoting sustainable agriculture, tackling climate change and harnessing the positive contribution of migrants.

c) For people living in poverty or in conflict areas

1. FAO is working with countries to generate viable economic opportunities for rural populations and to promote the diversification of income sources through additional on-farm and off-farm employment opportunities, thereby reducing vulnerability and improving rural livelihoods.
2. FAO is working with countries to provide increased training, access to markets, financial and social protection services so that people can have the opportunity to earn a living in their homelands.
3. Rural populations can improve their livelihoods and trigger rural development in their area by investing remittances received from family members working elsewhere in on and off-farm activities.

d) For migrants

1. Rural populations can be helped to rise out of poverty through the direct investment of migrants' remittances in rural development.
2. Return migrants can generate development by sharing new skills, know-how and technology in their countries of origin, especially in rural areas investing in activities that promote rural development and employment opportunities.
3. FAO is working with countries to create more employment opportunities in the rural areas of origin through training, partnerships and the facilitation of financial services for youth and to take advantage of the new skills of both migrants and return migrants.

ANNEX 2 LIST OF COUNTRIES CELEBRATING 40th ANNIVERSARY (2017-2019)

40TH ANNIVERSARY	REGION	COUNTRY	FIRST ESTABLISHMENT
2017	RAF	Congo	Feb-77
2017	RAF	Tanzania	Feb-77
2017	RAF	Guinea	Mar-77
2017	RAF	Liberia	Mar-77
2017	RAF	Senegal	27 Apr-77
2017	RAF	Kenya	Jun-77
2017	RAF	Chad	Sep-77
2017	RAF	Ghana	7 Oct-77
2017	RAF	Nigeria	Nov-77
2017	RAF	Benin	Dec-77
2017	RAF	Niger	Dec-77
2017	RAP	Bangladesh	Feb-77
2017	RAP	Nepal	Feb-77
2017	RAP	India	Mar-77
2017	RAP	Myanmar	Oct-77
2017	RAP	Philippines	14 Nov-77
2017	RLC	Colombia	Mar-77
2017	RLC	Mexico	Oct-77
2017	RLC	El Salvador	Nov-77
2017	RLC	Ecuador	Dec-77
2017	RNE	Jordan	5 Feb-77
2017	RNE	Lebanon	5 Feb-77
2017	RNE	Sudan	May-77
2018	RAF	Gambia	Jan-78
2018	RAF	Congo DR	30 Mar-78
2018	RAF	Sierra Leone	Apr-78
2018	RAF	Cameroon	2 Sept-78
2018	RAF	Zambia	19 Sept-78
2018	RAF	Burkina Faso	Nov-78
2018	RAP	Viet Nam	Jan-78
2018	RAP	Pakistan	May-78
2018	RAP	Lao PDR	Aug-78
2018	RAP	Indonesia	16 Oct-78
2018	RLC	Guyana	20 Jan-78
2018	RLC	Cuba	Feb-78
2018	RLC	Chile	22 Feb-78
2018	RLC	Haiti	Apr-78
2018	RLC	Jamaica	Jun-78
2018	RLC	Uruguay	4 Jul-78
2018	RLC	Bolivia	Aug-78
2018	RLC	Barbados	31 Aug-78
2018	RLC	Honduras	Nov-78
2018	RNE	Mauritania	Jun-78
2018	RNE	Syrian Arab Rep.	Sep-78
2018	RNE	Egypt	Dec-78
2018	RNE	Iran, Islamic Rep.	7 Dec-78
2019	RAF	Uganda	Jan-79
2019	RAF	Central African Rep.	May-79
2019	RAF	Mozambique	Sep-79
2019	RAF	Mali	12 Nov -79
2019	RAP	Sri Lanka	Jan-79
2019	RLC	Brazil	Nov-79
2019	RLC	Dominican Rep.	21 Dec-79
2019	RNE	Iraq	Apr-79
2019	RNE	Yemen, Rep.	Oct-79