



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



16 October 2018  
**World Food Day**

# Communications Handbook & Toolkit



Working for  #ZeroHunger



# COMMUNICATIONS HANDBOOK AND TOOLKIT

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## WELCOME NOTE



Zero Hunger has been at the heart of FAO's mandate since the Organization's founders set out in 1945 to achieve "freedom from want". But with the 2030 Agenda for Sustainable Development, FAO's Zero Hunger vision of food and agriculture as the key to sustainable development has been embraced by 193 countries and consecrated as one of the 17 Sustainable Development Goals (SDGs).

Much work has yet to be done. Recently, the collective progress made by many countries in eradicating hunger has taken a turn for the worse. This is due to a variety of factors - prolonged conflict, an increase in extreme weather events linked to climate change and economic slowdown. At the same time, obesity levels are rising rapidly in many countries. But Zero Hunger is still an achievable goal and this year's World Food Day (WFD) calls for action to get back on track with the slogan "Our actions are our future. A #ZeroHunger world by 2030 is possible."

World Food Day is an opportunity to engage the general public and show them how they can play a role in ending hunger, but your calls to action should also target governments, farmers and the private sector. Reaching Zero Hunger will require a united effort across sectors, nations and continents.

The WFD Communications Handbook and Toolkit – complete with information on the theme, key messages, Zero Hunger actions, promotional materials and tips on how to mark WFD - contains all the information necessary for you to organize a local campaign, activity or event. It provides suggestions on how to work with partners, as well as details about the complete multimedia package that will be distributed by September 2018.

We are looking for your help to collect stories from family farmers, FAO staff, government representatives, and institutional or implementing partners to talk about their actions to achieve Zero Hunger, be it through their work or actions in their daily lives such as eating healthily, cutting food waste or living more sustainably. In section 4, you can find out more about how to submit your stories.

World Food Day will be the culmination of a series of Zero Hunger events taking place throughout 2018 at the FAO Regional Conferences. At FAO Headquarters in Rome, FAO Goodwill Ambassadors for Nutrition, the King of Lesotho and Queen Letizia of Spain will be joined by the UN Rome-based Agency Heads and other key players in the drive to achieve Zero Hunger for the global World Food Day ceremony. . This call to action will be echoed by events taking place in over 130 countries around the world.

This year, let's raise our voices together, louder than ever, to make a resounding call for action and greater collaboration to reach Zero Hunger by 2030.

Thank you all in advance for your efforts.

**Enrique Yeves**

*Director,  
Office for Corporate Communication*

## WELCOME NOTE

**"OUR ACTIONS ARE  
OUR FUTURE.**

**A #ZEROHUNGER  
WORLD BY 2030 IS  
POSSIBLE."**



## 1. WORLD FOOD DAY CELEBRATIONS

## 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 130 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 achieve Zero Hunger, ensuring food security and nutritious diets for all.

World Food Day is a chance to call for greater commitment to achieve Sustainable Development Goal (SDG) 2, and a day to highlight FAO's role in leading global efforts to achieve Zero Hunger since the Organization was established in 1945.

### 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 2018 marks the 73rd anniversary of the Organization's founding, and the 38th observance of World Food Day.





## 1.2 World Food Day 2018 - FAO headquarters and global events

### WORLD FOOD DAY CELEBRATIONS

#### WORLD FOOD DAY CEREMONY, 16 OCTOBER

World Food Day will be celebrated on 16 October at FAO Headquarters. FAO Goodwill Ambassadors for Nutrition, the King of Lesotho and Queen Letizia of Spain will be joined by the UN Rome-based Agency Heads and other key players in the effort to achieve Zero Hunger at the global WFD ceremony. A number of events will take place during World Food Week including the launch of FAO's SOFA report, a discussion on the SOFI 2018 report, high-level Zero Hunger dialogues, an exhibition and the 45th session of the Committee on World Food Security (CFS). Zero Hunger discussions will continue on 29 October in Madrid at the first world parliamentary summit against hunger and malnutrition.

FAO headquarters and  
global events

#### SOFA report launch, FAO headquarters, 15 October

The State of Food and Agriculture report will be launched during a press briefing at 12.30 in the Sheikh Zayed Centre at FAO headquarters on 15 October.

#### Panel discussion on the SOFI and SOFA 2018 reports, FAO headquarters, 15 October

A panel discussion on both the 2018 State of Food Security and Nutrition in the World (launched on 11 September 2018) and the State of Food and Agriculture in the World reports will be held for Permanent Representatives to FAO and other CFS delegates and guests at 14.30 in the Plenary Hall at FAO headquarters on 15 October.

#### High-level event - Zero Hunger Roundtable/Dialogues, FAO headquarters, 16 October

Two dialogues composed of ministers, mayors, parliamentarians and representatives of civil society and the private sector will be held on 16 October 2018. The first dialogue at 11.00 will discuss emerging challenges including climate change, conflict, migration and rising obesity. A second roundtable at 15.00 will review success stories that showcase how we can still achieve a world with Zero Hunger.

#### First world parliamentary summit against hunger and malnutrition 2018, Madrid, 29 October

Over 100 legislators from Latin America and the Caribbean will meet during the First World Parliamentary Summit against Hunger and Malnutrition in Madrid on 29 October 2018. Supported by FAO, the region's parliamentary fronts against hunger are a fundamental initiative for achieving Zero Hunger and an inspiration for other continents such as Africa and Europe. Legislators will share best practices in integrating principles on the Right to Food in national strategies and discuss the creation of departmental fronts that contribute more directly to fighting malnutrition.

#### Exhibition, 15-21 October

An exhibition at FAO during World Food Week, 15 – 21 October 2018, will explore actions taken across sectors, nations and regions to achieve Zero Hunger.

## 1.3 World Food Day 2018 Around the World

Countries we know of that observed World Food Day in 2017 are highlighted on [our map online](#). If your country is not there, why not start now? We're also calling on countries in the list to build the impact of their events and activities.

Every year, a large number of **events** – from marathons and hunger marches, to exhibitions, cultural performances, contests and concerts – are organised in around 130 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 6.1](#), and some ideas for outreach activities with partners and the media are offered in [sections 6.2 and 6.3](#).

A number of information or promotional materials presented in [section 5](#) can be printed or produced locally to promote key messages to both young and older audiences, for events, and outreach activities. To increase the global impact of WFD celebrations, we would encourage you to use the official WFD 2018 visual identity and to check alternative formats with the World Food Day team.

FAO Representations can already start to build awareness about World Food Day and FAO's work by conducting interviews with project beneficiaries, government representatives, staff or partners and sending us the story and photos, for a section, **MY ACTIONS**, on the WFD website and as content for events, exhibitions, and pitching to media and other digital channels ([see section 4](#)).

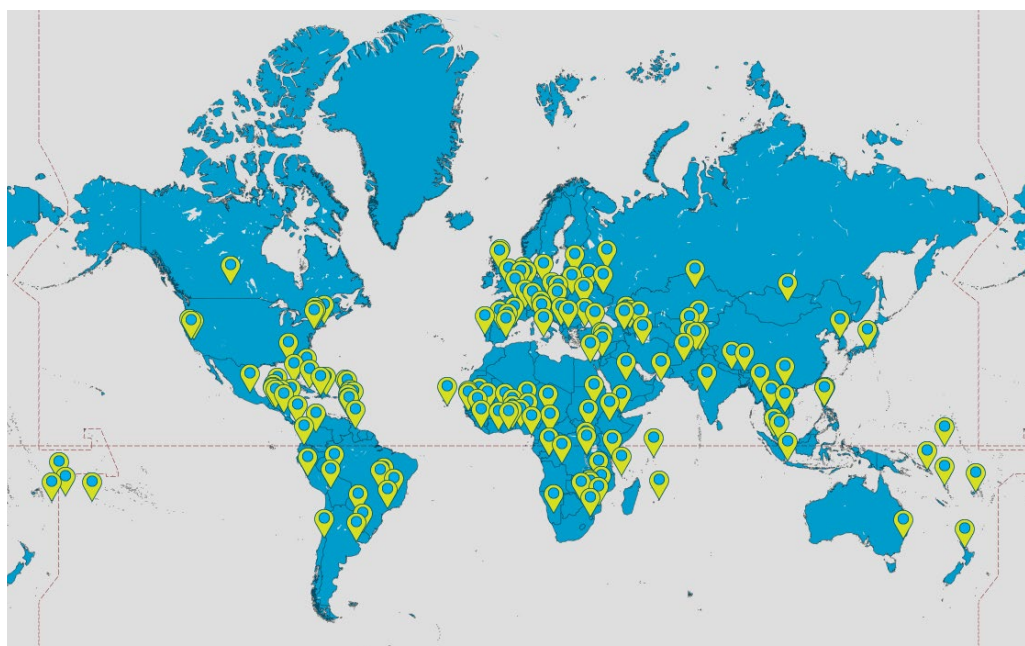
The WFD Team has already launched the **WFD Poster Contest** and issued the **Activity Book for children, Working for Zero Hunger**, so we are depending on FAO offices and WFD partners to spread the word on social media and among local schools up to the closing date on **9 November 2018** ([see section 3](#)).

We encourage all FAO partners – governments, cities or local authorities, media and the private sector – to promote the 2018 theme, organize advertisements in public spaces, place the promotional video or discuss the theme on national television, or hold events, in an effort to call people to action.

## WORLD FOOD DAY CELEBRATIONS

#WFD2018  
Around the World

TIPS ON HOW  
TO CELEBRATE  
WFD IN  
SECTION 6



## 2. WORLD FOOD DAY 2018

### 2.1 Slogan

## WFD 2018

### Slogan

# أفعالنا هي مستقبلنا

#القضاء\_على\_الجوع  
في العالم بحلول عام 2030 أمر ممكن

## 行动造就未来。

到2030年能够实现#零饥饿#。

## Our Actions are our Future.

A **#ZeroHunger** world by 2030 **is possible.**

## Nuestras Acciones son nuestro Futuro.

Un mundo **#HambreCero** para 2030 **es posible.**

## Agir pour l'Avenir

La **#FaimZéro** en 2030 **c'est possible.**

## Наше будущее в наших руках.

Мы можем добиться **Нулевого голода**  
во всем мире к 2030 году.

## Le nostre Azioni sono il nostro Futuro.

Un mondo **#FameZero** entro il 2030 **è possibile.**





## 2.2 Theme

After a period of decline, world hunger is on the rise again. Today, **821 million** people are suffering chronic undernourishment, according to The State of Food Security and Nutrition in the World 2018 report.

**Conflict**, extreme weather events linked to climate change, economic slowdown and rapidly increasing overweight and obesity levels are reversing progress made in the fight against hunger and malnutrition.

**Now** is the time to get back on track. **The world can achieve Zero Hunger** if we join forces across nations, continents, sectors and professions, and act on evidence.

**70 percent** of the world's poor live in rural areas where people's lives depend on agriculture, fisheries or forestry. That's why Zero Hunger calls for a transformation of rural economy.

**Governments** must create opportunities for greater private sector investments in agriculture, while boosting social protection programmes for the vulnerable and linking food producers with urban areas.

**Smallholder farmers** need to adopt new, sustainable agricultural methods to increase productivity and income. Ensuring the resilience of rural communities requires an approach that is mindful of the environment that leverages the power of technological innovation and creates stable and rewarding employment opportunities.

But employment and economic growth aren't enough, especially for those who endure conflict and suffering. Zero Hunger moves beyond conflict-resolution and economic growth, taking the long-term approach to **build peaceful, inclusive societies**.

While millions go hungry, **672 million people suffer from obesity**, and a further **1.3 billion are overweight**. We can change this.

Zero hunger means working together to ensure everyone, **everywhere, has access to the safe, healthy and nutritious food they need**. To achieve it, we must adopt a more sustainable lifestyle, work with others, share our knowledge and be willing to help change the world – for the better.

**Zero Hunger is at the heart of FAO's mandate** as we work to ensure that people have access to enough high-quality food to lead active and healthy lives. FAO collects, analyses and disseminates data that aids development and works with countries both to devise and implement policies that take into account the multifaceted elements of Zero Hunger.

## WFD 2018

### Theme

### TAKING ACTION

This year's action oriented campaign will explore the various challenges that are reversing recent progress in fighting hunger and malnutrition and call for action from various target audiences to achieve Zero Hunger by 2030 – countries and decision makers, the private sector, farmers, general public etc.

We are also asking family farmers, government representatives, goodwill ambassadors, social media influencers and the general public to talk about their actions to achieve Zero Hunger, be it through their work or simple actions in their daily lives. Read more about the actions in [section 2.4](#) and the MY ACTIONS human interest stories in [section 4](#).



## KEY FACTS AND FIGURES

**The world produces enough food to feed everyone**, yet one person in nine suffers from chronic hunger.

An estimated **821 million people suffered from chronic hunger** in 2017, according to the State of Food Security and Nutrition in the World 2018 report.

Roughly **60 percent** of the world's hungry **are women**.

About **70 percent of the world's extreme poor live in rural areas**. Most of them depend on agriculture.

**Hunger kills** more people every year than malaria, tuberculosis and AIDS combined.

Around **45 percent of infant deaths are related to undernutrition**. Stunting still affects 151 million children under the age of five years.

**1.9 billion people** – more than a quarter of the world's population – **are overweight**. **672 million of these are obese** and 3.4 million people die each year due to overweight.

In many countries **more people die from obesity than from homicides**.

**Malnutrition costs** the global economy **the equivalent of USD 3.5 trillion a year**.

To meet demand, **agriculture in 2050 will need to produce almost 50 percent more food, feed and biofuel** than it did in 2012.

Most of the world's hungry and **75 percent of stunted children** under age five, **live in countries affected by conflict**.

**Climate related disasters account now for more than 80 percent of all major internationally reported disasters**

**One third of the food produced worldwide is lost or wasted**. Food losses and waste amount to roughly US\$ 680 billion in industrialized countries and US\$ 310 billion in developing countries, or **nearly US\$ 1 trillion in total**.

## WFD 2018

### Key facts and figures

Working for **#ZeroHunger**

## 2.3 Key Messages

Below is the list of key messages that should be communicated for World Food Day 2018.

[Zero Hunger actions](#) for various audiences can be found in the World Food Day Work Space.

**Achieving Zero Hunger by 2030 is possible but countries need to redouble their efforts to get back on track.** After a period of decline, world hunger is on the rise again. According to the State of Food Security and Nutrition in the World 2018 report, 821 million people suffered chronic undernourishment in 2017, up 17 million from 2016. At the same time, 1.9 billion people are overweight, 672 million of which are obese. The right policies need to be in place to take advantage of the recent global economic upturn. Countries need to get back on track, act on evidence, and tackle the root causes of hunger and malnutrition to ensure healthy, balanced and nutritious diets for all. They need to target rural populations, promote pro-poor investment and growth and address rising overweight and obesity levels by devising national strategies that promote synergies between nutrition and food security, rural development, social protection, sustainable agriculture, climate change, biodiversity, health and education.

- 1. We need to work in partnership to achieve Zero Hunger.** Countries need to enhance governance and coordination mechanisms, to facilitate dialogue and create incentives for different sectors and stakeholders to work together. All actors – including political leaders, civil society, UN organizations, the private sector, farmers' cooperatives, academia etc. – must partner and share knowledge to support countries as they implement and monitor the SDGs.
- 2. We need to increase investments to achieve Zero Hunger but this is viable and affordable, and makes business sense.** The estimated impact of all forms of malnutrition on the global economy could be as high as USD 3.5 trillion per year. Achieving Zero Hunger will require a mix of public and private investments, and risk-informed policies and interventions to ensure that the poor and most vulnerable benefit from the growth and employment opportunities generated.
- 3. Zero Hunger is key to achieving the overall 2030 Agenda for Sustainable Development.** Many SDGs such as quality education and good health for all cannot be achieved without first eliminating hunger. Food and agriculture also lies at the very heart of the 2030 Agenda from ending poverty, hunger and malnutrition to sustaining our natural resources and responding to climate change.
- 4. FAO is supporting the global effort to achieve Zero Hunger** both at international, regional and national levels by providing decision-makers with solid and relevant evidence, including statistics and monitoring data; advising on the formulation, implementation and promotion of international treaties and legal frameworks; supporting national agriculture and food policies, strategies and legislation; advocating for support from other sectors; and assisting in monitoring progress against SDG indicators/targets.
- 5. Everyone has a role to play in achieving Zero Hunger.** Governments have an important role to play but they can't do it alone. Over time people have become desensitized and disconnected to the fact that millions of people are hungry. People need to adopt a new mindset by using the Earth's resources more wisely, following nutritious diets, and also changing day-to-day actions with the aim of reducing waste and taking on a more sustainable lifestyle. With a #ZeroHunger way of living comes a right and responsibility to treat food with respect. It also means having respect for the people that give us our food, the farmers, and the resources that went into producing it. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to realise their right to adequate food and decent employment, and share knowledge about sustainable agriculture.

## WFD 2018

### Key Messages

## 2.4 Zero Hunger Actions

Considering that **WFD 2018 is an action oriented campaign**, a set of actions has been developed for various sectors with the aim to get back on track to reaching Zero Hunger by 2030.

**Start by taking a Zero Hunger pledge**, and share it on social media (using both #WFD2018 and #ZeroHunger). Get some inspiration by reading through the WFD actions and encourage partners to take a pledge. The list is not exhaustive: if you come up with additional actions, we would love to hear about them! FAO offices are also encouraged to focus their events around Zero Hunger actions. See [section 4](#) on how to feature your MY ACTIONS human interest stories on digital platforms, at events and exhibitions worldwide.

### Calls to action

**Citizens** need to adopt a new mindset by supporting local producers, using the Earth's resources more wisely, following nutritious and varied diets, and changing day-to-day actions with the aim of reducing waste and taking on a more sustainable lifestyle. People have become desensitized and disconnected to the fact that millions of people are hungry. Having respect for our food means having respect for the people that give us food, the farmers, the resources that went into producing it, and those people that go without.

**Governments** need to invest in Zero Hunger and put the right policies in place to target rural populations, promote pro-poor investment and growth and address rising overweight and obesity levels through better nutrition. They must create opportunities for greater private sector investments in agriculture and enhance governance and coordination mechanisms, to get stakeholders to work together, share knowledge and support country policies and strategies.

**Smallholder farmers** need to adopt new, sustainable agricultural methods to increase productivity and income. This will enable them to mitigate risks and be more resilient to shocks. They should diversify their crops and reduce post-harvest losses. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to realize their right to adequate food and decent employment, and share knowledge about sustainable agriculture.

The **private sector** should become a key ally in achieving Zero Hunger. The financial sector needs to put financial tools in the hands of economically marginalized communities. The food and beverage sector should eliminate food loss and waste and strive for better food safety standards. All corporations need to use or acquire land responsibly, be resource efficient and find ways to source locally and responsibly. Innovators can share knowledge and new digital tools with farmers and the media can leverage their reach to educate the public about a Zero Hunger lifestyle.

**Youth** around the world can also become change makers and advocates for Zero Hunger. The WFD 2018 [Activity Book Working for Zero Hunger](#) explains Zero Hunger challenges and solutions in a language that is fun and understandable for children, and provides a series of actions to engage them in the global goal to achieve Zero Hunger. Young people are also encouraged to commit to 3 actions and include them in a signed declaration on their own Zero Hunger passport.

Find a detailed **set of Zero Hunger actions** [here](#) and in [Annex 1](#).



## 2.5 Visual Identity

To increase the impact of WFD celebrations, we are asking you and all WFD partners to use the visual identity as much as possible across activities and events and add to the overall global impact.

To respond to several requests and cater for event postings that combine the visual with text, we have prepared a [quick guide on how to use the WFD 2018 visual identity](#). This includes instructions for inserting the logos of partners working with you on an activity or event and tips on what to do and not to do when using the WFD visual.

The visual has also been adapted for a World Food Day campaign targeted at cities around the world. Cities are invited to tailor the visual by applying a photograph of a famous city landmark on the background.

Remember that our graphic team is available to advise you on any additional issues you may have when using the visual, from logo arrangements to different format requirements (size or layout).

## WFD 2018

### QUICK GUIDE TO VISUAL IDENTITY





## WFD ribbon

You may find that your partners cannot always use the full WFD visual, for example, they may have their own branding for an event. In these cases, the WFD ribbon 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 ribbon for your own events, or wish to distribute it to partners.

## WFD 2018

CELEBRATING  
#WFD2018



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



## 3. WORLD FOOD DAY CONTEST

The World Food Day Poster Contest is an important way to **engage the young generation** in achieving Zero 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** asking the Ministry to promote the contest among their network of schools.

The Contest calls on students and young people between the ages of 5 to 19 to illustrate their idea of Zero Hunger. The four **age groups are: 5-8, 9-12, 13-15 and 16-19**.

Once again the deadline for entries has been extended to **9 November 2018**. This date considers school calendars around the world and aims to substantially increase participation. 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.

Winners will be announced around 12 December 2018 on the World Food Day website, on FAO's social media channels and promoted by the winners' local FAO offices. They will also receive a Certificate of Recognition and a surprise gift bag, and feature in an exhibition at FAO headquarters. More information as well as the contest rules and regulations can be found [here](#).

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

- **World Food Day Activity Book** (see [section 5.5](#))
- [Video animation](#) on how young people can contribute to Zero Hunger
- **Letter to teachers**
- **Letter to journalists**

All materials are available at the following link: [http://bit.ly/FAO\\_WFD2018](http://bit.ly/FAO_WFD2018)

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.

#WFD2018  
CONTEST

[Poster contest](#)

Deadline  
9 November 2018

[Video animation](#)



**MATERIALS  
TO PROMOTE  
THE WFD 2018  
CONTEST**



## 4. MY ACTIONS - HUMAN INTEREST STORIES

The WFD Team is calling on FAO Representations to identify **human interest stories** linked to the WFD theme to publish in a section **MY ACTIONS** on the WFD website, other digital channels and use for events, exhibitions and pitching to global media. We are looking for 1-2 human interest/beneficiary **stories** from each country **and photos** by **mid-July**, using the template provided in the shared [WFD Work Space](#).

Your story could talk about a **family farmer, government or private sector representative, or FAO staff member** who describes his/her actions to achieve Zero Hunger, be it through their work or simple actions in their daily lives. Our aim is to present a series of Zero Hunger stories from people of all types of social contexts around the world. This is not only relevant for people in developed countries who strive to waste less food or be a sustainable consumer; **it is also applicable to FAO project beneficiaries** who learn to use natural resources more wisely, adopt sustainable agricultural practices, contribute to peaceful societies, eat better or spread new knowledge among their communities etc.

Likewise, your **story** from a **local government representative, project implementing partner or FAO colleague** could represent other important themes in achieving Zero Hunger such as **good governance, capacity building, policy development and collaboration**.

The story should include some information on the **project or programme** in question, **key facts and figures**, and be submitted along with **high resolution photos**. Sample interview questions, a template for the story and photo caption instructions are included in the [Human Interest Story Brief](#).

Get some inspiration also by reading through the [WFD actions](#).

## HUMAN INTEREST STORIES

### Human Interest Story Brief

My Story		
<p>"We hope to learn more in coming days. If we learn more, it will not be necessary to go abroad."</p> <p>Ashmita Thapa</p>	<p>"There is sadness when you are away. You feel far away from your family."</p> <p>Paseano Gómez López</p>	<p>"I was thinking of migrating, but I decided to stay in my land."</p> <p>Said Touati</p>
<p>"I am happy to work in my own country. I am working to change my life."</p> <p>Yimam Ali</p>	<p>"I had a dream to send my daughter to a good school."</p> <p>Laxmi Sunar</p>	<p>"It would be better to work here to provide our families with a better education without having to abandon our fields."</p> <p>Victor Alvarado</p>



## 5. COMMUNICATION TOOLKIT

### 5.1 What is the WFD Work Space?

A range of WFD communications materials have been developed to call for action to achieve Zero Hunger. The [World Food Day Work Space](#) provides links for downloading low resolution products to share digitally and high resolution files for printing or production. Before looking at it, find information about the content here below. Most products are already available in the six official FAO languages and Italian and others will be uploaded by September 2018. 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 in the communications toolkit 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, with both horizontal and vertical formats available, but other measurements can be provided by the WFD Team if you write to [world-food-day@fao.org](mailto:world-food-day@fao.org).



### WFD ribbon

When your partners cannot use the full WFD visual, you can use the WFD ribbon. Write to the [WFD team](#) if you need the ribbon for your own events, or wish to distribute it to partners.



## COMMUNICATION TOOLKIT

WFD Work Space

PRINT AND  
DISTRIBUTE  
THE WFD 2018  
MATERIALS



Poster

WFD ribbon

## 5.3 Zero Hunger Actions

A series of Zero Hunger actions for governments, farmers, the private sector and general public can be found in the [WFD work space](#) and are available in [Annex 1](#).

## 5.4 Brochure

The World Food Day 2018 brochure is a short publication to facilitate local printing and reduce costs (square format: 210x210mm). It summarises FAO's work with countries and other partners to achieve Zero Hunger and lists a series of actions that need to be taken to achieve this goal by 2030.

## COMMUNICATION TOOLKIT

[Zero Hunger Actions](#)

[Brochure](#)



## 5.5 Children's Activity Book and Video Animation

The World Food Day Activity Book is an educational tool for teachers, students and anyone who wishes to learn more about Zero Hunger. It can also be used to inspire young people who want to participate in the World Food Day Contest. It brings children on a Zero Hunger journey to discover the challenge at hand and what each of us - governments, farmers, businesses and young people - have to do to reach this goal. Print size (297x210mm, 24 pages). A 1-minute video animation by the artist responsible for FAO's series of Activity Books encourages youth to take action for a Zero Hunger world.



## COMMUNICATION TOOLKIT

### Activity Book

## 5.6 Children's video animation

A 1-minute video animation by the artist responsible for FAO's series of Activity Books encourages youth to take action for a Zero Hunger world.

### Video Animation

How old will you be in 2030?		By then we could have <b>ZERO HUNGER</b>
But we need <b>your help.</b>	1. Take care with water. 	2. Waste less food. 
	3. Eat healthy food. 	

## 5.7 Website and web banners

The [World Food Day website](#) currently provides an overview of the global celebrations and the theme for World Food Day 2018, information on the Poster 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 2018, be it outreach activities or events, and we will include your initiative on the WFD website! See [section 6](#) for information on how to do this.

World Food Day 2018 web banners [Long top banner (920x350px) and square sidebar (210x146 px) formats] are provided in the [WFD Work Space](#). If you want to promote WFD on your website and need a different size, please contact the WFD team specifying the size in pixels and the preferred language.



## 5.8 Social Media Trello Board

The [WFD Trello board](#) contains a set of graphics that can be used on social media to promote World Food Day, including the poster and illustrations from the Activity Book to promote the contest. See section 6.4 for some suggestions on how to promote World Food Day on your social media channels.

## 5.9 Backdrop or Banner for Events

Graphics for the local printing of a banner or backdrop (3.5x2.5m) for World Food Day events are provided in the [WFD Work Space](#).



## COMMUNICATION TOOLKIT

[Web banners](#)

[#WFD2018  
WFD Trello board](#)

[Backdrop](#)





## 5.10 Videos

### Promotional video or TV advertisement

A 30-second and 1-minute advertisement will be available in July (first in English and then in the 6 UN languages plus Italian). We would encourage FAO offices and partners to **approach TV stations, online media, public transport partners** and other large outdoor screen coordinators **before July**, using a concept note on WFD as many TV stations require up to 6 months notice in advance of the actual screening time in October. You can also ask the WFD team to **provide the WFD PSA in additional languages**. Please write to us as soon as possible, with a brief description of the outreach potential in this extra language.

### Video Feature

A 3-4 minute video feature covering projects across FAO regions will ensure both a regional and thematic representation of key areas of FAO's work with partners to achieve Zero Hunger. The video will be available in September in all UN languages.

### Human interest stories

Four to five videos will be produced about the life of a person or family supported by FAO's work to achieve Zero Hunger. The videos will also ensure a regional and thematic representation of FAO beneficiaries and the multiple areas where FAO is working towards SDG2.

### Social Media Video

The main component of the WFD 2018 digital strategy will be producing a short (60 sec) and powerful viral video for all social media channels in all official languages.

### VNRs and thematic footage, FAO media Vault

Four to five video news releases (VNR) covering a series of Zero Hunger video missions across the regions will be released on the FAO media vault, along with a compilation of thematic footage from September to early October. Simply type [tv.fao.org](http://tv.fao.org) into your browser, without "www.", log in as a new user and you will find material to download in broadcast quality on the World Food Day page, as soon as it is available.

## COMMUNICATION TOOLKIT

Videos  
TV advertisement

Video Feature

Human interest stories

Social Media Video

FAO media Vault

## 5.11 Gadgets

The WFD Work Space provides graphics for the local printing or production of:

- t-shirts
- caps
- mugs
- bags

## COMMUNICATION TOOLKIT

### Gadgets





## 5.12 DG Op-ed

An op-ed or opinion piece by the Director-General of FAO will be available in September 2018 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.

## 5.13 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 the end of September and available on the [FAO YouTube channel](#).

## 5.14 Talking points for WFD ceremony

A series of general talking points on the WFD theme will be prepared and made available to all FAO Representations.

## COMMUNICATION TOOLKIT

Editorial

DG Video Message

Talking points

## 6. HOW TO PARTICIPATE

### 6.1 Plan your event or outreach activity

If you want to organize a WFD event or outreach activity, we can give you a range of materials and tips to plan it. We have promotional materials in several languages - posters, a brochure, event banner, web and an Activity book for kids - all of which are downloadable in the WFD Work Space and described in section 5.

Every year, events are organised in over 130 countries around the world to celebrate World Food Day. If you want to hold an event or start a local campaign, get some inspiration from the examples below.

[Read the story – In 2017, more than 250 events were organized in over 130 countries!](#)



#### Make a #ZeroHunger commitment

Take a Zero Hunger pledge, and share it on social media (using both #WFD2018 and #ZeroHunger). Get some inspiration by reading the [WFD actions](#) for countries, the private sector, farmers and the general public, and encourage partners to take a pledge. Keep the [WFD team](#) updated about your calls to action.

#### Festivals and Fairs

From food tastings and cooking demonstrations to food markets and exhibitions of local products - show how Zero Hunger means supporting local produce, culture and heritage.

#### Get creative!

Encourage youth to get creative and show us their idea of a Zero Hunger world. Hold a local poster drawing activity or competition and encourage participants to join the [WFD global contest](#).

#### City and Public transport branding

Approach municipalities, outdoor advertisers, or transportation companies to place WFD products in October, such as the WFD poster or promo video. FAO offices have worked with municipalities and private companies to promote WFD, mostly on a pro-bono basis, in cities like Geneva, Mexico City and Jakarta.

## HOW TO PARTICIPATE

SHARE  
MATERIALS  
WITH  
PARTNERS





## HOW TO PARTICIPATE



### For educators

Bring World Food Day to your local schools! Share the [Zero Hunger Activity Book](#) and animation together with our series of Activity Books for kids in classrooms or youth centres to show how by changing simple day-to-day actions, we can reduce waste, eat better, use the Earth's resources more wisely and take on a more sustainable lifestyle.

### Get the media involved!

Approach advertising contacts in TV stations as early as possible to place the WFD spot in October. Pitch WFD video news releases, human interest stories or the Director-General's op-ed to media in the lead up to WFD and remember to promote the WFD Poster Contest.

### WFD Films and documentaries

Ready, set, action! Organise a screening of a WFD-themed movie, cartoon or documentary and encourage the public to share their thoughts during an open discussion.

### Cultural Performances

Concerts, choirs, theatre and even dancing. Everything you can do to raise awareness is more than welcome.

### Recreation and Sports

Organise a run, a march, a walk or even a marathon against hunger. Encourage people to become Zero Hunger advocates by occupying the streets in your hometown, committing to take action and calling on others to do their part.

### Lectures, panels and roundtables

Organise or sponsor a public lecture with political leaders, educators, scientists and farmers. Use your Zero Hunger lecture to promote solutions. Host a forum or questions and answers session afterwards to encourage involvement.

### Field visit

A field visit can be organized with media or goodwill ambassadors to showcase firsthand how FAO is working for Zero Hunger.



## Food Donations

Donate food that would otherwise be wasted or lost, according to local food regulations. Learn about existing initiatives in your cafeterias, your stores, and your city, to give a boost to food aid associations and reduce waste. Sharing is caring!

## Plan a WFD Exhibition

Holding an exhibition is always a good idea to support your WFD event. This year, the WFD team will circulate a photo exhibition package based on 5 photo missions that cover regional and thematic aspects of FAO's work with partners to achieve Zero Hunger.

## Prizes and Awards

Recognize farmers, breeders, fishermen, producers and farmers' associations who are contributing to Zero Hunger efforts in your country by hosting an awards ceremony.

## Plant a tree

During your WFD event, you can include the planting of fruit trees, vegetables and fruit. Last year in Syria, the Minister of Agriculture and the FAO Representative joined hands with local farmers to plant pear and apple trees, marking the resumption of food production activities, despite social and economic disruption.

## Spread the word!

Inform, educate and engage audiences with real facts. Join the #WFD2018 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 "Respect for Food" and the #ZeroHunger lifestyle.

## HOW TO PARTICIPATE





## Let us know about your WFD event!

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 September 2018. 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.

CELEBRATING  
#WFD2018



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



## HOW TO PARTICIPATE

Write to the WFD team  
if you need the ribbon

### 40 YEARS OF PERMANENT REPRESENTATION IN THE FIELD

- FAO representations that are celebrating their **40th Anniversary** this year, may wish to do so during a World Food Day event.
- Between 2017 and 2019, 55 country offices – approximately 70% of FAO's fully fledged representations or country offices – are celebrating their 40<sup>th</sup> anniversary (40 years of permanent presence at country level). A list of countries that have yet to celebrate their 40<sup>th</sup> anniversary (after June 2018) is provided in [Annex 2](#).
- Communication materials that country offices can adapt or use as part of their communication activities have been circulated as a separate [Communications Toolkit](#).

## 6.2 Partnerships

World Food Day'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 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.

Our partners come from a wide range of areas: media, private sector companies, start-ups and small NGOs, civil society organizations, the public sector or even individuals. The campaign benefits all involved – partners help us to broaden FAO's audience and they showcase their support for one of the most celebrated days in the UN calendar.

The WFD Team has approached, or been approached by, a number of TV stations from around the world, as well as municipalities and outdoor advertisers (for advertisements in popular public spaces, metro, trains, buses and trams etc.) to promote WFD messages and products.



Examples of exchange of visibility could be:

- co-marketing of an event, through FAO and the partner's marketing channels
- branding of an event or a specific company product with WFD visual identity or exchange of logos or visual identities on key communication materials by both partners (for example a national version of the WFD Activity Book with a partner's logo or adding the logo of a partner to the WFD spot aired in a specific country/region)
- featuring the partner's brand on the corporate WFD website
- promotion of the video spot, radio spot, WFD banner, posters and other communication material
- making use of each other's social media (i.e. repost messages, retweets, engaging influencers to further promote the messages etc.)

If marketing efforts can be increased through pro-bono agreements in your country or region, the WFD Team would be happy to hear about your ideas or achievements. The WFD team can offer graphic support or produce materials in additional languages to facilitate your partnerships. Get inspired by having a look through the outreach activities carried out last year in the [events section](#) or at the [web story about 2017](#) celebrations.

## HOW TO PARTICIPATE

DISTRIBUTE  
WFD 2018  
MATERIALS



### TIPS ON HOW TO PITCH TO PARTNERS

WFD offers unique marketing opportunities, so when pitching to partners, remind them that they can:

- Become a WFD advocate and join the WFD network, which unites a range of partners from the private sector, government and media in over 130 countries. Demonstrate corporate social responsibility (CSR) Give their entity direct association with a UN agency that can be considered as part of internal CSR strategies or advocacy campaigns.
- Promote their brand worldwide by featuring on our website [www.fao.org/world-food-day](http://www.fao.org/world-food-day) the central location for all WFD activities.
- Benefit from our powerful social media presence with over 2 million followers!
- Take advantage of many other branding opportunities: free downloadable WFD communication materials in 7 languages and free graphic and communications support provided by our team of experts.

### TV or online advertisers

Why not approach your national, local or regional TV stations asking them to air the 30-second WFD advertisement? This will be available in July in the 6 UN languages and Italian. Given that many TV stations require up to 6 months notice before screening the TV advertisement in October, we would encourage you to approach partners in advance, using a WFD concept note.

The WFD Team can also provide the advertisement in additional languages. Just write to us and make your request in advance, briefly describing the outreach potential. Last year the WFD spot was aired on popular channels including France 24, TV5 Monde, Deutsche Welle, Italy's RAI and Mediaset, Spain's RTVE Brazilian Record TV Rio.

TV or online advertisers



## Public transport and outdoor advertising

Cities and private transport companies around the world including Geneva, Mexico City, Rome and Jakarta have spread the World Food Day message on metro trains, trams and buses. FAO offices and WFD partners have also managed to place the WFD visual in high visibility areas around cities, such as on billboards or digital screens at bus stops, popular street corners, major traffic junctions, shopping malls and airports. WFD partner JCDecaux promoted WFD 2017 in major European capitals including Milan, Barcelona, London, Madrid, Berlin and Amsterdam. The WFD team is available to support your efforts to brand public spaces and engage support for World Food Day and Zero Hunger. We can offer advice, graphic support or additional language layouts.

## Governments or municipalities

It is often necessary in certain countries to liaise with governments or municipalities when seeking to carry out outdoor advertising. Before approaching your municipality, it might be worth checking if your city is a member of the Milan Urban Food Policy Pact (MUFPP), 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. Since the Pact was established in October 2015 and presented to the UN Secretary-General during the World Food Day ceremony at Expo Milan 2015, 167 cities have come on board. FAO is supporting this initiative by helping to establish indicators that will measure the impact of the Pact, and by exchanging best practices among cities. Discover if your city is part of the Pact [here](#). The WFD Team will also target MUFPP cities with a WFD campaign where each city can tailor the WFD visual using a photograph of a famous city landmark in the background and showcase their commitment to Zero Hunger through city branding in high visibility areas. Even if your local city is not a member of the Pact, you can always propose that they take part in the WFD campaign.

## FAO Goodwill Ambassadors and Zero Hunger advocates

FAO National Goodwill Ambassadors have both the local appeal and knowledge of FAO's work to reach greater audiences and generate increased media impact. Invite them to participate in events and official celebrations in your country or region, and contact the [FAO Goodwill Ambassadors team](#) if you need any assistance. A number of well-known individuals, such as sportsmen, actors, media personalities and social media influencers are also showing their support for FAO and Zero Hunger. During the FAO Regional Conference for Latin America and Caribbean, Olympic hero Usain Bolt, advocated for a Zero Hunger world in a video that went viral on social media channels.

## HOW TO PARTICIPATE

Public transport and outdoor advertising

Governments or municipalities

FAO Goodwill Ambassadors and Zero Hunger advocates

## WFD FRIENDS

The WFD website has a page where we recognize the efforts of partners, our 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. Discover who they are by visiting our [website](#) or recommend a new Friend by writing to [world-food-day@fao.org](mailto:world-food-day@fao.org).





## 6.3 Traditional Media Outreach

### Media Outreach in the lead up to WFD

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

WFD is a good opportunity to highlight Zero Hunger success stories and promote results at national or regional level. In the months leading up to WFD, you can pitch story ideas including the MY ACTIONS human interest stories (see section 3) to media contacts.

You could also invite media to visit projects linked with the WFD theme. 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 ([goodwillambassadors@fao.org](mailto:goodwillambassadors@fao.org))).

### 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** 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
- 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.

## HOW TO PARTICIPATE

Traditional Media Outreach



## 6.4 Digital Outreach

In order to raise FAO's profile and for #ZeroHunger to be fully understood, FAO needs to make the concept more tangible in the everyday context, including on digital channels. #ZeroHunger is about actions which we take for ourselves, as well as actions we take together as part of a respectful society. We will only thrive and survive if we collectively embrace the idea that we have ONE future of food - **“one future of food or no future of food”**.

To this end, on digital channels FAO needs to reconnect people with their food and what it stands for. Over time people have become desensitized and disconnected to the fact that millions of people are going hungry or simply don't know where milk, meat or vegetables come from.

Through the #ZeroHunger digital narrative we can once again raise the profile of food and make people come to the realization that they are truly fortunate to have the food they eat every day, knowing that not everyone has that luxury. With a #ZeroHunger way of living comes a right and responsibility to treat food with respect.

Help spread the word on digital channels! Before you start, take a look at **section 2.2** on World Food Day 2018 key messages that you can promote. Include the hashtag **#WFD2018** and **#ZeroHunger** when you tweet, post about, promote or share the theme or any of the World Food Day 2018 materials. You can start now by using the graphics provided on the [FAO Trello Board](#).

You can also like/retweet/share #WFD2018 content that has already been posted by looking through the complete list of [FAO social media accounts](#) here and by searching for **#WFD2018** on social media.

### List of FAO's main social media accounts:

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

Twitter: <https://twitter.com/FAO> (Primary/Corporate account)  
<https://twitter.com/FAOKnowledge> (Corporate account)  
<https://twitter.com/FAONews> (Corporate account/Media)

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

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

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

YouTube: <https://www.youtube.com/playlist?list=PLzp5Ngj2-dK4HsPHXcBHDyMkKU4sgqDDO>

## HOW TO PARTICIPATE

### Digital Outreach



## Hashtags

Apart from including **#WFD2018** in any posts, you may also wish to mention:

- Secondary hashtags: **#ZeroHunger**
- When referring to FAO, use **@FAO**.

## Pre-packaged messages

You can find a selection of prepared messages for various social media channels here <https://trello.com/b/OubmMq9E/world-food-day-2018>. The Trello board will be updated on a regular basis.

FAO Social Media Guidelines are available from: <http://www.fao.org/2/socialmedia>.

For specific queries related to FAO social media, an email can be sent to [Social-media@fao.org](mailto:Social-media@fao.org).

## HOW TO PARTICIPATE



## COMMUNICATION MATERIALS

### WFD work space

Some products are already available in the six official FAO languages in the [World Food Day Work Space](#). 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 Brief</a>	✓
<a href="#">Zero Hunger Actions</a>	✓
<a href="#">Call for human interest stories - MY ACTIONS</a>	✓
WFD website <a href="http://www.fao.org/world-food-day">www.fao.org/world-food-day</a> (new website coming soon)	✓
<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="#">Video animation for kids</a>	✓
<a href="#">WFD 2018 Communications Guide and Toolkit</a>	✓
<a href="#">Social media Trello board</a>	✓
Promo video/ TV advertisement	Jun
VNRs & Human interest story videos	Aug/Sept
Video feature	Sept
Photo exhibit packages distributed to FAO offices (from missions)	Aug
MY ACTIONS published	Sept
Op-ed from the Director-General	Sept
WFD Video Message from the Director-General	Sept
WFD events +130 countries worldwide	1-31 Oct
WFD Poster Contest closes	9 Nov
Contest winners announced	Dec



## USEFUL LINKS

### World Food Day website

[www.fao.org/world-food-day](http://www.fao.org/world-food-day)

### Publications

Towards Zero Hunger (1945-2030)

Achieving Zero Hunger <http://www.fao.org/documents/card/en/c/d569c955-8237-42bf-813e-5adf0c4241b9>

Achieving Zero Hunger in Africa by 2025 <http://www.fao.org/documents/card/en/c/I8624EN>

Transforming food and agriculture to achieve the SDGs <http://www.fao.org/documents/card/en/c/I9900EN>

Food and Agriculture: Driving Action across the 2030 Agenda for Sustainable Development <http://www.fao.org/publications/card/en/c/b31f7040-a387-466d-99e2-04896d421fca>

FAO and the SDGs Indicators - Measuring up to the 2030 Agenda for Sustainable Development <http://www.fao.org/3/a-i6919e.pdf>

Food security, Nutrition and Peace <http://www.fao.org/publications/card/en/c/2f9ef633-d312-486a-8986-fa7f7fba5fe9>

### FAO Social Media Guidelines are available from:

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

### FAO social media accounts

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

Twitter: <https://twitter.com/FAO> (Primary/Corporate account)  
<https://twitter.com/FAOKnowledge> (Corporate account)  
<https://twitter.com/FAONews> (Corporate account/Media)

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

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

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

YouTube: <https://www.youtube.com/playlist?list=PLzp5Ngj2-dK4HsPHXcBHDyMkKU4sgqDDO>

## USEFUL LINK





## 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 available for regular consultation with country representations to help develop and optimize local WFD campaigns.

General information: [World-Food-Day@fao.org](mailto:World-Food-Day@fao.org)

Coordinator – **Clara Vélez-Fraga**

Content, Outreach – **Aoife Riordan**

Partnerships and Outreach – **Vanessa Curcio**

WFD Italy, Outreach – **Katia Meloni**

Marketing and Outreach – **Laura Hernandez**

Liaison and Outreach – **Rodrigo Malschitzky**

Art Direction – **Andrea Carega, Guido Chiefalo**

## CONTACTS

## ANNEXES

### ANNEX 1 - Zero Hunger Actions

#### WHAT YOU CAN DO TO HELP ACHIEVE #ZEROHUNGER

**Wasting less, eating better and adopting a sustainable lifestyle are key to building a world free of hunger. The choices we make today are vital for a secure future of food. Here's a list of simple actions to help you make #ZeroHunger way of life, to help re-connect to food and what it stands for.**

##### **Love your leftovers**

If you have leftovers, freeze them for later, or use them as an ingredient in another meal. When you eat at a restaurant, ask for half a portion if you're not feeling too hungry, or take your leftovers home.

##### **Adopt a more healthy and sustainable diet**

Life is fast-paced and trying to fit in preparing healthy and nutritious meals can be a challenge if you don't know how. Healthy meals don't have to be elaborate. In reality, healthy food can be cooked in a quick and easy way while using only a few ingredients. Share your quick healthy recipes with your family, friends, colleagues and online. Follow sustainable chefs and bloggers online to learn new recipes or talk to your local farmer to see how they cook their produce at home.

##### **Sharing is caring**

Donate food that would otherwise be wasted, according to your local food regulations. For example, OLIO, a new App connects neighbours with each other and with local businesses so surplus food can be shared, not thrown away. Learn about existing initiatives in your cafeterias, stores, or in your general area to give a boost to food aid associations.

##### **Buy only what you need**

Plan your meals, make a shopping list and stick to it, and avoid impulse buys. Not only will you waste less food, you'll also save money!

##### **Store food wisely**

Don't let your food go to waste: move older products to the front of your cupboard or fridge and new ones to the back. Once open, use airtight containers to keep food fresh in the fridge and ensure packets are closed to stop insects from getting in.

##### **Put your food waste to use**

Instead of throwing away your food scraps why not compost them instead? This way you are giving nutrients back to the soil and reducing your carbon footprint.

##### **Have a conversation with the people around you about respect for food**

Food connects us all. Help people re-connect with food for a #ZeroHunger lifestyle and what it stands for by sharing your knowledge and passion with the people around you; at home with your family, with friends and at work. For example, grow your own food at home or participate in a community garden, organize dinners or share recipes. Also, support local charities that work with the homeless and the hungry, and get your families and friends involved.

##### **Keep our soils and water clean**

## ANNEX 1

General public

## ANNEX 1

Some household waste is potentially hazardous and should never be thrown in a regular rubbish bin. Items such as batteries, paints, mobile phones, medicine, chemicals, fertilizers, tires, ink cartridges, etc. can seep into our soils and water supply, damaging the natural resources that produce our food.

### Use less water

Water is the basic ingredient of life and we can't produce our food without it. While it's important that farmers learn to use less water to grow food, you can also preserve water by reducing food waste. When you throw away your food, you are wasting the water resources that went into producing it. For example, it takes 50 litres of water to produce one orange! You can also waste less water by taking a shower instead of a bath, turning off the water while brushing your teeth and fixing leaks!

### Know where your food comes from

Respect for food is also about knowing where our food comes from and what it is made of. Get to know what you're eating by checking the labels. Find out what are the unhealthy ingredients and opt for healthier options. Set up a vegetable garden at home or participate in a community garden to not only have access to nutritious and healthy food but also learn about how much goes into producing the food we have available.

### Support local food producers

By buying local produce, you support family farmers and small businesses in your community. You also help fight pollution, by reducing delivery distances for trucks and other vehicles.

### Pick ugly fruit and vegetables

Don't judge food by its appearance. Oddly-shaped or bruised fruit and vegetables are often thrown away because they don't meet arbitrary cosmetic standards. Don't worry – they taste the same, if not better. Mature fruit can also be used in smoothies, juices and desserts.

### Be a conscientious consumer

Once a week, try eating an all-veggie meal (including pulses like lentils, beans, peas and chickpeas) instead of a meat one. More natural resources are used to produce meat, especially water and millions of acres of rainforest are slashed and burned to turn land into grass pastures for livestock. Discover some tasty pulse recipes and try 'ancient' grains like quinoa. When making a purchase, do a bit of research to make sure you only buy from companies that follow sustainable practices and don't harm the environment. Remember: cheap prices often mean high human or environmental costs.

### Understand food labelling

There's a big difference between "best before" and "use-by" dates. Sometimes food is still safe to eat after the "best before" date, whereas it's the "use-by" date, which tells you when it's no longer safe to eat. Learn also how to identify unhealthy ingredients such as trans fats and preservatives on food labels and avoid foods with added sugar.

### Buy organic

Organic farming helps soil to stay healthy and retain its ability to store carbon, contributing to the fight against climate change. Look out for organic and fair-trade products available in your local supermarkets or farmers' markets and support small-scale farmers by avoiding intensively farmed meat, eggs and dairy.

### Keep fish populations afloat

Convince your friends and family to eat fish species that are more abundant, such as mackerel or herring, rather than those that are at risk of being overfished, like cod or tuna. Buy fish that has been caught or farmed sustainably, such as eco-labelled or certified fish.



## Become a #ZeroHunger advocate!

If you see an interesting social media post about hunger, climate change or sustainable living, share it and make yourself heard! Find out more about your local and national authorities and think of ways they could help re-establish respect and connection to food and contribute to the fight against hunger. If you can, take advantage of your right to vote for leaders in your country and local community, or become a candidate yourself. A Zero Hunger world starts with you.

## Be informed about #ZeroHunger

You can make better choices if you are well informed. Take time to read about #ZeroHunger, the challenges we face in getting there and what governments, companies, farmers and others need to do. To find the latest news and to get in touch, visit the FAO website, or follow us on Facebook, Instagram and Twitter.

## WHAT CAN GOVERNMENTS AND INSTITUTIONS DO TO HELP ACHIEVE #ZEROHUNGER?

**#ZeroHunger is possible, affordable, and makes good business sense for countries and their governments. Here is a series of actions public entities can carry out now to help achieve the [17 Sustainable Development Goals](#), promote respect for food and reach #ZeroHunger.**

### Put those furthest behind first

Boosting social protection interventions aimed at lifting the most vulnerable out of poverty isn't just the moral thing to do – it makes good business sense too. Inclusive development and equitable economic growth raise the purchasing power of the poor, which in turn will create incremental demand, generate new jobs and jump-start local economies. Investing in the most vulnerable means investing in the country's future.

### Work across policy areas

Hunger and malnutrition stem from a variety of economic, environmental and political factors. This means that Zero Hunger can only be achieved by adopting an integrated and cross-policy approach. Countries must focus more strongly on national strategies, promoting synergies between social protection, sustainable agriculture, nutrition, health and education policies. These sectors all have the same goal: to lift people out of poverty and hunger so they can contribute to national development and economic growth.

### Work together

The depth and ambition of Zero Hunger call for a coordinated effort of the public, civil and private sectors. No single entity can achieve global food security on its own. Governments should ensure effective citizen involvement, enhance coordination mechanisms, facilitate dialogue and create incentives for different sectors and stakeholders to work together.

### empower local authorities

Local and sub-national authorities have direct access to the individuals, communities and businesses whose involvement is essential to achieving Zero Hunger. As such, governments should provide them with the tools and support they need to assist, work alongside and engage with these key stakeholders.

### Curb the costs of malnutrition

The triple burden of malnutrition – the coexistence of food insecurity, undernutrition, and overweight and obesity – costs USD 3.5 trillion per year to the global economy. A hungry population is incapable of reaching its full potential, weighs on public health services and is less productive. At the same time, rising overweight and obesity levels are contributing to a

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### Countries



public health crisis, with a recent spike in non-communicable diseases such as type-2 diabetes. Zero Hunger budget allocations, policies and reforms need to address nutrition, safeguard children's futures, and ensure adults are able to work and contribute to economic growth.

## Partner with academia and invest in the new generation

Academia are incubators of knowledge and innovation that can be channelled towards efforts to achieve Zero Hunger. They are home to the world's future change makers. Academia have a responsibility to use their knowledge to reconnect youth and students with food and what it stands for, ultimately promoting a #ZeroHunger way of life. Strategic partnerships with Academia and Research Institutions can generate significant and relevant information to assist governments and institutions address the challenges faced in achieving food and nutrition security.

## Create an investment-friendly environment

The Zero Hunger goal requires investments by committed stakeholders. For this to occur, governments should provide clear regulatory frameworks and stable institutions that reward entrepreneurship, mitigate risks, prevent and solve disputes, create market opportunities and address uncertainties and failures.

## Provide equal opportunities

Policies and investments aimed at reducing inequality, addressing the gender gap, ensuring everyone enjoys the same opportunities to fulfil their potential are key in defeating hunger and malnutrition. Zero Hunger requires laws that recognise farmers' equal rights to land and resources, so they can maintain their livelihoods and continue to produce the world's food.

## Adopt legally and non-legally binding instruments

FAO and other UN agencies have developed a series of wide-ranging legally and non-legally binding treaties and instruments that governments can adopt to ensure the fair and effective conservation, management and development of resources, while safeguarding the environment.

## Reach Out To Fao

Governments and public entities who wish to contribute to Zero Hunger can benefit from the knowledge and expertise of FAO's leading specialists in the fields of agriculture, nutrition, climate change and more. FAO and other specialized UN agencies can provide solid statistical and monitoring data, help formulate and implement agriculture and food policies, national strategies and legislation.

### Code of Conduct of Responsible Fisheries

Aimed at anyone working in or alongside fisheries and aquaculture, the Code of Conduct for Responsible Fisheries lays out a set of principles, goals and actions to help protect and manage the world's fisheries for present and future generations. <http://www.fao.org/docrep/005/v9878e/v9878e00.htm>

### Voluntary Guidelines on Land Tenure

The Voluntary Guidelines contribute to food security, especially for the most vulnerable rural populations, by recognizing and protecting legitimate tenure rights and equitable access to land, fisheries and forests.

<http://www.fao.org/tenure/voluntary-guidelines/en/>

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### Principles on Responsible Agricultural Investments

This set of principles is designed to ensure that agriculture and food systems investments lead to improved food security and sustainability while respecting the rights of farm and food workers.

<http://www.fao.org/news/story/en/item/260518/icode/>

### International Treaty on Plant Genetic Resources for Food and Agriculture

This treaty encourages sustainable agriculture through the equitable sharing of genetic material and its benefits among plant breeders, farmers and public and private research institutions.

<http://www.fao.org/plant-treaty/overview/en/>

## WHAT FARMERS AND AGRIBUSINESSES CAN DO TO HELP ACHIEVE #ZEROHUNGER

Farmers

**The women and men who work in agriculture play a vital role in achieving #ZeroHunger. Whether they work on small family farms or in small food enterprises, their decisions will help shape the future of food and nutrition. Their knowledge and traditional practices are vital in a world where food production faces many challenges such as climate change and limited natural resources. These actions are a starting point for farmers and agribusinesses who want to build a #ZeroHunger world.**

### Promote equality

Farmers and smallholders should promote gender equality and the empowerment of women, indigenous peoples and youth, because Zero Hunger can only succeed in a society that is fair and equal for all.

### Pursue resource-efficiency

Farmers should manage natural resources sustainably and efficiently – this will help ensure their future availability, protect the environment, and increase profits by reducing waste.

### Adapt to climate change

Climate change is happening. Adopting a [Climate-Smart Agriculture](#) approach can help farmers face the challenges it poses, by helping them to use natural resources, such as soil and water in a sustainable way, to grow more food. Farmers should use seeds that are more resistant to drought and disease, breed livestock that is suited for warmer temperatures, create stormproof ponds and cages for fish, and plant trees that are heat- and drought-tolerant.

### Diversify crops

Growing pressure on the demand for land to grow crops for biofuel production and bio-fortified food will simultaneously increase the demand for agro-biodiversity. This pressure will affect the way in which farming will be carried out in the future. Farmers should diversify their crops as this can help to maintain healthy soils, regulate pests and diseases, improve pollination and decrease the impacts of climate change by decreasing carbon dioxide in the atmosphere.

### Produce more, with less

With a growing population expected to reach 9 billion in 2050, farmers should find new, more productive ways to farm food and diversify their crops. Using an integrated farming approach



will not only help farmers increase their crops' yield, and thus their profits, but can also improve the quality of their farmland.

## Make your voice heard

Farmers and agribusinesses should participate in policy, programme, and monitoring processes at all levels, to contribute their knowledge and expertise, and make their voices heard.

## Unite as cooperatives

Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to ensure that their views and opinions are taken into account, and be in a better position to realise their right to adequate food and decent employment.

## Educate the farmers of the future

By providing the young with the right tools and knowledge, farms and agribusinesses can educate a new generation of farmers, increase their workforce and produce more food to be sold on the market, or shared with others. [FAO's Junior Farmers Field Schools](#) are available to help those starting out.

## Cut post-harvest losses

Post-harvest losses can be significantly reduced or prevented by using adequate storage facilities, keeping up to date with the latest developments in technology and undergoing relevant training.

## Leverage the power of technology

Modern digital technology and software, such as mobile device apps, can help farmers mitigate and fight the effects of extreme weather events, by allowing them to share information rapidly, access up-to-the-minute data and discover innovative farming solutions.

## Adopt sustainable livestock farming practices

Livestock farming plays a major role in [climate change](#), management of [land and water](#), and [biodiversity](#). Livestock farmers should adopt sustainable farming practices, for instance by improving animals' diets to reduce enteric fermentation and methane emissions, and setting up biogas plant initiatives to recycle manure.

## Keep fish populations afloat

Fish farmers should fish responsibly, to ensure the effective conservation, management and development of living aquatic resources, with due respect for the ecosystem and biodiversity. Oceans also store a large amount of carbon dioxide in their depths and are home to over half of all life on earth. To prevent illegal unreported and unregulated fishing (IUU) countries have adhered to the [Port State Measures Agreement](#) (PSMA), the first-ever binding international agreement specifically targeting IUU fishing.

## WHAT PRIVATE BUSINESSES CAN DO TO HELP ACHIEVE #ZEROHUNGER

**Companies and private enterprises are key allies in achieving #ZeroHunger. You can make a difference, regardless of the size of your business – start with these actions.**

### Eliminate food waste

One-third of all food produced globally is currently wasted or lost. If your business works in the food and beverage sector, or provides food to its employees, commit to developing better storage, processing, transport and retailing processes. To join the thousands of businesses who are already doing so, start by visiting the SAVE FOOD initiative.

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Private sector



## ANNEX 1

### Source locally

Your company can source materials and services locally. By doing so, you could curb costs while empowering vulnerable communities by increasing their purchasing power.

### Source responsibly

When sourcing your product, ensure you do it from partners who follow humane, environmentally friendly practices. Companies who source their product 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.

### Share your knowledge

Companies who have developed effective solutions and practices that can contribute to reducing waste, protecting our natural resources or fighting hunger and malnutrition should make their knowledge available to other public and private entities. Tech giants like Google, for example, are sharing their expertise to help tackle the threats posed by climate change and developing digital tools such as mobile apps, to mitigate the damages of extreme weather conditions and crop pests.

### Promote financial inclusion

If your company operates within the financial sector, you can support local economies and put financial tools in the hands of economically marginalized communities, by exploring ways to provide credit or money to households for purchases of basic needs and farming inputs on local markets, like MasterCard is doing in Kenya and elsewhere.

### Empower women

Ensuring women enjoy the same employment opportunities as men is a crucial step in lifting vulnerable communities out of poverty. By doing so, you can help families achieve financial stability and an income stream that isn't dependent on a male family member's ability to work.

### Partner with academia

Academia are incubators of knowledge and innovation that can be channelled towards efforts to achieve Zero Hunger. They are home to the world's future change makers. Academia have a responsibility to use their knowledge to reconnect youth and students with food and what it stands for, ultimately promoting a sustainable way of life. Strategic partnerships with academia and research institutions can generate significant and relevant information to assist businesses in addressing the challenges posed by hunger and malnutrition.

### Be resource-efficient

Curbing water and energy consumption in your company helps safeguard the environment, shows respect for the natural resources needed to produce our food and cuts running costs. Reducing the temperature in heated office spaces by just 1 degree, for example, can cut energy bills by up to 8% each year.

### Magnify the #zerohunger message

Media companies, or any business with a communication network, can leverage their reach to educate the public about a Zero Hunger lifestyle, while helping raise awareness about issues related to hunger and malnutrition, following the example of Thomson Reuters and others media giants.

### Champion food safety

Food businesses and manufacturers must strive to achieve better food safety and quality along the food chains, especially in developing countries. Global food companies like Mars are already promoting international standards to ensure safer, healthier food.



## Establish Zero Hunger partnerships

The depth and ambition of Zero Hunger call for a coordinated effort of the private, civil and public sectors. No single entity can achieve global food security on its own. Businesses can reach out to other partners to share knowledge and resources, develop innovative strategies and discover new opportunities.

## 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 without hunger, for present and future generations. Find out more [here](#).

## Stay up to date with #zerohunger

To find the latest news on #ZeroHunger visit the FAO website, or follow us on Facebook, Instagram and Twitter.

## ANNEX 1

## ANNEX 2

### LIST OF REMAINING COUNTRIES CELEBRATING 40<sup>TH</sup> ANNIVERSARY (After April 2018)

40 <sup>TH</sup> ANNIVERSARY	REGION	COUNTRY	FIRST ESTABLISHMENT
2018	RAF	ZAMBIA	9/19/1978
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	10/16/1978
2018	RLC	GUYANA	1/20/1978
2018	RLC	CUBA	FEB-78
2018	RLC	CHILE	2/22/1978
2018	RLC	HAITI	APR-78
2018	RLC	JAMAICA	JUN-78
2018	RLC	URUGUAY	7/4/1978
2018	RLC	BOLIVIA	AUG-78
2018	RLC	BARBADOS	8/31/1978
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.	12/7/1978
2019	RAF	UGANDA	JAN-79
2019	RAF	CENTRAL AFRICAN REP.	MAY-79
2019	RAF	MOZAMBIQUE	SEP-79
2019	RAF	MALI	11/12/1979
2019	RAP	SRI LANKA	JAN-79
2019	RLC	BRAZIL	NOV-79
2019	RLC	DOMINICAN REP.	12/21/1979
2019	RNE	IRAQ	APR-79
2019	RNE	YEMEN, REP.	OCT-79

## ANNEX 2