



Food and Agriculture
Organization of the
United Nations



Get involved

16 October 2023

World Food Day

WATER IS LIFE
IS FOOD

**LEAVE
NO ONE
BEHIND**

FAO  [#WorldFoodDay](#)
[#FoodHeroes](#)
fao.org/world-food-day

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GET INVOLVED

Tips and actions for individuals, governments, private companies and corporations, schools, civil society and academia and more.

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INTRODUCTION

Make World Food Day your day!

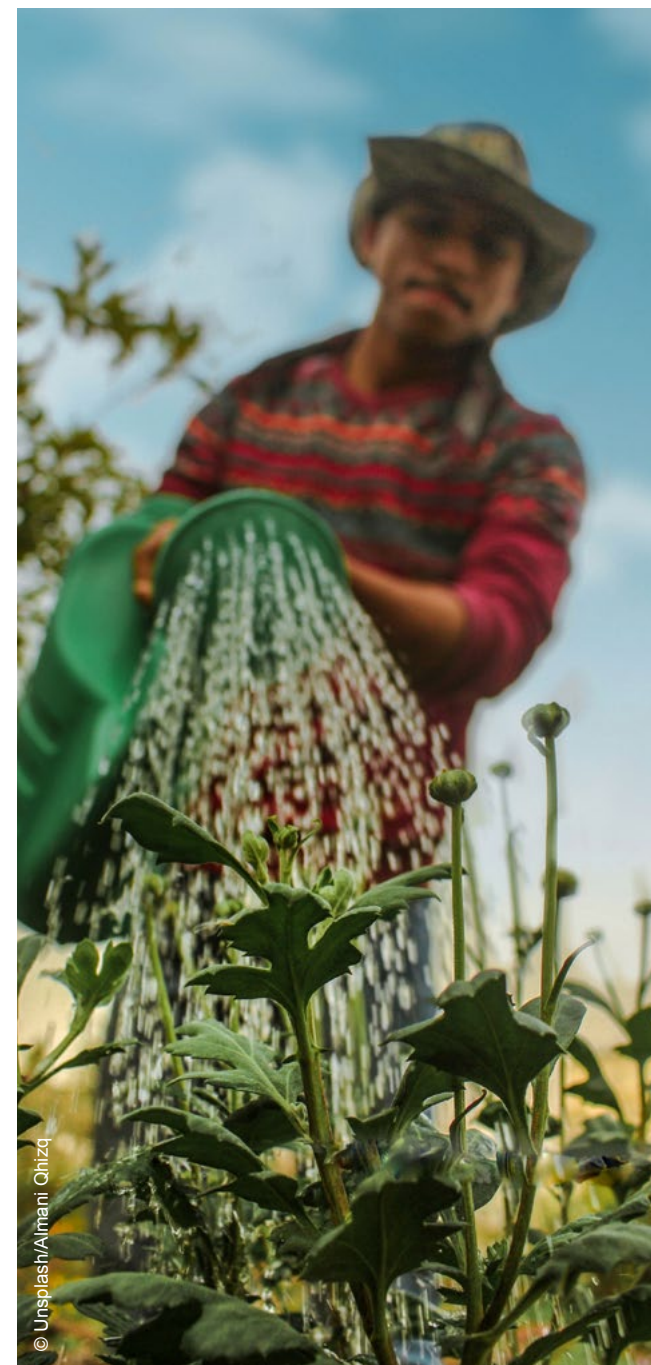
Collective action across 150 countries worldwide is what makes World Food Day one of the most celebrated days of the UN calendar. Hundreds of events and outreach activities bring together governments, businesses, civil society organizations (CSOs), the media, the public, and even youth. They promote worldwide awareness of hunger and promote action for the future of food, people and the planet.

#WorldFoodDay 2023 shines a spotlight on water as the foundation for life and food. The campaign raises awareness worldwide about the importance of managing water wisely as the availability of this precious resource is threatened by rapid population growth urbanization, economic development, and climate change.

Today, 2.4 billion people live in water-stressed countries. Many are smallholder farmers who already struggle to meet their daily needs, particularly women, Indigenous Peoples, migrants, and refugees. World Food Day 2023 looks at solutions to produce more food and other essential agricultural commodities with less water, while ensuring water is distributed equally, our aquatic food systems are protected, and nobody is left behind.

We all need to stop taking water for granted and start managing it wisely. Governments, the private sector, academia, farmers and civil society and individuals need to work together towards a food and water secure world. Every one of us can make a difference.

**WATER IS LIFE, WATER IS FOOD.
LEAVE NO ONE BEHIND.**



© Unsplash/Almani Qhizq

DID YOU KNOW?

95% of our **food is produced on land** and all begins with **soil** and **water**.

Agriculture accounts for **72%** of **global freshwater** withdrawals. Another **12%** goes to municipalities for **households** and **services**, and **16%** is used by **industries**.

2.4 billion people live in **water-stressed countries**. Some **10%** of the global population live in countries with high and critical water stress.

Over **80%** of the world's **wastewater** is **released** into the environment **without being treated**.

Global **water** demand for **agriculture** is expected to **increase 35% by 2050**.

Around **3/4** of all **disasters** from 2001 to 2018 **were water-related**. They caused nearly **USD 700 billion** in economic **damage**.

Since 2000, **flood-related disasters** have increased by **134%**. The number and duration of **droughts** **increased** by **29%**.

Wetlands - the most biologically diverse of all ecosystems - are **disappearing three times faster** than forests. Some **85% have been lost** over the past 300 years.

Limiting global **warming to 1.5°C**, compared to 2°C, will benefit water resources and **reduce water stress** induced by climate change.

At least **600 million people** depend to some degree **on aquatic food systems** for a living. Aquatic food systems are crucial for nutrition and food security.

17% of food available to consumers worldwide **is thrown away** each year, **wasting** precious **water** used to produce it.

What can you do?
What can governments do?
What can the private sector do?
What can farmers do?
What can youth do?
What can civil society do?
What can academia do?



HOW TO PARTICIPATE

Organize an event

Think outside the box! Organize a video mapping show using the World Food Day visual or video spot. Or get creative and approach municipalities and/or building owners and ask them if they want to illuminate buildings or waterfalls and fountains blue. Events such as recipe sharing groups, cooking demonstrations and exhibitions of local products are other ideas to raise awareness. Use the material available for download in the [Communications Toolkit](#).

Take #WaterAction and become a food hero!

We want to hear stories about the actions you have taken to follow a sustainable healthy diet rich in foods that require less water to produce or other ways you save water. Share them on social media using **#FoodHeroes** and **#WorldFoodDay** and tag us **@FAO**. Keep reading to get inspiration on what actions each of us can take.

Inspire the young generation

Engage young people to be change makers and advocates for a world where everyone everywhere has access to enough nutritious food and clean water. Read and share our new **Activity Books** "[Climate action. Maria's story](#)" and "[Water is life, water is food](#)" to inspire young people to play an active role in building a sustainable world. This is also an ideal learning exercise to prepare young minds for the Poster Contest 2023 and encourage them to take part by **3 November 2023**.





Bring World Food Day to your town or city

Governments, municipalities, outdoor advertisers, retail and transportation companies can help spread the call for water action by displaying the World Food Day visual or promo video on billboards and digital screens across metro lines, in high-visibility city spots, at shopping malls and airports. Read more tips about what you can do in our [Partner with us](#) guide. FAO works with municipalities and private companies to promote WFD on a pro-bono basis, in cities like New York, Rabat, Barcelona, Kigali, Mexico City, Jakarta, Juba, and more.

Engage the public and involve the media!

Spread World Food Day messages with media contacts, on radio or TV talk shows, discussion panels or call-in shows, at press conferences, or during media briefings. Share ideas with the World Food Day team as to where you hope to promote World Food Day material and we will support in producing it in the language you need.

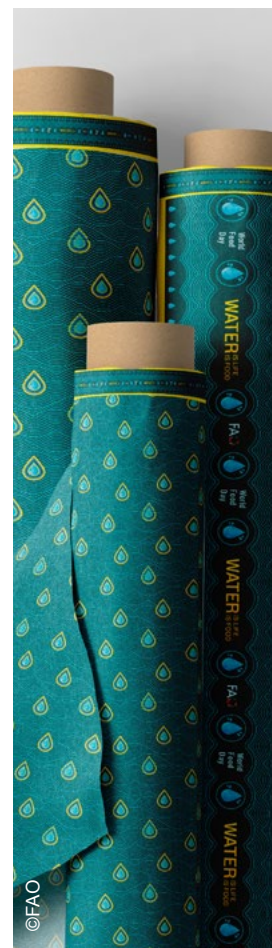
Create a buzz

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food, water and development sector (bloggers, actors, popular public figures, photographers, chefs, and experts) to amplify our messages around building a secure future of food for all. This is also a time to express water heroes are **#FoodHeroes**.

Use the World Food Day visual

Download the World Food Day poster and share it on your website, or even as a background while using virtual conferencing apps. You can also update your website with the [World Food Day 2023 button](#) and link it to the [World Food Day website](#) or produce a range of gadgets including t-shirts, caps, mugs and bags using our free graphics. Remember to use the

visual as much as possible across your events and activities, even online, and download the backdrop or event banner. If your event already has a visual identity, you can merge it with the World Food Day ribbon (contact us to request it).



LET US KNOW ABOUT YOUR WORLD FOOD DAY EVENT!

As you can see, there are a lot of ways to celebrate World Food Day. Remember to tell us about your events or efforts to promote the global campaign by uploading the details on our [Events](#) web page. Send us photo highlights of your event once it takes place so we can feature them in the World Food Day Flickr album. All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them. Get inspired by having a look through the [outreach activities](#) carried out last year.

Remember to use the campaign visual as much as possible in your events and activities! If you already have a visual for your event, you can always incorporate the World Food Day ribbon. [Write to the WFD team](#) if you need it for your own event or wish to distribute it to partners.

Take action!

INDIVIDUALS

We all must act to protect our water and help ensure everyone has access to it by being more responsible and showing greater empathy in our choices and actions.

Follow a water-friendly diet

Choose in-season fruits and vegetables because they usually require less water to produce. If you can, try to add more foods to your diet that require less water such as pulses, millets and nuts. This is a friendly choice for the planet while also adding more diversity to your plate.

Eat more fresh foods

When shopping for food, select fresh products because they are generally healthier and require less water to produce than ultra-processed foods and beverages. Eating a healthy, balanced diet is an important part of maintaining good health, supporting the conservation of biodiversity and the health of our environment.

Reduce your food waste

It takes a lot of water to produce food and to get it from farm to table. Lost and wasted food also means wasted water. Improve meal planning with a shopping list, buying only what you need to reduce your food waste. You can also try to reuse leftovers in a new recipe or try composting your scraps if you have the space.

Buy sustainable fish

Healthy ecosystems below water sustain life, provide food and conserve biodiversity. Next time you eat fish with friends and family, make sustainable choices. Choose fish that has been caught or farmed sustainably, such as eco-label or certified fish, and buy what you need.

Save water

Conserving water saves energy and using water-saving techniques can also save you money. Take shorter showers, fix leaking pipes, don't let the tap run, and collect rainwater or reuse the unsalted water that boils vegetables to water your plants. These are just some of the many ways you can be more conscious of your water usage.



Don't pollute water

The less pollution we create, the more beneficial it is to our environment. Don't pour food waste, oils, medicines and chemicals down the drain. It's also a good idea to clean and empty your septic tank on a regular basis to prevent any drainage issues. Reducing pollution helps to keep our aquatic food systems healthy.

Clean up

Take part in clean-ups of local rivers, lakes or seas or wetlands. Clean-up programmes and initiatives can reduce pollution, while educating communities about the importance of keeping ecosystems healthy.

Save energy, save water

A lot of water is required to produce energy. Buy energy-efficient domestic appliances and turn off the lights when you leave the room. When you aren't using your electronic devices, like smartphones, computers or tablets, turn them off.

Shop sustainably

When buying clothes, choose natural and organic fibers like cotton or wool and make clothes last. Buy less synthetic materials, like polyester or acrylics, which release microplastics that can pass through filtration processes entering our water systems, the ocean, and eventually the food chain. Try also to embrace second-hand fashion or donate clothes that you don't wear anymore.

Stay informed on water action

Reading news stories that offer water action solutions and highlight efforts of individuals or institutions making a difference can inspire change. Share this knowledge to encourage others, such as friends and family, to take action with you. Together, we can transform knowledge into action.

Write to your local leaders

If you are aware of water issues in your community, why not call on local government and decision-makers to protect our water and safeguard ecosystems. If they know this is an issue their community cares about, they are more likely to change policies and regulations.



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Take action!

GOVERNMENTS AND INSTITUTIONS

Governments need to accelerate efforts and put integrated water resources management for agrifood and aquatic food systems at the top of the agenda.



Prioritize water in policy and planning

Water needs to be a top priority on the political agenda across all sectors and all three dimensions - social, economic and environmental - of sustainable development, with focus on synergies of Water-Energy-Food-Environment nexus. Opportunity exists in co-creating and co-advocating solutions and accelerating action with stakeholders, while at the same time acknowledging that there is no one-size-fits-all solution.

Know your water

Governments need to invest in water tenure assessments to ensure all people are able to access water and that they have legal security in doing so. Innovative satellite technologies such as FAO's [WaPOR](#), offer cost-effective opportunities to monitor agricultural water productivity at different scales. Increased knowledge leads the way to effective solutions to local water challenges.

Develop National Water Roadmaps or strategies

Governments need to develop National Water Roadmaps and strategies, linking water to agriculture and all other sectors. They need to hold country-led multisectoral dialogues to build the basis of and consensus on the National Water Roadmaps. FAO supports Members in developing these Roadmaps, which highlight the key role of water in achieving all SDGs.

Scale up integrated water resources management

Governments need to prioritize watershed management approaches to agriculture, where freshwater systems and their fisheries, forestry, and agriculture services, are managed collectively to minimize trade-offs and leave no one behind.

Develop policies that safeguard aquatic food systems

Sustainable aquatic foods systems and water management play an important role in helping make communities more resilient and addressing the impacts of climate change. Governments can work to ensure that policies for the sustainable management of aquatic food systems protect dependent communities and safeguard physical, economic and institutional access to and availability of aquatic foods.



Improve water efficiency

Water losses can be reduced through targeted investments in infrastructure modernization for irrigation systems that are more productive and less damaging for the environment, better water management and by increasing crop productivity through the use of higher yielding, nutritious crop varieties.

Tackle water challenges through sustainable soils management

Not only does sustainable soils management improve soil health, but it can also increase water moisture in soils and water retention on land and improve water availability for crops and biodiversity, while preventing erosion, conserving biodiversity and reducing agricultural pollution. In a changing climate, it provides nature-based solutions to both water scarcity and flooding.

Incentivise the conservation and sustainable use of our waters

Governments need to incentivize farmers, fishers and the private sector to produce food sustainably by preserving biodiversity, natural resources including waterways and safeguarding the ocean and restoring ecosystems, while reducing pollution, food loss and waste. This can generate significant and immediate gains in local fisheries, and help conserve biodiversity, while generating co-benefits for agriculture, forestry and water resources.

Invest in capacity development and innovative solutions

Targeted investments and incentives are needed to scale up solutions including technologies, effective irrigation, wastewater treatment and reuse, circular economy approaches and sustainable soils management. Governments need to provide innovators with incentives to identify the best technologies to meet water challenges. This also includes supporting the stocktaking of existing good practices of local, traditional and Indigenous People's knowledge.



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Build resilience

Governments need to help communities and businesses to build resilience to cope with the impacts of extreme weather events by adopting a proactive drought management approach through policies, strategies and action plans that are implemented before, during and after a drought event. This requires capacity development in drought policy, emergency preparedness and response.

Adopt a people centred approach putting farmers at the centre

Farmers, including men and women, Indigenous Peoples, boys and girls, need to be equally and inclusively engaged and enabled to become effective guardians of our freshwater resources. They need to be actively involved in all steps and phases of policy, planning and programming and empowered with the right training, incentives, innovation and technologies.

Make water safe for food safety

Foodborne illnesses are often a result of consuming food contaminated from poor-quality water. Governments need to address water quality and food safety risks at farm-level through techniques including Whole Genome Sequencing (WGS), to track the path of pathogens from water to food and prevent food contamination at its source. This could contribute to greater consumer protection, trade facilitation and food and nutrition security.

Explore the unconventional

Create an enabling environment for the use of non-conventional waters, such as the use of safe treated wastewater for agriculture, by setting appropriate legislations and regulations, and enabling financing mechanisms to upscale innovative technologies for a circular economy.

Ensure equal access to social protection

Social protection is a positive investment for economies, even low-income countries, and if managed well, it can mitigate the costs and impacts of extreme weather. It provides security, promotes livelihoods, and helps address economic, social, and environmental vulnerabilities to food insecurity and poverty. Ensuring equal access represents a long-term investment for an inclusive future of economic growth and diminished government dependency.

Take action!

PRIVATE SECTOR

Private companies need to become water stewards ensuring the use of water that is socially and culturally equitable, environmentally sustainable, and economically beneficial.

Collect data, plan and evaluate

Organizations need to move beyond their immediate site to understand where they obtain their water supply, water use, those who depend on it, water governance, balance, quality and more. They need to know where it discharges and where wastewater goes. This is the foundation for a better understanding of water challenges and making a sustainable plan of action that is consistently evaluated and possible to communicate.

Improve water efficiency

Water costs money, so using less water can be a quick way to decrease operational costs. Greater efficiency can be achieved by identifying ways to produce more goods with less water, lose less, safely recycle and use treated wastewater, or by developing or using new technologies, for example improved irrigation practices or water stress resistant crops for cultivation.

Reduce pollution

Companies in major sectors including– food, textile, energy, manufacturing, chemicals, pharmaceuticals and mining – need to safeguard the world’s freshwater resources, and the health of our ocean. Private companies need to manage chemical inputs responsibly, treat and reuse wastewater. As pollution reduction can be costly requiring the construction of new wastewater treatment facilities, companies can also opt for less toxic production materials.

Improve WASH services

Sufficient access to drinking water, sanitation, and hygiene (WASH) services at the workplace and at home for workers means reduced illness due to water-borne diseases, increased work attendance, and better productivity. Good corporate social responsibility (CSR) efforts through sustainable water management also leads to increased employee engagement.

Explore new ways of financing

Adequate investments in water resources and services can help improve the well-being of people and the resilience of ecosystems and economies. Businesses should explore new ways to mobilize resources to finance innovative mechanisms and approaches for water and food security.



Reduce food loss and waste

Food loss and waste means water waste. This must be minimized across the system by reducing supply chain inefficiencies, adopting a circular bioeconomy approach and increasing producer and consumer awareness. Companies need to improve storage and supply chain infrastructure (especially cold chain), improve date labeling and portion size data, and drive consumer behaviour change.

Invest in salt-resistant crops

Agricultural businesses need to invest in salt-resistant crops as sources of food to help mitigate the negative impact of salinity on agricultural production. Many lakes and wetlands in arid regions are naturally salty, however, water scarcity caused by climate change is raising salinity, creating problems for ecosystems, lake fisheries, and the cultivation of crops.

Promote non-conventional water harvesting

Businesses need to promote the use of non-conventional water harvesting techniques such as fog harvesting, or traditional methods such as rainwater harvesting, for water-scarce countries. Water harvesting is the collection of runoffs for productive purposes. Instead of runoff being left to cause erosion, it is harvested and utilized. Water-scarce countries will have to rely more on the use of safe non-conventional water resources to partly alleviate water scarcity.

Improve technologies and foster innovation

Private companies need to undertake investment and technological innovation to improve water infrastructure and halt the degradation of aquatic food systems. They need to invest in science, innovation and technology to identify how the management of water and soil can be more efficient and sustainable, while sharing technologies in different socio-economic contexts to drive economic growth and build resilience.



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Support aquatic food systems

Aquatic foods offer highly accessible and affordable sources of animal proteins and micronutrients, playing a vital role in the food and nutrition security of many, particularly vulnerable coastal populations. Companies involved in aquatic food systems need to safeguard our waters, avoiding pollution and unsustainable practices.

Promote water safety for food safety

Water quality impacts food quality, and it needs to be managed throughout the supply chain, from production to consumption. Companies need to prioritize surveillance of pathogens from water to food and limit the use of antimicrobial drugs in agriculture, which eventually make their way into the food chain making consumers resistant to antimicrobials when countering diseases. Similarly, manufacturers, including in the fashion industry need to consider eliminating microplastic and microfiber release at the design and manufacturing stages.

Partner for progress

Good water stewards actively engage with companies who share the same water challenges to better address the root causes of water stress and water risk and advance sustainable water management. Partnering with companies and stakeholders brings many advantages including increased capacity, access to new networks, skills, technologies, data and information, a greater ability to leverage financial resources, and new perspectives for solving problems.



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

- adding your logo to the World Food Day promotional video that is screened on your TV station or advertising space;
- co-marketing of an event (join over 400 events in 150 countries), through FAO's and your marketing channels;
- exchange of logos or visual identities on key communication materials - for example branding of a World Food Day product with your logo (poster advertisement, promotional video, children's activity book or video animation) or of your event or company product with the WFD visual identity;
- making use of each other's social media - our powerful social media presence exceeds **7.5 million** followers! ;
- we recognize the efforts of our partners by featuring your brand on the corporate World Food Day website, the central location for all WFD activities; and
- take advantage of many other branding opportunities: free downloadable WFD communication materials in seven languages and graphic and communications support provided by our team of experts. **We can provide a poster or video advertisement in the language you need!**

Get inspired by having a look through the outreach activities carried out last year in the [highlights of WFD celebrations](#).

PARTNER WITH US

World Food Day's global impact would not be possible without a network of strategic partnerships. Each year, we collaborate with a variety of partners on a pro-bono basis, from cities, media outlets, outdoor advertiser, transport networks, retail outlets, airports and more, from around the world. These partnerships involve an exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of bringing important messages to a broader audience and calling for action.

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

Read the [Partner with us](#) note for a visual overview of the campaign, how you can collaborate with us and what World Food Day can offer you.

BECOME A FRIEND OF WORLD FOOD DAY

The WFD website recognises the efforts of partners as World Food Day Friends. WFD Friends help us to promote worldwide awareness and action and they come from various sectors - small business to large corporations, mainstream and specialized media, international organizations, civil society, academia and more.

Together they are using their influence to spread the world through media outlets, public events, campaigns and digital channels to make WFD an international success.

[Contact us](#) if you would like to become a WFD Friends.

Take action!

FARMERS

Farmers are the guardians of our natural resources, and they need to be given the tools and technologies to help manage water sustainably for the future of food.



© Unsplash/ Steve Douglas

Manage water use effectively

Conduct a water audit to identify where you could save water. Regularly check and repair leaks or overflows and insulate your pipes for energy savings. Harvest rainwater during rainier seasons or fill water storage reservoirs for times when less water is available. Discover if you can take part in local capacity building or incentive schemes for greater water efficiency.

Store and dispose of pesticides correctly

More effective action is needed to cut the pollution of waterways from farming. Farmers can take action by reading and following product labels and using pesticides safely to minimize environmental risks. Learn how to properly store, handle, fill and wash-down areas, to avoid spills. Another option could be to explore effective natural alternatives.

Reduce food and water loss

When food is lost, so are tonnes of water. Learn how to increase income and reduce consumer prices by tackling post-harvest crop losses. By harvesting at the right time, improving storage, drying, and harnessing data from forecasts and analytics, as well as technologies for pest resistance, farmers can help reduce food loss and in turn water loss.

Adopt sustainable agricultural practices

Sustainable agricultural practices are kinder on the environment and can make more efficient use of water, while providing better protection against climate change. A range of practices include sustainable soils or water management, diversification, use of cover crops, no-till and reduced-till systems, integrated crop-livestock-forestry and pest management systems, sustainable agroforestry, and precision farming.

Be climate savvy

Farmers can build resilience by looking into irrigation systems that are more productive and less damaging for the environment. They can also consider seed varieties that are more resistant to drought and disease, livestock that are suited to warmer temperatures, stormproof ponds and cages for fish, or plant trees that are heat and drought tolerant.



Unite for a sustainable future

Start or join a farmers' organization or cooperative to make sure your voice is heard, or gain access to training, finance, mechanization and digital technologies. Embrace the voices, ideas and knowledge of others who often go unheard – women, youth, and Indigenous Peoples.

Conflict over water access

Look for community initiatives and programmes that promote fair, effective and efficient use of water, as well as conflict management through collaboration. Community-based approaches work through reflection, group learning and increased engagement, helping farmers to better adopt innovative methods.

Manage water safety for food safety

Foodborne illnesses are often a result of consuming food contaminated from poor-quality water. Farmers need to address water quality and food safety risks at farm-level to prevent food contamination at its source. Managing water quality in the context of food safety will reduce the exposure to harmful pathogens in water and the resultant food supply.

Embrace digital technologies

Digital technologies can improve water management and resilience by helping farmers and fishers work more precisely, efficiently and sustainably. Join thousands of farmers on [FAO's Digital Service Portfolio](#) and gain access to useful data, information, maps and statistics. On the E-Agriculture forum, people around the world exchange information, ideas, and resources related to sustainable agriculture and rural development.

Make it equal

Raise awareness about and encourage the sharing of water fetching responsibilities between women and men, boys and girls. Less time spent fetching water means more time at school and work, improving access to education and decent work.

Take action!

YOUTH

Youth are the change makers of the future and can help build a better, more sustainable future for all.

Be part of the change!

Students can learn about global issues and how to make our food and agriculture more sustainable by reading FAO's Activity Book Series. Get inspired to take action and help build a food and water-secure world where no one is left behind with the World Food Day 2023 [Activity Books](#).

World Food Day Poster Contest

What comes to mind when you try to imagine a world where everyone has access to food and water? Join the World Food Day Poster Contest and show your creativity by designing a poster of your water action [Poster Contest](#). The deadline to submit a poster is 3 November 2023.

Get inspired with music

Music inspires and entertains us. It can bring people together to raise awareness about important global topics. Check out last year's #FoodHeroes music video to find some actions you can take. Stay tuned for another action-filled World Food Day music video inspiring youth across the world to get involved and become #FoodHeroes.

Join us for Junior World Food Day

After two successful editions, Junior World Food Day will be celebrated for a third consecutive year. Be sure to mark your calendar on 19 October for this hybrid event. Join us for a fun-filled event with stories, music, art and dance and a conversation with special guests including chefs, influencers and innovators who are guaranteed to inspire action!

Help make your city sustainable

Explore the [Urban Actions web app](#) and find out how you can give the gift of a sustainable city! Urban areas can spark a shift towards greater sustainability that strengthens our communities and environment. Cities that are less wasteful and better connected with the rural areas that sustain them with enough safe, nutritious food. Explore how the 17 Sustainable Development Goals are linked to actions you can take to make your city more inclusive, safe, green and resilient. The Urban Actions web app is available in English and Italian.



© FAO/Jake Salvador

Take action!

CIVIL SOCIETY

Civil society is a key partner in building a sustainable and inclusive water and food-secure future. It represents all people who have the right to participate in decision-making processes on water use and management, including aquatic food systems.



Build good relations

Ensuring good relations with governments and other partners in joint policy development and planning is key to promoting water action. Collaborating with stakeholders plays an important role as bridges between vulnerable communities and those with the power to enact policies can help protect people from the impacts of water scarcity, pollution and degradation of aquatic food systems.

Campaign for change

In the climate change process, where only governments can negotiate and take decisions, civil society has a critical role to play as “observer”, alongside other non-state actors, by campaigning for water action, developing innovative ideas and presenting the viewpoints of specific stakeholders.

Advocate for accountability and inclusion

Civil society needs to advocate for greater inclusion in decision-making processes and bring people from the countries most affected by water scarcity to the centre of the discussions including agrifood and aquatic food system workers, smallholder farmers and fishers, indigenous communities, women, and youth.

Share knowledge and skills

Provide access to skills-based training and promote knowledge about integrated water resources management and wastewater management. CSO’s can also promote a circular bioeconomy through solutions and innovations that reuse and recycle waste materials and improve resource efficiency. Civil society organizations have a role to play in encouraging everyone to be more respectful of water and adopt a more sustainable lifestyle.



Promote innovation

CSOs should promote and invest in innovation for the sustainable use and management of water and ecosystems. This includes ensuring access to skills-based training and encouraging knowledge sharing among communities of producers, to help create more resilient agrifood and aquatic systems for better production, better nutrition, a better environment, and a better life.

Contribute to the reduction of food waste

Wasted food means wasted water. Invest in food banks as they strengthen vulnerable communities, while also providing solutions to food waste and its impact on our environment. Food that is still fit for consumption that might otherwise be wasted, creating CO2 emissions and increasing water and energy wastage, can help feed those in need.

Engage with the media

It's important to ensure that the public has access to credible information on water-related issues, in particular its impact on food and agriculture. This includes supporting responsible media reporting and access to public records on food.

Take action!

ACADEMIA AND RESEARCH ORGANIZATIONS

Academia and researchers play an important role in taking food and water action. Research and data are key to a better understanding of the sustainable use of water, the risks to people, agriculture and the environment, and to monitoring progress.

Foster innovation

Knowledge leads the way to action. Science provides the basis for new and sustainable solutions to meet the challenges of water usage, management and degraded ecosystems. Researchers and academic institutions should use evidence-based data to highlight how innovative approaches, technologies and investments can accelerate needed change and agrifood transformation in both land and water systems.

Promote a holistic approach

In research, water issues must be integrated into three dimensions - social, economic and environmental - of sustainable development, with a focus on synergies of the Water-Energy-Food-Ecosystem nexus. Through scientific research, academia can demonstrate how policies for one dimension may impact other dimensions because of the interconnected nature of our ecosystems. We need to develop integrated and holistic solutions to balance competing demands and reduce trade-offs.

Inform agriculture and water policies

Scientists have an important part to play in informing agriculture and water policies, advising government policy and decision-making processes and observing commitments made by governments and businesses. That includes sharing solution-driven data to make agrifood and aquatic food systems more sustainable, as well as the people who work along the various stages more resilient to water-related shocks.

Work together

There is greater strength in working together and pooling resources. FAO actively collaborates with higher education and research institutions to mobilize knowledge and innovations, strengthen capacities, provide evidence-based solutions to policy processes and share its own experience from the ground with the academic community. [Contact us](#) to find out more.



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COMMUNICATION MATERIALS

Here below you can find a schedule for material that will be launched shortly in the six official FAO languages in the [World Food Day 2023 Asset Bank](#) and on the [WFD website](#). Share it easily with external partners or providers and see our schedule below outlining when new materials will be added over the coming months.

ACTIVITY & PRODUCTS	DATE
WFD Concept Note	✓
Website	✓
Call for stories (videos/text) about food heroes	✓
Activity Book	✓
Poster Contest launched	✓
Social media Trello board with first SM assets	✓
Visual Identity Guidelines	✓
Circular State Letter to Ministers of Agriculture	✓
Communication Guides – FAO Offices, governments, private sector, civil society, schools	✓
Brochure	✓
Youth video animation	Jul
Promo video/ TV advertisement	Jul
Radio PSAs	Jul
Video Message from the Director-General	Sept
Food Hero stories published	Sept
Op-ed and talking points for events	Sept
Youth music video	Oct
UNSG video message (TBC)	Oct

#WorldFoodDay

#FoodHeroes

www.fao.org/world-food-day

Office of Communications

Food and Agriculture Organization of the United Nations

Rome, Italy