



Food and Agriculture
Organization of the
United Nations

COMMUNICATION AT FAO





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COMMUNICATION AT FAO

FAO has just completed **70 years as the largest specialized agency of the United Nations**. Its mission is to eradicate hunger and promote sustainable food systems, and to achieve balanced and complete nutrition for all.

Among its most important objectives are directing efforts towards eliminating poverty, and driving economic and social progress for all, including the care and conservation of the planet's natural resources.

FAO is comprised of **194 member countries**. **Its central office is in Rome**, and through its different regional and national offices it is present in more than **130 countries**.

➤ The communication team works to get FAO's messages out to a **wide audience**: governments of member countries, agricultural experts, the scientific and academic communities, the private sector and non-governmental organisations, and the media and general public.

➤ **Some 11 000 people work at FAO worldwide**. The Office for Corporate Communication has a far-reaching network of communicators both at Headquarters and in the Regional Offices, including editors, journalists, graphic designers, audiovisual technicians, photographers, and experts in social networks, video and marketing.

1. General view of the FAO Headquarters building in Rome.

2. Photo of FAO's Plenary Hall during a major conference.

3. Meeting of experts on phytosanitary measures in one of the 24 meeting rooms at FAO Headquarters.

FAO COMMUNICATION IN NUMBERS

Over **1.5 million** followers on its **social media networks**.

More than **100 000 articles** published every year in the media, containing information or statements by FAO experts.

Every month **millions of users** access **fao.org** to read news or find information.

Every year more than **500 new titles** are published.

At fao.org, find and download, at no cost, more than **65 000 documents** and discover countless ways to consult statistical data.

FAO photo archives contain nearly **75 000 images** that may be used at no charge.

The radio archive contains nearly **2 000 recordings** by leaders and experts who have shared their experience to advance towards a world without hunger.

In its catalogue, FAO has more than **3 000 videos** on field projects and on campaigns.

World Food Day is celebrated every year on **16 October** in over 150 countries.

MEDIA



Every year more than **100 000 articles** are published in the global media citing information or statements made by FAO experts.



1. One of the rooms where FAO's communication professionals work.
2. Presentation of the event *Fighting Hunger with Social Media* at the Multimedia Center.



Every day, a team of journalists prepares information and **press releases** about key issues for FAO, in order to turn technical knowledge

into language that is easy for the general public to understand. Communications usually contain **useful links, photographs, videos and audio.**

FAO WEBSITE AND SOCIAL NETWORKS

➤ Every month millions of users all over the world access FAO's website at www.fao.org to read news, search for statistical data, see information on projects, or to consult technical documents.

➤ Today www.fao.org is the indisputable reference for those who wish to **be up to date on matters related to food, nutrition, agriculture, animal health, fisheries, forests, and other key topics** such as food waste and losses.

➤ FAO's website is available in the **six official languages** of the Organization.



On the FAO website **you can also**

➤ Find **infographics and maps** to help understand key issues such as global hunger, water scarcity, or deforestation.

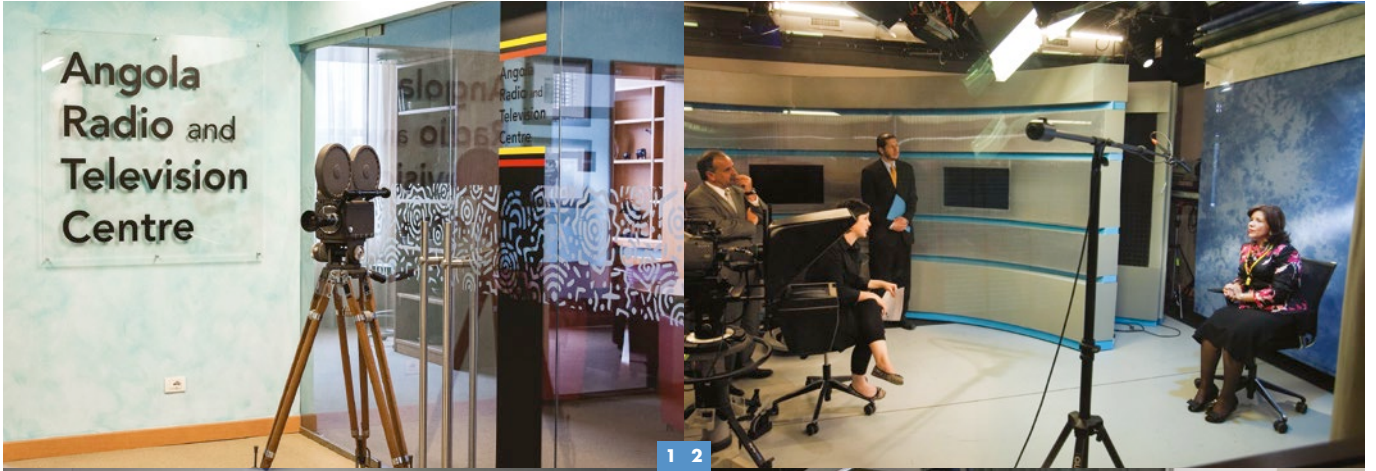
➤ Follow **the live streaming** of events that take place at FAO Headquarters in Rome www.fao.org/webcast

➤ **Take a course** on food and nutritional safety (see course catalog at www.fao.org/elearning)

➤ Find **statistical data (FAOSTAT)** on food and natural resources with information from every country in the world. <http://faostat3.fao.org/home/E>



FAO is present in key social media. The **combined audiences** of the different social media are over **1.5 million users**.



AUDIOVISUAL

FAO produces numerous videos for dissemination on its web site and several video sharing platforms, such as YouTube or Vimeo.

➤ The video department **arranges interviews with FAO experts**, provides images to communication outlets, reports on land-related projects, and documents and re-transmits the main events in which FAO participates.

➤ A team of **camera and television reporters works in countries across the globe** to document images that reflect the participants and beneficiaries of the Organization's work, while making available to audiences worldwide FAO's expertise.

➤ FAO has one **radio and two television studios** in Rome where it records interviews with politicians, specialists and other key actors who are committed to FAO's objectives.

➤ **FAO's video material is available** to donors, Member States and journalists. Its archives contain material amassed from all over the world, since the founding of FAO in 1945.

➤ FAO works with large international news sources such as **TVE, BBC, CNN, RAI, France24, Aljazeera, and CCTV China**.

The radio

FAO produces **hundreds of recordings** every year made available to radio broadcasters across the five continents. It works as a conduit between the Organization's experts and journalists worldwide.

FAO offers **access to specific audio recordings**, such as the Director General's speeches, or packages of interviews that can be adapted and used by journalists and announcers.

The radio archives include nearly **2 000 audio recordings** of international leaders and experts who have visited FAO and shared their experiences to help move towards a zero hunger world.

The FAO video catalogue comprises more than **3 000 videos** of field projects, outreach campaigns, and other activities that help transmit the Organization's messages.

1. Entrance of the radio studio and one of the television studios.
2. Recording session in FAO's TV studio.
3. Interview at the radio studio.
4. Technical booth at the radio and television studios.
5. Technical team making a video about the land.

PUBLICATIONS



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Every year FAO **produces more than 500 publications**. The global state of food and nutrition, agriculture, fisheries and forestry contain data and statistics that serve as a global reference. FAO also publishes books on matters such as climate change or management of land and ocean resources, issues that form part of general global debate and interest.

➤ **FAO is a neutral forum** offering impartial information that is noteworthy for its high quality, and is based on knowledge and experience gained by FAO over 70 years.

➤ FAO's most relevant publications are published in the **six official languages** of the Organization (English, French, Spanish, Arabic, Chinese and Russian).

➤ Many publications are also available in card format and have a **QR Code** located at the back, which allows for downloading as a PDF document.



All publications are also available at no charge as digital files (FDR, **FAO Document Repository**) available at www.fao.org.

This online file contains more than **65 000 publications, magazines and documents** including official meeting reports, special studies, technical reports, and other materials produced by FAO and its regional offices in recent years.

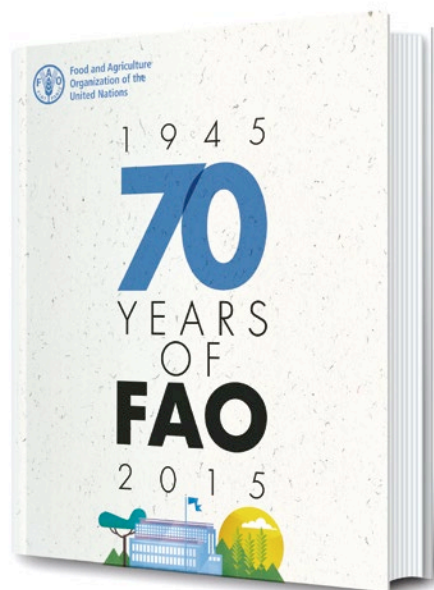
➤ **FAO publishes reports, technical studies**

geared towards professionals in the sector and other teaching materials that offer an alternative perspective on key global issues in different forms readers of all ages and interests.



FAO 70th Anniversary

This special **260-page** publication tells the story of the seven decades of FAO, its protagonists, and its achievements. **Black and white images of the Organization's early years** have been selected from the FAO archives, creating a portfolio of unique images. The book also offers a vision of **FAO's ten most important achievements** over the years, as well as some of the key challenges of the 21st century. This book opens a virtual door to the Organization's history and shows, through extensive graphic reporting, the history of the FAO Headquarters, including images of its unique country-themed meeting rooms.



The **FAO archives** contain **over a million images**, comprising a visual testimony to its seven decades of history.



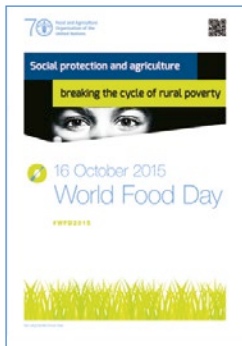
PHOTOGRAPHY ARCHIVES

FAO's digital archives contain nearly 75 000 images that are updated daily, and available for use at no charge. The photography unit provides guidelines on photographic coverage, distribution and copyright matters. FAO's photography unit also manages the corporate account on Flickr of FAO News', an application that provides fast and broad distribution of FAO's photographs and events for media and official use.

CAMPAIGNS

In recent decades, FAO has run global communications campaigns with **celebrities** from the world of sport and entertainment to raise awareness about hunger. Two campaigns that have had the greatest impact are **Ending Hunger** and **Professional Football against Hunger**, where FAO has partnered with the **European Professional Football Leagues**, the **Asian Football Confederation** and the **Confederation of African Football** to sensitize public opinion, and garner support for the fight against hunger.

World Food Day



Every year FAO celebrates World Food Day on 16 October, the date on which the Organization was founded in 1945. One

of the most celebrated days in the UN calendar, this international observance is FAO's annual opportunity to bring key hunger-related issues to the public's attention. Events celebrated on or around World Food Day in more than 150 countries send a clear message to the world: we are the first generation with the capacity to end hunger, the Zero Hunger Generation.



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1. Bulgarian soccer player **Hristo Stoitchkov** visits an FAO project in Burkina Faso. 2. Actress and FAO Goodwill Ambassador, **Susan Sarandon**. 3. **Lionel Messi** in the III Match Day against Hunger, where over 300 clubs in 20 leagues across 16 countries dedicated matches to a call for action in the Sahel, Africa. 4. **Gonzalo Higuaín** and Cristiano Ronaldo at the III Match Day Against Hunger. 5. FAO, IFAD and WFP coordinated the UN system's participation in **Expo Milan 2015** with a special itinerary that included Pavilion Zero. 6. FAO Ambassador, **Carl Lewis**, planting fruit trees in Haiti after the 2010 earthquake. 7. In 2016, FAO is the lead agency for the **International Year of Pulses**. 8. **Anggun**, Indonesian singer and FAO Goodwill Ambassador.



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PARTNERSHIPS IN THE AREA OF COMMUNICATION

FAO has always assigned great importance to **working together with the media** as a tool to provide information, increase awareness about the problem of hunger, and to advocate to eradicate hunger with the participation of civil society.



WAM | وكالة أنباء الإمارات
Emirates News Agency



➤ FAO has signed agreements with the world's leading news agencies, in their different languages and areas of influence: **Reuters** (English); **EFE** (Spanish); **ITAR-TASS** (Russian); **Xinhua** (China) and **WAM** (Arabic), and it has expanded these agreements to other important communication media such as **EL PAÍS**, **Le Monde Diplomatique**, **The Guardian** and **National Geographic**.

➤ The aim of these framework agreements is to work in harmony in the distribution of information related to relevant issues on which FAO is working, and, to collaborate in areas of common interest, including compliance with the **Sustainable Development Goals 2015-2030**.

➤ FAO has reached an agreement with the information agency specialized in development, the **Inter Press Service (IPS)**, to promote stories related to food and agriculture in a way that is easier for the public to understand.

➤ FAO has signed an agreement with the **International Federation of Agricultural Journalists (IFAJ)**, which has more than 3 000 members from 32 countries, in order to highlight FAO's activities in specialized agricultural media around the world.

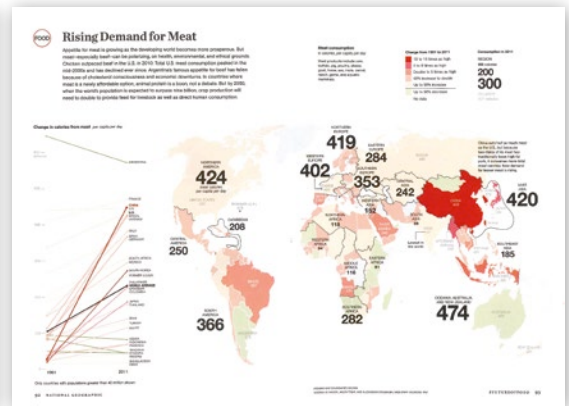
➤ FAO and **Asociación Mundial de Radios Comunitarias (AMARC)** joined together in 2014 to create audio content on nutrition, food and agriculture. The initiative reached more than 18 million people worldwide.

➤ FAO has completed agreements with prestigious universities such as **Universidad Complutense de Madrid** and **Universidad Carlos III** to create a Master's Degree in the role of the United Nations in the world today. It has also signed agreements with other universities such as **Michigan State University**, the **University of New England** (Australia), **Universidad de Buenos Aires**, **Roma III**, **John Cabot University (JCU)** and **Libera Università de Lingue Comunicazione, Ankara University**, and **Lomonosov Moscow State University**.

The photographic display by National Geographic in the FAO Atrium, during World Food Day.



@FAO/Giorgio Cesulich



National Geographic

One important example of collaboration is between **FAO** and **National Geographic**. For the third consecutive year, the monthly magazine has included graphics on food, including the production of a special edition coinciding with World Food Day.

National Geographic held a **photography show** that was inaugurated to coincide with the launch of this publication. The show has traveled to different countries and institutions all over the world.

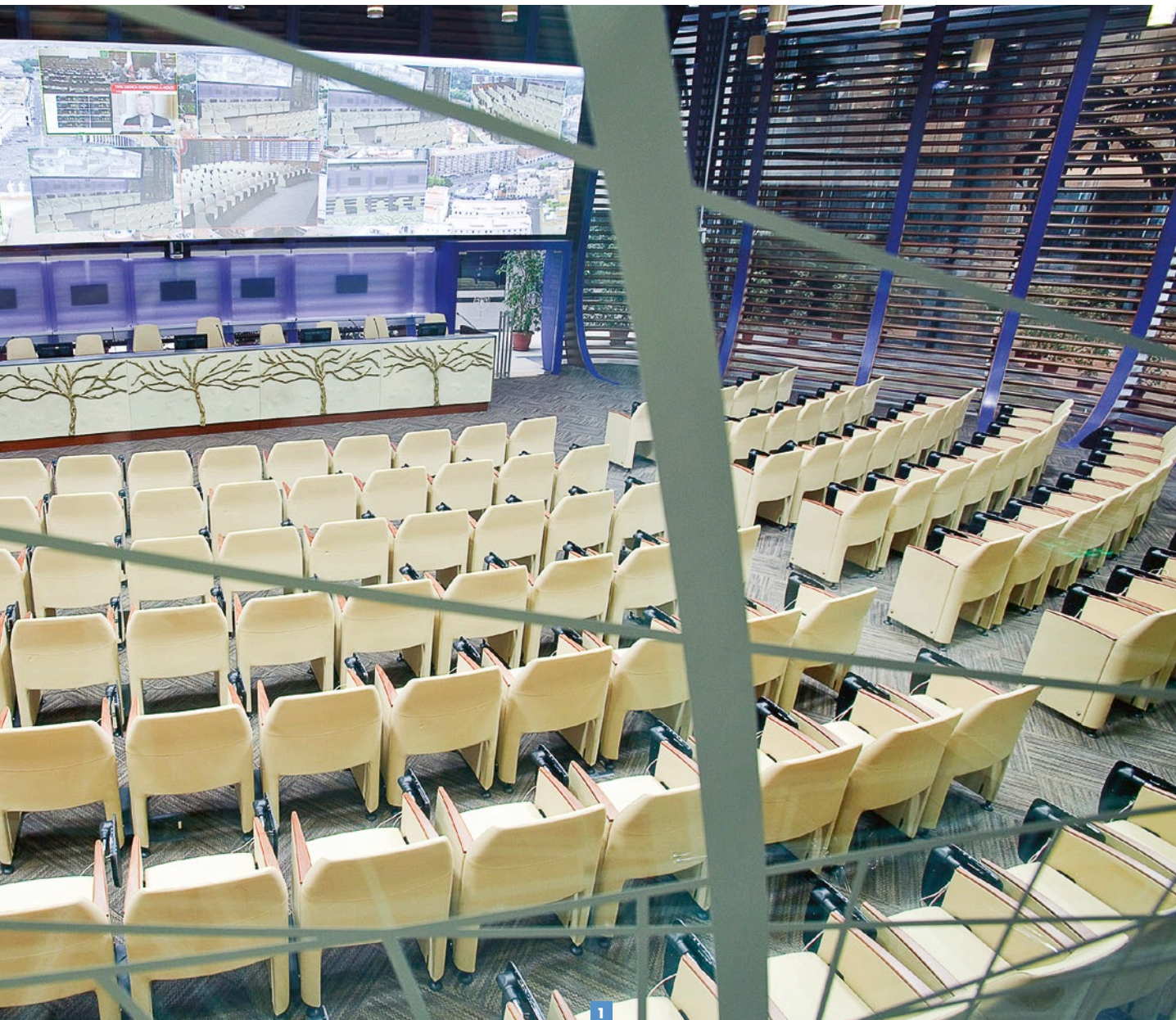
MULTIMEDIA CENTER

- ▶ The **Multimedia Center** was inaugurated in 2012 as a multi-purpose room utilizing the **most advanced media technology** available to display films, and to hold conferences, presentations or informational meetings.
- ▶ Presentations are held in the Center on key reports issued by FAO, with the attendance of representatives from governments and international media.
- ▶ The versatility of this room allows it to be used when needed as a television studio, as was the case in recent years when **FAO and Italian Public Television (RAI) did a series of direct broadcast programs from the Center**. The episodes covered issues such as climate change, contamination, melting glaciers, migration, the monopolization of land, fracking, resilience and recycling.
- ▶ The Multimedia Center has also been the location for the FAO Dialogues a series of public discussions on key issues related to the mandate and activities of the Organization. The debates bring together our member countries, partners and stakeholders, where different opinions and voices are exchanged in a neutral environment.

1. General view of the Multimedia Center.
2. Entrance-way to the Center.
3. 4. Recording of the program Scala Mercalli broadcast by RAI3 in FAO's Multimedia Center.



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OFFICE FOR CORPORATE COMMUNICATION (OCC)

Enrique Yeves
Director
occ-director@fao.org

Erwin Northoff
Chief, Media Relations
erwin.northoff@fao.org

Claudia Nicolai
*Manager of Internet and Internal
Communications*
claudia.nicolai@fao.org

Pedro Javaloyes
Publications Manager
pedro.javaloyes@fao.org

Clara Vélez-Fraga
Manager of Outreach and Promotions
clara.velez@fao.org

Photographs: photo-library@fao.org / Radio and Video: radio-and-TV@fao.org

