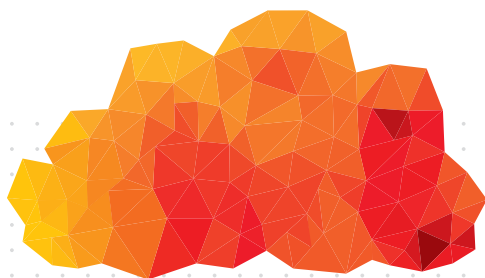




Food and Agriculture Organization
of the United Nations

16 October 2016
World Food Day



Communications Handbook





WORLD FOOD DAY 2016

COMMUNICATIONS HANDBOOK

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WELCOME NOTE



I am pleased to present you with the World Food Day 2016 Communications Handbook, complete with information on the theme, key messages, suggestions on how to celebrate and a list of promotional materials.

2016 is a crucial year for the fight against climate change. World Food Day will be celebrated shortly before the next UN Climate Change

Conference, COP 22, which will take place from 7-18 November in Marrakech, Morocco. In Morocco, preparations will begin for the entry into force of the Paris Agreement, signed by 177 parties to the United Nations Framework Convention on Climate Change (UNFCCC) on 22 April in New York.

This is why the theme for World Food Day 2016 is: **“Climate is changing. Food and agriculture must too.”**

The role of the Food and Agriculture Organization of the United Nations (FAO) is to underline how food security needs to be prioritized in country climate action plans. We need to communicate how investments in sustainable agricultural practices will help to address climate change by increasing productivity, building resilience among vulnerable populations, and reducing greenhouse gas emissions. The global goal for achieving Zero Hunger is 2030 and we cannot achieve this without addressing climate change.

Not only is World Food Day a time to celebrate over seven decades of FAO's work in improving food security and nutrition, it is the moment to raise awareness about hunger and call people to action. It is our annual opportunity to send a strong message to the public: we can end hunger in this lifetime and become the Zero Hunger Generation, but everyone needs to work together to achieve this goal.

Through this handbook and the toolkit, we are providing you with a large part of the World Food Day information and promotional materials. This should help you to already start promoting global activities and advocating among partners and the World Food Day team is at your disposal to help facilitate outreach activities and events.

I would like to take this opportunity to thank you for your efforts to promote World Food Day and make it a truly global event and I look forward to another successful celebration this year.

Enrique Yeves

Director, Office for Corporate Communication



WELCOME NOTE

**“Climate is
changing. Food and
agriculture must
too.”**



1. WORLD FOOD DAY CELEBRATIONS

WFD CELEBRATIONS

1.1 World Food Day

On 16 October 1945, 42 countries assembled in Quebec, Canada, to create the Food and Agriculture Organization of the United Nations (FAO). Their goal was to free humanity from hunger and malnutrition, and to effectively manage the global food system.

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

This year, World Food Day will be exceptionally celebrated on 14 October at FAO Headquarters and activities are planned around the world from 10-16 October.

World Food Day 2016 marks the 71st anniversary of the Organization's founding, and the 36th observance of World Food Day.

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..

WFD 2016 Poster





1.2 World Food Day 2016 at FAO Headquarters

World Food Day will be exceptionally **celebrated on 14 October at FAO Headquarters**. A number of events will take place during the week including the official World Food Day ceremony, a meeting of mayors committed to the Urban Food Policy Pact from cities across the world, and an exhibition. The Zero Hunger Run, formerly the Hunger Run and the Run for Food, will take place once again this year on Sunday, 16 October.

• Milan Urban Food Policy Pact - Mayors Meeting, 14 October 2016

The official celebration of World Food Day at FAO Headquarters on 14 October 2016 will coincide with a meeting of mayors from over 100 cities across the world.

In October 2015, these mayors all committed to the “Milan Urban Food Policy Pact”, the first international protocol that calls for cities to develop sustainable food systems that grant healthy and accessible food to all, protect biodiversity and reduce food waste.

During the World Food Day ceremony at Expo Milan 2015, the Pact was presented to the UN Secretary-General.

This year at FAO, mayors will unite for a second time to discuss their collaborative efforts in developing sustainable food systems in cities worldwide, and share experiences and best practices.

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.



**WFD FAO
Headquarters,
14 October**

[www.
foodpolicymilano.
org/en/urban-food-
policy-pact-2](http://www.foodpolicymilano.org/en/urban-food-policy-pact-2)

• Zero Hunger Run, 16 October 2016

The Zero Hunger Run is a competitive and non-competitive run organized around World Food Day. Formerly known as the “Run for Food” and then the “Hunger Run”, the event has been renamed to recall the commitment of 193 nations to the Sustainable Development Goals and their pledge to end hunger by 2030. With this new name, FAO is sending a strong message to the public: we can end hunger in our lifetime and become the Zero Hunger Generation, but everyone needs to work together to achieve this goal.



[www.zerohunger.
run](http://www.zerohunger.run)



Each year this event is organized in up to 20 countries including Italy, FAO's host country, where people can participate either in a 10km competitive race or a 5km non-competitive walk or run through the historical centre.

This year, the Zero Hunger Run will take place in Rome on World Food Day, Sunday 16 October.

Further information and promotional material – in English and Italian – is available at: www.ZeroHunger.run. If you wish to participate, support or receive any additional information, advice or graphic support for the **FAO Zero Hunger Run**, please contact World-Food-Day@fao.org or your FAO country/regional office.

• Exhibition

An exhibition on the WFD theme will be held at FAO during World Food Week, 10 – 16 October 2016. Actions to combat climate change and hunger will be the focus of the exhibit demonstrating to the public how by changing simple daily habits, we can all make a difference. Winners of the World Food Day Contest will also be promoted.

Exhibition

1.3 World Food Day 2016 Around the World

Every year, a large number of events - from marathons and hunger marches, to exhibitions, cultural performances, contests and concerts – are organised in around 150 countries across the world on 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 5**, including a list of past events to mark World Food Day in **section 5.2**, and some ideas for outreach activities with the media in **section 5.3**.

World Food Day can also be considered as an occasion to harness the power of existing partnerships, or create new partnerships to develop more successful events (**see section 5.1**).

We would encourage you to use the visual identity and information or promotional materials provided for World Food Day events and activities (**see section 4**) and to promote key messages as much as possible between both young and older audiences.

You can already start to build awareness about World Food Day and FAO's work by promoting the World Food Day Contest on social media and among schools up to the closing date on 30 September 2016 (**see section 3**).

WFD2016 Around the World

Tips on how to
celebrate WFD
in section 5



2. WORLD FOOD DAY 2016

2.1 Theme

WFD 2016

Theme

المناخ يتغير،
الأغذية والزراعة أيضاً.

气候在变化，
粮食和农业也在变化。

Climate is changing.
Food and agriculture must too.

Le climat change,
l'alimentation et l'agriculture aussi.

Климат изменяется, а вместе с ним
изменяются продовольствие и сельское хозяйство.

El clima está cambiando.
La alimentación y la agricultura también.

Il clima sta cambiando.
L'alimentazione e l'agricoltura anche.



2.1 Theme

One of the biggest issues related to climate change is food security. The world's poorest - many of whom are farmers, fishers and pastoralists - are being hit hardest by higher temperatures and an increasing frequency in weather-related disasters.

At the same time, the global population is growing steadily and is expected to reach 9.6 billion by 2050. To meet such a heavy demand, agriculture and food systems will need to adapt to the adverse effects of climate change and become more resilient, productive and sustainable. This is the only way that we can ensure the wellbeing of ecosystems and rural populations and also reduce emissions.

Growing food in a sustainable way means adopting practices that produce more with less in the same area of land and use natural resources wisely. It also means reducing food losses before the final product or retail stage through a number of initiatives including better harvesting, storage, packing, transport, infrastructure, market mechanisms, as well as institutional and legal frameworks.

This is why our global message for World Food Day 2016 is "Climate is changing. Food and agriculture must too."

It resonates with the crucial time in which the day will be observed, just before the next UN Climate Change Conference, COP 22, from 7-18 November 2016 in Marrakech, Morocco.

FAO is calling on countries to address food and agriculture in their climate action plans and invest more in rural development.

By strengthening the resilience of smallholder farmers, we can guarantee food security for the planet's increasingly hungry global population and at the same time, reduce emissions.

**COP 22, 7-18
November 2016**

**Climate is changing.
Food and agriculture must too.**



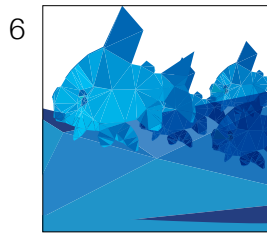
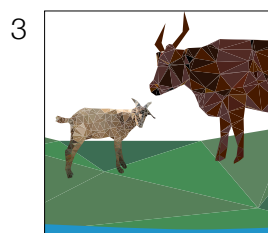
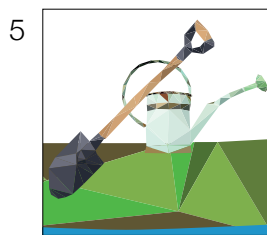
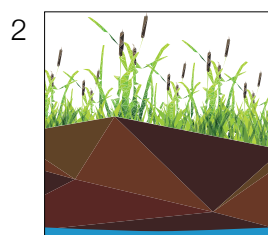
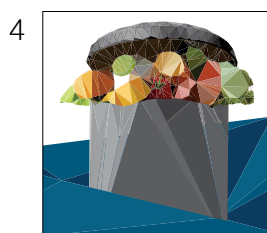
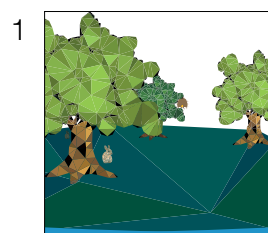
Seven areas for change

Climate change is an integral part of the 2030 Agenda for Sustainable Development, the set of 17 global goals that countries have adopted to end poverty and hunger, to protect the planet and ensure prosperity for all.

World Food Day 2016 looks at seven different areas related to food and agriculture where change needs to happen if we want to adapt to climate change and achieve zero hunger.

Each of these areas are explored in the World Food Day brochure:

- 1. Forestry**
- 2. Agriculture**
- 3. Livestock**
- 4. Food Loss and Waste**
- 5. Natural Resources**
- 6. Fisheries**
- 7. Food Systems**



Seven areas for changes

Seven Icons



How can we adapt agriculture to the effects of climate change and reduce GHG emissions?

- Implement sustainable natural resource management (e.g. reduce food losses and waste and avoid deforestation and overfishing);
- Improve soil management and fertility;
- Increase practices that enhance CO2 sequestration in forests and reduce fossil fuel use;
- Better integrate water management;
- Convert animal waste into biogas as an alternative and renewable energy source;
- Prevent and/or prepare for climate-related shocks;
- Create climate-resilient fisheries and aquaculture through storm-resistant fish cages and ponds and adaptive fisheries management.

Climate change adaptation



2.2 Key Messages

Below is the list of key messages that should be communicated for World Food Day 2016. A list of target audiences and messages per audience is provided in Annex 1.

1 Now that 177 nations have signed the Paris Agreement on Climate Change, 2016 is the year for climate action. The global goal for achieving Zero Hunger is 2030 and without addressing climate change, it cannot be reached.

2 Climate change threatens the livelihoods of the rural poor. Over 70 percent of the world's poor live in rural areas and livelihoods in the Small Island Developing States (SIDs) also depend heavily on climate-sensitive agriculture sectors. The majority of these people earn income from agriculture. Without concerted action to build resilience, many of the world's poorest and most vulnerable inhabitants will struggle to generate enough food and income to feed themselves and their families.

3 Climate change threatens the stability of food prices. Variable rainfall and temperatures, as well as extreme weather events, threaten to disrupt food production. By some estimates, yields for major crops (maize, wheat, rice and soybeans) could decline 5-60 percent by 2100. The effects on food prices and security – particularly in major food-importing regions – could be significant.

4 We need to adopt sustainable agricultural practices. By adopting sustainable agricultural practices that are tailored to the local context, smallholders can achieve considerable productivity and income gains, while simultaneously increasing the resilience of their agricultural activities and income to extreme and variable weather. Sustainable agricultural practices can halt and even reverse the over-exploitation of natural resources and degradation of ecosystems.

5 We need to reduce greenhouse gas emissions from the agricultural sector. The agricultural sectors account for 20-25 percent of global greenhouse gas (GHG) emissions. Sustainable agricultural practices can increase productivity and resilience. They can simultaneously reduce GHG emission intensities, ease the pressures that drive deforestation (e.g. the conversion of old-growth forest to arable land for farming) and improve the health of soils, landscapes and forests – all of which sequester carbon. These mitigation co-benefits can often be achieved at little or no additional cost, and without inhibiting overall agricultural development.

6 Everyone has a role to play in mitigating the effects of climate change. By being conscientious or ethical consumers and changing simple day-to-day decisions, for example by wasting less food or eating less meat and more nutritious pulses, we can reduce our footprint and make a difference.

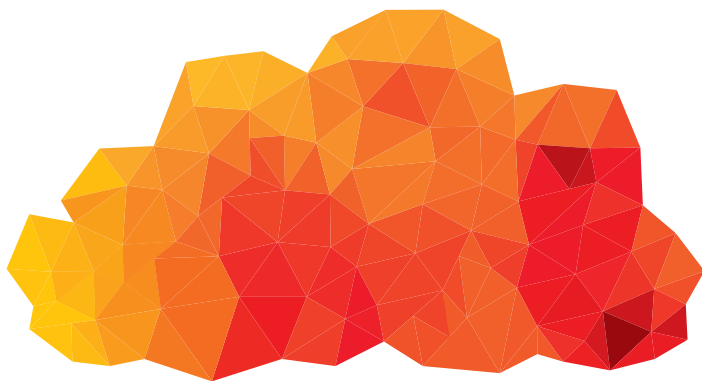
Key
Messages



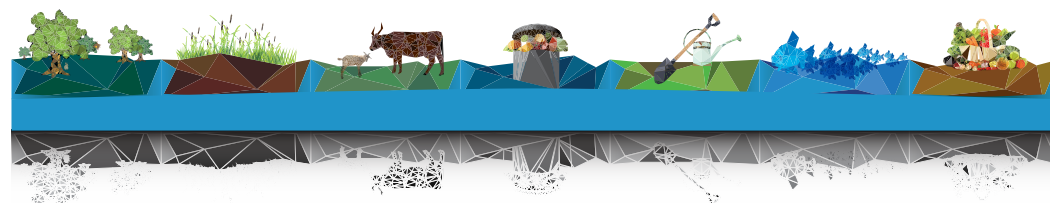
2.3 Visual Identity

The visual identity for World Food Day 2016 is composed of several elements, which are present throughout all communication materials.

The main symbol of the visual identity is the orange cloud, which represents the changing climate, but the bright orange hues which are uncharacteristic of real clouds, present the idea that climate change is human-induced. As the main element of the visual identity, the orange cloud can also exist independently in World Food Day 2016 materials.



In direct contrast with the orange cloud, which acts as a warning, the seven icons below are a positive reminder that by adapting several areas linked with food and agriculture, we can address the issue and combat climate change. They are a visual reminder to the general public that climate change is not only about the weather and melting ice caps, but also food security. Climate change affects and is affected by actions taken in the areas of forestry, livestock, agriculture, fisheries, natural resources, food systems and food loss and waste, areas where FAO actively supports countries around the world.



The reflection of the seven icons in grey scale is a suggestion that the future of hunger and climate change may not necessarily be positive, unless we take immediate action.

If you look closely, the visual identity is made up of a series of triangles. The triangle is a visual reminder of resilience; no matter how you change the elements of a triangle, its shape remains. Resilience is at the core of the World Food Day 2016

Visual Identity

**Climate change is
about food security**

**The triangle is a
visual reminder of
resilience**



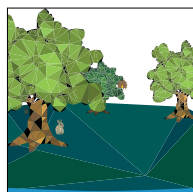
theme: the ability to recover quickly from natural disasters, which are increasingly frequent and more intense. Building the resilience of smallholder farmers and creating sustainable food systems are essential steps to achieving Zero Hunger.

2.4 World Food Day 2016 Taglines

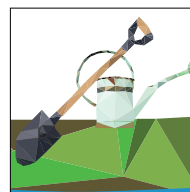
In addition to the official slogan for World Food Day 2016, “Climate is changing. Food and agriculture must too”, a tagline has been added to the poster to reinforce how agriculture adaptation practices are key to achieving Zero Hunger. The main tagline is, “Let’s adapt agriculture to climate change to build the Zero Hunger Generation”. Additional taglines have been developed for the seven areas of the theme and feature in the individual posters representing each area. They also call for action:

WFD 2016 Taglines

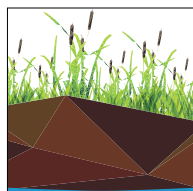
Forestry: Manage forests sustainably. Trees absorb carbon from the atmosphere and support livelihoods.



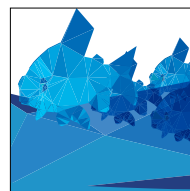
Natural Resources: Nurture natural resources for future generations.



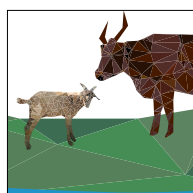
Agriculture: Change the future of agriculture. Change the future of hunger.



Fisheries: Make fisheries and aquaculture more resilient and efficient to feed the future.



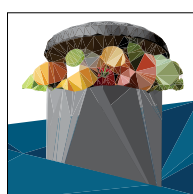
Livestock: Reduce greenhouse gas emissions with better livestock management.



Food Systems: Make food systems sustainable for a Zero Hunger Generation.



Food Loss and Waste: Waste less. Global food wastage emissions are almost equal to global road transport emissions.





3. WORLD FOOD DAY CONTEST

3.1 Introduction

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.

This year for the first time, students can also express their thoughts on the threat of climate change to food security through video.

The poster contest is open to students between the ages of 5 to 19 and the video contest is open to young people from 13-19 years of age. The deadline for entries is 30 September 2016.

Winners of the poster and video contest will be announced on the World Food Day website, on FAO's social media channels and promoted by FAO offices all over the world. They will also feature in an exhibition at FAO headquarters in Rome during World Food Week (10-14 October 2016) and receive a Certificate of Recognition and a surprise gift bag. More information as well as the contest rules and regulations can be found [here](#).

The World Food Day Contest is an important way to engage the young generation in the fight against hunger. We are asking you to promote the Contest as much as possible among schools, educational organizations or groups, and local and regional media around the world. A series of materials have been prepared to support outreach activities and the World Food Day Team will be happy to assist you with any queries.

The following materials to support local outreach activities are provided in 7 languages in the links below:

Arabic:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

Chinese:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

English:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

French:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

Russian:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

Spanish:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

Italian:

- [letter to journalists](#)
- [letter to teachers](#)
- [contest fact sheet](#)

WFD2016 Contest

www.fao.org/world-food-day/2016/contest

Promote the Contest

Materials to
promote the WFD
2016 Contest



3.2 Poster Contest

Every year, around 4 000 posters are scanned and uploaded directly by students or schools from around the globe to the World Food Day website. Entering the contest is simple. Children or their teachers can go to: www.fao.org/WFD2016-Contest/poster and submit a poster on climate change, food and agriculture.

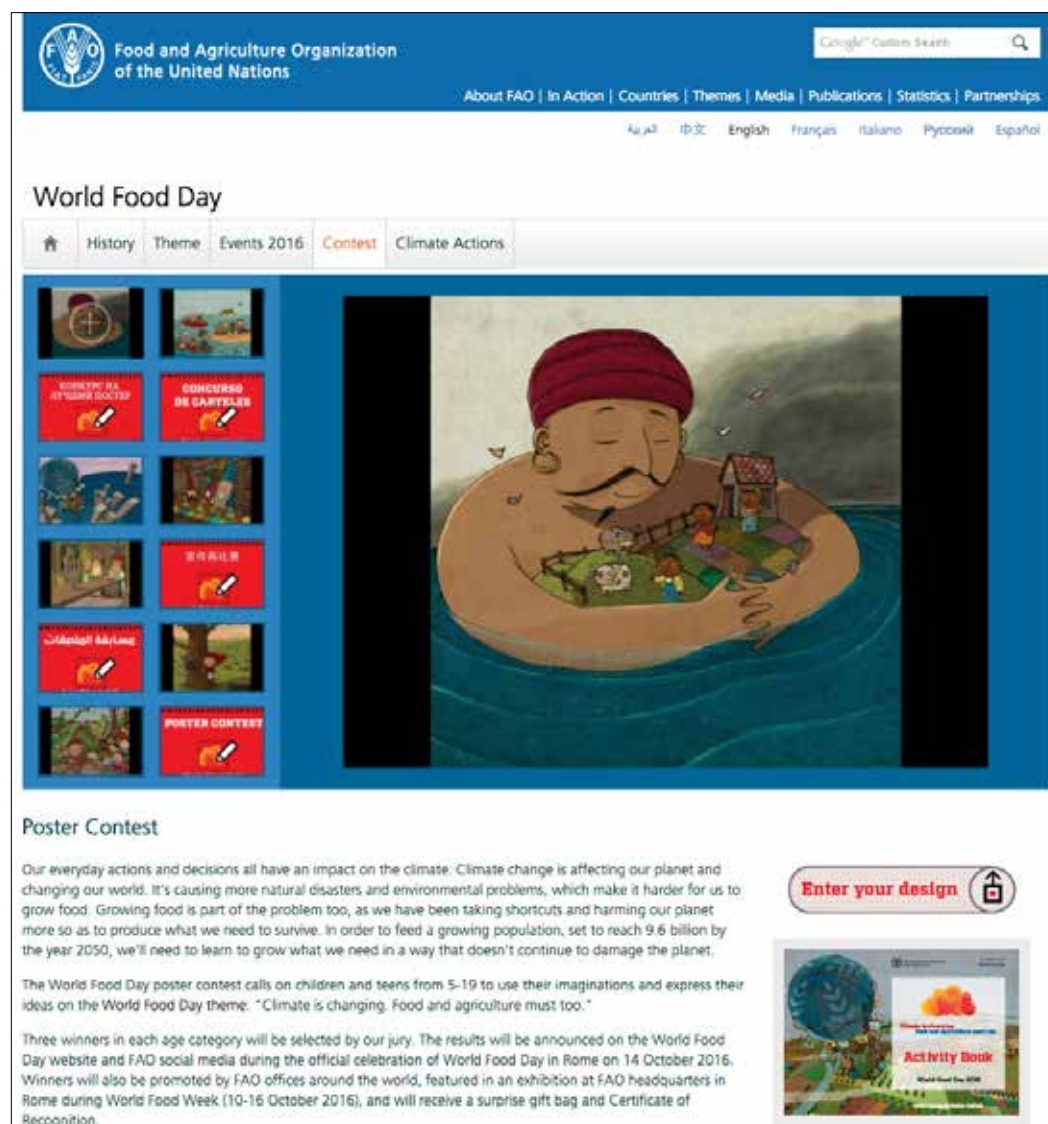
The deadline for entries is 30 September 2016.

The poster contest is open to students between the ages of 5 to 19 and is organised in three age groups: ages 5 - 8, 9 - 12 and 13 - 19.

Contestants can view posters in the gallery section of the World Food Day poster contest website.

www.fao.org/WFD2016-Contest/poster

Deadline
30 September 2016



World Food Day

History Theme Events 2016 **Contest** Climate Actions

Poster Contest

Our everyday actions and decisions all have an impact on the climate. Climate change is affecting our planet and changing our world. It's causing more natural disasters and environmental problems, which make it harder for us to grow food. Growing food is part of the problem too, as we have been taking shortcuts and harming our planet more so as to produce what we need to survive. In order to feed a growing population, set to reach 9.6 billion by the year 2050, we'll need to learn to grow what we need in a way that doesn't continue to damage the planet.

The World Food Day poster contest calls on children and teens from 5-19 to use their imaginations and express their ideas on the World Food Day theme: "Climate is changing. Food and agriculture must too."

Three winners in each age category will be selected by our jury. The results will be announced on the World Food Day website and FAO social media during the official celebration of World Food Day in Rome on 14 October 2016. Winners will also be promoted by FAO offices around the world, featured in an exhibition at FAO headquarters in Rome during World Food Week (10-16 October 2016), and will receive a surprise gift bag and Certificate of Recognition.

Enter your design

Activity Book



3.3 Video Contest

This is the first year that we are calling on 13-19 year olds to submit a video on climate change, food and agriculture. Young people aged 13-19 can upload a video on the World Food Day theme to their personal YouTube account, adding the hashtag #WFD2016VideoContest to the title.

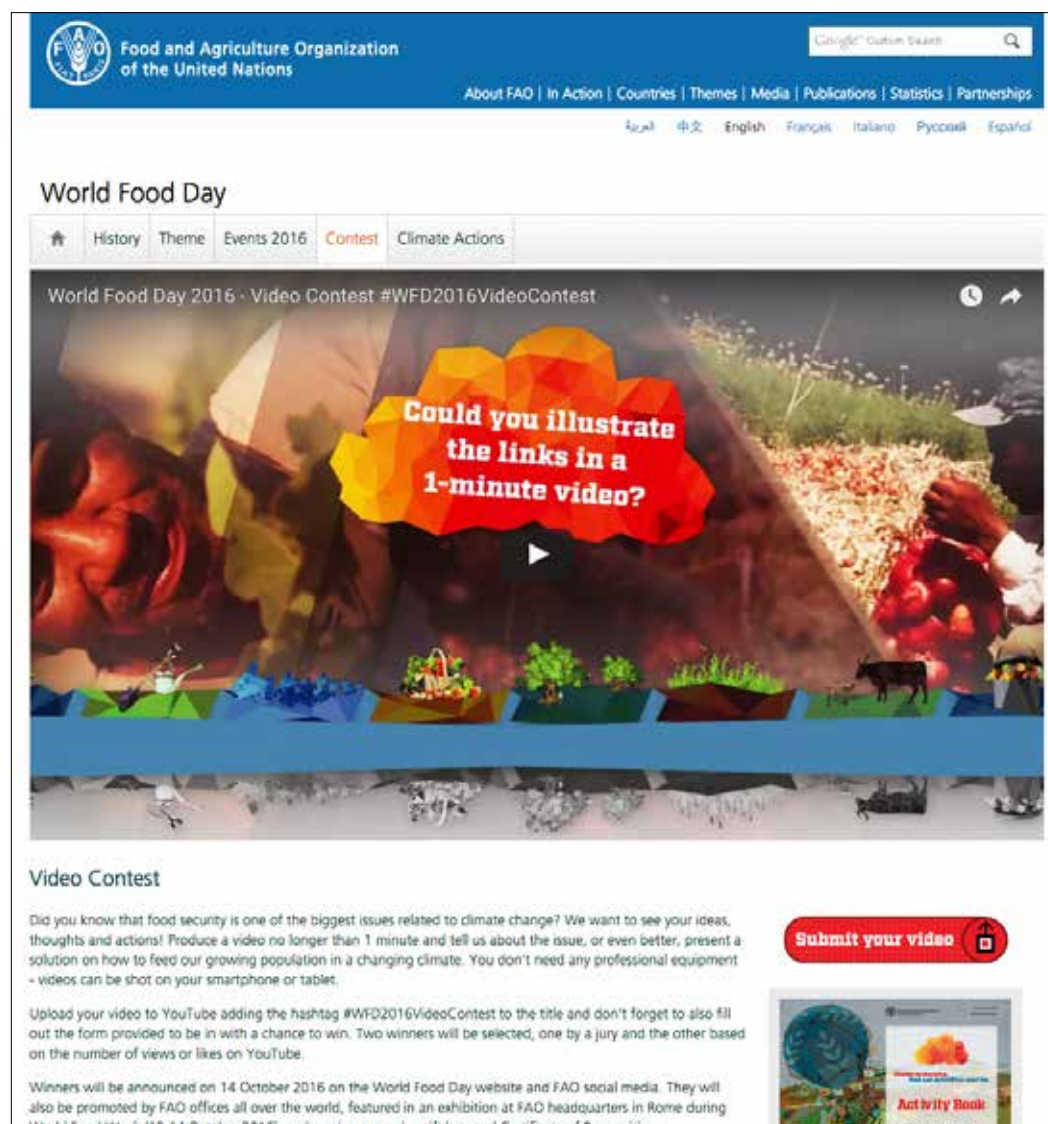
To enter the contest, students or their guardians, will also need to submit the YouTube link through the video contest page on the World Food Day website:

www.fao.org/wfd2016-contest/video

The deadline for entries is 30 September 2016.

www.fao.org/wfd2016-contest/video

Deadline
30 September 2016



The screenshot shows the FAO website header with the logo and navigation links. Below the header, the 'World Food Day' section is active, with tabs for History, Theme, Events 2016, Contest, and Climate Actions. The main content area features a large video player with a red and yellow graphic overlay that reads: 'Could you illustrate the links in a 1-minute video?'. Below the video player, the 'Video Contest' section is titled, followed by a paragraph explaining the contest: 'Did you know that food security is one of the biggest issues related to climate change? We want to see your ideas, thoughts and actions! Produce a video no longer than 1 minute and tell us about the issue, or even better, present a solution on how to feed our growing population in a changing climate. You don't need any professional equipment - videos can be shot on your smartphone or tablet.' A red button labeled 'Submit your video' with a lock icon is positioned to the right. Below the text, there is a small image of a book titled 'Activity Book' and a globe.



4. COMMUNICATION MATERIALS

4.1 What is the Toolkit?

This year a range of World Food Day communications material has been developed to raise awareness about how food and agriculture need to adapt to the adverse effects of climate change to ensure food security for future generations. The toolkit provides a visual presentation of the WFD 2016 products described below and links for downloading high resolution files for printing or production. Before looking at it, read through the full list of WFD 2016 material below. All products are available in the 6 official FAO languages and Italian. Low resolution files for the brochure and posters are available on the [WFD Website](#).

4.2 Posters

The WFD 2016 poster covers seven themes (forestry, agriculture, livestock management, food waste, natural resources, fisheries and food systems). Each of the themes is also available as an individual poster.

Communication Toolkit

[WFD Drophox](#)

Print and
distribute
the WFD 2016
materials

Poster





4.3 Brochure

The World Food Day 2016 brochure explores how food and agriculture must adapt to climate change. Each of seven areas under the World Food Day theme is presented with examples of FAO's work to combat the adverse effects of climate change and create more sustainable food systems.

Brochure





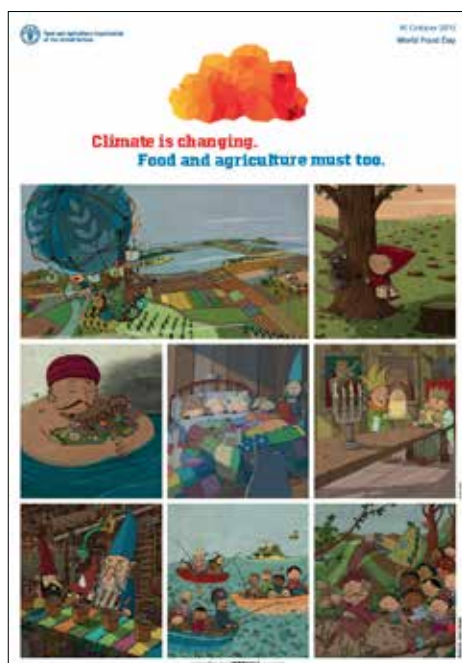
4.4 World Food Day Activity Book and Poster

The World Food Day 2016 brochure explores how food and agriculture The World Food Day Activity Book is an educational tool for teachers, students and anyone who wishes to learn more about this year's theme. It can also be used to inspire young people who want to participate in the World Food Day poster and video contest. Illustrations in the activity book have been left unfinished to allow students to use their imaginations and colour a positive future for our planet. A series of tips for children, outlining simple ways in which everyone can make a difference, is included at the end of the book.



Activity Book Poster

The illustrations from the World Food Day Activity Book are also available as a single poster.



Activity Book

Activity Book Poster



4.5 Website and Web Banners

The [World Food Day website](#) currently provides:

- an overview of the theme for World Food Day 2016;
- information on the poster and video Contest;
- a resource section with WFD communication products;
- an overview of the events set to take place around World Food Day 2016;
- a set of tips or actions for the general public on how to fight climate change and hunger;
- a history of World Food Day with some archived information from previous editions.

Don't forget to send us information on [how you have contributed to the promotion of World Food Day 2016!](#)



World Food Day 2016 web banners provided in the [WFD Dropbox](#) can easily be customized for your web page. If you need a particular size, please contact the WFD team specifying the size needed in pixels and the preferred language.

4.6 Social Media

The [WFD Dropbox](#) contains a set of graphics that can be used on social media to promote World Food Day. Different sizes are provided for Twitter, Instagram and Facebook. See **section 5.4** for some suggestions on how to promote World Food Day on your social media channels.

Separate graphics are provided for the promotion of:

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

Website and banners

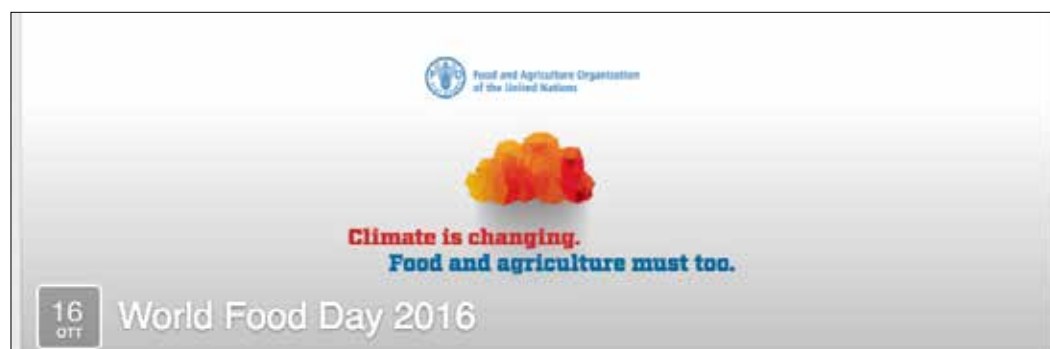
Don't forget

#WFD2016



- Video contest
- Poster contest
- World Food day themes with taglines (forestry, fisheries, livestock etc.)

See section
5.4 on how to
promote WFD in
social media



WFD2016
Facebook

4.7 Backdrop or Banner for Events

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



Backdrop

4.8 Video spot

A 1-minute spot and seven short videos for social media will be available at the beginning of September to promote World Food Day 2016. A compilation of thematic footage, covering all regions, will also be prepared and available at tv.fao.org around September. As soon as the compilation is available, simply type tv.fao.org into your browser, without "www.", log in as a new user and download material in broadcast quality.

Video Spot

**Compilation of
thematic footage
tv.fao.org**



4.9 Gadgets/Games

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

- a domino game
- fridge magnets
- t-shirts
- caps
- mugs
- coasters
- umbrellas
- bookmarks



Gadgets

4.10 World Food Day Climate Actions

The World Food Day Climate Actions are aimed at engaging the public and calling on them to make simple changes to their daily lives that can fight climate change and hunger. The same actions are written in a language suitable for children in the World Food Day Activity Book. [We would be interested in hearing about](#) how you decide to share them.

www.fao.org/world-food-day/2016/climate-actions

4.11 Editorial

An op-ed or editorial by the Director-General will be available in September 2016 on the WFD website. We would encourage you to distribute the article among local, regional and national media networks.

Editorial

4.12 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](#).

DG Video Message



4.13 Talking points for WFD ceremony

A series of talking points linking climate change with agriculture and food security will be prepared by FAO's Climate and Environment Division, and made available on the World Food Day website. FAO's flagship publication, the 2016 State of Food and Agriculture Report, will be launched on 11 October with other interesting information on the [FAO website](#).

Talking points



5. HOW TO PARTICIPATE

5.1 Partnerships

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

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

- the prioritization of agricultural adaptation strategies in national development agendas;
- the importance of directing climate finance towards more productive, resilient and sustainable agricultural practices that manage natural resources more effectively and improve the resilience of the most vulnerable populations;
- promoting the critical role of climate smart agriculture and other sustainable agricultural practices in mitigating the effects of climate change and reducing emissions;
- the link between climate change and Zero Hunger and how we cannot eliminate hunger without addressing climate change and finding ways to collaborate across diverse sectors of society to improve policy making, promote action and inclusive growth, and ensure responsible investments that address the needs of the world's poor;
- the importance of diversifying crops. This could include nutritious alternatives such as pulses. Cultivating pulses can help to fix nitrogen in the soil, improve its fertility, increase productivity of farmland and reduce farmers' dependency on synthetic fertilizers. Compared to other crops, pulses also have a low food waste footprint.

5.2 Events and Outreach Activities

Events

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

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

- World Food Day Ceremony

How to Participate

Partnerships

Advocate
among
partners

Outreach Events

Organise
a series of
events



- Presentations FAO's flagship publication, the 2016 State of Food and Agriculture Report, set to launch on 11 October
- Zero Hunger Run or other sports events
- March for Zero Hunger
- Roundtables or panel discussions
- Field visits to FAO projects and to farmer sites
- Workshops, debates, seminars, symposia or conferences (often organised with partners or local Universities)
- Farmer's forums
- Fairs or festivals
- Cooking demonstrations with pulses linking the International Year of Pulses 2016 with the fight against climate change and hunger
- Exhibitions on the WFD theme
- Cultural performances or concerts with traditional music, dance or poetry
- Lectures on the WFD 2016 theme
- Farmer or producer prize giving
- Awards or recognition events with distribution of certificates or farming equipment
- Essay competition prize giving on the WFD 2016 theme
- Tree-planting ceremonies

Outreach activities

You can promote key messages for World Food Day 2016 through a range of activities.

One place to start is to build awareness of the World Food Day Contest among schools and the media (**see section 3**).

Other outreach activities could include sharing the social media graphics provided on appropriate channels, distributing WFD information and promotional materials among partners and at events and media outreach (**see section 5.3**).

Outreach Activities

Promote the
WFD 2016
contest

Distribute
WFD 2016
material



5.3 Media Outreach

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

In countries where governments have successfully implemented resilience programmes and sustainable agricultural practices to adapt to the adverse effects of climate change, World Food Day can be used as an opportunity to promote results at national or regional level.

When preparing a pitch for the media, it is worthwhile to make reference, if possible, to local FAO projects. Narrative factors should also be considered. Telling stories of successful actions against climate change in given communities or countries, can be inspirational for readers and very successful in attracting media attention. The way you decide to present the information is also important. A multimedia combination of images, information, and sound bites, video or radio interviews is most effective, and this can be facilitated by using WFD communication materials and the resources page on the World Food Day website.

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

- talk shows
- discussion panels
- press conferences and media briefings
- radio/tv call-in shows.

The involvement of local, regional and international media outlets and their presence at World Food Day events is fundamental to a successful global celebration. Where feasible, media visits to relevant field projects can also be effective.

5.4 Social Media Outreach

Help spread the word on social media! Before you start, take a look at section 2.2 on World Food Day 2016 key messages that you can promote. Include the hashtag #WFD2016 when you tweet, post about, promote or share the theme or any of the World Food Day 2016 materials. You can start now by using the graphics provided in the [WFD Dropbox](#) and the suggested tweets and posts provided below.

You can also like/retweet/share #WFD2016 content that has already been posted

Media Outreach



Share
information
with the
media

#WFD2016



Spread the
word on social
media



by looking through the complete list of FAO social media accounts below and by searching for #WFD2016 on social media.

A list of FAO's main social media accounts is provided below:

- Facebook: <https://www.facebook.com/UNFAO>
- Main FAO twitter accounts to monitor for #WFD2016 news:
<https://twitter.com/FAOKnowledge>
<https://twitter.com/FAONews>
- LinkedIn: <https://www.linkedin.com/company/fao>
- Google+: <https://plus.google.com/+UNFAO/>
- Instagram: <https://www.instagram.com/unfao/>
- Pinterest: <https://www.pinterest.com/unfao>
- YouTube: [playlist on the FAO YouTube channel](#)

What you can promote for World Food Day 2016

There is a wide array of content and material that can be promoted, including, but not limited to the WFD:

- Slogan: "Climate is changing. Food and agriculture must too"
- [Poster and Video Contest](#) (include the hashtags below)
- [Kids Activity Book](#)
- [Brochure](#) (See WFD Website for low res file and [WFD Dropbox](#) for printing)
- [The World Food Day 2016 Website](#)
- [Climate actions](#)
- [Inspiring the young generation to take action against climate change – in pictures](#)
- Posters (See WFD Website for low res file and WFD Dropbox for printing)
- Key messages for World Food Day 2016 (see section 2.2)
- Pay-offs with icons for each of the seven areas of the WFD theme (see section 2.4)
- Updates on the contest and winners
- The DG message for World Food Day 2016 (later in October)
- World Food Day 2016 (and week) celebrations around the world

FAO Social media accounts

What you can promote



Other hashtags

Apart from including #WFD2016 in any posts, here is a brief list of the hashtags that you may also wish to mention:

- #UNFAO - the main hashtag for FAO
- #WFD2016VideoContest - when talking about the video contest
- #WFD2016PosterContest - when talking about the poster contest
- #ZeroHunger, reminding the world that we are the first generation with the capacity to end hunger

Pre-packaged messages

Below is a selection of prepared messages for Twitter and Facebook that you can use. Feel free to adapt these as necessary and pair them with some of the social media graphics provided in the WFD Dropbox.

Tweets

- Have something to say about climate change, food & agriculture? Share your ideas using #WFD2016. Visit: <http://bit.ly/28Jdtj3>
- Check out the #WFD2016 activity book! Young people, this one's for you: <http://bit.ly/100zpgD>
- What can YOU do to fight climate change? Find out by reading the #WFD2016 climate actions! <http://bit.ly/20AbAzo>
- The #WFD2016 contest has begun! Know someone aged 5-19? Show them this & encourage them to participate: <http://bit.ly/1UgLoW7>
- Did you know that the way food is grown can change the future of hunger? That's what #WFD2016 is all about! More: <http://bit.ly/28Jdtj3>
- Show the links between [#foodsecurity](#) & [#climatechange](#) in a 1 min video for the [#WFD2016VideoContest](#) [https:// http://bit.ly/1WQ1jki](https://http://bit.ly/1WQ1jki) **#WFD2016**
- Calling on all children & teens, aged 5-19yrs old! Participate in

#UNFAO**#WFD2016Video
Contest****#WFD2016Poster
Contest****#ZeroHunger
D2016VideoContest****Tweet
these
messages**



#WFD2016PosterContest & illustrate #WFD2016 theme <http://bit.ly/1UgLoW7>

Posts you can retweet

Poster Contest

- <https://twitter.com/FAOnews/status/735450377827561473>

Video contest

- <https://twitter.com/FAOKnowledge/status/743800500529790977>
- <https://twitter.com/FAOKnowledge/status/738271269854969856>
- <https://twitter.com/FAOKnowledge/status/735412140849438720>
- <https://twitter.com/FAOnews/status/735615220064911361>

Activity book

- <https://twitter.com/FAOKnowledge/status/739373817659822080>
- <https://twitter.com/FAOKnowledge/status/738305884296646656>
- <https://twitter.com/FAOnews/status/743268129942421504>
- <https://twitter.com/FAOKnowledge/status/738803700756586496>

Facebook/LinkedIn/Google+ Posts

- Did you know that you can help us to lessen the impacts of climate change and fight hunger? #WFD2016 is calling on all to read how 26 climate actions can change our world. How many of them are YOU doing? <http://bit.ly/1YvEjqk>
- [get creative image] Are you between 5-19 years old? For #WFD2016 tell the world what you think about climate change and food security in a poster or a 1-minute video! Find out more about the contest here: <http://bit.ly/1UeYntH>
- [WFD banner with slogan should be used] Find out all about the theme and slogan for #WFD2016 along with some interesting facts about climate change, food and agriculture here: <http://bit.ly/1Ufyxcv>
- If you are a parent, an educator, a student or simply care about protecting our planet, here are some tips on how you can inspire the young generation to take action against climate change! <http://bit.ly/1OPzz7o> #WFD2016

**Retweet
our posts**

**Post these
messages**



All visuals for use on social media are available from: [WFD Dropbox](#)

FAO Social Media Guidelines are available from:

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

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

FAO Social Media Guidelines

5.5 Local Town or City Branding

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

Milan Urban Food Policy Pact

Check if your city is one of the 120 cities committed to the Milan Urban Food Policy Pact (MUFPP). FAO is playing an important role in the implementation of the Pact and member cities are encouraged to promote World Food Day. The MUFPP is 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. The second official meeting of mayors adhering to the Pact will take place at FAO Headquarters on 14 October 2016. More information is provided in section 1.2. See Annex 2 for a list of cities committed to the Pact and contact the WFD team with any questions.

City Branding

**Check if your
country is
committed to
the MUFPP**





Don't forget to inform the WFD team about any agreements for city or town branding so that we can provide you with the graphics needed. The team can also assist in checking that final lay-outs are in line with the WFD 2016 visual identity and that they correctly display the logos of partners involved. Designs including the FAO logo should also be approved by the FAO logo team (logo@fao.org).

**Don't
forget**

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

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



USEFUL LINKS

World Food Day website

www.fao.org/world-food-day

FAO's work on climate change

www.fao.org/climate-change

The Milan Urban Food Policy Pact

www.foodpolicymilano.org/en/urban-food-policy-pact-2

Zero Hunger Run

www.zerohunger.run

FAO Social Media Guidelines are available from:

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

FAO social media channels

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

Main FAO Twitter accounts: <https://twitter.com/FAOKnowledge>

<https://twitter.com/FAOnews>

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

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

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

YouTube: [WFD playlist on the FAO YouTube channel](#)



CONTACTS

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.

General information

World Food Day team

World-Food-Day@fao.org

Coordinator – Clara Vélez-Fraga

Content, outreach – Aoife Riordan

Zero Hunger Run, outreach, WFD Italy – Katia Meloni

Media outreach – Sabina Zaccaro

Creative director, art direction – Antonella Porfido

Graphic design – Guido Chiefalo



ANNEXES

Annex 1 WFD 2016 target audiences and message per audience

Annex 2 List of cities committed to the Milan Urban Food Policy Pact

Annexes

ANNEX 1 - WFD 2016 target audiences and message per audience

Target audiences

FAO's audience can be segmented into three groups:

- a) FAO member countries, governments and other state actors, civil society and other UN Organizations
- b) Farmers, fisher folk, forest dwellers
- c) Consumers and consumption chain actors, i.e. all of us.

Tailored messages by audience

For FAO member countries, the civil society and UN Organizations

- o Countries need to direct climate finance towards creating more productive, sustainable and resilient food systems while enabling the most vulnerable populations to be prepared for the adverse effects of climate change.
- o Climate change is about the impact on natural resources and ultimately, on people. FAO works to protect and ensure the sustainable use of natural resources while tackling the effects of climate change.
- o Climate change and Zero Hunger go hand in hand. We cannot eliminate hunger without addressing climate change. FAO is ready to assist countries in adapting to climate change and, at the same time, mitigate its effects.
- o Collaboration is key to tackling climate change and achieving Zero Hunger. Countries, international organizations, farmers, academia, the private sector and civil society need to work together to improve policy making, promote action and inclusive growth, and ensure responsible investments that address the needs of the world's poor.
- o Countries need to diversify crops to offer a more diversified diet. This could include nutritious alternatives such as pulses. Cultivating pulses can help to fix nitrogen in the soil, improve its fertility, increase productivity of farmland and reduce farmers' dependency on synthetic fertilizers. Compared to other crops, pulses also have a low food waste footprint.



For farmers, pastoralists, fisher folk and forest dwellers

- o FAO is working with countries to help farmers, pastoralists, fisher folk and forest dwellers, by developing their capacities to adapt to climate change and advising countries on how to integrate adaptation practices in national policies.
- o Adapting to climate change with suitable agricultural practices also means mitigating its effects and increasing food security without further jeopardizing our natural resources.
- o Gender equality and women's empowerment can play a crucial role in mitigating the adverse effects of climate change.

The consumers and the consumption chain actors, i.e. all of us.

- o We can all play a part in easing the effects of climate change by changing our everyday behaviour and decisions.
- o We can become conscientious and ethical consumers who question what we buy or eat, buy only what we need, buy locally and think of ways to reduce our waste and our foodprint.
- o Smallholder producers (farmers, foresters and fisher folk and their organizations) should be included in food and agricultural systems by linking them with local agribusiness enterprises and supply chains. This in turn can increase food security and reduce the value chain's carbon footprint.



ANNEX 2

Milan Urban Food Policy Pact

The 123 Signatory Cities

Abidjan	Ivory Coast	Cordoba	Spain
Alexandria	Egypt	Curitiba	Brazil
Algiers	Algeria	Daegu	South Korea
Almere	Netherlands	Dakar	Senegal
Amsterdam	Netherlands	Douala	Cameroon
Ancona	Italy	Dubai	United Arab Emirates
Arusha	Tanzania	Florence	Italy
Astana	Kazakhstan	Foggia	Italy
Athens	Greece	Frankfurt	Germany
Baltimore	United States of America	Geneva	Switzerland
Banjul	Gambia	Genoa	Italy
Barcelona	Spain	Ghent	Belgium
Bari	Italy	Grenoble	France
Basel	Switzerland	Guangzhou	China
Beijing	China	Guatemala City	Guatemala
Belo Horizonte	Brazil	Haapsalu	Estonia
Berlin	Germany	Hebron	Palestine
Bethlehem	Palestine	Johannesburg	South Africa
Bilbao	Spain	Kyoto	Japan
Birmingham	England	La Paz	Bolivia
Bogotá	Colombia	Ljubljana	Slovenia
Bologna	Italy	London	England
Bordeaux	France	Luanda	Angola
Brazzaville	Republic of the Congo	Lugano	Switzerland
Bruges	Belgium	Lusaka	Zambia
Brussels	Belgium	Lyon	France
Bucarest	Romania	Madrid	Spain
Buenos Aires	Argentina	Malaga	Spain
Cagliari	Italy	Maputo	Mozambique
Catania	Italy	Mar Del Plata	Argentina
Chicago	United States of America	Marseille	France
Chongqing	China	Medellin	Colombia
Cologne	Germany	Melbourne	Australia
Colombo	Sri Lanka	Mendoza	Argentina
Copenhagen	Denmark	Mexico City	Mexico



Miami	United States of America
Milan	Italy
Modena	Italy
Molfetta	Italy
Montpellier	France
Montreal	Canada
Moscow	Russia
Nairobi	Kenya
Nantes	France
N'Djamena	Chad
New York	United States of America
Niamey	Niger
Nouakchott	Mauritania
Osaka	Japan
Palermo	Italy
Paris	France
Parma	Italy
Pittsburgh	United States of America
Porto Alegre	Brazil
Quito	Ecuador
Riga	Latvia
Rio de Janeiro	Brazil
Rome	Italy
Rotterdam	Netherlands
Sacile	Italy
San Francisco	United States of America
Sao Paulo	Brazil
Seoul	South Korea
Shanghai	China
s-Hertogenbosch	Netherlands
Sucre	Bolivia
Tegucigalpa	Honduras
Tel Aviv	Israel
The Hague	Netherlands
Thessaloniki	Greece
Tirana	Albania
Toronto	Canada
Toyama	Japan
Tunis	Tunisia
Turin	Italy
Udine	Italy
Utrecht	Netherlands

Valencia	Spain
Vancouver	Canada
Venice	Italy
Vienna	Austria
Villanueva de la Cañada	Spain
Warsaw	Poland
Windhoek	Namibia
Yeosu	South Korea
Zagreb	Croatia
Zaragoza	Spain
Zurich	Switzerland