



Food and Agriculture
Organization of the
United Nations

SUSTAINABLE
DEVELOPMENT
GOALS



16 October 2018
World Food Day

Get involved!

World Food Day 2018 Toolkit
for governments and institutions



Working for  #ZeroHunger



WORLD FOOD DAY

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World Food Day is celebrated each year on 16 October to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all. Events are organized in over 130 countries across the world, making it one of the most celebrated days of the UN calendar.

Our Actions are our Future.

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

The collective progress made by many countries in eradicating hunger has recently taken a turn for the worse as a result of prolonged conflict, an increase in extreme weather events linked to climate change and economic slowdown. Today, **821 million people suffer chronic undernourishment**, according to The State of Food Security and Nutrition in the World 2018 report. At the same time, obesity levels are rising rapidly and many countries experience the double burden of hunger and obesity. **1.9 billion people are overweight**, 672 million of whom are obese. But **the world can achieve Zero Hunger** if we join forces across nations, continents, sectors and professions, and take account of best practices and lessons learned. This year's World Food Day (WFD) calls for action to get back on track.

CALLS TO ACTION

CALLS TO ACTION

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

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

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



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

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

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

Read more about **WFD 2018 key messages** [here](#).

CALLS TO ACTION

ZERO HUNGER CHALLENGES IN NUMBERS

- **The world produces enough food to feed everyone**, yet one person in nine suffers from chronic hunger.
- An estimated **821 million people suffered from chronic hunger** in 2017, according to the State of Food Security and Nutrition in the World 2018 report.
- Roughly **60 percent** of the world's hungry are women.
- About **70 percent of the world's extreme poor live in rural areas**. Most of them depend on agriculture.
- **Hunger kills** more people every year than malaria, tuberculosis and AIDS combined.
- Around **45 percent of infant deaths are related to undernutrition**. Stunting still affects 151 million children under the age of five years.
- **1.9 billion people** – more than a quarter of the world's population – **are overweight**. **672 million of these are obese** and 3.4 million people die each year due to overweight.
- In many countries **more people die from obesity than from homicides**.
- **Malnutrition costs** the global economy **the equivalent of USD 3.5 trillion a year**.
- To meet demand, **agriculture in 2050 will need to produce almost 50 percent more food, feed and biofuel** than it did in 2012.
- Most of the world's hungry and **75 percent of stunted children** under age five, **live in countries affected by conflict**.
- **Climate related disasters account** now for **more than 80 percent** of all major internationally reported **disasters**
- **One third of the food produced worldwide is lost or wasted**. Food losses and waste amount to roughly US\$ 680 billion in industrialized countries and US\$ 310 billion in developing countries, or nearly **US\$ 1 trillion in total**.

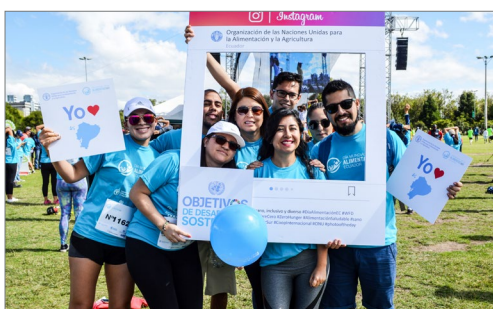
HOW TO PARTICIPATE

HOW TO PARTICIPATE



Make a #ZeroHunger commitment

WFD 2018 is an action oriented campaign so start by taking a Zero Hunger pledge, and share it on social media (using both **#WFD2018** and **#ZeroHunger**). Get some inspiration by reading the WFD actions provided for governments in this guide, and [here](#) for the private sector, farmers and general public. Encourage partners or friends to take a pledge and keep the [WFD team](#) updated about your calls to action.



Organise a WFD event

Celebrate WFD by organizing different activities aimed at the general public – concerts, festivals or fairs, food tastings or cooking demonstrations. You can also host a public lecture, panel or roundtable with political leaders, educators, scientists and farmers, followed by a question and answer session to encourage involvement.



Recreation and Sports

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



Use the WFD visual

Download our [poster](#) and share it and update your web page with the [WFD 2018 banner](#), linking it to the WFD 2018 website. You can also produce a range of gadgets including [t-shirts, caps, mugs and bags](#) using our free graphics. Remember to use the WFD visual as much as possible across your events and activities and download the WFD backdrop or event banner [here](#). If your event already has a visual identity, you can merge it with the WFD ribbon.

HOW TO PARTICIPATE



Promote the WFD Poster Contest

Promote the [WFD Poster Contest](#) among 5-19 year olds through your Ministry of Education, national youth organizations or community youth groups, and media, or even hold a local poster competition, encouraging all entrants to take part in the global contest by 9 November 2018. This is an important way to engage the young generation and inspire them to be change makers and advocates for a Zero Hunger world.



Plan a WFD Exhibition

Plan an exhibition to support your WFD event featuring Zero Hunger projects, multi-stakeholder partnerships, successful Zero Hunger policies, or agricultural products in your region. This can be complemented by a photo exhibition package that will be circulated by the WFD team with material from 4-5 field missions on both regional and thematic aspects of FAO's work with governments and other partners to achieve Zero Hunger.



Bring WFD to your town or city

Municipalities, outdoor advertisers, or transportation companies can help to spread the call for action by displaying the WFD visual or spot on billboards and digital screens. FAO offices have worked with municipalities and private companies to promote WFD, mostly on a pro-bono basis, in cities around the world like Geneva, Mexico City and Jakarta.



Engage the young generation

Share the [Zero Hunger Activity Book](#) or short [video animation](#) with schools, youth centres or youth events. This way young people can learn about the global goal to achieve Zero Hunger and how by changing simple day-to-day actions, they can reduce waste, eat better, use the Earth's resources more wisely and take on a more sustainable lifestyle.



Get the media involved!

Approach advertising contacts in TV stations around the world to place the WFD spot in October. Spread WFD messages through your participation in talk shows and discussion panels, media briefings and radio or TV call-in shows.



Spread the word

Inform, educate and engage audiences with real facts. Join the **#WFD2018** campaign by sharing our [free material](#) on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers, chefs, experts) to amplify our messages around “Respect for Food” and a **#ZeroHunger** lifestyle.



Food Donations

Promote donation initiatives for food that would be otherwise be wasted or lost, according to local food regulations. Encourage local cafeterias, stores, and your city or region to give a boost to food associations and reduce waste. Sharing is caring!

HOW TO PARTICIPATE



COMMUNICATION MATERIALS

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WFD work space

Some products are already available in the six official FAO languages in the [World Food Day Work Space](#). Share it easily with external partners and see our schedule below outlining when new materials will be added over the coming months.

ACTIVITY & PRODUCTS	DATE
WFD Brief	✓
Zero Hunger Actions	✓
WFD website www.fao.org/world-food-day (new website coming soon)	✓
WFD Poster	✓
Web banners	✓
WFD Activity Book for children	✓
WFD Poster Contest	✓
Brochure	✓
Video animation for kids	✓
WFD 2018 Communications Guide and Toolkit	✓
Social media Trello board	✓
Event backdrop or banner	✓
Gadgets – T-shirt, cap, bag, mug	✓
Promo video/ TV advertisement	Jun
VNRs & Human interest story videos	Aug/Sept
Video feature	Sept
Photo exhibit packages distributed to FAO offices (from missions)	Aug
MY ACTIONS stories online	Sept
WFD events +130 countries worldwide	1-31 Oct
WFD Poster Contest closes	9 Nov
Contest winners announced	Dec

Let us know about your WFD event or activity!

Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from September 2018. Photograph and/or record your event and send us your best photos so we can feature them in the [WFD Flickr Album](#). All high resolution photos should be accompanied by photo credits and information about the event so we can publish them.



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

ZERO HUNGER ACTIONS

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

Put those furthest behind first

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

Work across policy areas

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

Work together

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

Empower local authorities

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

Curb the costs of malnutrition

The triple burden of malnutrition - the coexistence of food insecurity, undernutrition, and overweight and obesity - costs \$3.5 trillion dollars per year to the global economy. A hungry population is incapable of reaching its full potential, weighs on public health services and is less productive. At the same time, rising overweight and obesity levels are contributing to a public health crisis, with a recent spike in non-communicable diseases such as type-2 diabetes. Zero Hunger budget allocations, policies and reforms need to address nutrition, safeguard children's futures, and ensure adults are able to work and contribute to economic growth.

Partner with academia and invest in the new generation

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



ZERO HUNGER ACTIONS

Create an investment-friendly environment

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

Provide equal opportunities

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

Adopt legally and non-legally binding instruments

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

Reach Out To FAO

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

Code of Conduct of Responsible Fisheries

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

Voluntary Guidelines on Land Tenure

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

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

Principles on Responsible Agricultural Investments

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

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

International Treaty on Plant Genetic Resources for Food and Agriculture

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

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