



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 private companies and corporations



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 latest State of Food Security and Nutrition in the World 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

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**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

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.

WFD offers unique marketing opportunities, so by joining the WFD campaign you can:

- Become a **WFD advocate** and join the WFD network, which unites a range of partners from the private sector, government and media in over **130 countries**
- Make this part of your internal **corporate social responsibility** (CSR) strategy or advocacy campaign
- Promote your brand worldwide by featuring on **our website** [www.fao.org/world-food-day](http://www.fao.org/world-food-day), the central location for all WFD activities
- Benefit from our powerful **social media** presence with over **2 million followers**
- Take advantage of many other branding opportunities: **free downloadable** WFD communication materials in 7 languages and **free graphic and communications support** provided by our team of experts

## 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 the private sector in this guide, and [here](#) for governments, farmers, and the general public. Encourage partners or friends to take a pledge and keep the [WFD team](#) updated about your calls to action.



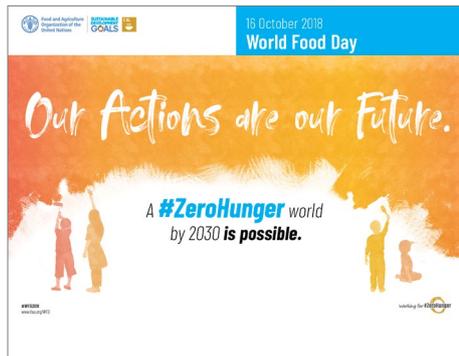
### Organise a WFD event

Celebrate WFD by organizing events, panels or fairs with partners and clients, showcasing how your company is contributing to Zero Hunger through the adoption of sustainable environmental practices.



### Recreation and Sports

Organise a run, a march, a walk or even a marathon against hunger. Encourage staff and the public to participate and become advocates by adopting a zero hunger lifestyle at work and at home, wasting less food in canteens, for example, and adopting a healthier diet.



**Use the WFD visual**

Download our [poster](#) and share it and update your corporate 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**

If your company works with youth, why not promote the [WFD Poster Contest](#)? If not, encourage your staff to participate! The contest targets 5-19 year olds in schools or 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 showcase your corporate social responsibility actions that contribute to building a Zero Hunger world. 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 partners to achieve Zero Hunger.



**Feature your stories in the WFD campaign**

We want to hear stories from private companies, enterprises and multinational corporations about their actions to achieve Zero Hunger. Read the MY ACTIONS brief and use the template provided here to feature your story online, at events and exhibits worldwide. Only stories provided before 6 August can be considered.



**Bring WFD to your town or city**

Private sector outdoor advertisers, or transportation companies can help to spread the call for action by displaying the WFD visual or promo video on billboards and digital screens across metro lines, in high-visibility city spots, at shopping malls and airports. FAO has worked with JCDecaux and other companies to promote WFD, mostly on a pro-bono basis, in cities around the world like Geneva, Berlin, Madrid, London, Mexico City and Jakarta.

## HOW TO PARTICIPATE



### Engage the young generation

If your company works with youth, why not promote the [Zero Hunger Activity Book](#) or our short [video animation](#) (if not, encourage your staff to be advocates). 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!

Media companies, or any business with a communication network, can leverage their reach to educate the public about a Zero Hunger lifestyle, while helping raise awareness about issues related to hunger and malnutrition. Spread WFD messages also by participating in talk shows and discussion panels, media briefings and radio or TV call-in shows. Share or screen our 30-second advertisement, available in July, on TV networks and online media. A 3-4 minute video feature covering projects across regions will also be available in September.



### Spread the word

Inform, educate and engage audiences with real facts. Join the [#WFD2018](#) campaign by sharing free material from the [WFD Trello board](#) on digital channels. We're especially calling on 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.



### Reducing food waste

If you're in the food and beverage industry, why not use WFD as an occasion to launch a new food waste reduction or healthy eating initiative. Any company - small or large - can also encourage staff to also do their part. Encourage staff to reduce food waste and organise a collection of food products to donate to a local food association. Sharing is caring!



## COMMUNICATION TOOLKIT

## COMMUNICATION MATERIALS

### WFD work space

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

ACTIVITY & PRODUCTS	DATE
<a href="#">WFD Brief</a>	✓
<a href="#">Zero Hunger Actions</a>	✓
WFD website <a href="http://www.fao.org/world-food-day">www.fao.org/world-food-day</a> (new website coming soon)	✓
<a href="#">WFD Poster</a>	✓
<a href="#">Web banners</a>	✓
<a href="#">WFD Activity Book for children</a>	✓
<a href="#">WFD Poster Contest</a>	✓
<a href="#">Brochure</a>	✓
<a href="#">Video animation for kids</a>	✓
<a href="#">WFD 2018 Communications Guide and Toolkit</a>	✓
<a href="#">Social media Trello board</a>	✓
<a href="#">Event backdrop or banner</a>	✓
<a href="#">Gadgets: T-shirt, cap, bag, mug</a>	✓
Promo video/ TV advertisement	Jun
VNRs & Human interest story videos	Aug/Sept
Photo exhibit packages distributed to FAO offices (from missions)	Aug
Video feature	Sept
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.

### 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 businesses to large corporations, mainstream and specialized media, international organizations, civil society, academia and more. Together they are using their influence to spread the word through media outlets, public events, campaigns and digital channels to make WFD an international success. Contact us if you would like to become a WFD Friend.



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

## ZERO HUNGER ACTIONS

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

### **Eliminate food waste**

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

### **Source locally**

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

### **Source responsibly**

When sourcing your product, ensure you do it from partners who follow humane, environmentally friendly practices. Companies who source their product from the planet's natural resources should be mindful of their impact and adopt a sustainable approach. Seafood businesses, for example, can follow the [Code of Conduct for Responsible Fisheries](#).

### **Share your knowledge**

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

### **Promote financial inclusion**

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

### **Empower women**

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

### **Partner with academia**

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



## Be resource-efficient

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

## Magnify the #ZeroHunger message

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

## Champion food safety

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

## Establish Zero Hunger partnerships

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

## Reach out to FAO

Join the leading global businesses who have partnered with us to develop technologies, share their expertise, provide help and assistance aimed at creating a world without hunger, for present and future generations. Find out more [here](#).

## Stay up to date with #ZeroHunger

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

## ZERO HUNGER ACTIONS