



Food and Agriculture
Organization of the
United Nations



Grow,
Nourish,
Sustain.
Together.

16 October 2020

World Food Day

Get involved!



World Food Day 2020 Toolkit for governments and institutions

#WorldFoodDay

fao.org/world-food-day

WORLD FOOD DAY

WFD 2020

Collective action across 150 countries is what makes World Food Day (WFD) one of the most celebrated days of the United Nations' (UN) calendar. Hundreds of events and outreach activities bring together governments, businesses, non-governmental organizations (NGOs), the media, and general public. They promote worldwide awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all.

World Food Day 2020 marks the 75th anniversary of the Food and Agriculture Organization of the United Nations (FAO) in an exceptional moment as countries around the world deal with the widespread effects of the COVID-19 pandemic. It's a time to look into the future we need to build together. Make **#WorldFoodDay** your day – share our messages, your actions or develop an activity, even if it has to be virtual.

Slogan

**Grow, nourish, sustain.
Together.
*Our actions are our
future.***

The COVID-19 global health crisis has been a time to reflect on the things we truly cherish and our most basic needs. These uncertain times have made many of us rekindle our appreciation for a thing that some take for granted and many go without: food. World Food Day is calling for **global solidarity** to help all populations, and especially the most vulnerable, to recover from the crisis, and to **make food systems more resilient and robust** so they can withstand increasing volatility and climate shocks, deliver affordable and sustainable healthy diets for all, and decent livelihoods for food system workers. This will require better social protection, innovation and digitalization, and sustainable agricultural practices that preserve the Earth's natural resources, our health, and the climate. But we all have a role to play, from increasing the overall demand for nutritious food by choosing healthy, to not letting sustainable habits fall by the wayside, and joining the global solidarity effort, despite these uncertain times.

All of us need to make sure that our food systems **grow** a variety of food to **nourish** a growing population and **sustain** the planet, **together**.

WHAT CAN GOVERNMENTS DO TO SUPPORT SUSTAINABLE FOOD SYSTEMS AND OUR FOOD HEROES?

CALL FOR ACTION

Governments around the world need to work together in solidarity and urgently address the devastating effects that the economic slowdown will have on the most vulnerable populations. They need to invest in social protection policies and programmes that ensure safe conditions and decent incomes for smallholder farmers and food chain workers, and adopt measures that avoid economic disruptions:

TARGET THE MOST VULNERABLE

Prioritize the needs of the poorest and most vulnerable households by expanding and improving emergency food assistance and social protection programmes, including cash transfers, the establishment of safe conditions and decent incomes that support the livelihoods of smallholder farmers and food chain workers.

REINFORCE FOOD POLICIES WITH LEGISLATION

Establish policy measures and legal frameworks that support sustainable food systems, for example on nutrition, decent employment and soil protection, etc.

CLOSE THE DIGITAL GAP

Prioritise innovation and digitalization. The international community needs to close the digital gap and ensure that technology flows to developing countries as it has the potential to improve both the food system and the livelihoods of farmers and food chain workers.

PROTECT NATURAL RESOURCES

Promote climate-smart and environmentally friendly agricultural practices, such as agroecology, that preserve the Earth's natural resources, our health, and the climate and can also slow the habitat destruction that contributes to disease outbreaks.

SUPPORT SMALLHOLDER PRODUCERS

Support smallholder agricultural producers and other food heroes by helping them to respect safety concerns, while promoting market alternatives like e-commerce.

AVOID FOOD PRICE VOLATILITY

When battling health and economic crises with aggressive public spending, adopt measures to avoid food price volatility. Special attention needs to be given to the least developed countries (LDCs) and landlocked developing countries (LLDCs) but also countries that depend on primary exports, like oil, and countries, which rely heavily on food imports, such as Small Island Developing States (SIDS).

PRACTICE GLOBAL SOLIDARITY

Enhance international cooperation and funding to help avoid devastating impacts on smallholder farmers in countries with very limited fiscal capacity.

DIVERSIFY FOR HEALTHY DIETS

Support nutrition-sensitive and biodiversity-smart food production for improved dietary health and protection of natural resources.

HOW TO PARTICIPATE

HOW TO PARTICIPATE



Bring WFD to your town or city

Municipalities, outdoor advertisers, transportation companies, such as the metro line, buses or trains, even shopping malls or airports can help spread the call for action by displaying the WFD visual on billboards and digital screens. Read more tips about what you can do in our [Partner with us](#) brief. FAO has worked with municipalities and private companies to promote WFD on a pro-bono basis, in cities around the world like New York, Mexico City, Jakarta and Juba.



#FoodHeroes stories

We want to hear the stories about the actions your government or of people in your community have taken to provide support to food systems and food heroes. Stay tuned to the WFD website in September to learn how you can share your stories.



Engage the young generation

Our [Activity Book "Food Heroes"](#) and short animation clip are key elements to engage the young generation and general public to inspire them to be change makers and advocates for a world where everyone has access to enough nutritious food, and our food producers and planet are cared for. You can promote it in schools, universities, youth centres and organizations so young people can learn about the important role of food producers and find out what each of us - governments, farmers, businesses, everyone - has to do to strengthen food systems. Young people can also learn how you they can become #FoodHeroes.



Promote the WFD Poster Contest

Promote the [WFD Poster Contest](#), amongst educational organizations or youth groups. Encourage entrants aged 5-19 to take part in the global contest by 6 November 2020. Winners will be published on the WFD website and will receive a prize!



Organise a WFD event

Although we mark World Food Day 2020 this year in very unprecedented circumstances, you can still take advantage of this important opportunity to call for action. Take a fresh approach by considering different activities or new formats for events - either by going digital or respecting any physical distancing measures. Some events, such as panels, cooking demonstrations, concerts or public lectures could be just as effective online.



Mobilize the public and involve the media!

Use your media contacts to spread WFD messages on talk shows, discussion panels, at press conferences, during related media briefings and in radio or TV call-in shows. Share ideas with the WFD team on where you hope to promote WFD material and we will produce it in the language you need.



Spread the word

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels and post actions online too to amplify our messages around sustainable food systems. This is also a time to express our appreciation to **#FoodHeroes** online - those who, throughout the crisis, have made sure that food makes its way from the farm to your table.

WFD poster contest



Use the WFD visual

Download the WFD 2020 poster and share it on your website! You can also update your website with the [WFD 2020 button](#) and link it to the WFD 2020 website. Remember to use the WFD visual as much as possible across your events and activities and download the WFD backdrop or event banner. If your event already has a visual identity, you can merge it with the WFD ribbon. Ask others to do the same!

HOW TO PARTICIPATE

Find out how governments can play their part [here](#).

LET US KNOW ABOUT YOUR WFD EVENT OR ACTIVITY!

As you can see, there are a lot of ways to celebrate World Food Day. Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from August 2020. Photograph and/or record your event and send us your best photos so we can feature them in a [WFD Flickr Album](#). All high resolution photos should be accompanied by photo credits and information about the event so we can publish them. Get inspired by having a look through the [outreach activities carried out last year](#).

Remember to use the WFD visual as much as possible in your events and activities! If your event partners cannot use the full WFD visual, use the WFD ribbon. Write to the WFD team if you need it for your own event or wish to distribute it to partners.

Let us know

DID YOU KNOW?

- **2 billion** people experience **moderate or severe food insecurity**, meaning they have difficulty in regularly accessing enough nutritious food.
- More than **113 million people** across **53 countries** experience **acute hunger** requiring urgent food, nutrition and livelihoods assistance.
- The **global population** is expected to reach almost **10 billion by 2050**, which will significantly increase the demand for food.
- Approximately **14 percent of food produced for human consumption is lost** each year before reaching the wholesale market.
- **Over 3 billion people** in the world **lack access to internet** and most of them live in rural and remote areas. Smallholder farmers need greater access to finance, training, innovation and technology to improve their livelihoods.
- Intensified food production, combined with climate change, is causing a rapid loss of biodiversity. Today **only nine plant species account for 66 percent of total crop production**.
- A combination of poor diets and sedentary lifestyles has led to soaring obesity rates, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. **No region is exempt**.
- **If our food systems are not transformed**, undernourishment and malnutrition will greatly increase by 2050. This could increase more if there is further deterioration in income inequality, employment or basic access to services.
- The **impact of malnutrition in all its forms** – undernutrition, micronutrient deficiencies, as well as overweight and obesity – on the global economy is estimated at **USD 3.5 trillion per year**.

Did you know?

COMMUNICATION MATERIALS

WFD WORK SPACE

Here below you can find a schedule for material that will be launched shortly in the six official FAO languages in the [FAO75 and World Food Day 2020 Asset Bank](#) and on the [WFD website](#). Share it easily with external partners or providers and see our schedule below outlining when new materials will be added over the coming months. Please note that some deadlines are subject to change in view of the current situation.

YOUTH ACTIVITY & PRODUCTS	DATE
FAO75 Visual Identity Guidelines	✓
FAO75 and WFD Concept Note	✓
WFD Website www.fao.org/world-food-day	✓
WFD Visual Identity and Visual Guidelines	✓
Brochure	✓
WFD Poster Contest launched	✓
Activity Book for children	✓
Social media Trello board	✓
WFD 2020 Communications guides and toolkits	July
Circular State Letter to Ministers of Agriculture	July
New corporate FAO video on the occasion of FAO75	July
Promo video/ TV advertisement	July/ August
Children's animation	August
Video - project spotlights (TBC)	August
#FoodHeroes stories published	September
Op-ed from the Director-General	September
WFD video message from the Director-General	September
FAO75 digital publication	September/October
WFD events +150 countries worldwide	1-31 October
WFD Poster Contest closes	6 November
Announcement of Poster Contest winners	December

COMMUNICATION MATERIALS

Youth activity & products