



Food and Agriculture
Organization of the
United Nations



16 October 2022
World Food Day

**LEAVE
NO ONE
BEHIND**

GET INVOLVED!

Better production
Better nutrition
Better environment
Better life

**LEAVE
NO ONE
BEHIND**



Required citation:

FAO. 2022. *World Food Day: Get involved! Tips and actions for individuals, governments, private companies and corporations, schools, civil society and academia and more*. Rome. <https://doi.org/10.4060/cc0582en>

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ISBN 978-92-5-136439-0

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GET INVOLVED

Tips and actions for individuals, governments, private companies and corporations, schools, civil society and academia and more

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INTRODUCTION



Make World Food Day your day!

Collective action across 150 countries worldwide 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, Civil society organizations (CSOs), the media, the public, even youth, in over 50 languages. They promote worldwide awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all, leaving no one behind.

#WorldFoodDay 2022 is being marked in a year with multiple global challenges including the ongoing pandemic, conflict, climate change, rising prices and international tensions. All of this is affecting global food security.

It's time to work together and create a better, more sustainable future for all. Make #WorldFoodDay **YOUR** day. Join the call by organizing an event or activity or show how you are taking action.

This year, World Food Day calls for global solidarity and collective action to make sure that no one is left behind through the transformation to more efficient, inclusive, sustainable and resilient agrifood systems for better production, better nutrition, a better environment, and a better life.

Today, millions of people around the world cannot afford a healthy diet, putting them at risk of food insecurity and malnutrition. But ending hunger isn't only about supply. Enough food is produced today to feed everyone on the planet. The problem is access and availability of nutritious food, which is increasingly impeded by multiple challenges including the COVID-19 pandemic, conflict, climate change, inequality, rising prices and international tensions. People around the world are suffering the domino effects of challenges that know no borders.

A sustainable world is one where everyone counts. Governments, the private sector, academia, and civil society and individuals need to work together in solidarity to prioritize the right of all people to food, nutrition, peace and equality. Indeed, every one of us, including youth, can work towards an inclusive and sustainable future, showing greater empathy and kindness in our actions.

Leave no one behind.

Better production, better nutrition, a better environment, and a better life.

DID YOU KNOW?

3.1 billion people (almost 40 percent of the world's population) **cannot afford a healthy diet.**

While as many as **828 million** people were hungry, one in eight adults are obese, a problem on the rise in all regions, including in low- and middle-income countries.

Some **193 million** people experienced high acute food insecurity, requiring humanitarian assistance for their survival, in 2021, while over half a million people faced Catastrophe conditions, meaning starvation and death a 400 percent increase from 2020.

From 2008 to 2018, agriculture – including crops, livestock, forestry, fisheries and aquaculture – **absorbed 26 percent of the overall impact** caused by medium- to large-scale disasters in low- and lower-middle-income countries.

Every day, more than **30 000 people** are forced to flee their homes because of **conflict and persecution.** Conflict was the main driver of high acute food insecurity for 139 million people across 24 countries and territories in 2021 – a marked increase compared to 99 million people in 23 countries in 2020.

More than **80 percent of the extreme poor** live in rural areas and many depend on agrifood system for their livelihoods.

80 percent of the world's **displaced people** are in countries or territories affected by acute food insecurity and malnutrition – many of them countries facing climate and other disaster risks.

On average, two-thirds of those experiencing high acute food insecurity are **rural food producers.**

Globally, **women** are **15 percent** more likely than men to be moderately or severely food insecure.

160 million children worldwide are engaged in **child labour.** The agriculture sector accounts for more than 70 percent of child labour.

Indigenous Peoples are guardians to almost **80 percent** of the world's remaining biodiversity, yet globally, they suffer higher rates of poverty, landlessness, malnutrition and internal displacement.

Climate change disproportionately affects the rural poor, their agricultural yields and productivity, contributing to increasing pests and diseases and changing the nutrient composition of major staple crops.

Migration, if managed in a humane and orderly way, can contribute to economic growth in both destination countries and countries of origin.

[What can you do?](#)

[What can governments do?](#)

[What can the private sector do?](#)

[What can civil society do?](#)

[What can academia do?](#)

HOW TO PARTICIPATE

Organise an event

Think outside the box and organise activities or events. Organise a video mapping show using the World Food Day visual or promotional spot. Or get creative and approach municipalities and/or building owners and ask them if they want to join in with celebrating World Food Day by illuminating their buildings blue! Events such as recipe sharing groups, food tastings, cooking demonstrations and exhibitions of local products are also great ideas which can be just as effective and engaging online. They can show how supporting local food heroes can help make a difference in creating a more sustainable world where everyone counts. Use the material available for download in the [Communications Toolkit](#).

Learn to be a food hero!

We want to hear stories about the actions you have taken to follow a sustainable healthy diet, help those in need or show your appreciation to food sector workers. Share them on social media using **#FoodHeroes** and **#WorldFoodDay** and tag us **@FAO**. You can start by choosing healthy food to support greater production of these foods, wasting less, buying local or seasonal, and adopting a more sustainable lifestyle by preserving the Earth's natural resources. Get inspiration from the actions provided in this guide.

Inspire the young generation

Engage young people to be change makers and advocates for a world where everyone everywhere has access to enough nutritious food. Share the **Activity Book** "[Leave no one behind](#)", to teach young people about how their choices and actions can help build a better, more sustainable future of food and agriculture for all. Encourage them to complete the learning exercise by joining the [Poster contest 2022](#) or hold a local poster competition, encouraging all entrants to take part in the global contest by 4 November 2022.



Bring World Food Day to your town or city

Governments, municipalities, outdoor advertisers, retail and transportation companies can help spread the call for action by displaying the World Food Day visual or promo video on billboards and digital screens across metro lines, in high-visibility city spots, at shopping malls and airports. Encourage them to illuminate iconic monuments blue to light the night sky for World Food Day! Read more tips about what you can do in [our 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, Rabat, Barcelona, Kigali, Mexico City, Jakarta, Juba, and more.

Engage the public and involve the media!

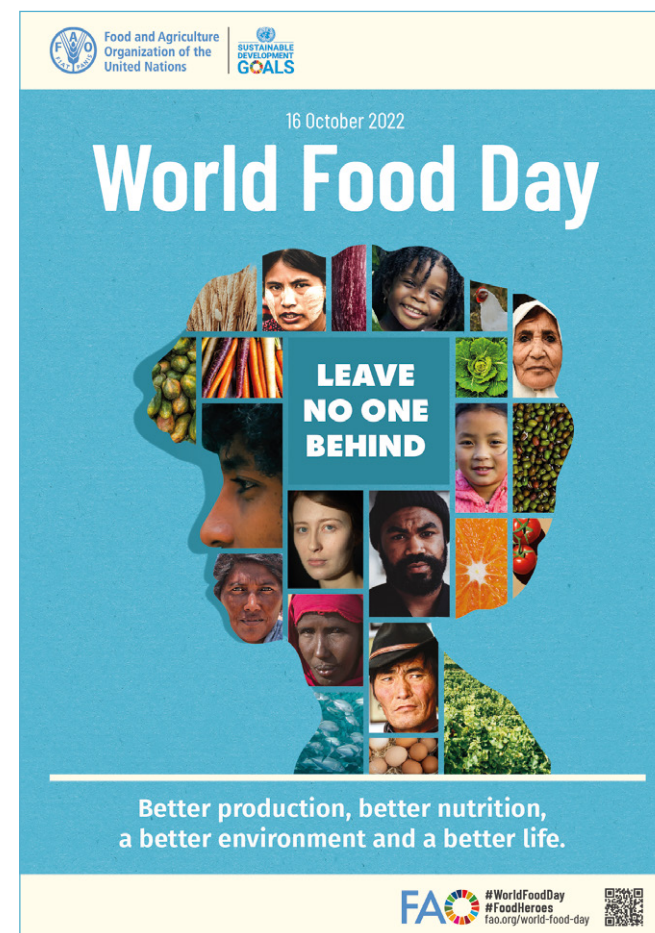
Spread World Food Day messages with media contacts, on radio or TV talk shows, discussion panels or call-in shows, at press conferences, or during media briefings. Share ideas with the World Food Day team as to where you hope to promote World Food Day material and we will support in producing it in the language you need.

Use the World Food Day visual

Download the World Food Day poster and share it on your website, or even as a background while using virtual conferencing apps. You can also update your website with the [World Food Day 2022 button](#) and link it to the [World Food Day website](#) or even produce a range of [gadgets](#) including t-shirts, caps, mugs and bags using our free graphics. Remember to use the visual as much as possible across your events and activities, even online, and download the [backdrop or event banner](#). If your event already has a visual identity, you can merge it with the World Food Day ribbon.

Create a buzz

Inform, educate and engage audiences with real facts. Join the [#WorldFoodDay](#) 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, and experts) to amplify our messages around building a secure future of food for all. This is also a time to express our appreciation to [#FoodHeroes](#).



Let us know about your World Food Day event!

As you can see, there are a lot of ways to celebrate World Food Day. Remember to tell us about your events or efforts to promote the global campaign by uploading the details on our [Events](#) web page. Send us photo highlights of your event once it takes place so we can feature them in the World Food Day 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 campaign visual as much as possible in your events and activities! If you already have a visual for your event, you can always incorporate the World Food Day ribbon. [Write to the WFD team](#) if you need it for your own event or wish to distribute it to partners.

Take action!

INDIVIDUALS

We all must act to change agrifood systems for the better by being more responsible and showing greater empathy in our choices and actions.



© FAO/Vyacheslav

Don't Look Away

The digital age we live in supplies us with an abundance of information literally at our fingertips. We must use this immense resource responsibly, for the benefit of everyone. As our globalized world becomes increasingly interdependent it is ever-more important that we remain accurately informed on global threats to food security and the solutions at hand. When someone is left behind, the effects can be widespread.

Speak up and Share

When correctly informed, an individual's voice can become a powerful tool for change. Members of the public can call on local government and decision-makers to act positively on important topics such as the well-being of refugees and asylum seekers. By contacting representatives and those in positions of responsibility, and sharing reliable information within our spheres of influence, we can help ensure that those suffering are not forgotten.

Donate - Time, Money, Resources

Food banks have been busier than ever in recent years and the number of displaced people has increased dramatically. Donate money and non-perishable goods to food banks and relief organisations, but consider also how to volunteer at a local organization in your spare time. By helping out in your community, you can learn first-hand about the fragile and interconnected nature of our globalized world.

Respect Food

Buy and consume only what you need! Respect the farmers who produce your food, the resources used to make it and the people who go without. Effective meal-planning, proper food storage, creative leftover recipes and composting can all contribute to a more sustainable future where food systems are inclusive and work with nature, and not against it.



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Help Mitigate Climate Change

Globally, three in four people facing poverty and food insecurity rely on agriculture and natural resources for their livelihoods. Climate change hurts these people the most. We can try to make a difference by being more climate smart in our actions. Choose local foods that travel short distances from farm to table, limit consumption of resource-intensive foods and eat seasonal fruits and vegetables, which often require fewer chemical inputs.

Support Smallholder Producers

Smallholder farmers produce more than 33 percent of the world's food, yet many of them suffer poverty and food insecurity. They are often excluded from decision-making processes and have limited access to finance and innovative technologies in developing countries. Show your support for inclusive value chains by shopping at a Farmers' Market and looking out for labels on food items indicating support for smallholder producers.

Reduce Energy Consumption

By reducing energy consumption and opting for renewable energy sources, we also reduce the impact of human activity on our environment and keep it healthier for food production. Use less energy by turning off lights and appliances when you don't need them. Choose energy efficient products, plug air leaks in windows and doors, adjust your thermostat and air dry clothes. Together, we can create a cleaner and more affordable future for both people and the planet.

Take action!

SCHOOLS AND YOUTH GROUPS

Youth are the change makers of the future and can help build a better, more sustainable future for all.



© Sean Downey for FAO

Be part of the change!

Students can learn about global issues and how to make our food and agriculture more sustainable by reading FAO's Activity Book Series. Get inspired to take action and help build a world where no one is left behind with the World Food Day 2022 [Activity Book](#).

World Food Day Poster Contest

What does a world where no one is left behind look like? Does it have healthy food for everyone? Show us by drawing a poster and participating in the World Food Day [Poster Contest](#). The deadline to submit a poster is 4 November 2022.

Get inspired with music

Music inspires and entertains us. It can bring people together to raise awareness about important global topics. Check out [last year's #FoodHeroes music video](#) to find some actions you can take. Stay tuned for a fresh new song and video coming soon, with a new #FoodHeroesDanceChallenge on social media!

Join us for Junior World Food Day

Junior World Food Day will be celebrated for a second time this October. Last year, European Space Agency astronaut and FAO Goodwill Ambassador, Thomas Pesquet surprised us with a message from outer space! This year, he's back on Earth and will join other exciting guest speakers for an event packed with fun and guaranteed to inspire action! Stay tuned to the [World Food Day website](#) for more information and a link to register for the online event.

Engage with school food chefs

In celebration of Junior World Food Day and in the context of FAO's work to improve the quality and sustainability of school food around the world, we want to hear from your school food chefs! Does your school offer meals? Who prepares them and how do they prepare them? Talk to the chefs at your school and ask them to join the World Food Day call for videos and school food experiences. For more information about the call, its deadline and all the requirements, [read our brief](#). Send your videos or any questions you may have to: School-Food-Video@fao.org.

Help make your city sustainable

Explore the [Urban Actions web app](#) and find out how you can give the gift of a sustainable city! Urban areas can spark a shift towards greater sustainability that strengthens our communities and environment. Cities that are less wasteful and better connected with the rural areas that sustain them with enough safe, nutritious food. Explore how the 17 Sustainable Development Goals are linked to actions you can take to make your city more inclusive, safe, green and resilient. The Urban Actions web app is available in English and Italian.



Take action!

GOVERNMENTS AND INSTITUTIONS

Governments must design rights - and evidence - based policies and laws and institutions that are inclusive, transparent, responsive and accountable while promoting affordable healthy diets for all.

Take action!

Knowledge is power

Governments must use people-centred data and research findings to identify who is being left behind and understand why. Better data is key to addressing root causes, measuring progress, and designing rights-based inclusive policies that focus on the most vulnerable. Early warning data can also be used to trigger anticipatory action, reducing the impacts of crises.

Good governance

Sustainable prosperity depends on inclusive, transparent, responsive, and accountable institutions and laws. Effective governance needs to ensure that financing and policies are implemented as planned and prioritise the full inclusion of marginalised groups. There must be explicit recognition of the interlinkages between economic, social, and environmental challenges, and an institutional set-up that does not make policy in siloes.

Ensure equal access to social protection

Social protection is a positive investment for economies, even low-income countries, and if managed well, it can make a significant contribution to preventing and responding to crises, mitigating the costs. It can provide security, promote livelihoods, and help address economic, social, and environmental vulnerabilities to food insecurity and poverty. Ensuring equal access represents a long-term investment for an inclusive future of economic growth and diminished government dependency.

Make healthy diets affordable

Agrifood systems must be transformed to deliver lower cost and safe nutritious foods that make healthy diets more affordable for all, sustainably and inclusively. This means producing more nutritious foods and promoting nutrition awareness to encourage a shift in consumption towards healthy diets. Governments need to act from both a policy and advocacy perspective pushing public awareness campaigns and maintaining national dietary guidelines.

Keep Markets Open

Conflict, climate change and COVID-19 are all dramatically reshaping the relationship between supply and demand, leading to higher prices that represent a serious threat to those already in poverty and food insecurity. Governments must reduce pressure on markets by keeping them open, resisting protectionist measures such as trade restrictions, and strengthening transparency and dialogue. Any surpluses must also be made available to those most in need.

GOVERNMENTS AND INSTITUTIONS



© FAO/Andrew Eseibo

Take action!

Improve Supply Chains

Governments must be proactive in creating more robust, resilient, sustainable and diverse supply chains through better production, better nutrition, a better environment, and a better life. By diversifying food and fertilizer suppliers, as well as domestic production, countries can become more self-sufficient and buffer the effects of supply shocks caused by conflicts and extreme weather events, keeping prices stable.

Work in solidarity

The food crisis cannot be solved without first solving the finance crisis. Wealthy countries must provide Official Development Assistance to developing countries to help build resilient and productive economies where no one is left behind. They should also collaborate with International Financial Institutions to increase levels of liquidity and fiscal space, to enable them to provide social protection to their most vulnerable and ensure no one is left behind.

Assist humanitarian efforts

Preventing famine and reducing hunger will require the assistance of humanitarian organisations which have a proven record. However, providing the assistance necessary to achieve these goals requires access to affordable resources. By exempting humanitarian purchases from taxation, sanctions and all other forms of restrictions, governments can assist these organisations in their efforts to eliminate suffering.

Encourage Stakeholder Participation

Governments need to ensure free, active, and significant participation of all stakeholders within agrifood systems, giving a voice to those on the margins. Inclusive planning, policymaking, and implementation is vital to productive and sustainable food system transformation. By providing greater access to land, training, incentives, job opportunities and innovative technologies to vulnerable smallholder farmers, including women and youth, agrifood systems can prosper.

GOVERNMENTS AND INSTITUTIONS



© FAO/Alessandra Benedetti

Take action!

Provide support to vulnerable food producers

Conflict, disease and climate change have all led to large price surges for seeds, fuel and fertilizers. Many farmers and smallholder food producers can no longer afford these goods. Governments must provide subsidies to help these essential labourers purchase the goods they need, as well as provide support to connect them with markets. This will build resilience in food systems and bolster agricultural productivity, ensuring neither consumer nor producer is left behind.

Nurture Nutrition

As food becomes more expensive, not only does hunger increase, but also obesity. 1 in 8 adults worldwide are already obese. Highly processed foods are often cheaper and more readily available than nutritious and environmentally friendly options. Governments need to incentivise the private sector to offer healthier, sustainably produced foods.

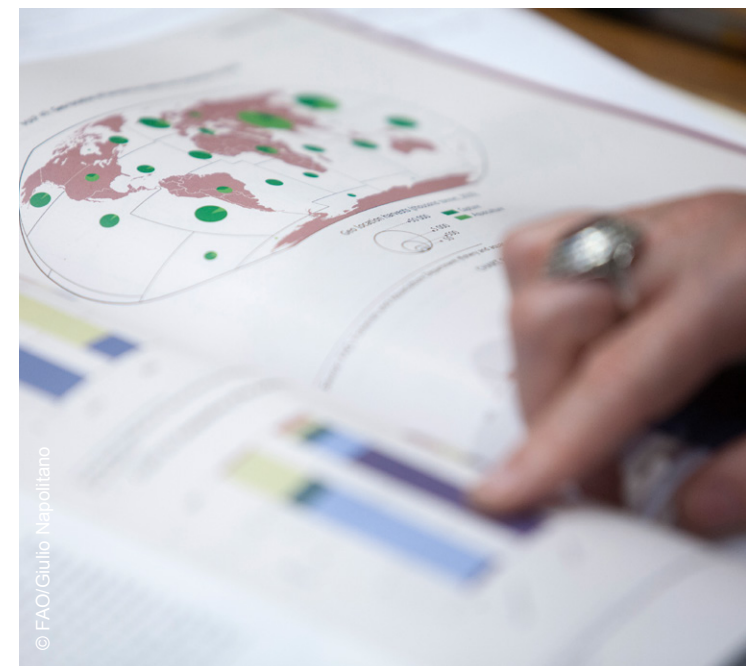
Waste Less

Trillions of US dollars' worth of food is lost or wasted every year because of food system inefficiencies. Such inefficiency drives up prices for consumers and is not sustainable amid deepening global crises. Governments need to invest in infrastructure, science, and innovative technologies to prevent food loss and ensure food does not spoil before it reaches market. Governments must also promote responsible consumption and spread awareness of food waste.

Work with FAO

Collaborate with FAO to build a future where everyone has access to a sustainable healthy diet. Support efforts to implement the [Voluntary Guidelines on Food Systems and Nutrition](#) offered by the Committee on World Food Security (CFS). This also applies to CFS's [Framework for Action for Food Security and Nutrition in Protracted Crises](#), which offers a comprehensive list of actions that help tackle issues of food insecurity and undernutrition in times of prolonged or recurrent crises.

GOVERNMENTS AND INSTITUTIONS



Take action!

PRIVATE SECTOR

Private businesses need to create inclusive markets with business models that respect human rights, promote decent work and gender equality, and value accountability.



Promote inclusive growth

Private companies need to take action to promote greater inclusion. Marginalized groups such as women, youth and indigenous people are often excluded from decision making processes, yet they are key players in transforming agrifood systems. Ensuring inclusive growth helps to make everyone equal agents of sustainable development.

Be sustainable

Food systems are responsible for more than one-third of global anthropogenic greenhouse gas emissions (GHGs), contributing significantly to climate change. This disproportionately affects the world's rural poor who rely on agriculture for a living. The private sector must pioneer responsible practices of production and consumption, while the food industry can source sustainably produced ingredients, reduce waste and opt for more sustainable packaging.

Increase the availability and affordability of nutritious food

The food industry should source, produce and promote affordable, nutritious foods while the hospitality sector must put healthy, minimally processed foods on the menu, and work to improve food safety and quality. Public establishments such as schools, universities or hospitals should be the first to demand healthy food options from catering companies.

Be real partners for development

Private companies need to be fully engaged in global sustainable development to contribute to achieving the goals of the 2030 Agenda. They need to create inclusive markets, prioritize standard development principles, human rights and accountability, and support international organizations and local nongovernmental organizations when engaging in developing countries.

Limit and redirect waste

Roughly one third of all food produced for human consumption is either lost or wasted. Yet hunger continues to increase as well as the recent demand for food banks, even in some of the world's most developed economies. The food retail and hospitality sectors can play a key role in helping reduce food waste and ensuring that those suffering are not left without. Supermarkets and restaurants can join programmes to donate safe foods that would otherwise spoil or be wasted to food banks or relief organisations.



Address rural development

Increases in rural poverty are often coupled with additional negative social consequences for rural communities, such as increases in migration or child labour in agriculture. Private sector stakeholders can help make agriculture profitable again and provide opportunities for people to stay at home, if safe to do so, by accelerating inclusive investments in rural areas and granting access to finance.

Sharing science, innovation and technology

Science, innovation and technology are key components for sustainable development. Greater investments in these three fields can help those left furthest behind by driving economic growth, fostering social inclusion and environmental protection. If private companies increase investments, they can develop and sustain existing socioeconomic and political structures that facilitate knowledge creation.

Invest in employees

Companies should create business models that respect human rights, promote decent work, and protect employees. High levels of informal employment within agriculture represent a major barrier to many, not just the poor, against accessing social protection. This leaves many vulnerable to the consequences of shocks. Providing social protection should not be perceived as a cost, but an investment. It not only protects employees, but also enhances their economic and productive potential, also benefiting employers in the long run.

Reach out

Work with FAO and other global businesses to build a future, where everyone has access to a sustainable, healthy diet. Support efforts by governments to implement the [Voluntary Guidelines on Food Systems and Nutrition](#) offered by the Committee on World Food Security (CFS). This inclusive platform allows stakeholders to work together to ensure food security and nutrition for all. The CFS's [Framework for Action for Food Security and Nutrition in Protracted Crises](#), also offers a comprehensive list of actions to help address such issues in times of prolonged or recurrent crises.

Partner with us

World Food Day's global impact would not be possible without a network of strategic partnerships with cities, TV stations, outdoor advertisers, transport networks, retail outlets, airports, shopping centres, etc. These partnerships involve an exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of bringing important messages to a broader audience and calling for action.

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.

Read the [Partner with us note](#) for a visual overview of the campaign, how you can collaborate with us and what World Food Day can offer you.

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 business to large corporations, mainstream and specialized media, international organizations, civil society, academia and more.

Together they are using their influence to spread the world 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 Friends.

Examples of how we can collaborate, or exchange visibility could be:

- adding your logo to the World Food Day promotional video that is screened on your TV station or advertising space;
- co-marketing of an event (join over 400 events in 150 countries), through FAO's and your marketing channels;
- exchange of logos or visual identities on key communication materials - for example branding of a World Food Day product with your logo (poster advertisement, promotional video, children's activity book or video animation) or of your event or company product with the WFD visual identity;
- making use of each other's social media - our powerful social media presence exceeds 6.76 million followers!;
- we recognize the efforts of our partners by featuring your brand on the corporate [World Food Day website](#), the central location for all WFD activities; and
- take advantage of many other branding opportunities: free downloadable WFD communication materials in seven languages and graphic and communications support provided by our team of experts. **We can provide a poster or video advertisement in the language you need!**

Get inspired by having a look through the outreach activities carried out last year in the [highlights of WFD celebrations](#).

Take action!

CIVIL SOCIETY

Civil society organizations are key players in building an inclusive and sustainable future for food by giving a voice to some of the most vulnerable and remote people in the world.



© Patrick Zachmann/Magnum Photos for FAO

Build a common vision

We can only transform food systems for the better if everyone is involved. By uniting marginalised groups with policymakers, CSOs and Non governmental organizations (NGOs) can help promote the productive engagement of all stakeholders in food system transformation. A bottom-up approach that ensures a seat at the table for smallholder farmers, indigenous communities, women, and youth will help build an inclusive vision for people, planet, and prosperity.

Create resilience

War, climate change and economic slowdown are all contributing to a precarious future for food security. By investing in innovation, ensuring access to skills-based training, and encouraging knowledge sharing among communities of producers, civil society can help create more resilient food systems for better production, better nutrition, a better environment, and a better life.

Promote healthy and sustainable food habits

Promoting knowledge and skills about cooking and good nutrition among children and adults will encourage everyone to prepare, eat, share, and dispose of food in healthier and more sustainable ways. Civil society can encourage communities to gather and share meals together with the aim to promote knowledge sharing about healthy and sustainable food choices, contributing to a better future for all.

Take action!

ACADEMIA AND RESEARCH ORGANIZATIONS

Researchers and academic institutions can help us build more inclusive, resilient and efficient agrifood systems able to withstand the challenges of today and tomorrow by harnessing innovation and strengthening knowledge through data collection and analysis.

Take action!

Advocate for nutrition education

Knowledge leads the way to action. Researchers and academic institutions should use science and evidence-based data alongside cultural and traditional knowledge to promote healthy diets, sustainable food systems, diversified production systems, food loss and waste prevention and food safety, taking into consideration cultural and social norms and adapting resources to different audiences and contexts.

Promote innovation

Innovation can mean solving an old problem in a new way, addressing a new problem with a proven solution, or bringing a new solution to a new problem. Researchers and academic institutions need to embrace all types of innovative practices, harnessing both indigenous, traditional and local knowledge and new innovations. They need to promote knowledge transfer and innovation that supports vulnerable local producers as well as smallholders and family farmers by increasing access to markets, trade and technologies.

Knowledge sharing is caring

Research institutions and higher education play an important role in helping improve government policy and decision-making processes. They can share data that is solution-driven on ways to transform agrifood systems so they are more sustainable and resilient to global shocks, as well as help identify interventions that can provide relief and support to those impacted by crises, such as poverty and hunger, conflict, inequality and climate change.

Work together

There is greater strength in working together and pooling resources. Work with FAO and other partners to build a more sustainable and inclusive future where everyone, in all regions of the world, has access to a healthy diet. Researchers can also support efforts by governments to implement the [Voluntary Guidelines on Food Systems and Nutrition](#) offered by the Committee on World Food Security (CFS). These guidelines are the most inclusive international platform – hosted and co-funded by FAO – where stakeholders team up to ensure food security and nutrition for all people.

ACADEMIA AND RESEARCH ORGANIZATIONS



COMMUNICATION MATERIALS

Here below you can find a schedule for material that will be launched shortly in the six official FAO languages in the [World Food Day 2022 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.

ACTIVITY & PRODUCTS	DATE
WFD Concept Note	√
Visual Identity Guidelines	√
Website	√
Call for stories about food heroes	√
Activity Book	√
Poster Contest launched	√
Social media Trello board with first SM assets	√
Circular State Letter to Ministers of Agriculture	√
Communication Guides – FAO Offices, governments, private sector, civil society, schools	√
Brochure - revision	Aug
Youth video animation	√
Promo video/ TV advertisement	Aug
Radio PSAs	√
Video Message from the Director-General	Sept
Food Hero stories published	Sept
Op-ed and talking points for events	Sept
Youth music video	Oct
UNSG video message (TBC)	Oct

#WorldFoodDay

#FoodHeroes

www.fao.org/world-food-day

Office of Communications

Food and Agriculture Organization of the United Nations

Rome, Italy