



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 Educators and Youth

#WorldFoodDay

[fao.org/world-food-day](https://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.

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

Slogan

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**.

# CALLING ALL YOUNG FOOD HEROES ACROSS THE WORLD! WHAT CAN YOU DO TO SUPPORT SUSTAINABLE FOOD SYSTEMS?

CALL FOR ACTION

## CHOOSE HEALTHY AND DIVERSE

A healthy diet contributes to a healthy life. When we choose to eat diverse foods, we encourage a variety of foods to be produced. Remember, a diverse diet favours biodiversity!

## INFLUENCE POSITIVE WILL

If you use social media, you can get people talking about important events like World Food Day using the official hashtag, **#WorldFoodDay** and create a buzz for **#FoodHeroes**. Not online? Word of mouth spreads fast and can be just as effective in your neighbourhood!

## JOIN INITIATIVES

Anyone can be an ally to food heroes. Look for volunteer opportunities at your local food bank or community kitchen. It's a great way to be involved in collective action and support those who struggle to access food.

## CHOOSE LOCAL

Whenever you can, support food heroes by buying locally grown fresh food, such as from a farmers' market in your community. In doing so, you are helping smallholder farmers that produced the food, your local economy and you are encouraging crop diversity.

## CHOOSE SEASONAL

Did you know that you reduce your carbon footprint when you buy produce that's in season? When food is out of season in one part of the world it has to be imported and travel a long way before it arrives to your local grocery store or market.

## GROW FOOD AT HOME

If you have a green space at home, access to a garden, or a balcony with space for plant pots, you can learn how to grow your own fruits, vegetables and herbs. This will teach you a lot about how food is produced and grow your appreciation for all the work that goes into cultivating produce that we buy at markets.

## SUPPORT DEVELOPMENT INITIATIVES

By supporting development initiatives, such as school meal and nutrition programmes in your local community, you can raise awareness about the importance of eating well and promote healthy eating through education.

## SUPPORT FOOD-RELATED BUSINESSES AND RETAILERS

Encourage our governments, private sector businesses and decision-makers to invest in sustainable, resilient food systems that provide decent employment, and to develop, adapt and share innovative technologies that transform the way food is produced. Nutritious and sustainable food options need to be enticing, available and accessible.

## RESPECT FOOD AND FOOD HEROES

Food loss and waste can occur throughout the food system, once it arrives at your table – you can play your part! Learning how to store uneaten food properly for another day's meal is one way to avoid wasting perfectly good food. Respecting food means respecting food sector workers.

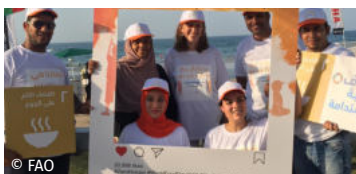
# HOW TO PARTICIPATE

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## ENGAGE THE YOUNG GENERATION

Our [Activity Book](#) “Food Heroes” and short animation clip are important resources to engage the young generation and 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 or youth centres so the young generation 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](#), among schools, educational organizations or youth groups. You could even hold a local poster competition, encouraging all entrants 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. You can organize different activities at your school or centre - educational quizzes, cooking demonstrations, concerts and even dancing routines could be just as effective online.



## #FOODHEROES STORIES

We want to hear the stories about people at your school or youth centre that have taken action to provide support to food sector workers or of those that have recently taken on the role of food hero in the community. Stay tuned to the WFD website in September to learn how you can share your stories.



## 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. For example, you can share the WFD Children’s animation on your social media platforms! 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.



## USE OUR FREE WFD MATERIAL

Download our poster and hang it in your school or youth centre, or even as a background in your online classes while using conference apps! You can also update your school or youth centre website with the [WFD 2020 button](#) and link it to the WFD 2020 website. You can even 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! Ask others to do the same!

## WFD poster contest

Find out how you can play your part [here](#).

## HOW TO PARTICIPATE

Let us know

### 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 2020 or [writing to us](#). 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. Get inspired by having a look through the [outreach activities carried out last year](#).

### 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

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### 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

YOUTH ACTIVITY & PRODUCTS	DATE
WFD Website <a href="http://www.fao.org/world-food-day">www.fao.org/world-food-day</a>	✓
<a href="#">Brochure</a>	✓
<a href="#">WFD Poster Contest</a> launched	✓
<a href="#">Activity Book</a> for children	✓
Social media <a href="#">Trello board</a>	✓
WFD 2020 Communications guides and toolkits	✓
Promo video/ TV advertisement	July/August
Children's animation on food heroes	August
#FoodHeroes stories published (could be suitable for over 12 years of age)	September
WFD events +150 countries worldwide	1-31 October
WFD Poster Contest closes	6 November
Announcement of Poster Contest winners	December