



Food and Agriculture
Organization of the
United Nations



16 October 2021

World Food Day



Get involved!



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 is what makes World Food Day one of the most celebrated days of the United Nations' (UN) calendar. Hundreds of events and outreach activities bring together governments, businesses, nongovernmental 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.

#WorldFoodDay 2021 will be marked a second time while countries around the world deal with the widespread effects of the global COVID-19 pandemic. It's a time to look into the future we need to build together.

Make #WorldFoodDay your day - share your individual action online or join the call by developing a virtual event or activity.

An agri-food system is a complex term that may seem

far from your reality, but do you know our lives depend on them? Every time you eat, you participate in the system. The food we choose and the way we produce, prepare, cook and store it make us an integral and active part of the way in which an agri-food system works.

This year World Food Day is calling for action for better production, better nutrition, a better environment and a better life for all. The way we produce, consume and, sadly, waste food is exacting a heavy toll on our planet, putting unnecessary pressure on natural resources, the environment and climate. Food production too often degrades or destroys natural habitats and contributes to species extinction. Such inefficiency, is costing us trillions of dollars, but most importantly, today's agri-food systems are exposing profound inequalities and injustices in our global society. Three billion people cannot afford healthy diets, while overweight and obesity continue to increase worldwide.

Our actions are our future.

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

DID YOU KNOW?

More than **3 billion** people (almost **40 percent** of the world's population) **cannot afford a healthy diet**.

Almost **2 billion** people are **overweight or obese** due to a poor diet and sedentary lifestyle. Related health-care costs could exceed USD **1.3 trillion** per year by **2030**.

The world's **agri-food systems** currently **employ 1 billion** people, more than any other sector.

Smallholder farmers produce more than **33 percent** of the **world's food**, despite challenges, including poverty and a lack of access to resources including finance, training and technology.

Globally, **20 percent more women** than men aged 25-34 live in **extreme poverty**, and more than **18 percent** of **indigenous women** live on less than USD **1.90** a day.

The **world's food systems** are currently responsible for more than **33 percent** of global anthropogenic greenhouse **gas emissions**.

14 percent of the **world's food** is **lost** due to inadequate harvesting, handling, storage and transit and **17 percent** is **wasted** at consumer level.

55 percent of the world's **population** resides in **cities** and this **will rise to 68 percent** by **2050**.

10 percent of people are affected by **unsafe food supplies** contaminated by bacteria, viruses, parasites or chemical substances.

Climate change affects the **rural poor, agricultural yields and productivity**, and can contribute to changing nutrient composition of major staple crops, including decreases in proteins, and some essential minerals and vitamins.

Biodiversity is suffering and **soils are being degraded** as a result of intensified agriculture, a growing consumption of resource-intensive foods, and the conversion of natural ecosystems for crop production or pasture.



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LET NATURE BE YOUR TEACHER

Solutions exist and this guide provides actions for individuals, youth, governments, farmers, private companies, civil society, research organizations and academia can do to contribute to the transformation of agri-food systems.

Nature works tirelessly on our behalf providing us with our essential needs - water, food, clean air, medicine, and materials for shelter. But the way we produce, consume and waste food is putting unnecessary pressure on natural resources, the environment and climate. It's time for us to learn from nature and work with it, not against it.

Agri-food systems are like ecosystems in that everything is connected but we need to make choices

and actions that help them develop a better synergy. People from all walks of life, their livelihoods, our health and that of our planet need nurturing to thrive.

Trees clean our air and cool our cities, but they also work as a community. They communicate with their roots and share resources, like nutrients for food. As a global community, we each have a role to play in the transformation of agri-food systems - from governments to private companies, farmers, civil society, academia, and all individuals, including youth! Together we can empower each and every element of our agri-food systems to collaborate more fairly, sustainably and inclusively from farm to table, and beyond.

We can all learn from nature by acting with nature.

- What can you do?
- What can governments do?
- What can the private sector do?
- What can farmers do?
- What can academia do?
- What can civil society do?

HOW TO PARTICIPATE

Organise an event

Whether you are a government representative, private company, civil society organization (CSO), nongovernmental organization (NGO), academic institution, youth group or even an individual, start planning your World Food Day event! Add your voice to the call for action made through hundreds of events worldwide and raise awareness of the need for better production, better nutrition, a better environment and a better life for all. It could be a work, school or university event, a marathon, concert, tree planting ceremony, public lecture, cooking demonstration, panel or round table. Use the material available for download in the [Communications Toolkit](#).

You can be a food hero!

We want to hear stories about the actions you have taken to follow a sustainable healthy diet 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 food, buying local or seasonal, or adopting a more sustainable lifestyle by preserving the Earth's natural resources. Get inspiration from the actions provided in this guide.

Engage the young generation

Inspire youth to be change makers and advocates for a world where everyone has access to enough nutritious food! Share the [Activity Book "Our actions are our future"](#), to teach youth about the fascinating world behind food and agriculture and how their choices and actions can influence how it works. Encourage youth to complete the learning exercise by joining the [Poster Contest](#), or even hold a local poster competition, encouraging all entrants to take part in the global contest by 5 November 2021. This year, Peter Rabbit has joined the Food and Agriculture Organization of the United Nations' (FAO) #FoodHeroes and he is [calling on youth](#) to become food heroes like him.



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. 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.

Mobilize the public and involve the media!

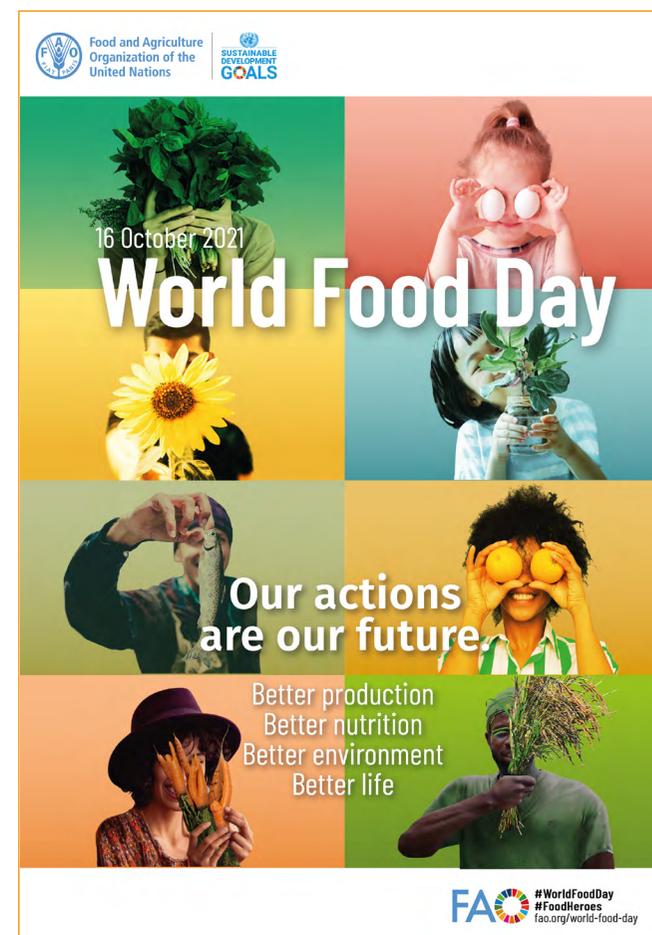
Spread World Food Day messages with media contacts, on radio or TV talk shows, discussion panels or call-in shows, at press conferences, or during media briefings. Share ideas with the World Food Day team as to where you hope to promote World Food Day material and we will produce it in the language you 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 2021 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.

Spread the word

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 sustainable food systems and a Zero Hunger lifestyle. 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.



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 from August 2021. 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



Billions of consumers worldwide need to shift old consumption patterns in order to transform food systems for the better. Change is in our hands. We can work with nature and influence what the market provides by opting for nutritious and environmentally and socially responsible products. This puts pressure on governments to design greener, more sustainable policies, promote better production, while motivating greater investment in sustainable healthy diets. Here's where you can start.

Choose healthy diets

We need to choose health at every step of the food system. Start with your own! Protect it by choosing diverse and nutritious foods. Just as variety supports biodiversity, a varied and balanced diet benefits your body and mind. Add fruits, vegetables, legumes, nuts and wholegrains to your diet and reduce ultra-processed foods that are high in salt, sugar or fats. Learn how to read food labels in order to choose wisely.

Choose sustainable

Bees and other pollinators contribute to the world's agri-food systems. Let's learn from them and make a positive contribution ourselves. Start by making sustainable food choices that consider the environmental impact of the foods we eat. Choose seasonal and local fruits and vegetables, foods that require less water or other natural resources to produce, or meat or fish that is produced or caught using sustainable methods. And avoid foods with too much packaging!

Reduce food waste

Buy only what you need and use it all! When we throw food away, we waste the water and energy used to produce and transport it, and also add to greenhouse gas emissions. Try to improve food storage and meal planning at home and make pickles or jam preserves with fruit and vegetables you haven't consumed.

Recycle like nature

Nature never wastes! Water is always in constant motion in a natural cycle between the Earth and atmosphere. Learn from nature and try reusing water at home, for example you could use the water that cooked vegetables, or even rainwater, to water or nourish your plants. You can also put nutrients back into the soil by composting raw or cooked foods you can no longer eat. Try composting if you have a garden or look into local composting schemes.



Support small food producers

Choose short, inclusive value chains that connect producers to consumers and nurture ecosystems. Look out for [Geographical Indication \(GI\)](#) and [Mountain Partnership Product \(MPP\)](#) that support food producers. These initiatives make certain unique foods and products more widely available, increasing their value and – in turn – the incomes of smallholder producers. You can also shop at local farmers' markets that often promote biodiversity and local varieties.

Add some green to the scene

Creating green spaces in window boxes on your balcony or in your garden helps cities to breathe. Large green spaces create shade and they also clean the air, cool the city and reduce water pollution. Growing food is also fun and a way to learn about plants and appreciate them, while improving your diet! No space? Get involved in a local community garden. Nourish the environment and your community.

Dress sustainably

Agri-food systems don't only produce food! They also produce fibres such as cotton and wool. Be sustainable in the way you dress. Support fashion and brands that are socially responsible and research brands before buying. Are the clothes produced sustainably? Do the companies respect workers' rights? Does the company give something back to the community? You can also donate old clothes to charity and buy second-hand to support a zero-waste style.

Share knowledge and information

Speak up and share knowledge and information online. Get more people to care about how our food is produced and how this affects our planet. Raise awareness about better nutrition and openly support restaurants or private companies that are making genuine efforts to be #FoodHeroes.

Youth

Learn about the fascinating world behind food and agriculture in the [World Food Day Activity Book](#). Follow the journey of food from the farm to your table and the great efforts food heroes make to get it there, no matter the circumstances. And find out how your choices and actions can make a difference. No matter your age, you can be a food hero!

Take action!

PRIVATE COMPANIES AND CORPORATIONS

Private companies need to be socially responsible and support public health goals. From following national food legislations, priorities and guidelines to transforming operations and approaches. Private companies can help to produce or promote nutritious and safe foods at an affordable price for all, contributing to sustainable healthy diets. Here is a list of actions that different sectors can adopt.

Go sustainable

Sustainable sourcing means that companies are mindful of their impact on the planet's natural resources. They need to embrace transparency every step of the way by being socially responsible environmental leaders. Food manufacturers can collaborate with farmers to reduce the environmental impact of food systems. They should favour food products or ingredients that are sustainably produced using innovative, climate smart methods.

Put sustainable healthy diets on the menu

Restaurants and online food outlets need to highlight nutritious and sustainably produced foods on menus. Food manufacturers and the catering industry can also improve food safety and quality along the food supply chain. They should consider the impact of chemical inputs used to ensure high productivity or prevent disease on human and environmental health at every turn.

Make nutritious food available and affordable

Malnutrition is not simply a lack of food, it is a lack of nutritious, diverse food that can lead to hunger, obesity, deficiencies in vitamins and minerals and more. The catering industry and food manufacturers need to limit levels of saturated fats, trans fats, added sugars and salt in food products. This means reformulating products, where necessary, and ensuring that a variety of nutritious foods are available at an affordable price to benefit everyone.

Be responsible

Food companies need to be transparent and make product and nutrition information clear to customers. How? By providing front-of-package labeling schemes, promoting healthy food choices and marketing products in an honest way. Media awareness campaigns on TV, radio, billboards, magazines and digital media should focus on nutritious and sustainably produced foods, highlighting the benefits of healthy diets for all.



Package well

Companies need to use packaging that increases food safety and a longer shelf life, while respecting the environment. Food packaging should not be excessive and should be produced using biodegradable or recyclable materials. Scientists are even discovering ways of using foods like corn to produce robust packaging. Responsible packaging helps to limit the huge amount of waste added to landfills worldwide on a daily basis.

Reduce food waste

The hotel, catering and hospitality sector has a big role to play in reducing food loss and waste. They can change how they manage food from sourcing to production, leftovers and waste. Donating healthy and nutritious food surplus to charities and food banks, for example, is a win-win situation. Other sustainable options include using leftovers or non-edible food waste for animal feed or turning food waste into energy.

Bridge the Gap

Women and youth are often underpaid and excluded from decision making, yet they are key global players in agriculture and food security. Agri-food systems need to and protect women, youth and other economically marginalized communities and provide secure livelihoods. This requires better access to finance, information, training and social protection. Companies can help close the digital gap by sharing innovative technologies with all types of smallholder farmers. Knowledge can improve the food supply chain increasing resilience, reducing food and nutrient loss, and food waste.

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 is the most inclusive international platform for coordinated action hosted and co-funded by FAO. It allows stakeholders to work together to ensure food security and nutrition for all.



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. It's a win-win situation – partners broaden FAO's audience, and they get to showcase their support for one of the most celebrated days in the UN calendar.

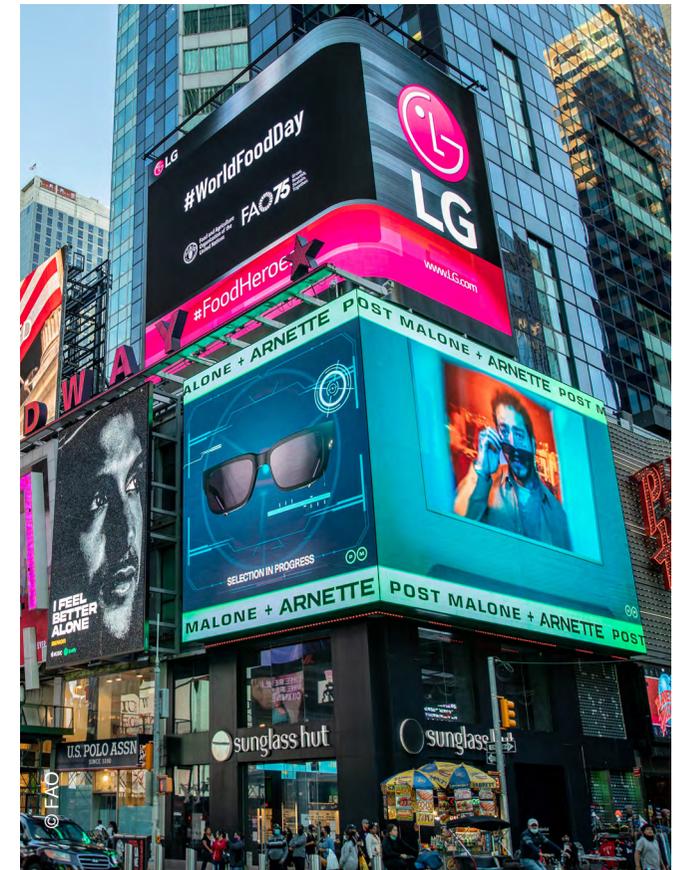
Every year FAO works to increase the number of organizations and companies that collaborate with us to make World Food Day the global campaign that it is.

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.

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 5.7 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!

GOVERNMENTS AND INSTITUTIONS

Better policies and legislation, investment and good governance can build nature-friendly, sustainable agri-food systems that are more inclusive and resilient. Governments and institutions can make healthy diets a reality for all through a strategic, integrated and inclusive approach across sectors. Innovation, indigenous knowledge, women and youth all have a role to play in achieving a greener, fairer and better world for all.

Design better policies

In nature, everything is connected. Governments should focus on efficient, evidence-based policies that benefit people and the planet. They should consider the links between the many areas influenced by agri-food systems – agriculture, health, education, environment, trade, and employment, to name a few. This approach helps to pool resources, formulate common objectives and avoid duplication.

Invest and incentivize

By increasing investments to end hunger, doubling the incomes of small-scale farmers and limiting agricultural emissions, governments can create more efficient, resilient, inclusive and sustainable agri-food systems. Farmer incentives are a good way to encourage the adoption of sustainable agricultural practices and foster a bottom-up approach to sustainability.

Practice good governance

When institutions and governance are strong and transparent, effective joint action during crises becomes a reality! During the COVID-19 pandemic, coordinated responses of public, private and charity partners provided healthy food to vulnerable people in several cities around the world. Inclusive governments make change happen by nurturing dialogue with various stakeholders. Give smaller enterprises and producers, marginalised and indigenous peoples, women, and community groups a voice.

Foster biodiversity

Diversity is the very essence of life. Agroecology is a sustainable, resilient and innovative way of farming that champions biodiversity. Agroecology and climate smart production practices that respect biodiversity need to be at the heart of government policy-making. Governments need to find a balance between land that is dedicated to food and nature to nurture people and the planet. Restoring forests on spared farmland, for example, improves soil quality by stopping soil erosion, combats climate change and revives native ecosystems.





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Nurture nutrition

Good nutritious food is often more natural and environmentally friendly. Governments need to encourage the private sector to offer healthy food choices that are produced sustainably and avoid excessive processing. New regulations and initiatives need to support national food-based dietary guidelines and increase nutrition awareness, education and culinary skills. Some examples include clear front-of-package food labelling, the promotion of exclusive breastfeeding, and where necessary, product fortification.

Grow greener cities

Already consuming up to 70 percent of the world's food supply, cities need to be sustainable development hubs. Governments need to build cities that boost rural-urban ties, promote urban agriculture and biodiversity, host wide green spaces and offer fresh food markets, while reducing food waste. By planting trees or supporting community gardens through grants, municipalities can foster a sense of community, connect people to nature and improve diets.

Waste less

Around 14 percent of the world's food is lost before it reaches the market. Governments can invest in storage facilities, roads, markets and market information systems to minimize post-harvest food loss. They can also empower supply chain workers with better tools to tackle waste – access to logistical support, affordable technologies and training. Efforts to reduce food waste involve building consumer awareness and ensuring that private companies manage waste responsibly.

Sow the seeds of knowledge

One tiny seed can go a long way. Just as seed banks preserve priceless information and resources for our planet's future, knowledge and research is vital for evidence-based decision making. Governments must invest in national statistical and monitoring systems, and the capacity to analyse information. [FAO's Geospatial Platform](#) and the [Data Lab for Statistical Innovation](#) are good examples of how big data on food, agriculture, socio-economics, and natural resources can come together. The result? Informed decisions based on a more sustainable approach to nature.

Take action!

FARMERS



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Men and women in agriculture, fisheries and forestry are our primary sources for nutritious foods. As guardians of the planet's natural resources, their decisions lie at the roots of transforming agri-food systems. Innovative technologies and training, finance, incentives and social protection can help farmers to provide sustainable healthy diets locally and globally. Here are some actions farmers can consider with the right support.

Stay informed

Diversity makes agri-food systems and peoples' livelihoods more resilient and adaptable to crises, such as climate change. Farmers can build resilience by learning about nutrition, biodiversity and different farming techniques. Engage in dialogue and participate, if possible, in agricultural extension services or farmer field schools. Keep an eye out for opportunities and government incentives that support a diverse production of nutritious foods such as fruits, vegetables, legumes and nuts, possibly offering more harvests and security.

Be green

Try to be environment-friendly and use natural resources more efficiently and adopt sustainable agricultural practices that respect biodiversity. These practices can provide better protection against climate change. Some examples are: crop rotation, increased crop diversity, use of cover crops, no-till and reduced-till systems, integrated pest management, integrated crop-livestock-forestry systems, sustainable agroforestry practices, and precision farming. Going sustainable is not always easy at first. Look out for government incentives that can help lead the way.

Diversify and integrate

Foster different combinations of Integrated Crop-Livestock-Forestry-Fishery Systems and Integrated Farming Systems. These can help to produce a variety of products – food, energy, fiber, timber and non-timber forest products – in the same area, at the same time, or in rotation. The benefits? Reduced risk and costs, better production and economic benefits. Such practices have the potential to make farmers and the environment more resilient by reducing soil erosion and the impact of extreme weather.

Unite for change

Joining farmers' organizations or cooperatives is a great way for smallholder farmers to empower themselves. These initiatives provide technical assistance, access to training or finance and digital technologies. They also give farmers a voice in policy-making. Embrace the voices, ideas and knowledge of others who often go unheard – women, youth, and indigenous people. By being open to innovation and sharing new ideas with other farmers, you can be a change agent. Speak up in your community or on the media to promote change.



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Go digital

Visit the [FAO Digital Service Portfolio](#) for useful data, information, maps and statistics. This cloud-based platform has over 80 000 registered farmers who receive information and services. The E-Agriculture Community of Practice offers capacity development and collects best practices in digital agriculture.

Protect soils

Healthy food comes from healthy soil. Our soils generate most of the food we eat. This means that soil is one of the main building blocks of food security. Make soil health a priority by consulting the [FAO Voluntary Guidelines for Sustainable Soil Management](#). Improve water management to maintain biodiversity and nutrient balance, reduce erosion and promote carbon storage and sequestration. Restore degraded pastures by planting native forage or grass, or introduce trees to avoid soil erosion.

Reduce food loss

Farmers can increase their income and reduce consumer prices by tackling post-harvest losses. Examples include, harvesting at the right time, improving storage, learning about best practices and appropriate technologies. Forecasts and analytics – combined with technologies to build climate resilience and pest resistance – go a long way. They help farmers to produce exactly what is needed. Not only does this reduce food loss, it also avoids wasting the water and energy used to produce surplus food.

Be climate smart

Climate change threatens the most vulnerable. Without the right tools to adapt to global warming, food insecure people are at risk of hunger. Farmers can strengthen agri-food systems at their roots by supporting Climate-Smart Agriculture. This promotes the sustainable use of natural resources such as soil and water. By considering seed varieties that are more resistant to drought and disease, or livestock that are suited to warmer temperatures, farmers can also build resilience. Fisherfolk can create stormproof ponds and cages for fish, and foresters can plant trees that are heat and drought tolerant.

Take action!

CIVIL SOCIETY



Civil society organizations (CSOs) and nongovernmental organizations (NGOs) play a critical role in transforming food systems. As trunks provide vital links between a tree's roots and leaves, the work of CSOs and NGOs is crucial for individuals and communities whose voices are not always heard. Their key technical expertise and strong presence in vulnerable or remote communities act as bridges to isolated areas that need to be reached. Civil society unites multiple agents of change, from marginalized peoples to policy-makers.

Garner support for change

Raising awareness about the mutual benefits of change builds public support and political will to transform agri-food systems. CSOs and NGOs need to mobilize campaigns, events and networks that help individuals to be active in related legislative and political processes. These activities need to give a voice to vulnerable stakeholders, particularly the world's poor. Consider the views and opinions of smallholder farmers, indigenous peoples, women, youth and marginalized groups. We can only transform food systems if everyone is involved.

Adopt a bottom-up approach

Civil society needs to advocate for fair, legitimate and transparent government policy- and decision-making. All issues tied to food and agriculture should consider everybody's interests. Increase effective and targeted interventions that include the most vulnerable in efforts to transform food systems. Build on experience in participatory approaches, poverty alleviation and sustainable agriculture by acting quickly and flexibly.

Promote nutrition and sustainable habits

Promote nutrition knowledge and cooking skills among school-age children, youth and adults. Encourage communal mealtimes, socializing around food and sustainable food choices. Give people of all ages the tools to foster healthy diets and reduce food waste.

Build resilience

Help food producers and their organizations to be prepared and resilient. Promote local knowledge and innovation by increasing access to education and training on a range of topics from nutrition to sustainable production, post-harvest loss reduction, agri-business, digital technologies, extension services, social protection, early warning systems, and crop varieties or animal breeds that are resistant to the effects of climate change.

Take action!

ACADEMIA AND RESEARCH ORGANIZATIONS

Be inclusive

Higher education and research institutions need to generate science and evidence-based knowledge that is inclusive. Inclusive knowledge embraces the new and the old - indigenous, traditional and local knowledge together with new innovations. It should demonstrate strategies to reduce climate change, adapt to it and make sustainable food systems are more resilient. Inclusive knowledge is better equipped to manage crises: it can enable healthy diets with a specific focus on potential interventions across the board.

Share knowledge

Higher education and research institutions should aim to improve government policy and decision making processes. They can do this by sharing knowledge on agri-food systems and ways to transform them at different stages. They also need to actively engage in multi-stakeholder processes and dialogues. Academia and research institutions have been collaborating with FAO to develop joint actions to address global emergencies affecting food and nutrition security such as COVID-19.

Promote nutrition

Universities, schools, technical and vocational education and training centres as well as teaching schools should institute nutrition education for students including food technology, health and agriculture. This knowledge equips young people to bring about change.

Team up

Work with FAO and other partners. 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 is the most inclusive international platform – hosted and co-funded by FAO – where stakeholders work together to ensure food security and nutrition for all.

Knowledge, innovation and capacity building are the path to change. Research and academic institutions have the tools to support decision makers in the world's agri-food systems. They need to strengthen data collection, analyses and monitoring at national level. By capturing, harmonizing and breaking down data across all aspects of food systems, and fostering knowledge sharing for all, research and academia can be more inclusive.



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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 2021 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	√
WFD Website www.fao.org/world-food-day	√
WFD Visual identity and visual guidelines	
Brochure	√
WFD Poster Contest launched	√
World Food Day Peter Rabbit Campaign (PSA and SM cards)	√
Activity Book for children	√
Social media Trello board	√
WFD 2021 Communication guide and Get Involved Toolkit	√
Promo video/ TV advertisement	Aug
#FoodHeroes stories published	Jul-Sept
#FoodHeroes video slide show (photo/quote)	Sept
Youth #FoodHeroes Music Video	October
WFD events +150 countries worldwide	1-31 October
WFD Poster Contest closes	5 November
Announcement of Poster Contest winners	December

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