



World Food  
Programme

Programme  
Alimentaire  
Mondial

Programa  
Mundial de  
Alimentos

برنامج  
الأغذية  
العالمي

The Food Aid Organization of the United Nations

## WFP News Video

**We Feed Back**

**TRT 2:57**

**English**

:00 - :09 Images of computer screen while typing [www.wefeedback.org](http://www.wefeedback.org)

:09 - :38 SOT George Stroumboulopoulos explains how [WeFeedback.org](http://WeFeedback.org) works  
*George Stroumboulopoulos, Canadian national is "Ambassador Against Hunger" for the United Nations World Food Programme (WFP). Stroumboulopoulos has already mobilized his fans and followers to help him feed hungry school children through WeFeedback.*

### AUDIO

"Take a look at what you have on your plate every day, take a look at the menu of any restaurant that you go to. There are all kind of items that you can choose, take one of those items and feed it back. Here's how you feed it back. Go right here to the wefeedback calculator, see that, all you have to do is enter in the one item of choice, enter what you think it would and how many servings you want to donate and right there it will tell you how many people it would feed cost and you know what, it's not going to cost very much for you. 25 cents is all it takes to feed one hungry school child around the world".

:38 - :45 Haiti, Leogane, Port-Au-Prince

WFP's school meals programme

Various children in the class

:45 - :55 SOT Nancy, E. Roman, World Food Programme, Director of Communication and Private Partnership Division: "We Feed Back is an innovative effort to really use social media to reach out in a powerful way to end world hunger.

:55 – 01:04 New York, USA, Time Square, Wefeedback logos and video played on giant screens .

01:04 – 01:20 SOT Nancy, E. Roman: "A simple cup of coffee can feed ten children in a country somewhere around the world and when individuals feel that, we think they'll want to share it with their friends through facebook, tweeter, social media of all sorts and we're looking forward to see where does this goes".

01:20 – 01:51 Supporter of Wefeedback describe their favourite food

"Ishay Govender is a South African food blogger who maintains the blog "Food and the Fabulous". She's raised over 3,300 meals!"

Sot of : Carl Meijer, Bronwen Meijer, Jelle Ypma, Melissa Chetty, Alex Heidt, , Ishay Govender

SOT Blogger Chris Maddison from WrinklyPepper Supporter of Wefeedback

"Chris Maddison is a British food blogger and student studying nutrition.

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01:51 – 02:21 Mali, Nebkit School Canteen, Timbuktu.  
WFP's school meals programme  
Various children in the class

02:21 – 02:33 Nepal, footage of school meals programme

02:33 - 02:57 We Feed Back PSA

## WFP News Release

19 April 2011

### **YOUR MEAL ON THEIR PLATE – WEFEEEDBACK HARNESSES SOCIAL NETWORKS TO FEED HUNGRY CHILDREN**

**ROME** – An innovative new social media engagement platform launched by the United Nations World Food Programme ([WFP](#)) is using the power of social media to raise the funds needed to feed tens of thousands of hungry children around the world.

“Individual giving is playing an increasingly important role in mobilising funds for the hungry, and WeFeedback is providing a portal into this brave new world of philanthropy,” said Nancy Roman, Director of WFP’s Communications, Public Policy and Private Partnership Division. “WeFeedback allows people to share food and activate their social networks, transforming something as simple as a cup of coffee or a sandwich into funds that can change the lives of hungry children forever.”

[WeFeedback](#) engages supporters through an online “Feedback Calculator” that helps them to work out how many children they could feed if they donated the cost of a favourite food item like sushi, ice-cream, or a hot dog. Through online social networks, followers of WeFeedback can track, in real-time, how many children their community is feeding and what popular food items are being donated in different parts of the world.

Since its roll-out, WeFeedback has discovered that participants from the United States are “feeding back” the most sushi, while the world leaders for feeding back pizza, are not Italians, but citizens of Montenegro. So far, one of the most popular “Feedback” items is birthday cake, but participants have also fed back glasses of wine, cappuccinos and Mexican burritos.

WFP has attracted some high-profile supporters of WeFeedback. The U.S. Grammy Award winning singer, Christina Aguilera, and WFP’s newly announced Canadian National Ambassador Against Hunger, TV personality George Stroumboulopoulos, are currently the biggest individual contributors in North America, while the actress Drew Barrymore, and Brazilian footballer, Kaka – who fed back his favourite meal of rice and beans – are also using the Feedback calculator and have invited their fans to join their WeFeedback communities. All four of these stars are WFP Hunger Ambassadors.

WFP will be promoting WeFeedback, developed in collaboration with the Duffy Agency, as an ongoing fundraising initiative to support school meal programmes which provide children with a daily lunch or snack, or take home rations for their families. School meal programmes are a proven and effective way of delivering nutritious food that aids children’s development to their full intellectual and physical capacity, and helps them concentrate on their lessons – an investment in the next generation.



Just a few weeks into the launch, WeFeedback has already raised enough money to feed more than 100,000 children. “As WeFeedback continues to grow in popularity, we have the real opportunity to reach millions of children with the right food and nutrition they need to grow and develop their full physical and intellectual potential,” Roman added.

So far, WeFeedback has been rolled out in English, French, Spanish and Italian language versions. Among the private-sector partners that have already signed up to the WeFeedback campaign are Microsoft, Paypal, The Duffy Agency, and Foodspotting.

# # #

WFP is the world's largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries.

WFP now provides RSS feeds to help journalists keep up with the latest press releases, videos and photos as they are published on WFP.org. For more details see: <http://www.wfp.org/rss>

*WFP has a dedicated ISDN line in Italy for quality two-way interviews with WFP officials.*

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