



World Food Programme

Programme Alimentaire Mondial

Programa Mundial de Alimentos

برنامج الأغذية العالمي

WFP NEWS VIDEO

World Food Day: WFP Appeals for Global Effort to End Conflict, Climate Change and Other Obstacles to Zero Hunger

Location: Central African Republic, South Sudan, Malawi

TRT: 2:17

Release Date: 16 October 2015

SHOTLIST

:00-:09

Bangui, Central African Republic

Shot: 9Oct15

UN peacekeeping soldiers on the streets of Bangui

Nearly 900,000 people are still displaced inside C.A.R or have taken refuge in neighboring countries since the start of the conflict in 2013. The recent violent upsurge led to at least 77 deaths and 414 people injured.

:09-:30

Bangui, Central African Republic

Shot: 8Oct15

WFP Food distribution

Currently, 1.27 million people require food assistance in C.A.R. WFP has reached more than 30,000 newly displaced people in desperate need of food in the Central African Republic's capital after a new surge in violence. The assistance follows WFP being forced to briefly suspend its operation during attacks

:30-:49

Koch County in Unity State, South Sudan

Shot: 25Sept15

WFP helicopters carrying food and other supplies, WFP food distribution

South Sudan is facing the worst levels of hunger since independence because of conflict, reduced harvest output, high food prices and a worsening economic crisis. Populations in need have gone for months without any humanitarian assistance. Despite the challenge WFP is taking advantage of windows of opportunity and gains are being made to reach the most needy. After careful negotiations with all parties, WFP and UNICEF deployed joint Rapid Response Missions to Koch county. Access is crucial to preventing a humanitarian catastrophe.

:49-01:22

Koch County in Unity State, South Sudan

Shot: 25Sept15

Women carrying bags of WFP food, children eating

01:22-01:39

Shot: 13Oct15

SOT: WFP Executive Director, Ertharin Cousin

“What WFP is asking the world to do right now is every one to do their part, to stand up, to become part of the movement that says that by 2030 no child would go to bed hungry, no man no woman would go to bed hungry”

01:39-01:49

Chikwawa district, Malawi

Shot: 8Oct15

Farmers working drought stricken fields

More than 2.8 million people will face hunger in the coming lean season (October – March) following severe floods and drought that ruined this year’s harvest, according to latest Malawi Vulnerability Assessment Committee figures. The floods early this year were the worst in living memory in Malawi, washing away homes and food stocks, and ruining fertile land. Some crops managed to withstand the floods only to succumb to intense dry spells in the following months, making survival even more difficult for the most vulnerable.

01:49-02:17

Chikwawa district, Malawi

Shot: 8Oct15

Children in school eating WFP provided meals

During times of crisis, WFP’s school feeding programme plays a vital role. When food is scarce at home, WFP meals provided to children in school helps keep them going through the day.

Since the end of last year, WFP has provided relief assistance to avert hunger in households hit by poor rainfall during the 2013/14 growing season and the floods in early 2015. This operation has already reached more than one million vulnerable people.

However WFP, is currently less than 25 percent funded for the relief operation that lies ahead. US\$81 million is still required to meet the needs of the most vulnerable from next month to March 2016.

ENDS

WFP News Release

16 October 2015

ON WORLD FOOD DAY, WFP URGES PEOPLE ACROSS THE WORLD TO HELP ACHIEVE #ZEROHUNGER

MILAN – Speaking today at World Food Day events in Italy, Ertharin Cousin, Executive Director of the United Nations World Food Programme (WFP), appealed to the entire global community to take action and help to ensure that the world achieves #ZeroHunger.

“Just imagine the night in 2030 when no child, woman or man goes to bed hungry,” Cousin said at celebrations sponsored by the United Nations Food and Agriculture Organization. “Starting now, each of us must stand up, get involved and do our part to make the changes so we reach Zero Hunger by 2030.”

“Working together, we can all press for the changes that the world needs including ending extreme poverty, supporting smallholder farmers and ensuring access to nutritious food all year round for the most vulnerable people by investing in social protection programmes,” Cousin said.

She invited everyone to mark World Food Day by posting #ZeroHunger on social media. No one individual or organization owns #ZeroHunger, which is the goal we share and the world we want. WFP encourages people to join a new community Facebook page and switch their profile page to highlight a striking white circle representing the target of Zero Hunger.

“Individuals are at the heart of achieving the 17 Global Goals – including Zero Hunger – adopted in New York last month precisely because people were at the centre of the process that defined them. We must all work together to reach them by 2030,” Cousin said.

At the same time, WFP launched a new social media campaign putting people at the heart of achieving zero hunger by demonstrating how individual lives are transformed by ending hunger. The “One Future, Zero Hunger” campaign, wfp.org/ZeroHunger also features a video urging the world to unite around Global Goal 2 – Zero Hunger.

This call to action builds on the momentum from the adoption of the 17 Global Goals with a deadline of 2030. The Goals are inter-connected and hunger and malnutrition cannot be eliminated in isolation from progress on the others. Global Goal 2 reads:

“Zero Hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.”

“The 7 billion people in the world will share the future. When I see a little girl in a village in South Sudan, I believe that our future is in her hands,” said Cousin. “She needs to eat regular nutritious meals, receive an education and then she can join all of us to build the future of a world without hunger. So each one of us is doing our part for a more prosperous and peaceful world.”

The web site gives examples of how everyone can get involved in achieving zero hunger through, for instance, sharing #ZeroHunger and joining groups of online supporters where people can advocate for reaching zero hunger and spread the message across communities.

According to The State of Food Insecurity in the World 2015 report, 795 million people suffer from hunger today, down 167 million from a decade ago. To speed up progress and save countless lives and build stronger futures by 2030, it would take an annual investment of US\$265 billion – about 0.3 percent of the global Gross Domestic Product. The economic benefit of ending hunger, however, is calculated to be worth about 5 percent of global GDP.

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The video can be viewed here: TK

WFP is the world's largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in around 80 countries.

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For more information please contact (email address: firstname.lastname@wfp.org):
Jane Howard, WFP/Rome, Tel. +39 06 65132321, Mob. +39 346 7600521
Vichi De Marchi WFP/Italy, Mob +39 3480517605
Tyler Guthrie, WFP/Rome, Tel. +39 06 6513 3873, Mob. +39 348 024 4246
Damian Kean, WFP/Bangkok, Tel. +66 2 6598 616 ext. 2160, Mob. +66 81 701 9208
Bettina Luescher, WFP/Geneva, Tel. +41 22 917 8564, Mob. + 41-79-842-8057
Gregory Barrow, WFP/London, Tel. +44 20 72409001, Mob. +44 7968 008474
Gerald Bourke, WFP/New York, Tel. +1-646-5566909, Mob. +1-646 525 9982