



**World Food
Programme**

**Programme
Alimentaire
Mondial**

**Programa
Mundial de
Alimentos**

**برنامج الأغذية
العالمي**

WFP NEWS VIDEO

Release Date: 13Nov2015

TRT:4:37

Location: Madagascar, Germany, South Sudan

Language: Eng

:00-:21

Beloha, Madagascar

Shot: 1,Sep2016

Aerial and wide shots of dry river bed, people digging for water. Normally this river would have water at this time of year but the recent El Nino event .

:21-:36

Toliara, Madagascar

Shot: 1,Sep2016

12 year old student Nicole's route to school crosses a dry river.

:36-2:21

Toliara, Madagascar

Shot: 1,Sep2016

École Primaire Publique Ankileisoke. Students at morning flag raising, in class, washing hands. Shots of school kitchen, cooking and children receiving WFP school meals.

2:21-2:31

Madagascar

Shot: 10,Oct2016

SOT WFP Executive Director Ertharin Cousin and Nicole Volazeivaly

English /Malagasy

"WFP Executive Director "And why do you want to learn English"

Nicole "Because when I hear you speak and it is very beautiful to hear."

2:31-3:28

Share the Meal animation. The ShareTheMeal app was launched as a pilot on 30 June 2015 in Germany, Austria and Switzerland. So far, more than 120,000 people downloaded the app, which had raised US\$850,000 by the beginning of November,

providing 1.7 million school meals to children in Lesotho—the app’s first fundraising target.

3:28-4:00

Berlin, Germany

Shot: 9,Nov2015

People using ShareTheMeal app

SOT Georg Bauer, ShareTheMeal user

Shot: 3,Nov2015

“So easy and so simple, we have so many possibilities they don’t have, so it is just one pushing, just one thing, to push the button and you can help someone and that is a good thing”

4:00-4:37

Aroyo, South Sudan

Shot: 7,May2016

At a WFP distribution, WFP nutritionist Felista Busi tests women and children for malnutrition. Shots of distribution of special fortified foods and oil

END

WFP MARKS WORLD FOOD DAY WITH FOCUS ON BOLD PARTNERSHIPS THAT SPUR CHANGE

ROME – To mark World Food Day on 16 October, the World Food Programme (WFP) is highlighting the need for bold and constructive partnerships between governments, business and organizations that will create the requisite momentum towards achieving Zero Hunger and shaping a brighter future for millions of children.

“Ending hunger in our lifetimes is possible. We can build a world where everyone, everywhere has access to nutritious food – if we all work together, as partners,” said WFP Executive Director Ertharin Cousin. “Whether in a humanitarian or developmental context, partnerships must be bold, strategic and innovative, and be measured by how they change the lives of the world’s most vulnerable people.”

Innovation plays a fundamental role in ensuring that partnerships catalyse and drive change, while also rallying ordinary people around the globe to take action against hunger.

WFP’s award-winning ShareTheMeal app has engaged a new generation of people in supporting this mission; more than 620,000 people have donated through a simple tap on

their mobile phone, sharing over 8.2 million meals and following the impact of their donations via social media.

Much of WFP's work is in emergencies, often driven by conflict, such as the current crises in Syria, Iraq, Southern Sudan and Yemen where millions of people need live-saving assistance.

In addition, WFP last year provided school snacks or meals to more than 17 million school children in 62 countries, nourishing their bodies and feeding their dreams. When school meals programmes are forged in partnership and integrated into comprehensive education packages, school meals can catalyse educational achievement and opportunities.

In Home Grown School Meals programmes – which WFP supports in 37 countries – children receive a more varied diet from locally sourced food, while many others, such as farmers, traders, and local communities, also benefit financially.

“I talked recently with Nicole, a 12-year-old school girl in southern Madagascar, which has been devastated by successive droughts,” Cousin said. “As we strive to deliver to those in need, WFP plans to follow how her life changes along with other WFP beneficiary children and see whether we as a global community help her realize her potential and fulfil her dream of becoming a teacher.”

“Our changing climate demands that we put the resilience of families and communities at the heart of our efforts to reach Zero Hunger. When providing assistance WFP must deploy all our creativity through tools that can help these vulnerable poor children and their families deal better with climate shocks,” she added.

For World Food Day 2016, the ShareTheMeal app has introduced new community functions that allow users to rally around special moments when we gather and share food – such as weddings or birthdays – encouraging family and friends to make an even greater impact against hunger, together.

Soccer legend and WFP Ambassador Kaká is the first celebrity partner to create his own team, inviting other ShareTheMeal users to join him.

ShareTheMeal's current goal is to provide school meals for an entire year to 58,000 school children in Zomba, a district in southern Malawi severely affected by drought and suffering from high levels of food insecurity.



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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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