



16 October 2023

World Food Day

WATER IS LIFE
IS FOOD

**LEAVE
NO ONE
BEHIND**

GET INVOLVED!

1. Organise an event or activity in October

Join action across 150 countries worldwide, governments, schools, universities, community groups and businesses, and organise your own activity to call for water action for food, people and the planet. Showcase it on the [WFD Events map](#) to raise greater awareness. We provide free multilingual materials like posters, banners, videos, and graphics on the [WFD Asset Bank](#) in seven languages. If you need them in another language, reach out to us at World-Food-Day@fao.org for more information. Capture photos or videos of your activity and share them on social media using the hashtags **#WorldFoodDay** **#FoodHeroes** and **#WaterAction**.

2. Put a spotlight on social media

Share our multilingual assets, from videos, GIFs, posters, Twitter cards and more, from the [WFD Trello Board](#) to amplify our key messages and raise awareness. Here are some ideas for your posts with our hashtags:

- On 16 October, join us for **#WorldFoodDay!** 🌱🌊 Together, let's create a sustainable food and water secure world where no one is left behind. 🍷
- Celebrate the incredible work of **#FoodHeroes** who are also making a splash as water heroes. Give a shoutout to all those who go above and beyond to create a sustainable future. 🌱💧
- Make waves! 🌊 Show us your best **#WaterAction** for food and join **#FoodHeroes** across the world who are taking action for **#WorldFoodDay!** 🌱🍷

3. Get youth involved

Young people are the change makers of tomorrow! Our [educational material](#) aims to inspire and empower youth to take action. If you're an educator, organize a lesson on WFD and use our two new Activity books "Water is life, water is life. Leave no one behind" and "Climate action. Maria's story" to spread awareness and invite your students to join the annual [Poster Contest!](#) The deadline to submit a poster is on 3 November 2023. Stay Tuned to the [WFD website](#) for information about the third edition of Junior World Food Day, our hybrid event for youth, on 19 October.

4. Do you work for the media?

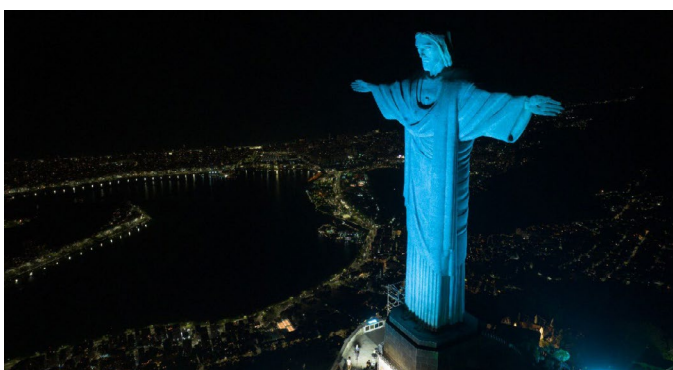
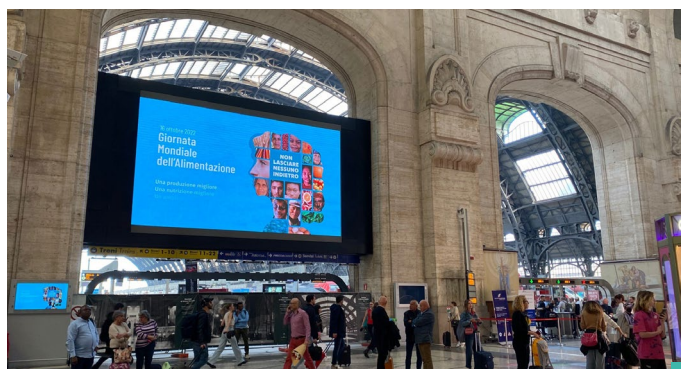
If you're part of the media, whether in Radio, TV or other, there are several ways to use your platform to raise awareness, educate the public, and advocate for positive change. Promote our WFD video spot, share compelling stories of #FoodHeroes or broadcast the radio PSA live.

5. Brand YOUR city!

Have your city join the global call! Approach municipalities, outdoor advertisers, or transportation companies to place WFD products in October, such as the WFD poster or promo video. Or get creative by illuminating landmarks and iconic monuments blue to raise awareness. This year, try to find landmarks related to water, such as waterfalls or iconic fountains that can be lit blue. Each year, the WFD team works with municipalities and private companies to promote the day on a pro-bono basis, in cities like **Rabat, London, New York, Kigali, Brasilia, Geneva, Jakarta**, and many more. Read our [Partner with us guide](#) for more inspiration.

6. Are you an influencer?

Help us spread the word to inspire your followers, create awareness about how important water is for food, and encourage them to take action to safeguard this precious resource and ensure all people can enjoy it. Why not share why water is important to you in a post, or share an inspiring story? Consider also collaborating with other influencers who share the same passion for addressing the topic. By using your platform, you have the power to inspire, educate, and mobilize the public to get involved.



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For more information:
www.fao.org/world-food-day

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