



Campaign Overview

A quick guide to the campaign | April 2023

Introduction

Founded by The Hunger Project UK in 2011, World Hunger Day is a day to unite with millions of people and thousands of organisations around the world to amplify the voices of those facing hunger.

On May 28 each year, we join together as global citizens to celebrate tangible solutions that will end hunger, lifting up the local communities world-wide that are making this happen.





This year's theme is "Sustainability"

Over 800 million people go hungry every day. And yet a third of all food is wasted. This is not sustainable.

Throughout May, we will be recognizing the critical role of creating sustainable food systems, to ensure that everyone has access to nutritious and affordable food, both now and in the future. We understand the interconnectedness of food security, climate change and biodiversity loss and take a holistic approach to addressing these issues.

To sustainably end hunger, we must prioritize efforts that promote sustainable agriculture and food production, reduce food waste and support local food systems. This will not only help combat hunger, but also preserve our planet for future generations.



Why World Hunger Day Matters

Unlike famine, hunger is often far more hidden, and passed from generation to generation. World Hunger Day is a reminder that hunger is not only a problem of scarcity, but of inequality and unsustainable systems.

Let's work together to create a more just and sustainable food system, where everyone has access to healthy, affordable food.

In 2022, World Hunger Day reached 62 million people around the world. We would like to reach even more this year!

Whether you're a local food bank, a National Government, a restaurateur or an influencer, please join us in making hunger a thing of the past.

We've designed three toolkits to help you – download them [here](#).

1. Individuals - Host a Sustainable Supper

Host a *Sustainable Supper* with loved ones and raise funds to end hunger, for good.

Not sure what to cook? We've got you covered! We've enlisted the help from chefs from around the world to inspire you with your menu. Cook from one of our sustainable menus and help us celebrate food, and the people who make it from around the world.

Menus will be available to download from early May, so subscribe to our World Hunger Day newsletter to keep track.

This World Hunger Day, we invite you to:

1. **Champion** seasonally grown, locally produced food with no waste.
2. **Celebrate** the incredible diversity of plant-based foods and be inspired by our sustainable global menus.
3. **Connect** and take time to enjoy and appreciate the food we have. Bring your family and friends together around a table and host a Sustainable Supper for charity.
4. **Cook** in the knowledge that you will be raising money for millions of people living in hunger.





2. Businesses – dedicate a dish or % of profits

Do you work in or run a business? If so, we need you! With your support, we can reach millions more people with the campaign. Spread the message and get your customers, employees and followers involved!

Three asks if you're in...hospitality

1. Dedicate a percentage of your sales from the month of May to charity.
2. Create a special dish on your menu, and donate the monies raised.
3. Auction off a 'money can't buy' experience to raise money.

Three asks if you're an...employer

1. Host a *Sustainable Supper* fundraiser with your employees.
2. Become a sponsor, and have your brand celebrated as part of our global campaign.
3. Become a *1% for the Planet Member* and choose The Hunger Project as your Non-Profit Partner.

Three asks, if you're a...retailer

1. Introduce a 'round-up' function or add a \$1 donation at check out.
2. Offer bespoke promos, prizes or discounts to our campaign supporters.
3. Sell products and ingredients in aid of THP.

Three asks, if you're an...agency

1. Introduce us to any influencers or brands that may wish to support campaign.
2. Offer your support for free – you'd be joining an incredible community.
3. Organise an event to discuss and debate food and sustainability.

3. Chefs & Influencers – design a menu

We want World Hunger Day to be a celebration of cuisines and cultures from around the world AND importantly, these dishes must be sustainable.

To help people take action, we're engaging global chefs and influencers to design sustainable menus for people to cook at home and that's where you come in!

Please submit a recipe, using the below as guidance...

- 1. Include either a starter, main or dessert – or all three!**
- 2. Be a celebration of your own cuisine and culture.** Do you have stories or memories about the dishes that would bring this to life for people? Any photos to share?
- 3. Be sustainable** (I.e. Using ingredients/dishes should be sourced locally, seasonal and ideally vegetarian; but if that's not possible at least offer a meat/fish substitution.)
- 4. Be accessible** (I.e. Using ingredients that are affordable and easy to purchase).

Menus should be submitted to partnerships@thehungerproject.org.uk.

Can't design a recipe, but would still like to support?

Get in touch via the above email and we can see what's possible.





Help us spread the word

The Hunger Project is powered by many committed volunteers, but has small marketing budgets. We need people power to get our campaign seen!

Please help us spread the word - we've got templates for social posts, posters and email signatures that can all be downloaded from our website.

Follow us on social...

- Twitter – [@worldhungerday](https://twitter.com/worldhungerday)
- Instagram – [@worldhungerday](https://www.instagram.com/worldhungerday)
- Subscribe to our dedicated WHD [newsletter here.](#)





Example social posts - Download [here.](#)

Hashtags: #WorldHungerDay #SustainableSupper

1x1 carousel to raise awareness of World Hunger Day



Suggested supporting copy:

Will you help end hunger? Host a #SustainableSupper this #WorldHungerDay, 28 May. Cook from sustainable menus and celebrate food and people from around the world. Visit World Hunger Day to find out more

1x1 statics to promote your Sustainable Supper (also available in 9x16)



Suggested supporting copy:

I'm helping end hunger on 28 May for #WorldHungerDay. What will you be cooking? Get involved, host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

Save the date in your recipe book. 28 May is #WorldHungerDay. Host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

Example posters and email signature



A4 posters (incl. ink-friendly version for at-home printing)

Download [here.](#)



Email signature





The Hunger Project and Sustainability

Solutions have to be sustainable, or the cycle continues. We believe people living in hunger are not the problem. They are at the heart of a sustainable solution that lasts.

Our programs focus on the economic, social and environmental factors that contribute to ending hunger. This means strengthening local capacities to create food systems that are:

- economically viable for farmers and producers;
- socially just for all members of society; and
- environmentally responsible in terms of land use, water resources and climate impacts.

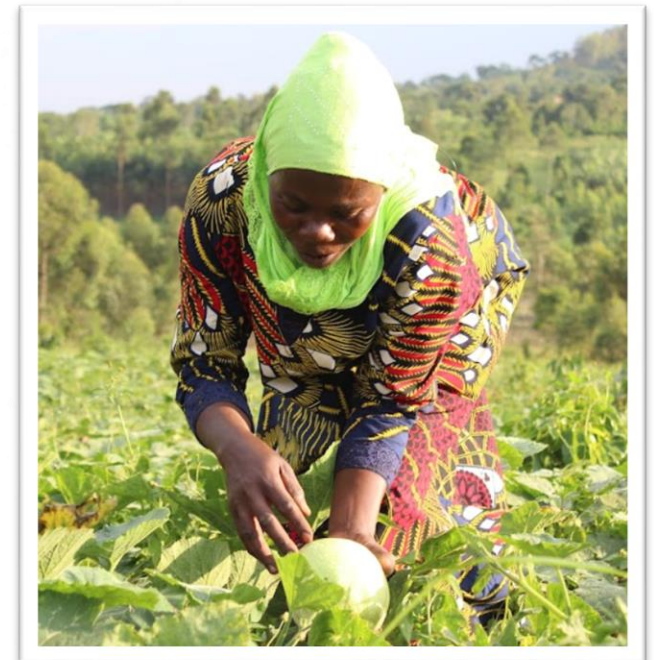


**The
Hunger
Project.**

We promote sustainable farming practices.

In [Uganda](#), we train farmers to adopt eco-friendly farming methods to enhance agricultural productivity and lead sustainable livelihoods. We work in 9 districts in the country, where we have set up agro-ecological zones referred to as epicenters. To date, eight epicenters in Uganda are now self-reliant. Across our epicenters in Africa, community members create community farms, where they learn regenerative agriculture practices such as composting, intercropping, and drip irrigation to promote biodiversity, improve crop yields, restore soil fertility, and make the best use of scarce resources. In addition, community partners receive training on food processing to reduce food waste.

Photo caption: Faridah, Mpigi Epicenter, Uganda 2022.



The Hunger Project Thought Leadership

Tim Prewitt, President and CEO ([Bio Here](#))

“Our food system is at an inflection point. Millions of people aren’t getting the calories and nutrients they need to live healthy lives, yet so much food is wasted. As a society, it is time for us to rethink the way our food systems feed the planet. It’s time to invest in strengthening local capacities to create food systems that are economically viable for farmers and producers; socially just for all members of society; and environmentally responsible in terms of land use, water resources, and climate impacts. Only with new investment in communities and farming today will we see an end to hunger in the future.”

Irene Naikaali, Country Director, The Hunger Project-Uganda

“Almost one third of the people on our planet lack access to adequate nutrition. Food production is designed to meet the caloric needs of the growing population, at the expense of quality and nutritional needs to address both the macro and micro nutrient needs of people. In the end, this is contributing to increasing cases of malnutrition and stunting, especially among children and mothers. Sustainable food systems include diverse crops that support our planet's biodiversity and build our resilience to climate change.”

