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WFP



#WhatFoodMeans

Fighting Hunger in Ethiopia

SOCIAL MEDIA TOOLKIT 2017



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#WHATFOODMEANS - CAMPAIGN BACKGROUND

#WhatFoodMeans is a new campaign from the United Nations World Food Programme and the European Union to raise awareness of resilient people, strong partnerships, and the fight to end hunger in Ethiopia.

30 years after a famine devastated Ethiopia, in 2015 a new extreme drought hit the country, igniting fears that disaster could repeat itself. A powerful new short film tells the story of how, in 2016, international support from the World Food Programme, funded by the EU, helped the country avert a food crisis, saving millions of lives and protecting the futures of families and communities. The film is directed and produced by Academy Award® winning studio Aardman animations and executive produced by film director, Project Everyone co-founder and UN Sustainable Development Goal Advocate Richard Curtis. The film is part of a wider campaign which sees five famous European chefs travel to Ethiopia to meet the people, tell the stories, and find out what food means for us all.

This year, some rains have failed again in Ethiopia putting over 5 million people in need of urgent food assistance. This film is more timely than ever - sending a powerful message about the need for continued partnership to fight hunger.



#WHATFOODMEANS - CAMPAIGN BACKGROUND

As the world enters the second year of the Sustainable Development Goals - 17 Global Goals aimed at ending poverty, fighting inequality and tackling climate change – this campaign illustrates how we can achieve great things when we work together.

It shows how we can learn from the lessons of Ethiopia to step up the fight for Goal 2: Zero Hunger by 2030.



GET INVOLVED

TO ACHIEVE ZERO HUNGER BY 2030, WE NEED EVERYONE!

Help us spread the word about how by working together, we can drive progress. You can get involved by:

-  Sharing the [#WhatFoodMeans video](#)
-  Showing your support on social using the suggested posts and/or [shareable assets](#)
-  Telling the world [#WhatFoodMeans to you](#)

FIND US ONLINE AND JOIN THE CONVERSATION!



SHARE OUR NEW FILM FACEBOOK



30 years ago, the Ethiopian famine shocked the world. In 2015, history threatened to repeat itself when the country was hit by the worst drought in decades. International support meant Ethiopia was able to avert a crisis. But the story is not over. This year, some rains have failed again putting millions at risk - we need to keep working together to fight hunger. Watch and share the story of **#WhatFoodMeans**

In 2015, Ethiopia was hit by extreme drought – 10 million people faced terrible hunger. Ethiopian people are fighting hunger hard but, when crisis hits, no one can cope alone. Humanitarian aid from the EU helped the World Food Programme to provide life-saving support and prevent a crisis. Many people are still rebuilding their lives and drought is hitting parts of the country again – 5 million people are at risk. This is TSION's story about **#WhatFoodMeans**

Watch and share this new film from The Global Goals campaign. Ethiopia has an amazing story to tell about how partnership can save lives after international support helped overcome a terrible drought. But this year, lack of rain means many people need urgent help again. Help spread the word about the action needed to fight hunger **#WhatFoodMeans**

To take part in **#WhatFoodMeans**, you can share any of the messages with the link to our [film](#).



SHARE OUR NEW FILM

TWITTER



A new drought is hitting Ethiopia. Watch how working together fights hunger and saves lives <https://youtu.be/qhVUoXLoCoQ> #WhatFoodMeans

We must keep up work toward #ZeroHunger, so that people like Tsion in Ethiopia never go hungry again <https://youtu.be/qhVUoXLoCoQ> #WhatFoodMeans

Watch @theglobalgoals new film about what it takes to fight hunger and why we must keep working <https://youtu.be/qhVUoXLoCoQ> #WhatFoodMeans

What does it take to fight hunger? Watch this new film about Ethiopia's story <https://youtu.be/qhVUoXLoCoQ> #WhatFoodMeans

To take part in #WhatFoodMeans, you can share any of the messages with the link to our [film](#).



SHARE OUR NEW FILM INSTAGRAM



So inspired by the story of Ethiopia. In 2015, it was threatened by a terrible drought and the prospect of millions going hungry. Together with help from the World Food Programme and funding from the European Union, lives have been saved, livelihoods preserved, and communities have had a chance to bounce back. But rains have failed in parts of Ethiopia again and over 5 million people need help - we need to keep up the fight. Watch the full story of **#WhatFoodMeans**

By working together, we can end hunger forever. Watch this animation to find out how the European Union and the World Food Programme helped Ethiopia fight hunger last year. But the story's not over. A new drought is hitting the country again - over 5 million people still need help to get enough food. We need to keep fighting till everyone, everywhere, has enough to eat **#WhatFoodMeans**

To take part in #WhatFoodMeans, you can share any of the messages with the link to our [film](#).



SUGGESTED POSTS

FACEBOOK



Last year, after a devastating drought, the EU's and WFP's work in Ethiopia showed that together, great things can be achieved in the fight against hunger. But with drought hitting parts of the country again, the story's not over – we all need to keep up the fight for Zero Hunger. **#WhatFoodMeans**

“People say things don't change... They do.” But only if we work together. Last year, in Ethiopia, international partnerships helped save millions from hunger. But the story is not over – people are still rebuilding their lives and with drought hitting parts of the country again we need to keep up the fight. Let's end hunger forever and for everybody. **#WhatFoodMeans**

In Ethiopia, food means saving lives, changing lives and feeding dreams. No one should go hungry. If we go on working together, we can end hunger once and for all, forever, for everybody. Share **#WhatFoodMeans** to you

To take part in **#WhatFoodMeans**, you can share any of the above messages with your favorite videos or pictures from our [assets folder](#)



SUGGESTED TWEETS

TWITTER



In 2016 @eu_echo and @WFP helped prevent disaster in Ethiopia. With a new drought hitting we must keep up the fight **#WhatFoodMeans**

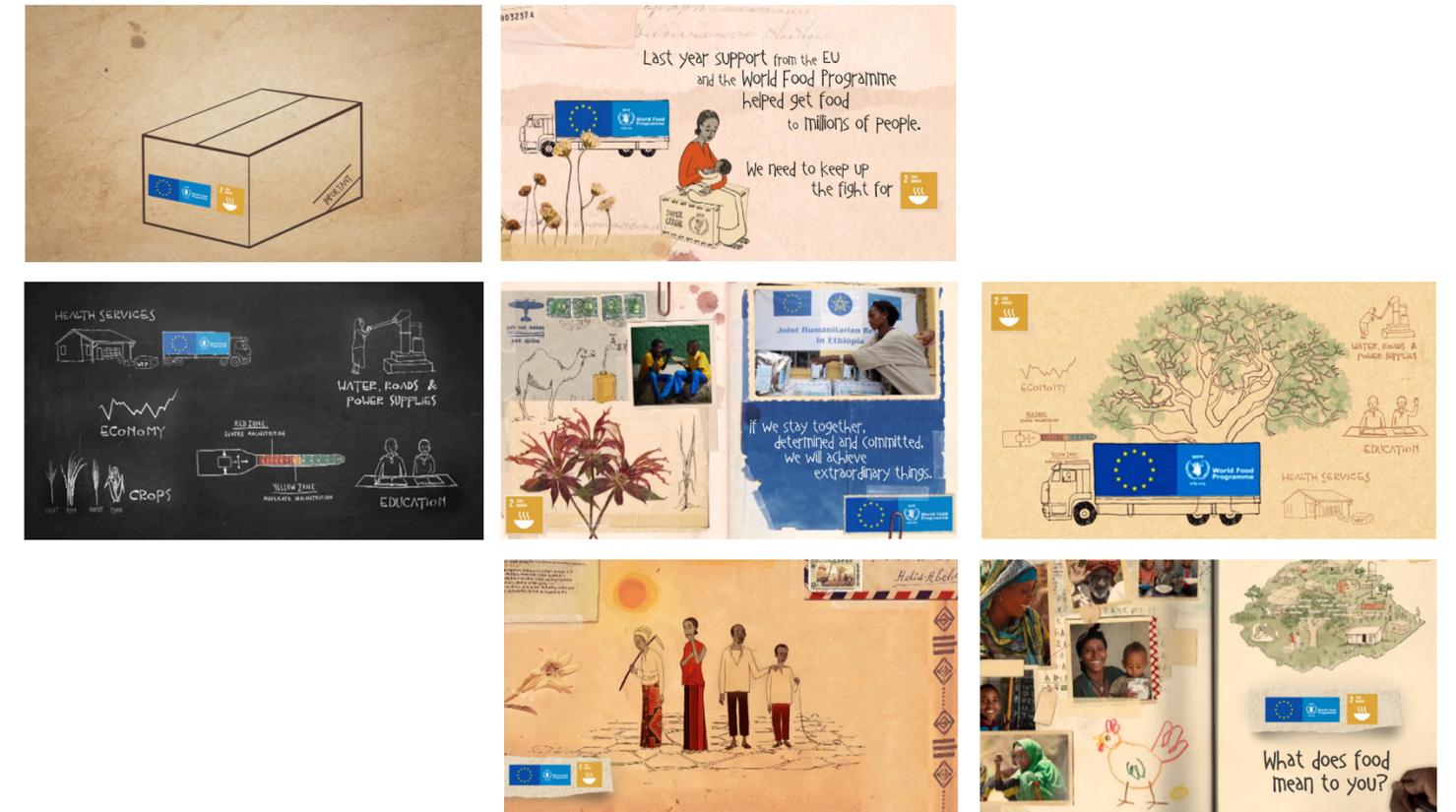
Last year Ethiopia was hit by the worst drought in 50 years. We need to keep working for **#ZeroHunger #WhatFoodMeans**

In Ethiopia, food means a better world - where everyone has enough to eat. That's our goal. Share **#WhatFoodMeans** to you.

When crisis hits no one can cope alone. We must step up the fight for **#ZeroHunger #WhatFoodMeans**

In Ethiopia drought is threatening millions with hunger once again. We need to learn the lessons and take action **#WhatFoodMeans**

To take part in **#WhatFoodMeans**, you can share any of the above messages with your favorite videos or pictures from our [assets folder](#)



SUGGESTED POSTS

INSTAGRAM



When we come together, we can do amazing things. The collaboration between Ethiopia, the European Union and WFP last year is a great example. Hunger can end. Lives can be saved. But drought has hit parts of the country again – we need to keep up the fight and make 2017 a year closer to **#ZeroHunger #WhatFoodMeans**

Ethiopia's come a long way in the fight against hunger but when crisis hits no one can cope alone. Last year it overcame the worst drought in decades. International support was crucial. This year over 5 million people are at risk of going hungry again after some rains have failed. We need to keep up the fight for **#ZeroHunger #WhatFoodMeans**



To take part in **#WhatFoodMeans**, you can share any of the above messages with your favorite videos or pictures from our [images folder](#)



JOIN THE MOVEMENT



YOU CAN JOIN THE MOVEMENT,
SPREAD THE WORD AND TAKE
ACTION FOR A BETTER WORLD FREE
FROM HUNGER WITH US.



USEFUL LINKS

#WHATFOODMEANS FILM IN:

Duration: 3 mins

English

English (subtitled)

German

Polish

Italian

Spanish

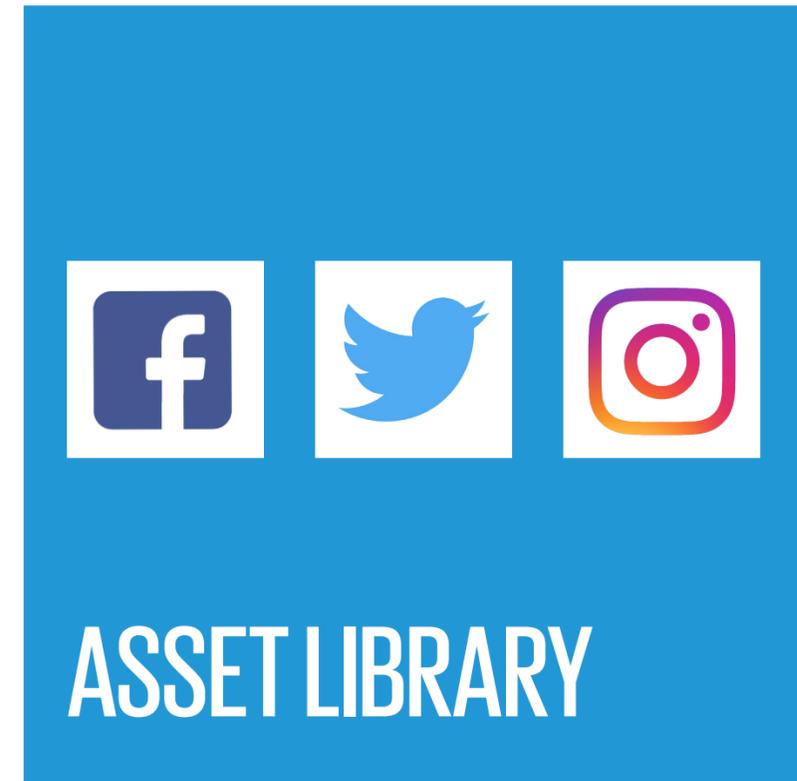
Danish

Dutch

French

Duration: 1 min

English



SHARABLE ASSETS

