United Nations

ZERO HUNGER CHALLENGE

RESOURCE PACK
Acknowledgments

Femi Adeleye          Katie Klopman Fike
Christy Davis         Kirsty Nowlan
Kate Eardley          Mary Morris
Andrew Hasset         Archibald Utedzi
Maggie Ibrahim        Walter Middleton

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Authors: Sheri Arnott, Douglas Brown, Pamela Ebanyat, Angeline Munzara and Miriam Yiannakis.

Biblical reflections prepared by: Dr. Christine Mutua, Daniel Muvengi, Alex Njukia, Mihai Pavel and Christopher Shore.


For further information on how you can participate in the Zero Hunger Challenge campaign, please contact angeline_munzara@wvi.org.
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Dear World Vision Office

Welcome to the United Nations Zero Hunger Challenge (ZHC) campaign. We are asking your office to consider participating in this campaign until no child goes to bed hungry. ‘Ending hunger and malnutrition can be done. It is the right thing to do, the smart thing to do, the necessary thing to do. It is what we must do.’ World Vision signed on to the Zero Hunger Challenge in March 2014. United Nations Secretary-General Ban Ki-moon gives top priority to the elimination of hunger and is encouraging participation from a range of organisations, social movements and people to be united around a common vision, strategies and investments targeting those who are hungry. He calls for bold leadership by many from governments, civil society organisations, businesses, labor unions, consumer groups and the scientific community, knowing success will only be achieved through working together.  

Why now? With the deadline for the Millennium Development Goals (MDGs) only a few months away, we need to urge leaders to keep their commitments and accelerate progress to achieve MDG 1 (reduce poverty reduction and hunger by half) and MDG 7 (environmental sustainability), especially. We need to ensure that the voices of smallholder farmers, and particularly women and children, are properly represented in the new sustainable development goals being decided under the post-2015 development framework.

The World Vision Resilience and Livelihoods team, together with the World Vision Sustainable Health group, has developed this resource pack to help you plan for your engagement. 

Join us in our goal to achieve zero hunger across the globe. Your contribution counts. Let us share the sustainable approaches and best practices that World Vision is supporting to contribute towards achieving zero hunger.

Together, we can make a difference!

World Vision Resilience and Livelihoods team and Sustainable Health group

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1 United Nations Secretary-General Ban Ki-moon at the 2012 World Food Prize Laureate Award Ceremony, Des Moines, Iowa.
GETTING STARTED

About this resource pack
This resource pack will provide all World Vision offices with the tips and tools needed to get involved in the UN Zero Hunger Challenge, a worldwide campaign to end hunger and malnutrition once and for all. The purpose of this document is to support World Vision national offices in their external engagements in support of a world where all children are fed and hunger is not tolerated.

Objectives of the resource pack:
- to provide a clear understanding of the ZHC and World Vision’s involvement in the campaign
- to provide guidance on how national, regional and support offices can support and contribute towards the ZHC objectives
- to use the resource pack as an advocacy tool, both for internal and external engagements.

It is important to plan your involvement in the ZHC campaign. There may be some sections that you feel don’t apply to your office; just choose what is helpful and use it to raise critical issues within your context. Every office is working in a different country context with different resources. As you go through the sections in the resource pack, start to think about what your office’s contribution to a world free from hunger might look like. WV’s Resilience and Livelihoods team and the Sustainable Health group will be available to provide any support needed to plan for your office’s own concrete engagements.

Contents outline
The first section describes the purpose and goals of the ZHC and provides background information on the causes of hunger, food insecurity and child undernutrition.

The second section provides concrete examples of how World Vision’s programming and advocacy work is contributing to achieving the goals of the ZHC.

Examples of case studies are provided in Appendix 1.

The third section provides ideas and tips on how your office can engage in the ZHC, for example on World Food Day (16 October) and International Day for Eradication of Poverty (17 October).

The fourth section provides key messages and objectives for WV’s four priority areas for policy influence and advocacy under the ZHC:
- Agriculture’s role in eliminating child undernutrition
- Supporting smallholder farmers to adopt more sustainable, resilient and profitable agricultural livelihood strategies
- Investing in smallholder and child-centred disaster risk reduction: Climate change mitigation and adaptation approaches
- Formal and informal safety nets programmes, as part of comprehensive national social protection systems, support vulnerable communities and households in coping with multiple, intertwined shocks and stresses.

Detailed policy briefs for each of these priority areas can be found in Appendix 2. It is important that you consult your local Child Health Now strategy and relevant office strategies, plans and priorities to adapt these policy influence objectives to your country and/or regional policy environment.

So what are you waiting for? Get started now and join the Zero Hunger Challenge!
The Zero Hunger Challenge, launched by the UN Secretary-General in 2012, is a global political movement that aims to build support amongst governments, civil society and the private sector for a world where every man, woman and child can realise their fundamental human right to adequate, nutritious food.

What does the Zero Hunger Challenge look like?

The ZHC has five key objectives:

• zero stunted children under age 2
• 100 per cent access to adequate food year round
• all food systems are sustainable
• 100 per cent increase in smallholder productivity and income
• zero loss or waste of food.

Facts about hunger

• A total of 805 million people, or about one in nine people worldwide, are estimated to be suffering from chronic hunger, regularly not getting enough food to conduct an active life.4
• Globally, approximately 162 million children under 5 years of age are stunted and 51 million suffer from wasting as they do not have access to adequate nutritious food, health care, and appropriate water and sanitation and caring practices.5 Poor nutrition affects the physical and mental development of young children, particularly those in their first 1,000 days, from pregnancy to 2 years of age, with life-long consequences for individuals, communities and economies.
• Poor nutrition causes 45 per cent of the 6.3 million preventable deaths in children under age 5 – approximately 2.8 million children each year.6 Children who suffer from wasting are nine times more likely to die than a well-nourished child if they don’t receive treatment. Most cases of wasting occur outside of humanitarian emergencies.
• 66 million primary school-age children attend classes hungry across the developing world, with 23 million in Africa alone.7
• One-third of the food produced worldwide is wasted, costing the global economy around US$750 billion per year.8

Why are so many people food insecure?

Most of the world’s hungry people are smallholder farming families who live in rural areas in developing countries and depend on agriculture for their household’s food and incomes. Healthy and productive farms depend on a healthy natural environment (soil, water, grasslands and forests). When the natural

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7 [www.wfp.org/hunger/stats.](http://www.wfp.org/hunger/stats.)
8 [www.wvi.org/world-food-day/hunger-faqs.](http://www.wvi.org/world-food-day/hunger-faqs.)
environment is degraded, it affects poor, rural families’ ability to produce enough healthy and nutritious food for themselves and for sale in food markets. Smallholder farmers produce the majority of the world’s food, yet their contribution and needs are rarely reflected in national agriculture, social and economic policies. To achieve food security and maintain it in the face of an increasing number of environmental and economic shocks, natural resources must be protected, rehabilitated and effectively managed, and risk-management strategies, such as safety nets, must be put in place. The causes of hunger and food insecurity, which are many and complex, include the following:

- **Depleted assets** – In most cases, poor families lack money to buy food either when their own supplies are insufficient or when they need to buy agricultural inputs. In the absence of savings, extreme poverty also means that they do not have access to credit or do not qualify for it because they lack the necessary collateral.

- **Depleted resources** – For smallholder farmers, the primary productive resources are the soil and the water available in it. Over time, badly managed soils lose their nutrients and water-holding capacity. Flooding erodes the topsoil and the nutrients it contains. Clearing of trees and removal of all crop residues from fields, intensive monoculture cultivation and reliance solely on inorganic fertilisers all deplete soil and water resources. Farmers then become more vulnerable to external shocks.

- **Insufficient income** – Lack of sufficient income to buy food in the case of crop failure and/or to procure agricultural inputs in time for the planting season contributes to food insecurity both in the immediate and longer term.

- **Climate change** – Successive years of drought cause repeated crop failures and heavy livestock losses. These, in turn, make food scarcer and increase the cost of any food that is available. Climate change affects rain-fed agriculture, because rainfall becomes less predictable, and when it does come it is more likely to be too little, too much or too fast.

- **Lack of livelihood diversification** – Reliance on one staple food crop as one’s main livelihood, for example, threatens a family’s food security in the event of crop failure. Diversification of crop and livestock choices provides a greater variety of food as well as additional sources of on- and off-farm income to help reduce the likelihood of food insecurity.

- **Weak national and global safety nets and social protection mechanisms** – Food-insecure households cannot readily cope with or recover from shocks. When safety nets fail, poor households frequently must adopt coping mechanisms that jeopardise both their current nutritional status (such as cutting back on the quality and frequency of meals) and their ability to recover from those shocks.

- **Weak policy environment** – National governments often do not design their agriculture and food security policies to help poor smallholder farmers manage risk and improve their livelihoods. The above challenges call for profound changes in our agriculture and food systems. In addition, key child well-being outcomes such as health, nutrition and education are not reflected in national, regional and global agriculture, economic and development policy and programmes.

### How can we address hunger, food security and nutrition challenges?

Hunger can be eliminated in our lifetime, but this requires integrated, holistic and multi-sectoral efforts to ensure that vulnerable children, their parents, caregivers and communities can survive, adapt and thrive in a rapidly changing world.

Approaches to improving food security and nutrition must put poor people’s needs and aspirations front and centre by addressing immediate food and nutrition needs concurrently with efforts to transform food systems to be more equitable and sustainable over the long term. Eliminating hunger and malnutrition means building policy frameworks and investing in programming approaches that prioritise nutrition for children in their first 1,000 days, sustainable smallholder agriculture, rural development, poverty reduction, decent work, safety nets/social protection and equality of opportunity.

For further information please refer to:
Also refer to: [www.wvi.org/resilience-and-livelihoods](http://www.wvi.org/resilience-and-livelihoods).
HOW IS WORLD VISION CONTRIBUTING TO THE ZERO HUNGER CHALLENGE?

ZHC and World Vision’s child well-being aspirations and outcomes

The ZHC’s goal of a world free from hunger and child malnutrition is entirely compatible with World Vision’s focus on child well-being (see Table 1). Hunger and poor nutrition stunt the future of children and nations: poor nutrition, particularly for children in their first 1,000 days, perpetuates cycles of intergenerational poverty and limits equitable national economic growth.

World Vision works to alleviate immediate suffering and deprivation as well as to address the underlying drivers of child poverty, hunger and malnutrition to build a more just world for children, their families and communities. We do this through our long-term development and advocacy work. Proper nutrition during a child’s first 1,000 days is the foundation on which a brighter future for all children is built. Children and their families have a right preserved in international law to the means (physical, social and economic) to consume safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life. Parents and caregivers must be empowered with the social and economic resources they need for dignified and viable livelihoods so they can provide for their children.10

Table 1 shows how a number of World Vision sector programmes fit within the ZHC objectives.

Achieving the overall goal of zero hunger requires concurrent progress on all five ZHC objectives. They are entirely interdependent and interlinked, meaning single-sector approaches are likely to be ineffective. Working together across disciplines and sectors is essential to making lasting progress.

How can my office get involved?

Your office can get involved in a variety of activities to support the Zero Hunger Challenge. Use the information in this pack to help mobilise staff and supporters. Remember, the priority is to organise public events involving supporters and communities, so focus on external events first. Involving outside audiences will ensure that decision makers hear all of our voices!

Make a commitment to support a world free of hunger and malnutrition

Show your support for the ZHC by sharing the ZHC graphics on your website and social media. The graphics can be downloaded in PNG format (low and high resolution) from the Zero Hunger Challenge website.

Influence decision makers

The main activity recommended to support the ZHC is engaging in advocacy. World Vision is already contributing to global advocacy efforts in line with the ZHC by participating in the Scaling up Nutrition Movement and World Vision’s global Child Health Now campaign, and through prioritising food security and nutrition for children in their first 1,000 days in our advocacy on the Millennium Development Goals and post-2015 agenda.

Appendix 2 provides full policy briefs that should help guide your engagement with governments in your country or region. It is important to consider what you want to achieve and adapt these briefs to your own context, in close coordination with advocacy colleagues. The WVI ZHC team is here to help, so please contact Angie Munzara (Angeline_Munzara@wvi.org) or Sheri Arnott (Sheri_Arnott@worldvision.ca) for assistance.
## Table 1: World Vision Sector Programmes and ZHC Objectives

<table>
<thead>
<tr>
<th>ZHC GOAL</th>
<th>WVS CHILDWELL- BEING OUTCOMES</th>
<th>HOW WORLDVISION IS CONTRIBUTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero stunted children less than 2 years</td>
<td>Children are protected from infection, disease and injury</td>
<td>World Vision’s 7-11 Strategy is an evidence-based approach to ensuring good health and nutrition for children in their first 1,000 days (in utero to 2 years of age). 7-11 is currently implemented in more than 60 countries. It is delivered through collaboration with national policy makers, local health systems, faith leaders and communities. World Vision is also supporting multi-sectoral approaches to child nutrition through nutrition-sensitive agriculture. PD/Heath combines direct health and nutrition interventions, behaviour change, and agriculture and livelihood support to help families meet the nutritional needs of their children.</td>
</tr>
<tr>
<td>100% access to adequate food all year round</td>
<td>Children are well nourished</td>
<td>World Vision is the largest NGO partner of the UN World Food Programme (WFP) in delivering life-saving food assistance. In 2013, World Vision reached 7.5 million men, women and children in 33 countries with food safety nets. While addressing immediate food needs, World Vision also implements programmes that support long-term food security objectives. Implementing Food-For-Assets programmes in Zimbabwe, in partnership with the WFP and the national government, helped build dams, rehabilitate irrigation schemes and provide vital services for livestock and community nutrition gardens to improve year-round supplies of nutritious foods. World Vision supports year-round access to food through implementing Resilience and Livelihoods Integrated Approaches to building improved and resilient livelihoods for smallholder farmers and pastoralists.</td>
</tr>
<tr>
<td>All food systems are sustainable</td>
<td>Children value and care for others and their environment</td>
<td>World Vision emphasises restoring the resilience and productivity of agricultural systems by encouraging the adoption of practices such as Conservation Agriculture (CA) and Farmer-Managed Natural Regeneration (FMNR) that help people to take better care of the land upon which their livelihoods depend. These approaches help restore the reliability of agricultural production by improving the soil fertility, water-holding capacity and resilience to climate variations. World Vision has helped more than 35,000 smallholder farmers increase their incomes through FMNR, an essential first step to ensuring that parents can provide adequate and diverse diets for their children. In Ethiopia, FMNR has turned more than 2,700 hectares of barren, rocky land into fertile, green forests. World Vision also supports Climate Smart Agriculture, a program designed to enhance food security by sustainably increasing the reliability and productivity of agricultural activities, and to increase smallholder resilience and adaptation to the effects of climate change.</td>
</tr>
<tr>
<td>100% increase in smallholder productivity and income</td>
<td>Parents and caregivers provide well for their children Children complete basic education Adolescents are ready for economic opportunities</td>
<td>World Vision helps small-scale farmers access better market information and increase agricultural production and incomes by forming farmer groups, providing training to improve the quality of marketed products (Local Value Chain Development) and linking farmers to buyers (Business Facilitation). World Vision-trained farmers in Timor-Leste and Indonesia learnt to improve the productivity and marketing of their cocoa farms, leading to increases in farm income. Combined with good practices around the feeding of infants and young children, this additional income is essential to lasting solutions to hunger. World Vision is now training government agriculture extension staff on these approaches at the request of the Timor-Leste government. Farmers are also empowered through participation in Savings Groups (SGs). World Vision has established Savings Groups in 25 countries. In Swaziland, a Savings Group composed mostly of female-headed households purchased agricultural seeds in time to allow early planting of crops. Other members bought dairy cows, which increased household consumption of nutritious milk and generated important household income from selling the surplus. Through World Vision’s social accountability approach, Citizen Voice in Action (CVA), we empower households and communities to lobby their governments to deliver public services efficiently in support of improved nutrition, health, education and livelihoods.</td>
</tr>
<tr>
<td>Zero loss or waste of food</td>
<td>Children value and care for others and their environment Children are well nourished</td>
<td>A large portion of agricultural production is often lost during post-harvest handling and storage, meaning that limited food stocks run out sooner than they might, or that income earned from their sale is reduced. World Vision helps farmers establish community cereal banks to stabilise supplies and prices at the community level, as well as reduce storage losses.</td>
</tr>
</tbody>
</table>
Engaging external partners

Achieving the ZHC requires concerted efforts by several partners engaging in a similar effort. This UN global campaign will not only provide WV with another avenue to give more external visibility to the important work in health, nutrition, food security, agriculture, resilience and livelihoods in our national offices, but will also promote ownership by national governments of efforts to end hunger. Refer to Appendix I for stories you can use in addition to your own country-specific stories to show how WV is contributing to end hunger.

Below are a few things to consider when approaching partners:

- Which organisations and agencies does your office already have a relationship with?
- Which organisations and agencies work on similar or relevant issues that you are already engaging with?
- Considering your current Child Health Now and post-2015 advocacy plans, in what areas of engagement – media, lobbying, social media – could you connect with potential partners?

Resources and latest information on Child Health Now and post-2015 advocacy at global and national levels are available, including on wvcentral here: www.wvcentral.org/childhealthnow/Pages/ChildHealthNow.aspx and www.wvcentral.org/advocacy/Pages/Post%202015%20Agenda.aspx.

Global-level partners

Key partners include:

- Food and Agriculture Organization of the United Nations (FAO) – Use the FAO/WV Global MoU to facilitate discussions with your FAO country office.
- United Nations World Food Programme (WFP).
- Community for Zero Hunger, which comprises a group of international agencies, governments, academic and research institutions, and private-sector and non-governmental organisations.

National-level partners

National offices can be part of ongoing platforms on the ZHC or Scaling Up Nutrition. As of April 2014, there were national platforms, also called civil society alliances, for scaling up nutrition in 30 countries.

However, if these platforms are non-existent, World Vision, in collaboration with UN agencies, can lead a mapping process with local-level partners to identify specific priorities, needs and experiences to meet the objectives of the ZHC. For more information please visit: www.scalingupnutrition.org/the-sun-network/civil-society-network. Check to see if there’s a SUN platform in your country and if they are already engaging in ZHC aims and objectives.

Social and media advocacy

Whatever actions you decide to take, be a multiplier. This means thinking about ways you can get others to take action, perhaps through sharing on social media, holding events or talking to friends and family.

- Join the global conversation around #ZeroHunger.
- Twitter: Use #ZeroHunger and follow @ZeroHunger.
- Please share photos of your events on Facebook.

Sharing true stories of how your office is contributing towards the ZHC

These stories will be used for sharing with the ZHC team in New York as part of their monthly newsletters, blog postings and Facebook page. Please send these stories to angeline_munzara@wvi.org.
Worship together
Organise services or Bible studies either at the office or with area development programmes in partnership with local churches and national World Vision boards. We have developed biblical resources that offices can use to engage with churches to reflect on food security and sustainable food-production issues.

These resources invite participants to explore what Scripture has to say about caring for those in need, especially children, and also about taking care of the land. Specifically, these resources offer opportunities to:

• explore Scripture
• personally reflect, share and pray about food injustices in the world
• develop a greater understanding of how to achieve zero hunger and take care of the environment.

Please see Appendix 3 to download a copy of the biblical resources publication.

Strategic days for advocacy
Advocacy and awareness raising can be done at any time. World Vision offices are free to choose the best time to engage with policymakers. However, the following days are strategic to help raise the voice of smallholder farmers, children and youth, and other vulnerable groups through sharing of policy recommendations and practical programming examples of how World Vision is contributing to a world free from hunger and malnutrition:

• **International Day of Forests (21 March)** – The UN established this day to celebrate and raise awareness of the importance of all types of forests. On each International Day of Forests, countries are encouraged to undertake local, national and international efforts to organise activities involving forests and trees, such as tree-planting campaigns.

• **World Water Day (22 March)** – This day was established by UN Water and is observed annually to recognise the global need to save, conserve and manage water resources responsibly for future generations. Both water and energy are in limited supply, yet global demand is increasing.

• **International Day for Biological Diversity (22 May)** – The UN proclaimed this as a day to increase understanding and awareness of biodiversity issues.

• **World Environment Day (5 June)** – Run by the United Nations Environment Programme (UNEP), this is a day to raise global awareness to take positive action to protect nature and the planet earth.

• **World Day to Combat Desertification (17 June)** – This is a day to promote public awareness of the issue, and the implementation of the United Nations Convention to Combat Desertification (UNCCD) in those countries experiencing serious drought and/or desertification, particularly in Africa.

• **International day for Disaster Risk Reduction (13 October)** – The United Nations International Strategy for Disaster Reduction (UNISDR) established this day to recognise how people and communities are reducing their risk of disasters (like climate change) and to raise awareness of the importance of disaster risk reduction.

• **International Day for Rural Women (15 October)** – The UN established this day to highlight rural women’s role in food production and food security.

• **World Food Day (16 October)** – This day commemorates the date on which the United Nations FAO was founded in 1945. Each year, World Food Day adopts a different theme to increase understanding of the problems of global hunger and find solutions to end it.

• **International Day for Eradication of Poverty (17 October)** – The UN established this day to promote awareness of the need to eradicate poverty as agreed by national governments when they set the Millennium Development Goals in 2000 to halve the number of people living in extreme poverty by 2015.

• **World Soil Day (5 December)** – The UN recognises this day to emphasise the importance of soils.
APPENDIX 1: Example case studies of how World Vision is contributing towards the Zero Hunger Challenge

APPENDIX 2: Policy briefs

APPENDIX 3: Biblical resources

*Click the titles above to access the appendix files.*
INTERNATIONAL OFFICES

World Vision International
Executive Office

1 Roundwood Avenue,
Stockley Park
Uxbridge, Middlesex UB11 1FG
United Kingdom
+44.20.7758.2900

World Vision Brussels &
EU Representation ivzw

18, Square de Meeûs
1st floor, Box 2
B-1050 Brussels
Belgium
+32.2.230.1621

World Vision International
Geneva and United Nations
Liaison Office

7-9 Chemin de Balexert
Case Postale 545
CH-1219 Châtelaine
Switzerland
+41.22.798.4183

World Vision International
New York and United Nations
Liaison Office

919 2nd Avenue, 2nd Floor
New York, NY 10017
USA
+1.212.355.1779

www.wvi.org