



POWERED BY  GLOBAL YOUTH

# World Food Forum 2021 Year In Review

#worldfoodforum





# 01 Why the World Food Forum

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## INTRODUCTION



“The ingenuity and energy of global youth are one of our biggest resources. Tapping into this potential energy through initiatives like the World Food Forum, is essential to overcoming global hunger and achieving the Sustainable Development Goals.” - Máximo Torero, FAO Chief Economist and Youth Committee Chair

The year 2020 marked a huge shift in global consciousness. Already, nearly one in ten people in the world were facing hunger, and nearly three billion people could not even afford a healthy diet. Increasing extreme weather events due to climate change and the rise of pests, such as desert locusts in Africa, were threatening crops and livelihoods.

Then the COVID-19 pandemic hit and our already stressed-out agri-food systems were thrown into peril. Border restrictions and lockdowns slowed harvests, destroyed livelihoods and hindered food transport. Food loss and waste increased, as farmers were forced to dump perishables that could not make it to markets. Meanwhile, many people living in urban centres were struggling to access fresh food. During the COVID-19 pandemic, the prevalence of undernourishment drastically increased, and projections indicated that as many as 811 million people in the world faced hunger in 2020.

It became clearer than ever the status quo was simply not cutting it. If we are to reach the Sustainable Development Goals (SDGs) by 2030, particularly the goal of “Zero Hunger”, we need a cataclysmic shift. We need positive disruption, global collaboration, and game-changing innovations to transform our agri-food systems to be more sustainable, resilient and egalitarian in order to achieve a better food future for all.

At the same time, it is the younger generation who is affected most by the decisions of the past and the actions we take today. Youth will face the biggest tolls of climate change. Youth are the ones who are called to fight in conflict situations, which are one of the leading causes of food crises, and youth are the ones who will inherit and cultivate our precious agri-food systems to feed generations to come.

Young people are not just the leaders of tomorrow, we firmly believe that they also need to be the leaders of today. Through the World Food Forum (WFF), youth have formed an independent platform for real and lasting change. As youth leader Dara Karakolis said, “The World Food Forum not only gives a seat at the table, it creates that table. By trusting us, you empower us.”

We have witnessed the transformative power of young people acting as bold and inclusive leaders. Through this platform, youth are guiding us towards new ways of working together. They are encouraging and scaling up solutions-based innovation, and they are creating powerful platforms for dialogue, knowledge sharing and action.

Just as our agri-food systems are interconnected, our actions to transform them must also be holistic and interconnected. The WFF is truly a testament to how game changing action can have a ripple effect around the world, and it has ensured that the perspectives of youth at large, including Indigenous communities, smallholder farmers and marginalized voices are heard loud and clear.

In witnessing the growth of the WFF this year, we are reminded of the wise words of the entrepreneur Derek Sivers: “If you really care about starting a movement, have the courage to follow and show others how to follow.” Speaking from our perspectives as an older (but still young at heart!) generation, let us follow and support the lead of young people everywhere.

Let’s listen to the many diverse youth voices, united by the common goal of a better food future for all and heed their calls for action in the areas of Better Production, Better Nutrition, Better Environment and a Better Life, to achieve the SDGs and ensure a better food future for all and achieve the SDGs.

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**Máximo Torero, FAO Chief Economist and Youth Committee Chair  
and Kazuki Kitaoka, World Food Forum Coordinator**



## 02 The start of a movement

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**WHERE WE CAME FROM**



 [Watch VIDEO](#)

## The seed

The World Food Forum, started with a seed. That seed was the establishment of the Youth Committee at the Food and Agriculture Organization of the United Nations (FAO) in 2019 by Director-General QU Dongyu. The Committee was tasked with encouraging innovation and new ways of thinking and working together in the Organization. It was a platform where young colleagues could voice their ideas, a place where they could take risks, get creative and think BIG.

## The sprout

Sprouting organically out of Youth Committee open dialogues, the WFF began to form in early 2020. It was entirely conceived of by young colleagues at FAO in cross-organization brainstorming sessions. It started as an idea for a concert that would raise awareness of key challenges facing agri-food systems, such as food loss and waste, and engage young people in these issues to find new solutions. It grew from the need to create a new kind of energy around agri-food systems issues, something positive and action-oriented that would inspire young people to get involved. As brainstorming continued, the idea expanded.

A concert could raise awareness, but we needed more. To solve these big problems, we needed something massive, something that would continue beyond any event. We needed a global platform created by and for youth that could expand, adapt and transform to challenges as they arose. We needed to spark a movement.

## GETTING OFF THE GROUND

### Defining a mission

First and foremost, the WFF rallied around a clear mission - Empowering Youth for a Better Food Future. **This mission revolves around three core objectives:**

#### INFORM



Raise awareness of the global hunger crisis and the challenges facing our global agri-food systems

#### ENGAGE



Inspire youth to be actively involved in discussing the issues, sharing knowledge, and creating solutions

#### TRANSFORM



Driving sustainable transformation of our agri-food systems to support the SDGs and end hunger

## Forming a structure and governance

Once the mission was established, we needed a clear path to reaching our objectives. What actions or activities would we take?

To ensure a wide range of engagement entry points and to inspire youth everywhere with their diverse priorities and interests, the WFF established six tracks. These tracks would be led and coordinated by young volunteers, and would help us define the structure and activities of the WFF platform.

### The six WFF tracks

#### YOUTH ACTION



A platform providing assemblies, roundtables, consultations, formal and informal meetings and other activities designed to bring young leaders into the global discussion surrounding agri-food systems issues, and empowering them to develop concrete solutions, drive sustainable change and propose youth-related policies.



#### INNOVATION LAB

Incubating activities, masterclasses, competitions and resource sharing/mobilization to empower youth to find innovative solutions for agri-food systems transformation.



#### EDUCATION

The creation and implementation of workshops, courses and didactic materials to ensure education from a young age on topics of food, agriculture and healthy, sustainable diets.



## COOKING

Interactive events bringing culinary traditions and innovation to the forefront of agri-food systems change, and forging connections through cooking.

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## FILM

Screenings, festivals and video challenges to harness the universal power of film to unite people across cultures and encourage behavioral change.

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## MUSIC

Concerts and activities leveraging the global appeal of music to engage young people in the movement and share a powerful message about creating a better food future.

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## Creating a better food future



### Recruiting Volunteers

Once we defined the tracks, we needed to populate each of these tracks with talented and passionate volunteers. We started reaching out to everyone we knew at FAO, the Rome-based Agencies, the UN system, youth groups, as well as to talented young entrepreneurs, scientists, artists, musicians and influencers. We recruited dozens of volunteers to start programming events for the tracks, with a focus on inclusivity and democratic self-organization. We utilized digital communication tools to set up a virtual workplace for the WFF, to bring together our team from all around the world, and to ensure that anyone could propose ideas for initiatives and take part in discussions at any time.

### Reaching out to partners

We also got on the phone, making hundreds of calls to potential partners in the public, private and nonprofit sectors. In a short time, we recruited **75+ partners** from all regions of the world to join the movement, contributing time, expertise, insights and resources – as well as spreading the WFF movement in their networks. These partners included leading private enterprises, universities, UN agencies, youth groups, cooperatives and more. In particular, the youth and innovation networks of the UN's Rome-based Agencies - FAO, the World Food Programme (WFP) and the International Fund for Agricultural Development (IFAD) - came together to super-charge the youth mobilization efforts.

## THE LAUNCH

### Website and social media launch

The movement was starting to take shape, propelled by the passion of our volunteers and partners. Yet in today's world, a digital presence is essential. In April 2021, the WFF launched its website and established key social media accounts to help spread the word:



### Official launch at the UN Economic and Social Council (ECOSOC) Youth Forum

We were finally ready to go public! On 6 April 2021, the WFF officially launched by hosting a side-event at the Tenth Anniversary of the ECOSOC Youth Forum on the theme "A Decade of Action: Building a Resilient Recovery. Empowering Youth for a Better Food Future: the World Food Forum by global youth".



 Watch VIDEO

This was the first event to embody the true essence of the WFF as a global network of partners. The panel for the event comprised WFF volunteers and partners, including Jayathma Wickramanayake the UN Secretary-General's Envoy on Youth, UNITE 2030 Youth Delegate Adhiraj Miglani and partners from Act4Change/Act4Food, the Arab Youth Center, Consumer International NextGen Network, Thought for Food and the UN Food Systems Summit (UNFSS).

Particular importance was given to the geographical balance of all regions on the panel in order to demonstrate the WFF's intent to be a global and inclusive movement tackling agri-food system transformation from all angles, through cooperation.

### **At the ECOSOC Youth Forum side-event, the WFF:**

- Initiated an engaging and inclusive discussion with and by youth around agri-food systems transformation;

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- announced the launch of the WFF and plans for events, dialogue and outreach, as well as the WFF Flagship Event in October 2021;

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- drove awareness and gathered momentum for the Youth Action Assembly and its collaboration with the youth stream of the UNFSS;

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- fostered the relevant role youth plays as a driving force for global action;

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- brought consumers' perspectives to the table;

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- highlighted the importance of leveraging the interconnectedness of SDGs in the achievement of the eradicating world hunger;

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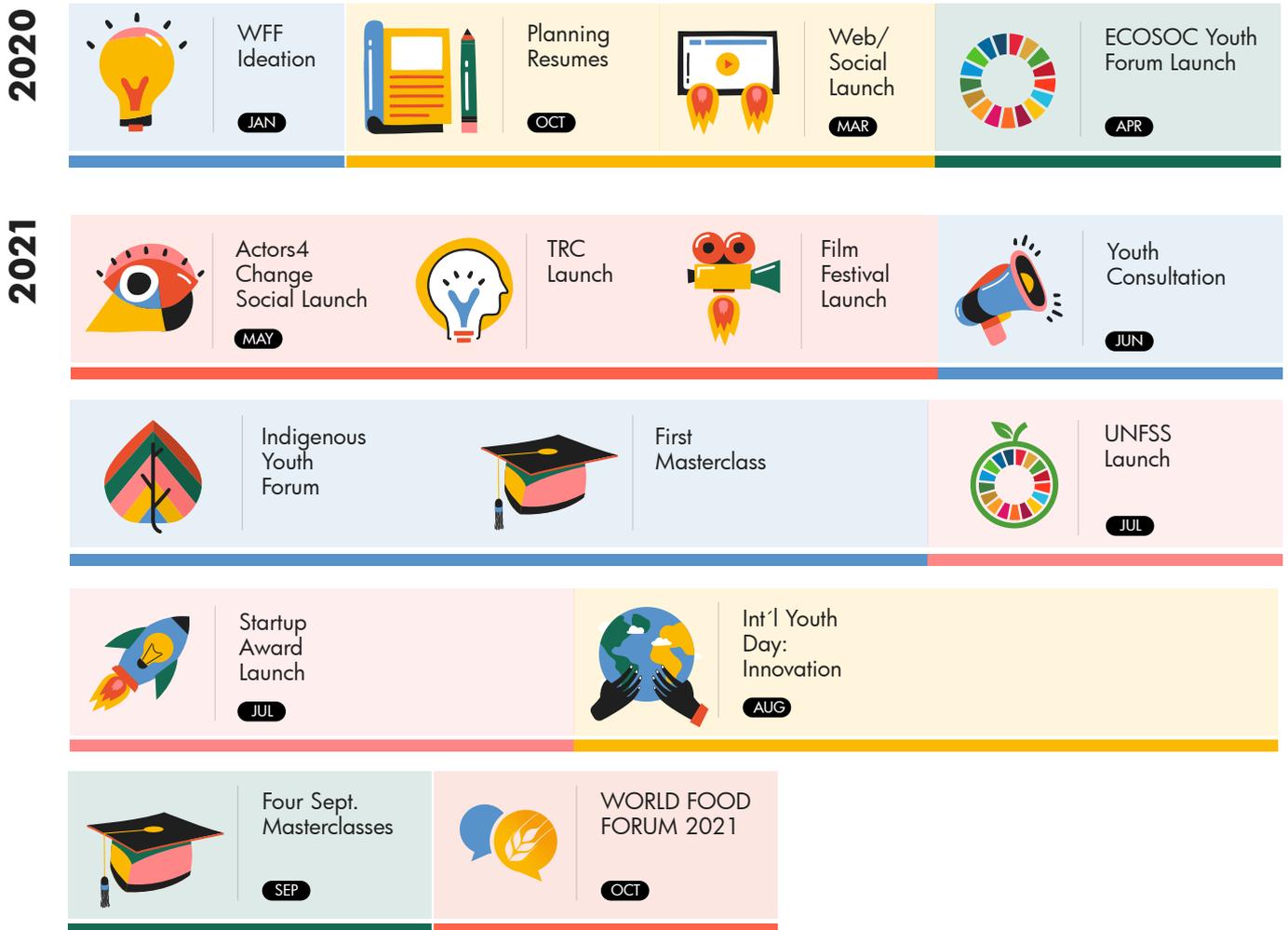
- empowered youth to bring their solutions to the centre of the development of socio-economic agendas;

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- explored how young agents of change can influence the global policy debate and agri-food systems governance.



## 03 The road to October 2021



In just a few short months, the initiatives across the six tracks of the WFF were in full swing. Our ideas were becoming realities and the momentum began to skyrocket. Here are some key highlights from each of the tracks on the road to November.



## YOUTH ACTION HIGHLIGHTS

| “Nothing about us without us!”

### Global Forum on Indigenous youth (16 - 18 June)

The WFF supported and promoted the [Global Forum on Indigenous Youth](#), which gathered Indigenous youth from across the globe to share their stories and perspectives, and to discuss Indigenous youth’s game-changing solutions for the UNFSS.

This Forum was co-organized by FAO, the Global Indigenous Youth Caucus and the Indigenous UNFSS Champions. It aimed to provide a safe space for Indigenous youth to voice their demands and challenges, and to gather Member States, policymakers, Indigenous peoples' organizations, UN agencies and other youth from around the world to listen to Indigenous youth, and to discuss their solutions and contributions to global food security and the fight against hunger. The WFF also promoted and published the [Indigenous Youth Global Declaration on Sustainable and Resilient Food Systems](#).

### UNFSS and WFF online global youth consultation (29 June - 20 July)

The UNFSS and the WFF launched an online global youth consultation to provide youth groups and young leaders the chance to voice their perspectives and suggest actions to transform our agri-food systems. They consolidate the results of these consultations and [presented these youth priorities and commitments](#) to heads of states, industry leaders and decision-makers at the UNFSS Pre-Summit in Rome, Italy (26-28 July 2021).

### Side event at the High-level Political Forum (HLPF) (14 July)

The WFF hosted a side event at the HLPF in New York to give youth a platform to engage in a dialogue with Member states, major groups and other stakeholders of the UN system. Youth proposed ideas to deliver on the goals of agri-food systems transformation and build back our societies and economies post-COVID-19. They also provided an initial set of recommendations from youth to global leaders involved in the implementation of SDG 2, stemming from the ECOSOC Youth Forum and an in-depth survey ahead of the HLPF 2021.

**View highlights from the four panels at the event.**

- [Better Production Panel](#)
- [Better Nutrition Panel](#)
- [Better Environment Panel](#)
- [Better Life Panel](#)

## G20 Side Event: “Creativity and innovation for the circular economy: the contribution of young people” (15 September)



[Watch VIDEO](#)

The WFF co-hosted a G20 side event, aimed at promoting the potential of young citizens regarding the future of the production and consumption of food, in collaboration with FAO, the Italian Minister of Youth Affairs, Department for Youth Policy and Universal Civic Service, and the Italian Youth Council (CNG).

At the event, three working tables tackled different themes regarding the participation of youth in the circular economy: (1) How youth can contribute to a qualitative nutrition, (2) How youth can produce innovative solutions in this field and (3) Opportunities for the professional inclusion of youth.

Each working table drafted recommendations for a better and more inclusive participation of young people in agri-food systems. [Watch a recording of the event.](#)

### Promotion of International Year of Plant Health (IYPH) Youth Declaration (July - October)

Throughout the summer and fall, the Youth Action Track continued youth consultations, while also researching and promoting other youth-led declarations and initiatives supporting the transformation of our agri-food systems. This included promoting the [International Year of Plant Health \(IYPH\) Youth Declaration](#), which lists concrete actionable items that youth declare are necessary for the improvement and sustainability of plant health. The IYPH Youth Declaration was drafted on behalf of 26 organizations across the globe as a legacy of the 2020 International Year of Plant Health.

The IYPH Youth Declaration was drafted on behalf of 26 organizations across the globe as a legacy of the 2020 International Year of Plant Health. It advocates for seven core principles to be addressed by 2030 in line with the SDGs: (1) The connection of plant health to climate change, food security and One Health; (2) Biodiversity, sustainable agriculture and pest management; (3) Indigenous peoples and local communities that offer plant protection strategies; (4) People vulnerable to risks and their significance in maintaining plant health; (5) Global phytosanitary regulations, responsible economic growth and trade; (6) Strengthened plant health education, capacity building and development; and (7) Redirecting capital flows, funding and mobilization of the private and public sectors to support healthy plants.

**Joint Initiatives with ECOSOC, the Committee on World Food Security (CFS), and the  
FAO Office of Climate Change, Biodiversity and Environment (OCB)  
(August - October)**



[Watch VIDEO](#)

The Youth Action Track continued to build partnerships and extend the global movement around the WFF by launching joint initiatives with partners and proposing them as side-event organizers and speakers at the WFF Flagship Event.

They also continue to organize side events, bringing the WFF to ECOSOC and the Committee on World Food Security (CFS), and preparing side events with OCB for pre-COP 26 and COP 26, including a roundtable event in partnership with FAO and the Netherlands, titled *“Harnessing the power of Youth for enhanced climate action in the lead-up to COP 26”*. [Watch a recording of the event.](#)

## Young Scientists Group (YSG) (September - ongoing)

In **September, the WFF** began reaching out to partners and contacts in the scientific community for nominations for the WFF Young Scientists Group (YSG). To be launched in 2022, the YSG will mobilize young promising scientists from around the globe who will collaborate with the WFF in order to engage youth in dialogues and events, and develop scientific outputs related to agri-food systems transformation. The YSG will be uniquely positioned to help inspire youth to engage in science and agri-food issues, while the group's members will gain experience leading youth and contributing to WFF strategies and outputs.

The composition of the YSG will include members selected for academic excellence in fields related to FAO's Four Betters, and multi-disciplinary experience and excellence in systems thinking. Particular importance will also be given to geographic distribution/representation, representation of marginalized groups including Indigenous youth and gender representation/parity.

**All YSG members will make a year-long commitment to the programme, in which they will:**

- contribute as speakers at conferences, technical meetings, panel discussions, TV appearances and other public presentations;
- publish articles in news outlets and specialized magazines;
- regularly support the outreach activities of the World Food Forum;
- contribute to the conceptualization and publication of the annual report of the WFF.

The selection panel for the YSG will include the FAO Chief Economist, the FAO Chief Scientist and three academic guest panel members from different disciplines and different geographic regions. The panel will select a group of 20-26 young scientists for each year-long term.

## The Young Farmers' Roundtable



[Watch VIDEO](#)

The Young Farmers Roundtable (YFRT) was organized in the framework of the **United Nations Decade of Family Farming** (UNDF) to facilitate direct exchange between young farmers and to promote the generational sustainability of family farming (Pillar 2. of the UNDF Global Action Plan). **It was organized together with young members of the farmer organizations working on the implementation of the UNDF, including Asian Farmers' Association, Confederación de Organizaciones de Productores Familiares del Mercosur Ampliado, European Coordination of La Via Campesina, La Via Campesina, Network of Farmers Organizations and Agricultural Producers of West Africa, Pacific Island Farmers Organization Network, International Planning Committee for Food Sovereignty, World Farmers' Organization and World Rural Forum.**

The event featured presentations from young farmers from Burundi, Canada, Colombia, Fiji, India, Italy, Mauritius, Nepal, the Philippines, South Africa, Spain and **countries from across West Africa, underscoring diverse practices and solutions. These included** a focus on themes of more sustainable approaches to farming, protecting the environment, strengthening local communities, protecting seed, teaching each other, constructing local markets, and taking care of older farmers and of their children. They also highlighted the importance of carrying forward **the** values and traditions of their territories and merging these with new and creative practices to guarantee rewarding livelihoods.

The YFRT highlighted the continued need of young farmers for capacity development, mentoring and coaching programmes in different areas, such as sustainable agricultural practices, sustainable business models, markets and cooperatives to sell together and the use and dissemination of inclusive technologies and digital tools. It also reinforced the need to continue strengthening leadership roles for youth and to learn how to apply international instruments and lessons learned from existing conducive policies for young farmers. This will enable them to be better positioned in policy dialogues, in processes for National Action Plans for Family Farming developed under the UNDF, and to better communicate the kinds of solutions that young farmers desire. It is paramount to continue investing in intergenerational cooperation and collective actions to advocate for youth-targeted and youth-adapted responses at global, national and local levels to build enabling policies, legislation and regulation and construct financial instruments that provide the preconditions for youth to farm and facilitate the maintenance and operation of viable farms. Watch the Young Farmers' Roundtable.

### **Youth Action Assembly** **(June - ongoing)**

The WFF Secretariat brought a group of youth leaders from different parts of the world in to help shape the **Youth Action Track** in mid-2021; this core group of individuals was selected by the WFF Secretariat based on their involvement in leading youth food and agriculture organizations and constituencies. Their services to-date have been voluntary and separate from their work within the respective constituencies and organizations.

The team worked to draft the governance of the Youth Action Track of the WFF, a Compendium of youth policy positions and solutions from 2020-2021, and a vision for the future of the WFF Youth Action Track. During the Flagship Event, these three items were presented by the youth core team in the form of zero drafts; the youth core team called for input on these zero drafts with the aim of involving any interested youth in the fundamental building blocks of the WFF Youth Action Track.

As stated in the zero drafts, the Youth Action Assembly aims at providing a dedicated, apolitical, sustained, self-organized and institutional space for youth in agri-food systems advocacy and action founded on inclusivity, diversity and respect of all persons. **The Youth Action Assembly** is being created by youth for youth and focuses on three working areas explained more in-depth in each zero draft document: 1) **Action Compendium** - a collection of priority working areas strengthened by actionable solutions, collected in the future through best practice guides; 2) **The Action Plan** - which outlines the vision and goals of the WFF Action Assembly; and 3) via the Youth Action Assembly where youth can engage politically, and **the Governance zero draft** which outlines eligible participants of the Youth Action Assembly and will be finalized by a Working Group on Governance.

The Youth Action Track aims to be governed by youth for youth; as such the governance zero draft outlines the youth membership methods for the Assembly, led by a focal points group. In the next phase of action, interested youth will agree on a process to select the first focal points group and focal points group co-chairs that will lead the Youth Action Track.

Concretely, the Youth Action Track has the ambition to organize a youth seat at the FAO Council, as committed by the Independent Chair of the FAO Council and reiterated during the closing of the WFF Flagship Event closing ceremony. The WFF Youth Action Track also has the ambition to have youth representation in the Food Systems Coordination Hub, led by FAO to organize relevant policy dialogues.



## INNOVATION HIGHLIGHTS

| Encourage the solutions of tomorrow by empowering youth today

### Transformative Research Challenge (TRC) (April - October 2021)



[Watch VIDEO](#)

After much preparation and a [pre-launch event in April](#), The WFF Innovation track launched the TRC in May 2021 as an international open call for young and youthful researchers to propose their innovative ideas for agri-food systems transformation. The Challenge received over 80 applications from all regions of the world, across the categories of Better Production, Better Nutrition, Better Environment and a Better Life.

**A panel of expert reviewers then narrowed down the field of young and youthful researchers from 88 to 16 teams. These teams received:**

- personalized mentorship from globally recognized experts in their field to help “translate” their concept note into a concrete research output;
- coaching for the preparation of a “PechaKucha-style” lightning talk for the virtual WFF stage;

- networking opportunities and access to a global audience of young leaders and organizations from the public and private sectors, including the United Nations;
- visibility on the WFF platform to showcase innovative research ideas and approaches to a global audience;
- ongoing promotion, additional learning and exposure activities associated with the WFF, such as a social media campaigns, case studies, and future events to foster ongoing visibility and encourage future development.

After two months of working with their mentors, the 16 research teams submitted their outputs once again to expert reviewers, who chose eight finalist teams. The finalist then translated their research outputs into “lightning talks” to be presented at the WFF Flagship Event in October. The **panel of judges** at the WFF Flagship Event included:

- Ismahane Elouafi, FAO Chief Scientist
- Milka Sokolović, Director General of the European Public Health Association
- Máximo Torero, FAO Chief Economist
- Longbao Wei, Deputy-Dean of the China Academy for Rural Development at Zhejiang University

### **Innovation Startup Awards powered by Extreme Tech Challenge (XTC) (July - October)**

The WFF Innovation track launched the **WFF Innovation Startup Awards** in partnership with XTC at the XTC Global Finals on 22 July with a joint announcement from FAO Deputy Director-General Beth Bechdol and the Co-founder of XTC Young Sohn.

The WFF Startup Innovation Awards are a global startup competition established to support and showcase young innovators and entrepreneurs who are harnessing the power of technology to drive the sustainable transformation of agri-food systems in support of ending global hunger and achieving the SDGs.

From over 3 700 entrants in the 2021 XTC, a team of global agribusiness and agritech expert evaluators selected 11 finalists for their standout entrepreneurship and promising potential for a positive impact on global and local agri-food systems. Three finalists were selected in each of the four categories: Better Production, Better Nutrition, Better Environment and Better Life.

The 11 finalists then prepared to pitch their startups to a jury of leading experts from across the social entrepreneurship, startup and tech communities at the WFF Flagship Event in October.

The WFF Startup Innovation Awards jury panel was chaired by the FAO Deputy Director-General Beth Bechdol and FAO Chief Economist, Máximo Torero. Jury panelists included:

- Michiel Bakker, Vice President of Global Workplace Services Programs at Google;
- Khalid Bomba, Director of the Office of Innovation at FAO;
- Iride Ceccacci, Head of Advisory, Agribusiness, at the European Bank for Reconstruction and Development;
- Nicole Shanahan, Founder and President of Bia-Echo Foundation;
- Young Sohn, Chairman of the Board at HARMAN International, Founding Managing Partner at Walden Catalyst and Co-Founder of Extreme Tech Challenge;
- Bill Tai, Angel Investor, Partner Emeritus at CRV and Co-Founder of Extreme Tech Challenge.

### Innovation Masterclasses (June - ongoing)

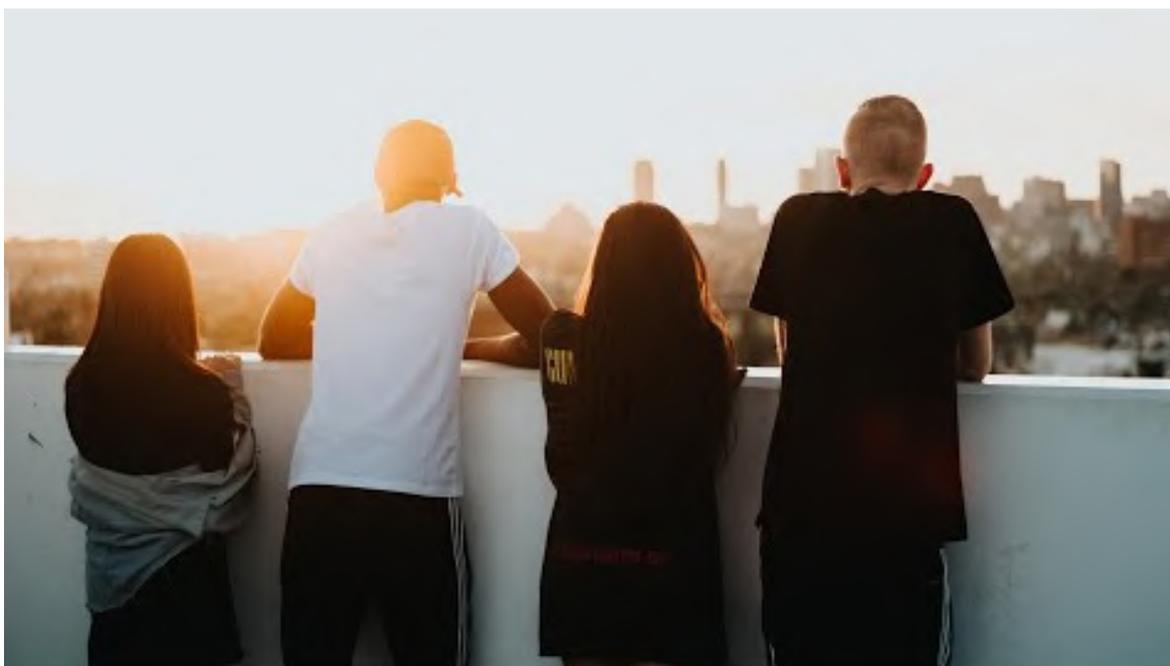


[Watch VIDEO](#)

In order to foster connections and promote innovation, The WFF Innovation Track launched an ongoing series of **Innovation Masterclasses** from June through October, with additional classes scheduled through the end of 2021 and beyond. These Innovation Masterclasses broke generational and professional barriers, and invited participants to think outside of the box. They brought together leading experts, young innovators and the general public for mentorship, discussions and sharing of lessons learned. Designed to engage, educate, mobilize and inspire, the masterclasses provided invaluable insights to young innovators and empowered them to find the solutions that will create a better food future for all. Masterclasses facilitated between June and October 2021 included:

- Block chain 101 (FAO/ International Fund for Agricultural Development [IFAD]/World Food Programme [WFP]);
  - Creativity and innovation for the circular economy: the contribution of young people (at the G20 side event);
  - Experiences from Japan about food systems in a circular economy (a six-part docuseries);
  - Foodtech Venture Day – Japan (SIGMAXYZ);
  - How can we attract youth into agriculture? Exploring youth as drivers of agricultural economic growth in Malawi, Rwanda, Tanzania and beyond (Clinton Foundation);
  - Hungry for a Kinder World 9 (Food Cloud);
  - Integral Ecology;
  - Leveraging Youth-Led Community Supported Agriculture for Sustainable Food Systems (IFAD);
  - Nuclear science and techniques for food and agriculture (FAO- International Atomic Energy Agency [IAEA]);
  - Revolutionizing food education in youth for more sustainable food pathways (FAO, United Nations Children's Fund [UNICEF])
- Success Mindset - Compétences entrepreneuriales pour l'action des jeunes (United Nations Industrial Development Organization [UNIDO]);
  - Tech-skills for youth-led sustainable water management (UNIDO);
  - The Slow Food Coalition: from bean to cup (Slow Food Coffee Coalition and Youth Network);
  - Youth and women employment in the food economy: The importance of territorial approaches (Organisation for Economic Co-operation and Development [OECD] Devtalks).

## Food Security Session for International Youth Day and #YouthLead Innovation Festival (12 - 13 August)



[Watch VIDEO](#)

The theme of the 2021 UN International Youth Day was “Transforming food systems: Youth innovation for human and planetary health” – a focus chosen by youth as an outcome of the 2021 ECOSOC Youth Forum. In order to celebrate International Youth Day, continue the momentum from the ECOSOC Youth Form, and lead up to the high-level Food Systems Summit, a #YouthLead Innovation Festival was launched by the Office of the Secretary-General's Envoy on Youth (OSGEY). For the Festival, the WFF co-organized a **Food Security Session** in collaboration with the FAO, OSGEY, Thought for Food and UNFSS. The event:

- engaged, empowered and gave a voice to young people as an integral and equal part of the process to shape the future of food security;
- provided a platform for young innovators and solution-makers to come together with United Nations offices, policymakers and industry leaders;
- highlighted youth’s top concerns related to food systems, based on the youth-led consultation that was hosted by UNFSS and WFF in July;
- presented youth-led solutions to agri-food system challenges from young enterprises around the world.

Following the presentations, WFF’s partner organization XTC gave their reflections on the highlighted youth-led solutions, and there was a multi-stakeholder discussion on the development and implementation of a youth-led approach to transform agri-food systems.



## EDUCATION HIGHLIGHTS

Just as children are taught how to read and write, they need to learn the food literacy that will help them thrive

### **World Food Day Poster Contest (Age 5-19)** (August - December)

The WFF Education Track engaged young persons under 20 years of age by launching the World Food Day Poster Contest. Entrants were encouraged to contemplate and illustrate how agri-food systems are part of our daily lives, every time we eat.

Three winners in each age category will be selected by a jury and announced on the WFF website and on social media channels in December. Winners will also be promoted by FAO offices around the world and receive a surprise gift bag and Certificate of Recognition.

### **Behavioural Change Shark Tank – Can children play a role in addressing the climate crisis?** (8 September)

Starting from the question, “Who makes the biggest impact, schools, girls, boys, youth movements?” the WFF Education Track hosted an event in collaboration with the Youth and United Nations Global Alliance inspired by the popular TV show Shark Tank. At the event, behavioural science experts pitched their ideas on why they think their form of education and empowerment of young people is creating climate action and real changes in society.

The event format engaged young people in a fun, interactive, challenging but most of all informative way. Participants voted on the “pitches” they thought could have the biggest impacts, as well as took part in interactive brainstorming sessions.

The event also presented the new UN Secretary General’s behavioural science priority area and focused on how the UN will work collaboratively to empower young people, especially girls and young women in taking climate action and leading civic actions.

The results of the side event will feed into a World Food Forum session on behavioural science and inform a new behavioural science guidance documents being prepared on (1) educators, (2) capacity building teams, and (3) policy-makers.

The outputs and results were presented in Education and Youth events at COP26, and will also feed into future United Nations Framework Convention on Climate Change and Action for Climate Empowerment Sessions.

**FAO- and UNICEF-led masterclass: “Revolutionizing food education in youth for more sustainable food pathways”**  
(4 October)



[Watch VIDEO](#)

The WFF in collaboration with FAO and UNICEF, led an interactive masterclass with more than 250 participants around the world on the topic of “Revolutionizing food education in youth for more sustainable food pathways”. The event investigated the vision and core principles of a transformative approach to school-based food and nutrition education in an accessible and engaging way, while also promoting healthy and sustainable food practices through fostering food competent, reactive and proactive schoolchildren and families.

The event showed the perspectives of numerous children from around the world, who voiced their thoughts on their food and agri-food systems. Experts from FAO and UNICEF then illustrated a new vision of food education and its core principles, and how its holistic approach can transform school systems to make lasting improvements to everyday food practices and empower young people and educators to advocate for change.

The event also demonstrated how some of these principles have been put into practice across the world, showcasing real-life, inspirational initiatives led by children and adolescents, school staff and youth and institutional representatives from Barbados, the Dominican Republic, Ghana, Sri Lanka and the United Kingdom.

## The masterclass:

- empowered the audience to be able to replicate the experiences or promote their own in their schools and communities, thus contributing to positively shape their local agri-food systems;
- gathered inputs from its young audience;
- encouraged live interaction through various channels such as social media and an online shared whiteboard, and posted participants' thoughts, ideas and commitments;
- invited participants to vote for their preferred Actions 4 Change as a way to make their voices heard; the most voted actions will be used to encourage global decision-makers to implement policies that create healthy, just and sustainable agri-food systems.

## Junior World Food Day (5 October)



[Watch VIDEO](#)

At the WFF Flagship Event, the Education Track launched **Junior World Food Day** - a day of stories, music, dance and conversation to engage even the youngest youth.

This special event featured FAO's Director-General, QU Dongyu, innovators and agripreneurs, food activists, chefs, astronauts, actors, students and more. It also included a very special sing-along with the launch of the Food Heroes' music video, in which students from six countries around the world spread the message of how young people can take action to make agri-food systems more sustainable. Students spoke about their school food environments and had the opportunity to ask questions to FAO food heroes.



## CULTURAL HIGHLIGHTS - FILM, MUSIC, ART AND COOKING

Harness the power of culture and celebrating diversity unites us and inspires behavioral change

### Videos for Change Global Competition (May - October)

Can one-minute videos really change the world? The WFF and the Rockefeller Foundation believe they can. Starting in the spring of 2021, The WFF Film Track partnered with the Videos for Change Global Competition to empower young people to develop confidence, practice social advocacy, and build valuable 21st-century skills they need for a better future.

Videos for Change empowered young people between 13 and 18 years old to create one-minute videos that created empathy, built awareness and inspired action on their chosen issue. Specifically, the competition looked for stories of how food systems affect youth, communities and the planet.

The winning videos were shown as part of the Food x Film Festival at the WFF Flagship Event in October. The international panel of judges included Sara Farley (The Rockefeller Foundation), Christopher Gebhardt (Stir Strategy and Story), Kazuki Kitaoka (WFF), Danielle Nierenberg (Food Tank), Roy Steiner (Rockefeller Foundation) and Jian Yi (Good Food Fund), among others.

### Food x Film Festival (May - October)

To fully harness the power of film to promote a better food future, the WFF partnered with Good Food For All, the Guild of Future Architects, the Rockefeller Foundation and UNFSS to launch an **International Film Competition and Festival** to address the future of food in terms of both scarcity and abundance with an eye toward building sustainability, fairness and agri-food systems transformation. The 2021 FoodxFilm Festival probed these topics through film, panels and events intended to provoke people's thoughts about food.

The Festival was held over three days: 26 September and 2-3 October, and was included at the WFF Flagship Event, which was open to viewers in all time zones around the world.

Films were selected by a small team of curators and the Festival Director, Christopher Hibma, with a particular focus on uncovering some of the most engaging food-themed stories made by groundbreaking artists. The team of curators employed a democratized system of collaboration to select the final films for the Festival.

## **Actors4Change Social Media Challenge** **(May - September)**

As a joint activity of the Film and Cooking Tracks, the WFF launched the **Actors4Change Social Media Challenge**, which was also further promoted in celebration of International Youth Day. The short video competition was open to aspiring and professional filmmakers of all ages and nationalities. It was designed to empower youth and spread awareness about unique and sustainable agri-food practices around the world.

Short videos of entrants shared local recipes, local agricultural techniques, Indigenous knowledge, ancient varieties, innovative agri-food practices and many other culinary traditions and solutions that can benefit our agri-food systems. Selected short videos were featured on the WFF social media channels.

## **Concerts and Musical Collaborations** **(May – October)**

The Music Track of the WFF collaborated with musicians from around the globe - and from different musical genres - to harness that bonding power of music and drive awareness of agri-food systems issues. The WFF Flagship Event featured four live concerts, a virtual party and numerous musical interludes. Featured musicians on the WFF platform included:

- DJ Giovannino (Italy): This house music DJ is known for his refined musical taste and international experience. He deejayed the immersive virtual after party for the opening celebration of the WFF Flagship Event.
- Dylan Goff (Ireland): Born and raised in Drogheda, Ireland, Dylan Goff is a singer-songwriter and poet currently based in Vienna. At the WFF Flagship Event he performed a concert on the theme of Forests, climate and soils.
- Keye Katcher (Germany): This Berlin-born singer/songwriter is constantly evolving. He is known for his spectacular vocal performances and participation on the TV show "The Voice of Germany".
- Radical Gypsy (Italy): Radical Gypsy are a manouche jazz trio (comprising two guitars, voice and double bass). Their gypsy jazz sound was featured at a live concert at the WFF Flagship Event.
- AY Young (USA): This talented producer, singer, songwriter, entertainer, entrepreneur and UN Young Leader for the SDGs wrote and premiered a special anthem for the WFF titled, "Better". The anthem was featured on the WFF event platform as well as performed live at various points throughout the WFF Flagship Event. AY Young also premiered his album on the WFF stage - a sustainable album containing 17 songs, one for each SDG.

## **WFF Art Exhibition** **(October - ongoing)**

The WFF collaborated with curator Artur Semenov from the online gallery Figurative Vertigo to bring to life the first-ever WFF virtual group exhibition “Better Food Future”.

For this exhibition, Semenov approached 80 different artists working across various media and styles, and all under the age of 40. From that initial group of 80, he selected 24 artists from different countries, including Austria, Germany, Hungary, Kyrgyzstan, Mexico, the Netherlands, Russia, Ukraine and the United Kingdom to be featured in the show.

The works were selected for their unique variations and aesthetic interpretations of the themes of Better Production, Better Nutrition, Better Environment and a Better Life.

The virtual group exhibition was on view to the public throughout the WFF Flagship Event, and for the remainder of the year it continued as an ongoing exhibit featured on the World Food Forum homepage.

## **Food for the Future Podcasts** **(May – October)**

In a series of podcasts initiated by the WFF Cooking Track, Lindsey Hook from the WFF and Sara Bond from Kitchen Connection interviewed young trailblazers serving up change in their industries across the agri-food chain. The **podcasts** were made available to listeners around the globe on the Spotify platform. The four inaugural episodes included:

- **Episode 1:** School Gardens: Education of the Future
- **Episode 2:** Undoing Racism in the Food System
- **Episode 3:** Peruvian food... for the future
- **Episode 4:** Public Health and the Food System 101

## Masterclasses for a Better Food Future (July - October)

In close collaboration with the Academy of Gastronomy Japan, the FOOD LOSS BANK (Sakiko Yamada, CEO) and the Government of Japan, the WFF Cooking Track presented the “[Masterclasses for a Better Food Future series](#)”, which featured six episodes on the circular economy of food in Japan. Each episode introduces the audience to ideas and actions for achieving a better food future for healthy people on a healthy planet. The six episodes included:

- **Episode 1:** Ugly food wears high fashion: Circular economy – introduction of Food Loss Bank
- **Episode 2:** Young food heroes stop waste: Social actions for food loss focusing on school children
- **Episode 3:** Food for spaceship Earth – public support to local sustainable production, blue economy
- **Episode 4:** Cooking for a better food future: The role of food education through culinary school
- **Episode 5:** Gourmet Eco Solutions - Gastronomy based on local production
- **Episode 6:** Where the fish meet the trees - Circular blue economy

## The Creative Cooking Battle Movement (August – October)

In collaboration with Cookpad (Japan), the WFF Cooking Track hosted a social media competition for videos on “zero food waste”. Contestants were invited to upload videos to their social accounts featuring recipes that used both preserved/canned food and local produce. The videos also had to show footage of contestants cooking, the finished dish and the amount of food waste generated from the cooking. Selected videos were then showcased on the [Creative Cooking Battle website](#).



## WFF CHAMPIONS PROGRAMME

### WFF Champions Programme (September – ongoing)

On 14 September, the WFF launched the **Champions Programme** in order to increase the visibility of the WFF, expand the reach of its activities and engage youth worldwide. In 2021, the WFF Champions Programme mobilized ten young influential figures around the world. These WFF Champions are exceptional youth leaders who are helping to create our global movement in support of agri-food systems transformation and a better food future for all.

The WFF Champions became knowledgeable in agri-food systems topics, and raised awareness of WFF activities and agri-food systems issues on their social accounts. They also co-created content with the WFF, were active participants in many WFF events, moderated masterclasses, took part in the Youth Action assembly and held public discussions, among many more activities.

### Meet the 2021 WFF Champions



**Jimi Blue Ochsenknecht**  
(Germany)  
**Musician and actor**

 [Watch VIDEO](#)



**Dr Rachel V. Brown**  
(Jamaica)  
**The Every Mickle Foundation  
executive director and Co-founder**

 [Watch VIDEO](#)





**Brymo**  
(Nigeria)  
**Singer and Songwriter**

 [Watch VIDEO](#)



**Meera Dasgupta**  
(United States)  
**2020 United States  
Youth Poet Laureate**

 [Watch VIDEO](#)



**Mustapha Diyaol-Haqq**  
(Ghana)  
**Artificial Intelligence researcher**

 [Watch VIDEO](#)



**Huiyu Ouyang**  
(China)  
**Good Food Fund policy officer  
/Act4Youth youth leader**

 [Watch VIDEO](#)





**Natalie Prabha**  
(Malaysia)  
**Vegan fashion model**

 [Watch VIDEO](#)



**Bonita Sharma**  
(Nepal)  
**Co-founder  
and CEO of SOCHAI**

 [Watch VIDEO](#)



**Lisanne van Oosterhoud**  
(Netherlands)  
**Entrepreneur  
and sustainability advocate**

 [Watch VIDEO](#)



**Mariah Gladstone**  
(United States)  
**Indigenous Chef,  
Founder of Indigikitchen**

 [Watch VIDEO](#)





## REGIONAL HIGHLIGHTS

Central to the mission of the WFF is to spark engagement and action for agri-food systems transformation in all parts of the world. The WFF encourages and supports local and regional initiatives and always prioritizes inclusivity and the empowerment of marginalized communities. Here are some highlights of WFF regional activities.

### Latin America and the Caribbean

- The WFF collaborated with the Central American Integration System (SICA), the Common Market of the South (Regional Integration Mechanisms MERCOSUR), FAO's Regional Office for Latin America and the Caribbean (RLC) and civil society organizations to launch the **Rural Youth Festival** on 10 August. This four-month festival hosted more than 40 experiences designed to mobilize rural Latin American and Caribbean youth and bolster their talents and capacities for the benefit of a new rurality and the transformation of agri-food systems. The events reached over 4 000 viewers in more than 20 countries.
- The Festival was conceived as a space for learning, interaction, exchange and inspiration among the diversity of youth that reside in the rural territories of RLC, in alliance with multi-level associations that mobilize, bring together and integrate young people between the ages of 18 and 35. It also encouraged political dialogue between representative associations of rural youth, competent public and private entities, associations of peasant and salaried family agriculture, academic institutions and international organizations.
- The Festival was organized around three themes, under which specific dialogues were held to identify the main contributions from and priorities for the youth of the region. During the dialogues, young people, authorities and key partners developed recommendations for each one of the themes, building a common position from the RLC Region not only in the context of the Festival and the WFF, but also in the greater context of existing global agendas.
- The next steps envisioned include building an agenda of cooperation in RLC that promotes dialogue between rural youth, international organizations and public and private institutions.

## Asia and the Pacific

- **Peoples' Choice Award for Asia and Pacific Innovation Challenge:** During the WFF Flagship Event in October, and in celebration of WFF Innovation Day, FAO co-convened the Peoples' Choice Award for Asia and Pacific Innovation Challenge. As part of the virtual event, FAO Country Offices in the Asia and the Pacific region provided brief presentations on their innovation challenges: in Cambodia it was the lack of affordable transport from farmers to buyers, while in Mongolia it was the lack of access of consumers to farmers for direct purchase and in the Philippines, the traceability of goods from the source to the distributor. The four semi-finalists of the Peoples' Choice Award, Agro-Digital PH, FeastSaver, Koltiva and Two Hands, then presented their innovative ideas that leverage technology to address these issues and enable inclusive solutions to be found for sustainable agriculture and food security. The "Peoples' Choice" voting was undertaken by each of the fifty-plus virtual participants.

- **Nanjing Good Food Declaration:** During the [2021 Nanjing Peace Forum](#) (24-26 October), the WFF Champion Huiyu Ouyang, together with Beijing Farmers Market, ChinaBlue, the Good Food Fund, IFAD, Slow Food and other youth partners hosted a roundtable discussion on the roles of youth in a just food transformation. The session wrapped with the launch of the "[Nanjing Good Food Declaration](#)", which was co-signed by youth leaders and brought together relevant supporting institutions and organizations to mobilize The Nanjing Youth Action Network (YAN) around key action areas such as food education, healthy school meals, sustainable consumption/action/communication, and youth participation in agriculture and urban food governance.

- WFF initiatives were continuously promoted throughout Asia and the Pacific, and an op-ed was published in the China Daily newspaper on the importance of unleashing the power of youth to transform the global agri-food systems.

## Africa

- **Africa Regional Youth Consultation Survey:** WFF conducted a survey from 14 June-11 July in order to consult with African youth and youth entities who engage in agriculture and food-related areas (including organizations, student groups, producers, entrepreneurs, researchers, and others). The survey had 192 responses from 32 countries. The survey had 192 responses from 32 countries. The results were shared on the WFF and [the report was also published online](#). The results were then presented in English and French at the WFF Africa Information & Exchange Session held on 30-31 August.

- **#WFFAfrobeat Awareness-Raising Campaign:** A regional social media campaign, entitled "Afrobeat for Better Production, Nutrition, Environment and Life" was held from September through the end of October to raise wider public awareness and increase engagement with the younger generation in Africa. A promotional video was created with support from Ghanaian Dancer, Sinclair Giga-boy. An Instagram post from the campaign by the musician Daayuur received more than 6 200 views.

## Near East and North Africa



Watch VIDEO

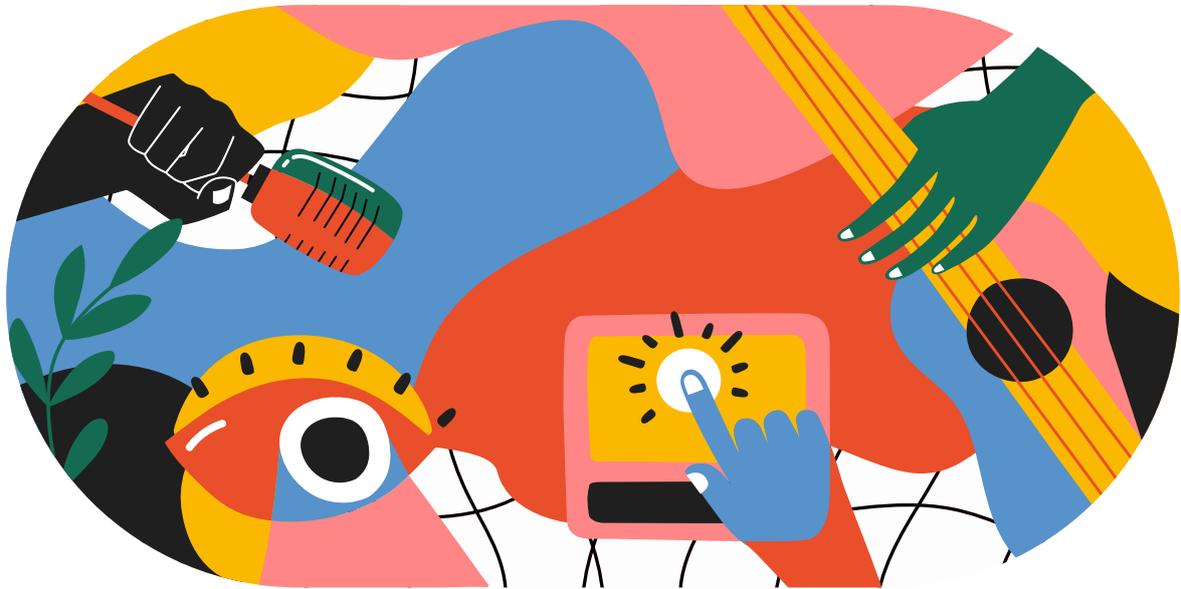
- In partnership with the Food Systems Summit Youth Focal Point for the Arab Region, a survey was sent to the 82 youth and youth groups to identify priorities for youth-led activities to advance agri-food system transformation in the region. A total of 39 ideas were submitted and subsequently voted on to identify the top short-, medium- and long-term priority actions for youth in the Near East and North Africa region.
- A regional youth meeting was held on 27 May to discuss the role of young people in transforming agriculture and agri-food systems. The meeting presented the two ongoing global processes on this topic - the UNFSS and the WFF - and strategized on how best to engage Arab youth in the discussion around agri-food systems.
- The Youth in Arab Agri-Food Systems regional network was launched as a joint initiative of the WFF and UNFSS with more than 170 members.
- A regional event on “Youth Leadership & Social Entrepreneurship for Food Systems Transformation in NENA” was organized in partnership with Enactus on 24 June.
- The WFF was presented at the International Union for Conservation of Nature Global Youth Summit 7 April. The session focused on “Empowering Mediterranean Youth to Strengthen the Governance of Ecosystems” and was a partnership with the Center for Mediterranean Integration.

## Europe and Central Asia



[Watch VIDEO](#)

The WFF supported joint youth campaigns around the [UN Decade of Ecosystem Restoration](#) and [#GenerationRestoration](#) with the [FAO Liaison Office in Brussels](#), the Brussels office of the United Nations Environment Programme, and Youth and Environment Europe. Activities included a youth event ahead of the launch of the UN Decade, as part of the European Youth Event (EYE) Green Track on 17 May, and in lead up to World Environment Day on the theme of “Generation Restoration: YOUth Reconnecting with Nature.”



## 04 WFF Flagship Event 2021 (1-5 October)

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“Never before has there been such a singular opportunity for leveraging the passion and energy of youth for a better food future. The World Food Forum is harnessing that energy.” - FAO Director-General, **QU Dongyu**



[Watch VIDEO](#)

As a culmination of more than a year of activities and action, [the five-day WFF 2021 Flagship Event](#) launched on 1 October with a jam-packed agenda full of statements from global leaders, debates, innovations, scientific research and cultural celebrations. It was hosted both in Rome and on an interactive online platform with live interpretation in Arabic, Chinese, English, French, Spanish and Russian , which enabled live participation from around the world.

Designed to be a follow up to galvanize action after the UN Food Systems Summit, the Flagship Event mobilized thousands of young people from all regions, bringing together youth leaders, agricultural workers, politicians, Indigenous leaders, tech innovators, performers, chefs, CEOs, musicians, artists, dignitaries, influencers, public figures and many more.

It showed in real-time how the WFF serves as a global, youth-led platform for all youth bodies and individuals to come together to amplify and scale up great ideas and solutions. Above all, it put youth at centre stage in agri-food systems transformation, empowering them to speak up and act out to create a better food future for all.

## PARTICIPANT HIGHLIGHTS

Highlighted speakers at the WFF Flagship Event included **H.E. Carlos Alvarado Quesada President of the Republic of Costa Rica, H.E. Cardinal Pietro Parolin Secretary of State of the Holy See, Qu Dongyu Director-General FAO, H.E. Abdulla Shahid President of the UN General Assembly, Her Majesty Queen Letizia of Spain, H.E. Shamma Al Mazrui Minister for Youth of the United Arab Emirates, H.E. Fabiana Dadone Minister for Youth Policies of the Republic of Italy, Rafael Mariano Grossi Director-General IAEA**, among other leaders and dignitaries.

The Flagship Event also featured many youth leaders from the world of farming and beyond. They were joined by influencers, celebrities, business and civil society leaders. There were performances, speeches, ceremonies and demonstrations by poet Meera Dasgupta, Indigenous Youth leader Pacha K'anchay, German musician Keye Katcher, chef and writer Carla Lalli Music, Musician and UN SDG Young Leader AY Young, and many others.

Participants from the private sector included Frank Giustra, Co-Chair of the International Crisis Group, Ramon Laguarta, CEO of PepsiCo, Kimbal Musk, Co-Founder and Chairman of Big Green, The Kitchen Restaurant Group and Square Roots, among many other distinguished business leaders.

## EVENT HIGHLIGHTS

### Opening Address



“The creativity is spreading. And the momentum is growing. The week-long celebration that kicks off today is a celebration of how far this youth movement has already come, and how much more incredible transformation lies ahead.” - QU Dongyu, FAO Director-General



 Watch VIDEO

## Opening Address



“Feeding a life means more than filling their bodies, but also feeding their souls.” - Ms Meera Dasgupta, Poet, WFF Champion



Watch VIDEO

## Outcomes of the Youth Action Assembly



“There is a strong ask for more education on agri-food systems and improved access to resources, which came out of our discussions.” - Ms Lisanne van Oosterhoud, WFF Youth Champion



Watch VIDEO

**Masterclass:** "Fostering innovation and entrepreneurship for sustainable development in agri-food systems transformation"



"If you don't know what your passion is, find people that you love working with." - Kimbal Musk, owner of The Kitchen Restaurant Group

A promotional banner for a masterclass. The left side has a red background with white text: "MASTERCLASS with the Extreme Tech Challenge" and "Fostering innovation and entrepreneurship for sustainable development". The right side shows a woman in a blue apron looking at a tablet. The World Food Forum logo is in the bottom right corner.

**MASTERCLASS**  
*with the Extreme Tech Challenge*

**Fostering innovation and entrepreneurship for sustainable development**

WORLD FOOD FORUM  
POWERED BY GLOBAL YOUTH

[Watch VIDEO](#)

**Masterclass:** "Youth engagement plays a critical role in the agricultural sector, for the future of our shared global goals to end hunger"



"We each have a role to play, that we must all play by working together to help fight unemployment and hunger at the same time...wherever we live and however old we are." - Chelsea Clinton, Vice Chair of the Clinton Foundation

A promotional banner for a masterclass. The left side has a red background with white text: "MASTERCLASS with the Clinton Foundation" and "How can we attract youth into agriculture?". The right side shows a woman wearing a colorful headwrap and a patterned shirt, smiling. The World Food Forum logo is in the bottom right corner.

**MASTERCLASS**  
*with the Clinton Foundation*

**How can we attract youth into agriculture?**

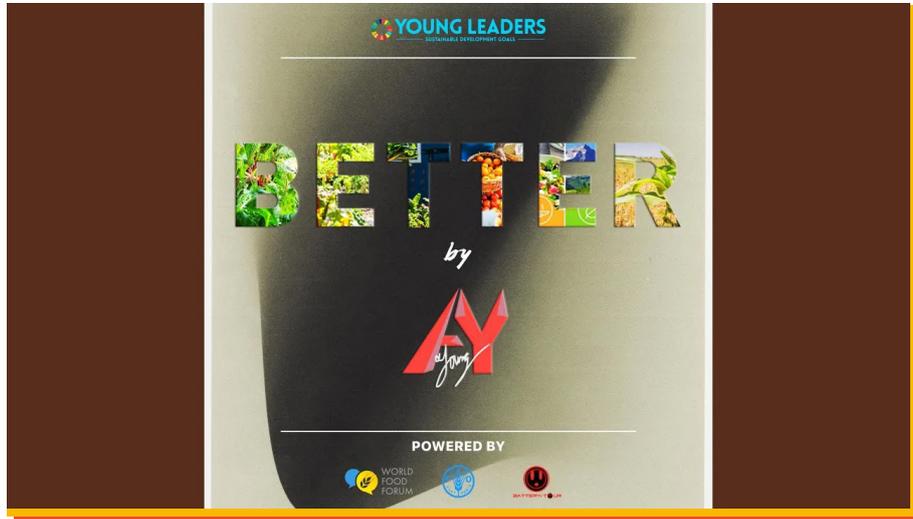
WORLD FOOD FORUM  
POWERED BY GLOBAL YOUTH

[Watch VIDEO](#)

# World Food Forum Anthem "Better"



"The Four Betters connect to give us a better life." - AY Young, musician and SDG advocate



[Watch VIDEO](#)

## FULL EVENT LINE-UP AND AGENDA

WFF AGENDA & SCHEDULE OF EVENTS	
Date CEST	01 OCT GRAND OPENING
08:00 - 08:00	
09:00 - 09:00	
10:00 - 11:00	Masterclass: International Coffee Day: One World Coffee, One Future - From Farm to Cup (10:00 - 11:00)
13:00 - 13:00	Youth Action Assembly Preparation meeting (13:00 - 13:00)
13:00 - 14:00	Pre-COPIA Side Event: Honoring the power of youth for advanced climate action (13:00 - 14:00)
14:00 - 13:00	
14:00 - 14:00	Opening Ceremony: Dignity, resilience, youth performance, Sustainable Development Goals, Sustainable Food and Agriculture & WFF Flag Awards (14:00 - 14:30)
14:00 - 14:00	
19:00 - 20:00	Concert with AY Young: Coating with Coax left: Home (19:30-20:00)   WFF 01 Home in Space (21:00-22:30)
20:00 - 21:00	

WFF AGENDA & SCHEDULE OF EVENTS	
Date CEST	02 OCT INNOVATION DAY
08:00 - 09:00	
09:00 - 10:00	FAO Asia Pacific Innovation Challenge - Digital, Climate Action (09:00 - 10:00)
10:00 - 11:00	Translational Research Challenge (TRC) Youth and Innovation Awards (10:00 - 11:30)
11:00 - 12:00	Climate Action Day: The Climate Action Day (11:00 - 12:00)
12:00 - 13:00	
13:00 - 14:00	Thought for Food (TF) Special Report and Report Session (13:00 - 14:00)
14:00 - 15:00	General meeting, dinner, with and poster walk: 'Empower' Empower Digital Café (14:00 - 15:00)
15:00 - 16:00	WFF Young Innovation Awards: Awarded by the Executive Board (15:00 - 17:30)
17:00 - 18:00	TFI Dinner (18:00-20:30)
19:00 - 20:00	TFI Dinner: Hospitality (19:00-22:00)
20:00 - 21:00	

WFF AGENDA & SCHEDULE OF EVENTS	
Date CEST	03 OCT CREATIVITY DAY
08:00 - 09:00	Food/Fix Festival (08:00-09:00)
09:00 - 10:00	
10:00 - 11:00	Masterclasses for a Better Food Future: Experiences from Japan about food systems in a circular economy (09:00 - 12:00)
11:00 - 12:00	
12:00 - 13:00	Food/Fix Festival (12:00-13:00)
13:00 - 14:00	
14:00 - 15:00	Food/Fix Festival (14:00-15:00)
15:00 - 16:00	
16:00 - 17:00	
17:00 - 18:00	
18:00 - 19:00	
19:00 - 20:00	
20:00 - 21:00	

WFF AGENDA & SCHEDULE OF EVENTS	
Date CEST	04 OCT YOUTH ACTION ASSEMBLY
08:00 - 09:00	Food/Fix Festival (08:00-09:00)   Youth Action Assembly: Youth Action Assembly (08:00-09:00)   Youth Action Assembly: Youth Action Assembly (08:00-09:00)
09:00 - 10:00	Young Leaders' Meeting: Young Leaders' Meeting (09:00-10:00)   Youth Action Assembly: Youth Action Assembly (09:00-10:00)
10:00 - 11:00	Youth Action Assembly: Youth Action Assembly (10:00-11:00)   Youth Action Assembly: Youth Action Assembly (10:00-11:00)
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20:00 - 21:00	Youth Action Assembly: Youth Action Assembly (20:00-21:00)   Youth Action Assembly: Youth Action Assembly (20:00-21:00)

WFF AGENDA & SCHEDULE OF EVENTS	
Date CEST	05 OCT YOUTH ACTION ASSEMBLY
08:00 - 09:00	Youth Action Assembly: Youth Action Assembly (08:00-09:00)   Youth Action Assembly: Youth Action Assembly (08:00-09:00)
09:00 - 10:00	Youth Action Assembly: Youth Action Assembly (09:00-10:00)   Youth Action Assembly: Youth Action Assembly (09:00-10:00)
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17:00 - 18:00	Youth Action Assembly: Youth Action Assembly (17:00-18:00)   Youth Action Assembly: Youth Action Assembly (17:00-18:00)

[GO TO AGENDA](#)

## **Grand Opening** (1 October)

This day of celebration began with an opening ceremony, dignitary and youth leader statements, youth performances, the Swiss Innovation Awards, the WFF Short Film Awards and climate action and educational events.

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## **Innovation Day** (2 October)

This day was dedicated to innovative solutions featuring the **WFF/XTC Startup Innovation Awards**, the **Transformative Research Challenge**, the RAP People's Choice Awards, the **FoodxFilm Festival**, concerts and the Thought For Food Summit and Rave.

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## **Creativity Day** (3 October)

This day celebrated creativity with the conclusion of the **FoodxFilm Festival**.

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## **Youth Action Assembly I** (4 October)

The opening day of the Youth Action Assembly featured a presentation of draft texts, national statements, the Youth Action Compendium discussion, the Young Farmers Roundtable, the Food Systems video game app and WFF Masterclasses in partnership with UNICEF, the UN Rome-based Agencies and the Clinton Foundation.

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## **Youth Action Assembly II** (5 October)

The second day of the Youth Action Assembly featured national statements, events for **Young Parliamentarians** and **One Health**, the Indigenous Youth Forum, **Junior World Food Day** activities, concerts, educational events, the **launch of the Foodicons** and a **closing ceremony**.



## 05 Key event outcomes

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### WFF Youth Action Compendium

“The overarching ask from youth is to consider food as a public good and basic human right.” - WFF Youth Action Compendium, Zero Draft

The zero draft of the WFF Compendium is a synthesis of many diverse youth voices. It was drafted by the WFF Youth Action Working Group and aims to analytically summarize youth calls-to-action in 2020 and 2021 around food and agricultural systems topics. It is intended as a summary document of the political statements of diverse youth groups and seeks to synthesize youth demands into a summary that can guide future actionable solutions for and led by youth.

## Summary of the Compendium priority areas



### | BETTER | PRODUCTION

- Stimulate and encourage the creation of inclusive local markets and local distribution systems.
  - Take action and scale-up initiatives reducing food loss and waste through repurposing food not fit for retail, banning food classification and value down-scaling, and improving inclusive cold-chain infrastructures.
  - Reduce and eliminate the production and consumption of ultra-processed foods and junk and fast food, while making nutritious, safe and sustainable food affordable and accessible to all.
  - Ensure inclusive, healthy and sustainable feeding programs at schools, nursery, and college which are procured from local producers and provide food education.
  - Redirect public support to move towards the true cost of food, internalizing environmental, social, welfare, and health costs.
- 



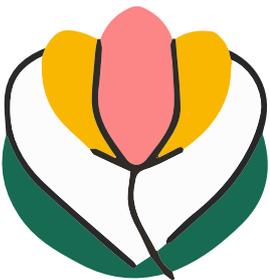
### | BETTER | NUTRITION

- Shift towards more plant-based diets while recognizing socio-cultural and economic contexts.
- Support small-holder, family, indigenous peoples, and youth-farmers to grow healthy and nutritious food and allow them to realize their agencies in agri-food systems.
- Take action to maintain, revitalize and protect terrestrial and marine areas as well as traditional indigenous and local knowledge based on currently available information, data, and practices, while looking for new inclusive and sustainable technologies that are accessible to all.



## | BETTER ENVIRONMENT

- Demand food systems organized around food sovereignty considering food as a basic human need and right using a human rights approach.
  - Leave no one behind in all policy discussions, providing space for youth, indigenous people, women, and smallholder farmers at local, regional, and national level.
  - Collaborate with and support forward-looking initiatives and local/national youth groups in local realities and make them advocates for change and advocates towards nature conservations.
  - Protect food production from political disruption, conflicts and climate change by developing emergency preparedness response and climate change adaptation plans with local communities.
  - Provide social protection and increase the minimum wages especially for women and youth to encourage and incentivize these groups to engage in agro-food systems.
  - Value and understand indigenous and local food knowledge and recognize indigenous and local youth as experts on resilience and sustainable food systems.
- 



## | BETTER LIFE

- Ban the use of harmful chemicals.
- Invest in resilient and nature-positive agrifood systems through the application of innovative approaches for sustainable agriculture and food systems prioritizing soil health, clean water, and biodiversity.
- Move towards public policies and investment that incentivize environmentally and socially friendly practices and restore natural ecosystems on a long term perspective.

## TRC Awards

“There is a value in Peste des Petits Ruminant eradication. Supporting this call for action will not only provide better life for hundreds of million farmers, but also good production, healthier animals and better nutrition to consumers.” - **Pacem Kotchofa, TRC winning researcher**



[Watch VIDEO](#)

**First place:** “Understanding irrigation behavioural change as a result of adopting water saving technologies - a Case Study from Jordan”

Team members: Nafn Amdar, Arif Anwar

Mentor: Atef Swelam

**Second place:** “Eradicate Peste des Petits Ruminants and improve the livelihood of smallholder farmers in developing countries - Evidence from Senegal”

Team member: Pacem Kotchofa

Mentor: Andrew Mang’ula

**Third place:** “Prebio-tech: scaling alternative protein with prebiotics”

Team members: Aqilah Awg Abdul Rahman, Chian-Wen Chan, Mohd Fadzelly Abu Bakar, Daniel Mahadzir, Nur Hafizah Malik

Mentor: Antoine Affokpon

In order to bolster the winning research outputs, all winning teams received digital recognition campaigns across the WFF platforms. The first-place winners will also have their pitch and story transformed into a video, and their research findings will be published in one of FAO’s sectoral publications.

## WFF Startup Innovation Awards

“We sit on the precipice of a new century where we can use biology to right some of the past wrongs in order to feed the planet.” - **James Brown, Founder and Chief Technology Officer at Bondi Bio, WFF Startup Innovator of the Year**



[Watch VIDEO](#)

The WFF Startup Innovation Award winners in each of the four categories were:

**Better Environment:** **Bondi Bio** for leveraging solar energy and water to sequester and valorize CO<sub>2</sub>.

**Better Life:** **Hillridge** for their platform enabling novel parametric insurance for weather events for the agricultural industry.

**Better Nutrition:** **Pebble Labs** for their use of probiotics as the delivery vehicle for RNA or other bioactives to harness a plant or animal's natural protection processes against pests, disease and drought.

**Better Production:** **Wasteless** for delivering an AI-driven markdown optimization solution for fresh food in supermarkets, allowing retailers to automatically price products based on expiration dates and/or waste risk.

**Innovator of the Year:** **Bondi Bio** was also chosen as the overall winner of the competition.

## Video game app: "Change the Game, Change the Future"

"By bringing the insights from state-of-the-art modeling into an app, the game enables everyone to test a number of strategies and discover their pros and cons in various regions. What we need is not a hypothetical miracle solution, but a well-balanced policy intervention." - **David Laborde**, "Change the Game, Change the Future" data modeller and senior researcher at the International Food Policy Research Institute



[Watch VIDEO](#)

A new video game app, Change the Game, Change the Future was launched at WFF. It encourages a holistic approach to tackling the challenges that face our agri-food systems and helps minimize trade-offs in achieving the SDGs.

The decision-making app was jointly developed by FAO and The Lexicon, a North America-based non-profit organization whose "Green Brown Blue accelerator" mobilizes experts and builds tools to tackle challenges facing food systems. It uses real-time data from over 190 countries with interactive animations that depict local cultures across the globe.

Through playing the game, both policymakers and the public can learn to manage complex, real-life trade-offs while seeking a balance between economic growth, social progress and environmental protection. Beneath the game's surface, advanced quantitative global modelling tools analyse these tradeoffs and provide synergies with the United Nations SDGs.

## Foodicons



[Watch VIDEO](#)

A new, visual language of icons was launched at WFF to represent the components of agri-food systems. Created by the Lexicon, it will be disseminated and governed by WFF youth leaders.

This initiative seeks to improve global food literacy and promote transparency in the food system, while offering a significant step towards cooperation between farmers, food producers, retailers and consumers as the world comes together to strengthen the food system. Organizations and professionals will be able to use the royalty-free, open-source icons to effectively communicate with each other and the public.

## Film Festival Awards



### Best Documentary



Ulwandle Lushile - Meeting the Tides  
**Director: Tembisa Jordaan**



### Best Fiction Movie



Quarantine diary  
**Director: Samgar Rakym**



### Young Filmmaker Award



Time to Eat  
**Director: Seongsik Lee**

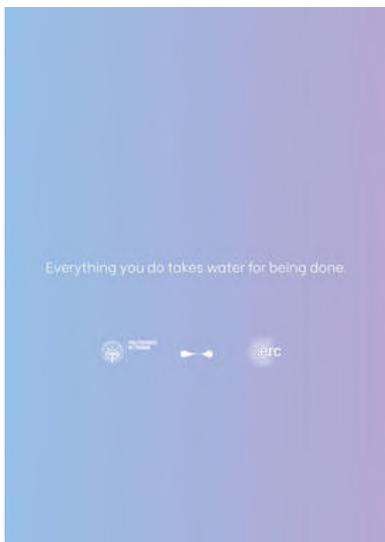


## Best Performance



Homemade cookies

**Directors: Nikolaos Kakonas  
and Calliopi Villy Kotoula**



## Best focus on Agri-Food System



WTF - Water To Food

**Directors: Stefano De Marco  
and Nicolò Falsetti**



## Best Cinematography



Coexist

**Director: Komeil Soheili**

## WFF Side Events

The amazing partners of the WFF hosted 25 side events during the Flagship Event. [Find out more](#) about the events and their outcomes.



## 06 WFF Results in 2021

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### STATS

**100**

WFF events  
and sessions

**20**

Masterclasses

**10**

Cultural  
experiences

**25**

WFF Flagship  
Event side events

**190**

Volunteers

**75**

Partners

## RESULTS

**22**

(thousand)  
WFF Flagship  
Event attendees

**22.2**

(million)  
social media  
impressions\*

**7.7**

(thousand)  
email subscribers\*

**40**

(thousand)  
web users\*

**67**

(thousand)  
web sessions\*

**245**

(thousand)  
page views\*

**6**

(thousand)  
consultation  
participants

**88**

Transformative  
Research Challenge  
submissions

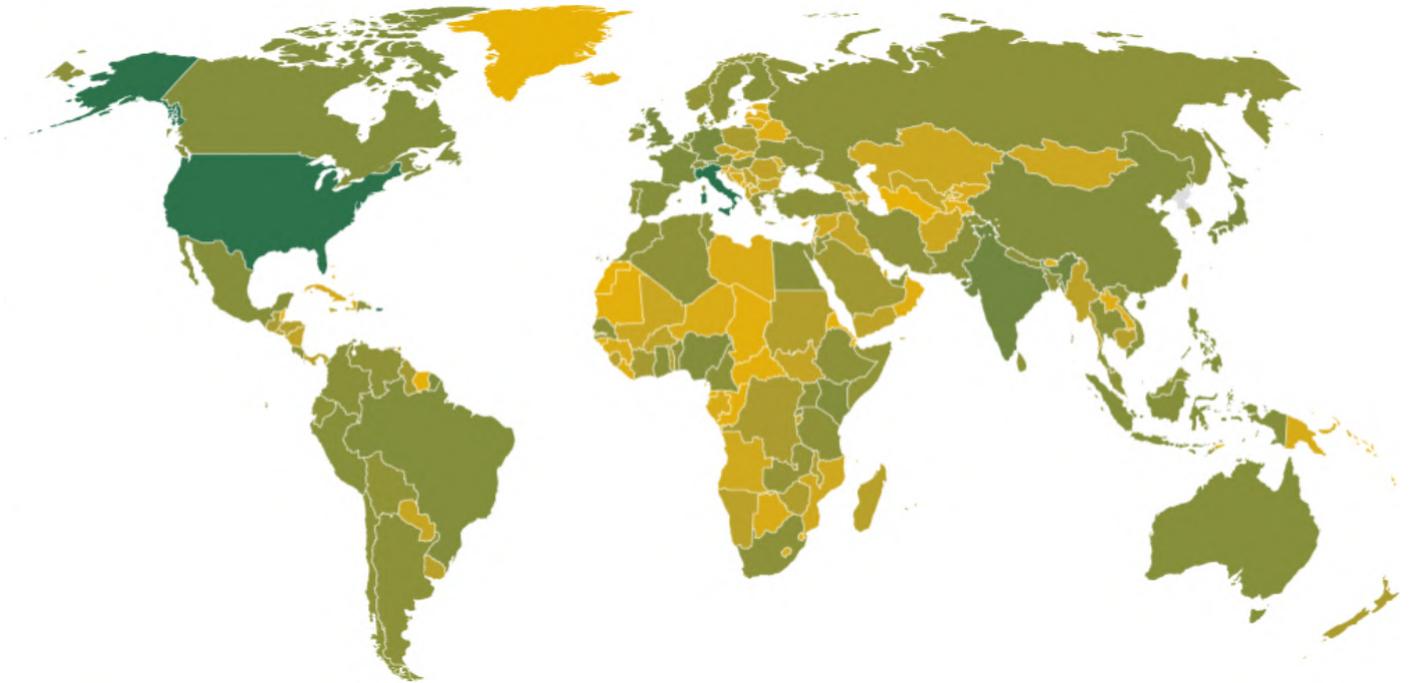
**66**

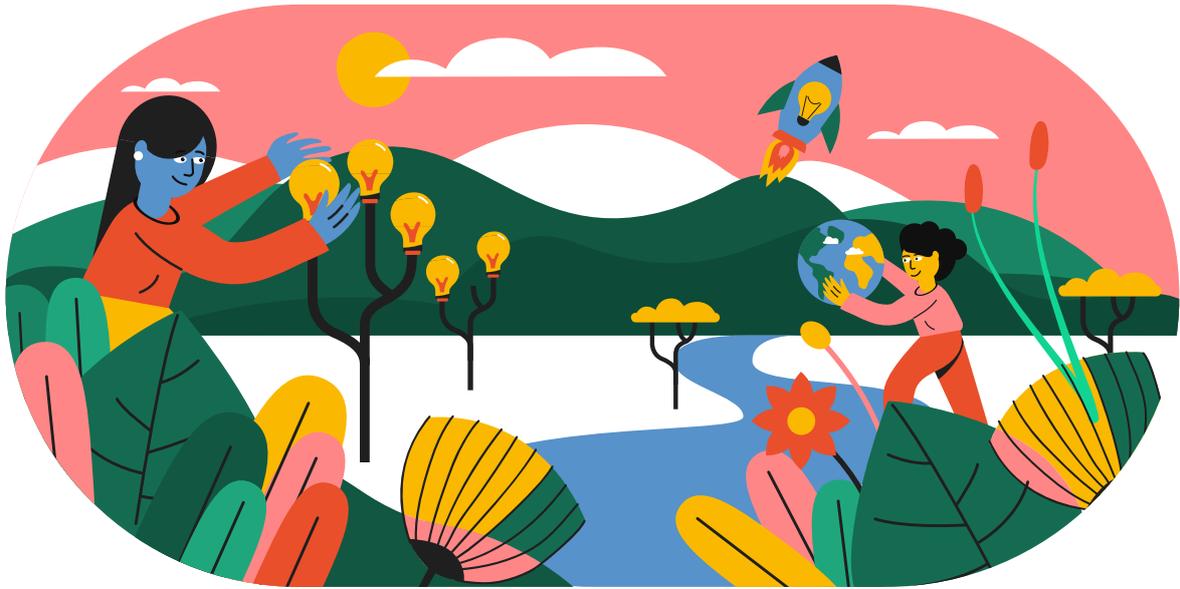
Startup  
Innovation Awards  
shortlisted startup

\* As of 15 December 2021

## GLOBAL REACH

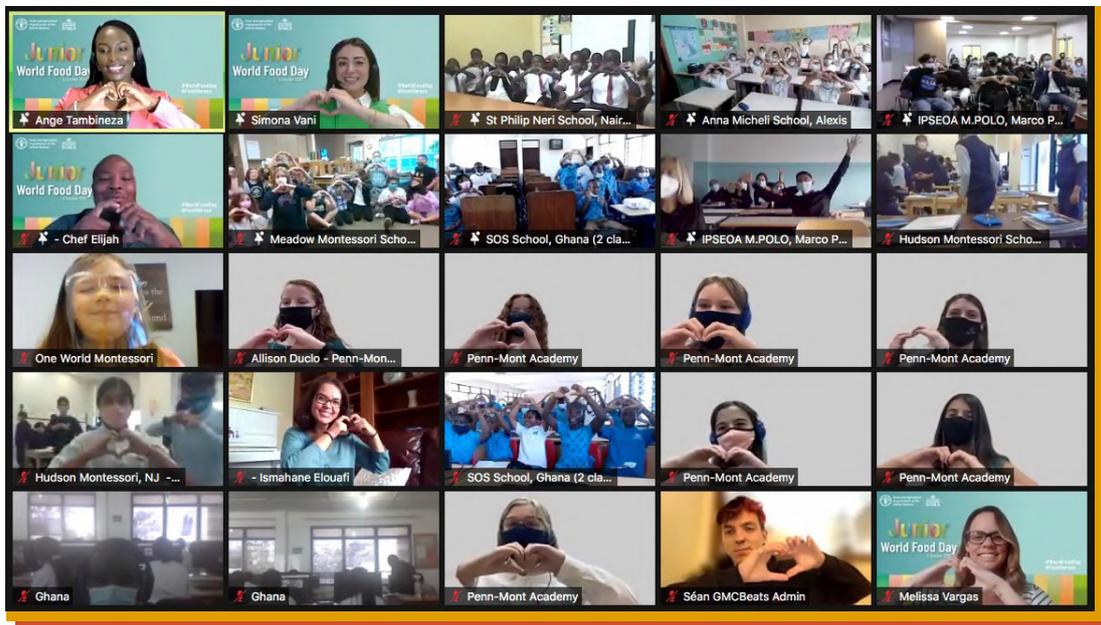
Unique visitors





## 07 The journey to come

### HOW CAN WE KEEP THE MOMENTUM GROWING?



As 2021 draws to a close, the World Food Forum marks a first year of incredible growth, invaluable partnerships and inspiring action: but this is only the beginning.

To reach the end goal of agri-food systems transformation to achieve the SDGs, leaving no one behind, we must continue to promote innovation and foster new ideas. We must continue to find new ways of working together toward our common goals, with inclusivity and giving space to marginalized voices and communities at the forefront of our efforts.

Youth must continue to step up and lead the way toward a better food future - with increased support, resources, education and access to decision making and policy discussions - because the future belongs to them.

Sustainable transformation of our agri-food systems is possible. Through the WFF, we have seen that there is an explosion of interest and engagement from youth and for youth in agri-food systems. The passion witnessed through WFF engagement is indicative of an even greater well of enthusiasm, energy and talent among young people around the world. These young people make up a majority of the population, particularly in developing countries, and have the power to initiate the global shifts we need. We must expand and amplify our outreach, learning from mistakes and leveraging successes in order to tap into this enormous wealth of potential energy.

We must move quickly forward on the plans that were identified this year and brainstorm new paths toward our goals. It will be essential that the WFF deepens the partnerships that were formed while also forging new ones across sectors and in all regions of the world.

We must heed youth calls-to-action, identify and nurture innovative solutions, establish key performance indicators to track those actions and bring scientific assessment and insights with the roll out of the YSG next year. Our actions must leverage the latest science and technology, take into account a holistic understanding of the interconnected nature of agri-food systems, and utilize systems modeling to quantify tradeoffs and synergies.

The groundwork has been laid. It is now time to solidify this foundation and continue to come together to make necessary changes happen from the micro to macro scales and everywhere in between.

Join us. Bring your ideas, insights, knowledge, resources, networks, skills and above all, your passion. Bring your commitment to continuing the transformation until everyone on the planet has access to healthy diets from sustainable agri-food systems.

The movement for better food future is here to stay. Are you in?



## 08 Acknowledgments of partners and volunteers

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The WFF was made possible by the tireless work, dedication and generosity of...

### THE WFF VOLUNTEERS



Abbe Mc Carter	Agustina Grossi	Alina Gerke	Amin Emadi
Anastasia Tikohonova	Anastasiya Idrisova	Andrea Nicolò Gentile	Angelo Maccaione
Anna Korzenszky	Anneleen Van Uffelen	Arlette Sangwa	Armen Sedrakyan
Asmaa El Deeb	AY Young	Beatriz Almeida	Bonita Sharma
Brenda Gunde	Brian Bosire	Carina Bilbeisi	Carmela Lopez
Carolina Pulizo Ariza	Cary Hendrickson	Catherine Foulkrod	Cathy Cao
Cecilia Murguia	Charlotte Milbank	Chiara Tuttolani	Christopher Marchini
Clara Jost	Claudia Ciarlantini	Constance Miller	Cornélia Glele
Cristiana Giovannini	Cristina Alvarez	Cristina Alderighi	Dalia Abulfotuh
Daniel Pierini	Daniel Speratti Melgarejo	Dario D'Angelo	Davide Sestini
Davide Zaccaretti	Deepika Sharma	Dejan Jakovljevic	Demelza Wilkes
Dennis Nyarko	Dina Aboukaff	Doina Popusoi	Doris Ngirwa-Mpesha
Dylan Goff	Edoardo Calza Bini	Edward Bogart	Edward Gallagher
Elisa Milanese	Emma Restaino	Enika Basu	Erik Van Ingen
Esther Wanza	Fabio Micalizzi	Fallon Bwatu Mbuyi	Federico Sartori
Felix Njeumi	Filippo Bondani	Francesca Jones	Gabriele Giovannini
Genna Tesdall	Gerard Silvester	Gergo Darnay-Fitt	Giada Semeraro
Gianna Angermayr	Giorgia Sonnino	Giorgio Lanzarone	Giovanni La Gorga
Giulio Cani	Gladys H. Morales	Glenda Cabral Calzuola	Gresia Bernardini Marino
Guilherme Brady	Hope Traficanti	Huiyu Ouyang	Ida Strømsø
Inna Punda	Ishida Tomomi	Jasmina Jusic	Javiera Garay Arteaga
Jean Martin Bauer	Jim Leandro Cano	Jimi Blue Ochsenknecht	John Laird
Jose Navarro	Jovana Trajkovic	Juan Egas Yerovi	Julian Bellemore
Karim Amin	Katalin Ludvig	Kazuki Kitaoka	Keye Katcher
Ki Jung Min	Kimberly Schnell	Kristeena Monteith	Kyriacos Koupparis
Lambert Annor	Lana Weidgenant	Laurence Jeangros	Lina Yu
Lindsey Hook	Lisa Paglietti	Lisanne van Oosterhoud	Lorenzo Gentile Colotta
Luca Servo	Lucia Rivera Lima	Ludovica Donati	Ludovica Tunetti

Luis Dias Pereira	Luisa Castañeda	Maidie Sinitambiriyoutin	Malak El Araby
Manuel Anta	Maria Acosta Lazo	Maria Fernanda Miranda	Maria Teresa di Benedetto
Marie Brueser	Marjan Ghanbari	Martha Martinez	Martina Bonazzi
Mas Dino Radin	Massimiliano Martino	Matteo Landi	Mauro Conti
Max Runze	Melissa Vargas	Michele Pennella	Michelle Kendrick
Michelle Seck	Mirko Montuori	Momoka Tamura	Mustapha Diyaol-Haqq
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Nina Coates	Olivia Pauner	Orkhan Nadirov	Pagmasuren Ganbold
Paola Persi	Paula Carretero Zafra	Paulo Gaspar	Pedro DeJesus Boareto
Pragyan Pokhrel	Pramisha Thapaliya	Preet Lidder	Rachel V Brown
Rahel Greter	Rayan Kassem	Rayne Kunene	Reuben Sessa
Riccardo Mazzucchelli	Rodrigo Sara	Rosemary Tellez Areas	Sahra Mani
Sara Farley	Sebastian Arteaga	Sebastian Evans	Sophie Healy-Thow
Sousan Torabiparizi	Stefano Suozzo	Sujatro Ghosh	Suzanne Redfern
Theodora Fetsi	Thuy HaellMayer	Ti Kian Seow	Tiphaine Mura
Tiziana Tarricone	Toko Kato	Tommaso Ruggiero	Valérie Bizier
Victoria Valenzi	Viktoria Nagy	Wadzi Garwe	Wensi He
Yasaman Matinroshan	Yenory Hernandez	Yon Fernández de Larrinoa	Yugratna Srivastava

and many more!

# GLOBAL NETWORK

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## COOPERATION PARTNERS

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## TRACK PARTNERS

