

Sowing Resilience

Media and Press Toolkit



**World
Hunger
Day**
28 May

BACKGROUND

Climate change intensifies extreme weather events—such as droughts, floods, and heatwaves—that disrupt agricultural production, leading to reduced crop yields and increased food prices. As food prices rise, nutritious diets become less affordable, especially for vulnerable populations.

In 2022, over 343 million people across 74 countries experienced acute food insecurity, a situation exacerbated by climate-induced supply chain disruptions.

Hunger and climate change are deeply interconnected.

The good news: We can build a climate resilient future.

KEY MESSAGES

Core Message:

Resilience starts with people. The Hunger Project is a movement of empowered individuals who plant seeds of change in their communities, strengthening their ability to withstand the environmental, economic and political shocks that can cause hunger.

Supporting Messages:

People Are the Seeds of Change

- In our changing world, we must build physical and mental resilience to transform the systems that keep hunger in place.
- Our signature VCA workshops are the first step for individuals to discover and build their own personal resilience. When resilient individuals come together and work toward a common vision, they can create sustainable change for the future.
- The Hunger Project works with community leaders to support resilient food security by strengthening sustainable agriculture practices and local food systems.
- Small actions—like planting drought-resistant crops or restoring soil—have a ripple effect, strengthening entire communities.

Resilience is Grown, Not Given

- Resilience starts from the ground up. Farmers adapting to shifting weather patterns. Families strengthening food systems. Communities coming together to build solutions that last. Investing in people-centered solutions—like regenerative farming and climate-smart food systems—ensures long-term sustainability and resilience.
- Climate change and environmental shocks threaten food security, but communities can adapt with the right resources and knowledge.

Together, We Are Growing a World Without Hunger

- Resilience is collective—when one person grows stronger, the whole world benefits.
- Resilience doesn't start with policies or institutions—it starts with people.



GET INVOLVED

This World Hunger Day we are calling for a global investment in resilience. Share your support by taking part in the campaign.

1

Visit Local Markets

Your choices—what you eat and how you shop—can drive sustainable farming. Support your local farmers or Community Supported Agriculture program. As part of the World Hunger Day campaign, share your farmer's market or CSA finds using the hashtag #FarmersMarketHaul on social media.

2

Engage Local Government

Encourage your government to invest in incentives for climate-resilient agriculture. Public policies and funding that support sustainable farming practices, soil regeneration and water conservation can help small-scale farmers adapt to climate change.

3

Invest in Farmers

Invest in programs that build the capacity of small-scale farmers to leverage climate-smart agriculture. Training, resources and innovative techniques—such as agroforestry, drought-resistant crops, and efficient irrigation—equip farmers to grow food sustainably despite changing climates.

4

Share Your Story

Are you a farmer? Share your sustainable practices with the world to show others how efficient and effective earth-friendly agriculture can be. Use the hashtag #SowingResilience to share.

MEDIA OUTLET

Amplify the urgent call to end world hunger by sharing impactful images this World Hunger Day.

The following images are examples that can be used. Please credit and mention The Hunger Project. Instructions on how to credit images are provided.



SPOKESPEOPLE FOR MEDIA

World Hunger Day was founded in 2011. The Hunger Project serves as the global campaign lead to celebrate the day.

The following Hunger Project Staff Members are available for media interviews. Please email Anna Slattery, External Affairs Manager (anna.slattery@thp.org) on all requests.



Rowlands Kaotcha
*President & CEO,
The Hunger Project*



Anna Slattery
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“Resilience is at the heart of ending hunger. It’s about equipping people with the tools and knowledge to grow their own food, adapt to changing environments and thrive in the face of challenges.”

Rowlands Kaotcha



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