# HEALTHY NOT HUNGRY TOOLKIT

A toolkit providing Global Goals and Zero Hunger assets, along with guidance on their use across social media, events and internally.
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FILMS

Download these films from Monday the 9th of January for use across social media, owned online platforms, internally and with partners.

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**Zero Hunger**
- English: [https://we.tl/3QfNKd72gt](https://we.tl/3QfNKd72gt)
- Italian: [https://we.tl/vykcdHXvZj](https://we.tl/vykcdHXvZj)
- French: [https://we.tl/e3y8vcn9g8](https://we.tl/e3y8vcn9g8)
- Spanish: [https://we.tl/8xOa6N0Od6](https://we.tl/8xOa6N0Od6)
- Arabic: [https://we.tl/wGeXcjQnkH](https://we.tl/wGeXcjQnkH)
- Japanese: [https://we.tl/1nYXV7618a](https://we.tl/1nYXV7618a)
- German: [https://we.tl/BhVotD8Rkj](https://we.tl/BhVotD8Rkj)

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**Numbers in Action Film**
- English: [https://wdrv.it/f67b4808a](https://wdrv.it/f67b4808a)
- Chinese: [https://wdrv.it/a78f0d0a5](https://wdrv.it/a78f0d0a5)
- Spanish: [https://wdrv.it/8b013f528](https://wdrv.it/8b013f528)
- Arabic: [https://wdrv.it/atee33c43c](https://wdrv.it/atee33c43c)
- French: [https://wdrv.it/ef34bb3c8](https://wdrv.it/ef34bb3c8)
- Russian: [https://wdrv.it/014b15e4f](https://wdrv.it/014b15e4f)
- German: [https://wdrv.it/48b456b2c](https://wdrv.it/48b456b2c)
LOGO ARTWORK

Below you’ll find all of the UN approved Goal 2 and Goal 3 icons in English, Arabic, Spanish, Italian, French, German and Japanese. Please ‘badge and brand’ your content as much as possible using this consistent artwork.

- Goal 2 Icon (all languages): https://wdrv.it/926f104ac
- Goal 3 Icon (all languages): https://wdrv.it/6d32daeda
- Global Goals Logo (Horizontal): https://wdrv.it/bd415ee80
- Global Goals Logo (Landscape): https://wdrv.it/f9220144e
- Style Guide: https://wdrv.it/94bd52836
DESIGN ASSETS
Below you’ll find an assortment of design files to be used on and offline.

- **Printed Boards:** We recommend printing 30 x 30 double sided boards using these design files to be used at your regional dinners. Use them as per the examples provided here in order to gather content for social media and post event outreach.
  - English: [https://wdrv.it/7c5309b69](https://wdrv.it/7c5309b69)
  - Open Editable Files: [https://wdrv.it/12c45263e](https://wdrv.it/12c45263e)

- **Email Signatures:** Please encourage your regional offices to adopt these signatures on their emails in order to raise awareness with partners and contacts.
  - English: [https://wdrv.it/01c86261f](https://wdrv.it/01c86261f)
  - Open Editable Files: [https://wdrv.it/8d4653946](https://wdrv.it/8d4653946)
DESIGN ASSETS
Below you’ll find an assortment of design files to be used on and offline.

- **Posters:** Please encourage your regional offices to print these posters for use in the office and at regional events.
  - English: [https://wdrv.it/8499baf60](https://wdrv.it/8499baf60)
  - Open Editable Files: [https://wdrv.it/5da296f40](https://wdrv.it/5da296f40)

- **Online Banners:** This landscape design is useful for online banners across your media platforms and social networks.
  - English: [https://wdrv.it/01c86261f](https://wdrv.it/01c86261f)
  - Open Editable Files: [https://wdrv.it/2c8ed942e](https://wdrv.it/2c8ed942e)
ICONS TO OUTCOMES

Here you will find the assets depicting the Goal 2 & 3 ‘outcomes’. Given the various formats provided, these can be used across social media, at events, online and internally. These assets compliment the Numbers in Action film from slide 2.

- **Animations:** [https://wdrv.it/1966c615d](https://wdrv.it/1966c615d)
- **GIFs:** [https://wdrv.it/30b3df41d](https://wdrv.it/30b3df41d)
- **Infographics:** [https://wdrv.it/edb35e94e](https://wdrv.it/edb35e94e)
- **Posters:** [https://wdrv.it/22ef4e543](https://wdrv.it/22ef4e543)

Alternatively, visit this webpage to find these assets and download other Icons to Outcomes for ALL of the various Goals: [http://www.globalgoals.org/outcomes/](http://www.globalgoals.org/outcomes/)
SOCIAL MEDIA

Here are the GIFs to accompany our Zero Hunger film which can be shared on Instagram, Facebook and Twitter! We have provided copy alongside each GIF which highlights the theme of the film and compliments the imagery, and we have also provided 'clean' edits for the various language versions in order that local markets can input the correct translations.

1. By taking just 5 steps, we can end hunger by 2030. Find out more at www.wfp.org. #HealthyNotHungry
   - English: https://wdrv.it/79493a408
   - Editable Language Edits: https://wdrv.it/14a417e3b

2. Step 1 for Zero Hunger: Put the furthest behind, FIRST! Find out more at www.wfp.org. #HealthyNotHungry
   - English: https://wdrv.it/8a2cfe0e6
   - Editable Language Edits: https://wdrv.it/6670c8eae

3. Step 2 for Zero Hunger: Pave the roads from farm to market. Find out more at www.wfp.org. #HealthyNotHungry
   - English: https://wdrv.it/38d2f4362
   - Editable Language Edits: https://wdrv.it/1eee01268

(GIFs 4 – 6 on following slide)
SOCIAL MEDIA
Here are the GIFs to accompany our Zero Hunger film which can be shared on Instagram, Facebook and Twitter! We have provided copy alongside each GIF which highlights the theme of the film and compliments the imagery, and we have also provided ‘clean’ edits for the various language versions in order that local markets can input the correct translations.

4. Step 3 for Zero Hunger: Reduce food waste. Find out more at www.wfp.org. #HealthyNotHungry
   – English: https://wdrv.it/40a06d9ba
   – Editable Language Edits: https://wdrv.it/b76e20842

5. Step 4 for Zero Hunger: Embrace diversity of crops. Find out more at www.wfp.org. #HealthyNotHungry
   – English: https://wdrv.it/2014d12cd
   – Editable Language Edits: https://wdrv.it/376606b42

6. Step 5 for Zero Hunger: Tell world leaders to prioritise nutrition. Find out more at www.wfp.org. #HealthyNotHungry
   – English: https://wdrv.it/1092c92ce
   – Editable Language Edits: https://wdrv.it/2d2a8edf9
SOCIAL MEDIA

And finally, alongside our film, GIFs and design assets, we’d like to continue the Zero Hunger theme with some further social media assets of varying formats which can punctuate your content calendar.

Below you’ll see links to static imagery taken from the original creative so that you can focus on any of your preferred messaging.

- **Static Imagery:** [https://wdrv.it/591bfdfdc](https://wdrv.it/591bfdfdc)

Additionally, here is a short and simple tutorial on boomerangs – a fun video alternative to encourage partner and colleague participation globally!

**Step 1:** Download the ‘Boomerang’ app from the App Store (you will need the ‘Instagram’ app as well).

**Step 2:** Allow Boomerang to access your camera and photos.

**Step 3:** Hold down the round camera button on screen as your model turns the double sided Goal board ONCE (see slide 5 to download and print your Goal boards).
THANK YOU
We look forward to seeing your activity on and offline!