



# Introduction of JAWFP

(Japan Association for the World Food Programme)



# Japan Association for the World Food Programme

Founded 1999

Official partner of WFP's private sector

Ex chairman Mr. Uichiro Niwa (2005-2010)

Chairman Mr. Koki Ando, CEO of Nissin Food Corporation (2010-)



Mr. Niwa, 2005 with Mr. Morris,  
ED of WFP



Mr. Ando, 2014 @ Myanmar



# PR Activities



# Charity Essay Contest



Each year, we pick a theme and call for entries to our annual essay contest(July to September). Sponsoring companies donate 1 day's worth of school meals (approx. ¥30) for each essay submitted.

Raising awareness towards global hunger through the power of writing.

Although there's enough food to feed everyone on this planet, 810 million people (1 out of 10 people) aren't getting enough to eat.

JAWFP hosts the "WFP Charity Essay Contest" in order to increase awareness towards the issue of global hunger.

## Fundraising for school meals through our annual charity walk.

JAWFP hosts Walk the World in order to help feed hungry children across the globe.

A portion of each participation fee is donated towards WFP school feeding programmes. By joining, you can help improve the lives of children around the world.

## WFP Walk the World



Held in Yokohama and Osaka (cancelled in 2020 and 2021).  
¥ 900 of each participation fee is donated to provide children with school meals.

# Zero Hunger Challenge



## Help prevent food loss while donating school meals.

By making a post about food loss on your social media account, you can deliver school meals to hungry children across the world. Each post is worth ¥120 in donations.

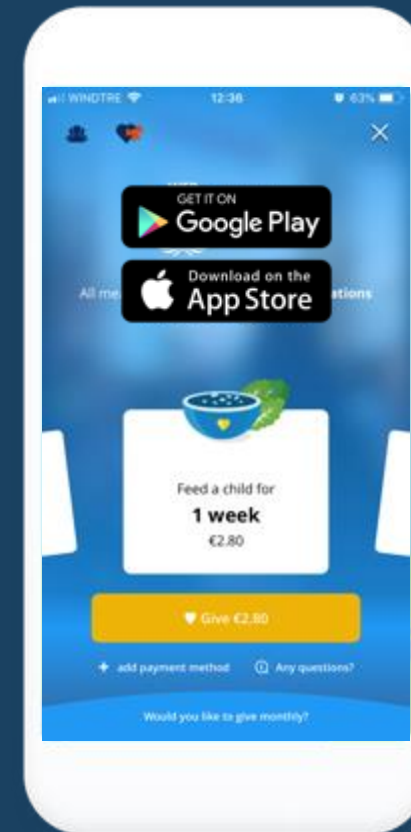
October 16<sup>th</sup> is designated by the UN as World Food Day. It is an international holiday dedicated to spreading awareness about global hunger and malnutrition. Through our Zero Hunger Challenge, you can take action to reduce food loss around you.

**ShareTheMeal** is an app created by WFP to help fight hunger through our mobile phones. With ShareTheMeal, users can donate nutritious meals to children anytime and anywhere they want.

With a donation of just €85, you can feed one child for a day. As of August 2021, over 120 million meals have been shared across the world. With ShareTheMeal, we hope to share our mission with a new generation of young people.



# ShareTheMeal







# Fundraising Activities



## Delivering school meals to as many children as we can.

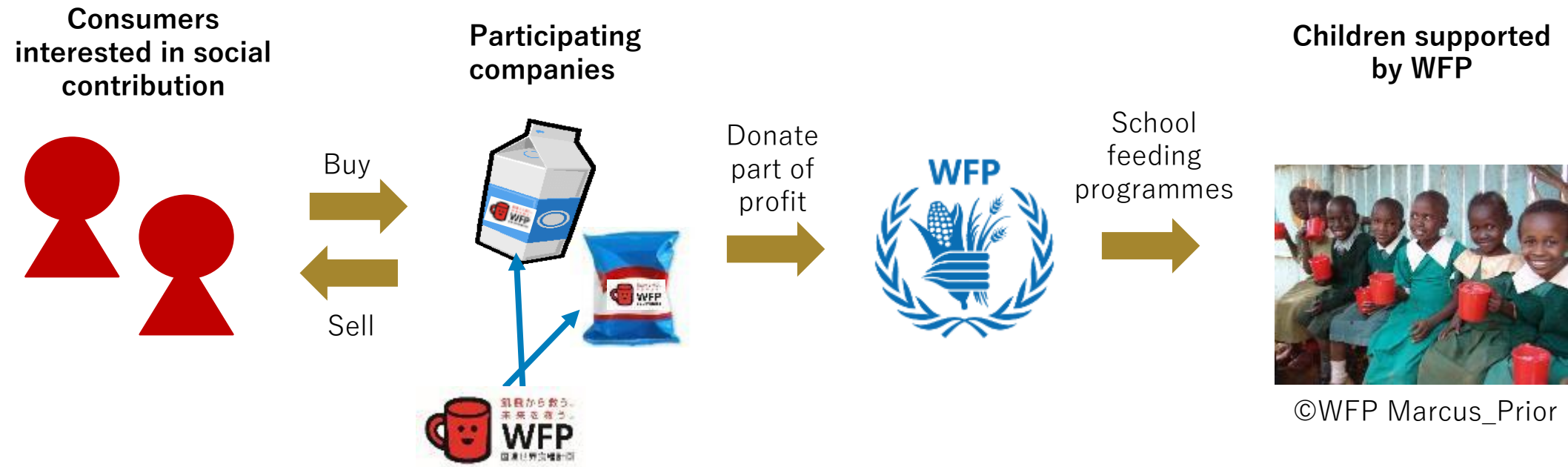
WFP uses a red cup to deliver school meals to children in developing countries. That's why JAWFP's Red Cup Campaign uses the red cup as its symbol.

Through the Red Cup Campaign, we aim to improve the lives of children around the world by delivering nutritious school meals.

## The Red Cup Campaign



Companies participating in the Red Cup Campaign make a small donation for every product sold with a Red Cup mark on its label.





## Examples of companies participating in the Red Cup Campaign



> 日清食品株式会社



> キャンベルジャパン



> 中山福株式会社



> ザ・プリンス 箱根芦ノ湖



> 株式会社シーライン東京





Thank you!