World Food Programme

SAVING LIVES
CHANGING LIVES

WFP Executive Board Exhibition

TECH, INNOVATION & THE END OF HUNGER

26-29 November

Exhibition Overview

Know more. Know better. Serve better.

TECH, INNOVATION & THE END OF HUNGER

The exhibition uses cutting-edge technology to tell stories of how digital solutions are helping WFP reach and empower the furthest behind. Through an interactive experience, we show how technology and innovation is driving change in many of the countries where WFP works.

The exhibition debuted at the the 73rd United Nations General Assembly with an estimated 200-300 people passing through per day, spending an average of 25 minutes in the space.

Installations include the first United Nations-produced **augmented reality experience** ever produced and displayed at the UN, a **360' virtual reality station**, a new **SAWA global cinema ad campaign** with an associated **Facebook** messenger bot, impactful videos, an **interactive chatbot area**, a **drone display** and a **hydroponics installation.**

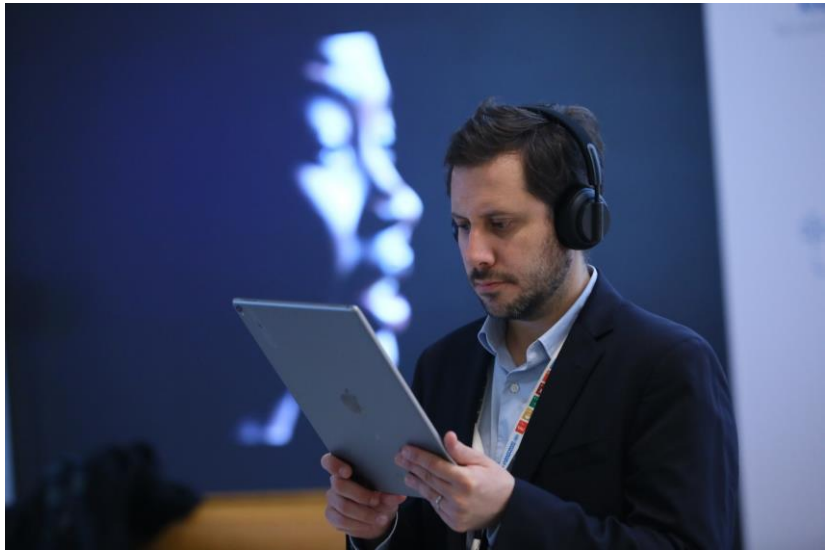
Exhibition Components

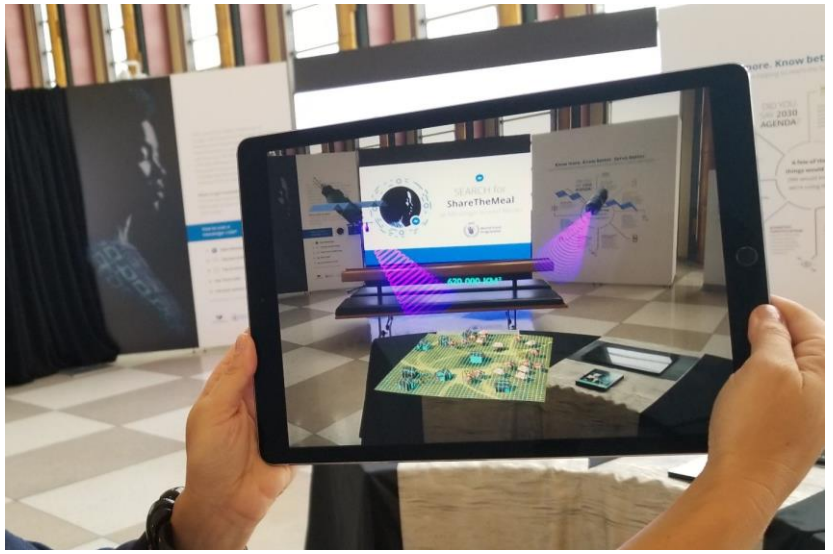
Interactive storytelling using technology

1. WFP Augmented Reality Project

The interactive experience features the real life stories of a beneficiary in Jordan, a WFP officer in South Sudan and a retailer in Bangladesh. In each experience, viewers will receive context on the humanitarian response in each country, including the cost of a plate of food, and first person examples of the innovative solutions that include biometrics (iris scans, fingerprint IDs), blockchain, cash based transfers, the use of drones and satellite imagery, and mobile data collection.

By hovering a tablet over three distinct placemat settings with embedded QR codes, the AR experience triggers a two minute audio visual experience for each country. These worlds to come to life with a 3D volumetric graphic springing from the table.





#disruptHUNGER

Exhibition Components

Interactive storytelling using technology

2. Big Picture Virtual Reality Film

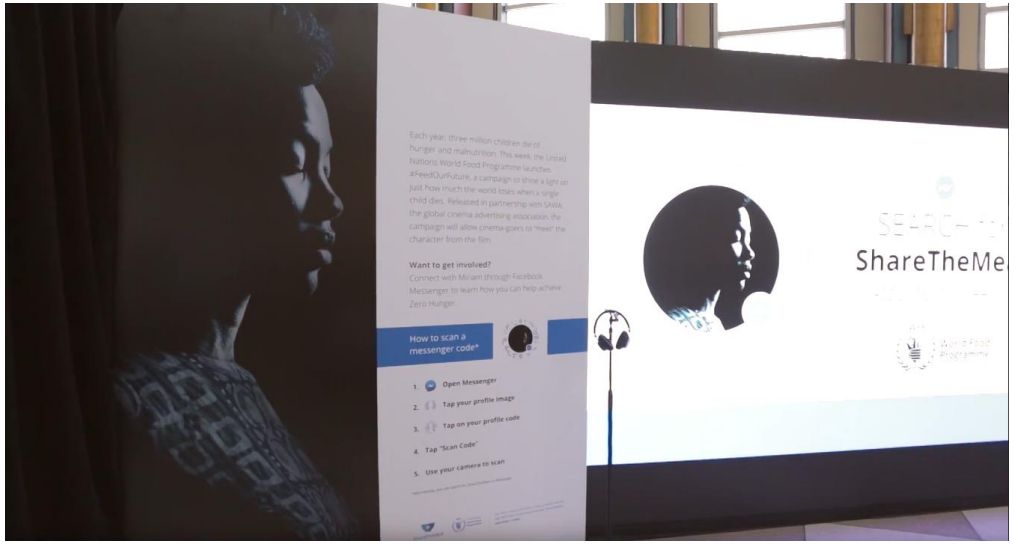
Since January 2015, the United Nations Agencies have used the power of virtual reality to inspire viewers towards increased empathy, action and positive social change. High tech headsets and innovative storytelling techniques immerse viewers in the everyday realities of those living through the most complex development challenges.

High tech headsets and innovative storytelling techniques immerse viewers in the everyday realities of those living through the most complex development challenges. **Big Picture** (08:45) is a **360** Virtual Reality Film created by UNOCHA's Centre for Humanitarian Data and EYESTEELFILM, that features WFP's work. In **Nigeria** today, data helps respond to a food security crisis affecting millions of households.

#disruptHUNGER

Exhibition Components

WFP Global Cinema Ad



3. Feed Our Future Global Cinema Campaign and Messenger Bot

"Feed Our Future" supported by SAWA, the global cinema advertising association, launched on 24 September 2018 and is airing across cinema screens in more than 30 countries. The 60-second cinema advertisement was conceived by advertising legend Sir John Hegarty and The Garage Soho. It was directed by acclaimed film director Lynne Ramsay and produced by award-winning production company Somesuch & Co.

Following the ad, the audience is prompted to take part in creating a world with Zero Hunger by downloading ShareTheMeal, the world's first app against global hunger. At the close of the ad, a **Facebook Messenger** experience will enable viewers to engage with the ad's main character, Miriam Adeke, to learn more about her story and the issue of hunger by searching 'ShareTheMeal' on Messenger.

#disruptHUNGER

Exhibition Components

Innovative agricultural solutions

4. Hydroponic Installation

WFP's H2Grow is a no-soil, water-efficient hydroponics solution that allows people threatened by hunger to grow their own food in the least favourable environments. Using units built by the community from local materials, sprouting green fodder in deserts or fresh vegetables in town, H2Grow aims to support a million people in ten countries.

Project impact on lives improved to date: 4,000 people in total have benefited from WFP's hydroponics project; 350 vegetables and fodder systems installed; 75% female participation across countries, promoting gender equality and women's empowerment.

#disruptHUNGER

Exhibition Components

Chatbots: Machine talk, human solutions

5. Chatbots

Chatbots are computer programmes designed to simulate human conversation. They can sit within websites and messaging applications, and help people using the sites to find and share information (e.g. handling customer service requests).

WFP has designed and built a chatbot, which is currently being user-tested with refugee populations in Kenya. The chatbot augments WFP's existing two-way communications and complaints and feedback mechanisms, allowing people to resolve food assistance related issues more quickly.

The bot can address topics such as food distributions, cash transfers, nutrition support and WFP programmes in the area. Visitors to the exhibition will be able to test out two different types of chatbots – one using keyword detection and the other, natural language processing.

#disruptHUNGER

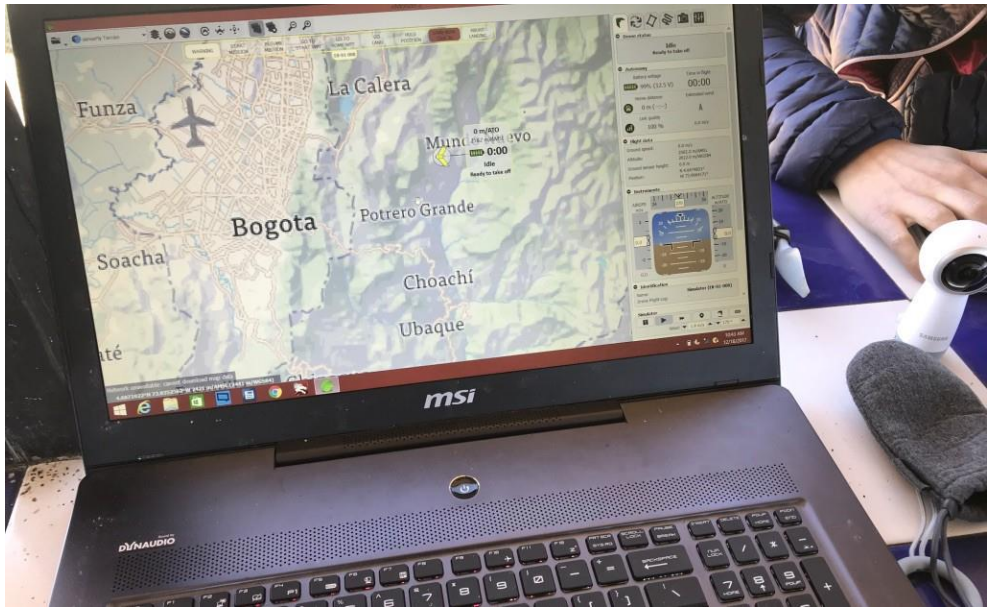
Exhibition Components

Drones for rapid assessment and response

6. Unmanned Aerial Systems (UAS)

Unmanned Aerial Systems (UAS), including drones, help to speed up response times thanks to early warning mechanisms, market monitoring, rapid damage assessment, crop vulnerability analysis and emergency connectivity. WFP deploys drones to give humanitarian coordinators quick, reliable and accurate information - when and where they need it most.

In the exhibition, visitors will see one and learn about one of the drones that WFP currently uses – and how it enables us to better support the people we serve.



#disruptHUNGER