



INDUCTION SESSION FOR NEW MEMBERS AND OBSERVERS
OF THE WFP EXECUTIVE BOARD

WFP Communications and Media Office

8 October 2026



World Food
Programme

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Four Strategic Priorities for 2026

1 Grow and Safeguard WFP Brand

INITIATIVES

- **REFRESHED BRAND POSITIONING, VALUE PROP & NARRATIVE**
Shared articulation of WFP's brand, supported by a narrative framework that enables the creation of consistent, high-quality messaging.
- **IMPACT-BASED MESSAGING**
Reinforce WFP's authoritative voice and position as a trusted source through data-driven storytelling.
- **ENHANCED REPUTATIONAL RISK**
Shift media monitoring to predictive analysis to anticipate emerging risks, guide rapid response, and protect the brand during moments of crisis.
- **BRAND RATIONALIZATION**
Ensure brand extensions (e.g. STM, WFPUSA, Common Services) reflect brand goals and guidelines; streamline brand marks (logos etc.)

2 Empower CO Communications

INITIATIVES

- **DIGITAL SELF-SERVICE GATEWAY**
Mobile-enabled dashboard as self-service gateway for all communicators to access: AI-enabled tools, SOPs and training resources.
- **NEW AI TECH TOOLS & TRAINING**
AI chatbots, consent app and educational training to enable CO communicators to work smarter and faster.
- **MESSAGING ARCHITECTURES**
COM roll out of key thematic narratives platform to ensure consistent, impactful WFP narrative.
- **VIRTUAL ONBOARDING JOURNEY**
A virtual onboarding package that combines short, practical 'how-to' videos to equip communication officers with essential knowledge, enabling faster integration, consistency and delivery.

3 Fuel WFP Resource Mobilization Efforts

INITIATIVES

- **REFRESHED DONOR VISIBILITY FRAMEWORK**
Joint effort with Partnerships to optimize donor visibility efforts through a refreshed framework that aligns needs, expectations and resources; goal to be a differentiator
- **INTEGRATED CAMPAIGNS TO CATALYZE PUBLIC DONOR ACTION**
Combine research, case studies and impact data points to influence key decision makers during advocacy engagements that reinforce positive food security outcomes, demonstrating impact.
- **SUPPORT PUBLIC AWARENESS FOR INDIVIDUAL FUNDRAISING**
Maximize GWAs, tier-one media trips, content gathering missions, big-bang calendar moments and leadership voices to drive IG.

4 Trust, Pride & Clarity of Employee Messages

INITIATIVES

- **TIMELY MULTIMEDIA LEADERSHIP UPDATES**
Informal, digitally-driven updates from WFP's leaders "in the moment" to employees.
- **ENHANCED EMPLOYEE RECOGNITION**
Putting colleagues' stories front and center in new, more engaging formats
- **DYNAMIC CHANNELS FEATURING USER-GENERATED CONTENT**
Harnessing technology to help colleagues submit stronger content for global channels such as WFPGo, Viva, Social
- **"TRANSFORMATION" SUCCESS STORIES**
Showcasing change successes and champions to support transformation.
- **DUTY OF CARE AS A DIFFERENTIATOR**
Promoting timely examples/ testimonials of WFP's DoC successes.