



Food and Agriculture
Organization of the
United Nations



**365 DAYS
OF ACTION**



Get started

Find out how you can join
the global call

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Introduction

Create a buzz for FAO's 80th anniversary in the lead up to World Food Day 2025!

World Food Day 2024 launched 365 days of action to FAO's 80th anniversary - a call for Members, partners and employees to write the next chapter of FAO's journey together. As we approach this milestone, we call on everyone to join in, organizing events and taking action to strengthen the impact of FAO's work and vision for creating a sustainable food-secure future.

For 80 years, the Organization has mobilized increasing global support across all corners of the world on FAO's anniversary, World Food Day, making it one of the most celebrated days on the UN calendar. Through hundreds of events and activities, people worldwide—governments, municipalities, businesses, CSOs, the media, and the public, including youth—have come together raising awareness in over 50 languages and taking action for a hunger-free world.



In 2025, FAO's 80th anniversary is your chance to make an impact. Join us as we kick off celebrations early to build an unforgettable anniversary on a global scale.

Mark the occasion throughout the year by planning events, showcasing actions and best practices, sharing how to support a sustainable, inclusive, and resilient food future.

A sustainable world is one where everyone counts. Each of us, including **youth**, can take action to create an inclusive and sustainable food future.

Keep an eye out on the [World Food Day website](#) for multilingual communication tools to support your activities, and visual assets to support your events and activities. [Sign up to the World Food Day newsletter](#) for regular updates.

FAO's Birthday is World Food Day,

which marks a day of global action for food security—a meaningful occasion that unites the stakeholders worldwide in a shared commitment to end hunger and malnutrition. World Food Day 2025 will kick off by June 25, setting the stage for a memorable 80th anniversary leading up to the big day.

Visual Identity guidelines

When organizing an event or activity in 2025, take advantage of this opportunity to promote FAO's 80th anniversary using the official visual identities.

For this special occasion, we've created a main [visual identity](#) and two alternative versions, each with its own set of assets. All three options are available for FAO Offices and streams to use freely. This is the first time we're offering multiple choices to mark this very special celebration.

If you need the visuals translated into another language, write to World-Food-Day@fao.org for support. Read our visual identity guidelines to better understand how to use the visuals and its many applications.

FAO 80 V1 - Main version



FAO 80 V2 - Alternative version



FAO 80 V3 - Alternative version



Slogan

English:

365 days of action

Spanish:

365 días de acción

French:

365 jours d'action

Italian:

365 giorni di azione

Arabic:

365 يومًا من العمل

Chinese:

365天行动

Russian:

365 дней действий

Key messages

We are a global Organization,

built by the actions of individuals coming together. Cooperation and teamwork are the only way to approach global food challenges.



Everyday matters, every action counts.

Make the most of these 365 days, to accelerate action for better production, better nutrition, a better environment, and a better life for all, leaving no one behind. Born from hope, FAO stands strong against the world's toughest challenges impacting our food and world. FAO at 80 leads with innovation for a sustainable food future.



Our journey –

the global FAO network with Members, partners and the general public - has put healthy diets and sustainable food systems on the global agenda.



Take a global approach!

FAO Offices are encouraged to develop additional key messages that showcase past, current and future milestones at national or regional level, in line with the objectives of the anniversary.

Share FAO achievements with us

Over the past eight decades, FAO has been working worldwide to advance global food security. Share success stories and achievements from your country or region by writing to World-Food-Day@fao.org

How to participate

Bring FAO's story to life in your own way to celebrate 80 years of action and inspire others to join. Build momentum in the lead up to World Food Day and be on the lookout for the launch of World Food Day in June 2025!



Organize an event

Consider events planned for 2025, such as international days, committees and conferences, and use this opportunity to mark FAO's anniversary by including the FAO80 visual. You can also organize dedicated events that capture FAO's history, growth, and impact both locally and globally including round-table discussions, marathons, community fairs, cooking demonstrations, or educational events with local schools. Engage stakeholders or partners who have played a vital role in your country or region and recognize employees who contribute to this mission. For inspiration, explore the resources section of this guide, which highlights key moments in FAO's history that you can celebrate locally.

Plan an eye-catching display

Create a video mapping show that projects FAO's 80th anniversary visuals onto iconic buildings, host a drone show, or coordinate an illumination event to light up landmarks in blue and gold. Get in touch with local building owners or municipalities to see if they can join the celebration. These high-visibility displays can spark public interest and are a great way to bring the celebrations to life. Don't forget to use the [downloadable 80th anniversary visuals](#) to make it truly memorable!

Celebrate local Food Heroes

Spotlight the individuals and groups who, 365 days a year, work tirelessly to strengthen and sustain food and agricultural systems in their communities and abroad. Whether they are farmers, fishers, food workers, or influencers promoting topics related to FAO's mandate, these Food Heroes are the backbone to creating a more sustainable food future. Share their inspiring stories on social media using **#FoodHeroes** and **#FAO80**, and tag **@FAO** to spread their impact.



Plan an 80th anniversary exhibit

Customize or use FAO's ready-made 80th Anniversary exhibit package for your event, coming soon. This comprehensive package will include engaging materials and resources that highlight FAO's history, achievements, and vision for a sustainable food future. Transform the exhibition into a standalone event, creating an immersive experience that educates and inspires your audience. By showcasing FAO's work throughout the decades and critical issues that continue to affect our agrifood systems, you can foster meaningful discussions and encourage action.

Inspire the young generation

Encourage students and youth groups to explore FAO's work by organizing lessons that highlight its 80-year history, achievements, and global impact in striving for a sustainable food future. Educators can facilitate discussions on key topics such as healthy diets, food security, sustainable agriculture, and the right to food for all, while also emphasizing FAO's efforts around the world to address these challenges.

Bring FAO's 80th anniversary to your town or city

Through pro bono advertising, bring the call for 365 days of action to high-visibility locations across your community. Partner with local governments, businesses, and media to display FAO's 80th Anniversary visuals or promo video on billboards, metro stations, shopping centres, and airports. Together, these high-impact placements can amplify awareness and inspire widespread action for a sustainable food future. Stay tuned for the Partner with us Guide for further tips on how to celebrate FAO80 and World Food Day.

Engage the media

Amplify the call to action by working with local media. Host discussions on radio or TV, organize press events, and collaborate on articles or talk shows. Let the [World Food Day team](#) know your plans so we can help with materials in the language you need.



80th Anniversary – a growing exhibit for a growing FAO

At FAO headquarters, a special exhibit that explores key moments from FAO's first decade has launched on the marble staircase. In the coming months, the exhibit will grow, showcasing how FAO's work in food and agriculture has evolved in the face of global challenges. Each month, in our countdown to the 80th anniversary on World Food Day 2025, FAO's story will unfold as a new floor is unveiled representing a different decade. As part of the FAO family, we invite you to contribute to this evolving exhibit by sharing your proposals. What elements would you like to see that symbolically represent FAO's work around the world through the decades?

This modular space will function as a rotation for exhibiting different contributions. Share your stories, photos and digital assets, and proposals for historical objects, products, documents, with the World Food Day team. Indicate the year or decade, the relevant region, and the project or area of focus. FAO's work is vast, and it is difficult to represent all aspects, but we will try to make a careful selection among the proposals reviewed.

Use the FAO80 video spot

The multilingual FAO80 video spot, available for download on the [digital media hub](#), is a great tool to feature during your events, share on social media or pitch to partners for pro bono advertising. A one-minute version of the video spot will be ready on the [Trello board](#) in January 2025. This video emphasizes how we can learn from the past to shape a better, more food-secure future for all.

Brand your activity with the 80th anniversary visual

Download the campaign poster, share it online and update your website with the 80th anniversary web button, linking it to the [World Food Day website](#). You could even update your digital signature, use the virtual background, FAO80 video bumper, or produce a range of gadgets including t-shirts, caps, mugs and bags using our free graphics and present these to key stakeholders and partners. Download visual assets from the 80th anniversary [digital media hub](#) and use the visual as much as possible.

Spark engagement online

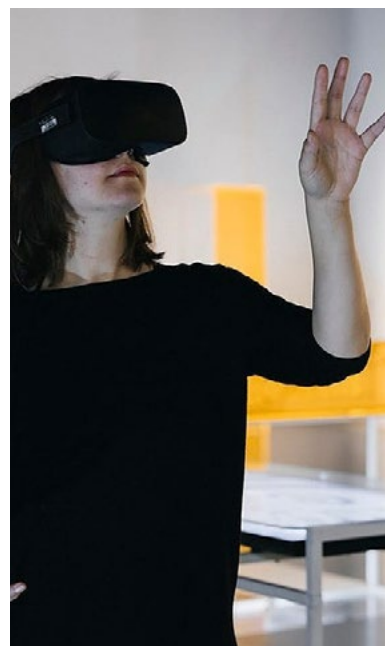
Build momentum by sharing FAO's 80th anniversary content on digital channels using the hashtag **#FAO80** and call for action, **tagging @FAO**. Collaborate with influencers—food heroes, chefs, activists, and experts—to spread the message about how each of us can join the 365 days of action for a sustainable food-secure future. Check out the [Trello board](#) for social media assets, such as the one-minute video spot, available in all UN languages. Be sure to add your activity to the Events map, as we showcase all the great efforts and initiatives taking place worldwide.

FAO's Food and Agriculture Museum & Network

Launching at FAO headquarters for the 80th anniversary and World Food Day 2025,

this permanent exhibition and educational experience for visitors will be dedicated to food and agriculture, our connection to it and the Organization's mandate. The project is supported by Italy's Ministry of Foreign Affairs and International Cooperation, and it promises an immersive, educational, innovative and highly digitalized visitor experience. The museum will be dedicated to showcasing food and agriculture in all its diversity, connecting people and global agrifood systems. In addition to being a museum, it will serve as a network fostering collaboration and knowledge sharing, showcasing global culinary traditions and agricultural innovations from rural communities to urban centres, while celebrating the key role of women, youth, and Indigenous Peoples in building a sustainable food future.

Stay tuned to the [World Food Day website](#) for details and write to FAO-Museum@fao.org for any questions.



Take action

In the lead up to the launch of the World Food Day 2025 campaign, explore actions for governments, private sector, civil society, farmers, academia, individuals, and youth on the World Food Day website.

Stay tuned for new actions to inspire and mobilize all sectors to contribute to a sustainable food future.

What can businesses do?

What can academia do?

What can civil society do?

What can governments do?

What can young people do?

What can you do?

What can farmers do?



Let us know about how you are taking action!

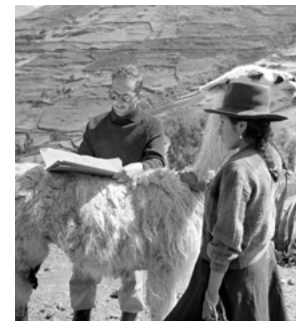
There are a lot of ways to mark FAO's 80th anniversary and show how you are joining the call for 365 days of action. Remember to add your events and promotional efforts to the map on our [Events web page](#). **Send us photo highlights of your event** once it takes place so we can feature them in a dedicated Flickr album. All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them.

Resources

A comprehensive book celebrating FAO's 80th anniversary will be published in May/ June 2025, offering an in-depth look at the Organization's journey. In the meantime, discover more about FAO's decades-long commitment to sustainable food and agriculture in:

- [70 years of FAO \(1945-2015\)](#)
- [FAO at 75 – Grow. Nourish. Sustain. together](#)
- [80th anniversary synopsis](#) - Overview of the main highlights over the past five years.
- [Photo Albums](#) - Explore iconic photos capturing FAO's work worldwide over eight decades—a special selection from our extensive photo library, available for your event, activity, or exhibit.

More coming soon on [the digital media hub](#) as the 80th anniversary develops over the months in 2025.



Schedule and contacts

Here below you can find a schedule for material that will be launched shortly in the six official FAO languages in the 80th anniversary/World Food Day [Digital Media Hub folder](#), on the [Trello board](#), and on the [World Food Day website](#). Share it

easily with external partners or providers and see our schedule below outlining when new materials will be added over the coming months.

ACTIVITY & PRODUCTS SUMMARY	DATE
Get started guide	✓
Visual Identity Guidelines	✓
World Food Day website with latest news on the 80th Anniversary	✓
Social media Trello board with first SM assets	✓
Promo video - long version	✓
Promo video - short social media version	Jan
FAO80 photo Albums (1st and 2nd decades, more to come)	✓
World Food Day 2025 communication package	May-Oct
80th anniversary publication	May-June

Contact us
World-Food-Day@fao.org