

ZERO HIDDEN HUNGER EU: World Food Day Campaign

World Food Day: The importance of micronutrients!

1. Diverse faces of Hidden Hunger

Key message: "Micronutrient deficiencies don't discriminate. Up to 70% of Europeans across all walks of life may be at risk but the true prevalence is unknown. The Zero Hidden Hunger EU project is working to develop the evidence we need for policy makers to ensure everyone has access to the nutrients they need. On this World Food Day, visit our website to discover our fight against hidden hunger."

Image: A diversity of faces representing Europe (different ages, genders, ethnicities = vulnerable groups) found across Europe, surrounded by a variety of nutrient-rich food (alternative: icons representing various micronutrients)

It emphasizes the project's inclusive approach and the widespread nature of the issue, appealing to all target audiences.

2. The Micronutrient Rainbow

Key message: "Small nutrients, big impact. On this World Food Day, learn how essential micronutrients contribute to health and how Zero Hidden Hunger EU is working to provide evidence and develop solutions to make sure everyone gets enough."

Image: A vibrant rainbow arch made of various fruits and vegetables, each color representing different micronutrients.

3. Inclusive nutrition for all

Key message: The Zero Hidden Hunger EU project is working to develop the evidence we need to develop policies to ensure that every European, regardless of background or circumstance, has access to the micronutrients they need. On this World Food Day, we celebrate diversity in both our communities and our diets.

Alternative: "On World Food Day, let's ensure that every community has access to the vital nutrients they need for a healthy life. Zero Hidden Hunger EU is committed to leaving no one behind."

Image: A diverse group of people (representing different ages, ethnicities, and socioeconomic backgrounds) seated around a table, a table filled with a variety of healthy, culturally diverse foods.
