



# Innovation at the World Food Programme



## Why Innovation Matters

The world has made hard-earned progress over recent decades, lifting millions out of hunger. Yet to achieve our ambitious goal of Zero Hunger by 2030, we must fully maximise the potential that technology and innovation offer.

Disasters, protracted conflicts and ever-growing funding challenges have placed great pressure on the aid community. At the same time, unprecedented advances in technology and digital innovation such as mobile phones, social networks and big data can make a significant difference to the way we serve vulnerable populations across the world. Ultimately, innovation lies at the heart of every successful organization.

**"The current unprecedented level of crises requires us all to do more with less...Innovation must be our new norm."**

Ertharin Cousin, WFP Executive Director

## WFP Innovation Accelerator

To underline WFP's commitment to a more effective and agile humanitarian system, an Innovation Accelerator was established in 2015 in Munich, Germany. Together with the innovation eco-system of private sector, civil society and the aid community, the Innovation Accelerator helps identify and scale up innovations for Zero Hunger using a lean start-up, human-centred design approach.

## Accelerator Core Functions

1. **Innovation Challenge:** identifying ideas, internal and external in origin
2. **Innovation Boot Camps:** developing strong human-centred design/lean start-up projects
3. **Sprint Programme:** supporting teams from prototype or early proof-of-concept to scale over 3-6 months
4. **Thought leadership:** exploring longer-term technologies and business model innovations
5. **Innovation Fund:** identifying funds and networks to support project scale-up





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## Accelerator Core Functions cont'd

### Zero Post Harvest Losses

WFP is scaling up a Zero Post-Harvest Losses programme that sells low-cost, locally produced silos and provides training to smallholder farmers in developing countries. This project can virtually eliminate food loss that destroys up to 40 percent of a smallholder's harvest. Taken together, the amount of food saved could be worth more than US\$4 billion – more than the total amount of food assistance sub-Saharan Africa receives each year. WFP applies innovative farmer training and distribution models. So far, the project has sold more than 65,000 silos to smallholder farmers in Uganda alone.

### ShareTheMeal

ShareTheMeal is a smartphone app that enables users to “share their meal” with hungry children – with just a tap on the screen. A donation of US\$0.50 will help provide a child with vital nutrition for the day so he or she can stay healthy. Currently, ShareTheMeal is fundraising for Syrian refugee children, who have fled with their families to neighbouring Lebanon. Since the launch in 2015, around 500,000 users worldwide have provided the equivalent of more than 5.6 million meals.

### AgriUp

The lives of smallholder farmers could be revolutionised by AgriUp, a low bandwidth smartphone application currently under development. In Guatemala, for example, smallholder farmers represent approximately a third of the country's population, with many vulnerable to hunger and constrained by limited farming knowledge and low levels of literacy. The app will provide tailored and location-specific information to farmers in isolated communities on market prices, weather updates and farming tips.

### Adaptive Programming

WFP is currently scaling up a real-time data analysis and adaptive programming project across countries in Africa and Latin America. Adaptive programming integrates real-time data gathering techniques with data visualisation to provide programme managers with accurate, near real-time insights. In Malawi, an adaptive programming pilot has helped prevent infant stunting by increasing the regular participation of mothers in WFP programmes from 71 percent in August-October 2014 to 94 percent in January-April 2016.

