

# Tech, Innovation & the End of Hunger

## The Immersive Exhibition



### Augmented Reality

“Disrupting Hunger? Yes we AR!” is the first UN-produced augmented reality experience - a powerful form of storytelling for advocacy and engagement with donors, host governments, humanitarian partners, WFP staff and the public. The interactive, data-driven installation explores how WFP is applying digital technologies through the real life narratives of three different people supported by WFP, including a retailer in Bangladesh, a Syrian refugee in Jordan, and a WFP aid worker in South Sudan. Viewers receive context, the cost of a plate of food, and first-person examples of innovative solutions that include biometrics, blockchain, cash transfers, mobile phone data collection, and drone and satellite mapping.



### Virtual Reality

Since January 2015, 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 challenges. “Big Picture” is a 360° Virtual Reality Film created by UNOCHA’s Centre for Humanitarian Data and EYESTEELFILM, that features WFP’s work. In Northeastern Nigeria, data helps respond to a food security crisis affecting millions of households. This film highlights how the use of mobile phone data collection and working with satellite imagery can help predict and respond to food insecurity.



## Feed Our Future Global Cinema Campaign

The “Feed Our Future” cinema advertisement aired for around 10 weeks starting in late September 2018 in 34 countries around the world. The ad is at the heart of a unique 360-degree marketing campaign, which invites audiences to learn more about the issue of hunger (via a facebook messenger chat bot, during online and offline events) and prompted audiences to donate to Share the Meal.



## Chatbots

In partnership with the University of Leiden’s Centre for Innovation (HumanityX) and InSTEDD, VAM has developed a chatbot builder interface that allows WFP country offices to build their own chatbots. Chatbots are computer programmes designed to simulate human conversation, and can “chat” with users over messaging clients. The chatbot is able to tell users about WFP programmes, in particular food distributions and cash transfers, and provide help with issues related to food assistance. Users will also be able to share information about food security in their community. The chatbot is currently being field-tested.



## Drones

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.



## H2Grow - Hydroponics

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 for animals in deserts or fresh vegetables in town, H2Grow aims to support a million people in ten countries. Currently active in: Algeria, Chad, Jordan, Kenya, Namibia, Niger, Peru and Sudan.