



Tech, Innovation and the End of Hunger

An immersive technology experience

Exhibition on the margins of the Second Regular Session of the Executive Board

26–29 November 2018

Forum A, WFP Headquarters

Context

Tech, Innovation and the End of Hunger is an immersive exhibition produced by the World Food Programme that uses cutting-edge technology to tell stories of how digital solutions are helping WFP reach and empower the furthest behind. Through an interactive experience, we show how technology and innovation is driving change in many of the countries where WFP works.

Visitors are invited to experience how technology helps us know more, know better and serve better.

Installations include the first United Nations-produced **augmented reality experience**, a **360 degree virtual reality station**, a new **global cinema ad campaign, Feed Our Future**, with an associated **Facebook messenger bot**, impactful videos, an **interactive chatbot area**, a **drone** display, and a **hydroponics** installation. *A brief with more information on the installations is available [here](#).*

The exhibition debuted at the 73rd United Nations General Assembly with an estimated 200–300 people passing through per day, spending an average of 25 minutes in the space.

Objectives

1. Build WFP brand awareness and position in one of WFP's five key priority areas: "Digital Transformation: technology, data and innovation." The goal is to demonstrate to Executive Board members WFP's expertise in this area, by showing in an interactive way, how we are applying technology in our operations.
2. Take a leadership position on innovation, data and digital solutions by showing how they are helping WFP to reach and empower the furthest behind. We will dispel the myth that tech/innovation is only for the most advanced populations – it can have tremendous potential for the people we serve, and it also contributes to greater efficiency and effectiveness.
3. Engage regional directors/country directors in WFP's work in tech, data and innovation, as their support is key to testing and implementing digital solutions on-the-ground.

Agenda

The Executive Board membership are invited to stop by the exhibition over the course of the week, as well as to take guided tours with WFP leadership and staff. No specific event with agenda is proposed.