



World Food Programme

SAVING LIVES
CHANGING LIVES

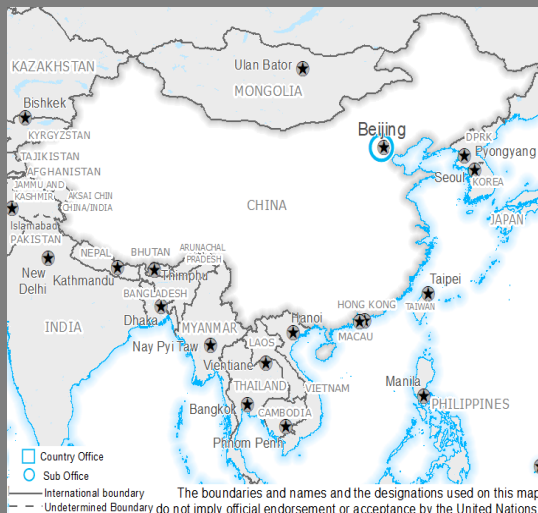
WFP China Country Brief August 2019



Operational Context

China attained all of the Millennium Development Goals (MDGs) ahead of the 2015 target, including reducing the number of hungry people by more than half. Since the initiation of reforms in 1978, China has lifted more than 800 million people out of poverty. Nonetheless, China faces challenges in reducing residual poverty, inequality and malnutrition. There are still 30.45 million people in China living below the national poverty line. The Chinese Government has set the ambitious goals of eliminating absolute poverty and substantially reducing relative poverty in China by 2020 and reducing stunting levels in children under 5 to 7 percent.

WFP has been present in China since 1979. Following the phase out of operations in 2005, WFP maintained a liaison office in Beijing until 2016. Recognising China's expertise in ending hunger and poverty, WFP and China entered a new era of partnership in 2016, including the establishment of the WFP China Centre of Excellence. In March 2017, the WFP China Country Strategic Plan 2017-2021 was launched; it focuses on sharing China's expertise through South-South and Triangular Cooperation; innovative small-scale demonstration projects inside China; and resource mobilization.



Population: **1.3 billion**

2015 Human Development Index: **90 out of 188**

Income Level: **Upper middle income**

Stunting: **8.1% of children under the age of 5**

Highlights

On 23 August, WFP and China's Ministry of Agriculture and Rural Affairs (MARA) signed an agreement on the Preschool Nutrition Improvement Pilot Project in Guangxi.

Nutritious lunches will be provided for around 2,000 children from 20 kindergartens in Jingxi County, Guangxi Province over a three-year period. The project will also mobilise more than 30 local smallholder households to provide food ingredients for the children.

Updates

- On 20 August, WFP China Country Director Dr Qu Sixi paid a visit to Kuaishou Technology. He and Ms Song Tingting, vice president of the company, discussed potential collaboration, including Kuaishou's cash donation to WFP and visibility raising for WFP through Kuaishou's platforms.
- On 21 August, WFP China met with ByteDance company, which owns Tik Tok, a popular video sharing application. The two sides discussed the possibility for WFP to open an account on Tik Tok to increase its visibility and promote fundraising campaigns.
- On 30-31 August, the Rural Taobao Village Forum was held in Huimin, Shandong Province. Dr Qu Sixi delivered a keynote speech titled of E-commerce Enhance Global Rural Development. Rural Taobao is Alibaba's initiative to help rural residents to open shops on Taobao. WFP has built a partnership with Rural Taobao to help kiwi farmers in Jinzhai, Anhui Province, to sell harvested kiwis.
- WFP has produced an electronic archive of historical project files for 76 domestic projects over the last 40 years. The projects covered 27 provinces and multiple areas including Emergency and Quick Action, Sectoral Assistance, and Integrated Agricultural Development.
- WFP China developed a Progress Report on its domestic Preschool Nutrition Improvement Pilot Programmes, and provided the Report to our private sector donor General Mills for the dual purpose of project visibility and accountability.
- On 14 August, WFP China discussed with Alibaba Group on the launch of Global Hunger Map. Alibaba agreed with WFP's proposal to launch the Global Hunger Map on 25 September during the United Nations General Assembly. Simultaneously, another launch will be held in China during the Apsara Conference.

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Country Strategic Plan (2017-2021)		
Total Requirement (in USD)	Allocated Contributions (in USD)	Six Month Net Funding Requirements (in USD)
31.3m	10.4m	3.7m

Strategic Result 2: No one suffers from malnutrition.

Strategic Outcome 1: Malnutrition rates among children in targeted “poverty counties” reduced in line with national norms by 2020.
Focus area: *Root causes.*

- Activities:**
- Activity 1: Provide advice and technical assistance for extending nutrition programmes to hard-to-reach areas.

Strategic Result 3: Smallholders have improved food security and nutrition.

Strategic Outcome 2: Year-round livelihoods among smallholder farmers in frequent need of food assistance in areas such as Anhui, Gansu, Guangxi, Hainan and Hunan provinces are enhanced.
Focus area: *Root causes.*

- Activities:**
- Activity 2: Advice on and assistance in integrating into national food supply chains.

Strategic Result 4: Food systems are sustainable.

Strategic Outcome 3: Populations regularly affected by natural disasters in Anhui, Gansu and Guangxi provinces and other poor disaster-prone areas better able to withstand and respond to shocks all year round.
Focus area: *Resilience-building.*

- Activities:**
- Activity 3: Advice on and assistance in strengthening response mechanisms for shocks –supply chain interventions asset creation in drought-affected areas and insurance systems.

Strategic Result 5: Countries have strengthened capacities to implement the SDGs.

Strategic Outcome 4: Selected developing countries assisted in enhancing food security and nutrition in line with their prioritized SDG2 targets by 2030.
Focus area: *Root causes.*

- Activities:**
- Activity 4: Provide government with expert advice and policy support on food security and nutrition issues.
 - Activity 5: Knowledge-sharing through study-tours training technology transfer and online exchange platforms
 - Activity 6: Foster leadership among a new generation of smallholder farmers.

Strategic Result 7: Developing countries access a range of financial resources for development investment.

Strategic Outcome 5: Work to enhance food security and nutrition in targeted “poverty counties” and selected developing countries supported year-round by increased private-sector resources and public-private partnerships
Focus area: *Root Causes.*

- Activities:**
- Activity 7: Development and formalization of partnerships.
 - Activity 8: Facilitation of enhanced support from the Chinese Government.

- On 23 August, WFP visited Meituan company to discuss the collaboration on World Food Day. Meituan who owns China’s biggest online food delivery app, said they will motivate the restaurants on its app to donate to WFP’s projects.
- On 28 August, WFP China and China’s high-tech giant Tencent WeChat co-launched a campaign for WFP’s preschool children nutrition improvement project. WeChat will use its built-in mini-game which has five million daily active users and advertisements to help WFP to raise funds for the project. As of 2 September, more than RMB 300,000 (more than USD 40,000) with the campaign lasting until 9 September.
- On 20-22 August, Yangling International Agriculture & Rural Water Conservation Conference was held in Yangling, Shaanxi Province. The Conference aims to bring great minds to share visions and solutions for arid farming, water efficiency improvement in the context of climate change. Dr Qu Sixi delivered a keynote speech titled Cherish Water Resource to Build a World of Zero Hunger at the opening ceremony.
- At the request of China’s Ministry of Commerce, WFP China Office has joined an inter-agency effort to produce a book entitled United Nations Poverty Alleviation Case Study and Experience in China. It will highlight the UN’s contribution to China’s poverty alleviation effort during the past 40 years. WFP’s cases include dairy development in major Chinese cities, agricultural development in Gansu and Qinghai provinces.

In the News

[China Daily](#) reported on the launch of a collaboration between WFP and Tencent, a Chinese tech giant, on 28 August. The users of a Wechat game, “Animal Restaurant,” can take part in an online charity campaign in the game. By achieving specific targets, players can collect charity points, based on which the WFP’s partners will turn the players’ passion for charity into concrete action.

“Game players can help raise funds for the children in poor areas, help the WFP projects and improve the children’s nutrition. I think it’s a great idea,” said Nicholas Rosellini, UN Resident Coordinator in China.

Donors

[China International Development Cooperation Agency](#), [China’s Ministry of Agriculture and Rural Affairs](#), [AliExpress](#), [Alibaba Group Ltd.](#), [General Mills](#), [Teck Resources Ltd](#), [Mastercard](#), [Royal DSM](#), [Meituan.com](#) and the Chinese public.