



by



Name of the approach/tool/project:

Food Force: <http://www.food-force.com>

Description of the approach/tool/project description (methodology, techniques and strategies used):

Food Force is a free, educational video game presented by the United Nations World Food Programme (WFP). It has been developed specifically to help children learn about the fight against world hunger and the importance of humanitarian aid work. Food Force is available as a free Internet download from its dedicated website <http://www.food-force.com>. It is the first humanitarian educational video game on the subject of world hunger and the work that goes into feeding people. The game is designed for children between 8 and 13 years of age.

Food Force consists of six missions. Each mission begins with a briefing by one of the Food Force characters, who explains the challenge ahead. The player then has to complete the task, in which points are awarded for fast and accurate play and good decision making. Each mission uses a different style of gameplay to appeal to children of all abilities. Each mission represents a key step of the food delivery process - from emergency response through to building long-term food security for a community. Following each mission a Food Force character returns to present an educational video showing the reality of WFP's work in the field. This allows children to learn and understand how WFP responds to actual food emergencies: where food originates, the nutritional importance of meals, how food is delivered and how food is used to encourage development.

Food Force was originally developed in English; it has since been translated into Japanese, Chinese, French, Italian, Polish, Hungarian, Norwegian, Finnish, Swedish, Greek and German. Spanish, Portuguese and Arabic versions are due to be released later in 2007.

Implementation methodologies:

Food Force is available as a free download from <http://www.food-force.com>, and also (in limited numbers) on CD Rom. Distribution methodologies include online marketing (eg features on kids' and teachers' websites), magazine covermounts (eg with computer magazines or youth publications), as well as targeted partnering with teachers' organisations in order to bring the issue of hunger into the classroom. The Food Force website includes a teachers' section with links to a range of resources on hunger, including the "Feeding Minds, Fighting Hunger" lesson plans. These contain structured information developed for different school levels, in order to teach children exactly what hunger is, why it exists and how it can be ended.

What is innovative about this tool/project:

Communicating with children today means using the latest technology. Children in the developed world don't know what it's like to go to bed hungry - Food Force brings home this serious problem in an engaging and comprehensible manner. Food Force is the first computer game about hunger; it is also the first free educational video game to have enjoyed true global success with parents, teachers and children alike.

Evidence of results-impact:

Food Force has been downloaded ca. 5 million times since its launch in April 2005, giving it an estimated player-outreach of up to 10 million children. The game has received wide-spread acclaim from educators and game industry leaders, and has received glowing reviews in major media outlets, including Time Magazine, The New York Times, the BBC and the Financial Times.

Costs associated with tool/project development and/or implementation:

The original game was developed for ca. 300,000 USD; all subsequent language versions were made possible through full sponsorship from gaming companies, governments and humanitarian organisations.

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