



—  
NATIONAL CHAPTERS BLUEPRINT

# The World Food Forum

Launched in 2021, the World Food Forum (WFF) is an independent, youth-led global network of partners facilitated and hosted by the Food and Agriculture Organization of the United Nations (FAO). It aims to spark a global movement that empowers young people everywhere to actively shape agrifood systems to help achieve the Sustainable Development Goals (SDGs) and a better food future for all. The WFF serves as the premier global forum to harness the passion and power of youth to identify solutions and incite positive action for agrifood systems. It aligns with the 2021 United Nations (UN) Food Systems Summit, acts as major youth platform in global food governance, and serves as a global think tank that fosters youth-led solutions in innovation, science and technology. Through its annual flagship event, track activities, impact initiatives and content platforms, the WFF has brought together young and young-at-heart people and an outstanding network of partners from all sectors, with a common mission to co-create actionable solutions to advance agrifood systems transformation. The WFF is committed to supporting and growing youth initiatives in the agrifood sector in line with global youth policy recommendations, focusing in 2023 on the theme, [“Food Action Accelerates Climate Action.”](#)

## I. WFF TRACKS

In order to inspire youth everywhere with their unique and shared priorities and interests, the WFF is organized around four tracks. These tracks ensure a wide range of engagement entry points for global youth. They include:



### YOUTH ACTION

The Youth Action track creates an open and inclusive space for authentic and meaningful youth engagement on policy development and implementation. Through policy consultations, advocacy in different fora and at the Youth Assembly of the WFF flagship event, the Youth Action track brings together youth advocates, activists, youth-led & youth-focused institutions including young farmers, Indigenous youth, and young scientists to articulate youth policy priorities for agrifood systems transformation.



### INNOVATION LAB

Led by global youth, the Innovation Lab recognizes, empowers and incubates youth-led innovations that inspire the world to confront the threats facing our agrifood systems. It consists of research challenges such as the Transformative Research Challenge (TRC); startup awards such as the Startup Innovation Awards, powered by Extreme Tech Challenge; idea and solution incubation initiatives, such as the Youth Food Lab; boot camps; masterclasses; and networking events.



### EDUCATION

The Education track unites schools, teachers, experts and youth groups around the world through food education, providing them with knowledge and tools that inspire them to become advocates for a better food future for all. The track consists of Behavioural Change Science sessions for teachers, experts and youth; Youth and United Nations Global Alliance (YUNGA) labs; and inspirational events such as Junior World Food Day.



### CULTURE

The WFF Culture track uses art, culture and creative expression to connect youth worldwide through shared passions in order to spark discussion and action around ongoing issues within agrifood systems. The track includes culinary and gastronomic events, a film festival, art exhibitions and musical concerts.

## II. WFF FLAGSHIP EVENT



As a premier youth-led platform, the WFF convenes young agrifood changemakers and creates spaces for meaningful discussion with decision makers to build intergenerational dialogue and cross-sectional partnerships in all areas of food and agriculture. In line with this, all the yearlong track activities of the WFF culminate in an annual flagship event held in October.

From 17 to 21 October 2022, under the theme "Healthy Diets. Healthy Planet.", the WFF hosted the second edition of its annual flagship. It served as the global summit for turning the best policies, scientific and technological advances, and ideas into concrete and actionable solutions on the ground.

In 2022, the flagship event saw more than 2 000 in-person attendees, over 40 000 online visits and online participants from over 180 countries. It comprised more than 200 sessions and side events spread across three interlinked fora - the WFF Global Youth Forum, the FAO Science and Innovation Forum and the FAO Hand-in-Hand Investment Forum. Overall, the flagship week fostered invaluable dialogue and debate among relevant stakeholders, including young and youthful participants, farmers, small-scale producers, Indigenous Peoples, policymakers, agri-investors and scientists.

In 2023, the WFF flagship event will be held from 16 to 20 October, beginning with World Food Day, at the FAO Headquarters in Rome, Italy, and online.



# National Chapters

## I. WHY GO LOCAL?

Achieving a better food future will require a novel approach to achieving impact on the ground - one that is locally led, leverages country-level youth action, and is anchored in the spirit of network building and partnerships.

Recognizing that the challenges plaguing agrifood systems are unique in every community, city and country, it will be crucial for youth to identify and address the context-specific needs and challenges in their local and/or national agrifood systems to drive

real, sustainable change. The youth need a voice in decisions that affect their lives and often the best place to maximize their impact and participation is at the local level.

As such, National Chapters are a centerpiece of the WFF's localization strategy that epitomizes the notion to "think global but act local". The strategy aims to drive local youth action geared towards catalyzing context-specific positive impact and change.

## II. WHAT IS A WFF NATIONAL CHAPTER?

A WFF National Chapter is a self-organized national platform aligned to the principles and mission of the WFF and convened by a network of partners/organizations within a country. National Chapters undertake activities and projects in line with the WFF's mission and tracks, and mobilize youth-led local action to help achieve more sustainable agrifood systems in their respective communities, cities and countries.

With National Chapters, young people will have a platform to initiate and sustain solution building in their communities, inform policymaking in their countries and regions, and build lasting transformation in their local agrifood systems. National Chapters are the WFF's leaders on the ground who are identifying and addressing local needs and engaging youth at a local level. The National Chapters' activities cumulatively contribute to the broader regional and global collective youth leadership and actions that foster agrifood systems transformation.

### III. PRINCIPLES OF WFF NATIONAL CHAPTERS

---

- **Aligned to the principles and mission of the WFF**

National Chapters align to the WFF's mission of "Empowering Youth for a Better Food Future". They stress the fact that young people can not only shape the present state of agrifood systems in their countries and regions, but they can also profoundly determine their future. In this regard, National Chapters work to empower youth to find actionable, innovative and inclusive solutions to positively transform agrifood systems in their communities and create a better food future in their respective countries and regions.
- **Self-organized and independent**

As there is no "one-size fits-all" model that can work for all local contexts, National Chapters determine their own structure, activities and decision-making processes. With guidance from the WFF Secretariat, National Chapters will self-organize to create a governance structure where youth as part of an organizing committee, will assume leadership positions to steer the chapter. While the chapter leadership may take different forms, it will be crucial that selected leaders:

  - Support the mission and vision of the National Chapter and the WFF;
  - Represent the diversity of people they lead;
  - Strive for an inclusive and safe/open space;
  - Motivate and inspire others to take action;
  - Stay neutral from political preferences or agendas; and
  - Keep a constant line of communication with the WFF Secretariat and the network of chapters.
- **Open and inclusive spaces**

Just like the WFF, National Chapters are expected to cultivate an open and inclusive space for youth from diverse areas of expertise, education, income, heritage and identity. To achieve this, the National Chapters should emulate the 'network of partners' model adopted by the WFF and mobilize multi-stakeholder partnerships from relevant stakeholder groups. As open and inclusive spaces, the chapters will be able to leverage the competencies of different organizations and spawn a network effect that incites collective effort and in turn produces impact that is greater than the sum of its parts.
- **Model activities within wff tracks**

The WFF tracks provide useful templates to engage youth based on different passions and interests in agrifood systems. As such, it is encouraged that the chapters model their activities around WFF tracks by promoting authentic youth engagement in policy development and implementation; identifying, recognizing and nurturing innovative scientific research and startups; and promoting food education. It is also advised that National Chapters leverage culture - including art, film, music, and gastronomy - to unite youth, forge connections, spark discussions, and incite action that drives change.



In their engagement, it is also advised that National Chapters align to the policy priorities identified in the Youth Action [Compendium](#). In 2022, through desk [research](#), consultations and assemblies, youth from across the globe identified the top five priority areas and actions to transform agrifood systems in their region. The identification of these regional priorities was based on the [Global Youth Policy Compendium](#) endorsed in 2021. Building on this, National Chapters may undertake activities that include but are not limited to:

- I. Organizing local consultations in the country to add further nuance and local perspectives to the policy asks;
- II. Creating capacity development workshops;
- III. Identifying projects and activities linked to the policy asks;
- IV. Utilizing the Compendium as a basis for policy advocacy to local policy-makers. (While implementing this, it is requested the chapters liaise with the regional focal points of the youth mechanism of the Youth Action track. Members of the Focal Points group can be found [here](#).)

- **Self-sustaining entities**

It is advised that National Chapters elaborate a strategy to attract the requisite resources needed to make the chapter self-sustaining. This will include taking advantage of local resources and existing structures, e.g., working with youth representatives, working with multi-stakeholder partners and alliances, and leveraging volunteer support. The WFF Secretariat will provide creative and strategic guidance to support National Chapter fundraising and resource mobilization, but the end responsibility and execution will lie with each respective National Chapter. It is also recommended to explore opportunities for governmental support and learn from the experiences of other WFF national chapters and leaders.

- **Celebrate achievements around the flagship event**

In proximity to the WFF flagship event in October, each National Chapter is encouraged to host a formal event to celebrate achievements and promote and plan the Chapter's agenda for the coming year.

- **Guided by this blueprint**

The National Chapters stand guided by this Blueprint that may be amended or modified after consultation with the chapters, and in agreement with the WFF Secretariat.

## IV. HOW TO ESTABLISH A WFF NATIONAL CHAPTER

---

- **Begin by identifying whether there is an existing chapter in your country or region**

Where a chapter already exists, reach out to the chapter lead to learn how you can support your National Chapter's development.
- **Organize and mobilize a network of partners**

Identify a few passionate relevant stakeholders who share your enthusiasm and would want to actively play a part in the formation of the National Chapter. Undertake initial brainstorming and put together an initial draft concept of the National Chapter.
- **Submit a concept note to the WFF Secretariat and localization team**

Crystalize the ideas from the initial brainstorming into a concept note. Please see the concept note form [here](#).

The WFF Secretariat will review the application and provide a response to the applicants. Based on the team's consideration, the application can be ratified as is, or it may be sent back with feedback for further refinement.
- **Develop a programme and workplan**

Once the concept note is ratified, applicants are asked to consider main policy and programme priorities for their long-term work in the country. For this, while guided by youth agricultural and rural development agrifood systems polices, National Chapters may wish to seek inspiration and guidance from the [FAO Strategic Framework's](#) cross-cutting theme on youth, its youth action plan, and the recently endorsed 'Committee on World Food Security (CFS) [Policy Recommendations](#) on Promoting Youth Engagement and Employment in Agriculture and Food Systems'.

Subsequently, the applicants will transform the proposed Chapter's projects into a yearly workplan and calendar. The workplan will detail the activities, their timings and resource requirements, and the sources of resources (including financial, technical, human resources, etc.) needed to successfully carry out activities. It is critical that there is a clear and achievable plan to mobilize the needed support and resources for the Chapter to be able to move forward.
- **Attend a national chapters workshop**

As the last stage before the National Chapter is fully operational, the WFF localization team will convene a National Chapters workshop to build the capacities of the chapter lead team and to provide them with the tools they require for issue identification, campaign/project planning and action taking. The workshop will also be an opportunity to meet, network and learn from the experiences of other National Chapters. The workshop will be used to answer any questions that arise and to get the Chapter lead team ready to turn all the plans into action.



- **Implement workplan, activities and projects**

After attending the National Chapter workshop, the Chapter team will have the greenlight to kick off its activities. Crucial first steps while kicking off new Chapter activities include:

**A. Engagement with FAO country team:** A discussion with the FAO country team is advised. With the WFF's affiliation to FAO, the country team can be a key stakeholder where the chapter may leverage the institution's expertise, resources and partnerships. The institutional setting should also be discussed in that context.

**B. Online presence and social media handles:** To build a national movement, an online reference point for information will be required. In conjunction with the WFF communications team, the National Chapter should set up a website and social media handles to support online engagement of prospective members, volunteers and supporters. Prior to creating the online presence, a meeting should be scheduled with the WFF communications coordinator.

**C. Mobilizing volunteer support:** Volunteers bring in a diverse range of skills, experience and knowledge and can help raise awareness of the chapter's cause, its profile and what it does.

**D. Resource and partner mobilization:** Resource and partner mobilization will be required to effectively raise funds and mobilize other forms of domestic support that are needed for a successful localization.

**E. Selection of a National Chapter Champion:** National Chapters should nominate a representative. The latter should be a dynamic young leader with a proven record of positively impacting society and a strong passion for working on agrifood systems transformation, while leading a diverse team.

**F. Launch event:** A launch event is deemed important to introduce the Chapter to the public, create buzz and excitement, and provide prospective youth an opportunity to learn about the National Chapter. The Chapter can leverage International Days such as International Youth Day, World Food Day, Youth World Food Day or the World Food Forum flagship event.

- **Guidance and support from WFF**

From ideation to kickoff and growth, the WFF Secretariat will provide a lending hand to National Chapters. Through the localization team and the WFF Secretariat, National Chapters will have a constant reference point to guide and support their formation, campaigns and projects.



## V. WFF EXISTING CHAPTERS

---

In June 2022, the WFF launched its first National Chapter in the Netherlands. Established by Dutch WFF Champion Lisanne van Oosterhoud and I4Nature, this decentralized chapter piloted the localization of the WFF to target specific issues and mobilize local actions that can help transform agrifood systems.

In October 2022, at the WFF flagship event, the National Chapter in the United Republic of Tanzania was launched, led by the AgriThamani Foundation. This chapter aims to connect the younger generation in Tanzania and East Africa with opportunities presented by the WFF, as well as mobilize youth to be change agents and champions of agrifood systems transformation.

## VI. FUTURE PLANS FOR WFF NATIONAL CHAPTERS

---

In the short term, the WFF will work to strengthen its existing National Chapters in the Netherlands and Tanzania, while also launching new chapters in different regions around the globe.

In the long term, the WFF intends to have a global mosaic of Chapters inspiring, empowering and connecting young people to change the present and future of their local agrifood systems, their communities and the world.

For any inquiries about WFF National Chapters,  
please contact  
**[Local-action@world-food-forum.org](mailto:Local-action@world-food-forum.org)**