

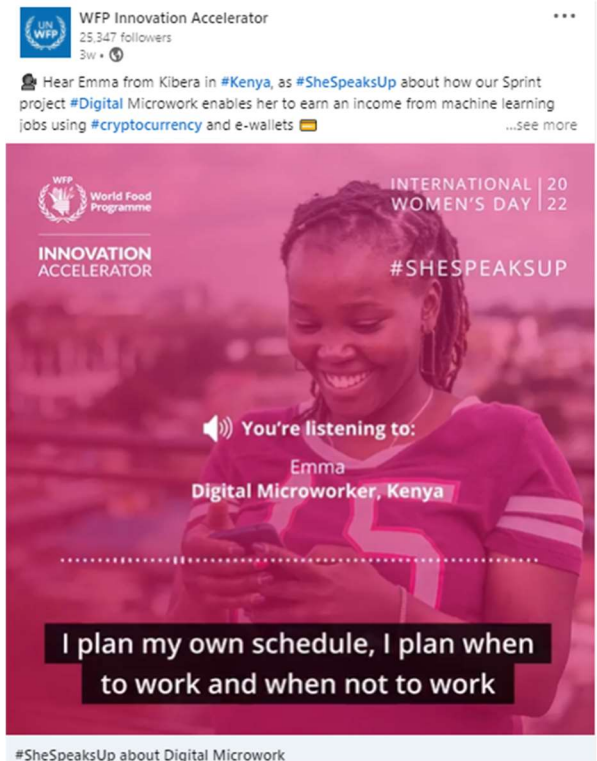
Portfolio of Work

March 2022

Social Media content using embedded video works with algorithms to achieve greater reach organically.



Building strong partnerships helps drive visibility and engagement to new audiences.



Leveraging the real voices and experiences of real people lends authenticity and credibility to our work.

[linkedin.com/showcase/wfp-innovation](https://www.linkedin.com/showcase/wfp-innovation)

Social Media can engage specialized audiences in new dialogue



A unique online discussion to develop dialogue on cutting-edge humanitarian response in collaboration with WFP's team in New York, took place on Twitter Spaces: twitter.com/WFPInnovation

Signature Event: WFP Innovation Accelerator Pitch Event – February 2020



A live event held at BCG's atrium in Munich, Germany which involved working closely with corporate and government partnerships.

Editing: Corporate Blogs

Content development takes a team of experts to write, but I have provided writing guidelines and strategies to help hit keywords which are picked up by search engines (SEO) to help drive reach and readership.

Providing editorial oversight helps maintain quality of our final product and overall offering, which speaks to thought leadership, consistency, and knowledge management. Visuals and expert advice pull the reader through the content.

User Research: Why You Should Keep People Front and Centre in the Innovation Process

WFP Innovation Accelerator Nov 26, 2020 · 5 min read



By Andrea Kóbor, Innovation Consultant & Team Coach at the WFP Innovation Accelerator

The global pandemic has created the need and opportunity for all sorts of smart innovations to flourish. One example is an app that monitors people's compliance with their quarantines. I tried one out during my quarantine after relocating between continents; however, installing the app on my phone already came with a massive challenge. The application — primarily developed for people arriving from abroad — only ran on locally purchased phones, and people using foreign phones could not get the app working. It is not a unique example of how a genius idea can fall apart, because of the lack of consideration of the users' context.



If you think you know enough about your user, you are wrong—Watch this webinar from the Innovation Acceleration Week co-organised by the Humanitarian Grand Challenge and the WFP Innovation Accelerator.

WFP's COVID-19 Fast Track: Sourcing humanitarian innovation at speed and scale

WFP Innovation Accelerator Mar 16 · 5 min read



By Gulia Rakhimova and Dhani Spiller

How long does it take to get to your nearest grocery store? For some residents of Masquil Alto, a rural village in Mozambique, buying basic groceries required two hours of tedious walking over unpaved roads. When the World Food Programme (WFP) innovation project Retail in a Box set up new stores in the village, 9,000 people were finally able to shop for locally-sourced groceries closer to home. Using WFP food vouchers, the villagers can choose which food to buy. This puts purchasing power in people's hands and contributes to market price stabilization, building resilience and enabling economic recovery in times of great uncertainty.



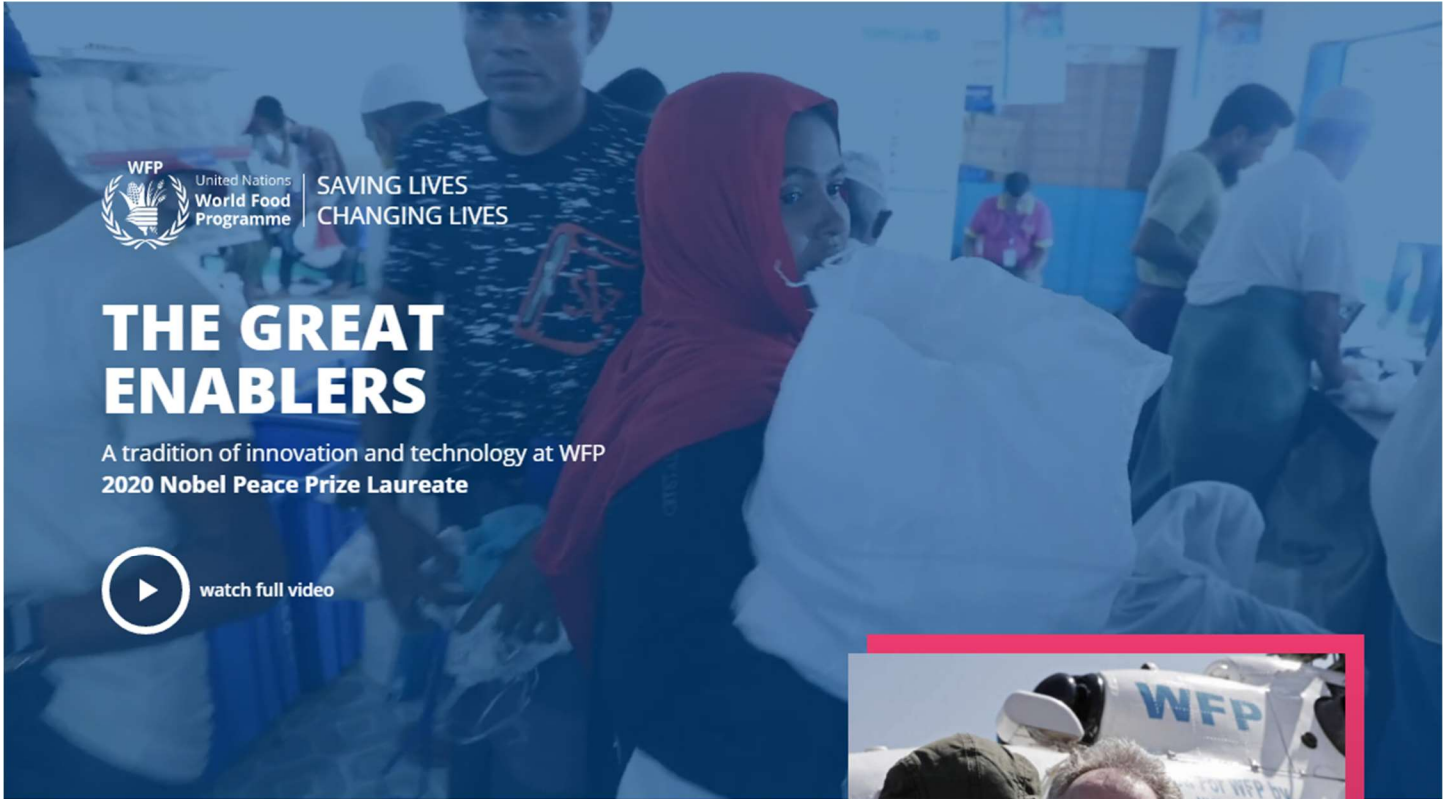
Retail in a Box in Masquil Alto, Mozambique. Photo: WFP/Nuno Pedro.

wfpinnovation.medium.com

Websites:

Websites should no longer be treated as our filing cabinets, but rather as tools to engage and channels for action.

This site was built to acknowledge the role of technology and innovation in WFP’s work, when WFP was awarded the 2020 Nobel Peace Prize. It employed an ambient video header and unique page navigation to capture the viewers’ attention and lead them through the site’s content, and links off to other WFP online content.



“ Message from the WFP Executive Director

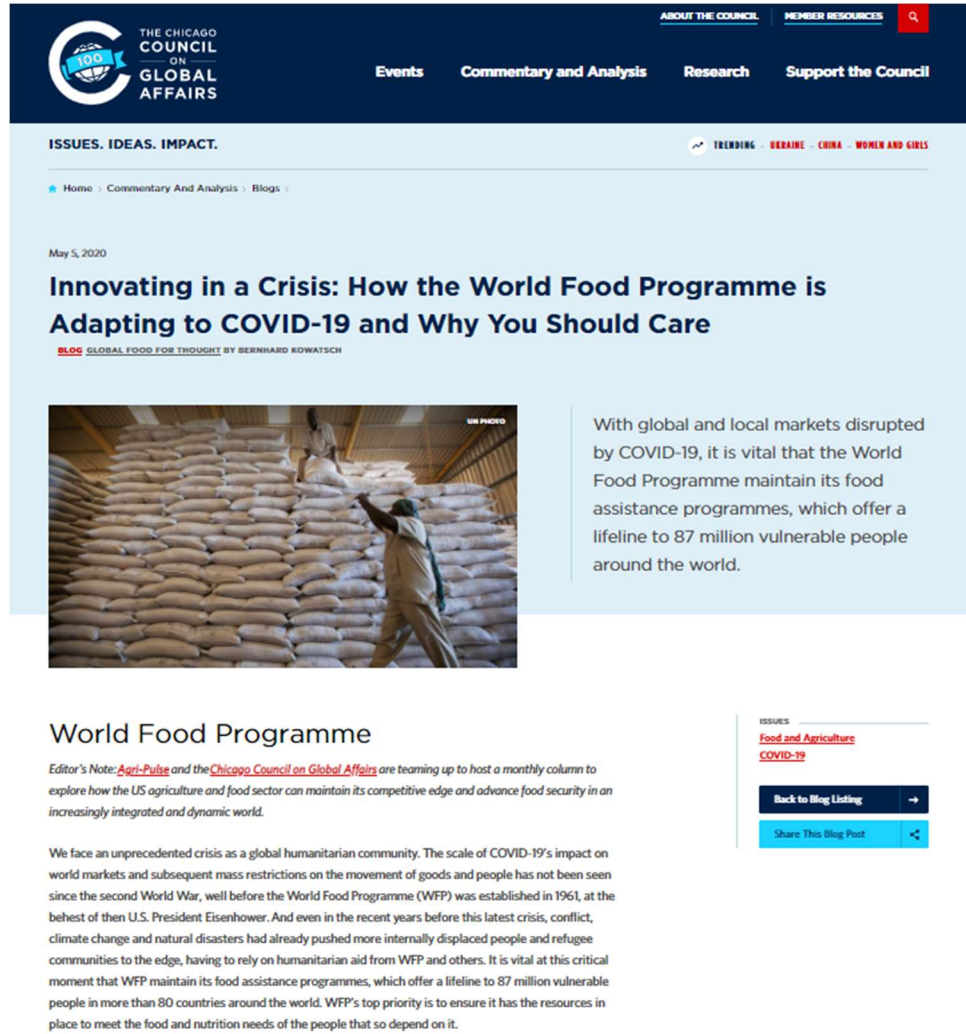
At the World Food Programme, we believe that food is the best vaccine against chaos – and we know that innovation and technology will help us administer this life-saving protection more effectively and to more people than ever before. The 2020 Nobel Peace Prize was a truly



www.wfp.org/enablers

OpEds

Our job as communications experts is to set the voice and tone of the organisation, along with providing accurate data, consistent messaging, and coherence with organizational strategies and current priorities. Our leaders have many responsibilities too, so providing talking points, briefing notes, and writing services helps the overall goals of the organisation.



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May 5, 2020

Innovating in a Crisis: How the World Food Programme is Adapting to COVID-19 and Why You Should Care

BLOG GLOBAL FOOD FOR THOUGHT BY BERNHARD KOWATSCHE



With global and local markets disrupted by COVID-19, it is vital that the World Food Programme maintain its food assistance programmes, which offer a lifeline to 87 million vulnerable people around the world.

World Food Programme

Editor's Note: Agri-Pulse and the Chicago Council on Global Affairs are teaming up to host a monthly column to explore how the US agriculture and food sector can maintain its competitive edge and advance food security in an increasingly integrated and dynamic world.

We face an unprecedented crisis as a global humanitarian community. The scale of COVID-19's impact on world markets and subsequent mass restrictions on the movement of goods and people has not been seen since the second World War, well before the World Food Programme (WFP) was established in 1961, at the behest of then U.S. President Eisenhower. And even in the recent years before this latest crisis, conflict, climate change and natural disasters had already pushed more internally displaced people and refugee communities to the edge, having to rely on humanitarian aid from WFP and others. It is vital at this critical moment that WFP maintain its food assistance programmes, which offer a lifeline to 87 million vulnerable people in more than 80 countries around the world. WFP's top priority is to ensure it has the resources in place to meet the food and nutrition needs of the people that so depend on it.

ISSUES
Food and Agriculture
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<https://www.thechicagocouncil.org/commentary-and-analysis/blogs/innovating-crisis-how-world-food-programme-adapting-covid-19-and-why>