

# CHALLENGE AGAINST HUNGER

7th JUNE – 2nd JULY 2021

**DIGITAL CHALLENGE AGAINST HUNGER** global edition  
**EMPLOYEES ENGAGEMENT, SPORT, TEAM BUILDING, CSR**

Together to cross kilometers discovering  
Action against Hunger projects all over the world

With the app



# **CHALLENGE AGAINST HUNGER**

The health emergency stressed people harshly and generated fear, isolation and sedentary lifestyle.

**TAKING CARE OF YOUR STAFF IS NOW FUNDAMENTAL  
MORE THAN EVER!**

This is the opportunity to:

1. engage and inspire your human resources
2. foster physical and mental well-being
3. reinforce team spirit

**#CHALLENGEACCEPTED**

with

**CHALLENGE AGAINST HUNGER**  
**Global Edition**



# CHALLENGE AGAINST HUNGER



## **A SIMPLY AND TURNKEY INITIATIVE WITH A PERSONALIZED APP**

The company joins, employees download the app and the adventure starts!

## **A SPORTIVE CHALLENGE «FOR EVERYONE AND WITHOUT MASS GATHERINGS»**

Virtual teams from 2 to 10 people

5 activities to engage everyone: walking, running, biking, yoga, swimming + quiz

1 month to score points and win the game

## **TEAM BUILDING AND SOLIDARITY**

A global companies' ranking daily updated

An edutainment challenge to explore field projects developed by Action against Hunger

A charity initiative to provide food, water and health care for the most vulnerable communities of the world

# CHALLENGE AGAINST HUNGER

**REGISTRATIONS OPEN**



## **COMPANIES ARE THE SPONSOR**

Participating companies choose their donation and involve as many employees as possible.



## **EMPLOYEES ARE THE PARTICIPANTS**

Employees download the APP, make their teams and do sport individually, choosing among the available activities.



## **TOGETHER TO MAKE THE DIFFERENCE**

Thanks to all of you, we will be able to face food emergency in the most vulnerable countries in the world.

**IT'S TIME TO ENGAGE, ACTIVATE AND MOTIVATE YOUR STAFF!**

# CHALLENGE AGAINST HUNGER

## FROM EMPLOYEES' EYES



- **100% POSITIVE FEEDBACK**  
*«exciting, amazing, fun, useful» [...]*
- **87%** of participants affirm to feel **FULL OF ENERGIES AND IN A BETTER MOOD** than usual
- **79%** of participants claim to notice **STRONGER COHESION IN THEIR TEAM / COMPANY**
- **85%** point the Digital Challenge as a **SOURCE OF MOTIVATION**
- **96%** of participants **WOULD BE HAPPY TO JOIN NEW EDITIONS**

# CHALLENGE AGAINST HUNGER

## NUMBERS



- 2020 editions: **JUNE AND OCTOBER**
- **4 COUNTRIES**  
Italy – France – India – Canada
- **77 COMPANIES** engaged  
in Italy: **CITI – EPSON – GOOGLE ITALIA – GRUPPO ASSIMOCO – GRUPPO DE RIGO – GRUPPO ENERCOM – KPMG – LAVAZZA – PLANETEK ITALIA**
- **MORE THAN 7000 EMPLOYEES** participating

# CHALLENGE AGAINST HUNGER



- **FIRST GLOBAL EDITION**
- **8 COUNTRIES**  
Italy – France – Spain – Germany – UK – USA – Canada – India
- Adventure theme: **CLIMATE CHANGE**

# CHALLENGE AGAINST HUNGER

ACCORDING TO **COMPANY DONATION** IT WILL BE  
POSSIBLE TO INVOLVE A CERTAIN **NUMBER OF EMPLOYEES**

Company donation	N ° of possible participants
1000 €	up to 9
2.500 €	up to 24
5.000 €	up to 49
9.600 €	up to 99
14.000 €	up to 149
20.000 €	up to 249
30.000 €	up to 349
42.000 €	up to 499
50.000 €	up to 1000
<b>CALL US!</b>	over 1000



# CHALLENGE AGAINST HUNGER

## HOW TO INVOLVE STAFF

Each company will have everything needed  
**TO STIMULATE PARTICIPATION:**

- **COMMUNICATION KIT**  
texts and images for social network and internal ecom
- **APP-GUIDE KIT**  
how-to-use tutorial, screenshot by screenshot
- **VIRTUAL COFFEE**  
get to know Action against Hunger and the #connectedagainsthunger initiative during the time of one coffee-break
- **WEEKLY UPDATES**  
global ranking of all companies engaged

### **.. AND TO REWARD PARTICIPATION:**

- **AWARDS** for the best performer (team / company)
- **CADEAU** to remember the experience

## ABOUT US



## ACTION AGAINST HUNGER

is the world's hunger specialist that aims to end life-threatening hunger for good,

**SINCE 1979**

## WE SAVE LIVES OF MALNOURISHED CHILDREN

We provide  
**WATER, FOOD,  
EDUCATION AND  
PRIMARY HEALTH  
CARE**

**WE ALLOW  
VULNERABLE  
COMMUNITIES  
TO LIVE FREE  
FROM HUNGER**

## OUR AREAS OF COMPETENCE



Nutrition  
& health



Food  
security &  
livelihoods



Water,  
sanitation  
& hygiene



Advocacy



Risk &  
emergency  
management

# #CHALLENGEACCEPTED

Promote team spirit, contribute to SDGs achievement  
and support Action against Hunger projects!

DO YOU WANT TO JOIN?  
CONTACT US!



Licia Casamassima  
02 83626102 – 347 8953024  
[lcasamassima@azionecontrolafame.it](mailto:lcasamassima@azionecontrolafame.it)



Egle Loliva  
02 83626112 – 388 1814229  
[eloliva@azionecontrolafame.it](mailto:eloliva@azionecontrolafame.it)



**ACTION  
AGAINST  
HUNGER**