

Dreamworks Trolls, UN launch campaign for healthier eating and sustainable living

DreamWorks Animation's Trolls films have banded together with the United Nations (UN), the UN Food and Agriculture Organization (FAO) and the UN Foundation (UNF) in a digital campaign to mobilise action for a healthy diet and sustainable living.



Source: [United Nations](#)

As part of the International Year of Fruits and Vegetables, the Trolls encourage their fans to become food heroes by taking actions including eating healthy and reducing food waste and adding these actions to the United Nations' [ActNow](#) initiative.

"DreamWorks Animation is honoured to collaborate with the United Nations, UN Food and Agriculture Organization and the UN Foundation to encourage healthier eating and raise awareness for reducing food waste," says David Bynder, SVP, Global Brand Partnerships for DreamWorks Animation. "The Trolls are a celebration of positivity and we hope their enthusiasm will inspire kids and families around the world."

As part of the global campaign, a short awareness-raising video featuring DreamWorks Trolls will launch on November 19th, and individual graphic social media posters will follow weekly for a month. The #TrollsFoodHeroes digital and online campaign will enlist more food heroes, who, like the Trolls, see the value in fruits and vegetables and the fight against food waste.

Happier and healthier planet

"The Trolls are such colourful and happy creatures who relate to children. This collaboration provides an excellent channel to get the message out to children and their parents about the importance of healthy eating and reducing food waste," says Maher Nasser, director of Outreach in the United Nations Department of Global Communications. "We hope that the Trolls will inspire many of their friends and followers to follow in their footsteps, become food heroes and #ActNow for sustainability."

"Up to one-third of the food we produce globally is lost or wasted. We must reduce both in order to feed a growing population and ensure access to nutritious food for all in a sustainable world," says Maximo Torero, chief economist of the Food and Agriculture Organisation of the United Nations (FAO). "Trolls characters will help us teach children important lessons about healthy diets and reducing waste in a fun and engaging way. We are grateful to DreamWorks for their partnership in inviting the world's children to become food heroes, a habit we hope they will retain for a lifetime."

"Empowering children and families to make nutritious, sustainable food choices helps support the health of our planet and its people," says Elizabeth Cousens, President and CEO of the UN Foundation. "We are beyond excited to see DreamWorks' Trolls engage their fans in becoming food heroes, reminding us that every action – big or small – can make a difference."

The campaign video will be featured at the World Expo in Dubai and the UN Foundation will connect over 40,000 teachers with campaign materials to be used in the classroom through their partnership with [#TeachSDGs](#).

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