



**PRESS RELEASE - FOR IMMEDIATE RELEASE**

**THE GLOBAL OPEN DATA FOR AGRICULTURE AND NUTRITION (GODAN) INITIATIVE LAUNCHES ONLINE PETITION WITH GLOBAL CITIZEN IN ORDER TO MEET THE UNITED NATION'S GLOBAL GOAL 2 – ZERO HUNGER - BY 2030**

**LONDON & NEW YORK, 15<sup>th</sup> August, 2016:** Worldwide, nearly 800 million people suffer from hunger and malnutrition. For the first time in human history, we have the knowledge and the tools to put an end to it. Open data makes that knowledge available to everyone.

**GODAN**, the Global Open Data for Agriculture and Nutrition initiative, has launched an Open Data Online Revolution in partnership with **Global Citizen**. The GODAN Open Data Online Revolution empowers stakeholders and world leaders to unlock the data necessary to solve the challenge of global food insecurity.

Members of civil society, end hunger campaigners, high profile personalities, the media and other supporters will sign an online petition to drive the importance of open data. The petition will be handed over at a meeting at the United Nations in New York, in September. Each signature is a step closer to achieving the UN's Global Goal 2 – Zero Hunger. Results from the petition will be unveiled at GODAN's groundbreaking, annual summit in New York on 15<sup>th</sup> and 16<sup>th</sup> September, where world leaders, researchers, farmers, students and public, private and non-profit organisations will convene to showcase the impact of open data around the world.

*“We must make the world's accumulated agriculture and nutritional information available to everyone. This information is often locked away and unseen in government, private sector and civil society datasets. It needs to be identified and set free,”* says **Natasha Mudhar, Media Spokesperson for GODAN**.

With open data, a mother in Malawi can choose the best seeds to sow in order to achieve a plentiful harvest to feed her hungry family; a commercial farmer in the United States has the right data to enrich his soil to produce more bountiful crops; the smallholder farmer in Tanzania will better understand and anticipate adverse weather conditions; the food manufacturer can produce healthier products; the nutritionist is able to offer better advice.

Farmers, agricultural organizations, researchers, policy makers, governments, and other private sector and civil society stakeholders should all be involved in building a food secure world. By signing the online petition, the public can also play a key part in achieving this.

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**Help to set the data free and end world hunger now by signing the petition below:**

<http://summit.godan.info/petition/>

**To attend the GODAN Summit 2016, register here:** <http://summit.godan.info/>

**To become a GODAN partner, click here:** [www.godan.info/becomeagodanpartner](http://www.godan.info/becomeagodanpartner)

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Notes to Editors:

**Media Kit:** [goo.gl/2Bousl](http://goo.gl/2Bousl)

**Twitter:** [@godanSec](https://twitter.com/godanSec)  
**Hashtag:** #GODANPetition #GODANSummit2016  
**Facebook:** [www.facebook.com/godansec](http://www.facebook.com/godansec)  
**LinkedIn:** [GODAN Secretariat](https://www.linkedin.com/company/godan-secretariat)  
**Instagram:** [godansec](https://www.instagram.com/godansec)

#### **About Global Open Data for Agriculture & Nutrition**

GODAN supports the proactive sharing of open data to make information about agriculture and nutrition available, accessible and usable, to deal with the urgent challenge of ensuring world food security. Any organisation which supports open access to agriculture and nutrition data can join GODAN. The group currently contains over 330 partners from national governments, non-governmental, international and private sector organisations. **For more information: [www.godan.info](http://www.godan.info)**

#### **GODAN Summit 2016**

The GODAN Summit will be held on September 15-16 in New York City, New York. The Summit will bring together world leaders, researchers, farmers, students and others public, private and non-profit united around a collaboration on agriculture and nutrition data openness. Join the largest event ever planned for open data in agriculture and nutrition. The goals of the Summit are to illustrate the opening, the use, and the importance of agriculture and nutrition data. **For more information: <http://summit.godan.info/>**