

Philippines?? Globe partners with United Nations World Food Programme

11 June 2024 | News

The partnership opens Globe's Hapag Movement to international donors, building on the initiative's momentum over the last two years



The partnership opens Globe's Hapag Movement to international donors, building on the initiative's momentum over the last two years

Globe, a top telco and digital solutions provider in the Philippines has partnered with the United Nations World Food Programme (WFP) to bring its hunger alleviation program, Hapag Movement, to the international stage.

Launched on World Hunger Day, the partnership opens Globe's Hapag Movement to international donors, building on the initiative's momentum over the last two years.

The partnership seeks to expand the Hapag Movement's donor reach and amplify its impact. Since its launch in 2022, it has reached over 95,000 people and produced 2,662 livelihood training graduates.

"Hapag," the Filipino word for dining table, carries a deeper meaning than its definition, as it evokes warmth and openness among family and friends while sharing food and stories.

As a movement, Globe's initiative aims to address involuntary hunger by providing sustainable feeding and livelihood training to vulnerable families, leveraging partnerships to raise funds and reach communities. By joining forces with WFP, Globe hopes to tap the Filipino diaspora and get support from other international donors to bring urgent help to the hungry.

"We are privileged to collaborate with the UN World Food Programme, a global leader in the fight against hunger and the largest international ally of the Hapag Movement. With their support, we are optimistic about mobilising the global donor community to tackle the urgent issue of hunger in the Philippines," said Yoly Crisanto, Chief Sustainability and Corporate Communications Officer at Globe.