

# Press Release

## AFC and partners launch 'One Goal' campaign

- *AFC, World Vision, Royal DSM, GAIN and AFDP partner to ensure nutrition for every child across Asia – through the power of football*
- *Campaign brings together key corporate, sports, nutrition and development experts to ensure that children across Asia eat, live and play right*

The Asian Football Confederation (AFC) in Kuala Lumpur on November 25 kicked off the 'One Goal' campaign along with partners World Vision, DSM, Global Alliance for Improving Nutrition (GAIN) and the Asian Football Development Project (AFDP), as part of the AFC Awards. Focused on providing nutrition for every child in Asia, by leveraging the power of and the passion for football in the region, the 'One Goal' campaign will seek to tackle the poor nutritional practices and access that have been holding back Asia and Asian football.

FIFA Vice President and Co-Chair of the One Goal board, HRH Prince Ali Bin Al Hussein said, "The One Goal campaign is part of AFC's long term social responsibility strategy. We are glad that we are able to partner with global organisations like World Vision, DSM and GAIN to grow champions, both on and off the field in Asia."

Asia is home to close to 578 million of the 1 billion malnourished people around the world. Some 100 million of the 165 million children globally who are stunted - a condition where physical and intellectual growth is impaired due to chronic undernutrition - are Asian. Stunting also exposes these same children to a higher likelihood of contracting non-communicable diseases like diabetes and heart disease. Simply put: poor nutritional practices place an enormous burden on Asia as a whole, diminishing the potential of individuals, societies and economies.

"One Goal is a wonderful campaign and I think it will be a huge movement that we really need in the Asian football community. I know myself and all my team mates will be excited to support this effort to help kids in the region in whatever way we can. As a professional footballer at the highest level in the region, I know the importance of nutrition, especially at a very young age. It is foundational to being a good football player and good nutrition is absolutely necessary to build the foundations of our society, our children. I am delighted to support and be part of this campaign."

"The vision of the One Goal campaign is to unite a diverse range of audiences under the banner of football and serve them messages about good nutrition, especially for children," said Trihadi Saptoadi, Regional Leader, World Vision – South Asia and Pacific Regional office, "We are looking to ignite a social movement that will transform child nutrition in the region, helping more children survive and thrive."

The campaign will seek to transform child nutrition in the Asian region by engaging players, fans and football lovers to become ambassadors for good nutritional practices and engage and encourage governments to invest more in helping children to access nutritious foods so they can grow up strong and reach their fullest potential.

"For children across Asia to eat, live and play right, we must ensure that their right to nutrition is recognized and defended – by us all," said DSM's Managing Board Member Stephan Tanda. "Together, the partners of One Goal are uniting to leverage their expertise, resources and reach so that we can tackle undernutrition – the root cause of stunting – head-on."



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"We commend AFC and partners for their leadership in addressing a crisis which is harming so many of Asia's children and young people. Sporting excellence and good nutrition go hand in hand, we want to unite to give every child the right start in life" said Marc Van Ameringen, Executive Director of the Global Alliance for Improved Nutrition.

Maryann Hwee, President of Fringebacker, an Asia-focused crowd-funding platform said, "We are proud to be associated with One Goal. We have projects up that are supporting children who are malnourished at [www.fringebacker.com/en/onegoal](http://www.fringebacker.com/en/onegoal) now with an initial goal of raising \$50,000 to support nutrition clubs in Vietnam."

"We invite football lovers all over Asia to come and be part of the One Goal campaign," said HRH Prince Ali, "Visit us at [onegoal.asia](http://onegoal.asia), learn more about the campaign and become part of transforming nutrition in Asia."



**China captain Zheng Zhi, the AFC Player of the Year, is signing the campaign ball and voicing his support for the One Goal campaign.**

Zheng Zhi, captain of the China national team and AFC Champions League (ACL) winners Guangzhou Evergrande, was named the AFC Player of the Year at the awards ceremony in Kuala Lumpur on the evening of November 26, and also voiced his support for the One Goal campaign: "One Goal is a wonderful campaign and I think it will be a huge movement that we really need in the Asian football community. I know myself and all my team mates will be excited to support this effort to help kids in the region in whatever way we can. As a professional footballer at the highest level in the region, I know the importance of nutrition, especially at a very young age. It is foundational to being a good football player and good nutrition is absolutely necessary to build the foundations of our society, our children. I am delighted to support and be part of this campaign."

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## About the Partners:

**The Asian Football Confederation (AFC)** is the governing body of Asian football and one of the six Confederations making up FIFA. The AFC is now headquartered in Kuala Lumpur, Malaysia and consists of 46 Member Associations and one Associate Member Association. Shaikh Salman bin Ebrahim Al Khalifa of Bahrain is the AFC President and Dato' Alex Soosay is the AFC General Secretary. For more information please visit: [www.the-afc.com](http://www.the-afc.com)

**The Asian Football Development Project** is a not-for-profit Youth Commission founded in January 2012. AFDP provides Asian football organisations and development organisations using football as a tool for social development with needs-based assistance. For more information please visit: [www.the-afdp.org](http://www.the-afdp.org)

**The Global Alliance for Improved Nutrition** is an alliance driven by the vision of a world without malnutrition. Created in 2002 at a Special Session of the UN General Assembly on Children, GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. For more information please visit: [www.gainhealth.org](http://www.gainhealth.org)

**Royal DSM** is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders. For more information please visit: [www.dsm.com](http://www.dsm.com)

**World Vision** is a global Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender. For more information please visit: [www.worldvision.org](http://www.worldvision.org)

