We, Lions D126 Croatia, have created a project as a part of the Lions mission of reducing world hunger. The project aims at reducing the problems of hunger in the world and especially helping to reduce the problems of hunger which is affecting children.

According to the WHO data, in 2016 7,7% (52 million) children under age of 5 suffered from malnutrition globally. 17 million children suffered from severe malnutrition.

The numbers are even more alarming – the insufficient diet in early childhood causes the inadequate growth and development. This affects, according to WHO data, approximately 155 million children under age of 5.

In cooperation with a renowned manufacturer, we have designed and developed a snack package which is both an energy and nutrition package. It consists of balanced, functional meal which gives everything essential for the normal growth and development of children. The beverage is the concentrated source of all essential macro and micro nutrients (energy, proteins, carbohydrates, fats, fibres, vitamins and minerals). It is an oral nutritional supplement aimed at nutritional support for the children who suffer from or are in risk of suffering from malnutrition or acute malnutrition.

We have outlined and defined the test samples with the manufacturer and they have been delivered to us.  The product is simple to distribute and it is adapted for use in high-temperature areas. The beverage is simple to consume and is packed in a practical, ecologically acceptable single 200 ml packaging with a lid (”on the go” consummation) as well as in a batch packaging adapted to the suggested daily consummation.

The distribution of the beverage would be performed via distribution networks in specific areas, followed by educational activities and materials which would be adapted in content and style to the local communities and regions where the beverage would be donated and consumed.

It is our goal to present the project at Europe Forum Montreux - Euro Africa Committee and engage Lions from other countries, especially from Africa to join us in reducing the problem of hunger in endangered areas and not only help us in collecting funds, but also to help us in realization of the distribution chain.

We believe that the initiative of Lions Croatia in cooperation with the regional manufacturer of clinical food will benefit the existing initiatives for the reduction of malnutrition of children, which is one of the biggest challenges of the modern world.

                 We serve.