



Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition
Permanent Observer with the United Nations Economic and Social Council

“A Way Forward”

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IIMSAM

Check Against Delivery

Distinguished ladies and gentlemen,

I am most honored to be here; and to solicit your support for our cause to realize **a world free of hunger and malnutrition**. The Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition strives to make **Spirulina** a key-driver to **eradicate malnutrition, achieve food security and bridge the health divide**. Our initiatives have a special priority for the Developing and the **Least Developed Countries**.

In fact, **it was in Italy in the year 1996** that the international community at the **World Food Summit** reaffirmed the right of everyone to have access to safe and nutritious food, consistent with **the right to adequate food** and the **fundamental right of everyone to be free from hunger**. We all are aware of the present global food crisis and its severe negative impacts especially in the developing countries; where, as **Mahatma Gandhi** put it in the last century, *there are people in the world so hungry that God cannot appear to them except in the form of bread*. How true these words seem today when the very ambition to make **The Right to Food** (UN RES 62/164) a reality for all through the **Rome Declaration** still remains a distant dream.

The world we live in is a globalized one and I firmly believe that **participation** is the key to deal with various challenges faced by the humankind. **Cooperation is the sole way to success** and to realize our **ambition** to eradicate malnutrition and **to achieve the United Nations Millennium Development Goals**. We all have to be the agents of the very change that we wish to see....and for a better world.

An inherent part of the United Nations system, **IIMSAM** firmly believes in forging **alliances** with various stakeholders for securing the **UN MDGs**. I am thankful to the **Italian government** for lending its support for our cause and mandate; and to be a proactive and willing partner for the same. I mentioned before about the globalized world we live in. Globalization is an inherent reality of our time that has connected the world like never before. It has brought new actors to the fore and has provided us with new and manifold **opportunities** to deal with our **shared challenges**.

United Nations' recognition of the vital role that businesses play in our times resulted in **Global Compact**. It is essentially an instrument to provide businesses a set of guidelines and an avenue to work in and for the environment they operate in; in a responsible manner. **Global Partnership for Development** is also an important aspiration of the United Nations for the realization of the **Millennium Development Goals**. As I interact with the **Italian Chamber of Commerce and Industry**, I also take this opportunity to mention about the **Global Social Responsibility** of the businesses that provides you with a global canvas and an opportunity to affect a positive change across the whole wide world. It is a time when more than 854 million people are affected by malnutrition in a negative way and **every five seconds a child under the age of 5 dies from hunger or hunger related diseases**. The UN agencies too realize that to achieve the MDGs, the **main challenge that needs to be overcome is malnutrition**. And as I interact with you; somewhere, someplace in a far off land, someone is dying because of malnutrition. And let me tell you that it is easily avoidable by mainstreaming the use of Spirulina.

Supporting IIMSAM is another welcome step by the Italian government in its distinguished history of fulfilling its commitments to the **international community**, the **UN system** and the **peoples of the world**. The **United Nations World Food Conference of 1974** declared **Spirulina** as the **best food for the future**. Besides its other advantages, the **UN WHO** found Spirulina to be a very suitable food that can be administered safely even to the children. **NASA**

and the **European Space Agency** also recognize Spirulina's nutritional role in the future; while not to mention the successful uses of Spirulina in various contexts and countries that are well documented; as it would take hours and hours.

Friends! , an enlightened human being is the one that makes world a better place for all.

I urge the Italian economic society and the business community to come forward and be our stakeholder in Asia, Africa, Europe, and Latin America to build capacities and capabilities at the grassroots. **Food Fortification through Spirulina** can play a tremendous role in saving lives lost to malnutrition and in the context of delivering holistic and quality nutrition to the people who need it the most. **And I seek your support to help us mainstream the use of Spirulina for the most vulnerable and the neediest.**

Businesses tend to enrich the very environments they work in; in various ways and at many levels. Our goodwill ambassador from **Japan**, Mr. George Hara has transformed the communications infrastructure in Bangladesh and would initiate malnutrition initiatives in Africa next year. **Mr. Marco Fantinel**, our goodwill ambassador from **Italy** has initiated **Celebrate Life** campaign for IIMSAM where each bottle of merlot sold under the campaign would provide 1 USD for initiating Spirulina initiatives for **malnourished children in Africa and Asia**. Our Goodwill Ambassador From Iraq **Sheik Tarik Alabdullah** is the catalyst of our Fallujah Spirulina Programme in Iraq. These very initiatives are worthy of emulation as they not only enrich the human capital but also contribute towards sustainable and participatory development of the countries. I extend an open invitation to you and **ask you to join our endeavors** to wipe off the scourge of malnutrition from the face of earth and rid the humankind of the inflicted misery. Not only this relationship would bring you much closer to the world but would also make you a key stakeholder of IIMSAM in Asia, Europe, Africa and Latin America to usher in a positive change. I am sure that the **cooperation** of the **Italian economic society** would be instrumental to initiate a **multi-tiered empowerment process** in the developing countries. After all, **Global peace and prosperity** is not only a by-product of successful economic interaction but also both a **pre-requisite** to achieve the United Nations Millennium Development Goals successfully and an **outcome**.

Sustainability and **success** are **not** mutually exclusive but facets of a same coin that go hand in hand. Like in other spheres of life, it is also holds true for the business practices. I am thankful to the following IIMSAM Goodwill Italian Ambassadors: **Mr. Marco Fantinel, Mr. Augusto Sorriso, and Mr. Carmelo Castiglione** and last but no way least my Special Adviser and friend **Mr. Anthony Angiulli** all whom were instrumental to make necessary arrangements that made our interaction possible which I am confident would lead towards your support and cooperation for IIMSAM and a better world.

Support IIMSAM! Support LIFE !

FOR FURTHER INFORMATION:

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