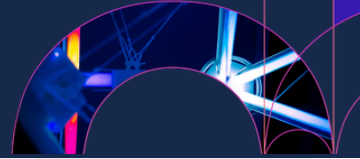


# The UN World Food Forum x Narratize

Empowering global research teams to tell highly-accurate, captivating science stories that score funding and visibility.



## Background

It's not everyday that you get the chance to help end world hunger. So when the World Food Forum (WFF), an independent, youth-led global network of partners facilitated by the Food and Agriculture Organization of the United Nations, reached out, we jumped at the opportunity to empower junior researchers to actively shape agrifood systems towards sustainable, equitable development. This partnership was born of a shared belief that great ideas can come from anywhere around the globe.

## Challenge

The organization has seen time again how communication barriers can be a substantial setback to researchers' success in their varied pitch competitions. Bolstering their commitment to equity and diversity, the WFF partnered with Narratize to equip 240 innovation teams with access to its generative AI co-authoring platform for the 2023 Transformative Research Challenge.

## Solution

Narratize revolutionizes how researchers create compelling narratives about new technologies, initiatives, and ideas by infusing user insights into every sentence through proprietary, proven corporate storytelling algorithms.

### What TRC Researchers said about Narratize:

“ We added only four phrases in the final script. It was super-precise.

It was really well done. It was easy to read so that the public could understand it, but also in a way that would captivate specialists.

“ Narratize leads you to a simple, concise discussion of key ideas.

“ We use and reuse Narratize because it provides strong language and word choice... After using Narratize, we saw that we could simplify the story to 2 impactful sentences. In terms of time, it was very, very useful.”

## Narratize rated 73% more accurate than ChatGPT.

The impact was undeniable. Five out of six winners used Narratize to prepare their submission materials. Winning projects co-authored with Narratize include the first and only study of food waste in Latin America; a framework for integrating indigenous sciences within Kenya's policies on zoonotic disease prevention; and biotechnology that leverages palm kernel meal, a waste product, into an immunity-boosting prebiotic for chickens, a cornerstone species of the Indonesian food system.

Participants were delighted by pitch outputs, which accurately conveyed their ideas in a manner that resonated with leaders. Narratize expanded on technical topics and created language that engineers, technicians, and scientists could also embrace.

Seventy-three percent of surveyed participants described Narratize as more or much more accurate than ChatGPT.

**83%**  
of category winners used  
Narratize to prepare their script

Looking forward, the WFF and Narratize are exploring integrating the platform more comprehensively into the 2024 TRC - with the vision of Narratize serving as the management and co-authoring system for this year's challenge.

Narratize combines narrative science with cutting-edge generative AI technology to ensure that no great idea is left untold.

From optimizing R&D processes to scaling product launch, Narratize empowers brands with transformative ideas to unleash their full potential.

Learn more at 

[narratize.com](https://narratize.com)