

# Hunger Is a Solvable Problem



Verena Bachler joined our company in August to undertake a six-month internship. Based in Frankfurt, Verena is supporting the activities around our partnership with the World Food Programme (WFP) in Germany. MC Central spoke to Verena about her experiences so far and her trip to Ethiopia this month.

## Hi Verena, tell us more about what your internship with us entails.

On a very basic level, we are trying to involve employees, merchants, issuers, and, of course, cardholders in activities that ultimately benefit WFP. Last year MasterCard Germany donated 1.68 million school meals to Ethiopia as part of a national campaign with supermarkets. This year, the focus has been placed on consumers donations.

## How did you come to undertake this internship?

I am studying International Business and Politics at Copenhagen Business School and am very interested in the work of international organizations and how they see companies like MasterCard as partners to support them in achieving their development goals. When I read about the opportunity to be involved in MasterCard's partnership with WFP, I didn't hesitate a second to apply.

## Why do you think our partnership with WFP is so important?

I believe that hunger is the world's biggest solvable problem. What makes this partnership credible is that it is lived on many levels - it goes beyond donating money for a good cause. With digital food, for example, this partnership innovates the way food assistance can be distributed.

## Can you tell us about one highlight and your biggest challenge so far?

My highlight so far has been launching a blog about my experiences as a WFP-MasterCard intern. The day it finally went live after a long planning and approval phase was really rewarding. The biggest challenge is handling the interests of the parties involved in the projects I work on, but every day is an opportunity to learn.

**Can you tell us more about your trip to Ethiopia and what you did there?**

Last year, MasterCard Germany donated 1.68 million school meals to Ethiopian schools through a cause-related marketing campaign in partnership with German supermarkets. Along with two MasterCard executives and a member of the German Marketing team, I witnessed in person how WFP is able to sustainably improve conditions for these children with resources originating from our efforts and consumers' engagement. We were grateful for the opportunity to take this trip and will make sure we leverage our experience in the best possible way for the partnership to prosper.

Look out for more on Verena's Ethiopia visit on MC Central in the coming weeks.