

|  |
| --- |
|  |
| *Programme: Erasmus+* |
| *Key Action 2: Cooperation Partnerships* |
| *Call: KA220 YOU* |
| *Submission deadline: 23 March 2022, 12:00 midday Brussels Time* |
| *Project Title: Impactful EATing-Raising youth's awareness about sustainable food choices and the impact of consumption* |
| *Project Acronym: Ιm-EAT* |
| *Project total duration: 24 months* |
| *Estimated budget: 250.000 EUR* |

|  |  |
| --- | --- |
| **Background (Aims, objectives & needs.)** | |
| **Context of the project & Needs of the target groups addressed.** | Sustainability has been a key concept during the last few months. If there is a lesson to be learnt from the pandemic crisis we are currently experiencing, is that there should always be resilience in the systems and processes in place, so they are not affected by global disruptions which cannot be avoided or otherwise dealt with. Sustainability comes to play a decisive role in all this, as it designs a world that can endure.  On the same note, food sustainability and durable food systems are interlinked with the abovementioned notion. As everything is connected, sustainability in general relates directly with the way people consume and what this consumption means for the health and by extension global economy; what itmeans for the environment and the ecosystem and, by default, its resources and boundaries.  Food sustainability and smart food choices are also linked with consumer’s improved quality of life, health and lifestyle. The Farm to Food Strategy presents citizens with the opportunity to apply these notions in their everyday life and put their food habits and choices under the microscope for the sake of looking at the bigger picture.  In particular, youth lately has been particularly receptive of the idea “you are what you eat”. Concerned with what their habitsand choices leave behind, they question what they know and divert to diets which are sustainable, fresh, equitable, less processed and inclusive of primary production.  The fact that more and more people are living in big cities has caused a global change in their eating habits. Food comes from nature and depends on a healthy environment. For every morsel that reaches the plate, it needs land to grow, water, energy. Ultimately, food choices not only affect health but also the environment. According to research, today humans consume 1.6 times more resources than the planet can provide. In 2050, the human population is projected to reach 9.7 billion and this planet will need to feed them all.  Towards this end, the project Im-EAT seeks to support and empower young adults (18-25) in their transition towards a more sustainable food lifestyle. First by exploring and categorizing youth’s consumption choices, the project will bring attention to the problem in an extensive analysis which will reveal the existing eating patterns and their impact on the self, the natural environment as well as other aspects. Based on this analysis, interactive and attractive tools (e-book, mobile app, inspirational videos and more) will be developed with the aim to raise awareness among young people and guide them towards a reflection of the food choices they have been making and how they can improve them. |
| **Objectives of the project / Intellectual Outputs** | The main objective of the project is to raise awareness for sustainable food products and their impact on many aspects of life and the economy and empower people and especially youth people (aged 18-25) to take responsible and advantageous decisions regarding what they consume. Additionally, the project will aim, among others, at the following goals:   * + Extensive research on European youth’s food choice: Tackling food sustainability from a variety of perspectives   + Empowering youth into reflecting on their consumption habits   + Raising awareness about the chain reaction of consumption   + Bringing the issues of primary producers in the sharper focus in order to support the primary sector |
| **Work Packages** | Through innovative ICT tools and means, the project will attract youth’s attention, so they can re-assess the way they perceive food and consumption and will show them alternatives, as well as the benefits they lead to. The Work Packages can be summarized, as follows:  **WP1: Project Management and Implementation**  **A1 Management:** The Management activities, will include the following activities:     * Development and finalization of the Project Management Plan * Establishment of all the necessary management means, such as communication channels, sharing means/space etc. * Design and development of all the necessary templates (agenda, participation list, reporting templates, etc.)   **A2 Dissemination, exploitation & sustainability:** Activities related to Dissemination, exploitation & sustainability, will include the following activities:     * Development and finalization of the dissemination, exploitation, and sustainability plan * Production of interim and final dissemination reports   **A3 Quality, Evaluation and Risk assessment:**  These activities will include the following activities:     * Development and finalization of the quality, evaluation, and risk assessment plan * Organization and development of interim and final evaluation & impact reports   **WP2: ImEAT Analysis on youth’s food choices**  The aim of the ImEAT analysis, will be to draw concrete and updated conclusions that will form the common basis for all subsequent project activities. We are going to explore what youth consumes today through extensive field research at the national level per partner, involving an identified number of stakeholders (youth organizations, youth groups, universities etc.). The results of WP1 will be accumulated in a detailed report providing qualitative and quantitative data per country and drawing conclusions from the work done.  **WP3: ImEAT interactive e-book**  The final deliverable of WP2 will be assessed by several experts from different fields (one discipline per partner), e.g., an expert on the economy, an expert on primary production, a dietician, etc. Their involvement is crucial in “translating” the results of WP2 into i) an impact analysis of the food choices from different perspectives e.g., self and health, economy, environment, and ii) alternatives youth can adopt and follow. This combined work (WP2 and the contribution by experts) will constitute WP3 which will be an interactive e-book, with an attractive design, comic-like layout, and QR codes (relates to the app described in WP4).  **WP4: ImEAT mobile app development**  It will be a mobile app which will accompany the e-book. The app will help the user scan the QR codes and provide extra information, tips, fun and interesting facts and more. The app will also be a tracker for food intake in terms of quality. The user will insert information about what they have consumed on a given day/week etc. and the app will display relevant qualitative results and data.  **WP5: ImEAT E-learning Course development**  A course will be developed at the end of the project to teach both the app users and other stakeholders how to use the above-mentioned work packages and guide them to attempt a transformation and adopt a healthier lifestyle. Also, 1-2 inspirational videos will result from the training activity (to be added to WP5) to raise awareness among youth regarding sustainable production and consumption. |
| **Possible applicants** | • Youth organizations , NGOs with experience in sustainable and green lifestyle  • Youth organizations, NGOs of countries with strong presence in the primary sector |

**Contact Info:**

|  |  |
| --- | --- |
| ***Name and Surname:*** | **Anastasia Oikonomoula** |
| ***Organization:*** | **Instituteof Entrepreneurship Development** |
| ***Email:*** | **aoikonomoula@ied.eu** |