



We Value Food

WeValueFood will educate, engage and advance young Europeans' knowledge of and appreciation of food, thereby empowering the next generations to make the best choices about the food that they eat.

 This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation



Who?

WeValueFood will **engage with students** from primary, secondary and tertiary education all over Europe, as well as parents, educators, and representatives from the European agri-food industry.



Vision

To support our next generation to make, and communicate, improved food choices in terms of health, the environment and a thriving agri-food economy.



How?

WeValueFood will tackle the erosion of society's engagement with our food by

- Providing a **pan-European online inventory** of existing educational resources to help teachers engage students on the topic of food
- Creating **new tools and strategies** for educating students from primary, secondary and tertiary level about food
- Modifying and scaling up **food engagement tools** particularly in regions where levels of food disengagement are high and young people lack knowledge about food
- Helping the food industry learn how to **engage with next generation consumers** in a positive and healthy way
- Inspiring a **community of European Food Champions**, a network of food-savvy young consumers who will share their food values via peer-to-peer communication
- Work together with **high-profile Food Stars** (e.g. chefs and social media influencers) to spread the WeValueFood message



WeValueFood will focus on 5 areas of food knowledge



The origin of food

Where does food come from?



Food waste

How to reduce our own food waste?



Food & the environment

How does what we eat affect our world?



Food & health

How do we eat healthily?



Food production

How is food made?

For more information

To learn more about WeValueFood, visit www.eitfood.eu/innovation/projects/wevaluefood-2020 or contact WeValueFood@qub.ac.uk

#WeValueFood

Project information

WeValueFood is a 3-year grand challenge project funded by EIT involving 11 European partners from education, academia and industry, communication sectors. The project runs from 2019-2021 and is led by Queen's University Belfast.

Partners

