



# 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](http://www.eitfood.eu/innovation/projects/wevaluefood-2020) or contact [WeValueFood@qub.ac.uk](mailto:WeValueFood@qub.ac.uk)

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## 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

