

## PROJECT MEDIA RELEASE

October 8<sup>th</sup>, 2021

# ANNUAL FOOD AGENDA, inspiring consumers to take real food choices

**An european consumer-centric initiative to encourage society to think about the food they eat and inspiring new generations raise consumers' understanding to make informed food choices with added value to the consumer and the food system.**

The [#AnnualFoodAgenda](#) is a public engagement project powered by [EIT Food](#) which is leading food innovation initiative in Europe, working to make the food system more sustainable, healthy and trusted. The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of eight Innovation Communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

EIT Food [#AnnualFoodAgenda](#) aims to engage with consumers of different ages, encouraging them to think about the food they eat and connecting them with different actors of the entire food value chain. Through a set of edutaining events the project wants to rebuild consumers' trust in the food system, improve their knowledge on healthy eating habits, as well as raise their understanding on how food production and consumption impacts our environment

The Annual Food Agenda is coordinated by [IMDEA Food](#) with the participation of 10 key partners including food industry companies, universities and research centres, coming from 4 European countries such as: Poland ([Maspex](#) and [Institute of Animal Reproduction and Food Research of the Polish Academy of Sciences](#), [Food Bank in Olsztyn](#)) Spain ([Consejo Superior de Investigaciones Científicas](#), [Universidad Autónoma de Madrid](#) and [Grupo AN](#)), United Kingdom ([University of Cambridge](#) and [PepsiCo](#)), Finland ([VTT](#)), the CLC (EIT Food Co-Location Centres) of the [South](#) and [North-East](#). In addition, we have external contributors from Turkey and Romania.

[#AnnualFoodAgenda](#) activities are designed to inspire debate and foster dialogue between experts and consumers. Using dynamics of co-creation, the project has been designed to encourage exchange among academia, industry, producers and consumers in everyday environments. The ultimate goal of this project



is to inspire new generations of consumers ready to dive into the food journey and take up careers that would help transform our food system.

### **The school kit inspiring new generations**

As a result of almost 3 years of cooperation between food researchers, nutritionists, experts from leading agrifood companies and educators from 4 European countries #AnnualFoodAgenda have joined forces to address the common goal of EIT Food #AnnualFoodAgenda, improve eating habits of consumers and increase their trust in the food sector in Europe.

During this time, we have created many educational materials for evidence-based dissemination, as well as, engaging with school teachers and pupils has always been a crucial and integral part of #AnnualFoodAgenda.

For this reason and to further develop activities with this target group, we have prepared [this Education Toolkit](#) a set of simple guidelines that could be used to launch off or revisit ways on a successful collaboration with school teachers and pupils.

Working with schools sounds simple, but how do you get started? In the first part of this toolkit, you will find valuable tips on how to create, develop and sustain your own network of contacts based on mutual trust, understanding and successful communication. In the second part of this toolkit, you will learn how to put cooperation with schools into practice. In the years 2019- 2020 we organized around 70 food-related events and we want to share with you some selected examples to help you build your own portfolio of exciting activities for school stakeholders.

### **Dive into the Food journey. From farm to Fork**

The AnnualFoodAgenda is aligned with EIT Food's vision to build a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork. This project develops a new communication culture where activities are designed to support EIT Food's objectives by creating public engagement events around the following topics:

Circular Food System, Alternative Proteins, Targeted Nutrition and Sustainable Agriculture

For updated information visit: [www.annualfoodagenda.com](http://www.annualfoodagenda.com)

**For more information, please contact:**

Press contact IMDEA Food

**T:** +34 91 727 81 00

**E:** [comunicación.alimentacion@imdea.org](mailto:comunicación.alimentacion@imdea.org)



Co-funded by the  
European Union



## About EIT Food



Co-funded by the  
European Union

Annual Food Agenda is a project under the support of EIT Food. **EIT Food is the world's largest and most dynamic food innovation community. We accelerate innovation to build a future-fit food system that produces healthy and sustainable food for all.**

Supported by the EU, we invest in projects, organisations and individuals that share our goals for a healthy and sustainable food system. We unlock innovation potential in businesses and universities, and create and scale agrifood startups to bring new technologies and products to market. We equip entrepreneurs and professionals with the skills needed to transform the food system and put consumers at the heart of our work, helping build trust by reconnecting them to the origins of their food.

We are one of eight innovation communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

Find out more at [www.eitfood.eu](http://www.eitfood.eu) or follow us via social media: [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#) and [Instagram](#).



Co-funded by the  
European Union