

FoodEducators 2024 Action Report

Inspiring healthy and sustainable
food choices and agrifood careers



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Goodbye 2024 and hello 2025!

Dear Reader,

We are thrilled to highlight the remarkable achievements of the FoodEducators project in 2024, **made possible by the dedicated efforts of our 15 HUBs across Europe**. These local implementers have been instrumental in tailoring our activities to regional needs, enabling us to achieve outstanding results.

*In 2024, we launched **improved lesson plans in 15 languages** on our website, **ran 18 agrifood-related career days**, a food waste-related school competition all across Spain and **reached altogether more than 5,000 teachers and 70,000 students** in Europe and beyond.*

We are especially **proud of the continued success of related projects like See & Eat, Los Salvacomidas, and Kitchen Adventure**. These initiatives have inspired thousands of children across Europe, fostering food literacy through hands-on activities and creative learning. By equipping young learners with the skills to make healthier food choices, these projects are shaping a food-literate generation prepared to navigate a sustainable future.

This report provides an overview of our 2024 activities and their impact. **We extend our heartfelt thanks to our HUBs, partners, and expert team for ensuring the success of our work.**

As part of the EIT Food community, we are committed to empowering future generations to create healthier, more sustainable food systems. In 2025, we will intend to deepen our local impact, expand our outreach, and strengthen collaborations to build on the achievements of 2024. We'd love to hear from you—let's continue this journey together!

Fabienne Ruault,
FoodEducators Project Lead

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our LinkedIn,
Facebook page
and group!

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our website
foodeducators.eu

Check out
Fabienne's
video



We are
promoting
food literacy
all over Europe
(and beyond!)

At FoodEducators we are dedicated to promoting food literacy, **a vital set of skills that enables individuals to make informed, healthy, and sustainable food choices.**

Food literacy encompasses not only an understanding of nutrition and cooking but also **the broader knowledge of food systems, sustainability, and the impact our food choices have on the environment and society.**

With our learning materials, we provide education on food systems, nutrition, and environmental impact, **fostering critical thinking about food sourcing, marketing, and consumption.** By offering practical guides for cooking and reducing food waste, we encourage sustainable practices while celebrating diverse food cultures.

We also **support educators and communities through tailored programmes and resources**, creating a collaborative approach to food literacy.

Ultimately, we aim to empower users to advocate for equitable, sustainable food systems and healthier lifestyles and **consider a career in the agrifood sector.**



What a busy 2024!

2024 saw FoodEducators **launch its national partner HUBs network in 15 countries**, meaning the programme is now represented in the national languages locally and is coordinated by our central team. This approach allowed us to **grow and expand with record numbers of participation and engagement by educators and students**. Our partners and teachers experimented with various formats: what you can see here is only a small fraction of the events organised!

5,000
teachers
reached

1,091
certified

70,000
students
reached

EC Education for Climate Day in Brussels

Content Lead dr. Keren Dalyot represented the programme as one of three European Inspiring Green Education Initiatives.

In the digital space

Partnering with the EU Commission, the central team co-lead [a workshop for EU-funded food education-related projects](#).

World Food Forum in Rome

Together with [FoodUnfolded](#), central team led a workshop on food trends, based on the findings of the [Consumer Observatory](#).

Anti-waste brochures from Italy

Students from Bari created award-winning anti-waste brochures.

Food Waste Holiday Cookbook in Croatia

This recipe booklet created by students was featured in one of Croatia's top newspapers!

Really Healthy Quiz day in Slovakia

85 primary and secondary school students were invited to learn about healthy eating and sustainability in a fun way.

Sustainable school picnic in Hungary

Over one thousand students participated in planning sustainable menus, exploring the impact of food.

FoodEducators teachers conferences in Romania, Lithuania and Greece

Three conferences were dedicated to the programme in 2024.

From soil health to cheese making: Career Days in 2024

An integral part of FoodEducators programme is **inviting secondary school students to field trips to see what kind of careers are available in the food sector**. Just like our HUBs, all Career Days are unique, and the topics are wide-ranging!

In 2024 our partners organized **18 Career Days all over Europe, reaching around 900 students**.

Polish students got the chance to have a sneak peek into the everyday life of In Life's Biodiversity Protection Team.

Czech students participated in a guided farm tour and learnt about milk and dairy and their alternatives.

Spanish students participated in sensory analysis exercises to learn about food science and tech.

Portuguese students, among other things, learnt about the aquaculture industry at NaturaFish.

Italian students visited laboratories of the Soil, Plant and Food Sciences Department, immersing themselves in the daily life of scientists.

Hungarian students attended agriculture demonstrations and tried out cheese making.

Slovakian students participated in a breakfast workshop, learning about the importance of healthy eating.

Slovenian students visited a Nature Health Fair, getting familiar with dynamic food industry professions.

Croatian students explored the food careers of the future, through guided tours and expert-led presentations.

Latvian students visited local food producers engaging in fun activities such as candy-wrapping and ice-cream creation.

Lithuanian students explored modern approaches to career opportunities via interactive tours and expert presentations.

Romanian students visited the National Institute for Research & Development for Food Bioresources.

Bulgarian students learnt about the quality and safety control of cereals, conducting their own analysis of a cereal crop of their choice.

Greek students had the chance to meet industry professionals and tour the Department of Molecular Biology & Genetics in Thrace.

Turkish students visited a microbiology and chemistry lab while learning about food career opportunities.

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New in 2024

Activity Weeks

Building on the World Food Day launched by the FAO, we launched Activity Weeks designed to **engage students, educators and parents across Europe in celebrating the importance of food.**

With a downloadable booklet offering easy-to-implement food-related activities, badges and certifications, **the initiative reached over 9,000 students.** One of the highlights of the Activity Weeks was a **webinar organised by the Teachers' Board with a record number of over 200 educators in attendance.**



Teachers' Board

In 2024 we established a teacher's advisory board of **10 teachers from 6 countries.**

The teachers' board supported several tasks related to our content. These included peer reviewing and development: **they piloted and mapped our resources from the perspective of 21st century skills, sustainable development goals (SDGs), and European Key Competences for Lifelong Learning.** In addition they identified gaps and supported the development of new lesson plans and a variety of resources.



Check out what the Teacher's Board have to say about our resources!

Check how our lesson plans relate to SDGs here!



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In 2024, our partner programmes were also busy!

Los Salvacomidas: promoting healthy eating habits and reducing food waste

Our related programme, Los Salvacomidas engaged **11,397 students from 324 schools across Spain in 2024**. Highlights included new teaching materials, video games, school contests and social media campaigns involving influencers.

Check out the programme here

See & Eat: food literacy for the youngest

The See & Eat project aims to encourage young children to eat a variety of vegetables by increasing their familiarity with different foods. Offering a collection of ebooks illustrating a vegetable's journey from farm to fork, parents are encouraged to read these ebooks with their young children on smartphones or tablets and even personalise them to enhance engagement.

In 2024, the programme recruited **over 150 families** for a longitudinal study investigating how ebooks promote vegetable acceptance in young children, shaping future guidance and resources.

Check out the programme here



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Kitchen Adventure: involving the whole family in a plant-based culinary adventure

The programme's mission is to bring home cooking back into fashion with fun, health and sustainability in focus. The programme teaches plant-based cooking skills to families in their own kitchen via online cooking classes delivered by seasoned chefs.

In 2024, The Kitchen Adventure reached **1,029 students in classrooms** with newly developed lesson plans and involved **345 families in 4 countries** (Hungary, Bulgaria, Spain and Poland) with **more than 700 participants** in online cooking sessions and **260 participants** in offline events.

Check out what the Polish participants have to say about the programme



Fruit crumble and pumpkin soup: two favourite recipes from the Hungarian version of The Kitchen Adventure



What our HUBs are saying about the programme

“We were able to include FoodEducators’ training and webinars in KATIS, the main education platform used by the Slovenian school system. (...) Being listed on KATIS ensures that the FoodEducators programme is easily accessible to all teachers interested in this topic.” **CCIS - Chamber of Agricultural and Food Enterprises, Slovenian Hub**

“There were already available several materials and documents on food education, but FoodEducators Lesson Plans have been considered much more well-structured and most of all they give views of the topics quite different from usual videos and online games.” **University of Bari Aldo Moro, Italian Hub**

“We now have a community of over 500 educators, out of which over 100 are very active, as well as interested and engaged students and volunteers, and amazing partners. In 2025, the challenge will be to keep the existing community engaged, while also working on further community development.” **Brasov Metropolitan Agency for Sustainable Development, Romanian Hub**

“As the FoodEducators Hub in Greece, we have seen firsthand the **transformative impact of this programme on both educators and students.**

By offering teacher training sessions, resources, and access to scientifically-driven educational tools, FoodEducators has empowered educators to deliver innovative, real-world lessons in classrooms across the country.” **Democritus University of Thrace, Greek Hub**

“We initiated partnerships with institutions that a Europe-wide programme might not typically reach, such as the Institute of Animal Research, Zemědělství žije, and U3. Conducting training sessions in the local language and tailoring our approach to the specific needs of the market have been key to ensuring the programme’s relevance and impact.” **University of Chemistry and Technology, Prague, Czech Hub**

What the teachers are saying about the programme

“The lesson was quite fun and not at all boring for the students. Through the game, they gained knowledge and had the opportunity to interact with each other. They found the variety of professions in the specific area but also that the specific professions are connected to each other.” **Greece, Food Career Guessing Game lesson plan**

“The sources provided good additional information, the topic made the students think more. Accurate, easy to follow, and everyone could find the information they were interested in.” **Hungary, Breakfast Discussion Club lesson plan**

“It was one of the most interesting things we have done until now about this subject.”

Romania, Challenges and Opportunities in the Food System lesson plan

I generally approach the topic of labelling mainly from a regulatory and marketing point of view. The lesson allowed me to delve deeper into aspects related to nutrition and health and introduce the debate on the “Nutri-score”. **Italy, Understanding Food Labels lesson plan**

“My favourite moment in this lesson was when I saw the children working with great commitment in small groups on their perfect, healthy meals.” **Poland, What does healthy eating mean? lesson plan**

“I liked that the information is clear, there is a guidance on what you should do, there are PowerPoints that you can show students and also practical work.” **Latvia, What does healthy eating mean? lesson plan**





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About 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 European Institute of Innovation and Technology (EIT), a body of the European Union, we invest in projects, organisations and individuals that share our goals and vision 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 nine 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*

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