



Food Systems in European Cities

Deliverable 7.8 – Press Releases Collection Third Update

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Authors	Aleksandar-Mihail Atanasov
Contributors	Francesco Orsini, Sonia Blasioli, José J. Pascual-Fernández, Renata Zamida, Runrid Fox-Kämper, Martí Rufí-Salís, Giuseppina Pennisi, Lélia Reynaud-Desmet
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Project Consortium

No.	Institution Short name	Institution Full name	Country
1	UNIBO	ALMA MATER STUDIORUM – UNIVERSITÀ DI BOLOGNA	IT
2	APT	INSTITUT DES SCIENCES ET INDUSTRIES DU VIVANT ET DE L'ENVIRONNEMENT - AGRO PARIS TECH	FR
3	RMN	COMMUNE DE ROMAINVILLE	FRA
4	SWUAS	FACHHOCHSCHULE SUDWESTFALEN	DE
5	ILS	INSTITUT FÜR LANDES- UND STADTENTWICKLUNGSFORSCHUNG gGMBH	DE
6	FLY	FLYTECH SRL	IT
7	NOL	NOLDE ERWIN	GE
8	BOL	COMUNE DI BOLOGNA	IT
9	NAP	COMUNE DI NAPOLI	IT
10	UNINA	UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II	IT
11	HCA	HAGUE CORPORATE AFFAIRS BV	NL
12	LAN	GEMEENTE LANSINGERLAND	NL
14	WR	STICHTING WAGENINGEN RESEARCH	NL
16	POL	POLAR PERMACULTURE SOLUTIONS AS	NO
17	TAS	TASEN MICROGREENS AS	NO
18	MBI	ASOCIATIA MAI BINE	RO
19	ARC	ARCTUR RACUNALNISKI INZENIRING DOO (TERMINATED)	SI
20	BEE	DRUSTVO URBANI CEBELAR	SI
21	SBD	AJUNTAMENT DE SABADELL	ES
22	ISL	ORGANIZACION DE PRODUCTORES DE TUNIDOS Y PESCA FRESCA DE LA ISTA DE TENERIFE	ES
23	ULL	UNIVERSIDAD DE LA LAGUNA	ES
24	UAB	UNIVERSITAT AUTONOMA DE BARCELONA	ES
25	METAINST	STICHTING METABOLIC INSTITUTE	NL
26	NBL AS	NABOLAGSHAGER AS	NO



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1. Background

The present deliverable constitutes the third press release update of the FoodE project. It contains the third press release prepared and communicated to media representatives in the context of Task 7.2.2. of Work Package (WP) 7.

1.1. Methodology

The content of the press release is prepared by HCA NL and HAGUE BE in collaboration with FoodE partners.

It is communicated to a list of local media outlets mapped by HCA NL and HAGUE BE as well as by FoodE partners via Mailchimp and Outlook.

1.2. Objective

The aim of the press release is to increase the visibility of the project by presenting FoodE's activities and its results to local media outlets.



2. Press Release N°3

The third press release prepared in the context of the project was sent on 18 June and 22 June 2021. It informed the targeted media outlets of the development and various applications of the FoodE mascotte – Terrix.

The sections below present the content of Press Release N°3 and the statistics related to it.

2.1. Content

The Adventure of Terrix - The City's Food Superhero!

The EU funded project FoodE has created an animated video "The Adventure of Terrix – the City's Food Superhero!" to raise awareness about the challenges of food systems and the benefits of consuming local and seasonal food. A growing population, along with urbanisation and climate change puts pressure on our food systems. To address these issues, FoodE aims to educate citizens and accelerate the growth of City Region Food Systems (CRFS), by developing local, citizen-led food initiatives across Europe

As part of the KidScience initiative, FoodE strives to educate children about the environmental, social, economic, and sustainability aspects of innovative city/region food systems. With the restricted access to schools caused by Covid-19, FoodE partners decided to create an educational animated video.

With the aim of finding the right main character for the animated video, FoodE announced a contest "draw your FoodE superhero or superheroine," inviting school kids from European countries to prepare a drawing of a superhero/superheroine and give him/her a name. The imaginary character was meant to have the superpower of developing innovative food-production techniques while remaining mindful of the environment and people.

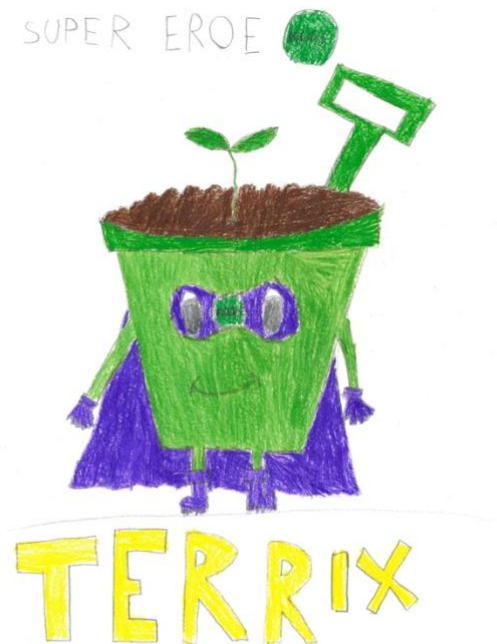
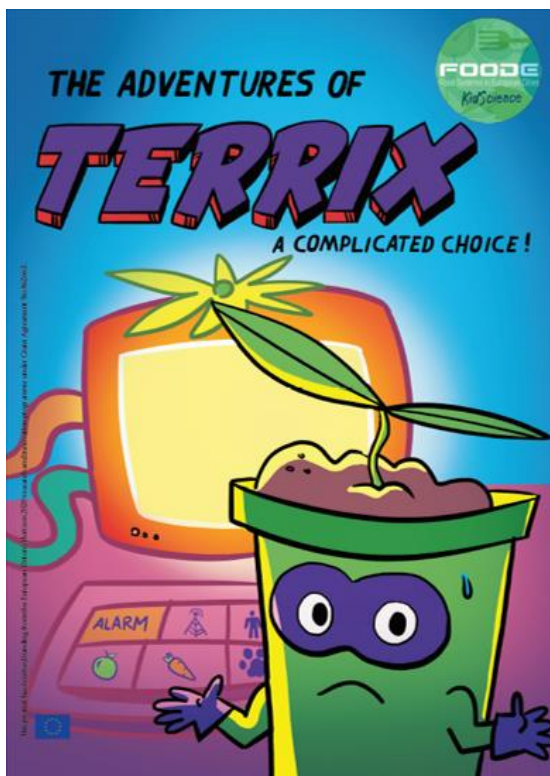
Over 100 school pupils submitted their ideas for FoodE mascot. The jury was made up of scientists, sociologists, and communication experts. After careful and critical evaluation of all mascots, the jury chose Terrix as the winner of the contest. Terrix is a soil-filled pot with a tiny plant in it. According to the jury, Terrix was the best embodiment of the spirit of FoodE. As for the rest of the drawings, the students in Fine Arts from the University of Bologna used their creativity and imagination to design and feature all of them in original tablemat.

The mastermind behind Terrix was Filippo, a third-grade-student in Bologna, Italy. But the story is far from ending here! To celebrate Terrix, FoodE partners made a Terrix puppet. Also, the students in Fine Arts from the University of Bologna integrated Terrix's drawing into a comic strip. The Journal Frontiers for Young Minds used the visual of FoodE's superhero to prepare a cartoon that will accompany the book series of the project.

Led by the University of Bologna, FoodE brings together a highly qualified consortium of 24 organisations. It comprises universities, research institutes, SMEs, NGO, as well as city councils

spread across 8 EU countries. FoodE is financed under Horizon 2020, the European Union Research and Innovation Framework Programme (2014-2020) and will run for four years.

Terrix:





More information via www.foode.eu

Watch “The Adventure of Terrix – The City’s Food Superher” on [YouTube](https://www.youtube.com/watch?v=UWUWUWUWUW)

Follow us on Facebook: [@EUFoodE](https://www.facebook.com/EUFoodE), on Instagram: [@eufoode](https://www.instagram.com/eufoode) and on Twitter: [@EUFoodE](https://twitter.com/EUFoodE)

Contact for press:

Dr. Francesco Orsini, Project Coordinator

Alma Mater Studiorum – Bologna University

Viale Fanin 44, 40127 Bologna Italy

Email: f.orsini@unibo.it



2.2. Statistics

The press release was sent in **9** different languages: **English, German, French, Spanish, Catalan, Italian, Romanian, Slovenian** and **Bulgarian**.

A total of **221** people successfully received the press release.

The open rate was **33,8%**.



Annex N° 1

Comunicato stampa

L'avventura di Terrix – Il supereroe del cibo!

Bologna, Italia, 10/06/2021

Il progetto FoodE finanziato dall'UE ha creato un video animato "L'avventura di Terrix – il supereroe del cibo!" per aumentare la consapevolezza sulle sfide dei sistemi alimentari e sui benefici del consumo di cibo locale e stagionale. Una popolazione crescente, insieme all'urbanizzazione e al cambiamento climatico, mette sotto pressione i nostri sistemi alimentari. Per affrontare questi problemi, FoodE mira a educare i cittadini e ad accelerare la crescita di sistemi alimentari nel contesto città-regione (CRFS), sviluppando iniziative alimentari locali e guidate dai cittadini in tutta Europa.

Come parte dell'iniziativa KidScience, FoodE ha l'obiettivo di educare i bambini sugli aspetti ambientali, sociali, economici e di sostenibilità dei sistemi alimentari innovativi delle città/regioni. Con l'accesso limitato alle scuole causato dal Covid-19, i partner di FoodE hanno deciso di creare un video animato educativo.

Con l'obiettivo di trovare il personaggio principale giusto per il video animato, FoodE ha lanciato un concorso "Disegna il tuo supereroe o supereroina di FoodE", invitando i ragazzi delle scuole dei paesi europei a preparare un disegno di un supereroe/supereroina e dargli un nome. Il personaggio immaginario doveva avere il superpotere di sviluppare tecniche innovative di produzione alimentare, prestando però attenzione all'ambiente e alle persone.

Più di 100 alunni delle scuole hanno presentato le loro idee per la mascotte di FoodE. La giuria era composta da ricercatori, sociologi ed esperti di comunicazione. Dopo un'attenta e critica valutazione di tutte le mascotte presentate, la giuria ha scelto Terrix come vincitore del concorso. Terrix è un vaso pieno di terra con dentro una piccola pianta. Secondo la giuria, Terrix era la migliore incarnazione dello spirito di FoodE. Per quanto riguarda il resto dei disegni, gli studenti di Belle Arti dell'Università di Bologna hanno usato la loro creatività e immaginazione per disegnare e caratterizzare tutti loro in originali tovagliette usate dai bambini nelle mense scolastiche.

La mente dietro Terrix è Filippo, uno studente del terzo anno della Scuola Aldo Moro di Bologna, Italia. Ma la storia è tutt'altro che finita qui! Per festeggiare la sua vittoria, i nonni di Filippo gli hanno fatto un pupazzo Terrix. Inoltre, gli studenti di Belle Arti dell'Università di Bologna hanno integrato il disegno di Terrix in un fumetto. La rivista *Frontiers for Young Minds* ha utilizzato il visual del supereroe di FoodE per preparare un fumetto che accompagnerà la serie di libri del progetto.

Coordinato dall'Università di Bologna, FoodE riunisce un consorzio altamente qualificato di 24 organizzazioni. Esso comprende università, istituti di ricerca, PMI, ONG, così come 8 municipalità di 8 paesi dell'UE. FoodE è finanziato nell'ambito di Horizon 2020, il programma quadro per la ricerca e l'innovazione dell'Unione europea (2014-2020) e durerà quattro anni.

Съобщение за пресата

Приключението на Терикс – Супергероят на храната на града!

Болоня, Италия, 10/06/2021

Проектът FoodE, финансиран от ЕС, е създал анимационен видеоклип „Приключението на Терикс - супергероят на храната на града!“ за повишаване на осведомеността относно предизвикателствата на хранителните системи и ползите от консумацията на местни и сезонни храни. Нарастващото население, заедно с урбанизацията и изменението на климата оказват натиск върху нашите хранителни системи. За да се справи с тези проблеми, FoodE има за цел да образова гражданите и да ускори растежа на Хранителните системи на градския регион (CRFS), като развива местни, ръководени от гражданското общество инициативи за храна в Европа

Като част от инициативата KidScience, FoodE се стреми да обучава децата за екологичните, социалните, икономическите и устойчивите аспекти на иновативните градски/регионални хранителни системи. С ограничения достъп до училища, причинен от Covid-19, партньорите на FoodE решиха да създадат образователно анимирано видео.

С цел да намери подходящия главен герой за анимационния видеоклип, FoodE обяви конкурс „Нарисувай своя FoodE супергерой или супергероиня“, като покани ученици от европейските страни да подготвят рисунка на супергерой/супергероиня и да му/й дадат име. Анимационният герой трябваше да притежава суперсила за разработване на иновативни техники за производство на храни, като същевременно остава внимателен към околната среда и хората.

Над 100 ученици представиха своите идеи за талисман на FoodE. Журито беше съставено от учени, социолози и експерти по комуникация. След внимателна и критична оценка на всички предложения, журито избра Терикс за победител в конкурса. Терикс представлява пълна с почва саксия с мънишко растение в нея. Според журито, Терикс е най-доброто възплъщение на духа на FoodE. Що се отнася до останалите рисунки, студентите по изящни изкуства от Университета в Болоня използваха креативността и въображението си, за да проектират и представят всички в оригинална таблица.

Създателят на Терикс е Филипо, ученик от трети клас в училище Алдо Моро в Болоня, Италия. Но историята далеч не свършва тук! За да отпразнуват победата на своя внук бабата и дядото на Филипо изработиха кукла на Терикс. Също така студентите по изящни изкуства от Университета в Болоня приложиха рисунката на Терикс в комикс. Научното списание за деца Journal Frontiers for Young Minds използва визуалното изображение на супергероя на FoodE, за да подготви комикс, който ще придружава поредицата от книги по проекта.

Ръководен от Университета в Болоня, проектът FoodE обединява висококвалифициран консорциум от 24 организации. Той включва университети, изследователски институти, средства за масова комуникации, НПО, както и градски съвети, разпръснати в 8 страни от ЕС. FoodE се финансира по програма „Хоризонт 2020“, Рамкова програма на Европейския съюз за научни изследвания и иновации (2014-2020 г.) и ще продължи четири години.

Nota de prensa

La aventura de Terrix - ¡El superhéroe de la comida local en la ciudad!

Bolonia, Italia, 10/06/2021

El proyecto FoodE, financiado por la UE, ha creado un vídeo de animación titulado "La aventura de Terrix: el superhéroe de la comida local en la ciudad" para concienciar sobre los retos de los sistemas alimentarios y los beneficios del consumo de alimentos locales y de temporada. El crecimiento de la población, junto con la urbanización y el cambio climático, ejercen presión sobre nuestros sistemas alimentarios. Para hacer frente a estos problemas, FoodE pretende educar a los ciudadanos e impulsar el crecimiento de Sistemas Alimentarios Regionales-Urbanos (SARU), desarrollando iniciativas alimentarias locales lideradas por los ciudadanos de toda Europa.

Como parte de la iniciativa KidScience, FoodE persigue sensibilizar a los niños sobre los aspectos medioambientales, sociales, económicos y de sostenibilidad de los sistemas alimentarios innovadores de las ciudades y regiones. Ante el acceso restringido a las escuelas provocado por COVID-19, los socios de FoodE decidieron crear un vídeo educativo de animación.

Con el objetivo de encontrar al personaje principal adecuado para el vídeo animado, FoodE convocó el concurso "Dibuja tu superhéroe o superheroína de FoodE", en el que se invitaba a los escolares europeos a dibujar un superhéroe/superheroína y darle un nombre. El personaje imaginario debía tener el superpoder de desarrollar técnicas innovadoras de producción de alimentos siendo consciente del medio ambiente y de las personas.

Más de 100 alumnos presentaron sus ideas para la mascota de FoodE. El jurado estaba formado por científicos, sociólogos y expertos en comunicación. Tras una evaluación minuciosa de todas las mascotas, el jurado eligió a Terrix como ganadora del concurso. Terrix es una maceta llena de tierra con una pequeña planta dentro. Según el jurado, Terrix era la que mejor encarnaba el espíritu de FoodE. En cuanto al resto de los dibujos, los estudiantes de Bellas Artes de la Universidad de Bolonia utilizaron su creatividad e imaginación para diseñar y plasmarlos a todos ellos en un original salvamanteles.

El cerebro de Terrix fue Filippo, un estudiante de tercer grado de la Scuola Aldo Moro de Bolonia (Italia). Pero la historia no acaba aquí. Para celebrar su victoria, los abuelos de Filippo le hicieron un muñeco de Terrix. Además, los estudiantes de Bellas Artes de la Universidad de Bolonia integraron el dibujo de Terrix en un cómic. La revista *Frontiers for Young Minds* utilizó la imagen del superhéroe de FoodE para preparar unos dibujos animados que acompañarán la serie de libros del proyecto.

Dirigido por la Universidad de Bolonia, FoodE reúne un consorcio altamente cualificado de 24 organizaciones. Está formado por universidades, institutos de investigación, PYMES, ONG y ayuntamientos de 8 países de la UE. FoodE está financiado por Horizonte 2020, el Programa Marco de Investigación e Innovación de la Unión Europea (2014-2020) y tendrá una duración de cuatro años.

Press Release

Nota de premsa

Les aventures d'en Terrix – El superheroi de l'alimentació a les ciutats!

Bolonya, Itàlia, 10/06/2021

El projecte finançat per la Unió Europea "FoodE" ha creat un vídeo d'animació titulat "Les aventures d'en Terrix – El superheroi de l'alimentació a les ciutats!" per crear consciència sobre els reptes del sistema alimentari i els beneficis de consumir aliments locals i de temporada. Una població mundial que creix, conjuntament amb la urbanització i el canvi climàtic posen pressió sobre els nostres sistemes alimentaris. Per mitigar aquestes problemàtiques, el projecte FoodE vol influenciar els ciutadans i accelerar el creixement dels sistemes alimentaris de les àrees urbanes (CRFS, per les sigles en anglès de City Region Food Systems) mitjançant el desenvolupament d'iniciatives per tot Europa de producció d'aliments locals i promogudes pels ciutadans.

Com a part de la iniciativa KidScience, el projecte FoodE vol educar les nenes i els nens sobre temes relacionats amb la sostenibilitat ambiental, social i econòmica dels sistemes alimentaris de les àrees urbanes. Amb l'accés restringit a les escoles causat per la pandèmia de la Covid-19, els socis del projecte FoodE van decidir crear un vídeo d'animació.

Amb l'objectiu de trobar el protagonista adequat per a aquest vídeo, el projecte FoodE va anunciar el concurs "Dibuixa el teu superheroi o superheroïna del projecte FoodE", convidant nenes i nens de diferents escoles de països d'arreu d'Europa per a dibuixar el superheroi o la superheroïna i donar-li un nom. Aquest personatge imaginari havia de tenir el superpoder de desenvolupar tècniques innovadores de producció d'aliments tenint en compte la gent i el medi ambient.

Més de 100 nenes i nens van enviar les seves idees per la mascota del projecte FoodE. El jurat va estar conformat per científics, sociòlegs i experts en comunicació. Després d'una avaluació de les propostes, el jurat va elegir Terrix com el guanyador del concurs. Terrix és un test omplert amb terra amb una petita planta. El jurat va acordar que Terrix era la millor representació de l'esperit del projecte FoodE. Pel que fa a la resta de dibuixos, els estudiants de Belles Arts de la Universitat de Bolonya van utilitzar la seva creativitat i imaginació per dissenyar-los i representar-los en un taulell original.

El cervell darrere de Terrix va ser Filippo, un estudiant de tercer de l'escola Aldo Moro de Bolonya, Itàlia. Però la història està lluny d'acabar aquí! Per celebrar la seva victòria, els avis de Filippo li van fer una titella Terrix. A més, els estudiants de Belles Arts de la Universitat de Bolonya van integrar el dibuix de Terrix en una tira còmica. La revista científica *Frontiers for Young Minds* també va utilitzar el superheroi de FoodE per preparar una vinyeta que acompanyarà la sèrie de llibres del projecte.

Liderat per la Universitat de Bolonya, el projecte FoodE reuneix un consorci altament qualificat format per 24 organitzacions. Comprèn universitats, instituts de recerca, petites i mitjanes empreses (PIMES), organitzacions no governamentals (ONGs), així com ajuntaments repartits per vuit països de la UE. El projecte FoodE està finançat amb el programa marc de recerca i innovació de la Unió Europea (Horizon 2020) (2014-2020) i tindrà una durada de quatre anys.

Pressemitteilung

Das Abenteuer von Terrix – Der Food-Superheld der Stadt

Bologna, Italien, 10.06.2021

Das von der EU geförderte Projekt FoodE hat ein Video mit dem Titel „Das Abenteuer von Terrix – Der Food-Superheld der Stadt!“ erstellt, um das Bewusstsein für die Herausforderungen von Nahrungsmittelsystemen und die Vorteile des Konsums lokaler und saisonaler Nahrungsmittel zu fördern. Die wachsende Bevölkerung sowie Urbanisierung und die Auswirkungen des Klimawandels üben Druck auf unsere Nahrungsmittelsysteme aus. Um diese Probleme anzugehen, zielt FoodE darauf ab, Bürger*innen aufzuklären und das Wachstum von stadt-regionalen Ernährungssystemen „City Region Food Systems“ (CRFS) zu beschleunigen, indem lokale, bürgerorientierte Nahrungsmittel-Initiativen in Europa entwickelt werden.

Als Teil der KidScience-Initiative strebt FoodE danach, Kinder über die ökologischen, sozialen, ökonomischen und nachhaltigen Aspekte von innovativen stadt-regionalen Nahrungsmittelsystemen aufzuklären. Aufgrund der eingeschränkten Zugangsmöglichkeiten in Schulen durch Covid-19 haben die Teilnehmer*innen im FoodE-Projekt beschlossen, ein animiertes Lehrvideo zu erstellen.

Um die richtige Hauptfigur für das Video zu finden, schrieb FoodE den Wettbewerb „Mal deine*n FoodE-Superheld*in“ aus und lud Schulkinder aus ganz Europa dazu ein, ein Bild des Helden/der Heldin zu malen und ihm/ihr einen Namen zu geben. Die imaginäre Figur sollte Superkräfte haben und damit innovative Techniken der Nahrungsmittelproduktion entwickeln und dabei Umwelt und Menschen im Blick haben.

Über 100 Schüler*innen reichten ihre Ideen für das FoodE Maskottchen ein. Die Jury setzte sich aus Wissenschaftler*innen, Soziolog*innen und Kommunikationsexpert*innen zusammen. Nach sorgfältiger und kritischer Bewertung aller Figuren kürte die Jury Terrix zum Gewinner des Wettbewerbs. Terrix ist ein mit Erde gefüllter Blumentopf mit einer kleinen Pflanze. Nach Auffassung der Jury verkörpert Terrix den Sinn von FoodE am besten. Mit allen übrigen Zeichnungen haben Student*innen der Bildenden Künste der Universität Bologna mit viel Kreativität und Fantasie eine originelle Tischdecke gestaltet.

Terrix wurde von Filippo entwickelt, einem Drittklässler an der Aldo-Moro-Schule in Bologna, Italien. Aber noch ist die Geschichte nicht zu Ende: Um seinen Sieg zu feiern, haben Philippos Großeltern eine Terrix-Puppe gebastelt. Außerdem haben die Student*innen der Bildenden Künste der Universität Bologna eine Zeichnung von Terrix in einen Comic eingebaut. Die Zeitschrift „Frontiers for Young Minds“ nutzte den FoodE-Superhelden, um einen Cartoon zu erstellen, der die Buchreihe des Projekts begleiten wird.

Unter der Leitung der Universität Bologna vereint FoodE ein hochqualifiziertes Konsortium von 24 Organisationen. Es umfasst Universitäten, Forschungsinstitute, kleine und mittelständische Unternehmen, Nichtregierungsorganisationen sowie Stadtverwaltungen aus 8 europäischen Ländern. Die Förderung von FoodE erfolgt für vier Jahre durch Horizont 2020 und im Rahmen des Europäischen Rahmenprogramms für Forschung und Innovation (2014-2020).

Press Release

The Adventure of Terrix - The City's Food Superhero!

Bologna, Italy, 10/06/2021

The EU funded project FoodE has created an animated video “The Adventure of Terrix – the City’s Food Superhero!” to raise awareness about the challenges of food systems and the benefits of consuming local and seasonal food. A growing population, along with urbanisation and climate change puts pressure on our food systems. To address these issues, FoodE aims to educate citizens and accelerate the growth of City Region Food Systems (CRFS), by developing local, citizen-led food initiatives across Europe

As part of the KidScience initiative, FoodE strives to educate children about the environmental, social, economic, and sustainability aspects of innovative city/region food systems. With the restricted access to schools caused by Covid-19, FoodE partners decided to create an educational animated video.

With the aim of finding the right main character for the animated video, FoodE announced a contest "draw your FoodE superhero or superheroine," inviting school kids from European countries to prepare a drawing of a superhero/superheroine and give him/her a name. The imaginary character was meant to have the superpower of developing innovative food-production techniques while remaining mindful of the environment and people.

Over 100 school pupils submitted their ideas for FoodE mascot. The jury was made up of scientists, sociologists, and communication experts. After careful and critical evaluation of all mascots, the jury chose Terrix as the winner of the contest. Terrix is a soil-filled pot with a tiny plant in it. According to the jury, Terrix was the best embodiment of the spirit of FoodE. As for the rest of the drawings, the students in Fine Arts from the University of Bologna used their creativity and imagination to design and feature all of them in original tablemat.

The mastermind behind Terrix was Filippo, a third-grade-student in Bologna, Italy. But the story is far from ending here! To celebrate Terrix, **FoodE partners made a Terrix puppet.** Also, the students in Fine Arts from the University of Bologna integrated Terrix's drawing into a comic strip. The Journal Frontiers for Young Minds used the visual of FoodE's superhero to prepare a cartoon that will accompany the book series of the project.

Led by the University of Bologna, FoodE brings together a highly qualified consortium of 24 organisations. It comprises universities, research institutes, SMEs, NGO, as well as city councils spread across 8 EU countries. FoodE is financed under Horizon 2020, the European Union Research and Innovation Framework Programme (2014-2020) and will run for four years.

Communiqué de presse

Les aventures de Terrix – Le superhéros de l'alimentation urbaine !

Bologne, Italie, 10/06/2021

Le projet européen FoodE vient de lancer un dessin animé intitulé « Les aventures de Terrix – Le superhéros de l'alimentation urbaine ! » dans le but de sensibiliser les enfants aux défis de l'alimentation et aux bienfaits d'une consommation locale et de saison. L'augmentation de la population ainsi que l'urbanisation et le changement climatique mettent en danger nos systèmes alimentaires. Pour résoudre ces difficultés, FoodE a pour objectif d'éduquer les citoyens et d'accélérer la croissance de systèmes alimentaires urbains et régionaux, en développant les initiatives alimentaires locales et gérées par des citoyens, à travers toute l'Europe.

Dans le cadre des activités scientifiques pour enfants, FoodE souhaite les sensibiliser aux aspects environnementaux, sociaux, économiques et de durabilité des systèmes alimentaires innovants des villes et régions. En raison de l'accès restreint aux écoles causé par le Covid-19, les partenaires de FoodE ont décidé de créer une vidéo animée éducative.

Afin de trouver le personnage adéquat pour cette vidéo, FoodE a lancé un concours, "Dessine ton superhéros ou ta superhéroïne pour FoodE", et a invité des élèves européens à dessiner leur superhéros ou superhéroïne et à lui attribuer un nom. Le personnage imaginaire devait également posséder le pouvoir de développer des techniques de production alimentaires innovantes, tout en respectant l'environnement et les individus.

Plus de 100 élèves ont ainsi proposé leurs idées pour la mascotte de FoodE. Un jury, composé de scientifiques, sociologues et experts en communication, a étudié attentivement l'ensemble des dessins et finalement choisi Terrix comme vainqueur.

Terrix est un pot rempli de terre contenant une petite plante. Pour le jury, Terrix était la meilleure incarnation de l'esprit de FoodE. Quant aux autres dessins, les étudiants des Beaux-Arts de l'Université de Bologne ont fait preuve de créativité et d'imagination afin de les redessiner et de les présenter sous la forme d'un poster.

Le créateur de Terrix est Filippo, un élève de CE2 à l'école Aldo Moro de Bologne, en Italie. Mais l'histoire ne s'arrête pas là ! Afin de célébrer cette victoire, les grands-parents de Filippo lui ont fabriqué un Terrix en peluche. De plus, les étudiants des Beaux-Arts de Bologne ont intégré Terrix dans une bande dessinée originale. Enfin, le journal « Frontiers for Young Minds » a également utilisé le superhéros de FoodE pour préparer des dessins qui accompagneront le recueil d'articles scientifiques du projet.

Dirigé par l'Université de Bologne, FoodE regroupe un consortium hautement qualifié de 24 organisations. Celui-ci comprend des universités, des instituts de recherche, des entreprises, des associations, ainsi que des collectivités territoriales, issus de 8 pays européens.

FoodE est financé par « Horizon 2020 », le programme de recherche et d'innovation de l'Union Européenne, pour une durée de quatre ans.

Sporočilo za javnost

Terrixove dogodivščine – mestni superjunak za hrano!

Bologna, Italija, 10/06/2021

Z evropskimi sredstvi podprt projekt FoodE je ustvaril animirani filmček „Terrixove dogodivščine – mestni superjunak za hrano!“ z namenom osveščati o izzivih prehrabnih sistemov in prednostih uživanja lokalne in sezone hrane. Naraščajoče število prebivalstva, urbanizacija in podnebne spremembe so velik izziv za naše prehrabne sisteme. FoodE nagovarja te izzive z izobraževanjem in spodbujanjem razvoja lokalnih, participatornih prehrabnih iniciativ širom Evrope.

Projekt FoodE v sklopu KidScience nagovarja tudi otroke in jih osvešča o okoljskih, družbenih, ekonomskih in trajnostnih vidikih inovativnih mestnih/regionalnih prehrabnih sistemov. Zaradi deloma ali popolnoma zaprtih šol v koronavirusnem šolskem letu, so se partnerji v projektu FoodE odločili ustvariti izobraževalni animirani video.

Da bi našli ustreznega glavnega junaka za animacijo, je FoodE razpisal natečaj »Nariši svojega Foode superjunaka ali superjunakinjo« in povabil šolske otroke iz različnih držav da narišejo in poimenujejo svojega superjunaka ali superjunakinjo. Namišljeni junak ima supermoč, da lahko razvije inovativne načine proizvodnje hrane, ob tem pa ščiti okolje in ljudi.

Več kot 100 šolskih otrok je oddalo svoje ideje za FoodE maskoto. Žirija, ki so jo sestavljali znanstveniki, sociologi in komunikologi je za zmagovalca natečaja razglasila Terrixa. Terrix je z zemljo napolnjen vrtni lonček, iz katerega raste mlada rastlinica. Žirija je menila, da prav Terrix najbolje uteleša poslanstvo projekta FoodE. Iz ostalih risb so študenti likovne umetnosti na Bolonjski univerzi ustvarili unikatne pogrinjke.

Terrixa si je mojstrsko zamislil Filippo, tretješolec z osnovne šole Alda Mora v Bologni, Italija. A zgodba se tukaj še zdaleč ne konča! Fillipova stara starša sta mu, da bi proslavili zmago, izdelala pravega Terrix pliškota, študenti likovne umetnosti pa so Terrixa vključili tudi v strip, ki so ga ustvarili. Revija *Frontiers for Young Minds* pa je Terrixa uporabila za risanko, ki bo pospremila knjižne publikacije projekta FoodE.

V projekt FoodE je združenih 24 organizacij, ki jih kot vodilni partner povezuje Univerza v Bologni. Konzorcij zastopajo univerze, raziskovalni instituti, MSP-ji, NVO-ji in predstavniki mest iz osmih različnih držav. Projekt FoodE se bo izvajal štiri leta in je sofinanciran v okviru perspektive Obzorje 2020, evropskega programa za raziskave in inovacije (2014-2020).