



Food Systems in European Cities

Deliverable 7.14 – Press Releases Collection Seventh Update

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| Version | 1.0 |





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 | UNIVERSITA 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 |



Document Control Sheet

| Version | Date | Summary of changes | Author(s) |
|---------|------------|--------------------|------------------|
| 0.1 | 12.07.2023 | First draft | HCA, HAGUE BE |
| 1.0 | 31.07.2023 | Final version | HCA, HAGUE BE |



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1. Background

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

1.1. Methodology

This update highlights the press release's content, which centers around the progress made in developing the second episode of the Terrix animation. The University of Bologna is responsible for the animation's development, while HCA and Hague BE created the press release to announce the episode's release. The press release was then distributed to a specific set of media outlets. The media outlets were identified by HCA NL and Hague BE, as well as FoodE partners, and the distribution was facilitated through Mailchimp.

1.2. Objective

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

2. Press Release

The press release prepared in the context of the project was sent on 15 June 2023. It informed the targeted media outlets of the release of the animation video "The Adventures of Terrix - Discovering Sustainabilia", which is a second episode of the animation video prepared by UNIBO.

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

2.1. Content

The adventure of Terrix continues



15 June 2023

FoodE is excited to announce the launch of the second episode of its animated series, "[The adventures of Terrix – The city's food superhero – Discovering Sustainabilia](#)". Following the success of the first episode, this new episode delves deeper into the crucial topic of sustainable food systems, emphasizing the benefits of local food production.

In the second episode, viewers will accompany Terrix, the beloved animated character, on an exciting journey to explore various pilot projects funded by FoodE. These projects include an aquaponic educational farm and plant factory from the Netherlands, an urban agricultural park and sustainable tuna production in Spain, a greywater treatment plant from Germany, urban farming sites from Italy, a circular restaurant from Romania, an educational hydroponic garden from Norway, beehives from Slovenia, greenhouses from France, and many more.



With a growing population, urbanisation, and the impact of climate change, our food systems face immense challenges. To address these issues, FoodE is focused on educating citizens and accelerating the development of City Region Food Systems (CRFS) by fostering local, citizen-led food initiatives across Europe.

As part of the KidScience initiative, FoodE is dedicated to educating children about the environmental, social, economic, and sustainability aspects of innovative city/region food systems. The second episode aims to engage young viewers and emphasize the importance of sustainable food systems. FoodE, led by the University of Bologna, brings together a consortium of 24 highly qualified organizations, including universities, research institutes, SMEs, NGOs, and city councils from eight EU countries. Financed under Horizon 2020, the European Union Research and Innovation Framework Programme (2014-2020), FoodE will run for four years.

The second episode of "The Adventure of Terrix – Discovering Sustainability" promises to captivate audiences with its engaging storytelling, stunning animation, and educational value. FoodE is proud to present this episode, furthering its mission to promote sustainable food systems and inspire positive change.

About FoodE:

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.

2.2. Statistics

A total of **87** people successfully received the press release.

The open rate was **25%**.