



FoodSHIFT 2030 PUBLIC WEBINAR: EDUCATION FOR A NEW GENERATION OF FOOD CITIZENS

25/02/21

Q&A

Question 1:

For big data in bigO - how was informed consent and GRPD covered by your project?

Ioannis Ioakeimidis: This is a good question and a serious challenge. We were aware that GDPR was coming into the picture when we started and we made the system design accordingly. But it was certainly difficult to anticipate everything. Also in order to answer a bit more specifically on the informed consent this was (for me) one of the main bottlenecks of our effort. Specifically the ethical committees in Sweden and Greece did not allow for electronic consent to be integrated within our app (for various reasons). This shifted quite a lot of effort on the schools themselves that had to collect traditional paper assents/consents from kids/parents. I would say that in the future some more flexible (yet appropriate) solution to this issue would probably make these kind of efforts quite more powerful.

Question 2:

Does the project FoodSHIFT as any resources (experimental or minds-on activities) that could be shared in order to be applied to other schools?

Dirk Wascher: The FoodSHIFT project directs its resources to the coordinating Labs (the FoodSHIFT Acceleration Labs) which is in touch with the different regional/local partners. This way - e.g. schools - can benefit from the project results and attend sessions and access knowledge. FoodSHIFT can't provide financial resources outside its partnership.

Katerina Riviou: The Athens Lab will also exploit available channels such as the Open Schools for Open Societies repository for sharing resources and potentially the SALL: Schools as Living Labs (to be developed) infrastructure too

Question 3:

I'm a primary school teacher from Birmingham UK. I feel overwhelmed with the task ahead of schools to shift our food habits. Including the huge disparity between what schools are saying about climate change and the reality of the food that's being served and the ideas being taught about healthy eating. Are there any plans to work with schools in England?

Rachel Copus: Here at School Food Matters we do lots of work around this area. If you have specific queries or would like to chat anything through please do get in touch.



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Question 4:

www.foodshift2030.eu



Excellent project! What are the plans for expanding it in other EU countries?

Dirk Wascher: The project starts off with the 9 Labs which had been shown (e.g. Athens Copenhagen Bari etc.). There will be an extension towards 27 so-called follower-Labs which will be nominated by the existing labs and partners. The project cannot embark into the same type of activities as undertaken for the first 9 labs but will offer a wide range of support to trigger food system transition in these regions as well. My answer is referring to the FoodSHIFT project.

Ioannis Ioakeimidis: This is a good question. As the project is now finishing we are exploring opportunities to expand this. It is however a matter of resources and technology availability. We are always open to expand our collaboration. If interested you can reach out to me personally and certainly through our project website (<https://bigoprogram.eu/>) BigO.

Question 5:

This is so interesting - school food and what is happening at home meal times etc - the pre-covid and covid - perhaps this shows the difference when children don't have as much choice.

Rachel Copus: Yes. The COVID outcomes were quite interesting (and maybe not quite expected) for us as well. We are currently curating our datasets and we will soon be able to officially publish the outcomes.

Question 6:

Are the parents involved in this project? Because it's mostly the parents preparing their kids' food. Thank you.

Ioannis Ioakeimidis: If you were asking for BigO it varied from school to school from project to project and from age to age. In general the schools had quite a lot of freedom to adapt the tools we provided to their requirements meaning that they could involve the students' families or not. But for example younger kids that did not have their own mobiles were using their parents'. And certainly parents/family food culture is extremely important for the dietary habits of the children as well.

Question 7:

Thank you Ioannis - great work and very interesting project. In terms of image analysis by the dietitians how onerous and efficient is this process? Also did you manage a spread of demographics and different socioeconomic backgrounds?

Ioannis Ioakeimidis: Good questions both. A. Image analysis: This is an enormous effort. We are lucky to work together with many food-related institutions and we spread the effort. But our end-goal is to use all this data to train automatic algorithms in order to part-automate the process. B. We are soon coming out with an analysis of differing SES population behaviors in Thessaloniki Greece focused on two municipalities with very different SES (East/West of the city). For Stockholm also look at this that we have previously published (a bit of a different subject): <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-019-8090-5>



Question 8:

how can a school sign up to be a member of the Food Waste Alliance? And what does that involve?

Katerina Riviou: the Food Waste Alliance I mentioned is a local initiative (in Greece) I guess you would need to explore a little bit in your context for something relevant

Question 9:

Can you explain is there any sanitary restrictions or complications regarding kids being in the school kitchen and cooking with adults?

Emil Kiær Lund: The kids get a hygiene course before their time in the kitchen. The work in the kitchen gives us a chance to teach kids about health and sanitation on a practical level

Question 10:

It is a very interesting project and I am sorry that I have missed a large part of this event because of connectivity problems. Will we have any of the material (presentations etc) as a feedback or posted somewhere? Or the recording?

Stephanie Kennedy: Yes a recording will be available in due course!

Question 11:

Thank you Ioannis. Could you expand on the logistics of citizen-science to collect the data from a children/adolescent public? (strategy instruments timing budget and the like)

Ioannis Ioakeimidis: You might also want to have a look here <https://youtu.be/YNd5Hlfx0Q4>
This is the key right? I would say that it is quite challenging to go for real wide-scale. I am happy to say however that we managed to create something quite stable for schools to use (eg it is quite gratifying seeing kids still using our apps while within the COVID quarantines). However there are bottlenecks. If all of this is structured as research there is an important overhead for the proper management of written consents. However to put it in general terms: I think that the initial effort/cost for such citizen-science projects is substantial but afterwards (if designed properly) the outcomes are certainly worth it

Question 12:

Great work Maryam Nicole and Dani!

Rachel Copus: Thanks for your kind words

Question 13:

Is there a link for the product from the students?



Rachel Copus: The product is still being scaled up for mass production at the moment but will be available on the Belazu website very soon!

Question 14:

We saw in the presentation that vegan foods have a huge reduction in GHG emissions and know from research that plant based diets are more sustainable than those containing animal products (both meat dairy and eggs). Are all schools and programs therefore making plant based foods a central part of the sustainability initiative?

Live answered.

Question 15:

My question was for Ioannis sorry for not mentioning but I appreciate very much both projects so good to know as well future perspectives about FoodSHIFT. Greetings from Bucharest Romania :)

Dirk Wascher: Thanks a lot for your interest for FoodSHIFT2030. We do have a LAB in Brasov if of interest for you

Question 16:

Question for Rachel - Congrats very nice idea. The program was fully funded by Belazu - private sector right? Are authorities open and willing to embrace and finance this project as a best practice model into bridging the gap between school / academic aer and the labour market?

Rachel Copus: Yes the programme was fully funded by Belazu. It would be lovely if authorities had funding to take this forward as a best practice model.

Question 17: From the LAB in Brasov I found out about the event :) Sara Bosch: Great! You can get notified automatically by signing up to the newsletter:
<https://FoodSHIFT2030.eu/contact/>

Question 18:

How do you manage not to create a shame feelings while promoting a more sustainable diet and showing the reality of our food system to kids?

Live answered

Question 19:

The financial risk to a family to try new foods with their children is worrying - school is a great place to expose children to new ideas and flavours - see Flavour School in the UK - based on Sapare method - certainly uniting with the families and sharing what is offered in schools is important - do any of your schools offer take out for meals to go home?



Rachel Copus: As far as I know none of the schools presented today offer take our meals to go home

Question 20:

Question for Emil - how are food schools in Copenhagen dealing with food waste? What happens with the meals that not consumed during the day?

Emil Kiær Lund: we try to serve smaller portions on sharing platters. and then the kids can ask for a refill. also we try to evaluate the meals with the kids and give them an opportunity to put suggest dishes for the menu. in the kitchen they try to reuse food that is not served. so we have very little kitchen waste. but we are contuniueing to tackle plate waste by focusing a lot of ressources on creating the best possible eating environment. teachers are very key here.

Question 21:

How has your school food work been supported (or hindered!) by any policies across the city or by food partnerships e.g. London Food Board for School Food Matters. And what city-wide policies would you like to see to support the growth of food education in schools?

Live answered.

Question 22:

do the panel have any stand out projects where this is working?

Emil Kiær Lund: I would say that the food schools in the Municipality of Copenhagen is running very well. Please contact Emil and me to learn more

Question 23:

How do the panel suggest steering the course of changing habits without demonizing habits from home?

Rachel Copus: Good point. I would say that we should integrate the parents in the work on changing the food school meals as much as possible

Question 24:

I'm working on a project Brazil Denmark and China to reduce food waste at schools. I tried to find a literature with a questionnaire to find out the knowledge about food waste/climate change among children 10 to 15 years old but I did not have success. Please anyone here have a tested questionnaire to share with me about this topic?

FoodSHIFT 2030 project: we sadly don't have a questionnaire

Question 25:

Is there any plan to monitor the long-term effects of the project? And if so is what way?



Live answered

Question 26:

Please can you give me an idea how to investigate about the kids knowledge about Food Waste / Climate change? How much they know already about this topic and what they should to learn first to influence their behavior change to reduce food waste?

Katerina Riviou: please contact me so that I can share with you some resources I am sure you will be able to find a lot of resources online too - We have introduced the topic to our curriculum perhaps we could find room for synergies

Question 27:

In the projects I miss the link with the origin of food: where is all this food made? How does farming has to relate to all these new demands in society (and our earth) and still keep up financially?

Emil Kiær Lund: the principle of sourcing local organic and more plant-based food e.g. in the Municipality of Copenhagen should be coupled with strengthening the position of the farmer in the food value chain and ensuring that they get a fair price. However the EU procurement law is currently a barrier for sourcing local food since it is seen as a hindrance for free change so this remains a challenge that must be addressed

Question 28:

Are the data to be used by Greek and Swedish authorities for developing public policies coping with childhood obesity?

Ioannis Ioakeimidis: We certainly hope for the future. We are now about in the point where we are quite happy with the technology and our analytics. So we are trying to approach Public Health Authorities to inform them about our efforts (apart from the ones included in our Consortium already). In practice we are meeting two municipalities in Greece and an extended network of public health representatives in Sweden during March. Fingers crossed :)

Question 29:

Other question is how is all this getting funded? Rachel's project seems very worthwhile but almost undoable without subsidies. Or maybe there are a lot of volunteers involved?

Rachel Copus: The project is funded by the company. We do also involve a lot of volunteers in all of our activities. Funding is as you suggest however always a challenge and we spend a lot of time looking for funding for all of our projects.

Question 30:



I am a bit surprised to hear that the Swedish students who gets a free meal are leaving the school to eat junk food outside the school. Do you know how widespread that is in Sweden Ioannis?

Ioannis Ioakeimidis: That's quite disheartening really. We have certainly seen that this is not as prominent a behaviour in all the schools but it is quite often in the center of Stockholm (the density of the fast food restaurants around the schools is quite high). However apart from specific use cases that we investigated (the publication is coming soon) it is a very very difficult behaviour to actually quantify. The schools know about this (they tell us about McDonalds cups within school grounds) but since in Sweden there is a right of free movement they cannot really control this I don't know how this is in Sweden but I would assume that kids are behaving like this as well and that this not entirely surprising. The 'healthy food approach' - like most other issues kids are confronted with - come from a grown-ups rational and quite sober perspective. Somewhere kids like to have something which they consider truly their own choice - even if this means that they buy into industry-driven mechanisms. It is probably quite a challenge to find ways (see the cartoon approach in Christian's presentation) to come up with a game-changer here.