

# FOODSHIFT

## Pathways



## A3.1 Storyboard Design

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## A3.1 Storyboard Design

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# 1. Introduction

The main goal of the Storyboard Design is to create a visual representation before creating the interactive videos in activity 3.2. Storyboards serve as a plan for the final production, to help the creators structure and communicate their vision to others involved in the project. The Storyboard Design will form the basis for the continuation of the work with interactive video production and open learning scenarios, creating open educational resources to help teachers deliver high-quality educational services in healthy and sustainable food systems (FS).

The Storyboard Design will illustrate scenarios in which innovative thinking play a central role in shaping the future FS. A series of different modules will be developed where each video will be centred around a specific theme. The goal is to create storyboards for the interactive videos that are easy to understand and generates thoughts and discussions in the classroom. Each video will conclude in a dilemma for the students to continue to work with, either individually or collaboratively in groups. The aim is not to provide all the answers in the videos, but to function as an inspirational starting point on which the further teaching is based on. Each storyboard will be provided in English and in one local language.

# 2. Development Protocol

The overall goal of this process was to create one storyboard for each partner (6 in total), as a basis for the production of the interactive videos and the open learning scenarios.

## 2.1 Planning

The methodology for the development of the storyboards involved the following key stages:

1. **Initial Zoom Meetings:** The process initiated with individual Zoom meetings between Carsten Meedom and each project partner. These meetings served as an introduction to discuss the subjects for each video module.
2. **Email Follow-Ups:** After the Zoom meetings, follow-up emails were sent to partners. These emails included both overall and more detailed questions about each specific subject discussed in the meetings.
3. **Storyboard Creation:** After receiving answers from respective partners, an initial draft of the storyboard was developed. The aim was to establish a coherent and engaging narrative for each video.
4. **Contributor Identification:** During this phase, partners were asked to identify all contributors to the video. The contributors are relevant people e.g., stakeholders, external to the project. Partners were also requested to outline the specific content expected from these contributors.

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5. **Storyboard Development:** The storyboards underwent multiple rounds of feedback and revisions with the project partners. This collaborative approach ensured that the final storyboard represented the desired content.

As an exception to the development of the storyboards described in steps above, IAAC chose to create their own storyboard due to their experience in video production. In this case, Carsten Meedom provided an evaluation of the final draft and offered feedback to align it with project objectives.

## 2.2 Localisation of videos

The 6 storyboards developed were written in both the local language and English to ensure accessibility for all partners. The final storyboards are represented in the **Appendix**. From the storyboard, interactive videos will be produced as well as the Open Learning Scenarios. These will work as a foundation of the teaching material used in schools to engage students in the topics and allow them to reflect and come up with solutions on the different dilemmas posed in the videos. Additional localization options will be available upon request if the videos are requested for use in cross-border implementations.

The Storyboard Designs are presented in this document, and the videos developed from these will be published on [YouTube](#) and [Vimeo](#). These will be used among school communities throughout Europe.

# Appendix

## 1. Storyboard Design Netherlands, SUS

### DIGITAL TOOLS FOR EXPLORING LAND USE

#### NETHERLAND

Participating:

- Dirk Wascher. Innovation Manager, Susmetro
- Merel Dubbeldam, Susmetro
- Jory In 't Groen, Rooi Pannen

<p>Merel direct to camera</p>	<p>Did you know that meat production has an 8-10 times larger ecological footprint, compared to plant-based products?  <i>Wist je dat vleesproductie een 8-10 keer grotere ecologische voetafdruk heeft in vergelijking met plantaardige producten?</i></p> <p>And did you know that large amounts of grain and soy that are being produced is only for the purpose of meat production?  <i>En wist je dat grote hoeveelheden graan en soja die worden geproduceerd alleen voor de vleesproductie zijn?</i></p>	<p>Outside next to cows</p>
<p>Voice over</p>	<p>This means that large portions of our agricultural land are dedicated to producing feed for animals.  <i>Dit betekent dat grote delen van onze landbouwgrond bestemd zijn voor de productie van veevoer.</i></p> <p>And it also means that cutting down on meat consumption would allow to cut down on agricultural intensive land use – offering new space for growing vegetables and fruits.  <i>En het betekent ook dat het verminderen van de vleesconsumptie het mogelijk zou maken om het intensieve landgebruik van de landbouw te verminderen - wat nieuwe ruimte biedt voor het verbouwen van groenten en fruit.</i></p>	<p>Footage of agriculture + livestock</p>

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	<p>Giving us more space for recreation and nature, cleaner surface and ground water and less pressure on animal welfare.</p> <p>Of meer ruimte voor recreatie en natuur, schonere oppervlakte- en grondwater en minder druk op dierenwelzijn.</p>	
<p>Direct speak Dirk</p>	<p>Our new digital tool takes the average food consumption patterns of urban population of any given city in Europe to calculate the amount of land needed in terms of 'local hectares' to produce food.</p> <p>Onze nieuwe digitale tool neemt de gemiddelde voedselconsumptie van de stedelijke bevolking van een bepaalde stad in Europa om de hoeveelheid land te berekenen die nodig is in termen van 'lokale hectaren' om voedsel te produceren.</p>	<p>In corridor at library</p>
<p>Voice over</p>	<p>The tool shows the resulting land needs as two circles around the cities, differentiating between a meat-based land circle and a plant-based land circle.</p> <p>De tool toont de resulterende landbehoeften als twee cirkels rond de steden, waarbij onderscheid wordt gemaakt tussen een op vleesproductie gebaseerde landcirkel en een plantaardige landcirkel.</p> <p>By using a pen, you can draw directly onto a digital table and create new land use proposals to shift the current to the plant-based needs of the urban diet.</p> <p>Met een pen kunt u rechtstreeks op een digitale tafel tekenen en nieuwe voorstellen voor landgebruik maken om te verschuiven van de huidige naar de plantaardige behoeften van het stedelijke dieet.</p> <p>It hence allows to develop scenarios for more healthy and sustainable diets and shows how the scenarios effect the two rings.</p> <p>De tool maakt het dus mogelijk om scenario's te ontwikkelen voor gezondere en duurzamere diëten en laat zien hoe de scenario's de twee landcirkels beïnvloeden.</p>	<p>Students working with tool</p>
<p>Merel Voice over</p>	<p>Why is this important to investigate?</p> <p>Waarom is het belangrijk om dit te onderzoeken?</p> <p>Most people don't notice as the landscapes change.</p> <p>De meeste mensen merken het niet als de landschappen veranderen.</p>	<p>Stock with different crops / landscape changes</p>

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	<p>And most people don't recognize the change from one crop to another.          En de meeste mensen herkennen de verandering van het ene gewas naar het andere niet.</p> <p>And if they do it's probably because of the extreme changes caused by clear cuts in a forested area or the bright colors of raps plants covering whole hillsides.          En als ze dat wel doen, is het waarschijnlijk vanwege de extreme veranderingen die veroorzaakt worden door het kappen van bosgebieden en de felle kleuren van koolzaad die volledige heuvels bedekken.</p> <p>However, our landscapes do change at different rates and sometimes drastically.          Onze landschappen veranderen echter in verschillende snelheden en soms neemt dit drastische vormen aan.</p>	
<p>Merel Voice over</p>	<p>Another challenge is that during the last decades, farmers have been forced into a spiral of production and land use intensification in order to produce meat at a marketable price level to be able to compete at the global level.          Een andere uitdaging is dat boeren de afgelopen decennia in een spiraal van productie en intensivering van het landgebruik zijn gedwongen om vlees te produceren tegen een aantrekkelijk prijsniveau om op mondiaal niveau te kunnen concurreren.</p> <p><a href="https://www.storyblocks.com/video/stock/close-up-of-chickens-in-a-large-scale-chicken-farm-rspabdpwejgimn2eb">https://www.storyblocks.com/video/stock/close-up-of-chickens-in-a-large-scale-chicken-farm-rspabdpwejgimn2eb</a></p> <p><a href="https://www.storyblocks.com/video/stock/farm-equipment-for-milking-cows-rj3sw27wiqkuq696">https://www.storyblocks.com/video/stock/farm-equipment-for-milking-cows-rj3sw27wiqkuq696</a></p> <p>This has led to a selective process in which mainly large farmers survived, and with considerable impacts on animal welfare, the environment and social cohesion.          Dit heeft geleid tot een selectief proces waarin vooral grote boeren overleefden, met aanzienlijke gevolgen voor dierenwelzijn, milieu en sociale cohesie.</p> <p><a href="https://www.storyblocks.com/video/stock/on-the-farm-in-the-pen-beautiful-cows-have-a-white-black-coloring-eating-grass-and-hay-close-up-of-muzzle-nose-">https://www.storyblocks.com/video/stock/on-the-farm-in-the-pen-beautiful-cows-have-a-white-black-coloring-eating-grass-and-hay-close-up-of-muzzle-nose-</a></p>	<p>Large livestock production facilities</p>



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	<p><a href="https://www.storyblocks.com/video/stock/pigs-look-at-the-camera-and-running-around-the-barn-near-the-food-trough-346805343">concept-ecology-bio-products-agricultural-milk-production-livestock-love-animals-h_gapmvzby3osaef1</a></p> <p><a href="https://www.storyblocks.com/video/stock/pigs-look-at-the-camera-and-running-around-the-barn-near-the-food-trough-346805343">https://www.storyblocks.com/video/stock/pigs-look-at-the-camera-and-running-around-the-barn-near-the-food-trough-346805343</a></p> <p>Assessments confirm that agriculture is the most severe driving force behind the loss of biodiversity and soil quality, and of the pollutions of ground water.</p> <p>Onderzoeken bevestigen dat de landbouw de belangrijkste drijvende kracht is achter het verlies aan biodiversiteit en bodemkwaliteit en aan de vervuiling van het grondwater.</p>	
Direct speak Dirk	<p>Students can by using our tool come up with their own strategies for making the urban food system more sustainable.</p> <p>Studenten kunnen met behulp van onze tool hun eigen strategieën bedenken om het stedelijke voedselsysteem te verduurzamen.</p> <p>And this way the tool can provide us with the necessary information to move towards a more sustainable and plant-based food system.</p> <p>En op deze manier kan de tool ons voorzien van de nodige informatie om over te gaan naar een duurzamer en plantaardiger voedselsysteem.</p>	In corridor at library
Jory In 't Groen Rooi Pannen	<p>Het thema duurzaamheid en daar kritisch in kunnen denken, is van enorme waarde, denk ik, binnen de horeca. We zullen ze langzaam op moeten voeden om steeds meer een blik te werpen op "Welke keuzes maak ik in de horeca en wat betekenen die voor de bebouwing om ons heen en het voedsel waar het vandaan komt?"</p> <p>The theme of sustainability and being able to think critically about it is of enormous value, I think, within the food industry. We will have to slowly educate them to increasingly take a look at "What choices do I make in the food industry and what do they mean for the environment around us and where the food comes from?"</p> <p><a href="https://www.storyblocks.com/video/stock/cattle-raising-animals-rural-life-livestock-industry-farming-outdoor-countryside-cows-livestock-cattle-raising-rural-farming-347192055">https://www.storyblocks.com/video/stock/cattle-raising-animals-rural-life-livestock-industry-farming-outdoor-countryside-cows-livestock-cattle-raising-rural-farming-347192055</a></p>	

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<p>Direct speak Dirk</p> <p>Voice over</p>	<p>To facilitate the transition to a more plant-based food system, we need much better information such as aerial photography and satellite images providing much more objective information and allow monitoring over time.</p> <p>Om de overgang naar een meer plantaardig voedselsysteem gemakkelijker te maken, hebben we veel betere informatie nodig, zoals luchtfotografie en satellietbeelden, die veel objectievere informatie bieden en bovendien monitoring in de loop van de tijd mogelijk maken.</p> <p>With regard to changing the land use towards a more sustainable food system, digital geo-based data for 12 food groups allow to assess changes and to come up with proposals to be immediately implemented in the virtual space by means of digital map table technology.</p> <p>Met betrekking tot het veranderen van het landgebruik naar een duurzamer voedselsysteem, maken digitale geobaseerde gegevens voor 12 voedselgroepen het mogelijk om aanpassingen te beoordelen en met voorstellen te komen die onmiddellijk in de virtuele ruimte kunnen worden geïmplementeerd door middel van digitale map table technology.</p>	<p>Graphic from digital tool</p>
<p>Jory In 't Groen</p> <p>Rooi Pannen</p>	<p>Ik denk dat zo'n tool als dit heel erg belangrijk is voor deze doelgroep, ook om visueel te maken wat de voedselafdruk is en wat dat betekent voor de toekomst met betrekking tot duurzaamheid en het voedsel wat ze gebruiken hier op school, in de regio, in een stad, in een land.</p> <p>I think a tool like this is very important for this target group, also to visualize what the food footprint is and what that means for the future in terms of sustainability and the food they use here at school, in the region, in a city, in a country.</p>	
<p>Merel direct to camera</p>	<p>Due to climate change, population density and changing world markets, our food system needs a transition to a more plant-based food production and consumption.</p> <p>Door klimaatverandering, bevolkingsdichtheid en veranderende wereldmarkten heeft ons voedselsysteem een transitie nodig naar een meer plantaardige voedselproductie en -consumptie.</p>	<p>Outside next to cows</p>

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	<p><a href="https://www.storyblocks.com/video/stock/people-buy-vegetables-and-fruits-on-the-local-indian-market-eu3oxqdtlik4bbypk">https://www.storyblocks.com/video/stock/people-buy-vegetables-and-fruits-on-the-local-indian-market-eu3oxqdtlik4bbypk</a></p> <p><a href="https://www.storyblocks.com/video/stock/closeup-slow-motion-of-fresh-vegetables-in-baskets-at-a-fruit-market-347399695">https://www.storyblocks.com/video/stock/closeup-slow-motion-of-fresh-vegetables-in-baskets-at-a-fruit-market-347399695</a></p> <p>And we start with the new generation of food consumers. En we beginnen met de nieuwe generatie voedselconsumenten.</p> <p><a href="https://www.storyblocks.com/video/stock/portrait-young-little-boy-sitting-with-pillow-in-the-green-park-and-eating-an-apple-outdoors-outdoor-recreation-sxrshampvjzamiqk">https://www.storyblocks.com/video/stock/portrait-young-little-boy-sitting-with-pillow-in-the-green-park-and-eating-an-apple-outdoors-outdoor-recreation-sxrshampvjzamiqk</a></p>	

### 0 Problem (maybe useful)

Compared to plant-based products such as vegetables and fruit, meat-based products have a much larger ecological food print – we are talking here about an impact of meat that is 8-10 times as large than proteins offered by vegetables. Much of it has to do with the large amounts of feed that is being produced only for the purpose of meat production and consumption. This means that large portions of our agricultural land is dedicated to producing this feed and that cutting down on meat consumption would allow to cut down on agricultural intensive land use – offering new space for growing vegetables and fruits, more space for recreation and nature (biodiversity), cleaner surface and ground water and less pressure on animal welfare.

### 0 Probleem (misschien nuttig)

In vergelijking met plantaardige producten zoals groenten en fruit, hebben vleesproducten een veel grotere ecologische voedselprint - we hebben het hier over een impact van vlees die 8-10 keer zo groot is als eiwitten die door groenten worden aangeboden. Veel heeft te maken met de grote hoeveelheden voer die alleen worden geproduceerd voor de productie en consumptie van vlees. Dit betekent dat grote delen van onze landbouwgrond bestemd zijn voor de productie van dit voer en dat het verminderen van de vleesconsumptie het mogelijk zou maken om het landbouwintensieve landgebruik te verminderen – met nieuwe ruimte voor het telen van groenten en fruit, meer ruimte voor recreatie en natuur (biodiversiteit), schonere oppervlakte- en grondwater en minder druk op dierenwelzijn.

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1

**Describe in your own words the digital tool you are developing. You made a perfect description today, so please repeat that in writing. Not too technical, more in a layman language.**

**Beschrijf in je eigen woorden de digitale tool die je aan het ontwikkelen bent. U hebt vandaag een perfecte beschrijving gemaakt, dus herhaal dat alstublieft schriftelijk. Niet te technisch, meer in leken taal.**

SUSMETRO has developed a tool, which takes the average food consumption patterns of urban population of a given city in Europe to calculate the amount of land needed in terms of 'local hectares' to produce these goods. 'Local hectares' means here strictly the area needed to grow all feed (for meat consumption), vegetables, milk, etc etc – all together of 12 food groups covering more than 90% of the food consumed. The tool shows the resulting land needs as two circles around the cities, differentiating between a meat-based land circle and a plant-based land circles. The tool shows the actual agricultural land use (using geo-data from satellites) to compare these with the 'land needs' according to the food consumption data of the urban population. The results show in most cases that there is substantially more feed (maize, grain, etc) being produced than vegetables and fruits. The tool allows users (pupils/students) with the help of a pen to draw directly onto a digital table new land use proposals to shift current land use to the real needs of the urban diet. It also allows to develop scenarios for more healthy and more sustainable diets and shows how these effect the two rings (meat-based vs. plant-based food production). Pupils can come up with own strategies for making the urban food system more sustainable.

SUSMETRO heeft een tool ontwikkeld, die de gemiddelde voedselconsumptie van de stedelijke bevolking van een bepaalde stad in Europa gebruikt om de hoeveelheid land te berekenen die nodig is in termen van 'lokale hectaren' om deze goederen te produceren. 'Lokale hectaren' betekent hier strikt dat het gebied alle voer (voor vleesconsumptie), groenten, melk, enz. enz. moet verbouwen - allemaal samen van 12 voedselgroepen die meer dan 90% van het geconsumeerde voedsel dekken. De tool toont de resulterende landbehoeften als twee cirkels rond de steden, waarbij onderscheid wordt gemaakt tussen een op vlees gebaseerde landcirkel en een plantaardige landcirkel. De tools tonen het werkelijke agrarisch landgebruik (met behulp van geo-data van satellieten) om deze te vergelijken met de 'landbehoeften' volgens de voedselconsumptiegegevens van de stedelijke bevolking. De resultaten laten in de meeste gevallen zien dat er aanzienlijk meer voer (maïs, graan, enz.) wordt geproduceerd dan groenten en fruit. De tool stelt gebruikers (leerlingen/studenten) in staat om met behulp van een pen direct op een digitale tafel nieuwe landgebruiksvorstellen te tekenen om het huidige landgebruik te verschuiven naar de werkelijke behoeften van het stedelijke dieet. Het maakt het ook mogelijk om scenario's te ontwikkelen voor gezondere en duurzamere diëten en laat zien hoe deze de twee ringen (op

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vlees gebaseerde versus plantaardige voedselproductie) beïnvloeden. Leerlingen kunnen eigen strategieën bedenken om het stedelijke voedselsysteem te verduurzamen.

2

**Describe the schools / institutions and levels where students will work with this tool. Also describe the school in Tilburg, where you want us to record the students as they work with the tool.**

**Beschrijf de scholen / instellingen en niveaus waar studenten met deze tool zullen werken. Beschrijf ook de school in Tilburg, waar je wilt dat we de leerlingen vastleggen terwijl ze met de tool werken.**

The plan is to teach a Sustainable Footprint lecture at the gastronomic school Rooi Pannen in Tilburg ([A welcoming place in a unique location - Gastvrij de Rooi Pannen Tilburg](#)). The De Rooi Pannen is a school community with VMBO and MBO (Foodshift PW level) courses in the fields of trade & entrepreneurship, catering, tourism & recreation, design and marketing & events. The school has a nation-wide high reputation and obviously we would work with students with a specialised background.

SUSMETRO will bring the digital maptable (touch screen) to let the students engage in co-creation regarding problem solution towards a sustainable food environment – in this case at the example of Oostende in Belgium.

Het plan is om een Sustainable Footprint lezing te geven op de gastronomische school Rooi Pannen in Tilburg ([Een gastvrije plek op een unieke locatie - Gastvrij de Rooi Pannen Tilburg](#)). De Rooi Pannen is een scholengemeenschap met vmbo- en mbo-opleidingen (Foodshift PW-niveau) op het gebied van handel & ondernemerschap, horeca, toerisme & recreatie, design en marketing & evenementen. De school heeft een landelijke hoge reputatie en uiteraard werken we met studenten met een gespecialiseerde achtergrond.

SUSMETRO brengt de digital maptable (touch screen) om de leerlingen te laten deelnemen aan co-creatie met betrekking tot probleemoplossing naar een duurzame voedselomgeving – in dit geval naar het voorbeeld van Oostende in België.

3

**What is the primary purpose of your digital tool?**

**Wat is het primaire doel van uw digitale tool?**

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The Digital mactable facilitates the use of spatial information for planning discussions in a number of ways:

- The Touch Table allows to combine various data sets in a flexible way, which allows the workshop facilitator to quickly adapt to the demands of the participants in a workshop.
- Navigating through available information by panning and zooming with a touch interface. This allows participants to quickly adjust the scale of the map to support the discussion.
- Offering participants the opportunity to sketch policy alternatives on the map. Drawn objects can be stored in a GIS format and allow for the combined representation of climate impacts and spatial plans or proposed adaptation strategies.

Apart from the above mentioned tools, two newly developed extensions can be used during the seminar, the PhotoMap and the Smart Filter. The Photo Map extension allows users to combine map layers with photos and texts. Photos can be pinned to a specific locations. Furthermore, a description can be added to the picture. The second new extension is called Smart Filter and provides the possibility to make basic queries, i.e. select features that meet certain requirements. With this additional functionality users can for example analyse how many settlements are within flood prone areas.

The emphasis in the application is on a simple and accessible control through touch technology. For processing the obtained information, making spatial queries or more advanced analytical functionalities, the data needs to be exported to GIS desktop application, like ArcGis. Data that is drawn in Phoenix can be exported to various (GIS) formats.

De Digitale kaarttabel faciliteert het gebruik van ruimtelijke informatie voor planningsdiscussies op een aantal manieren:

- De Touch Table maakt het mogelijk om verschillende datasets op een flexibele manier te combineren, waardoor de workshopfacilitator zich snel kan aanpassen aan de eisen van de deelnemers aan een workshop.
- Navigeren door beschikbare informatie door te pannen en zoomen met een aanraakinterface. Hierdoor kunnen deelnemers snel de schaal van de kaart aanpassen om de discussie te ondersteunen.
- Deelnemers de mogelijkheid bieden om beleidsalternatieven op de kaart te schetsen. Getekende objecten kunnen worden opgeslagen in een GIS-formaat en maken de gecombineerde weergave van klimaateffecten en ruimtelijke plannen of voorgestelde aanpassingsstrategieën mogelijk.

Naast de bovengenoemde tools kunnen tijdens het seminar twee nieuw ontwikkelde extensies worden gebruikt, de PhotoMap en de Smart Filter. Met de extensie Photo Map kunnen gebruikers kaartlagen combineren met foto's en teksten. Foto's kunnen worden vastgemaakt aan een specifieke locatie. Verder kan er een beschrijving aan de foto worden toegevoegd. De tweede nieuwe extensie heet Smart Filter en biedt de mogelijkheid om basisquery's te maken, d.w.z. functies te selecteren die aan bepaalde vereisten voldoen. Met deze extra functionaliteit kunnen gebruikers bijvoorbeeld analyseren hoeveel nederzettingen er binnen overstromingsgevoelige gebieden liggen.

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De nadruk in de applicatie ligt op een eenvoudige en toegankelijke bediening door middel van touch-technologie. Voor het verwerken van de verkregen informatie, het maken van ruimtelijke query's of meer geavanceerde analytische functionaliteiten, moeten de gegevens worden geëxporteerd naar GIS desktop applicatie, zoals ArcGis. Gegevens die in Phoenix worden getekend, kunnen worden geëxporteerd naar verschillende (GIS) formaten.

4

**Why is it important to focus on this? What are the challenges?**

**Waarom is het belangrijk om hierop in te zetten? Wat zijn de uitdagingen?**

Most people, not only students, have a rather conservative view issues such as land, land use and landscapes: these are matters which (used to) change rather gradually and sometimes change goes even unnoticed – especially to the uninformed observer, or city dwellers. For instance, most people don't recognize the change from one crop to another – and if so than mainly because the changes are extreme such a clear cut in a forested area, the bright colours of raps plants covering whole hillsides.

However, due to climate change, population density and changing world markets (resource prices), land use change happens at different rates. In the case of food supply for the city, even the expert could not – by just driving through the countryside – get a reliable impression on the volumes and type of food products in the surroundings of cities. This mainly because of the transport of choice would most possibly be a car. Instead, views from a plane would provide much better information and as an (even better) substitute, aerial photography and satellite images provide much more objective information and allow monitoring over time.

With regard to changing the land use towards a more sustainable food system, digital geo-based data for 12 food groups allow to assess changes and to come up with proposals to be immediately implemented in the virtual space by means of digital mappable technology.

De meeste mensen, niet alleen studenten, hebben een nogal conservatieve kijk op zaken als land, landgebruik en landschappen: het zijn zaken die (vroeger) vrij geleidelijk veranderen en soms blijft verandering zelfs onopgemerkt – vooral voor de ongeïnformeerde waarnemer, of stedelingen. De meeste mensen herkennen bijvoorbeeld de verandering van het ene gewas naar het andere niet - en zo ja, dan vooral omdat de veranderingen extreem zijn, zo'n duidelijke snede in een bebost gebied, de felle kleuren van rapplanten die hele hellingen bedekken.



## A3.1 Storyboard Design

Als gevolg van klimaatverandering, bevolkingsdichtheid en veranderende wereldmarkten (grondstofprijzen) vindt verandering in landgebruik echter in verschillende snelheden plaats. In het geval van voedselvoorziening voor de stad kon zelfs de expert – door alleen maar door het platteland te rijden – geen betrouwbare indruk krijgen van de volumes en het type voedselproducten in de omgeving van steden. Dit vooral vanwege het vervoer naar keuze zou hoogstwaarschijnlijk een auto zijn. In plaats daarvan zouden beelden vanuit een vliegtuig veel betere informatie opleveren en als (nog betere) vervanging bieden luchtfotografie en satellietbeelden veel objectievere informatie en maken ze monitoring in de loop van de tijd mogelijk.

Met betrekking tot het veranderen van het landgebruik naar een duurzamer voedselsysteem, maken digitale geogebaseerde gegevens voor 12 voedselgroepen het mogelijk om veranderingen te beoordelen en met voorstellen te komen die onmiddellijk in de virtuele ruimte kunnen worden geïmplementeerd door middel van digitale kaartbare technologie.

5

**Explain in short the conflict between the farmers and the surrounding society.**

**Leg in het kort het conflict uit tussen de boeren en de omringende samenleving.**

During the last decades, farmers have been forced into a spiral of production and land use intensification in order to produce meat at a marketable price levels to compete at the global level. This has led to a selective process in which mainly large farmers survived, and with considerable impacts on animal welfare, the environment and social cohesion. In other words: the overall reputation of farmers became rather negative as the primary polluters and destroyers of nice landscapes. And indeed, national and European-wide assessments confirm that agriculture is the most severe driving force behind the loss of biodiversity and soils, and of the pollutions of ground water. In addition, people don't trust industrial food as potentially unhealthy. This has led to a polarisation between farmers and parts of the society.

In de afgelopen decennia zijn boeren gedwongen in een spiraal van productie en intensivering van landgebruik om vlees te produceren tegen een verhandelbaar prijsniveau om op mondiaal niveau te concurreren. Dit heeft geleid tot een selectief proces waarin vooral grote boeren overleefden, met aanzienlijke gevolgen voor dierenwelzijn, milieu en sociale cohesie. Met andere woorden: de algehele reputatie van boeren werd eerder negatief als de primaire vervuilers en vernietigers van mooie landschappen. En inderdaad, nationale en Europese beoordelingen bevestigen dat de landbouw de belangrijkste drijvende kracht is achter het verlies aan biodiversiteit en bodem, en aan de vervuiling van het grondwater. Bovendien vertrouwen mensen industrieel voedsel niet als potentieel ongezond. Dit heeft geleid tot een polarisatie tussen boeren en delen van de samenleving.



## A3.1 Storyboard Design

6

**Is it something in particular representative of the Netherlands, or do we experience the same conflicts in other, neighbouring countries?**

**Is het iets dat specifiek representatief is voor Nederland, of ervaren we dezelfde conflicten in andere, omringende landen?**

The situation is especially difficult in The Netherlands, mainly because of the extreme high livestock production given the size of the country, and because of the recent – though overdue – drastic measures to reduce nitrate emissions by scaling down livestock farming. However, other countries such as Germany, France and Denmark have equally intensive livestock production regions. At the wider European level, there are many countries which have more open land with less intensive farming, more biodiversity and more traditional low-input farming, also due to the presence of mountains and less favourable soils and climate.

Visting time from May 10 – 11<sup>th</sup> – other, later dates might require new search

De situatie is bijzonder moeilijk in Nederland, vooral vanwege de extreem hoge veehouderij gezien de omvang van het land, en vanwege de recente – hoewel achterstallige – drastische maatregelen om de nitraatuitstoot te verminderen door de veehouderij af te bouwen. Andere landen, zoals Duitsland, Frankrijk en Denemarken, hebben echter even intensieve veeteeltregio's. Op Europees niveau zijn er veel landen met meer open land met minder intensieve landbouw, meer biodiversiteit en meer traditionele landbouw met een lage input, ook vanwege de aanwezigheid van bergen en minder gunstige bodems en klimaat.

Bezoektijd van 7 - 10 mei - andere, latere datums kunnen nieuw zoeken vereisen

### **Hotels:**

1. Van der Valk Tilburg ([Hotel Tilburg one of the best city hotels in Tilburg - Van der Valk hotelrooms - Hotel Tilburg \(valkhoteltilburg.com\)](https://www.valkhoteltilburg.com))

## 2. Storyboard Design Denmark, MK

### SUSTAINABLE FOOD SYSTEMS FOR THE NEW GENERATION DENMARK

Participating:

- Line Rise, Changing Food
- Rikke Pape, Byens Landhandel / City General Food Store
- Hotel- & Restaurant School in Valby

<p>Intro</p> <p>Voice over Line</p>	<p>Hvorfor er det vigtigt at gøre professionelle køkkener mere bæredygtige?</p> <p><b>Why is it important to make professional kitchens more sustainable?</b></p> <p>Hvorfor er det vigtigt at have et samlet fødevarer system, som er mere klima- og miljøvenligt?</p> <p><b>Why is it important to have an integrated food system that is more climate and environmentally friendly?</b></p> <p>Og hvad er et fødevarer system egentlig?</p> <p><b>And what exactly is a food system?</b></p> <p>Det har alt sammen at gøre med den mad, vi spiser.</p> <p><b>It all has to do with the food we eat.</b></p> <p>Den mad vi spiser hjemme, i børnehaver, på plejehjem, i fængsler, på tankstationer, restauranter og på vores arbejdsplads eller uddannelsesinstitution.</p>	<p>Fra køkkener / tilberedning af mad, både kød og grønt</p> <p>(unge) mennesker spiser i kantine: stort bill + closeup af ansigter</p>
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## A3.1 Storyboard Design

	<p>The food we eat at home, in kindergartens, in care homes, in prisons, at gas stations, restaurants and at our workplace or educational institution.</p>	
<p>Line direkte</p> <p>02.09 – 02.20</p> <p>05.00 – 05.14</p>	<p>At spise bæredygtigt er ikke kun et spørgsmål om klima og CO2-udledning.</p> <p><b>Eating sustainably is not just a matter of climate and CO2 emissions.</b></p> <p>Der er nogle meget store problemer i vores fødevarer system, som kræver nogle komplekse, men også mere gennemgribende løsninger.</p> <p><b>There are some very big problems in our food system that require some complex but also more comprehensive solutions.</b></p> <p>Vi skal have et fødevarer system, hvor vi producerer langt flere grøntsager, frugter og bønner og langt færre dyr og animalske produkter.</p> <p><b>We need a food system where we produce far more vegetables, fruit and beans and far fewer animals and animal products.</b></p> <p>Til gengæld kan vi glæde os over, at de planter, vi skal have, produceres på en meget bedre måde, og dyrene får et mere naturligt liv.</p> <p><b>On the other hand, we benefit from plants that are produced in a much better way, and from animals that live a more natural life.</b></p>	<p>Green screen</p> <p>Dæk med Oles køer</p>
<p>Ole</p> <p>02.43 – 03.10</p>	<p>Vi har valgt at vi slagter dyrene her på stedet for at minimere risikoen for at dyret bliver stresset, inden det bliver slagtet.</p>	

### A3.1 Storyboard Design

	<p>We have chosen to shoot the animals here on site to minimize the risk of the animal becoming stressed before it is slaughtered.</p> <p>Det synes vi for det første er synd for dyret, når de nu har levet så naturligt som muligt, hvis det skulle ende på en meget unaturlig måde på et meget klinisk slagtehus.</p> <p>We think it is a shame for the animal, when they have lived as naturally as possible, if it were to end its life in an unnatural way in a clinical slaughterhouse.</p> <p>Og for det andet er vi meget fokuseret på, at vi laver et produkt, som smager godt, når det skal spises.</p> <p>We are also very focused on making a product that tastes good when eaten.</p>	<p>Dæk fra slagteriet</p>
<p>Line voice over</p>	<p>De vigtigste overvejelser i forhold til bæredygtige måltider er først og fremmest, hvor de råvarer, man bruger, kommer fra, og hvordan de er dyrket og produceret.</p> <p>The most important considerations in relation to sustainable meals are first and foremost where the materials come from and how they are grown and produced.</p> <p>Det er vigtigere og tæller mere end emballage, transport, opbevaring og madspild – tilsammen!</p> <p>It is more important and counts for more than packaging, transport, storage and food waste – all together!</p> <p><a href="https://www.storyblocks.com/video/stock/combine-harvester-pouring-corn-maize-seed-hhlcwvhlkirmaavpk">https://www.storyblocks.com/video/stock/combine-harvester-pouring-corn-maize-seed-hhlcwvhlkirmaavpk</a></p> <p><a href="https://www.storyblocks.com/video/stock/farmer-inspects-his-crop-of-hands-hold-ripe-oat-seeds-while-oats-are-suitable-for-human-consumption-as-oatmeal-and-rolled-oats-one-of-the-most-common-uses-is-as-livestock-feed-347171110">https://www.storyblocks.com/video/stock/farmer-inspects-his-crop-of-hands-hold-ripe-oat-seeds-while-oats-are-suitable-for-human-consumption-as-oatmeal-and-rolled-oats-one-of-the-most-common-uses-is-as-livestock-feed-347171110</a></p>	<p>Dæk fra Oles gård med køer + stock</p>

## A3.1 Storyboard Design

	<p><a href="https://www.storyblocks.com/video/stock/combine-with-golden-field-top-view-of-agricultural-machine-rx9fb2y5eizwuex63">https://www.storyblocks.com/video/stock/combine-with-golden-field-top-view-of-agricultural-machine-rx9fb2y5eizwuex63</a></p> <p><a href="https://www.storyblocks.com/video/stock/unrecognizable-man-hand-running-gently-over-unripe-spikelets-wheat-field-outdoors-close-up-green-cereals-stems-swaying-wind-evening-time-farmer-walking-farmland-checking-grain-quality-at-sunset-346999609">https://www.storyblocks.com/video/stock/unrecognizable-man-hand-running-gently-over-unripe-spikelets-wheat-field-outdoors-close-up-green-cereals-stems-swaying-wind-evening-time-farmer-walking-farmland-checking-grain-quality-at-sunset-346999609</a></p>	
<p>Line direkte</p> <p>07.48 – 07.59</p>	<p>Et bæredygtigt fødevarer system handler om at producere mest muligt mad på naturens præmisser.</p> <p><b>A sustainable food system is about producing as much food as possible on nature's terms.</b></p> <p>Det giver ingen mening at producere noget foder, som vi selv kunne have spist, putter det ind i dyr, for derefter at spise dem.</p> <p><b>It makes no sense to produce some feed that we could have eaten ourselves, put it into animals, and then eat them.</b></p>	Green screen
<p>10.00 – 10.15</p>	<p>Biodynamikerne har lært os, at der er et fint cirkulært system, hvor køer spiser græs, høns og grise spiser køkkenrester og hvad de kan finde i jorden.</p> <p><b>The biodynamics have taught us that there is a fine circular system where cows eat grass, chickens and pigs eat kitchen scraps and whatever they can find in the ground.</b></p> <p><a href="https://www.storyblocks.com/video/stock/eating-grain-chick-chicken-chicks-walking-with-their-mother-sweet-poultry-chickens-and-chicks-347640721">https://www.storyblocks.com/video/stock/eating-grain-chick-chicken-chicks-walking-with-their-mother-sweet-poultry-chickens-and-chicks-347640721</a></p>	

## A3.1 Storyboard Design

<p>13.06 – 13.18</p>	<p>Til gengæld giver de mælk, æg og gødning tilbage. <i>In return, they give back milk, eggs and manure.</i></p> <p>I det fine system er der langt flere planter end dyr – og dyrene lever et meget mere naturligt liv. <i>In this fine system, there are far more plants than animals - and the animals live a much more natural life.</i></p> <p>Den fordeling skal vi vænne os til spejler sig på vores tallerkner, hvor der også er mange flere planter end dyr. <i>The distribution we have to get used to is reflected on our plates, with many more plants than animals.</i></p> <p><a href="https://www.storyblocks.com/video/stock/top-view-of-four-appetizing-dishes-on-table-with-healthy-food-and-high-content-of-fiber-and-vegetables-347457393">https://www.storyblocks.com/video/stock/top-view-of-four-appetizing-dishes-on-table-with-healthy-food-and-high-content-of-fiber-and-vegetables-347457393</a></p> <p><a href="https://www.storyblocks.com/video/stock/a-vegetarian-woman-is-eating-her-delicious-lunch-in-an-asian-restaurant-a-healthy-diet-a-vegan-diet-helps-in-maintaining-a-normal-metabolism-and-fights-excess-weight-healthy-eating-vegetables-347457406">https://www.storyblocks.com/video/stock/a-vegetarian-woman-is-eating-her-delicious-lunch-in-an-asian-restaurant-a-healthy-diet-a-vegan-diet-helps-in-maintaining-a-normal-metabolism-and-fights-excess-weight-healthy-eating-vegetables-347457406</a></p> <p>Og nogle dage er der slet ikke noget kød. <i>And some days there is no meat at all.</i></p>	
<p>Mikkel 08.50 - 09.16</p>	<p>Jeg synes det er vigtigt, at vi ser på det, vi kalder produktionsdyr og så ser på, om der er noget vi kan gøre for, at deres tilværelse bliver bedre. <i>I think it is important that we look at what we call production animals and then see if there is anything we can do to improve their lives.</i></p>	

### A3.1 Storyboard Design

<p>09.27 - 09.55</p>	<p>Vi har haft meget fokus på, at ting skal blive billigere, hurtigere og nemmere for os mennesker og for vores arbejdsgang.  <b>We have had a lot of focus on making things cheaper, faster and easier for us people and for our workflow.</b></p> <p><a href="https://www.storyblocks.com/video/stock/large-chicken-farm-with-thousands-of-hens-and-roosters-hbno8wazvjginc91e">https://www.storyblocks.com/video/stock/large-chicken-farm-with-thousands-of-hens-and-roosters-hbno8wazvjginc91e</a></p> <p><a href="https://www.storyblocks.com/video/stock/automated-system-of-cow-milking-on-modern-technological-farm-with-cattle-milk-production-mechanical-device-in-industrial-manufacture-robotic-technology-in-dairy-farming-agribusiness-concept-347092762">https://www.storyblocks.com/video/stock/automated-system-of-cow-milking-on-modern-technological-farm-with-cattle-milk-production-mechanical-device-in-industrial-manufacture-robotic-technology-in-dairy-farming-agribusiness-concept-347092762</a></p> <p>Dyrevelfærd er et gratis begreb, som alle kan bruge, om man er enig eller ikke enig om det er dyrevelfærd.  <b>Animal welfare is a free term that everyone can use, whether you agree or disagree that it is animal welfare.</b></p> <p>Men for mig handler det om, at vores dyr skal have et formål med at være her.  <b>But to me it's about our animals having a purpose for being here.</b></p>	
<p>Line voice over</p>	<p>Vores forbrug af mad er styrende for hele vores fødevarer system.  <b>Our consumption of food governs our entire food system.</b></p> <p>Transport og energi er begge til dels reguleret af stater eller andre demokratiske processer – mens mad og fødevarer helt bliver prissat og produceret på kapitalmarkedets præmisser.  <b>Transport and energy are both partly regulated by states or other democratic processes – while food products are entirely priced and produced on the terms of the capital market.</b></p>	

### A3.1 Storyboard Design

	<p><a href="https://www.storyblocks.com/video/stock/grain-storage-tanks-and-sky-wheat-field-b1_d4ospej1es33kj">https://www.storyblocks.com/video/stock/grain-storage-tanks-and-sky-wheat-field-b1_d4ospej1es33kj</a></p> <p><a href="https://www.storyblocks.com/video/stock/aerial-footage-of-agricultural-machinery-working-in-the-field-top-view-combine-harvester-harvest-grain-crop-by-cutting-wheat-on-a-sunny-347769073">https://www.storyblocks.com/video/stock/aerial-footage-of-agricultural-machinery-working-in-the-field-top-view-combine-harvester-harvest-grain-crop-by-cutting-wheat-on-a-sunny-347769073</a></p> <p><a href="https://www.storyblocks.com/video/stock/a-close-view-of-a-fertilizing-tractor-that-drives-through-a-green-field-and-sprays-the-grass-view-of-the-spraying-wing-bwom7dckuk50150mg">https://www.storyblocks.com/video/stock/a-close-view-of-a-fertilizing-tractor-that-drives-through-a-green-field-and-sprays-the-grass-view-of-the-spraying-wing-bwom7dckuk50150mg</a></p> <p>Og derfor udelukkende bliver et spørgsmål om, hvordan maden kan produceres billigst muligt og solgt dyrest.</p> <p>And therefore, it is only a question of how the food can be produced as cheaply as possible and sold most expensively.</p> <p>Helt uden skelen til 'den ægte pris'.</p> <p>Completely without distinction to the 'real price'.</p>	
<p>Line direkte 15.00 – 15.16</p>	<p>Altså den pris, vi som samfund skal betale, for at rydde op efter de skader, der er sket på vores hav, atmosfære, biodiversitet og vores egen sundhed.</p> <p>In other words, the price we as a society have to pay to clean up after the damage that has been done to our oceans, the atmosphere, our biodiversity and even our own health.</p> <p>Som forbruger har vi et valg tre gange om dagen om, hvordan vores tallerkener skal se ud.</p>	<p>Green screen + Dæk med glade køer hos Ole</p>



### A3.1 Storyboard Design

<p>15.18 – 15.22</p> <p>16.03 – 16.09</p>	<p>As consumers, we have a choice three times a day to choose how our plates should look like.</p> <p><a href="https://www.storyblocks.com/video/stock/teacher-and-students-eating-lunch-in-high-school-cafeteria-during-recess-b_goibpcqjn555nee">https://www.storyblocks.com/video/stock/teacher-and-students-eating-lunch-in-high-school-cafeteria-during-recess-b_goibpcqjn555nee</a></p> <p>Men der er stadig behov for, at der bliver taget et politisk ansvar for at skabe strukturelle ændring i vores fødevareproduktion.</p> <p>But there is still a need for political responsibility to be taken to create structural change in our food production.</p>	
<p>Line voice over</p>	<p>Det batter ikke rigtigt, at du og jeg skærer ned på kød og spiser mere plantebaseret, når vi som stat stadig understøtter mælke- og svineproduktion med milliarder.</p> <p>It doesn't really matter that you and I cut down on meat and eat more plant-based when we as a state still support dairy and pig production with billions.</p> <p>Men vi går forrest i vores professionelle køkkener og bliver bedre til at udvikle fremtidens mere bæredygtige måltid.</p> <p>But we are leading the way in our professional kitchens and are getting better at developing the more sustainable meal of the future.</p>	<p>Fra restaurant på H&amp;R</p> <p>Skærer kød ud foran elever</p>

### A3.1 Storyboard Design

<p>Line voice over</p>	<p>Det er afgørende vigtigt, at vi får sat vores mad og fødevarer på dagsordenen.</p> <p><i>It is vitally important that we put our food and food systems and the way we produce our food more on the agenda.</i></p> <p>Både i den måde vi oplyser og uddanner vores fremtidige landmænd, kokke og ikke mindst forbrugerne på.</p> <p><i>Both in the way we inform and educate our future farmers, chefs and not least the consumers.</i></p> <p>I sidste ende handler det om den måde, mennesker bør spise på - for os selv og for vores planet.</p> <p><i>In the end, it's about the way humans should eat - for ourselves and for our planet.</i></p>	<p>Line og elever på H&amp;R</p> <p>De to unge kokkelever, vi interviewede (uden lyd)</p>
<p>Line direkte 17.24 – 17.27</p>	<p>Så tænk over det - næste gang du spiser!</p> <p><i>So think about it - the next time you eat!</i></p>	<p>Green screen</p>

### 3. Storyboard Design Sweden, KI

RAISING AWARENESS ABOUT DIGITAL FOOD ADVERTISEMENT

SWEDEN

Participating

- Ioannis (KI) + Sofia
- a UNICEF representative
- School children

Intro	Food is all around us!	Stock examples of food
Voice over by Sofia	We eat our different meals every day, inspired by friends and family, our own food traditions, and by all the food advertisements we meet in the local community.	
1	<p>Part of our food environment is food advertising.</p> <p>Food advertising influences and inspires our eating habits, when we choose products for our daily meals.</p> <p>But why is this a challenge concerning the health conditions among children today?</p> <p>And how can we use food advertisements to strengthen both the health conditions for the younger generation and the sustainable food production?</p> <p><a href="#">Mat finns runt omkring oss!</a></p>	<p>Young people eating</p> <p>Examples of advertisements</p>

### A3.1 Storyboard Design

	<p>Vi äter våra olika måltider varje dag, inspirerade av vänner och familj, våra egna mattraditioner och av all matreklam vi möter i lokalsamhället.</p> <p>Matreklam som inspirerar och reglerar särskilt barns och ungas matvanor, då de väljer produkter för sina dagliga måltider.</p> <p>Men varför är detta en utmaning när det gäller hälsotillstånden bland barn idag?</p> <p>Och hur kan vi använda matreklam för att stärka både hälsovillkoren för den yngre generationen och den hållbara livsmedelsproduktionen?</p>	
<p>Ioannis</p> <p>2</p>	<p>We know that outdoor food advertisements in the local community have a direct effect on the dietary habits of young people.</p> <p>We also know that the quality of the food they consume can lead to a worse state of health, when they, maybe unconsciously, choose their food from outdoor advertisements.</p> <p>Vi vet att utomhusmatreklam i lokalsamhället har en direkt effekt på ungas kostvanor.</p> <p>Vi vet också att kvaliteten på maten de konsumerar kan leda till ett sämre hälsotillstånd, när de, kanske omedvetet, väljer sin mat från utomhusreklam.</p>	<p>Green Screen Copenhagen</p> <p>Reklamer</p>

### A3.1 Storyboard Design

<p>Sofia</p>	<p>We know that food advertising in our environment can influence young people's eating habits.</p> <p>We also know that the quality of the food they consume can lead to a worse state of health, when they choose their food from what advertisements show.</p> <p>Vi vet att matreklam i vår omgivning kan påverka ungas kostvanor.</p> <p>Vi vet också att kvaliteten på maten de konsumerar kan leda till en sämre hälsa, när de väljer sin mat från det som reklamen visar.</p>	
<p>Lulu Li UNICEF</p> <p>Fråga 1, Tagning 4</p>	<p>We eat food to get energy, but it is also important to get nutrition so that the body can function at its best.</p> <p>And it is even more important for children and young people who are still growing and developing that their food is nutritious and healthy.</p> <p>It is also something that is written into the Convention on the Rights of the Child, which actually says that every child has the right to access nutritious food, so that they can develop and achieve the best possible health.</p> <p>Unfortunately, the food environment around the world today often contributes to children getting too little of what is good for the body, but too much of what they do not need, and this has consequences for children's health.</p>	<p>Interview in Stockholm</p>

### A3.1 Storyboard Design

	<p>Jo, vi äter ju mat för att få i oss energi för att orka, men det är också viktigt för att få i oss näring så att kroppen kan fungera på bästa sätt.</p> <p>Och ännu viktigare är det för barn och unga som fortfarande växer och utvecklas, att den mat som de äter är näringsrik och bra för hälsan.</p> <p>Det är också någonting som är inskrivet i barnkonventionen, som faktiskt säger att varje barn har rätt till tillgång till näringsrik mat, så att de kan utvecklas och uppnå den bästa möjliga hälsan.</p> <p>Tyvärr så är det så att matmiljön runt om i hela världen, idag ofta bidrar till att barnen får i sig för lite av det som är bra för kroppen, men för mycket av det som de inte behöver, och det får konsekvenser för barns hälsa.</p>	
<p><b>Marta</b></p> <p>Fråga 1, Tagning 2</p>	<p>I often see food advertisements near train stations and on my way home and to school.</p> <p>Jag brukar ofta se matreklam nära tågstationer och på väg hem och till skolan.</p>	
<p>Marta</p> <p>Fråga 2: Tagning 1</p>	<p>At grocery stores, I usually see a lot of meat and chicken or pastries and what is on discount.</p> <p>Vid mataffärer brukar jag oftast se mycket kött och kyckling eller också fika och bara det som har rabatt.</p>	
<p>Livia</p> <p>Fråga 1: Tagning 1:</p> <p>Fråga 2: Tagning 1:</p>	<p>I quite often see food advertising at bus and train stations and generally where there are many people, and especially close to my school.</p> <p>It is quite often for energy drinks, sweets, chocolate and such.</p> <p>But when you at home, it's a lot for like real food – meat and vegetables.</p>	

## A3.1 Storyboard Design

	<p>Jag ser matreklamer ganska ofta vid buss och tågstationer och generellt där det finns många människor, och speciellt där det finns nära skolan.</p> <p>Så är det ganska mycket för energidryck, godis, choklad och sådant.</p> <p>Men när man är hemma och sådant så är det mycket för typ alltså riktig mat, kött och sånt grönt.</p>	
<p><b>Havanna</b></p> <p>Fråga 4: Tagning 1:</p>	<p>If you see something on sale and it was like – wow, it feels like a good deal you get extra motivated to buy it.</p> <p>Om du ser att det är någonting som har blivit väldigt billigt och det var så här wow, det känns som en som en bra deal, så blir man ju verkligen extra motiverad att köpa det.</p>	
<p>Lulu Li UNICEF</p> <p>Fråga 3, Tagning 3:</p>	<p>In order to improve children’s and young people’s food environments, there are many things that different actors can do.</p> <p>Either individually or together.</p> <p>Politicians and decision makers can pass new laws that determine what type of food should be served in schools, what type of food advertising may be done, or what type of food should be taxed or subsidized.</p> <p>Even companies can make adjustments on their own initiative by changing what they produce, what they sell, what they display in stores and what they advertise.</p> <p>Last but not least, all actors who work with food environments could actually listen more to children and young people and involve them so that we can better understand, which interventions would be more effective and how they are affected by our food environment.</p>	<p>Interview in Stockholm</p>

### A3.1 Storyboard Design

	<p>För att förbättra barn och ungas matmiljöer så finns det många saker som olika aktörer kan göra.</p> <p>Både var och en för sig eller tillsammans.</p> <p>För politiker och beslutsfattare, så kan de anta nya lagar som bestämmer vilken typ av mat som ska serveras i skolor, vilken typ av matreklam som får göras eller vilken typ av mat som det ska införa skatter eller subventioner på.</p> <p>Även företag kan på eget bevåg göra anpassningar genom att styra om vad de producerar, vad de säljer, vad de skyltar i affärerna och vad de gör reklam för.</p> <p>Sist men inte minst så kan faktiskt alla aktörer som jobbar med matmiljöer lyssna mer på barn och unga och göra dem delaktiga, så att vi bättre kan förstå vilka insatser som skulle vara mer effektiva och hur de påverkas av vår matmiljö.</p>	
<p>direct speak loannis</p> <p>3</p>	<p>Karolinska Institutet plays an important role in sustainable development by integrating sustainability perspectives into research and education.</p> <p>Our current focus is on the food environment and its effect on dietary choices and awareness of food healthiness and food sustainability.</p> <p>We provide the tools to students to become citizen scientists and collect data on their food environment using digital tools such as smartphone applications.</p> <p>Karolinska Institutet spelar en viktig roll för hållbar utveckling genom att integrera hållbarhetsperspektiv i forskning och utbildning.</p>	<p>Green Screen Copenhagen</p>



### A3.1 Storyboard Design

	<p>Vårt nuvarande fokus ligger på matmiljön och dess effekt på kostval och medvetenhet om mathälsosamhet och hållbar mat.</p> <p>Vi tillhandahåller verktygen för studenter att bli medborgarforskare och samla in data om sin matmiljö med hjälp av digitala verktyg som smartphoneapplikationer.</p>	
<p>Sofia</p> <p>4</p>	<p>In some years, the next generation will be the educators, the researchers, the policy makers, and the leaders of their time.</p> <p>What we teach them today will most certainly have an effect on their life and their choices today but also in the future.</p> <p>Therefore we need to make them aware of the situation and prepare them for current and future challenges.</p> <p>By educating the new generations we also give them the opportunity to take responsibility for their own actions and to contribute to a sustainable future.</p> <p>Om några år kommer nästa generation att vara sin tids utbildare, forskare, beslutsfattare och ledare.</p> <p>Det vi lär dem idag kommer med största säkerhet att påverka deras liv och deras val idag men också i framtiden.</p> <p>Därför måste vi göra dem medvetna om situationen och förbereda dem för nuvarande och framtida utmaningar.</p>	<p>Green Screen Copenhagen</p>

## A3.1 Storyboard Design

	<p>Genom att utbilda nya generationer ger vi dem också möjlighet att ta ansvar för sina egna handlingar och att bidra till en hållbar framtid.</p>	
<p>Havanna og Marta</p> <p>Fråga 3: Tagning 1:</p>	<p>I Think it affects a little depending on where you shop.</p> <p>For example, if you shop at a grocery store, it affects quite a lot, especially if you are alone, but if you know what to buy, it does not affect that much.</p> <p>Jag tror att det påverkar lite beroende på vart man ska köpa.</p> <p>Till exempel om man köper vid en matbutik så påverkar det ganska mycket, speciellt om man är själv, men om man är vid ICA och vet vad man ska köpa så påverkar det inte så mycket.</p> <p>I don't know, it depends.</p> <p>For some things, if you really think about wanting pastries and then see that there is a discount on this, you become more motivated to buy it.</p> <p>But otherwise, if it's something that I see outside, I usually don't react so much to it.</p> <p>Jag vet inte det beror på.</p> <p>För vissa saker, om du verkligen tänker på att du vill ha fika och så ser att du är rabatt på någonting sånt så blir man ju mer motiverad och köpa det.</p> <p>Men annars om det är någonting som jag ser utomhus, så brukar jag inte reagera så mycket på det.</p>	
<p>Livia</p> <p>Fråga 3: Tagning 1:</p>	<p>But I think that sometimes if you're out shopping and you see a deal for maybe carrots when you usually buy tomatoes or something like that it can affect you because you want to buy what's cheaper.</p>	

### A3.1 Storyboard Design

	<p>Men jag tror att ibland om man är ute och handlar och, om är ens föräldrar, är ute och handlar och ser liksom en deal för kanske morötter när man brukar köpa tomater istället eller så, kan det påverka för man vill köpa det som är billigare.</p>	
<p>Sofia</p> <p>5</p>	<p>Our research will allow teachers and their students to appreciate the impact of the food environment on dietary habits, with regards to health and sustainability.</p> <p>We want to inspire the teachers to transfer this knowledge to their students and the students to actively participate in this innovative educational process.</p> <p>We also want to make both students and teachers interested in how the food environment looks around them and their school, using the local food advertising environment as an example.</p> <p>Vår forskning kommer att tillåta lärare och deras elever att uppskatta matmiljöns inverkan på kostvanor, med hänsyn till hälsa och hållbarhet.</p> <p>Vi vill inspirera lärarna att överföra denna kunskap till sina elever och eleverna att aktivt delta i denna innovativa utbildningsprocess.</p> <p>Vi vill också göra både elever och lärare intresserade av hur matmiljön ser ut runt dem och deras skola, med den lokala matreklam miljön som exempel.</p>	<p>Green Screen Copenhagen</p> <p>Teachers and students in the classroom.</p> <p>Ending on an advertisement for a healthy and sustainable food product.</p>
<p>Lulu Li</p> <p>UNICEF</p> <p>Fråga 2, del 2, tagning 1</p>	<p>We need a food environment where the most attractive and accessible food for children and young people, which is also the best for the wallet, is also the best for their health.</p>	

### A3.1 Storyboard Design

	Vi behöver en matmiljö där den mest attraktiva och den mest tillgängliga maten för barn och unga, som också är den bästa för plånboken, faktiskt också blir den som är bäst för deras hälsa.	

## 4. Storyboard Design Spain, IAAC

### LEARNING TO TRANSFORM LEFTOVERS INTO SUPERFOOD

SPAIN

#### Part 1

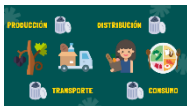
##### Shot 1



Have you heard about food waste?

We live in a world full of contradictions: 1 in 8 people go hungry but 1/3 of the food produced for human consumption is wasted!

##### Shot 2 and shot 3



Our current food system is very complex and in many parts of the world, there are many steps in the system from the time that food is produced until it reaches our tables. Waste is created in different ways at each of these steps.

However, we have the possibility to fight up to 61% of food waste from our homes.

##### Shot 4



According to the Food and Agriculture Organization of the United Nations, on average, each person in the world wastes 74 kg of food per year. Imagine! 74 kg multiplied by the almost 8 billion people on the planet! That's a lot! It's as if everyday, every person were to throw away a piece of food, like an apple or banana with a brown spot. It is important to remember that food waste is not created equally: countries in the global North produce more average food waste than other countries.

##### Shot 5

## A3.1 Storyboard Design



Food waste is at the heart of three current global challenges: climate change, biodiversity loss, and pollution.

### Shot 6



What if we could transform food waste from a negative problem into a positive solution? It sounds difficult, but it is possible! For example...

### Shot 8



We could use the food that is typically wasted to feed everyone on earth a more balanced diet.

### Shot 9



By composting food waste and other organic material, we can reduce the use of chemical fertilisers, help create rich and healthy soil, help the land hold onto water, and therefore help bring the right nutrients to plants.

### Shot 10



At home, we could even transform this same organic waste into cleaning products, clothing, or accessories.

Do you want to learn how to use food waste from your school, home, or neighborhood? Join me!

## A3.1 Storyboard Design

### Part 2

#### Shot12



There are many ways that we can take advantage of wasted food instead of throwing it away. Pause the video here and, with your professor, choose the action that you would like to explore.

#### Shot13



In this section, we're going to explore reducing food waste.

### **RECORDING AFTER SUMMER (SQUARE)<sup>1</sup>**

#### Shot 14



Let's start with a question:

Have you ever put more food on your plate than you could eat?

Please raise your hand if this has happened to you.

#### Shot15



Have you ever had to throw away food because it spoiled before you could eat it?

<sup>1</sup> This part of the video remains without audio until review after the summer. On the recommendation of the teachers, it is necessary to make a more inclusive prayer.

## A3.1 Storyboard Design

Raise your hand if this has happened to you.

### Shot 16



There are different ways that we can avoid wasting food that we can start doing today.

First: Communicate

If the portions in the cafeteria, restaurant, or at home are too big, you can ask for a smaller portion from the beginning.

Second: Save it for later

If even with the previous step, you end up with too much food on your plate, you can put it in a sealed container in the fridge to eat the next day. Ask your guardian for help doing this if you need it!

### **RECORDING AFTER SUMMER (SQUARE)<sup>2</sup>**

Steep third:

### Shot 17



Try out one of the activities described in this video.

### Shot 18

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<sup>2</sup> This part of the video remains without audio until review after the summer. On the recommendation of the teachers, due to legislation, food banks are not an option.



## A3.1 Storyboard Design



Hi, I see you've decided to explore another action you can take to help fight food waste: enjoying imperfect food. Great!

Let's start with a question.

### Shot 19



Do you know what imperfect foods are?

Imperfect foods are foods that are not the "perfect" shape, size or color that we normally expect to see in the store or on our table. Sometimes, foods may grow a little oddly or have a mark or blemish on their skin.

These imperfect foods are just as delicious and nutritious as "perfect" foods, but some people discard them or don't buy them because they think they don't look good. This leads to food waste.

### Shot 20



Buying imperfect foods can save us money and help us reduce food waste!

Here are some tips on how and where to buy imperfect foods.

### Shot 21



Number 1: Research: Find out with your teacher which local stores carry imperfect products. Some grocery stores or farmers' markets may have sections dedicated to selling food with small defects.

Consumer Co-ops are another type of business that have subscription programs in the form of baskets, where you receive a selection of imperfect products at a reduced price.

## A3.1 Storyboard Design

### Shot 22



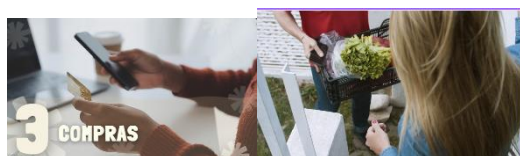
#### Number 2: Organise a visit

Once you have researched which farms, orchards or agroecological markets are closest to you: Ask your teacher to arrange a visit.

Some farms or gardens allow the community to visit and pick imperfect produce directly from the source.

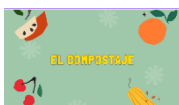
### RECORDING AFTER SUMMER (SQUARE)<sup>3</sup>

#### Shot 23



Number 3: Look for Online Stores: You can find groups on social networks or online buying and selling platforms dedicated to the sale of imperfect products that allow you to place orders from the comfort of your home. These stores work with local farmers and producers to offer their imperfect products at lower prices.

### Shot 24



In the following link, you can find activities that will help you to continue discovering the advantages of imperfect food.

## Part 3

### Shot 25

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<sup>3</sup> This part of the video remains without audio until review after the summer. On the recommendation of the teachers, it is necessary to make a more inclusive prayer.

## A3.1 Storyboard Design



Hello, in this section we will talk about composting!

But: Do you know what food composting is?

### Shot 26



Composting is a form of recycling in which small microorganisms, or worms, transform food scraps and other organic materials into a natural fertiliser called compost.

### Shot 27



So, what can you compost?

You can compost organic materials, which are those that come from plants or animals and can decompose. Such as fruit and vegetable peels, food scraps, dry leaves, paper, and non-plasticized cardboard, among others.

### Shot 28



This is all very interesting but can we compost at home or at our school?

Yes! At first, with your professors or guardians you will need to find the space, time, and resources to create and maintain the compost. The next part-- making the compost-- is easy! Start by placing a layer of food scraps. Then add a layer of leaves, small branches, or paper and cardboard. Repeat this process, alternating between wet and dry materials. This helps maintain balance in the compost, as it is important to keep the compost moist.

### Shot 29

## A3.1 Storyboard Design



See? Not so difficult.

And now comes the hardest part: waiting! Composting takes time, usually several weeks or months, depending on conditions. During this time, heat and microorganisms will work to break down the materials and turn them into compost.

Shot 30



Once the compost is dark, brown, and earthy smelling, it's ready to use. You can spread it in plant pots, or if you have access to a community or personal garden, you can spread the compost on the garden beds. The compost provides nutrients to your plants so you can watch them grow stronger and healthier!

Shot 31



Remember that composting is a great way to help the environment by reducing the amount of waste we produce and creating natural fertiliser for our plants. Have fun and enjoy the compost!

### PAUSE

In the following link, you can find activities about composting at home or at school...

## Part 4

Shot 33



Hello, in this section we will talk about using food waste to create biomaterials.

## A3.1 Storyboard Design

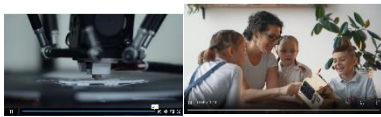
### Shot 34



But what are biomaterials?

They are materials that are made from natural resources and can be used as alternatives to plastic or paper...

### Shot 35



There are places like maker spaces-- literally spaces where you can make things--, where you can go to experiment with biomaterials, both manually and with 3D printing and even laser cutting!

There are currently over 1700 maker spaces in the world, and there is likely one near your community. You can ask your teacher to arrange a visit.

### Shot 36



Would you like to create your own biomaterials? It is not a complicated process and you will only need one “special” ingredient.

Step 1: To start, you need to choose the food scraps you want to use. You can use fruit peels, oranges or bananas, vegetable scraps or even grains such as corn.

### Shot 37



Step 2: It is important to wash the leftover food thoroughly to remove any dirt or impurities.

### Shot 38



## A3.1 Storyboard Design

Step 3: Once cleaned, you should grind the remains into small pieces. You can use a mortar and pestle or a blender-- you may need to ask an adult to help you.

### PAUSE

Shot 39



Step 4: Then, mix the crushed pieces with water in a bowl, but remember that it should not be too liquid. Add glycerin or alginate as a thickener.

### PAUSE

Shot 40



5 Drying: Place the mixture in a mold. They can have different shapes and you can easily find molds around your home or school: for example a cup or a cookie cutter.

Cover the mold with paper to absorb excess moisture and let the mixture dry.

### PAUSE

Shot 42

And that's it! Once the solids are completely dry, you have your biomaterial. You can use it to make crafts, or even make recycled paper.

### PAUSE

Shot 43

In the following link, you can find recipes to create your own biomaterials.

## Part 5

Shot 44

## A3.1 Storyboard Design



Hello, in this section we will talk about making homemade cleaning products. Here are some examples:

### Shot 45



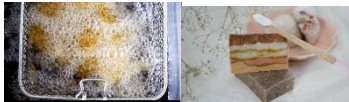
Vinegar is a versatile cleaning product that can be obtained from the fermentation of fruit or food waste such as apples, grapes, or rice. It can be used to disinfect surfaces, remove stains, and aromas, and clean glass.

### PAUSE

### Shot 46

Coffee grounds can be used as a natural exfoliant for cleaning dirty or greasy surfaces. They can also help neutralize unpleasant odors in the environment.

### Shot 47



Used cooking oil, although not directly a cleaning product, can be recycled and turned into homemade soap. Soap can be used to wash dishes, clothes, and clean surfaces.

### Shot 48



Now you've seen that there are alternatives to avoid food waste. Did you like them? Do more ideas occur to you to reduce food waste? We encourage you to try them out!

Remember that every small action counts. We can all contribute to reducing food waste and helping to care for our planet.

## A3.1 Storyboard Design

### CASTELLANO<sup>4,5</sup>

#### Parte 1

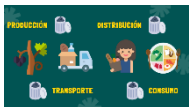
##### Shot 1



¿Has oído hablar sobre el desperdicio de alimentos?

Vivimos en un mundo lleno de contradicciones: ¡1 de cada 8 personas pasa hambre pero 1/3 de los alimentos producidos para el consumo humano se desperdician!

##### Shot 2 and Shot 3



Nuestro sistema alimentario actual es muy complejo y en muchas partes del mundo, hay muchos pasos en el sistema, desde el momento en que se produce el alimento hasta que llega a nuestras mesas, se genera desperdicio de diferentes maneras en cada uno de estos pasos. Sin embargo, tenemos la posibilidad de combatir hasta un 61% del desperdicio de alimentos desde nuestros hogares.

##### Shot 4



Según la FAO, en promedio, cada persona en el mundo desperdicia 74 kg de alimentos al año. ¡Imagínate! 74 kg multiplicado por casi 8 mil millones de personas en el planeta. ¡Eso es mucho! Es como si todos los días, cada persona tirara a la basura un pedazo de comida, como una manzana o un plátano con una mancha marrón. Es importante recordar que el

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<sup>4</sup> Audio record: [https://drive.google.com/file/d/1Zauj8lqzufflahYoLZOlrxeURLMqAdXE/view?usp=drive\\_link](https://drive.google.com/file/d/1Zauj8lqzufflahYoLZOlrxeURLMqAdXE/view?usp=drive_link)

<sup>5</sup> Last sentence of the video corrected:  
[https://drive.google.com/file/d/1iSNHHq8h2Gy9f759fZjd6NDxMVANGkaR/view?usp=drive\\_link](https://drive.google.com/file/d/1iSNHHq8h2Gy9f759fZjd6NDxMVANGkaR/view?usp=drive_link).



## A3.1 Storyboard Design

desperdicio de alimentos no se distribuye de manera igualitaria: los países del hemisferio norte producen más desperdicio promedio de alimentos que otros países.

### Shot 5



El desperdicio de alimentos está en el corazón de tres desafíos globales actuales: el cambio climático, la pérdida de biodiversidad y la contaminación.

### Shot 6



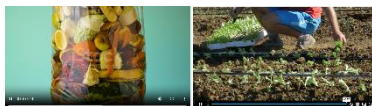
¿Y si pudiéramos transformar el desperdicio de alimentos de un problema negativo en una solución positiva? Suena difícil, ¡pero es posible! Por ejemplo...

### Shot 8



Podríamos utilizar los alimentos que normalmente se desperdician para alimentar a todos y todas en la Tierra con una dieta más equilibrada.<sup>6</sup>

### Shot 9



Al compostar el desperdicio de alimentos y otros materiales orgánicos, podemos reducir el uso de fertilizantes químicos, ayudar a crear suelos ricos y saludables, ayudar a que la tierra retenga agua y, por lo tanto, ayudar a llevar los nutrientes adecuados a las plantas.

### Shot 10

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<sup>6</sup> Audio [https://drive.google.com/file/d/1FPluws3LYgjjelS6maTtlc3Wane1Jvw6/view?usp=drive\\_link](https://drive.google.com/file/d/1FPluws3LYgjjelS6maTtlc3Wane1Jvw6/view?usp=drive_link)

## A3.1 Storyboard Design



Incluso en casa, podríamos transformar estos mismos residuos orgánicos en productos de limpieza, ropa o accesorios.

¿Te gustaría aprender a utilizar el desperdicio de alimentos de tu escuela, hogar o vecindario?  
¡Únete a mí!

## Parte 2

### Shot12



Hay muchas formas en las que podemos aprovechar los alimentos desperdiciados en lugar de desecharlos. Pausa el video aquí y, con tu profesor, elige la acción que te gustaría explorar.

### Shot13



En esta sección, vamos a explorar cómo reducir el desperdicio de alimentos.

**PARA GRABAR DESPUÉS DEL VERANO (CUADRADO)**

### Shot14

## A3.1 Storyboard Design



**Comencemos con una pregunta:**

**¿Alguna vez has puesto más comida en tu plato de la que podías comer?**



**¿Alguna vez has tenido que tirar alimentos porque se echaron a perder antes de que pudieras comerlos?**

Shot 16



Hay diferentes formas en las que podemos evitar desperdiciar alimentos que podemos comenzar a hacer hoy.

Primero: Comunicación

Si las porciones en la cafetería, el restaurante o en casa son demasiado grandes, puedes pedir una porción más pequeña desde el principio.

Segundo: Guárdalo para después

Si incluso con el paso anterior, te quedas con demasiada comida en tu plato, puedes ponerla en un recipiente sellado en la nevera para comerla al día siguiente. ¡Pide ayuda a tu tutor si lo necesitas!

DETENER DESPUÉS DEL VERANO (CUADRADO)

Steep third: regalala o re distribuyela

Shot 17



Tercero: Prueba una de las actividades descritas en este video.

## A3.1 Storyboard Design

### Shot 18



Hola, veo que has decidido explorar otra acción que puedes tomar para ayudar a combatir el desperdicio de alimentos: ¡Disfrutemos de los alimentos imperfectos! ¡Genial!

Comencemos con una pregunta.

### Shot 19



¿Sabes qué son los alimentos imperfectos?

Los alimentos imperfectos son aquellos que no tienen la forma, el tamaño o el color "perfecto" que normalmente esperamos ver en la tienda o en nuestra mesa. A veces, los alimentos pueden crecer un poco extraños o tener una marca o imperfección en su piel.

Estos alimentos imperfectos son tan deliciosos y nutritivos como los alimentos "perfectos", pero algunas personas los desechan o no los compran porque piensan que no se ven bien. Esto conduce al desperdicio de alimentos.

### Shot 20



¡Comprar alimentos imperfectos puede ahorrarnos dinero y ayudarnos a reducir el desperdicio de alimentos!

Aquí hay algunos consejos sobre cómo y dónde comprar alimentos imperfectos.

### Shot 21



## A3.1 Storyboard Design

Número 1: Investigación: Averigua con tu profesor qué tiendas locales ofrecen productos imperfectos. Algunos supermercados o mercados de agricultores pueden tener secciones dedicadas a la venta de alimentos con pequeños defectos.

Las cooperativas de consumidores son otro tipo de negocio que tiene programas de suscripción en forma de cestas, donde recibes una selección de productos imperfectos a un precio reducido.

### Shot 22



#### Número 2: Organiza una visita

Una vez que hayas investigado qué granjas, huertos o mercados agroecológicos están más cerca de ti: pídele a tu profesor que organice una visita.

Algunas granjas o jardines permiten que la comunidad visite y recoja productos imperfectos directamente de la fuente.

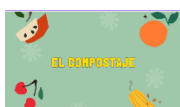
### PARA GRABAR DESPUÉS DEL VERANO (CUADRADO)

#### Número 3:



Busca tiendas en línea: Puedes encontrar grupos en redes sociales o plataformas de compra y venta en línea dedicados a la venta de productos imperfectos que te permiten hacer pedidos desde la comodidad de tu hogar. Estas tiendas trabajan con agricultores y productores locales para ofrecer sus productos imperfectos a precios más bajos.

### Shot 24



En el siguiente enlace, encontrarás actividades que te ayudarán a seguir descubriendo las ventajas de los alimentos imperfectos.

## A3.1 Storyboard Design

### Parte 3

#### Shot 25



Hola, en esta sección hablaremos sobre el compostaje de alimentos. Pero, ¿sabes qué es el compostaje de alimentos?

#### Shot 26



El compostaje es una forma de reciclaje en la que pequeños microorganismos o gusanos transforman los restos de comida y otros materiales orgánicos en un fertilizante natural llamado compost.

#### Shot 27



Entonces, ¿qué se puede compostar?

Puedes compostar materiales orgánicos, que son aquellos que provienen de plantas o animales y pueden descomponerse, como cáscaras de frutas y verduras, restos de comida, hojas secas, papel y cartón sin plástico, entre otros.

#### Shot 28



Todo esto es muy interesante, pero ¿podemos compostar en casa o en nuestra

escuela? ¡Sí! Al principio, con tus profesores o tutores, necesitarás encontrar el espacio, el tiempo y los recursos para crear y mantener el compost. ¡La parte siguiente, hacer el compost, es fácil! Comienza colocando una capa de restos de comida. Luego agrega una capa de hojas, ramitas pequeñas, papel o cartón. Repite este proceso, alternando entre materiales húmedos y secos. Esto ayuda a mantener el compost equilibrado, ya que es importante mantenerlo húmedo.

## A3.1 Storyboard Design

### Shot 29



¿Ves? No es tan difícil. Y ahora viene la parte más difícil: ¡esperar! El compostaje lleva tiempo, generalmente varias semanas o meses, dependiendo de las condiciones. Durante este tiempo, el calor y los microorganismos trabajarán para descomponer los materiales y convertirlos en compost.

### Shot 30



Una vez que el compost esté oscuro, marrón y tenga un olor terroso, está listo para usar. Puedes esparcirlo en macetas de plantas, o si tienes acceso a un jardín comunitario o personal, puedes esparcir el compost en los parterres del jardín. El compost proporciona nutrientes a tus plantas, ¡así que podrás verlas crecer más fuertes y saludables!

### Shot 31



Recuerda que el compostaje es una excelente manera de ayudar al medio ambiente al reducir la cantidad de residuos que producimos y crear fertilizante natural para nuestras plantas. ¡Diviértete y disfruta del compost!

### PAUSA

En el siguiente enlace, encontrarás actividades sobre compostaje en casa o en la escuela...

## Parte 4

### Shot 33



## A3.1 Storyboard Design

Hola, en esta sección hablaremos sobre cómo utilizar los desperdicios de alimentos para crear biomateriales.

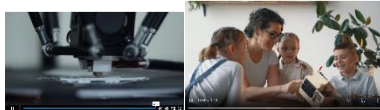
### Shot 34



Pero, ¿qué son los biomateriales?

Son materiales hechos de recursos naturales que pueden usarse como alternativas al plástico o al papel...

### Shot 35



Hay lugares como los espacios de creación, literalmente espacios donde puedes hacer cosas, donde puedes experimentar con biomateriales, tanto manualmente como con impresión 3D e incluso corte láser.

Actualmente hay más de 1700 espacios de creación en el mundo, y probablemente haya uno cerca de tu comunidad. Puedes pedirle a tu profesor que organice una visita.

### Shot 36



¿Te gustaría crear tus propios biomateriales? No es un proceso complicado y solo necesitarás un "ingrediente" especial.

**Paso 1:** Para empezar, debes elegir los desperdicios de alimentos que deseas usar. Puedes usar cáscaras de frutas, naranjas o plátanos, restos de verduras o incluso granos como el maíz.

### Shot 37



**Paso 2:** Es importante lavar bien los restos de comida para eliminar cualquier suciedad o impureza.



## A3.1 Storyboard Design

### Shot 38



Paso 3: Una vez limpio, debes triturar los restos en trozos pequeños. Puedes usar un mortero, un martillo o una licuadora; puede que necesites pedir ayuda a un adulto.

PAUSA

### Shot 39



Paso 4: Luego, mezcla los trozos triturados con agua en un recipiente, pero recuerda que no debe quedar demasiado líquido. Agrega glicerina o alginato como espesante.

PAUSA

### Shot 40



Paso 5: Secado: Coloca la mezcla en un molde. Pueden tener diferentes formas y seguramente encontrarás moldes en tu hogar o escuela, por ejemplo, una taza o un cortador de galletas. Cubre el molde con papel para absorber el exceso de humedad y deja que la mezcla se seque.

PAUSA

### Shot 42

¡Y eso es todo! Una vez que los sólidos estén completamente secos, tendrás tu biomaterial. Puedes usarlo para hacer manualidades o incluso papel reciclado.

PAUSA

### Shot 43

En el siguiente enlace, encontrarás recetas para crear tus propios biomateriales.

## A3.1 Storyboard Design

### Parte 5

#### Shot 44



Hola, en esta sección hablaremos sobre cómo hacer productos de limpieza caseros. Aquí tienes algunos ejemplos:

#### Shot 45



El vinagre es un producto de limpieza versátil que se puede obtener de la fermentación de frutas o restos de alimentos como manzanas, uvas o arroz. Se puede usar para desinfectar superficies, eliminar manchas y olores, y limpiar vidrios.

#### PAUSA

#### Shot 46



Los posos de café se pueden usar como exfoliante natural para limpiar superficies sucias o grasosas. También pueden ayudar a neutralizar olores desagradables en el ambiente.

#### Shot 47



El aceite de cocina usado, aunque no es directamente un producto de limpieza, se puede reciclar y convertir en jabón casero. El jabón se puede usar para lavar platos, ropa y limpiar superficies.

#### Shot 48



## A3.1 Storyboard Design

Ahora que has visto que existen alternativas para evitar el desperdicio de alimentos, ¿te gustan? ¿Se te ocurren más ideas para reducir el desperdicio de alimentos? ¡Te animamos a que las pruebes!

Recuerda que cada pequeña acción cuenta.

Todos y todas podemos contribuir a reducir el desperdicio de alimentos y ayudar a cuidar nuestro planeta.<sup>7</sup>

### CATALÀ<sup>8</sup>

#### Part 1

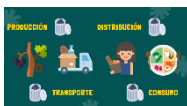
##### Shot 1



Has sentit a parlar sobre el desaprofitament d'aliments?

Vivim en un món ple de contradiccions on 1 de cada 8 persones passa fam però 1/3 dels aliments produïts per al consum humà es malgasten!

##### Shot 2 and Shot 3



El nostre sistema alimentari actual és molt complex, i en moltes parts del món hi ha molts passos en el sistema, des del moment en què es produeix l'aliment fins que arriba a les nostres taules, i es genera desaprofitament de diferents maneres en cadascun d'aquests passos. No obstant això, tenim la possibilitat de combatre fins a un 61% del desaprofitament d'aliments des de les nostres llars.

##### Shot 4

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<sup>7</sup> Last sentence of the video corrected

[https://drive.google.com/file/d/1iSNHHq8h2Gy9f759fZjd6NDxMVANGkaR/view?usp=drive\\_link](https://drive.google.com/file/d/1iSNHHq8h2Gy9f759fZjd6NDxMVANGkaR/view?usp=drive_link)

<sup>8</sup> Audio in català [https://drive.google.com/file/d/1MxgBOBHdI0amMFVE\\_kXcK0mH8eseTwyP/view?usp=drive\\_link](https://drive.google.com/file/d/1MxgBOBHdI0amMFVE_kXcK0mH8eseTwyP/view?usp=drive_link)

## A3.1 Storyboard Design



Segons la FAO cada persona en el món, de mitjana, malgasta 74 kg d'aliments a l'any. Imagina't! 74 kg multiplicat per gairebé 8 mil milions de persones en el planeta. Això és molt! És com si tots els dies, cada persona tirés a les escombraries un tros de menjar, com una poma o un plàtan amb una taca marró. És important recordar que el desaprofitement d'aliments no es distribueix de manera igualitària: els països de l'hemisferi nord produeixen més desperdici d'aliments que altres països.

### Shot 5



El desaprofitement d'aliments està en el cor dels tres desafiaments globals actuals: el canvi climàtic, la pèrdua de biodiversitat i la contaminació.

### Shot 6



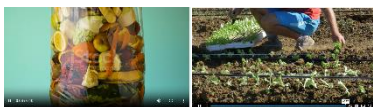
I si poguéssim transformar el desaprofitement d'aliments d'un problema negatiu a una solució positiva? Sona difícil, però és possible! Per exemple...

### Shot 8



Podríem utilitzar els aliments que normalment es malgasten, per a alimentar a tothom a la Terra amb una dieta més equilibrada.

### Shot 9



Al compostar el desaprofitement d'aliments i altres materials orgànics, podem reduir l'ús de fertilitzants químics, ajudar a crear sòls rics i saludables, ajudar al fet que la terra retengui aigua i, per tant, ajudar a portar els nutrients adequats a les plantes.

## A3.1 Storyboard Design

### Shot 10



Fins i tot a casa, podríem transformar aquests mateixos residus orgànics en productes de neteja, roba o accessoris.

T'agradaria aprendre a reutilitzar el desaprofitament d'aliments de la teva escola, llar o veïnat? Uneix-te a mi!

## Part 2

### Shot12



Hi ha moltes formes en les quals podem aprofitar els aliments malgastats en lloc de rebutjar-los. Pausa el vídeo aquí i, amb el teu professor, tria l'acció que t'agradaria explorar.

### Shot13



En aquesta secció, explorarem com reduir el desaprofitament d'aliments.

### **PARA GRABAR DESPUÉS DEL VERANO (CUADRADO)**

#### **Shot14**



## A3.1 Storyboard Design

**Comencem amb una pregunta:**

**Alguna vegada has posat més menjar en el teu plat del que podies menjar? Si us plau, aixeca la mà si t'ha passat.**

**Shot15**



**Alguna vegada has hagut de tirar aliments perquè es van fer malbé abans que poguessis menjar-los? Aixeca la mà si t'ha passat.**

Shot 16



Hi ha diferents formes en les quals podem evitar malgastar aliments que podem començar a fer avui.

Primer: Comunicació

Si les porcions en la cafeteria, el restaurant o a casa són massa grans, pots demanar una porció més petita des del principi.

Segon: Guarda-ho per a després

Si fins i tot amb el pas anterior, et quedes amb massa menjar en el teu plat, pots posar-la en un recipient segellat en la nevera per a menjar-la l'endemà. Demana ajuda al teu tutor si ho necessites!

### **RECORDING AFTER SUMMER (SQUARE)**

Steep third: This part of the video remains without audio until review after the summer. This part of the video remains without audio until review after the summer. On the recommendation of the teachers, due to legislation, food banks are not an option.

Shot 17



Prova una de les activitats descrites en aquest vídeo.

## A3.1 Storyboard Design

### Shot 18



Hola, veig que has decidit explorar una altra acció que pots prendre per a ajudar a combatre el desaprofitament d'aliments: Gaudim dels aliments imperfectes! Genial!

Comencem amb una pregunta.

### Shot 19



Saps què són els aliments imperfectes?

Els aliments imperfectes són aquells que no tenen la forma, la grandària o el color "perfecte" que normalment esperem veure a la botiga o en la nostra taula. A vegades, els aliments poden créixer una mica estranys o tenir una marca o imperfecció en la seva pell.

Aquests aliments imperfectes són tan deliciosos i nutritius com els aliments "perfectes", però algunes persones els rebutgen o no els compren perquè pensen que no es veuen bé. Això condueix al desaprofitament d'aliments.

### Shot 20



Comprar aliments imperfectes pot estalviar-nos diners i ajudar-nos a reduir el desaprofitament d'aliments!

Aquí hi ha alguns consells sobre com i on comprar aliments imperfectes.

### Shot 21



## A3.1 Storyboard Design

Número 1: Recerca: Esbrina amb el teu professor quines botigues locals ofereixen productes imperfectes. Alguns supermercats o mercats d'agricultors poden tenir seccions dedicades a la venda d'aliments amb petits defectes.

Les cooperatives de consumidors són un altre tipus de negoci que té programes de subscripció en forma de cistelles, on reps una selecció de productes imperfectes a un preu reduït.

### Shot 22



### Número 2: Organitza una visita

Una vegada que hakis investigat quines granges, horts o mercats agroecològics estan més prop de tu: demana-li al teu professor que organitzi una visita.

Algunes granges o jardins permeten que la comunitat visiti i reculli productes imperfectes directament de la font.

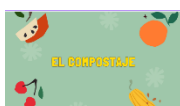
## RECORDING AFTER SUMMER (SQUARE)

### Número 3:



Busca botigues en línia: Pots trobar grups en xarxes socials o plataformes de compra i venda en línia dedicats a la venda de productes imperfectes que et permeten fer comandes des de la comoditat de la teva llar. Aquestes botigues treballen amb agricultors i productors locals per a oferir els seus productes imperfectes a preus més baixos.

### Shot 24



En el següent enllaç, trobaràs activitats que t'ajudaran a continuar descobrint els avantatges dels aliments imperfectes.

## Part 3

### Shot 25



## A3.1 Storyboard Design



Hola, en aquesta secció parlarem sobre el compostatge d'aliments. Però, saps què és el compostatge d'aliments?

### Shot 26



El compostatge és una forma de reciclatge en la qual petits microorganismes o cucs transformen les restes de menjar i altres materials orgànics en un fertilitzant natural anomenat compost.

### Shot 27



Llavors, què es pot compostar?

Pots compostar materials orgànics, que són aquells que provenen de plantes o animals i poden descompondre's, com peles de fruites i verdures, restes de menjar, fulles seques, paper i cartó sense plàstic, entre altres.

### Shot 28



Tot això és molt interessant, però podem compostar a casa o a la nostra escola? Sí!

Al principi, amb els teus professors o tutors, necessitaràs trobar l'espai, el temps i els recursos per a crear i mantenir el compost. La part següent, fer el compost, és fàcil! Comença col·locant una capa de restes de menjar. Després agregues una capa de fulles, branques, paper o cartó. Repeteix aquest procés, alternant entre materials humits i secs. Això ajuda a mantenir el compost equilibrat, ja que és important mantenir-lo humit.

### Shot 29

## A3.1 Storyboard Design



Veus? No és tan difícil. I ara ve la part més difícil: esperar! El compostatge porta temps, generalment diverses setmanes o mesos, depenent de les condicions. Durant aquest temps, la calor i els microorganismes treballaran per a descompondre els materials i convertir-los en compostos.

### Shot 30



Una vegada que el compost està fosc, marró i té una olor terrosa, està llest per a utilitzar. Pots escampar-ho en tests de plantes, o si tens accés a un jardí comunitari o personal, pots escampar el compost en els parterres del jardí. El compost proporciona nutrients a les teves plantes, així que podràs veure-les créixer més fortes i saludables!

### Shot 31



Recorda que el compostatge és una excel·lent manera d'ajudar al medi ambient reduint la quantitat de residus que produïm, i creant fertilitzant natural per a les nostres plantes. Diverteix-te i gaudeix del compost!

### PAUSA

En el següent enllaç, trobaràs activitats sobre compostatge per a casa o l'escola...

## Part 4

### Shot 33



Hola, en aquesta secció parlarem sobre com utilitzar els desaprovitaments d'aliments per a crear biomaterials.

### Shot 34

## A3.1 Storyboard Design



Però, què són els biomaterials?

Són materials fets de recursos naturals que poden usar-se com a alternatives al plàstic o al paper...

Shot 35



Hi ha llocs, com els espais de creació, literalment espais on pots fer coses, on pots experimentar amb biomaterials, tant manualment com amb impressió 3D i fins i tot tall làser.

Actualment hi ha més de 1700 espais de creació en el món, i probablement en hi ha un a prop de la teva comunitat. Pots demanar-li al teu professor que organitzi una visita.

Shot 36



T'agradaria crear els teus propis biomaterials? No és un procés complicat i només necessitaràs un "ingredient" especial.

Pas 1: Per a començar, has de triar els desapropitaments d'aliments que desitges utilitzar. Pots utilitzar peles de fruites, taronges o plàtans, restes de verdures o fins i tot grans com el blat de moro.

Shot 37



Pas 2: És important rentar bé les restes de menjar per a eliminar qualsevol brutícia o impuresa.

Shot 38

## A3.1 Storyboard Design



Pas 3: Una vegada net, has de triturar les restes en trossos petits. Pots usar un morter o una liquidadora; pot ser que necessitis demanar ajuda a un adult.

PAUSA

Shot 39



Pas 4: Després, barreja els trossos triturats amb aigua en un recipient, però recorda que no ha de quedar massa líquid. Arega glicerina o alginat com a espessidor.

PAUSA

Shot 40



Pas 5: Assecatge: Col·loca la mescla en un motlle. Poden tenir diferents formes i segurament trobaràs motlles en la teva llar o escola, per exemple, una tassa o un tallador de galetes. Cobreix el motlle amb paper per a absorbir l'excés d'humitat i deixa que la mescla s'assequi.

PAUSA

Shot 42

I això és tot! Una vegada que els sòlids estiguin completament secs, tindràs el teu biomaterial. Pots fer-ho servir per a fer manualitats o fins i tot per a paper reciclat.

PAUSA

Shot 43

En el següent enllaç, trobaràs receptes per a crear els teus propis biomaterials.

Part 5

Shot 44

## A3.1 Storyboard Design



Hola, en aquesta secció parlarem sobre com fer productes de neteja casolans. Aquí tens alguns exemples:

### Shot 45



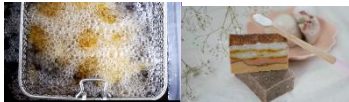
El vinagre és un producte de neteja versàtil que es pot obtenir de la fermentació de fruites o restes d'aliments com a pomes, raïm o arròs. Es pot utilitzar per a desinfectar superfícies, eliminar taques i olors, i netejar vidres.

### PAUSA

### Shot 46

Els pòsits de cafè es poden utilitzar com a exfoliant natural per a netejar superfícies brutes o greixoses. També poden ajudar a neutralitzar olors desagradables en l'ambient.

### Shot 47



L'oli de cuina usat, encara que no és directament un producte de neteja, es pot reciclar i convertir en sabó casolà. El sabó es pot utilitzar per a rentar plats, roba i netejar superfícies.

### Shot 48



Ara que has vist que existeixen alternatives per a evitar el desaprofitament d'aliments, t'agraden? Se t'ocorren més idees per a reduir el desaprofitament d'aliments? T'animem que les provis!

Recorda que cada petita acció compta.

## A3.1 Storyboard Design

Tots i totes podem contribuir a reduir el desaprofitament d'aliments i ajudar a cuidar el nostre planeta.

Foodshift Pathways video script (text)

[link to educational video](#)

Links related to this document

1. [List of videos to buy](#)
2. [Image bank used: https://www.pexels.com/es-es/](#)
3. [Audio: http://www.jamlocuciones.com](#)
4. [Video: https://biteable.com/](#)

LINK to the focus group feedback:

[https://docs.google.com/document/d/17GROMCOx32MuWymortslggyGzAmwHW2a/edit?usp=drive\\_link&oid=111064853748187472803&rtpof=true&sd=true](https://docs.google.com/document/d/17GROMCOx32MuWymortslggyGzAmwHW2a/edit?usp=drive_link&oid=111064853748187472803&rtpof=true&sd=true)

Audios in Spanish / Catalan / English  
[https://drive.google.com/drive/folders/1XGdJbygl9AfppSk0V6sV95\\_G1t1jUe2f](https://drive.google.com/drive/folders/1XGdJbygl9AfppSk0V6sV95_G1t1jUe2f)

## 5. Storyboard Design Portugal, CVIVA

MORE KNOWLEDGE, BETTER FOOD CHOICES

PORTUGAL

### PORTUGAL STORYBOARD

FOOTAGE IN A STUDIO (COPENHAGEN)

March 9<sup>th</sup> 2023

<p><b>Intro</b></p> <p><b>Gisela voice-over</b></p>	<p>Sempre que escolhemos um alimento para fazer parte da nossa refeição, há muitas coisas que estão em jogo.</p> <p><i>Anytime we choose food to put on our plate, there is a lot at stake.</i></p> <p>A qualidade do alimento.</p> <p><i>The food quality.</i></p> <p>O ambiente.</p> <p><i>The environment.</i></p> <p>A nossa própria saúde.</p> <p><i>Our own health.</i></p> <p>E o acesso a um comércio justo de quem produziu esse alimento.</p> <p><i>And the access of the food producer to fair trade conditions.</i></p> <p>As nossas escolhas vão ter um grande impacto nos sistemas alimentares que trazem até nós os alimentos que consumimos.</p> <p><i>The choices we make have a great impact on the food systems that bring to us the food we consume.</i></p>	<p><b>Stock</b></p> <p><b>+</b></p> <p><b>Joana &amp; Gisela with students eating?</b></p>
<p><b>Joana</b></p> <p><b>First two sentences</b></p>	<p><u>Se queremos promover a sustentabilidade alimentar, temos que considerar vários fatores quando escolhemos as nossas refeições.</u></p>	<p><b>Inside in kitchen at faculty</b></p>

### A3.1 Storyboard Design

<p><b>direct speak to camera</b></p> <p><b>The rest is audio / voice over</b></p>	<p><i>If we want to promote food sustainability, there are several factors to consider when choosing our meals.</i></p> <p><u>Privilegiar uma dieta diversa, rica em vegetais e com baixo consumo de produtos animais, escolher produtos sazonais e locais, e optar por produtos de comércio justo, são alguns exemplos de ações que contribuem para uma alimentação mais sustentável.</u></p> <p><i>Favouring a diverse diet, rich in vegetables and with low consumption of animal products, choosing seasonal and local products, and opting for fair trade products, are some examples of actions that contribute to a more sustainable diet.</i></p> <p>Esta mudança deve começar nas escolas. Os alunos de hoje são os produtores e os consumidores de amanhã e por isso precisam de ter do seu lado o conhecimento e as ferramentas para que possam fazer escolhas alimentares informadas.</p> <p><i>This change must start in schools. Today's students are tomorrow's producers and consumers, so they need to have the knowledge and the tools so they can make informed food choices.</i></p>	
<p><b>CIÊNCIA VIVA PRESENTATION</b></p> <p><b>Gisela voice over</b></p>	<p>A missão da Ciência Viva é garantir que todos os cidadãos têm acesso ao conhecimento científico, para uma maior e melhor compreensão do mundo, mas também para o desenvolvimento do pensamento crítico e para a tomada de decisões informadas, que sejam baseadas em factos.</p> <p><i>The mission of Ciência Viva is to ensure that all citizens have access to scientific knowledge, for a greater and better understanding of the world, but also for the development of critical thinking and informed decision-making, based on facts.</i></p>	<p><b>Images of buildings and staff</b></p> <p><b>+</b></p> <p><b>Students in class rooms</b></p>
<p><b>GISELA (GREEN SCREEN)</b></p>	<p>Na Ciência Viva nós trabalhamos com professores e alunos de todo o país em projetos em que os sistemas alimentares são o tema central. O que fazemos é explorar, de uma forma colaborativa, todas as etapas dos sistemas alimentares, desde o momento em que um solo é preparado para receber uma semente ou um animal, até ao momento em que os alimentos produzidos chegam ao consumidor, sem nos esquecermos de todos os alimentos perdidos ou desperdiçados ao longo das diferentes etapas dos sistemas alimentares.</p> <p><i>In Ciência Viva we work with teachers and students throughout the country in projects where food systems are the main theme. What we do is to explore, in a collaborative way, all the steps that make up a food system, from preparing a soil to receive a seed or</i></p>	<p><b>CV building from outsider</b></p> <p><b>+</b></p> <p><b>Indoor activity</b></p>



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	<i>an animal, to the moment the produced food reaches the consumer, not forgetting all the food lost or wasted throughout the different steps of the food systems.</i>	
<b>PRODUCER TESTIMONY</b>	<i>[This testimony will focus on two points: i) reference to sustainable production methods, and ii) opinion on the awareness levels of consumers about the importance of sustainability in food systems (are consumers more alert? Do they want to know more about the origin of the food they buy?).]</i>	<b>Outside interview</b> + <b>Stock with relevant images</b>
<b>GISELA (GREEN SCREEN)</b>	<p>Vivemos numa sociedade onde é relativamente fácil aceder a uma grande diversidade de alimentos, ou pelo menos ao que nós pensamos ser uma grande diversidade de alimentos.</p> <p><i>We live in a society where it is relatively easy to access a great diversity of food, or at least, what we think it is a great diversity of food.</i></p> <p>Ao mesmo tempo, estamos cada vez mais afastados da natureza e dos processos de produção e de transformação desses alimentos.</p> <p><i>At the same time, we are increasingly detached from nature, as well as from the processes of food production and transformation.</i></p> <p>Por isso, não é de estranhar que muitas pessoas não conheçam os custos ambientais, sociais e económicos das escolhas diárias que todos nós fazemos quanto aos alimentos que colocamos no prato.</p> <p><i>Due to this, it is not surprising that many people are not aware of the environmental, social and economic costs of the daily choices we make in terms of the food we put in our plate.</i></p> <p>Muitas vezes a pergunta que nos surge é: será que os alunos conhecem a origem dos alimentos que consomem? Não nos referimos apenas à origem geográfica dos alimentos, mas à sua história ao longo de todo o sistema alimentar. Podemos até ir mais longe e colocar a pergunta: será que os alunos estão preocupados com esta questão?</p> <p><i>Many times the question that arises is: Are students aware of the origin of the food they consume? Not only the geographical origin,</i></p>	

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	<i>but the story of the food throughout the food system. Going a little bit deeper: are they worried?</i>	
<b>STUDENTS INTERVIEWS</b>	<p>Quando estás a almoçar na cantina da escola, costumavas pensar como é que aqueles alimentos foram produzidos?</p> <p><i>When you are having lunch in the school canteen, do you usually think about how those foods were produced?</i></p> <p>Quando vais a um supermercado, costumavas reparar na informação sobre a origem geográfica das frutas e vegetais?</p> <p><i>When you go to a supermarket, do you usually notice the information about the geographical origin of fruits and vegetables?</i></p> <p>Sabes quais são os impactos ambientais da produção e transporte de alimentos? Quais são aqueles que mais te preocupam?</p> <p><i>Do you know which are the environmental impacts of food production and transportation? Which ones are you most concerned about?</i></p>	<p><b>Images from tour with teacher + workshops</b></p>
<b>TEACHER INTERVIEW</b>	<p>O tema da produção de alimentos costuma ser abordado na escola?</p> <p><i>Is the topic of food production usually addressed at school?</i></p> <p>Na sua opinião, os alunos estão sensibilizados para os impactos ambientais dos sistemas alimentares?</p> <p><i>In your opinion, are students aware of the environmental impacts of food systems?</i></p>	
<b>RESEARCHER TESTIMONY</b>	<i>[This testimony will focus on two points: i) the research that is carried out at the Faculty on sustainable production methods, and ii) the use of those spaces (Horta FCUL and FCULresta) to raise awareness among young people (but not only) about the sustainability of food systems.]</i>	

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<p><b>Outro</b> <b>Joana</b> <b>Direct to camera</b></p>	<p>Vamos unir esforços para ligar a aprendizagem fora da sala de aula à sensibilização ambiental e à conservação da natureza, através de atividades que abrem as escolas à comunidade e que põem os alunos em contacto com produtores, investigadores e outros atores sociais.</p> <p><i>Let's join forces to link learning outside the classroom to environmental awareness and nature conservation, namely through activities that open schools to the community and put students in contact with producers, researchers, and other social actors.</i></p>	<p><b>Students outside in nature / learning</b> <b>+</b> <b>Agriculture</b></p>

### INTRODUCTION

Mas será que temos conhecimento suficiente sobre os alimentos que escolhemos?

*But do we have enough knowledge about the food we choose?*

**FOOTAGE IN FACULTY OF SCIENCES, LISBON UNIVERSITY (OUTDOORS)**

**September 11<sup>th</sup> 2023**

### OUTDOORS FILMING

*[Teachers and students get to know a vegetable garden (Horta FCUL) and an agroforest (FCULresta) in the Faculty of Sciences of Lisbon University, where sustainable methods of food production are researched and disseminated. One or two researchers will accompany the visit.]*

**FOOTAGE IN HERDADE DO FREIXO DO MEIO**

**(to be confirmed)**

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***FOOTAGE IN PAVILION OF KNOWLEDGE (LISBON)***

***September 13<sup>th</sup> or 14<sup>th</sup> 2023***

**JOANA**

## 6. Storyboard Design Greece, EA

(GREEK VIDEO)

GREECE

Participating:

- Mrs Stoumpou from Bee Farm (**I need her formal title**)
- Agapi Vavouraki, Principal of the primary school of Ellinogermaniki Agogi
- Person from Future Intelligence (**name and title**)

<p>Voice over [to be made]</p>	<p>Αυτό το μονοπάτι είναι μια μέρα στη ζωή της Μύρτιδας. Μια νεαρή κοπέλα που έζησε την χρυσή εποχή του Περικλή. Κλείστε τα μάτια και φανταστείτε την εικόνα της Αθήνας τότε. Τι έτρωγε η Μύρτις, πώς μαγείρευαν, τι φαγητό υπήρχε; Θα μπορούσατε να φανταστείτε 1-2 προϊόντα διατροφής του σήμερα που είναι κοινά με εκείνα της εποχής; Γνωρίζατε ότι το μέλι, οι ελιές και το ελαιόλαδο είναι προϊόντα που υπήρχαν από εκείνη την εποχή; Αυτό το νεαρό κορίτσι τρεφόταν με μέλι και ελαιόλαδο όπως &amp; εσύ!</p> <p>This pathway is a day in the life of Myrtis. A young girl who lived in the golden age of Pericles. Close your eyes and imagine the image of Athens back then. What did Myrtis eat, how did they cook, what food was available?</p> <p>Could you imagine 1-2 food products of today that are common with those of that period?<sup>9</sup></p> <p>Did you know that honey, olives and olive oil are products coming from that time? This young girl used to live with honey &amp; olive oil as you are!</p>	<p>Stock footage of Myrtis</p>
<p>Mrs Stoumpou direct to camera</p>	<p>Ας δούμε πώς παράγεται το μέλι από τη μελισσοπαραγωγό κ. Στούμπου...</p> <p>Now let's find out how honey is produced</p>	
<p>Mrs Stoumpou Voice over</p>	<p>οι πληθυσμοί των πιο σπουδαιών και αποτελεσματικών επικονιαστών, δηλαδή των εντόμων (μέλισσες, σφήκες, μύγες, σκαθάκια, πεταλούδες και νυχτοπεταλούδες) που μεταφέρουν γύρη από το ένα άνθος στο άλλο και συντελούν στην επιτυχή εκτέλεση της «υπηρεσίας» της επικονίασης, έχουν</p>	

<sup>9</sup> Interactive part of the video

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	<p>μειωθεί σημαντικά μέσα στον 20ό αιώνα σε παγκόσμια κλίμακα. Οι επικονιαστές, αυτοί, οι τόσο σπουδαίοι υποστηρικτές της ζωής, κινδυνεύουν λόγω της συνεχούς μεταβολής που υφίσταται το περιβάλλον, κυρίως από ανθρωπογενείς παράγοντες. Η προστασία και διατήρησή τους αποτελεί παγκόσμια ευθύνη, που αφορά όχι μόνο τα ίδια τα έντομα επικονιαστές, αλλά και τους οργανισμούς που εξαρτώνται από αυτούς, συμπεριλαμβανομένου του ανθρώπου.</p> <p><a href="https://www.facebook.com/100009327186416/posts/pfbid02poMkwB7SpRa69yM3oaDuZm6W7QxoYdRUqndbuhbjFt9kizSv9Wdr7ezdg345wDVxl">https://www.facebook.com/100009327186416/posts/pfbid02poMkwB7SpRa69yM3oaDuZm6W7QxoYdRUqndbuhbjFt9kizSv9Wdr7ezdg345wDVxl</a></p> <p>the populations of the most important and efficient pollinators, i.e. the insects (bees, wasps, flies, beetles, butterflies and moths) that carry pollen from one flower to another and contribute to the successful performance of the "service" of pollination, have declined significantly in the 20th century on a global scale. Pollinators, these great supporters of life, are at risk due to the constant change that the environment undergoes, mainly from anthropogenic factors. Their protection and conservation is a global responsibility, involving not only pollinators themselves, but also the organisms that depend on them, including humans.</p> <p>Interactive part:</p> <p>Σύμφωνα με τη Διακυβερνητική Επιστημονική Επιτροπή του ΟΗΕ για τη Βιοποικιλότητα (IPBES), οι επικονιαστές έχουν μειωθεί έως και 3/4 στην Ευρώπη τα τελευταία 30 χρόνια. Παρόλο που η ακριβής αιτία για τη μείωση αυτή είναι ασαφείς, πολλοί επιστήμονες επισημαίνουν ως αυτουργό την αύξηση των παρασιτοκτόνων. Η επιλογή της 20ης Μαΐου ως Παγκόσμιας Ημέρας Μέλισσας συμπίπτει με τη γέννηση το 1734 του Σλοβένου ζωγράφου και μελισσοκόμου Άντον Γιάνσα, που θεωρείται ένας από τους πιονιέρους της σύγχρονης μελισσοκομίας.</p> <p>Με απόφαση του ΟΗΕ, έπειτα από πρόταση της Ένωσης Σλοβένων Μελισσοκόμων η 20η Μαΐου έχει κηρυχθεί ως Παγκόσμια Ημέρα Μέλισσας, για να ενημερωθεί η παγκόσμια κοινή γνώμη σχετικά με τα οφέλη των μελισσών και των λοιπών επικονιαστών στον άνθρωπο, το περιβάλλον και τον πολιτισμό και να προωθηθούν δράσεις για την προστασία τους.</p> <p>Η συνεισφορά της μέλισσας στην ανθρωπότητα και την επιβίωσή της είναι παγκοσμίως αναγνωρισμένη. «Αν οι μέλισσες εξαφανιστούν, το ανθρώπινο είδος θα εξαφανιστεί μέσα σε τέσσερα χρόνια» φέρεται να έχει δηλώσει ο Αλβέρτος Αϊνστάιν.</p> <p>By decision of the UN, following a proposal by the Slovenian Beekeepers' Association, May 20 has been declared World Bee Day, to inform the world public about the benefits of bees and other pollinators to humans, the environment and culture and to promote actions to protect them.</p> <p>The bee's contribution to humanity and its survival is universally recognized. "If the bees disappear, the human species will disappear within four years" Albert Einstein is said to have declared.</p>	
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	<p>Τι μπορούμε να κάνουμε ώστε να προστατέψουμε τις μέλισσες ακόμη και στις πόλεις;</p> <p>Can you think of actions we could do even in cities in order to help bees?</p> <p>Μπορούμε να χρησιμοποιήσουμε σποροβόμβες και να φυτέψουμε αναρριχώμενα μελισσοκομικά φυτά και αγριολούλουδα στον κήπο, στο μπαλκόνι μας ακόμη και στον φράχτη του σχολείου μας για εποχές που υπάρχει έλλειψη μελισσοκομικών φυτών ή να φτιάξουμε ένα «ξενοδοχείο για τις μέλισσες».</p> <p>We could create a small garden or even plant in our balcony – plants that are attractive to bees, e.g. bee-trophic plants,</p> <p><a href="http://www.worldbeeday.org">www.worldbeeday.org</a> [get pics from <a href="https://sites.google.com/view/beepathnet-melissodiadromes/%CE%BC%CE%AD%CE%BB%CE%B9%CF%83%CF%83%CE%B5%CF%82">https://sites.google.com/view/beepathnet-melissodiadromes/%CE%BC%CE%AD%CE%BB%CE%B9%CF%83%CF%83%CE%B5%CF%82</a>]</p>	
<p>Voice over by ??</p> <p>[to be made]</p>	<p>Ήξερες ότι οι Έλληνες ήταν ο πρώτος λαός που καλλιέργησε την ελιά στον ευρωπαϊκό μεσογειακό χώρο;</p> <p>Λόγω του σημαντικού ρόλου που έπαιξε η ελιά ανά τους αιώνες στην καθημερινότητα των λαών της Μεσογείου και ειδικότερα στην Ελλάδα, τα κλαδιά, ο καρπός αλλά και το ελαιόλαδο, ο «χυμός» του ελαιόδεντρου έχουν συμβολικό χαρακτήρα. Ο καρπός της ελιάς ωριμάζει στα μέσα προς τέλη του φθινοπώρου, οπότε και ξεκινάει η συγκομιδή ή το λιομάζωμα. Η ελιά παραδοσιακά μαζεύεται με το χέρι και το μάζεμα της ελιάς αποτελεί εδώ και αιώνες σημαντική αγροτική δραστηριότητα σε πολλές περιοχές της μεσογείου.</p> <p>Did you know that the Greeks were the first people to cultivate the olive tree in the European Mediterranean area?</p> <p>Due to the important role played by the olive over the centuries in the daily life of the peoples of the Mediterranean and especially in Greece, the branches, the fruit and also the olive oil, the "juice" of the olive tree have a symbolic character. The olive fruit ripens in mid-to-late autumn, when harvesting or drying begins. Olives are traditionally harvested by hand and olive picking has been an important agricultural activity in many areas of the Mediterranean for centuries.</p>	
	<p>Το ελαιόλαδο βρίσκεται στο κέντρο της πυραμίδας της μεσογειακής διατροφής και θα πρέπει να είναι η κύρια πηγή διατροφικών λιπιδίων λόγω της υψηλής διατροφικής του ποιότητας (ειδικά το εξαιρετικό παρθένο ελαιόλαδο, το οποίο πρέπει να προτιμάται για ντρέσινγκ και προσθήκη ωμού στα τρόφιμα). Η μοναδική του σύνθεση του προσδίδει υψηλή αντοχή στις θερμοκρασίες μαγειρέματος και πρέπει να χρησιμοποιείται για μαγείρεμα καθώς και dressing (μία κουταλιά της σούπας ανά άτομο).</p>	

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	<p>Olive oil is located at the centre of the Mediterranean diet pyramid and should be the main source of dietary lipids because of its high nutritional quality (especially extra virgin olive oil, which should be preferred for dressings and adding it raw to foods). Its unique composition gives it a high resistance to cooking temperatures and should be used for cooking as well as dressings (one tablespoon per person).</p>	
Voice over by ??	<p>Η παραγωγή του ελαιόλαδου, μια από τις κοπιαστικότερες διαδικασίες σε ολόκληρη την ιστορία της τεχνολογίας, ολοκληρώνεται σε 3 βασικά στάδια:</p> <ul style="list-style-type: none"> <li>• τη σύνθλιψη του καρπού</li> <li>• την πίεση του ελαιοπολτού για την εξαγωγή του ελαιόλαδου</li> <li>• τον διαχωρισμό του λαδιού από το νερό και τα στερεά κατάλοιπα</li> </ul> <p>Επί αιώνες οι άνθρωποι άλεθαν τον ελαιοκαρπό κυλώντας τεράστιες πέτρες ή σπρώχνοντας μοχλούς με τη σωματική τους δύναμη. Αργότερα, η σύνθλιψη του καρπού γίνονταν με πέτρες από γρανίτη οι οποίες περιστρέφονταν γύρω από έναν άξονα με τη βοήθεια είτε ανθρώπων, είτε ζώων, είτε του νερού ή πιο πρόσφατα, του ατμού. Η συλλογή του καρπού γινόταν στην αρχή με τα χέρια. Από τις αρχές του 20ου αιώνα άρχισε η χρησιμοποίηση των ελαιοπάνων πάνω στα οποία έπεφτε ο καρπός με κτυπήματα (ράβδισμα) ή τίναγμα του δέντρου.</p> <p>The production of olive oil, one of the most laborious processes in the entire history of technology, is completed in 3 main stages:</p> <ul style="list-style-type: none"> <li>• crushing the fruit</li> <li>• the pressure of the olive pulp to extract the olive oil</li> <li>• the separation of oil from water and solid residues</li> </ul> <p>For centuries people milled the olive fruit by rolling huge stones or pushing levers with their physical strength. Later, crushing of the fruit was done with granite stones which were rotated around an axis with the help of either people, animals, water or more recently, steam. At first, the fruit was harvested by hand. From the beginning of the 20th century, the use of oil pans began to be used, on which the fruit fell with blows (sticks) or shaking of the tree.</p> <p>«Εάν αποσυνθέσεις την Ελλάδα, στο τέλος θα δεις να σου απομένουν μια ελιά, ένα αμπέλι κι ένα καράβι. Που σημαίνει, με άλλα τόσα την ξαναφτιάχνεις». Οδυσσέας Ελύτης</p> <p>"If you disintegrate Greece, in the end you will see that you are left with an olive tree, a grapevine and a ship. Which means, with so much more, you rebuild it." Odysseus Elytis</p>	Footage from farm + stock
Future Intelligence direct speak	<p>Πως μπορούμε να καλλιεργήσουμε έξυπνα τα ελαιόδεντρα;</p> <p>How can farming of olive trees become smart?</p>	
Future Intelligence voice over	<p>QUHOMA, Future Intelligence's Smart Farming solution, delivers IoT sensor stations that provide agroenvironmental data that are relevant to the cultivation cycle of any crop. For Olives, in particular, QUHOMA covers approximately 1000 hectares of olive production in almost all productive regions of Greece through private investments of small/medium scale</p>	



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	farmers. Farmers wish to control microclimate or atmospheric conditions like air temperature and humidity to proactively know if weather favours the appearance of a specific insect, bacteria or else so they apply chemical products only if, when and where necessary. In addition, soil sensors provide data on the water and/ or ions availability in the soil so that irrigation or fertilisation/fertigation processes are optimised.	
Voice over by ??	<p>Τώρα, μπορείτε να σκεφτείτε παραδοσιακές συνταγές, που προέρχονται από το παρελθόν; Μπορείτε να ρωτήσετε τους γονείς και τους παππούδες σας! Γνωρίζετε ότι οι ελληνικές πίτες περιλαμβάνονται στη Γαστρονομική Πολιτιστική Κληρονομιά της Ελλάδας;</p> <p>Now, can you think of traditional recipes, that come from the past? You might ask your parents &amp; grandparents about!<sup>10</sup> Did you know that Greek pies are included in the Culinary Cultural Heritage of Greece?</p>	
Voice over by ??	<p>Τώρα ας δούμε την διαδικασία μαγειρέματος της μελόπιτας στο εστιατόριο του σχολείου μας... &amp; εδώ η συνταγή!!</p> <p>1 κιλό αλεύρι που φουσκώνει μόνο του χλιαρό νερό 600 γρμ μέλι Λίγο Ελαιαδο 2 φακελάκια σουσάμι 200 γρμ φρέσκο ανθότυρο</p> <p>Now let's cook a honey pie with Myrtis in our school restaurant! Here is the recipe! 1 kg of self-rising flour lukewarm water 600 grams of honey A little olive oil 2 sachets of sesame seeds 200 g of fresh white cheese</p>	Students making honey pie
Agapi Vavouraki Principal of the primary school of Ellinogermaniki Agogi direct on camera	[NEW TEXT to be translated by Katerina]	
Voice over by ??	<p>Θα θέλαμε να μεγαλώσουμε υγιείς, πολίτες του αύριο, οι οποίοι είναι ενήμεροι για το επισιτιστικό σύστημα &amp; συμβάλουν στη βιωσιμότητά του. Θα θέλαμε από νωρίς να αποκτήσουν οι μαθητές υγιεινές διατροφικές συνήθειες, που θα τους συνοδεύουν και στην ενήλικη ζωή τους, αποκαθιστώντας τη σχέση με το φαγητό &amp; την κοινωνική-πολιτιστική διάσταση του τροφίμου. Θα θέλαμε ένα βιώσιμο μέλλον όπου οι άνθρωποι μαγειρεύουν περισσότερο με φρέσκα τοπικά παραδοσιακά προϊόντα ακολουθώντας το πρότυπο της μεσογειακής διατροφής</p> <p>We want to raise healthy, food literate citizens of the future. We want to see a slowdown in the way of fast-eating and bring the pleasure of food back into focus. we would like to see the social aspect of eating together again. We want food and enjoyment to have a more sustainable</p>	Stock images of children eating in school restaurant

<sup>10</sup> Interactive element

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	status and for people to cook more themselves with fresh local traditional products following the Mediterranean diet.	
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