

# FOODSHIFT

## Pathways



## A3.2 Interactive Videos Production

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**FOODSHIFT**  
Pathways



### A3.1 Storyboard Design

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# 1. Introduction

The FoodShift Pathways project will design a series of innovative educational activities that introduce students to the transformation of the food system, while raising awareness of the forthcoming food crisis. The project is based on the creation of six Interactive Videos, enhanced with Open Learning Scenarios developed in collaboration with project partners. Each video will have its overarching theme, presenting a unique angle on topics that have the potential to reshape our approach to food production from the grassroots level. The interactive videos will open up and unfold the topic, ending with posing a dilemma for the students to solve, encouraging them to apply their newfound knowledge.

These interactive videos serve as more than just educational tools; they are dynamic platforms that unlock and unfold critical topics, engaging students in practical assignments, reflective thinking, and the generation of innovative ideas. Importantly, the videos do not supply all the answers but function as catalysts, offering presentations, inspiration, and a starting point upon which further learning can be built. Their use is designed to ensure effective and efficient learning for both students and educators, as they can be easily accessed at any time and from anywhere. Furthermore, each of the six Interactive Videos, along with their modules, will be made available in English and one local language for participating countries.

Before the production of the video, Storyboards have been designed to create the visual representation of the videos. This was presented in the deliverable [3.1 Storyboard Design](#). In this deliverable, the produced interactive videos will be presented. So far, four out of six videos have been finalized. This is a **living document** and will be updated according with the production of the videos.

# 2. Video Links

## 2.1 Sweden (KI)

The Swedish video is called **“Food Advertisements”** and raises the topics about digital food advertisements, outdoor food advertisements, supermarket strategies to promote food, among others.



Figure 1. Swedish video “Food Advertisements” with English subtitles

The video can be found on YouTube and Vimeo with both Swedish and English subtitles:

Table 1. Links to the video “Food Advertisements”

	Vimeo	YouTube
English Subtitles	<a href="https://vimeo.com/838568863">https://vimeo.com/838568863</a>	<a href="https://www.youtube.com/watch?v=pQ65S-ep8Pc">https://www.youtube.com/watch?v=pQ65S-ep8Pc</a>
Swedish Subtitles	<a href="https://vimeo.com/835424629">https://vimeo.com/835424629</a>	<a href="https://www.youtube.com/watch?v=kXzWbuja_q8">https://www.youtube.com/watch?v=kXzWbuja_q8</a>

## 2.2 Netherlands (SUS)

The Dutch video is called “Land Use for Sustainable Food Production” and raises the topics about sustainable food production, farming practices, land use, protein transition, among others.



Figure 2. Dutch video “Land Use for Sustainable Food Production” with English subtitles

The video can be found on YouTube and Vimeo with both Dutch and English subtitles:

Table 2. Links to the video “Land Use for Sustainable Food Production”

	Vimeo	YouTube
English Subtitles	<a href="https://vimeo.com/862871792">https://vimeo.com/862871792</a>	<a href="https://www.youtube.com/watch?v=DwIaMIE2A7k">https://www.youtube.com/watch?v=DwIaMIE2A7k</a>
Dutch Subtitles	<a href="https://vimeo.com/865926503">https://vimeo.com/865926503</a>	<a href="https://www.youtube.com/watch?v=N3fPiRes0oo">https://www.youtube.com/watch?v=N3fPiRes0oo</a>

## 2.3 Denmark (MK)

The Danish video is called “Sustainable food systems for the new generation” and raises the topics about carbon footprint, organic products, local and seasonal food, animal welfare and food waste, among others.



Figure 3. Danish video “Sustainable food systems for the new generation” with English subtitles

The video can be found on YouTube and Vimeo with both Danish and English subtitles:

Table 3. Links to the video “Sustainable food systems for the new generation”

	Vimeo	YouTube
English Subtitles	<a href="https://vimeo.com/869592944">https://vimeo.com/869592944</a>	<a href="https://www.youtube.com/watch?v=EhbIPszSyVY">https://www.youtube.com/watch?v=EhbIPszSyVY</a>
Danish Subtitles	<a href="https://vimeo.com/869592451">https://vimeo.com/869592451</a>	<a href="https://www.youtube.com/watch?v=rnqN2Cg6Nv0">https://www.youtube.com/watch?v=rnqN2Cg6Nv0</a>

## 2.4 Spain (IAAC)

The Spanish video is called “Food Waste” and raises the topics about responsible consumption, composting, biomaterials, waste reduction and meal planning, among others.



Figure 4. Spanish video “Food Waste” with English text and audio

The video can be found on YouTube and Vimeo with both Spanish and English text and audio:

Table 4. Links to the video “Food Waste”

	Vimeo	YouTube
English Text & Audio	<a href="https://vimeo.com/868607203">https://vimeo.com/868607203</a>	<a href="https://www.youtube.com/watch?v=kJN42ZV8Z8c">https://www.youtube.com/watch?v=kJN42ZV8Z8c</a>
Spanish Text & Audio	<a href="https://vimeo.com/868697457">https://vimeo.com/868697457</a>	<a href="https://www.youtube.com/watch?v=OeZavvzUr_s">https://www.youtube.com/watch?v=OeZavvzUr_s</a>