



anemelo

AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

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How do producers of high-calories low nutrient food and drinks get youngsters aged 11 to 16 hooked to their products? You'll soon find out in the ANEMELO game!

Currently, the pilot version of the ANEMELO game is being tested by schools in Greece and Italy. The game serves two different target groups: students aged 11-13 and aged 14-18. The students are asked to play the role of marketing directors for a product of their choice. In the game the students' knowledge of marketing, immersion, target audience analysis, how to use food and drinks as a reward, how to use social media as a reward, and how to change the metabolic system is assessed through knowledge and strategy questions. By playing their roles youngsters change others – and themselves.

An ANEMELO early version of the game was released and tested in the training activity that took place in Katerini, at the Platon school premises, from December 3rd to 6th, 2018. During these four days, project partners were invited to validate the pedagogical contents and structure of the game.



Third meeting @ Katerini (Greece)

The ANEMELO 3rd transnational project meeting took place in Katerini (GR) on December the 7th, after the 4 days training activity on the platform. The sunny weather and warm hospitality from our Greek partner supported a fruitful working atmosphere for the preparation of the next project steps: piloting and multiplier events.



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ANEMELO is a two-year project, co-founded with the support of the European Union by the Erasmus plus Program.

ANEMELO aims at using Augmented Reality against online promotion of unhealthy food and drinks.

#child #teachers #obesity #digital transformation #online advertising

The **ANEMELO** project involves: UK, Cyprus, Greece, Italy, and the Netherlands.

The cooperation between these partners favours a transnational approach to the subject, and a running dialogue around it.

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Digital solutions provider
- **PLATON**
Primary and Secondary School, Nursery, Kindergarten
- **EZZEV**
Network Foundation
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- **European Digital Learning Network**
Digital wide network

Find out more

Official website: anemelo.eu

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