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FOODMISSION

ENGAGING CITIZENS AS AGENTS OF CHANGE FOR SUSTAINABLE FOOD SYSTEM TRANSITION WITH A NOVEL GAMIFIED EDUCATIONAL CITIZEN SCIENCE PLATFORM

ABOUT

FOODMISSION is a EU funded project supporting the European Green Deal and Farm to Fork Strategy by empowering citizens to make informed, healthy, and sustainable food choices. Through gamification, citizen science, and education, the project explores food behaviors to better understand what drives sustainable food practices and how to encourage lasting change.

www.foodmission.eu

Project number: 101191774
Type of action: HORIZON-RIA
Project budget in EUR: 4 997 966.25 €
Project starting date: 1 January 2025
Project duration: 42 months

OBJECTIVES

- Setting up Transformation Labs that will support the project through all its phases, from co-design to uptake.
- Designing a comprehensive citizen science data framework, collecting and processing citizen generated data on their food practices, and developing a technical data infrastructure and data visualization tools to support data sharing and analysis.
- Designing a citizen motivation and engagement framework to empower individual and collective change.
- Co-developing a gamified educational virtual platform prototype along with its content and activities.
- Piloting and evaluating the gamified educational virtual platform in 6 European countries.
- Promoting FOODMISSION's key exploitable results and their impact to engage citizens for a fair, inclusive, healthy, and sustainable food system in Europe, ensuring the uptake of the outputs beyond the project and consortium.

Western Norway University of Applied Sciences
re:edu reengineering education
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