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# 1 Introduction

Welcome to the evaluation of the survey "FL4LF- Food Literacy for Local Food"!

We are pleased to present the results of this exciting survey, which looks at young adults' motivation to engage with food in terms of food literacy for local produce.

In today's world, where there is an increasing focus on the importance of sustainable food practices and regional food, it is becoming increasingly important to raise awareness and enthusiasm among young adults. The future of our planet and our health depends largely on how we engage with food and the choices we make.

For this survey, we gathered the assessments and views of various participants who responded to the question on how to motivate young adults to engage with food in terms of food literacy for local food. The insights gained offer valuable insights and valuable approaches to empower young people in their food literacy and promote a sustainable connection to regional products.

Respondents' answers were extremely diverse, ranging from practical experiences to creative approaches to digital solutions. Many participants stressed the importance of actively engaging young adults in the world of local food and teaching them about the positive impact on health, the environment and the community.

In this evaluation, we will present the main ideas and strategies suggested by the respondents. We will also look at ways in which young adults can participate in training and development around food literacy and local food to further build their knowledge and skills.

We hope that this evaluation will help to raise awareness of the importance of food literacy for local food and show innovative ways for young adults to become active in this field. May this survey serve to shape a sustainable future for our food habits and make a positive contribution to our environment and society.

We cordially invite you to discover the following results and to be inspired by the diverse ideas and recommendations.

Many thanks to all participants for their valuable engagement and participation in this survey!

Your FL4LF Project Consortium



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## 2 Evaluation of the FL4LF survey

### 1. How to motivate young adults to engage with food in terms of food literacy for local food?

*Respondents answered this question as follows:*

- I am convinced that communication and information in the social environment are the ideal tools.
- In my opinion, practical experience should be included in every project, regardless of its topic. This could include, for example, buying and preparing food that does not travel long distances and possibly comes from local producers. Such an approach could also be applied in the cultural nights of the Erasmus projects.
- Through workshops and awareness-raising events
- When deciding on food, price is often the deciding factor. However, through posters advertising fresh food, young adults can see that their choice can make a significant difference.
- Examples can be used to illustrate the benefits that a health product brings.
- Newsletters, campaigns for implementation, participation in fairs, city days, etc.
- Motivating young adults to engage with food literacy and local food can be achieved through a variety of approaches. Here are some strategies to consider:
  - Education and awareness raising: Comprehensive education and awareness raising will highlight the importance of food literacy and the benefits of eating locally sourced food. The environmental, health and socio-economic benefits of supporting local farmers and sustainable food systems are highlighted.
  - Hands-on learning: Through practical and experiential learning opportunities such as workshops, cooking classes and gardening activities, young adults will be able to interact directly with local food and better understand the farm-to-table process.



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- Community engagement: Involving young adults in community gardens, farmers' markets or food cooperatives fosters a sense of community and belonging. They can actively participate in local food initiatives and events to build relationships with local food producers.
  - Taste and taste experiences: Tastings and events showcasing different flavours and culinary possibilities of local food encourage young adults to try new fruits, vegetables and local ingredients.
  - Environmental and social impact: Young adults are made aware of the positive impact that supporting local food systems can have on the environment and the community. Issues such as reducing carbon footprints, supporting small farmers and promoting local economies are emphasised.
  - Collaboration and creativity: Young adults are encouraged to collaborate and express their creativity in relation to local food. Cooking competitions, recipe competitions and projects allow them to try out innovative ideas and share their experiences with others.
  - Digital engagement: Young adults can be reached and engaged through the use of digital platforms and social media. Interactive and informative content, such as videos, blogs or podcasts, highlight the importance of food literacy and showcase local food stories and success stories.
  - Peer and role model influence: Successful young adults who advocate for food literacy and local food initiatives serve as role models and can inspire and motivate their peers.
  - Incentives and rewards: Providing incentives or rewards for active participation in food literacy programmes or local food initiatives increases young adult engagement.
  - Cooperation with educational institutions: Cooperation with schools, colleges and universities enables the integration of relevant topics and activities to promote food literacy, sustainability and appreciation of local food into the curriculum.
  - By implementing these strategies, young adults can be motivated to develop a deeper understanding of food, engage with food literacy and actively support local food systems.
- Organise field trips to local farms, farmers' markets and community gardens to introduce young adults to the concept of local food and its benefits. Work with local schools and colleges to incorporate food literacy into the curriculum.
- Different strategies can be used to motivate and engage young adults:
    - Hands-on experiences: Engaging in interactive and engaging activities such as cooking classes, community gardens, farm visits or food preparation workshops encourages engagement.
    - Awareness and relevance: By emphasising the relevance of food literacy to their lives (e.g. improved health, environmental sustainability and supporting local communities), young adults are motivated to get involved.
    - Social connections and peer influence: Fostering a sense of community and social belonging through peer involvement and creating a supportive network has a motivational enhancing effect.
    - Multimedia and digital engagement: The use of social media platforms, online resources and mobile apps to provide information, recipes and tips on local food supports young adults' interest and engagement.



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- Create opportunities for young adults to engage directly with local food so they can better understand the benefits and develop a sense of connection and responsibility. Illustrate how their food choices affect their wellbeing and also have an impact on the world around them. Emphasise the potential for positive change through informed food choices.
- Encourage a desire in young adults to share their experiences, recipes and knowledge with others to create a culture of learning and collaboration in the context of local food. Engage them with visually appealing content, interactive quizzes and challenges that encourage exploration and discovery.
- By emphasising the relevance of food literacy in the lives of young adults, it is made clear that this literacy is a means to positively influence their own lives and also to have a positive impact on the world around them. Through this, young adults can find an inner motivation to address the issue.
- Be a good example and role model. Educate young people about the benefits of locally sourced food.
- With examples
- Some effective strategies can be to create a supportive and non-judgmental environment that encourages exploration and learning, fosters their intrinsic motivation (relevance and personal connection), teaches practical skills (experiential learning and practical skills development), fosters a sense of community (storytelling and personal narratives, social and community engagement, role models and influencers). Celebrate small successes and provide opportunities for young adults to share their experiences and challenges.
- They have the opportunity to teach the young adults about the history of their region, including the origins of local foods, traditions and recipes passed down from their ancestors. Through these insights, they can develop a deeper understanding of their country and region and learn to appreciate and love their homeland.
- It is important to highlight the health benefits as well as the positive impact on the monthly household economy when young adults talk about cooking with local and seasonal food.
- through education



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- Using local and seasonal food can have a positive impact on both health and the environment.
- To bring young adults closer to food, they could have the opportunity to participate in various activities, such as farm work or cooking classes. In addition, local food stalls could be run along major streets to give them a direct encounter with regional food.

## 2 How can you make it possible for young adults to participate in such further education?

- Through information campaigns
- It would be advisable to conduct experiments with measurable results to gain further insights.
- One way is to combine aspects that many people have in common, such as sport.
- It would be useful to develop programmes around local farms that encourage young adults from the region to actively participate in growing their food.
- Through motivation
- As a recommendation, we suggest running an online campaign on social media platforms such as Facebook and Instagram, as well as e-learning platforms. In addition, on-site workshops could also be organised to encourage interest and participation among young adults.
- Participation of young adults in further education on food literacy and local food can be achieved through different approaches:
  - Accessible training options: Ensure that training programmes are easily accessible to young adults by offering flexible schedules, different formats (face-to-face workshops, online courses or blended learning) and affordable or subsidised options. Collaborations with local organisations, community centres or educational institutions can promote training opportunities specifically tailored to young adults.
  - Programmes tailored to young people: Develop training programmes specifically tailored to young adults by taking into account their interests, learning styles and preferences. Engaging and interactive learning experiences with hands-on activities, group discussions and practical application of food literacy concepts can encourage their participation.



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- Mentoring and peer learning: Promote mentoring relationships or peer-to-peer learning networks where young adults can learn from experienced individuals or peers who have expertise in food literacy and local food. Knowledge sharing, collaboration and mutual support within the learning community can be motivating.
  - Financial support: Offer financial support or scholarships to young adults who are unable to attend training programmes due to financial constraints. Collaboration with funding agencies, sponsors or local government initiatives can provide financial support for training fees, materials or transport costs.
  - Networking and partnerships: Promote connections and partnerships with local food organisations, agricultural associations, sustainable agriculture initiatives or community food projects. This enables young adults to participate in training programmes, internships, apprenticeships or volunteering and provides hands-on experience and network building.
  - Tailored communication and marketing: Develop targeted communication strategies to reach young adults and effectively promote the training programmes. Use social media platforms, online forums and youth-oriented channels to raise awareness of the training opportunities and highlight the benefits and relevance to their interests and aspirations.
  - Recognition and certification: Provide recognition and certification for young adults who successfully complete training programmes. This can enhance their CV, increase their employability in the food industry and demonstrate their commitment to food literacy and local food.
  - Incorporate technology: Use digital tools and technologies to increase accessibility and engagement of young adults in training programmes. Online learning platforms, mobile apps, game-based learning experiences or virtual reality simulations can make training more interactive and engaging for young learners.
  - Engage youth ambassadors: Identify young adults who are passionate about food literacy and local food and appoint them as youth ambassadors or advocates. Give them the opportunity to share their experiences, promote the importance of food literacy and encourage their peers to participate in training programmes through various activities, public appearances or online campaigns.
  - Work with educational institutions: Partner with schools, colleges or universities to integrate food literacy and training programmes into their curricula or extracurricular activities. Collaboration with teachers, professors or career counsellors can raise awareness of training opportunities and encourage students to participate.
  - By implementing these strategies, young adults can be motivated and empowered to actively participate in further education on food literacy and local food, thereby enhancing their knowledge, skills and commitment to sustainable and healthy food practices.
- Provide financial support; mentoring programmes;
  - Participation of young adults in food literacy training can be facilitated through the following approaches:
    - Flexible and accessible learning formats
    - Cooperation with educational institutions (partnerships with local schools, colleges or universities)



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- Mentoring and Peer Support
  
- Offer a range of training formats, including on-site workshops, online courses, webinars and self-study modules. This flexibility accommodates different schedules and learning preferences and allows young adults to engage at their own convenience.
  
- Engage young adults in immersive experiences that showcase the benefits and advantages of local food. This could include organising farm-to-table events, culinary competitions or food festivals that celebrate local produce and culinary traditions.
  
- Create visually engaging content, such as short videos or infographics, that highlight the benefits of local food and give practical tips on how to include it in their diet.
  
- Through motivation
  
- Through training
  
- Promote a culture of continuous learning by providing ongoing opportunities to develop skills and expand knowledge. Offer advanced or specialised training programmes for those who wish to deepen their expertise in specific areas of food literacy or local food practice. Encourage participation in workshops or networking events to foster a growing interest and connections.
  
- You could organise workshops in local restaurants and perhaps in houses with traditional food.
  
- Organisation of workshops (and free tastings) at the weekends
  
- through advertising
  
- By regularly informing the participants
  
- Symbolic payment- small financial remuneration



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### 3 What approach/method is needed to engage young adults in Food Literacy for Local Food?

- Providing personally relevant experiences and adventures
- A direct and practical approach complemented by explanations and data to provide a sound knowledge base.
- Introduce participants to local farmers and engage them in their community.
- Let the participants cook typical dishes
- Show examples of good practice
- To engage young adults in food literacy for local food, a multi-faceted approach should be taken that combines education, engagement and relevance. Here are some methods and strategies that can contribute to this:
  - Practical experience: Provide opportunities for young adults to gain hands-on experience with local food. Activities such as community gardening, farm visits, cooking workshops and volunteering with local food initiatives allow them to directly experience the benefits and joys of local food.
  - Interactive learning approaches: Use interactive and participatory learning methods that go beyond traditional teaching. Group discussions, experiential learning, case studies and role plays encourage critical thinking and engagement with social, environmental and health aspects of local food.
  - Emphasise relevance: Emphasise the relevance of food literacy and local food to young adults' daily lives and personal interests. Show how this knowledge can positively impact their health, the environment and the local community, and how it is integrated into larger issues such as climate change and social justice.
  - Digital and social engagement: Use digital platforms and social media to reach young adults. Create informative and visually appealing content such as videos, infographics and blog posts that educate about local food and its integration into lifestyles. Create online communities where they can share experiences and ideas with like-minded people.
  - Collaboration and co-creation: Involve young adults in the decision-making process and co-create initiatives around food literacy and local food. This can strengthen their engagement and identification with the issue.
  - Role models and peers: Showcase food literacy success stories and positive role models. Young adults who are already active in their communities can inspire others to get involved too.



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- Collaborate with youth organisations: Work with youth organisations that already have an interest in sustainability or healthy lifestyles. Cooperation can broaden the scope of efforts and exploit synergies.
  - Gamification and challenges: Make the learning process fun and engaging by introducing gamification elements and challenges. Quizzes, competitions or challenges can motivate participants.
  - Partnerships with educational institutions: Cooperations with schools and universities make it possible to integrate food literacy into the curriculum or extracurricular activities and thus achieve long-term impact.
  - Activism and advocacy: Encourage young adults to advocate for local food and food literacy and provide them with platforms to raise their voices and bring about change in their communities.
  - By implementing these approaches and methods, young adults can be inspired and motivated to engage and take action on the issue of Food Literacy for Local Food.
- Practical experience; gamification; cooperation with multipliers
- To engage young adults in Food Literacy for Local Food, it is important to take an approach that matches their interests and values, e.g.:
    - Storytelling and personal narratives
    - Experiential learning
    - Gamification and challenges
    - Cooperation with influencers
- The approach should be adaptable and take into account the different interests, backgrounds and learning styles of young adults to create an inclusive and engaging food literacy environment for local food.
- Share inspiring stories and personal experiences related to local food and highlight the positive impact it has on individuals, communities and the environment. Highlight how local food is connected to their cultural heritage, promotes community resilience or supports social justice. Create interactive challenges, competitions or fun experiences that make learning about local food fun and rewarding. Incorporate elements such as quizzes, puzzles or scoring systems to incentivise participation and encourage friendly competition.
- Combining different approaches and adapting them to the specific interests and needs of young adults can be very effective. By making the learning experience interactive, relevant and fun, you can spark their curiosity and encourage their engagement in Food Literacy for Local Food.



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- Teamwork and motivation, health reasons, etc. Young adults have health problems and are overweight. This should be the target group.
- Through training, focus groups
- It is important to choose an approach that is engaging, relevant and responsive to their interests and values. Here is a recommended approach/method:-
  - Appeal to their values and aspirations
  - Make it relevant to their lives
  - Offer hands-on experience (let them actively participate and learn by doing)
  - Foster a sense of community (offer them the opportunity to connect with like-minded people, cooks, local farmers or food activists who share their interests).
  - Create a sense of community and collective learning
  - Use technology and social media (create engaging and visually appealing content that shows the benefits of local food, e.g. short videos, vibrant food photos or recipe demonstrations; share success stories, tips and challenges related to food literacy for local food).
  - Collaboration with influencers and role models
  - Adapt the teaching of skills through communication and language
  - Empower through action (provide practical tips, resources and tools that they can implement in their daily lives).
- It is important to find a method that is attractive, interesting or useful for young people. For example, you could focus on the importance of learning how to cook. Many young people leave their home country to study abroad and do not know how to cook well. One way to introduce them to local food would be to set up a training or cooking course that specialises in local food.
- Workshops, (awareness raising), local food fairs and cooking seminars
- Games can be a fun way to get young people interested in this topic.
- Music events in connection with local food



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### 3 Summary of the survey

The Food Literacy for Local Food survey aimed to find out how to motivate young adults to engage with local food. A total of 20 people took part in the survey.

Respondents indicated that communication and information in the social environment are the ideal tools to promote food literacy awareness. Practical experience should be included in any project to stimulate the interest of young adults. Such an approach could include, for example, buying and preparing food that does not travel long distances and may come from local producers. Workshops and awareness-raising events can also help to promote food literacy awareness.

The survey results show that it is important to actively involve young adults in the process of food literacy and to teach them the importance of local food. When deciding on food, price is often the deciding factor. However, through posters advertising fresh food, young adults can realise that their choice can make a significant difference. It is important that young adults understand that they have an impact on the environment and the local economy through their choices.

The survey also shows that young adults are often not sufficiently informed about the benefits of local food. It is therefore important that information about local food and its benefits is easily accessible. One way to achieve this is to set up information stands at local markets or supermarkets. The use of social media can also help to reach young adults and inform them about local food.

Another finding of the survey is that young adults often do not know where to buy local food. It is therefore important that local producers and markets are better promoted to increase awareness of their products. One way to do this is to work with local restaurants and cafés to include local products in their menus. Setting up online platforms where local producers can offer their products can also help reach young adults and make it easier for them to access local food. Another important factor is the availability of local food. Often, these products are only available seasonally or are not available in all supermarkets. It is therefore important that local producers and markets work better with supermarkets and other retailers to increase the availability of local products. The establishment of local food cooperatives can also help to facilitate access to local food.

To engage young adults in Food Literacy for Local Food, it is also important to highlight the benefits of local food. Local food is often fresher and has a higher nutritional value than imported products. They also support the local economy and help reduce greenhouse gas emissions. It is important that young adults understand that their food purchasing decisions have an impact on the environment and the local economy. To raise awareness of Food Literacy for Local Food among young adults, it is also important to foster a culture of continuous learning. Ongoing training programmes and workshops can help to increase young adults' knowledge and skills about local food and food literacy. Participation in networking events can also help to foster interest and connections with other individuals and organisations involved in local food and food literacy. To engage young adults in Food Literacy for Local Food, a multi-faceted approach should be taken that combines education, engagement and relevance. Hands-on experiences such as community gardening, farm visits, cooking workshops and volunteering with local food initiatives allow young adults to directly experience the benefits and joys of local food. Interactive and participatory learning methods such as group discussions, experiential learning, case studies and role plays encourage critical thinking and engagement with social, environmental and health aspects of local food.



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It is also important to share inspiring stories and personal experiences related to local food and to emphasise the positive impact it has on individuals, communities and the environment.

Interactive challenges, competitions or fun experiences that make learning about local food fun and rewarding can incentivise participation and encourage friendly competition.

In summary, young adults can be engaged in Food Literacy for Local Food by actively engaging them in the food literacy process, making information about local food easily accessible, increasing the availability of local produce, highlighting the benefits of local food, fostering a culture of continuous learning and using a multi-faceted approach that combines education, engagement and relevance.



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## Food Literacy for Local Food

FL4LF, an Erasmus+ adult education project co-funded by the European Union, is carried out in partnership with three organizations from Austria, Italy and Serbia.

FL4LF aims to create a community-based learning model that promotes nutrition literacy and supports multi-at-risk adults. Through the project's specific objectives, tangible results and alignment with European priorities, FL4LF aims to contribute to social inclusion, positive social change, sustainable practices and a socially just and sustainable future.

In order to keep our plans as focused as possible, we would like to get your opinion on the following questions.

We appreciate your valuable contribution and thank you in advance!



How can you motivate young adults to deal with food in the sense of food literacy for local food?

How can you enable young adults to take part in such further training?

What approach/method does it take to win young adults over to the topic of "Food Literacy for Local Food"?

Do you consent to the processing of your data for the project consortium for the purpose of sending communications about activities, events and services or for the future dissemination of the project of the Erasmus+ Programme co-funded by the European Union?



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**Yes**, I would like to receive further information by authorising the processing of data for data processing.

**I do not** wish to receive further information.

If you would like to receive further information, please write your contact address below.

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Thank you for participating!



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