



Best-ReMaP
Healthy Food for a Healthy Future

D2.7

Final report on dissemination

Grant Agreement Number 951202

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Introduction

During the lifetime of the project, Work Package 2 (WP2) successfully executed its mission related to project deliverables as stipulated in the Grant Agreement. These deliverables included the introductory leaflet, the project website, the dissemination strategy, the mid-term report on dissemination, promotional movies, and the layman version of the final report. Additionally, WP2 issued six newsletters and organized three webinars as milestones.

Our partners played a pivotal role in identifying crucial national and international stakeholders for the project, which encompassed nutrition and healthcare professionals, as well as media outlets. This proactive engagement allowed us to establish communication with over 600 stakeholders across Europe right from the early stages of the project.

The well-structured website served as the central hub for our communication activities, with a dedicated page for each core Work Package. It successfully engaged both professional and lay visitors. Furthermore, WP2 and individual project partners expanded our dissemination efforts through an interconnected web of social media activities.

1. Objectives

The objective of Work Package 2 has been to facilitate coherent, effective and sustainable external and internal communication of the Joint Action and to ensure that its objectives, activities, results and deliverables are known to the stakeholders and the wider audience of the action.

This objective was primarily achieved by a very clear website structure that enabled professional and also lay audiences to understand the clarity of objectives, activities, results and deliverables of each WP as well as the entire Joint Action. The contents of the webpages of the core WPs were developed in strong cooperation with the WP leaders.

A wider professional audience was reached by cooperating with the other major nutrition related European projects: PEN, Co-Create and STOP. Their involvement in the mid-term conference in Ljubljana and two other conferences in Brussels (June 2022) and in Ljubljana (October 2022), as well as in the Policy Decision Making Forums, and the notification of the stakeholders of each project on the joint events ensured the multiplication of the project's outreach.

The final conference of the project organized in Paris on 18 October 2023 (From evidence to action – Sustaining the impact of Best-ReMaP) amplified the results of the project, attracting over 150 on-site and 40+ online participants. See: bestremap.eu/paris-conference

2. Milestones and Deliverables of Work Package 2

Deliverable number	Deliverable name	Estimated date of delivery	Level of achievement (measured by indicators – completed/near completion/partially achieved/ongoing)
D2.1	<i>Introductory leaflet</i>	<i>M3</i>	<i>Completed: M3 (31.12.2020)</i>
D2.2	<i>Website</i>	<i>M3</i>	<i>Completed: M3 (31.12.2020)</i>
D2.3	<i>Dissemination strategy</i>	<i>M4</i>	<i>Completed: M4 (31.01.2021)</i>
D2.4	<i>Mid-term report on dissemination</i>	<i>M20</i>	<i>Completed: M20 (30.05.2022)</i>
D2.5	<i>Promotional movies completed</i>	<i>M36</i>	<i>Completed: M29 (28.02.2023)</i>
D2.6	<i>Layman version of the final report</i>	<i>M36</i>	<i>Completed: M36 (30.09.2023)</i>
D2.7	<i>Final report on dissemination</i>	<i>M36</i>	<i>Completed: M36 (30.09.2023)</i>

Milestone number	Milestone name	Estimated date of delivery	Level of achievement (measured by indicators – completed/ near completion/ partially achieved/ongoing)
MS8	<i>6th Newsletter issued</i>	<i>M35</i>	<i>Completed: M36 (11.09.2023)</i>
MS9	<i>Webinars to disseminate WP results completed</i>	<i>M36</i>	<i>Completed: M32 (18.05.2023.; 19.04.2023.; 18.04.2023.)</i>

3. List of the activities carried out in line with Annex 1 to the Grant Agreement

Activities by tasks	Outcomes/ deliverables	Date foreseen	Date of achievement (dd/mm/yyyy)	Level of achievement (measured by indicators – achieved/near completion/partially achieved/on going)
<i>Task 2.1.1 Stakeholder mapping and analysis</i>	<i>Stakeholder database</i>	<i>M4</i>	<i>M4 (31.01.2021.)</i>	<i>Completed</i>
<i>Task 2.1.2 Dissemination strategy</i>	<i>Dissemination strategy</i>	<i>M4</i>	<i>M4 (31.01.2021.)</i>	<i>Completed</i>
<i>Task 2.1.3 Dissemination reports</i>	<i>Dissemination reports</i>	<i>M20 and M36</i>	<i>M20 (31.05.2022.) and M36 (30.09.2023.)</i>	<i>Completed</i>
<i>Task 2.1.4 Standardised visual identity</i>	<i>Visual identity kit for the JA</i>	<i>M4</i>	<i>M4 (31.01.2021.)</i>	<i>Completed</i>
<i>Task 2.2.1 BEST-REMAP website</i>	<i>1 website: www.bestremap.eu (with min. 200 pageviews per month)</i>	<i>M3</i>	<i>M3 (31.12.2020.)</i>	<i>Completed</i>
<i>Task 2.2.2 Newsletters</i>	<i>6 newsletters issued</i>	<i>M35</i>	<i>M36 (11.09.2023.)</i>	<i>Completed</i>
<i>Task 2.2.3 Local stakeholder forum events</i>	<i>Methodology for organising local stakeholder forums</i>	<i>M16</i>	<i>M18 (31.03.2022.)</i>	<i>Completed</i>

Activities by tasks	Outcomes/ deliverables	Date foreseen	Date of achievement (dd/mm/yyyy)	Level of achievement (measured by indicators – achieved/near completion/partially achieved/on going)
Task 2.2.4 Social media	Facebook page and YouTube channel In addition: Instagram page	M4	M4 (31.01.2021.)	Completed
Task 2.2.5 Press releases-based PR campaign	7 press releases	M36	M36 (30.09.2023)	Completed
Task 2.2.6 Webinars	Support to organise 1 webinar per WP	M36	M32 (18.05.2023)	Completed
Task 2.2.7 General communication materials	Introductory leaflet, Leaflet for families, General presentation about the JA, Layman project report	M36	M36 (30.09.2023)	Completed
Task 2.2.8 Internal communication - Intranet	Intranet	M36	M36 (30.09.2023)	Completed

4. Description of the activities carried out in line with Annex 1 to the Grant Agreement

Task group 2.1. Strategic Documents

Task 2.1.1 Stakeholder mapping and analysis: The stakeholder mapping exercise and analysis was carried out between M1 and M4 of the JA by involving the project partners. The target result of the exercise was to identify at least 80, or ideally 100-120 stakeholders. We managed to exceed this number and currently have about 550 stakeholders on our list.

Task 2.1.2 Dissemination strategy (D2.3): The strategy was delivered to the partners in M4 specifying the dissemination aims and objectives of the JA, along with a detailed activity planning, description of the target groups, dissemination channels, and the timing of the dissemination actions.

Task 2.1.3 Dissemination reports (D2.4, D2.7): Interim (M20) and final (M36) reports were produced describing all communication-related activities. Challenges and success factors are included in some of the descriptions of the certain activities and evaluation of these tasks can be found in the final report of WP3.

Task 2.1.4 Standardised visual identity: The visual identity kit of the JA was delivered in M3 and includes the project logo, color codes, website design guidelines and templates for creating Word and PowerPoint documents.

Task group 2.2. Communication channels & Contents Task

Task 2.2.1 BEST-REMAP website (D2.2): The website was created in M3 and provides project and WP level information on all activities of the project. It also features a dedicated page for events and the newsletters. The address of the website is www.bestremap.eu. The webpages of the core WPs (WP4,5,6 and 7) on this website were developed through a content development process with the respective WP leaders so they fully reflect the objectives, activities, deliverables and the background of these WPs.

The number of 200 visits/month target was reached and peaked at 800 visits/day during the film promotion campaign in August 2023 as illustrated below.



Task 2.2.2 Newsletters: 6 out of the 6 newsletters were issued and are accessible on the [website](http://www.bestremap.eu). The newsletters were sent to all contacts (605) on the stakeholder list and featured relevant updates, events and deliverable highlights. A sophisticated editing program facilitated the content creation process and resulted in a professional yet accessible presentation of project outcomes.

Task 2.2.3 Local stakeholder forum events: A supporting document for organising local stakeholder forums was delivered to the partners in M18. The document includes a step-by-step methodology that can be used for organising local stakeholder forum events. This methodology was based on the policy dialogue methodology of the Chrodis Plus Joint Action (www.chrodis.eu) and the policy dialogue forum methodology and tools of the CO-CREATE research project.

WP2 organised one online information session for all partners and facilitated two additional Q&A meetings (between December 2022 - February 2023). Those organisers that already held the events shared their experience and provided valuable insights into the success or setback factors.

By continuous tracking of the events and by providing admin support for partners, eventually all 24 countries organised at least one event, altogether 31 events took place until the end of the project.

Partners were asked to submit a summary that contains basic information about the event including the number of participants, sectors involved, topics discussed, description of local context and relevance of policy implementation opportunities. These short summaries are available in WP3 final evaluation report. WP2 dedicated a page on the website to [document the events](#) and uploads the content continuously.

The general consensus among partner countries and organisers is that these forums had proven to be successful in informing and engaging stakeholders and decision-makers on a local level ensuring that project findings are presented and potentially implemented into national policies.

Task 2.2.4 Social media: In M4 the [Facebook page](#) of the JA was created, followed by the [YouTube channel](#) and [Instagram page](#) in M11. The Facebook and Instagram pages currently operated with 4 posts per month on average, while the YouTube channel has a total of 33 videos uploaded with 384.021 views (14.800 hours of total watching time). WP2 has also cooperated with 7+ multipliers (including partner organisations and a national level dietetic association) and worked with 2 influencers on promoting the JA in social media.

Promotional movies (D2.5):

Promotional Movie 1:

A short film titled "[Food Marketing to Children](#)" was produced to introduce the project and the topic of food marketing. The concept of the film revolves around the idea that children are constantly exposed to marketing messages both offline and online, which significantly influences their food choices. Our project aims to advance marketing and advertising restrictions across the EU, especially in the digital realm, to contribute to reducing childhood obesity.

Total number of views: 24,579 on YouTube.

Promotional Movie 2:

An animated short film named "[Fresh Food Hollywood](#)" was created by WP2 in collaboration with WP6 with the mission of raising awareness about the tactics and influence of food marketing. The primary objective of the film is to directly engage children across Europe and encourage them to consider healthier food options. The core message of the film is to emphasize the importance of making healthier food choices through positive messaging. The short video features relatable and charming characters, aiming to shift the narrative by suggesting that fresh food and drinking water can be even cooler and trendier than fast-food options.

The production and dissemination followed the process described below:

WP2 selected an illustrator company based on their previous projects, which featured high-quality illustrations and animations. The script (annex 1) and characters were jointly designed by the illustrator, WP2 members, and WP6 leader Maria Joao Gregorio through regular online meetings. The film was completed by the estimated delivery date and promptly uploaded to the Best-ReMaP YouTube channel and website.

WP2 developed an educational package (age group: 10-16) (annex 2), which includes an editable lesson plan template for teachers describing the focus, aim, and learning objectives of the lesson. It also provides recommendations for discussions and small group activities. Additionally, an info sheet was created, offering basic nutritional and food marketing-related guidance to assist teachers in planning their lessons. Recommendations on incorporating these materials into school subjects and opportunities for non-curricular activities were also specified. A leaflet for families (annex 3) and [two quizzes](#) featuring characters from the movie were designed.

The dissemination process of the film was executed as follows:

- WP2 sent a cover letter describing the project to educational umbrella organisations (annex 4), along with the attached materials for teachers.
- Dissemination to local institutions was conducted in two rounds of communication:
 - In the spring semester of 2023, WP2 circulated the materials among all project partners of the JA for further dissemination.
 - In the autumn semester of 2023, WP2 sent all materials to each MoH /MoE body. A few countries (Estonia, Lithuania, Austria, and Hungary) expressed special interest in including the materials in their national curricula. Collecting feedback from countries/institutions was somewhat challenging despite periodic reminders.

An additional communication item on demand: [Colouring/Activity Book](#)

Partners from countries like Croatia and Bosnia Herzegovina expressed the need for an additional material suitable for kindergarten settings, as their networks primarily consist of such institutions.

In collaboration with the illustrator, WP2 designed a colouring/activity book tailored to the pedagogical needs of children aged 3-8. The book includes nine activities with explanations and illustrations of the required tools for completion. These activities were designed to develop fine motor skills, eye-hand coordination, deep learning, and conceptual thinking through various tasks featuring the characters from the movie. The primary pedagogical goal is to promote awareness of the importance of healthy, fresh, and balanced nutrition. The book is available in a downloadable format and has been distributed among partners for further use.

A promotional social media campaign for the film was launched in the summer of 2023 (annex 5). WP2 selected a media agency based on their promising and ambitious media plan, which they had submitted in response to our brief. During the preparatory phase, partners in the project helped translate the advertising message into the official national languages of the partner countries. Visual images and other media items (trailer, banner) for the campaign were designed by the agency. The campaign utilized Best-ReMaP platforms such as Facebook, Instagram, and YouTube and directed viewers to the Best-ReMaP landing page.

The strategically targeted campaign aimed at children exceeded expectations, reaching over 1.1 million viewers and being displayed on the target audience's feed over 15 million times. The full movie on YouTube was watched over 359,000 times. Detailed campaign text and performance metrics broken down by countries can be found in annex 5.

Task 2.2.5 Press releases based PR campaign: 7 out of the 7 press releases were issued and are accessible on the [website](#). The press releases were sent to relevant media outlets.

In an effort to disseminate the outcomes of the project within the policy-maker target audience, WP2 commissioned an article in The Parliament Magazine. The Brussels Policy Dialogue was a great opportunity to engage the journalist; therefore, after a few rounds of online meetings, the appointed journalist was invited to attend the event. He conducted interviews with various team members to gain insights into the event's discussions and the key project findings. Subsequently, a comprehensive three-page article was produced, featuring coverage of the Brussels Policy Dialogue event along with the presentation of the project's most significant findings.

This article was published both in print and online, aiming to maximize its reach to relevant stakeholders. The potential reach of this article was extensive, targeting a diverse audience that included:

- 705 Members of the European Parliament (MEPs)
- 500 staff members at the European Commission
- 100 Non-Governmental Organizations (NGOs)
- 40 Embassies

To indicate the impact of this dissemination effort, performance metrics were monitored. The results are as follows:

- Article Page Views: 1008
- Newsletter Clicks: 93
- Print Distribution: 2915
- LinkedIn Impressions: 599
- Twitter Impressions: 1215

These metrics provide valuable insights into the article's reach and engagement across various platforms, indicating a successful effort in sharing the project's insights and outcomes with a wide and influential audience.

Task 2.2.6 Webinars: According to the grant agreement, WP2 was obliged to host three webinars to amplify the project's results of the work packages. By the spring of 2023, all three technical work packages were ready to summarize their main findings and present them to a wide audience. These webinars serve as a dissemination activity of the joint action to attract new audiences and update stakeholders on the achievements of the work packages. The recordings will be available for further use after the end of the JA for new/related projects.

Before the actual webinars, WP2 organised an online training session for webinar presenters. This meeting featured basic guidelines on topics like effective communication, including how to engage the audience online, as well as technical guidance for creating an attractive presentation. The technicalities and open questions were discussed in a Q&A section towards the end. WP2 prepared materials for promoting the webinars and invited potential interest groups. WP3 created links for participants for evaluation purposes. The assessment of the webinars can be found in the final report on evaluation by WP4. All webinars reached the target number of participants: a minimum of 25.

Further details and links to the recordings are listed below. The webinars were uploaded on the Best-ReMap website along with the PowerPoint presentations.

WP5:

- Title: Processed food monitoring and reformulation (Co-hosted by Eurofir Food Forum)
- Moderator: EUROFIR representative, Dr Siân Astley
- Presenters: Laure Barbier, ANSES; Thomas Laguitton, ANSES; Karine Vin, ANSES
- Attendees: 42 on site, 35 online
- Link to the webinar: https://www.youtube.com/watch?v=m4_wl8s3gyw&t=4s
- Agenda: “Food composition data at the branded level: methodology and added value for the assessment of nutrition policies”
 - Part I: Objectives and methodology of data collection at brand level
 - Part II: First outcomes of WP5 Best-Remap
 - Part III: Sustainability of actions: 15 minutes
 - 15 minutes for questions/comments

WP6:

- Title: Snakes and Ladders of Food Marketing - Reducing the marketing of unhealthy foods to children
- Moderator: Albert Aszalós, SEM WP2 Leader; Maria Joao Gregorio, WP6 Leader
- Presenters: Ana Contreras Navarro, University College Cork (Ireland); Magdalena Muc, The Open University; Margarida Bica, Nuffield Department of Population Health, University of Oxford; Janas Harrington, University College Cork (Ireland)
- Attendees: 101
- Link to the webinar: <https://www.youtube.com/watch?v=IhIQ1E93HF8>

WP7:

- Title: Procurement of nutritious in public institutions
- Moderator: Albert Aszalós, SEM WP2 Leader; Mojca Gabrijelcic, NIJZ WP7 Leader
- Presenters & topics discussed: Mojca Gabrijelcic, NIJZ; Situation analysis (Austria) Intersectoral working group (Greece); Participating institutions (Hungary); Food groups (Finland); Use of catalogue (Malta); Work with industry (Poland); National focus points (Denmark)
- Attendees: 41
- Link to the webinar: <https://www.youtube.com/watch?v=8EYIBn7BE3c>

Task 2.2.7 General communication materials (D2.1, D2.6)

Introductory leaflet (D2.1): This publication was delivered in M3 and includes core information about the project that aims to promote the JA with easy-to-understand details. The document can be downloaded from the [website](#).

General presentation about the JA: The presentation was delivered in M9 and the content and aims of the presentation are similar to the introductory leaflet but it includes more detailed information about the JA and comes in an editable, PowerPoint format. The document can be downloaded from the [website](#).

Leaflet for families: The leaflet was delivered in M34. It was created with the visuals and messages based on the promotional film “Fresh Food Hollywood” to briefly explain the mechanism of food marketing. See detailed information of this communication item above (Task 2.2.4).

Layman version of the final report (D2.6) The layman report was delivered in M36. The layman version of the final report was created to provide a simple summary of the project for the general public. We intentionally avoided using technical and scientific terms to make the report easily understandable for those who may not be experts in nutrition policy. The summary covers the childhood obesity issue, the project's overall goals, achievements in various work packages, and introduces readers to the socioeconomic factors that affect dietary habits. Additionally, it briefly explains the policy-making process.

Task 2.2.8 Internal communication – Intranet: Internal communication played a crucial role in coordinating dissemination activities among the JA partners, including their participation in Joint Action level events. A dedicated internal space (repository) was created for JA partners called the Intranet, which operated throughout the project's duration. The majority of project partners utilized the JA Intranet, enhancing coherent, effective, and sustainable communication both internally and externally. This ensured that stakeholders and a broader audience were well-informed about the Joint Action's objectives, activities, results, and deliverables.

Coordination with other projects or activities at European, national and international level

Work Package 2 has established an ongoing work relationship with the *PEN*, *Co-Create* and *STOP* projects on optimising communication activities and organising joint events. Work Package 2 completed communications tasks (event page setup, visual identity creation for the event, promotion on social media) in relation with the STOP-Best-ReMaP joint conference in November 2021, and promoted the webinar series that was co-organised with the World Obesity Federation in 2021.

In addition, Work Package 2 played an active role in organising two joint symposiums of the PEN, Co-Create, STOP and Best-ReMaP projects which took place in June 2022 in Brussels and in October 2022 in Ljubljana.

Further cooperation took the form of online multiplying roles, amplifying each other's exposure. These organisations include WHO, EuroHealthNet, Eurofir, FEAST.

Dissemination activities carried out by all partners

In collaboration with Work Package 1 (NIJZ), Work Package 2 has collected the dissemination activities of all partners of JA Best-ReMaP that were carried out during the lifetime of the project. All activities – including presentations, workshops, publications, social media posts, etc. - that promote JA Best-ReMaP and its goals were considered as dissemination activities.

The following table summarizes the dissemination activities of the JA Best-ReMaP partners by type. Final results of the data collection have not been submitted by all partners at the finalization of this report. The final results will be available in M37.

Dissemination activity type	Amount
Organisation of a conference	5
Organisation of a workshop	41
Press release	13
Non-scientific and non-peer-reviewed publication	8
Exhibition at a conference	2
Flyer/leaflet	6
Social media posts (sum: Facebook, Instagram, LinkedIn, TikTok, Twitter)	250
Website (or subdomain of your organisation)	19
Communication campaign (e.g. radio, TV, podcast)	15
Participation to a conference (as a panelist or speaker)	19
Video/Film	8

5. Project Results and Visibility

The visibility of the project has been ensured by efforts led and coordinated by WP2 Semmelweis University and NIJZ during the lifetime of the project:

Key performance indicators reached

KPI	Original target	Result reached
Stakeholders - with input from all partners	120	605
Number of page views per month - driven by heavy social media presence with organic and paid campaigns drawing visitors to the website	200	400 on average from M3-M36

Social media outreach in numbers

KPI	Reached target
Facebook Page Reach - number of people who have seen Best-ReMaP related content on social media	15 207 156
Facebook & Instagram followers (reached the 1,500 as original project KPI) - Instagram was added as an extra to the communication channels originally promised in the GA	Facebook: 1 516 Instagram: 217
YouTube views: Number of views of the videos - primarily due to paid advertisements for the flagship film on the impact of food marketing on children	384.021 views with 14.800 hours of watching time

6. Reflections and closing remarks

Target groups and added value: The project successfully reached a wide range of professionals, many of whom are also involved in other key European nutrition-related projects. Furthermore, the Policy Decision-Making Forums of the project involved high-level nutrition policymakers and professionals. WP2 successfully engaged younger generations through an educational movie and a social media campaign.

Reflections and lessons learned: WP2 successfully communicated project achievements in an accessible manner, using professional and appropriate yet inclusive and politically correct terminology. Cooperation with participants from various institutions proved to be effective, and the success of stakeholder events and the social media campaign for the educational film can be attributed to the collaborative efforts of WP2 and partner participants.

However, in WP2, communication relied on WP leaders for updates on project results, which, in retrospect, appears to be a conservative approach. For future projects, it is advisable to engage every project participant, including institutions and pilot implementers, to ensure a more comprehensive flow of information that adds communicative value. This means that communication channels should not only focus on formal deliverables and events but also include regular updates on broader project-related topics.

Opportunities that arise from technological advancements can accelerate communication activities in EU projects. By utilizing open AI tools with a critical approach and strict supervision to interpret complex scientific content and transform messages, we can better resonate with an extended audience. Furthermore, projects can benefit from SEO optimization of dedicated websites and attract potential visitors easily.

Dissemination activities after the project: The project website will be maintained for three years after the project's completion. The project's results and deliverables are available on the website. Project partners will need to ensure that they include references to this project page on their websites and in publications during this period. The final Framework for Action schemes will be available for download on the opening page for easy access.

List of annexes

1. Script
2. Education materials (lesson plan & info sheet for teachers)
3. Leaflet for families
4. List of NGOs, umbrella organisations that received the edu package
5. Social Media Campaign report

Annex 1 Script

V01:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke while he is walking home. He is surrounded by happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is still surrounded by fresh vegetables, and finally he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep while everybody is wide awake and happy. He fills his cup up with coke at the studio and does the shooting. He goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.

One morning he stands on the metro again outworn and sleepy as usual but he starts noticing something unusual. He looks right and sees an advert in front of him saying: 'Unhealthy but cool! New fast-food commercial is a hit!'. Then he looks left and sees a carrot reading a newspaper with the headline: 'People are hooked on fast-food after the new commercial!'. Finally, he looks down and sees a little baby pea in a fast-food t-shirt smiling at him. Something hits him suddenly. He rushes into his changing room and stops in front of his vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the end of the shooting as an extra performance Coke blows out some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and transforms himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream chooses the 'yoghurt and fruits' option on the vending machine instead of the vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home. He is cheerfully waving to the other healthy food joggers. Zoom-out: we see the billboards in the city: 'Healthy is cool!' etc etc.... (I will need a little help here what kind of titles and headlines would work the best.:))

V02:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke as he is travelling home on the tube filled with other tired fast food characters. He peeks through the window and sees some happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga in the park and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is surrounded by fresh vegetables who make him even more annoyed. Finally, he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up

early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep. He fills his cup up with coke at the studio and does the shooting. Goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.

One morning he stands on the metro again outworn and sleepy as usual but he starts noticing something unusual. Lots of little peas get on the tube with their mom. They are happy and energetic. They sit down next to Coke. The mom gives fresh water to one of the peas. Another pea starts to use the handrail like an acrobat. Coke stares at them suspiciously. Then something hits him. He looks outside through the window and sees the healthy veggies drinking fresh water in the park, doing yoga, jogging etc....He looks back and one of the peas holds a glass of water towards him. He suddenly realizes something. He rushes into his changing room and stops in front of his vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the end of the shooting as an extra performance Coke blows some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and changes himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream choose the 'yoghurt and fruits' option on the vending machine instead of vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home instead of taking the tube again. He is cheerfully waving to the other healthy food joggers, winking at the baby peas at the playground etc etc..

V03:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke as he is travelling home on the tube filled with other tired fast food characters. He peeks through the window and sees some happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga in the park and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is surrounded by fresh vegetables who make him even more annoyed. Finally, he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep. He fills his cup up with coke at the studio and does the shooting. Goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.


One morning he oversleeps a bit and misses the metro so he has to walk to the studio. He is walking next to a bunch of happily jogging veggies and fruits, sees some little peas drinking fresh water, some full grain pastries doing yoga and a couple of legumes sunbathing. He suddenly realizes something. He rushes into his changing room and stops in front of his vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the

end of the shooting as an extra performance Coke blows some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and changes himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream choose the 'yoghurt and fruits' option on the vending machine instead of vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home instead of taking the tube again. He is cheerfully waving to the other healthy food joggers, winking at the baby peas at the playground etc etc.. Questions: He or she? Should we make female/male characters or is it better to make everybody genderless?

Annex 2 Education materials (lesson plan & info sheet for teachers)

Fresh Food Hollywood - Lesson Plan

by Best-ReMaP EU Joint Action project



Subject:	Date:
Topic: Fresh food Hollywood educational film	Lesson #

Lesson Focus and Goals:
 The video aims to guide children about the importance of making healthy food choices and how it affects their energy and mood throughout the day.
 Students will be able to identify and differentiate between healthy and unhealthy food choices.
 Students will be able to make informed decisions about their food choices based on the benefits of consuming nutritious food.

Materials Needed:
 projector-screen
 link to the film:
<https://bestremap.eu/edu-video/>
 colored paper, glue, pencils for group work

Learning Objective:
 To introduce children to the concept of healthy eating and how it contributes to their overall well-being.


Activity:
Scripted Questions to help understand the messages of the film


- What is the main message of the video?
- What effect does unhealthy food have on our bodies and energy levels?
- What role do advertisements and marketing play in our food choices?
- Why do you think the characters in the video started making healthier choices?
- What are some ways we can encourage others to make healthier food choices?
- How can we resist the temptation to choose unhealthy foods when they are advertised so heavily?
- What are some healthy food options that you enjoy?
- How can we make healthy eating a part of our daily routines?
- What unhealthy options can be substituted by a more nutritious one? Can you recall a couple of food replacements presented in the video, for example the cola turns into water?

Activity: Small-group work

- Create an ad: ask students to create their own advertisements promoting healthy food choices.
- Plan a healthy school meal: ask students to plan a meal that is both nutritious and appealing to children. They can discuss the challenges of marketing healthy food to children and brainstorm ways to make healthy foods more attractive.

Potential Student Misunderstanding:
 Believing that they are immune to the influence of marketing:
 Students may underestimate the impact that marketing can have on their own food choices, believing that they are not influenced by advertising or branding. Discuss and acknowledge this cognitive dissonance. Read more on the topic at: <https://www.everydayhealth.com/neurology/cognitive-dissonance/cognitive-dissonance-communication-from-tv-ads-pr-campaigns/>





JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).

Fresh Food Hollywood Background Information sheet for teachers

by Best-ReMaP EU Joint Action project



When discussing the scripted questions in class, a teacher should bring the following ideas to the students:

Nutritional value: Healthy food options generally provide more essential nutrients, such as vitamins, minerals, and fiber, than unhealthy food options.

Calories: Unhealthy food options tend to be higher in calories and lower in nutrients, which can contribute to weight gain and other health problems.

Fat content: Unhealthy food options often contain more saturated and trans fats, which can raise cholesterol levels and increase the risk of heart disease.

Sugar content: Unhealthy food options are often high in added sugars, which can contribute to obesity, type 2 diabetes, and other health problems.

Processing: Unhealthy food options are often highly processed and contain additives, preservatives, and other chemicals that can be harmful to health.

Portion size: Healthy food options are often served in appropriate portion sizes, while unhealthy food options tend to be oversized.

By discussing these ideas, students can learn how to differentiate between healthy and unhealthy food options, make informed food choices, and improve their overall health and well-being.

For more information about the Best-ReMaP project's mission and scientific background please visit our website and download our leaflet or official project presentation.

<https://bestremap.eu/about-us/>



JA Best-ReMaP was funded by the
European Union's Health Programme
(2014-2020).

Annex 3 Leaflet for families



Food Marketing

Advertising and marketing have an effect on our food choices. The advertisements we see on TV, on the internet and in the streets influence our food choices as they try to convince us to consume foods that are not always the healthiest options.

Unhealthy food

Foods with high energy value, excessive fat, sugar and salt content are considered unhealthy. Examples include sweets, sweet and savoury snacks, soft drinks, sugary desserts, cakes, hamburgers and fried foods such as fries.

You are what you eat

Foods with excessive sugar, such as soft drinks, sweets, and candies, are unhealthy. They can lead to tooth decay, obesity, and other diseases, while also causing fatigue and affecting mood or mental health. **Therefore, it is crucial to prioritize nutrition and make wise food choices for a healthier and happier life.**

It's your choice

Change your eating habits and decide with confidence!
Try to consciously resist the temptation to opt for unhealthy foods even when they are heavily advertised. Instead, prefer foods that bring benefits to your body and prevent diseases.



Drink water

Choose water over soft drinks because it helps your body to keep hydrated, supports absorption of nutrients, boosts physical performance, improves concentration, prevents fatigue, and aids weight management efforts.



Encourage others!

The main characters in the film have replaced hamburgers with sandwiches with a lot of vegetables, chips with carrots and celery sticks, sugar-rich desserts with yogurts and cakes with various fruits.

Although unhealthy foods appear more appealing and provide a false sense of pleasure due to their intense flavours, you should opt for a complete, varied and balanced diet, preferring cereals, vegetables, fruit, pulses and dairy products.

Annex 4 List of NGOs, umbrella organisations that received the edu package

- ESHA (European School Heads Association)
- EuroHealthNet
- FEAST/ICLEI (Federation of European Associations for the Advancement of Teaching)
- Harvard School of Public Health
- WordObesity (World Obesity Federation)
- European Schoolnet
- Futurum Careers
- European Association of Teachers
- Seeds Eu Project
- NFOC Salut (No Finish Line Organization - Catalan Institute of Health)
- Core Evidence (Children in the Digital Age)
- Science in School EU Journal for Science Teachers
- OBESSU (Organising Bureau of European School Student Unions)
- BetterInternetforKids/Youth
- Lacaixa Foundation
- Scientix
- EUCIS-LLL (European Civil Society Platform for Lifelong Learning)
- European Schools Project Association
- European Commission - Directorate-General for Education, Youth, Sport, and Culture (DG EAC)
- European Association for Quality Assurance in Higher Education (ENQA)
- European Association for International Education (EAIE)
- European Association for Practitioner Research on Improving Learning (EAPRIL)
- European Association for Research on Learning and Instruction (EARLI)
- European Council of International Schools (ECIS)
- European Educational Research Association (EERA)
- European Federation of Education Employers (EFEE)
- European Federation of National Associations of Teachers (EFNAT)
- European Association for the Education of Adults (EAEA)
- European Association for Teacher Education (EATE)
- European Association of Institutes for Vocational Education and Training (EVBB)
- European Centre for Modern Languages (ECML)
- European Council for Steiner Waldorf Education (ECSWE)
- European Distance and E-Learning Network (EDEN)
- European Forum for Technical and Vocational Education and Training (EfVET)
- European Foundation for Quality in e-Learning (EFQUEL)
- European Parents' Forum (EPF)
- European Students' Union (ESU)
- European Trade Union Committee for Education (ETUCE)
- International Association for the Evaluation of Educational Achievement (IEA)
- International Bureau of Education (IBE-UNESCO)
- International Council for Education of People with Visual Impairment (ICEVI-Europe)
- International Society for Technology in Education (ISTE)
- Joint Research Centre - European Commission (JRC)
- Lifelong Learning Platform (LLLPL)
- Network of Education Policy Centers (NEPC)
- The Student Voice

- Institute of Child Education and Psychology

Annex 5 Social Media Campaign report

Best-ReMaP EU 2023 Campaign Report



Facebook /
Instagram

Country	Reach	Video views	€ Cent/view	Amount costs (EUR)
ITA SOTE Video	1 974 044	84 619	2,51	144 EUR
RO SOTE Video	1 486 221	115 708	3,05	240 EUR
POL SOTE Video	1 234 941	94 544	2,81	180 EUR
FR SOTE Video	1 123 704	53 513	4,97	180 EUR
GR SOTE Video	1 079 129	73 458	3,62	180 EUR
DE SOTE Video	1 066 735	59 739	4,45	180 EUR
BG SOTE Video	1 038 251	100 901	3,50	240 EUR
PT SOTE Video	801 178	43 980	4,84	144 EUR
HU SOTE Video	617 968	67 272	3,16	144 EUR
BA SOTE Video	573 007	70 038	5,05	240 EUR
IE SOTE Video	457 517	31 795	8,37	180 EUR
HR SOTE Video	454 609	41 386	6,43	180 EUR
BE SOTE Video	452 405	27 935	9,52	180 EUR
AT SOTE Video	418 607	28 088	9,47	180 EUR
SI SOTE Video	376 241	40 961	5,20	144 EUR
RS SOTE Video	359 007	38 063	4,99	129 EUR
DK SOTE Video	324 499	20 464	13,00	180 EUR
LV SOTE Video	300 020	35 780	7,43	180 EUR
MT SOTE Video	289 572	30 302	8,78	180 EUR
EE SOTE Video	260 820	30 533	8,71	180 EUR
NL SOTE Video	248 819	17 220	15,45	180 EUR
FI SOTE Video	217 775	17 257	12,33	144 EUR
Összesen	15 155 069	1 123 556	147,65	3 915 EUR