



anemelo

AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

Newsletter N°[1] – [February 2018]

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 and New Media against online promotion of unhealthy food.

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

PARTNERS

- CIVIC
Digital solutions provider
- PLATON
Primary and Secondary School, Nursery, Kindergarten
- EZZEV
Network Foundation
- IIS ALBERT EINSTEIN
Secondary Education Institution
- UNIVERSITY OF NICOSIA
University (UNIC)
- European Digital Learning Network
Digital wide network

CIVIC



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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.



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. ANEMELO project number: 2017-1-UK01-KA201-036769



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PROJECT MEETING

The Kick-off meeting of this project was held in Edinburgh on November 8th, 2017 and hosted by CIVIC.



The next meeting for ANEMELO will be hosted by the University of Nicosia, and it has been scheduled for May 8th, 2018. The main item for discussion concerns the Output n.2

- Design and development of the curriculum and the teacher handbook;
- Augmented Reality game.

ISSUES AND GOALS

Online, children are confronted with many marketing techniques of the food and drinks industry.

Children are persuaded to eat and drink refined carbohydrates and fructose-based products in a binge-like manner, at a time that child obesity is at an all-time high.

ANEMELO aims at working on this issue, endorsing activities designed to identify effective countermeasures, and delivering a lasting educational experience through new media technologies and Augmented reality.

Find out more

[Official website](http://anemelo.eu)

anemelo.eu



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Get in touch

<http://anemelo.eu/contact>



Erasmus+

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