

EDUCATIONAL MARKETING FOR SCHOOLS



AgriXPlainer

Description of the activity

- **The Educational Marketing for Schools** method involves integrating sustainability education into the school curriculum and extracurricular activities. This approach includes interactive lessons, hands-on projects, farm visits, and collaborations with local farmers to provide students with a comprehensive understanding of sustainable food practices.

Easy operations to be replicated

- **Classroom Lessons:** Develop lesson plans and educational materials focused on sustainable agriculture, food systems, and environmental impact.
- **School Gardens:** Establish school gardens where students can engage in growing their own food, learning about organic farming, and composting.
- **Farm Visits:** Organize visits to local sustainable farms to see real-world applications of classroom lessons.
- **Guest Speakers:** Invite local farmers, nutritionists, and environmental experts to speak at schools.
- **Cooking Workshops:** Conduct workshops where students learn to cook with sustainable ingredients.
- **Interactive Projects:** Implement projects such as composting programs, waste reduction campaigns, and sustainability fairs.

Expected outcomes

Purpose	Added value	Target Audience
To educate students and, by extension, their families about sustainable food practices and the importance of sustainable agriculture.	Increased awareness and knowledge about sustainability among young people, fostering a culture of environmental responsibility and healthy eating habits.	Students (primary and secondary), teachers, school administrators, parents, and local community members.

Type of experts to be involved

- Educators and Curriculum Developers
- Sustainable Agriculture Experts
- Nutritionists
- Environmental Scientists
- Local Farmers and Food Producers
- Community Outreach Coordinators

Requirements

Geographical requirements	Type of products	Legal requirements
Schools located near sustainable farms and markets for practical visits; urban or rural schools with space for school gardens.	Organic produce, locally sourced food items, eco-friendly gardening supplies.	Compliance with educational standards and policies, food safety regulations, and permissions for farm visits and guest speakers.

Tips & tricks/successful case study

- **Integrate with Existing Curriculum:** Align sustainability topics with existing subjects such as science, geography, and home economics to ensure seamless integration.
- **Engage the Community:** Involve parents and local community members in school garden projects and sustainability events to broaden the impact.
- **Use Digital Tools:** Leverage digital platforms for interactive learning modules, virtual farm tours, and resource sharing.
- **Monitor and Evaluate:** Implement feedback mechanisms to assess the effectiveness of the program and make improvements as needed.

Successful Case Study: In Italy, the “Orto in Condotta” (School Gardens) program by Slow Food has successfully implemented educational marketing in schools. The program includes

setting up school gardens, providing educational materials, and organizing farm visits. Teachers receive training to integrate these activities into their curriculum. As a result, students not only learn about sustainable farming but also develop a greater appreciation for local food and environmental stewardship. This program has been credited with increasing student engagement and knowledge about sustainability while fostering stronger community ties.

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