

EDUCATIONAL MARKETING FOR KIDS



AgriXPlainer

Description of the activity

- This method involves developing educational games aimed at teaching kids about sustainable food products. These games can take various forms, such as board games, card games, online games, or interactive apps. The games will be designed to educate children about the importance of sustainable food production, including concepts like organic farming, fair trade, local sourcing, and environmental stewardship.

Easy operations to be replicated

- **Game Development:** Create engaging and interactive games centered around sustainable food production. Incorporate elements of storytelling, problem-solving, and decision-making to make learning fun.
- **Testing and Feedback:** Test the games with children to gather feedback on usability, enjoyment, and educational value. Make necessary adjustments based on feedback to improve the gaming experience.
- **Distribution:** Make the games accessible through various platforms, including online platforms, educational institutions, community centers, and mobile app stores.
- **Promotion:** Promote the games through social media, educational networks, and partnerships with schools and youth organizations to reach a wide audience of children and parents.
- **Monitoring and Updates:** Monitor game usage and collect data on user engagement and learning outcomes. Regularly update the games with new content and features to keep them relevant and engaging.

Expected outcomes

Purpose	Added value	Target Audience
To educate children about sustainable food production practices and inspire them to make environmentally conscious food choices.	Empowering children with knowledge about sustainable food systems, fostering environmental awareness and responsible consumer behavior from a young age.	Children aged 5–12 years old, parents, educators, and youth organizations interested in promoting sustainability education.

Type of experts to be involved

- Educational Game Developers
- Pediatric Nutritionists
- Environmental Educators
- Child Psychologists

Requirements

Geographical requirements	Type of products	Legal requirements
Games can be distributed globally through online platforms and mobile app stores, making them accessible to children worldwide.	Focus on sustainable food products suitable for children, such as organic fruits and vegetables, ethically sourced snacks, and eco-friendly packaged foods.	Ensure compliance with child safety and privacy regulations when developing and distributing games targeted at children. Obtain necessary permissions for using trademarks or copyrighted materials in the games.

Tips & tricks/successful case study

- **Interactive Storytelling:** Incorporate storytelling elements into the games to create engaging narratives that educate children about sustainable food production practices.
- **Gamification Techniques:** Use gamification techniques such as points, rewards, and levels to motivate children to engage with the games and learn about sustainability.
- **Collaboration with Schools:** Partner with schools and educators to integrate the games into curriculum activities and promote sustainability education in the classroom.

- **Parental Involvement:** Encourage parental involvement by providing resources and information to help parents reinforce sustainability concepts at home.

Successful Case Study: The “Sustainable Food Explorers” game developed by an educational NGO received widespread acclaim for its innovative approach to teaching children about sustainable food choices. Through interactive gameplay and colorful graphics, children embark on virtual adventures to explore farms, learn about organic gardening, and make eco-friendly food choices. The game’s success was attributed to its engaging storytelling, educational content, and collaborative partnerships with schools and environmental organizations.

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