

# EDUCATIONAL MARKETING FOR KIDS



AgriXPlainer

## Description of the activity

Educational Marketing for Kids through games is an engaging approach to teaching children important concepts like healthy eating, sustainability, and local food awareness using interactive and fun activities. The use of games, such as food-related puzzles, cooking classes, or eco-friendly challenges, kids can learn the importance of eating healthy food, knowing where their food comes from, and respecting the environment. This method is playful and makes learning more enjoyable and effective for children. Therefore it ensures the reception of important concepts about health and sustainability.

## Easy operations to be replicated

- **Food Quizzes:** simple trivia games about healthy eating and sustainability that kids can play in groups or individually. This can also be implemented through applications like Kahoot.
- **Interactive Food Pyramid:** in this game, kids have to build their food pyramid and learn balanced nutrition.
- **Local food Hunts:** it's a fun type of hunt where kids find clues related to local foods or healthy habits.

## Expected outcomes

- **Increased Engagement:** students are more likely to engage and enjoy classes and learning activities when they are playful and interactive.
- **Better Knowledge Retention:** through games is easier for children to remember concepts about healthy eating, sustainability, and local foods.
- **Improved Healthy Habits:** Kids are more likely to adopt healthy eating habits and make conscious food choices when they understand the benefits.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> <li>making it easier for kids to understand the importance of balanced diets and sustainability and making them develop positive attitudes towards healthy eating, and are motivated to make better food choices.</li> </ul>	<ul style="list-style-type: none"> <li>making complex concepts easier to grasp and making them absorb lessons more effectively and apply them in real-life situations.</li> </ul>	<ul style="list-style-type: none"> <li>5-18 y/o students</li> <li>teachers</li> <li>parents</li> <li>caregivers</li> </ul>

## Type of experts to be involved

- educators
- teachers
- educational farm operator
- farmers
- game developers
- pediatricians and nutritionists

## Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> <li>No specific geographical requirements is needed</li> </ul>	<ul style="list-style-type: none"> <li>in house games about healthy nutrition</li> <li>outdoor games about food origins</li> <li>educational farm tours</li> </ul>	<ul style="list-style-type: none"> <li>Pay attentions to authorizations to work with authorizations and privacy requirements to work with minors.</li> </ul>

## Tips & tricks/successful case study

- Use easy-to-understand language and concepts to ensure children get the lessons quickly.
- Let children interact with real or simulated food, whether in cooking games or gardening activities.
- Include group challenges or competitions to foster social interaction and collaboration while learning.

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