



FOOD 4U is an awareness campaign promoted by the Italian Ministry of Agricultural, Food and Forestry Policies, which, with the adhesion of the President of the Italian Republic, the patronage of the Italian Ministry of Foreign Affairs and of the Italian Ministry of Education, as well as under the auspices of the the Italian Delegation of the European Union Commission, of the Municipality of Rome and of the Province of Rome, is aimed at offering young students of secondary schools (aged between 14 and 19) from 16 European countries the possibility of exchanging experiences on the need and importance of being aware of a healthy and correct diet.

FOOD 4U, in 2010 at its sixth edition, is aimed at highlighting the young European students' role and point of view on nutritional problems, while stimulating them to reflect on the value of a healthy and balanced diet, thanks to the work involved in participating to the Competition. With the realization and production of TV spots on "Youngsters and an aware diet", students thus get involved in a direct and interactive way in the analysis of the various aspects of this issue.

The main objective

The aim of the campaign is to create awareness among youngsters on the importance of being conscious of proper nutritional habits and choices for their present and future wellbeing. Thanks to the work involved in participating to the Competition with the realization and production of a TV spot, students get directly involved in an in-depth analysis of nutritional issues and diet, a subject which has too often been neglected.

The countries involved :

FOOD 4U 2010 is addressed to young students from 16 European Countries: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Luxembourg, Norway, The Netherlands, Portugal, United Kingdom, Spain, Sweden, Hungary and Italy.

The target

European youngsters, between 14 and 19 of age, are strategically important since they are not only in a position to affect their family's shopping habits but they also make their shopping choices on their own, also in consideration of their improved expenditure

capacity if compared with the past. New generations (also called “*born to buy*”), if adequately educated, may certainly have an impact on their family nutritional habits.

The competition

The FOOD 4U competition stimulates European youngsters to express their point of view on the importance of a healthy diet with the production of a short video spot and relevant backstage.

Data and development of the project

More than 30.000 secondary schools, for a total of more than 6 million students are invited to participate to the competition through the web sites www.food-4u.it and www.politicheagricole.gov.it and by promotional brochures sent directly to the schools. In view of improving the promotional efforts, the Embassies, International Academies and Institutions and European Teachers' Associations have been involved.

The Finalists

An international preselection Jury including experts in communication and advertising techniques, nutritionists, journalists and institutional representatives will select the spots.

The Video Festival and the Awarding Ceremony

The students and the teachers of the finalist schools are invited to participate in an Award stay in Italy and in the European Video Festival FOOD 4U 2010 with the pre showing of the finalist video spots and relevant backstages. The festival takes place in Veneto for the second year, from the 18th to the 22nd September. During their stay the young students, in addition to a lot of cultural trips, have the opportunity to exchange their experiences and to enjoy together their competition for winning the FOOD 4U Award 2010 which is assigned to the best video.

The Awarding Ceremony, at the conclusion of the Video Festival, is organized in Rome (at Auditorium Conciliazione) on September 23rd 2010, at the presence of authorities and institutional representatives. An international Jury made up of journalists, experts in communication and advertising techniques, nutritionists and institutional representatives nominates the best European spot for the awarding of the **FOOD 4U Award 2010**.