The INHERIT project (2016-2019), coordinated by EuroHealthNet, has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 667364.
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**Societal Challenge**
- Alienation of Society from Nature
- Food Waste
- Unhealthy diets

**Our Solution**

GemüseAckerdemie

Every child should have the opportunity to learn in and from nature about food production, protection of soil and healthy nutrition

**Impact**

More appreciation for nature and food production

„I never would have thought that it takes so much effort to grow vegetables.“
The Vegetable Academy is a “ready to use” education model and praxis-oriented program for schools and kindergarten aiming to strengthen the relationship between children and nature as well as children’s knowledge about their food’s origin.
Implementation

- Students plant and grow vegetables
- Learn about food production
- Support local and organic farming
- Create green spaces

Intergenerational learning between students, teachers, mentors and VA team

- Healthy nutrition → less waste
- Entrepreneurial qualities: pricing and selling vegetables
- Prepare the field for the next crop thereby taking responsibility for future generations.
- Learning about related global issues
Impact Analysis

Yearly analysis and documentation. Impact measurement has shown changes in:

- Knowledge about food production
- Healthy diets
- Nature experience
- Mobility
- Social competence

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#InheritYourFuture Forum, Vienna, 21 November 2018
A solution that grows

2014:
6 schools
2 states
120 kids

2015:
24 schools
5 states
800 kids

2016:
51 schools and kita
8 states + AT
1,600 kids

2017:
148 schools and kita
8 states + AT + CH
5,000 kids

2018:
280 Schools and kita
16 states + AT + CH
9,000 kids

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#InheritYourFuture Forum, Vienna, 21 November 2018
Vegetable Academy: Self-Sustaining over time

→ Match fund system with public, private and prevention funding partners

<table>
<thead>
<tr>
<th>Service</th>
<th>Maximum Price for Schools</th>
<th>Revenue Potential for Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Carrot</td>
<td>2.400€</td>
<td>2.400€</td>
</tr>
<tr>
<td>Smarter Farmer</td>
<td>1.500€</td>
<td>1.500€</td>
</tr>
<tr>
<td>Vegetable Guru</td>
<td>600€</td>
<td>600€</td>
</tr>
</tbody>
</table>

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Lessons learned
- Scaling with help of Regional Social Entrepreneurs
- Leadership in quality through continuous impact measurement
- Widely known brand through positive communication
- Long lasting partnerships at eye level

Potential
- More full-time schools
- Commitment by government to invest in education for sustainable development
- Additional programs to scale impact
- “Plug-in” versions imaginable in different national contexts
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Vegetable Academy: Working toward a generation of kids who know what they are consuming

Thank you for your attention!