



Vegetable Academy

#INHERITYOURFUTURE FORUM, VIENNA, 21 NOVEMBER 2018

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Societal Challenge

- Alienation of Society from Nature
- Food Waste
- Unhealthy diets



Our Solution



GemüseAkerdemie

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



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

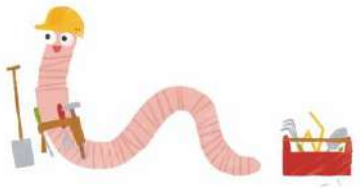
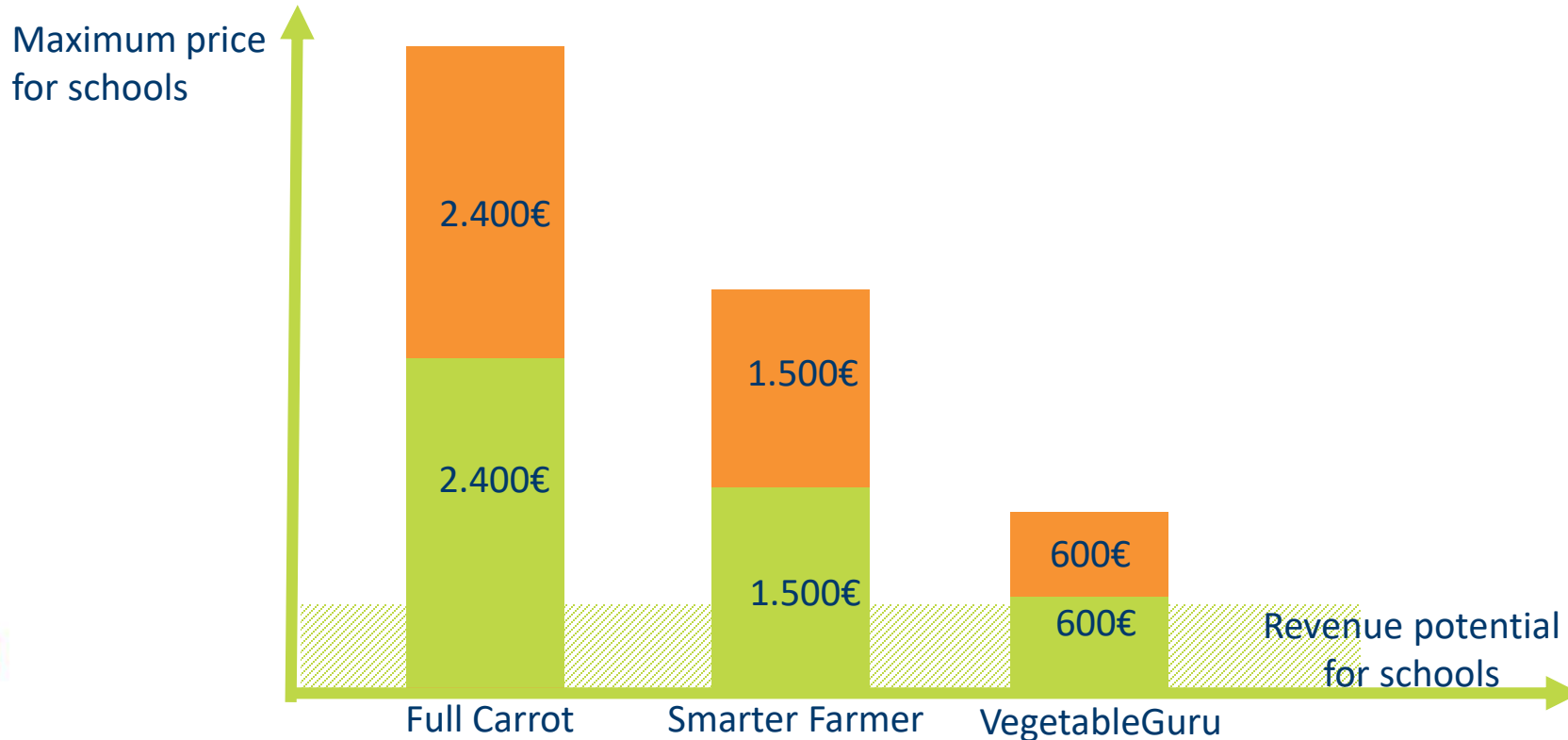


2018:

280 Schools and kita
16 states + AT + CH
9.000 kids

Vegetable Academy: Self-Sustaining over time

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



Orangela Möhrkel's Wall of Fame

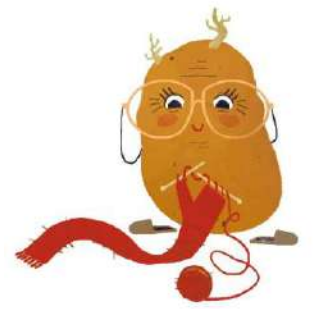


Lessons learned

- 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



Thank you for your attention!

VEGETABLE ACADEMY: WORKING TOWARD A GENERATION OF KIDS WHO KNOW WHAT THEY ARE CONSUMING



More Info:

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