



# Using the Social Lab Method to develop an innovative and “edutaining” communication campaign

Experiences from [FoodSafety4EU](#) (Horizon 2020)

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# Food4Future\_cz

- A public communication campaign targeted at 15–18-year-olds raising awareness about aquaponics as a sustainable and safe food production system and trust in science and scientists



## School campaign

- Materials: Comic flyer and teacher materials



## SoMe campaign

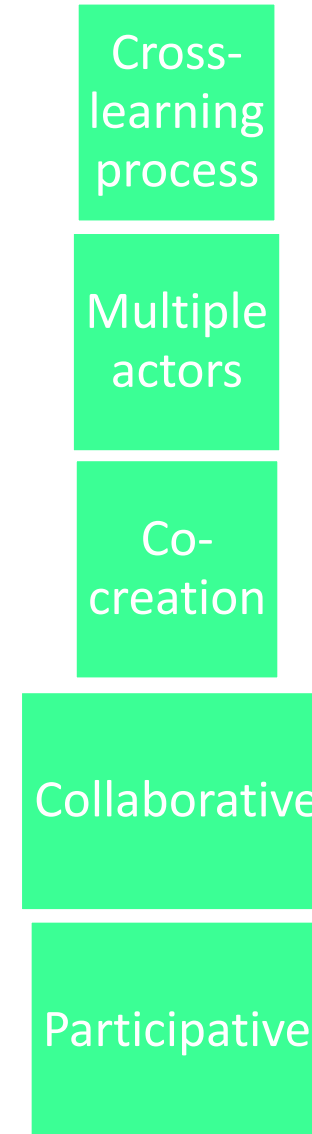
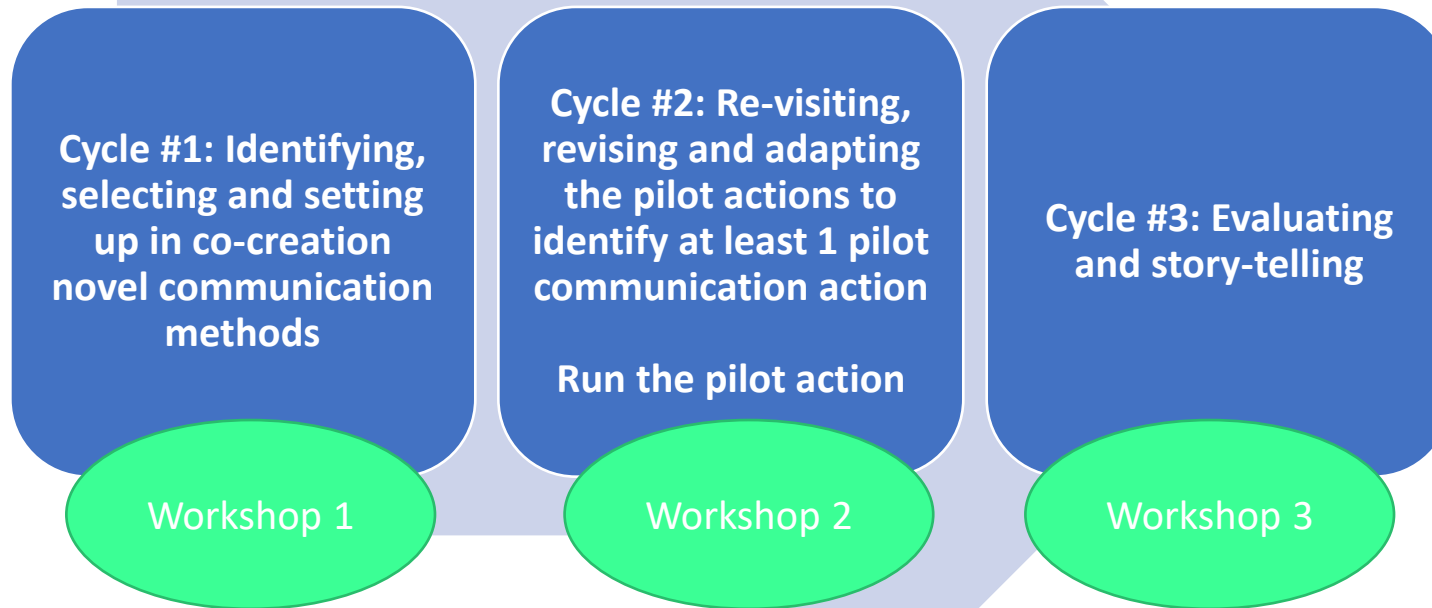
- Short videos

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# Social Lab Method

- a social experiment for addressing complex food safety related topics on a systemic level



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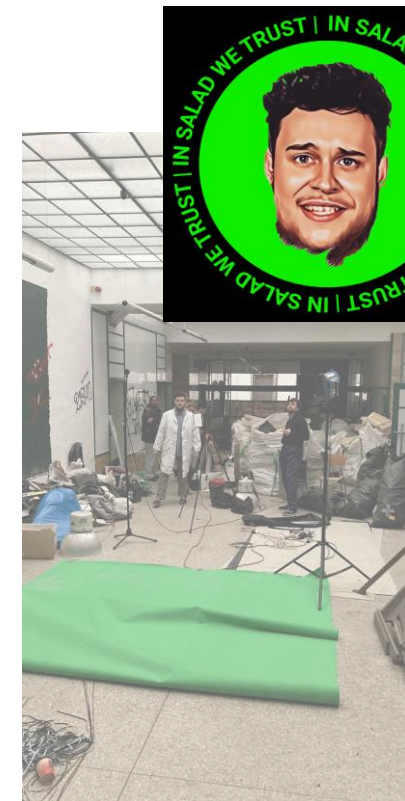


# Food4Future\_cz: SoMe campaign

Campaign strategy: edutainment targeted at reaching 15–18-year-olds living in Czechia

## Short videos:

- Filming: mobile device
- Main character: “AquaFriend” scientist in his early 30s, funny, goofy and comical, enthusiastic and passionate about aquaponics for which he is clearly convinced about as a modern and sustainable farming method.
- Storyline: uncooperative environments, comical struggle to film educational videos present different challenges of moving forward with aquaponic farming in society and at the same time serve as the main comical element.



# Food4Future\_cz: SoMe campaign channels and evaluation

## Promotion strategy:

- Channels chosen: TikTok, Instagram and Facebook
- Pilot duration 5 October-5 November 2022

## Reach:

- Users on TikTok in Czechia ~840.000 in the age 15-18 years (intended target group).
- Campaign reach:
  - TikTok: 553.297 users on TikTok (66%)
  - Instagram 86.127 users (16 %)
  - Facebook: 17.156 users (no reference)

	Reach (number of users)	Comments	Likes/reactions	Followers
<b>Facebook</b>	17.156	0	98	22
<b>Instagram</b>	86.127	15	2380	129
<b>TikTok</b>	553.297	140	26631	1094
<b>SUM</b>	656.580	155	29109	1245

## Further data collected:

- Quantitative and qualitative data from 1 secondary school class (n=20)
- Written interview from 1 producer (qual).
- Written interviews from 2 aquaponic farmers (qual.)

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# Food4Future\_cz: School campaign

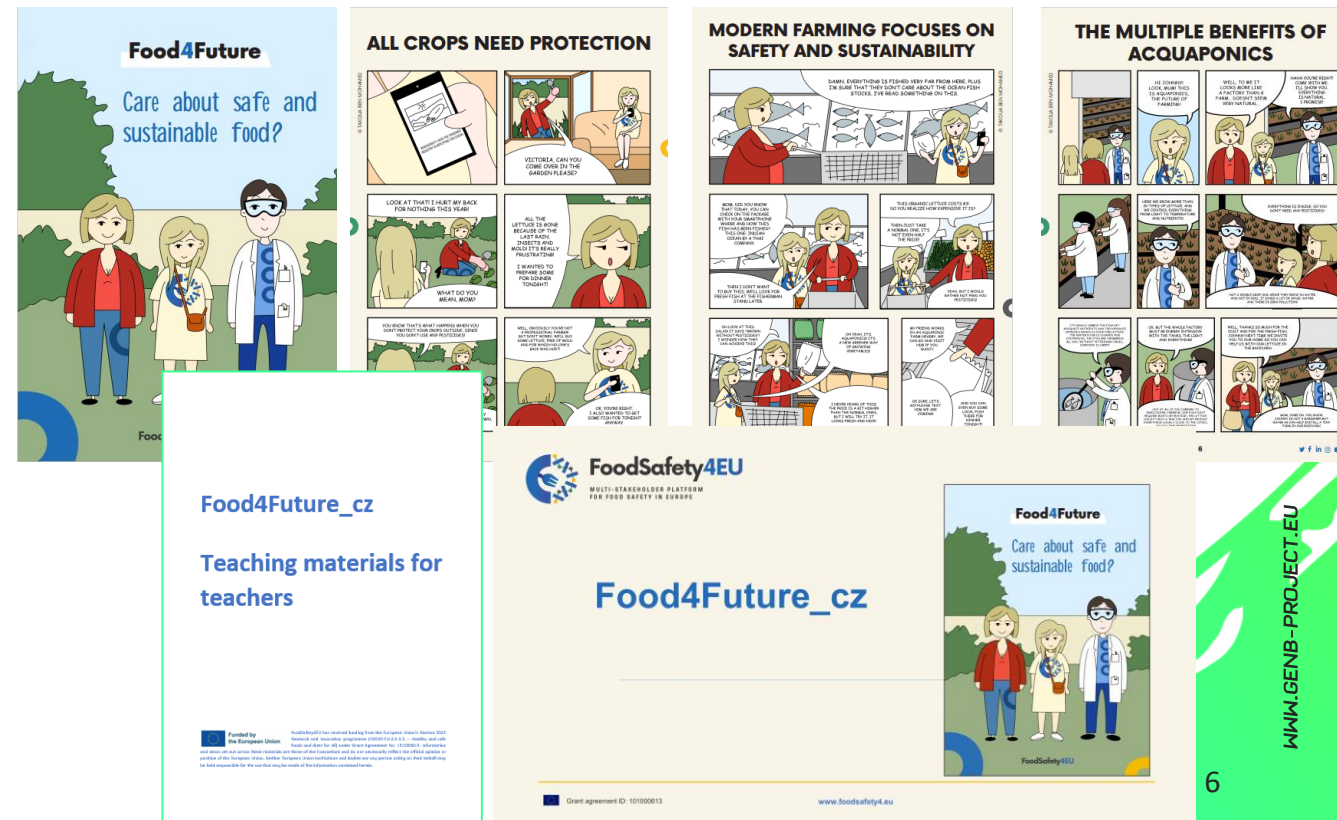
Campaign strategy: raise awareness about aquaponics and trust in science and scientists informing young adults about what farmers do to ensure food safety and encourage them to make informed food choices contributing to food safety, circularity of resources and support sustainable development.

## Flyer with comic:

- Communication style: informative, clear and simple, and easy to understand
- Characters: relatable main character representing the target group, who has little knowledge about food safety in general and the role of farmers in ensuring food safety.

## Teacher materials:

- for teachers at secondary schools; exercises based on action-learning principles.





# Food4Future\_cz: School campaign distribution

## Material distribution and evaluation

- Flyer and teacher materials distributed to teachers of 11 classes at seven schools in Czechia (mainly electronically)

## Reach

- Broad geographical reach
- Broad educational reach (general secondary, agricultural, natural sciences, sport and business)



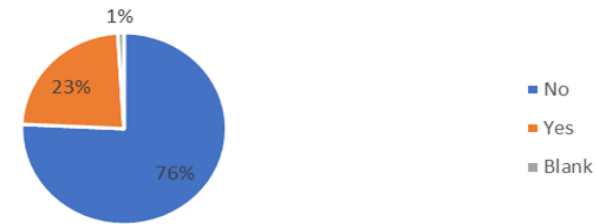
ID	Type	Name of school	Test time	Size (n)
0101	Class	Masaryk Secondary School of Chemistry	Dec 2022	n=23
0102	Class	Masaryk Secondary School of Chemistry	Dec 2022	n=25
0103	Class	Masaryk Secondary School of Chemistry	Dec 2022	n=25
0104	Class	Masaryk Secondary School of Chemistry	Dec 2022	n=25
0105	Class	Masaryk Secondary School of Chemistry	Dec 2022	n=25
0201	Class	Higher Vocational School and Secondary Agricultural School (Benešov)	Jan 2023	n~40
0301	Class	Gymnasium Prachatice	Jan 2023	n~40
0401	Class	General and Sports Gymnasium (Vimperk)	Jan 2023	n~40
0501	Class	Secondary School of Arts and Crafts St. Agnes Czech, Český Krumlov	Jan2023	n~40
0601	Class	Pilsen Business Academy, s.r.o. (Pilsen)	Jan2023	n~40
0701	Class	Secondary Horticulture School (Ostrava)	Jan2023	n~40
Total				n~363

# Food4Future\_cz: School campaign evaluation

	Type	Data	Sample size	Status
Student questionnaire	Questionnaire	Quan. + qual	n=103	Collected and analysed

## Preliminary results (n=103)

Q2.7 Eating habits: Have you ever heard of aquaponics?



**Questionnaires**

Thank you for taking a few minutes to fill in this questionnaire and give your say on the issues. Your responses are entirely anonymous and confidential, but very valuable to us as we are doing research. Please return the filled in questionnaire to your teacher, thanks!

**1. Tell us about yourself!**

1.1 How old are you? \_\_\_\_\_

1.2 What is your gender? Female  Male

1.3 How many people live in your household? \_\_\_\_\_

**2. Tell us about your eating habits!**

2.1 Do you sometimes go food shopping? Yes  No

2.2 If yes, how often per week? Once  Twice

2.3 With whom do you go food shopping? Alone  With family  With friends

2.4 Do you eat fish in your home? Yes  No

2.5 If yes, how often per week? Once  Twice

2.6 How often do you eat lettuce per week? Once  Twice  Three times  More

2.7 Have you ever heard of aquaponics? Yes  No

**3. What matters to you when you go food shopping?**

When going food shopping alone or with someone from your household, what is most important to you? (please dot a cross for each criteria taste, quality etc.)

	(1) not at all important	(2) low importance	(3) slightly important	(4) neutral
Taste				
Quality				
Food safety				
Price				
Convenience				
Nutrition and health				
Animal welfare				
Environmental impact				
Fair-trade				
no reason				
Locally produced				
Organic or certified				

Demographic

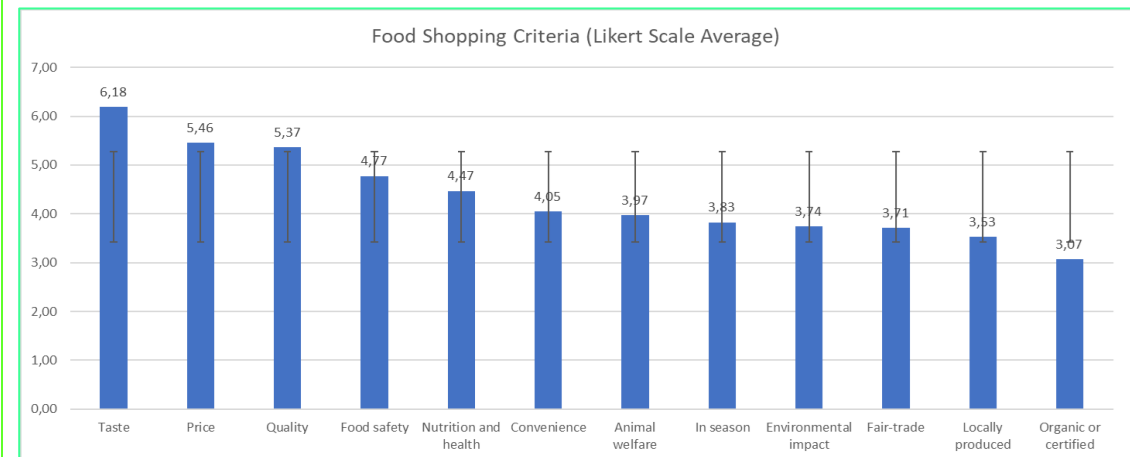
Eating habits

Food shopping criteria

Campaign

Quality of materials

Learning

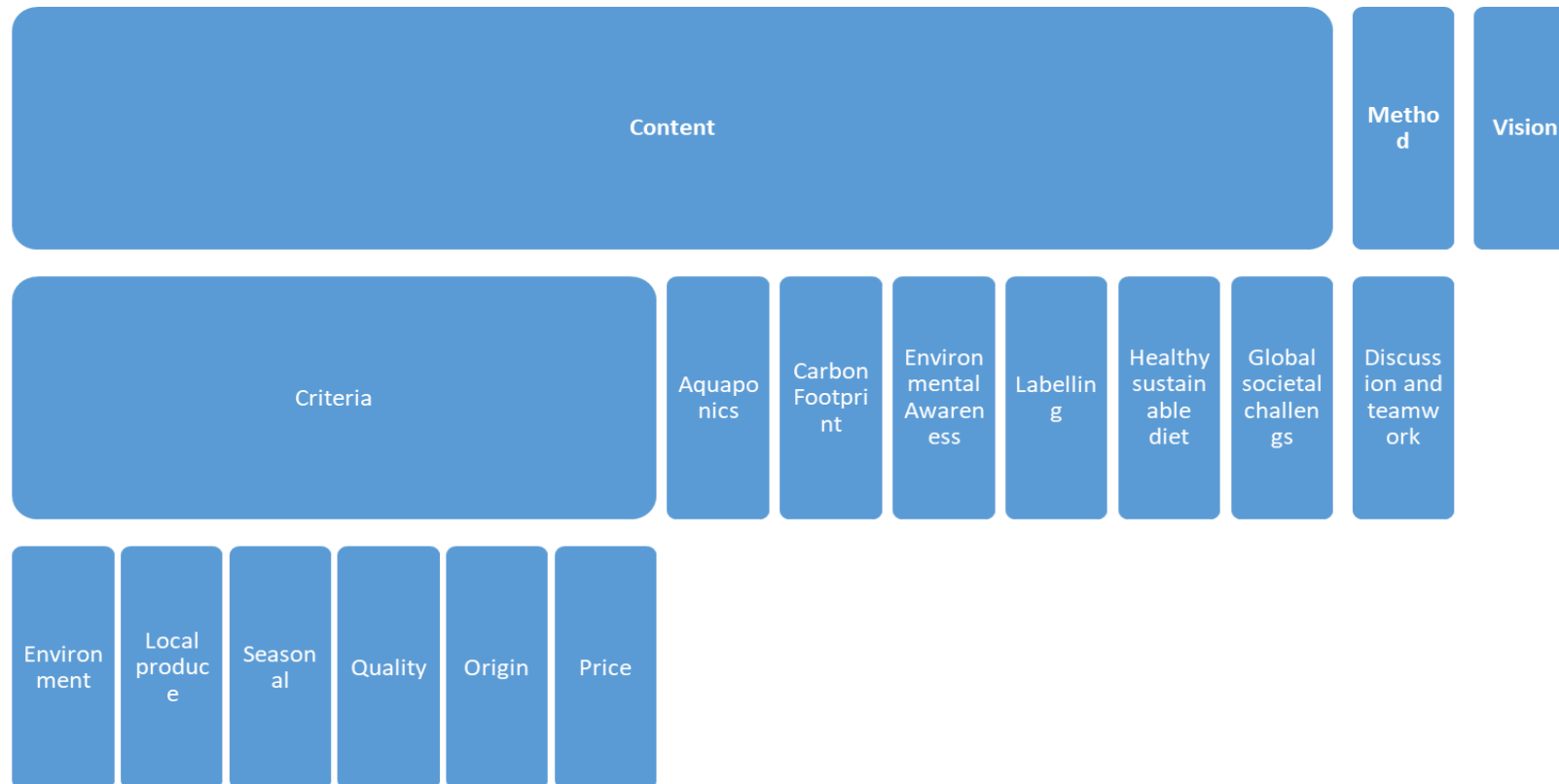




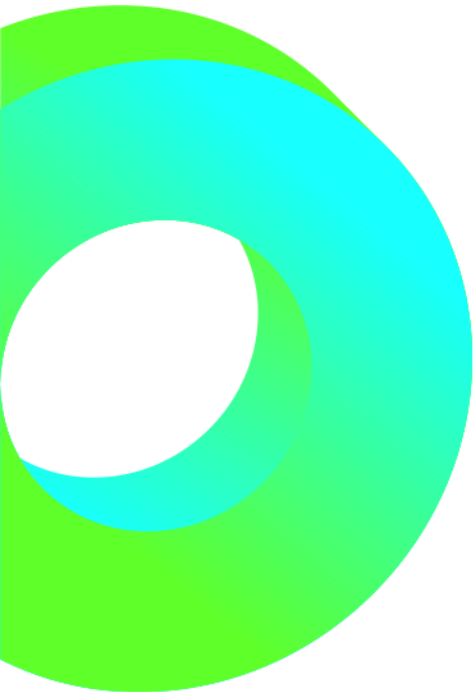
# Food4Future\_cz: School campaign evaluation

Preliminary results students (n=103) from inductive coding to question:

*In a few sentences, please describe what you learned in class?*



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More information: [www.foodsafety4.eu](http://www.foodsafety4.eu)



**FoodSafety4EU**

**THANK TO ALL**

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