



**anemelo**  
AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

## Newsletter N° [1] – [February 2018]

**ANEMELO** is a two-year project, co-founded with the support of the European Union by the Erasmus plus Program.

**ANEMELO** aims at using Augmented Reality and New Media against online promotion of unhealthy food.

**#child #teachers #obesity #digital transformation #online advertising**

### PARTNERS

- **CIVIC**  
Digital solutions provider
- **PLATON**  
Nursery, Kindergarten, Primary and Secondary School
- **EZZEV**  
Network Foundation
- **IIS ALBERT EINSTEIN**  
Secondary Education Institution
- **UNIVERSITY OF NICOSIA**  
University (UNIC)
- **European Digital Learning Network**  
Digital wide network

**CIVIC**



E-Z-Z-E-V



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ΠΛΑΤΩΝ



UNIVERSITY  
of NICOSIA



This project has been funded with support from the European Commission.  
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ANEMELO project number: 2017-1-UK01-KA201-036769



# anemelo

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The ANEMELO project involves: UK, Cyprus, Greece, Italy, and the Netherlands.

The cooperation between these partners favours a transnational approach to the subject, and a running dialogue around it.

## PROJECT MEETING

The Kick-off meeting of this project was held in Edinburgh on November 8<sup>th</sup>, 2017 and hosted by CIVIC.

The next meeting for **ANEMELO** will be hosted by the University of Nicosia, and it has been scheduled for May 8<sup>th</sup>, 2018. The main item for discussion concerns the Output n.2:

- Design and development of the curriculum and the teacher handbook;
- Augmented Reality game.

### Find out more

Official website:

[anemelo.eu](http://anemelo.eu)



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Get in touch:

<http://anemelo.eu/contact>

## ISSUES AND GOALS

Online, children are confronted with many marketing techniques of the food and drinks industry.

Children are persuaded to eat and drink refined carbohydrates and fructose-based products in a binge-like manner, at a time that child obesity is at an all-time high.

**ANEMELO** aims at working on this issue, endorsing activities designed to identify effective countermeasures, and delivering a lasting educational experience through new media technologies and Augmented reality.