

CANTEEN EXPERIENCE



ITALIAN CANTEEN



Challenge

Insights

Research

Game

Reward

ITALIAN CANTEEN PROBLEMS

LACK OF TIME

CHAOTIC CONDITIONS

ABSENCE OF EDUCATIONAL MATERIAL FOR TEACHERS

Challenge

Insights



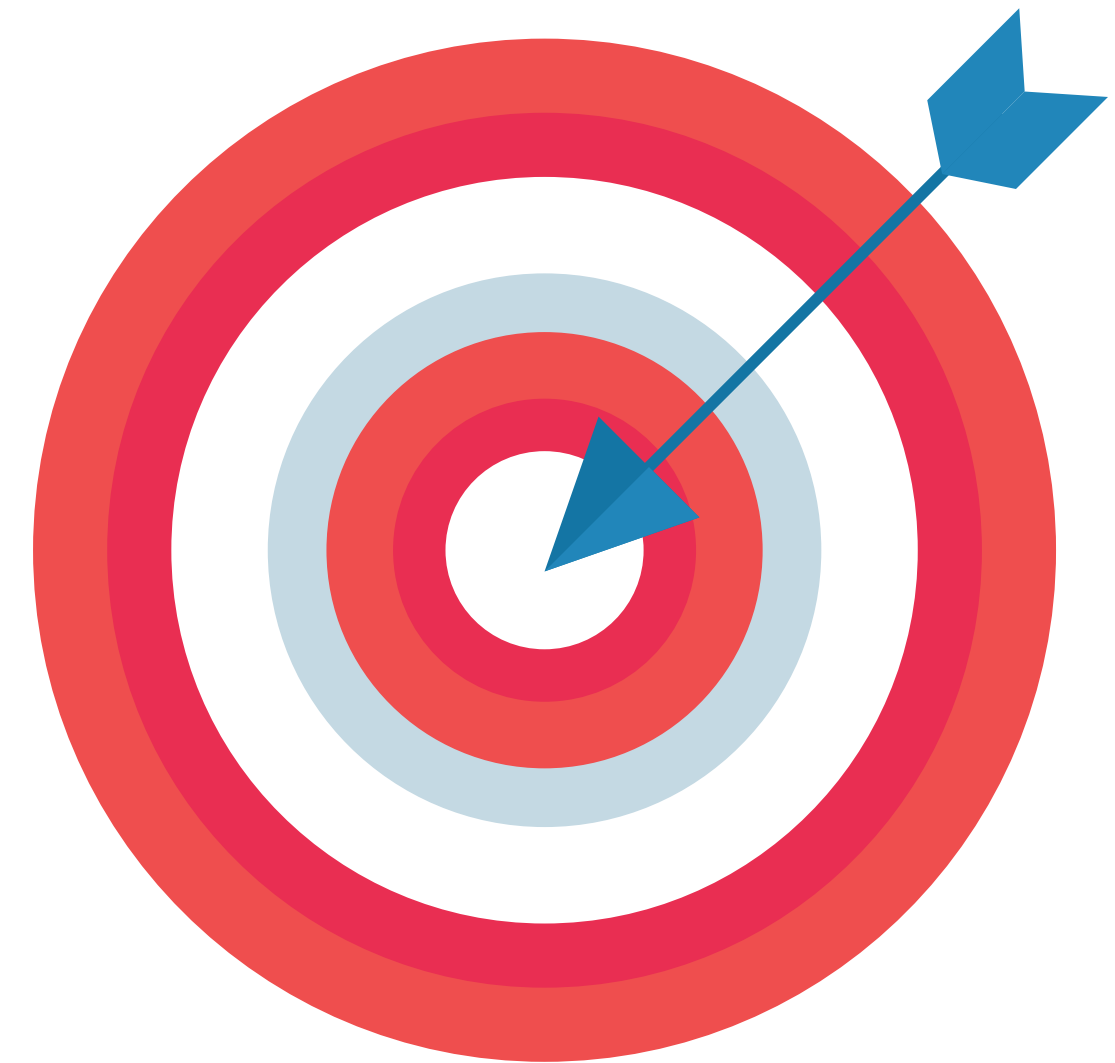
Research

Game

Reward

CHALLENGE DEFINITION

How might we help Edoardo, a primary school student, to be more **EMPOWERED** during the canteen moment and build a stronger relationship with food and friends while extending their food education at home?



SUSTAINABLE DEVELOPMENT GOALS



GOAL 4



QUALITY EDUCATION

4.7: education for sustainable development and sustainable lifestyles promotion



GOAL 12



RESPONSIBLE CONSUMPTION AND PRODUCTION

12.1: developing framework of programmes
12.3: reducing global food waste (production & supply chains)
12.8: provide info and awareness

Challenge

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NEED

BE EMPOWERED DURING THE CANTEEN MOMENT



QUOTES



I LIKE DOING THE WAITRESS, SET AND UNSET THE TABLE FOR ME AND MY FRIENDS"

Sara

NEED

BE GUIDED TOWARD THE EXPLORATION OF THE DISH



QUOTES



IF THE TEACHER TELLS A STORY ABOUT FOOD, CHILDREN CAN UNDERSTAND BETTER AND TASTE IT. **Carlo**

NEED

HAVE LESS STRESSFUL
JOB CONDITIONS



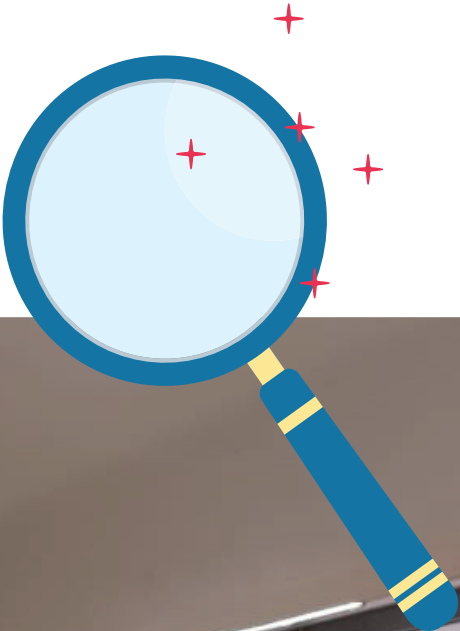
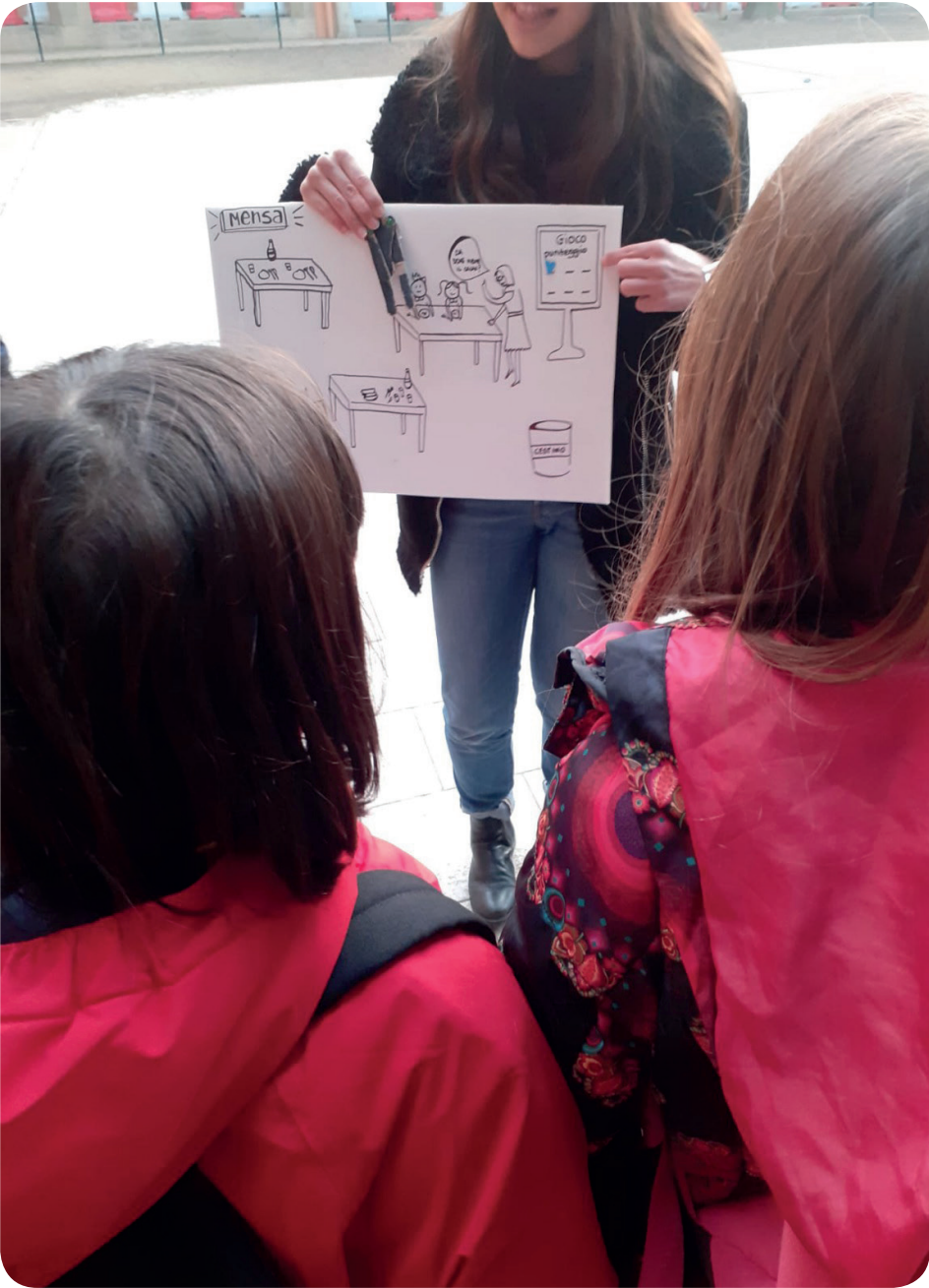
QUOTES



*THE CANTEEN MOMENT IS SO NOISY AND STRESSFUL.
I MUST TAKE CARE OF 20 KIDS AT THE SAME TIME."*

Annarita

RESEARCH



Challenge

Insights

Research

Game

Reward

SOLUTION
=
CANTEEN
GAME



WHY A GAME?

- KIDS LOVE PLAYING GAMES
- LEARNING BY HAVING FUN



Challenge

Insights

Research

Game

Reward

GAME'S OVERVIEW



Challenge

Insights

Research

Game

Reward

STORYTELLING



Challenge

Insights

Research

Game

Reward

GAME STRUCTURE



Challenge

Insights

Research

Game

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STRUCTURE OF THE YEAR

Duration: 9 months

Teams: classes

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					


DECEMBER

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20	21	22	23	24	25	26
27	28	29	30	31		



JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



FEBRUARY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

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19	20	21	22	23	24	25
26	27	28	29	30		



MAY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUNE

S	M	T	W	T	F	S
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28	29	30				

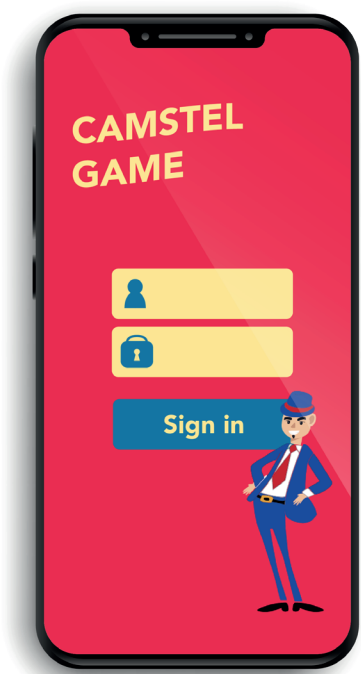
Challenge

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- CAMST KIT
- APP LOGIN
- MISSION

GAME START

MONTH



1st week

AUTONOMY

2nd week

FOOD EDUCATION



Challenge

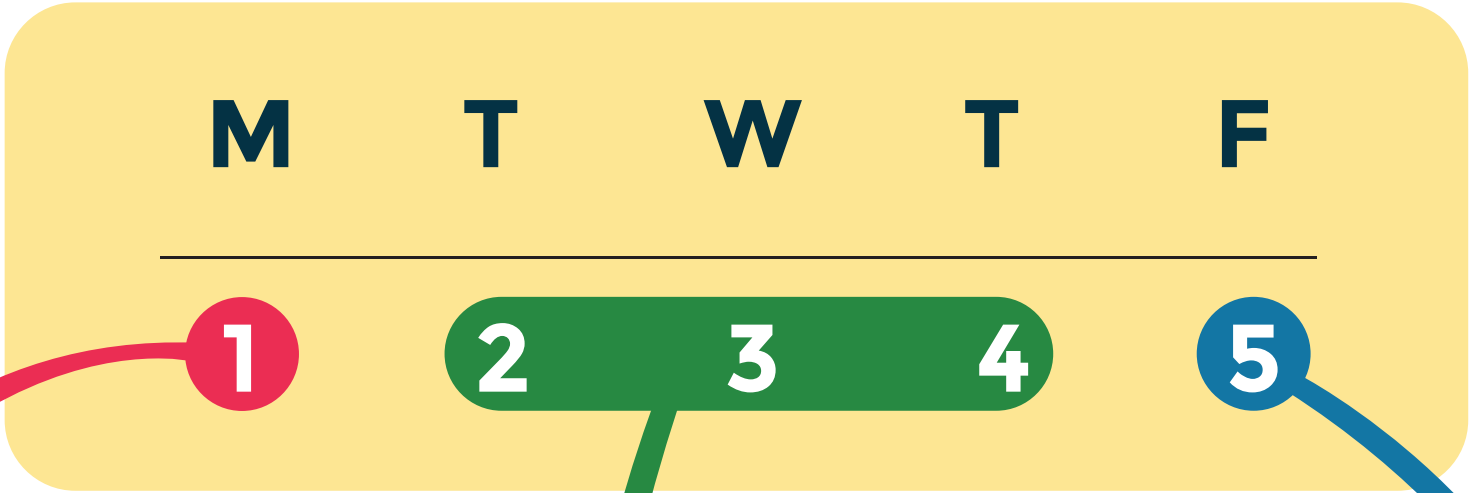
Insights

Research

Game

Reward

WEEK



- VIDEO

1 episode

- KIDS PLAY

Challenge

Insights

- KIDS PLAY AND IMPROVE

Research

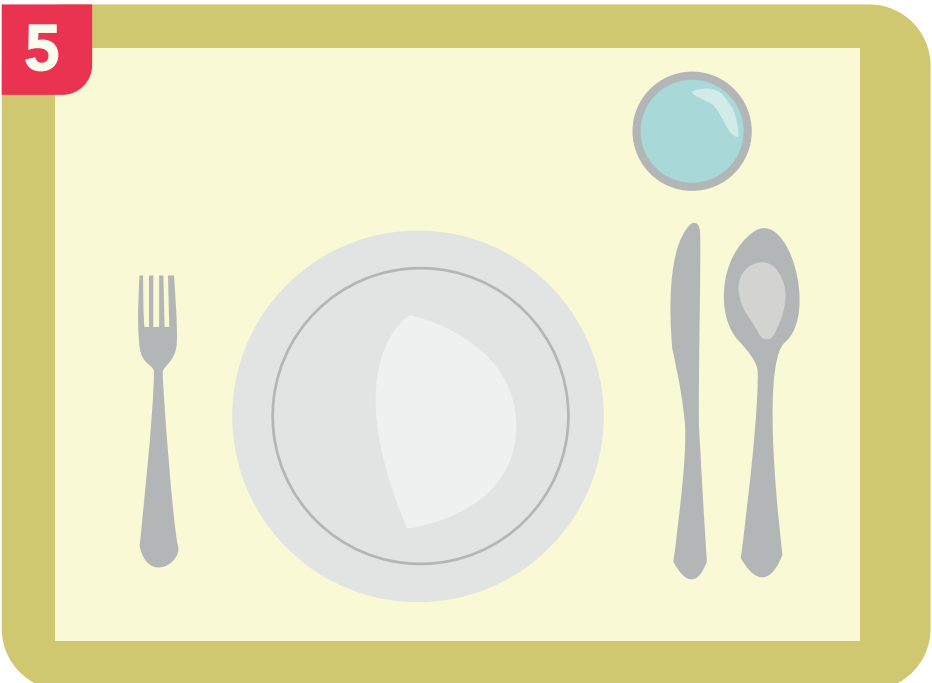
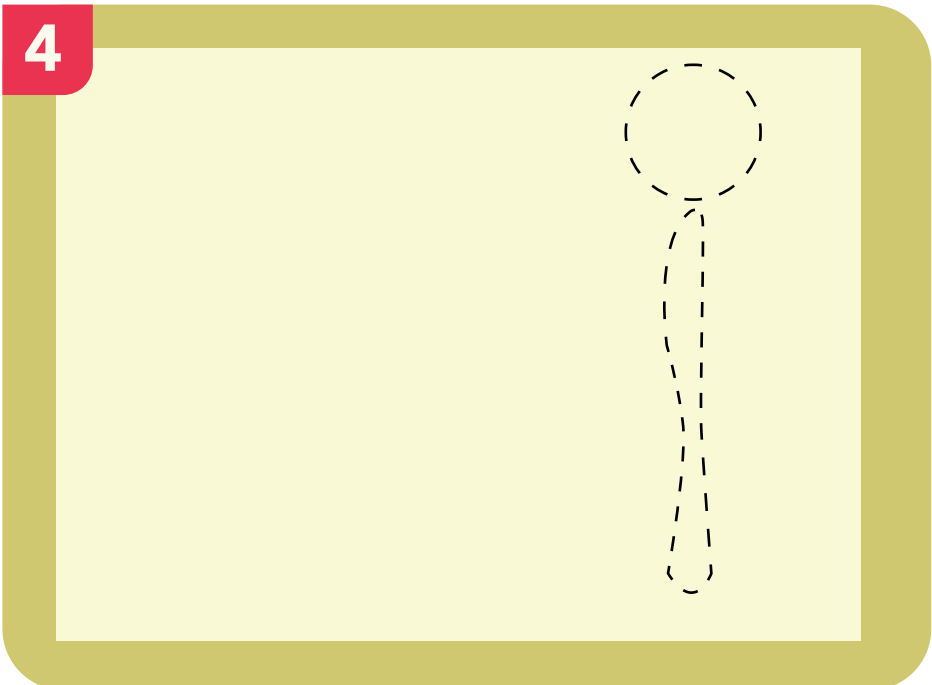
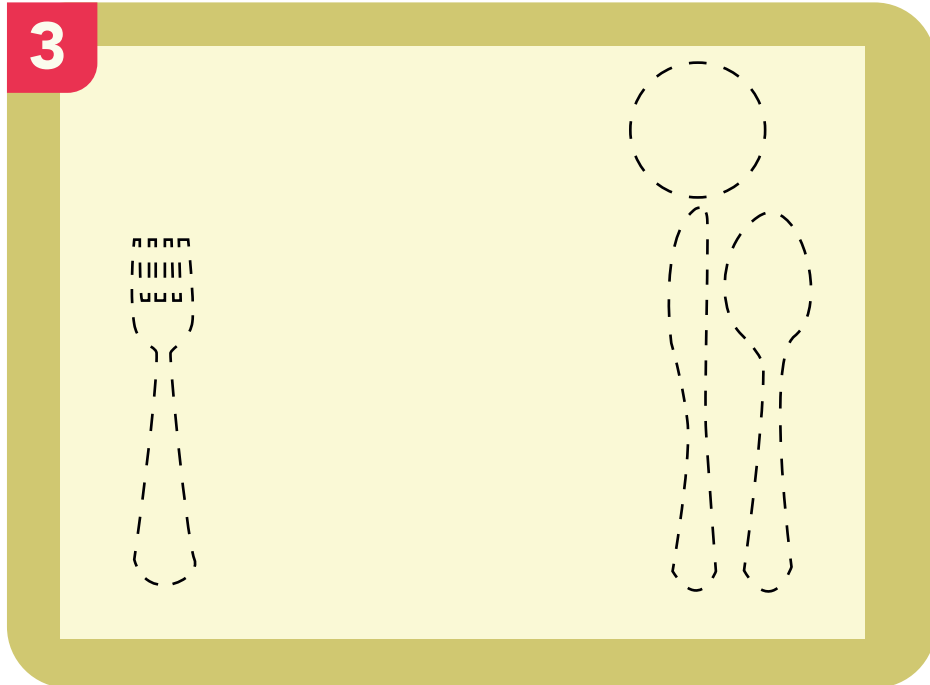
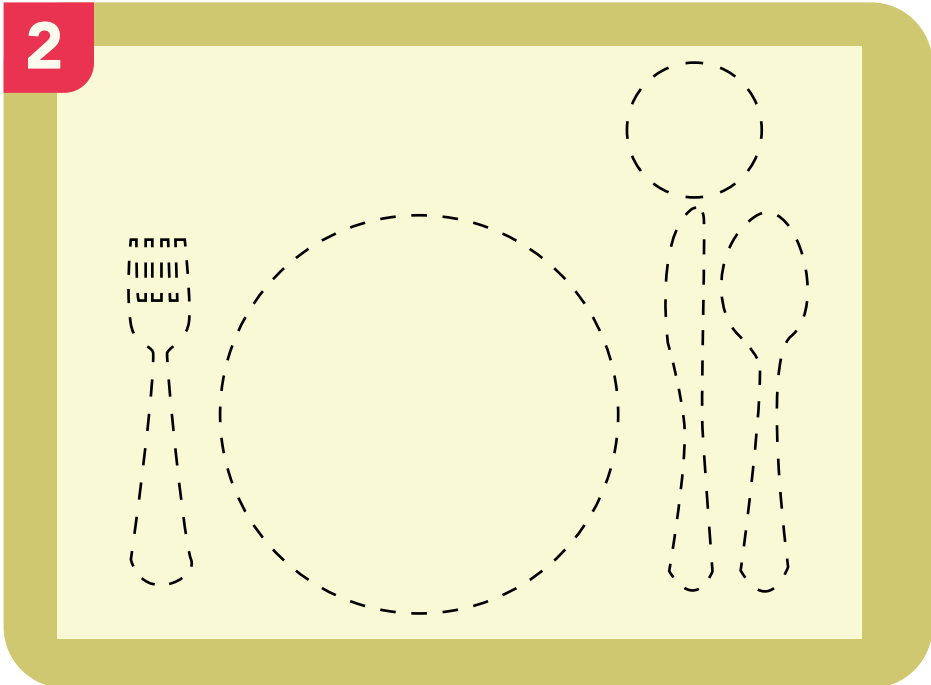
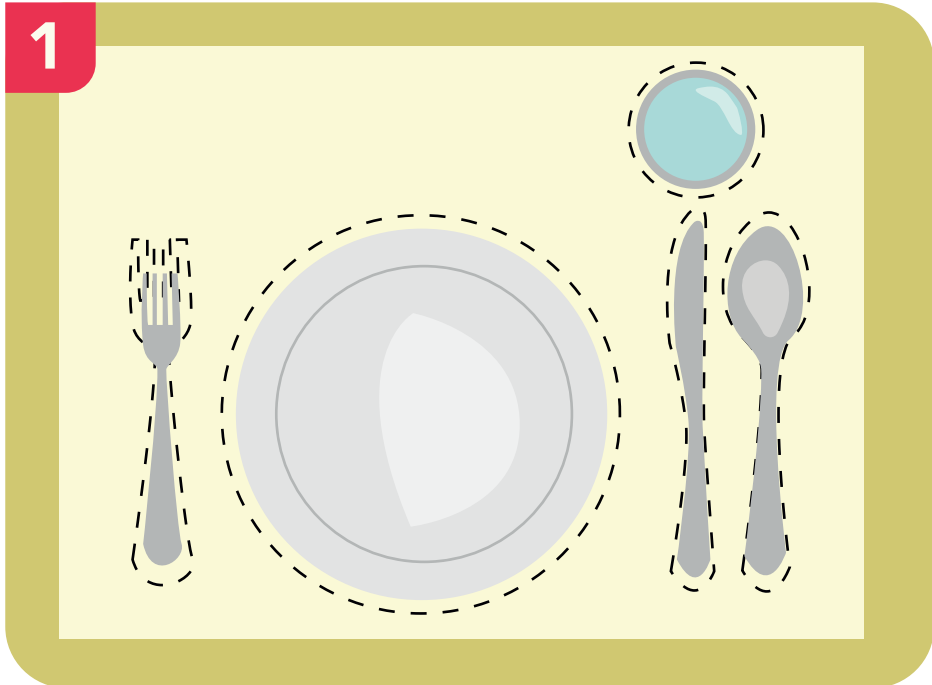
Game

- KIDS PLAY
- LEVEL COMPLETE
- REWARD

- APP

Reward

MINIGAME: **IMPARECCHIA**



Challenge

Insights

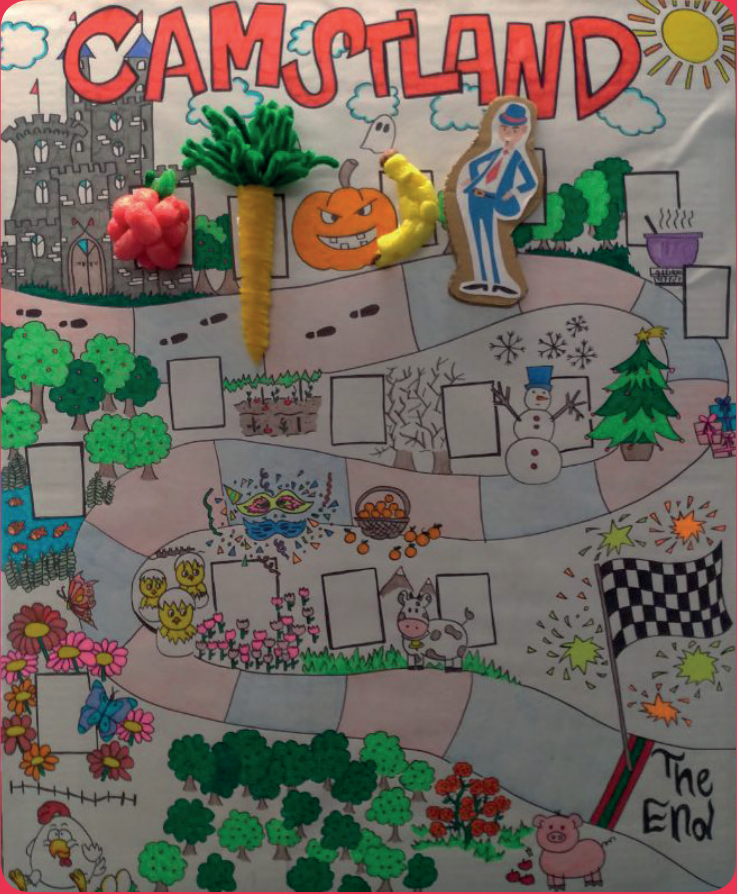
Research

Game

Reward

SHORT TERM REWARDS

COLLECTIVE



INDIVIDUAL



LONG TERM REWARD

FINAL REWARD



Challenge

Insights

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Reward



THANK YOU!