# Newsletter N°2 – July 2018

**anemelo**

AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

## How do producers of high-calorie low nutrient food and drinks get youngsters aged 11 to 16 hooked to their products?

ANEMELO addresses this question in an attempt to counter online promotion of unhealthy food. The project partners produced a draft of a very helpful and complete handbook providing background knowledge on the topic. In particular, the handbook shows which instruments are used by companies to nudge adolescents towards changing their behaviour and consume junk food and drinks binge-like in automated way on cue.

The handbook provides a very interesting insights on:

- Marketing;
- Immersion;
- Target audience analysis;
- Food and drink as a reward;
- Social media as a reward;
- Changing the metabolic system.

You can find the full Handbook HERE.

### Find out more

**Official website**
anemelo.eu

#euANEMELO

eu Anemelo

**Get in touch**
http://anemelo.eu/contact

## Second meeting @ Nicosia (Cyprus) and the Game Story board.

During the project meeting in Cyprus, the partners discussed the project handbook and the creation of the GAME STORYBOARD to proceed with the project development.

The meeting was held on the 8th May 2018 at the University of Nicosia, Cyprus.

Erasmus+

# anemelo

## AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

**ANEMELO** is a two-year project, co-found with the support of the European Union by the Erasmus plus Program.
**ANEMELO** aims at using Augmented Reality against online promotion of unhealthy food and drinks.

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

## PARTNERS

- **CIVIC**
  Digital solutions provider

- **PLATON**
  Primary and Secondary School, Nursery, Kindergarten

- **EZZEV**
  Network Foundation

- **IIS ALBERT EINSTEIN**
  Secondary Education Institution

- **UNIVERSITY OF NICOSIA**
  University (UNIC)

- **European Digital Learning Network**
  Digital wide network
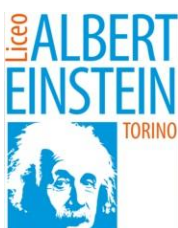
The ANEMELO project involves: UK, Cyprus, Greece, Italy, and the Netherlands.

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