



Official Participant

Report Template for EU Events at EXPO

Event Title :	Young Food Ambassador – Pegaso f4f	Date:	September 1, 2015
Event Organiser:	LifeGate spa		
Event Target Group:	Teenagers (13-16 yrs old) and partents (family relatives)		
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Event Concept

“Young Food Ambassadors with Pegaso Fit for Future” is a special academy dedicated to teenagers (13-16 years) on the importance of combating climate changes and promoting healthy nutrition.

The main idea of this format, owned and designed by LifeGate (www.lifegate.it), is to raise awareness on nutritional issues to young generation directly from a young ambassador: one teenager participating at the event teaches and coaches the other participants to become “Food Ambassadors” that, afterwards, will raise awareness on the topics to their parents, families and teachers.

The event has been organized in collaboration with Pegaso Fit for Future (European funded project aiming at promoting healthy lifestyles and nutritional awareness among teenagers through games and technology – www.pegasof4f.eu) in order to make the participants try and test the project platform (Pegaso mobile game, Pegaso wearable sensors, Pegaso Apps etc.) so to receive feedbacks and promote the project in teenagers environment.



Expected Outcomes

Main outcomes of the event is to have an important number of Food Ambassadors (30 teenagers) that are able to promote healthy nutrition and lifestyle to their relatives and friends, to have young participants interested in good nutrition and active lifestyle and to have specific feedbacks on PegasoFit for Future Platform functionalities.

Main Conclusions

The event had been a great success in terms of participation and interest from both targets: teenagers and parents / families.

Adults were interested in organising other similar initiatives within school environments, and teenagers were keen on knowing more about nutrition and active lifestyle through Pegaso platform, and knowing when it will be possible to use the online platform.

Of utmost importance was to receive positive feedbacks from the active audience, young generation are the future of our planet and needs to know how to behave and contribute to fight problems of climate changes and unhealthy nutrition

What follow-up actions emerged from this event?

This experience helped Pegaso Fit for Future to define its pilot phase activities in school environments where students and teachers tested and tried Pegaso platform and its functionalities.

