

# EUROPEAN TEENAGE CONSUMERS IN A GLOBALIZED WORLD

*2015-2017*



Erasmus+



# ITALY

## FOOD SUSTAINABILITY

**BonTà is food and wine excellence's salon dedicated to:**

1. the products of the territories
2. the most innovative solutions for the world of cateri
3. the distribution of the food service
4. different eating styles
5. breweries



BonTà is the good place to meet operators and buildings in one event. It's an exhibition of the artisan enogastronomic excellence of the Territories. BonTà is the event in which gourmets and operators find the quality products of the territory to be offered to their customers. It is an occasion to combine food culture and the need to follow nutrition styles for your own well-being or specific choices (intolerances, allergies, biological, halal, kosher, etc.).

**BonTà is the right event because:**

Italy is the first European country in per capita food spending and Cremona is located in the region with the highest income. the Italian consumer is focused on the quality, the origin and health of the food.

BonTà is a unique event in which the agro-food excellence of typical products of the territories, combined with food education and new market needs, meets the interests of consumers and operators in the sector. In particular, the latter must increasingly distinguish themselves by identifying the best professional equipment for their activities and products tailored to their customers.

# ITALY

## FOOD SUSTAINABILITY



### Consorzio Tutela Provolone Valpadana

Consorzio Tutela Provolone Valpadana, situated in Cremona has carried out a research of *Life Cycle Assessment* (LCA) according to methodology PEF (*Product Environmental Footprint*) to evaluate the environmental footprint of the product as it was defined by European Commission in 2013.

The aim of this research, which is a collaboration between Lombardy Region and Bocconi University, is to give indications about the environmental footprint caused by the process of production of Provolone Valpadana DOP.

Link to the complete research:

<https://drive.google.com/open?id=0B3fmTK7DvRLkMVVCVzNWTDU2RVVEa19CQ3JZYWdld0dtaTA0>



# ITALY

## FOOD SUSTAINABILITY



Auricchio company was founded in 1877 in San Giuseppe Vesuviano – province of Naples – by Gennaro Auricchio, the inventor of the “special recipe” or – so it was called – the “secret of Don Gennaro” that gives to AURICCHIO its unique in the world flavour.

The historical company, a world leader in the production of Provolone cheese, leads a group with seven manufacturing factories in Italy and brands known all over the world. They look like landmarks in the field of high quality food”.

AURICCHIO has always preserved its family-run structure and today, the fourth generation is running the company. The fifth growing-up generation represents the continuity in the years to come.



# ITALY

## FOOD SUSTAINABILITY



Cascina Pizzavacca farmstead carries on family traditions which from generation to generation give value to typical products of these lands, property of the Pisonis for long.

Their processing activity began in 2006 when they established a small artisanal laboratory within their farmhouse.

The “savoir faire” of traditional agricultural produce together with a look to the future of a reality able to innovate without losing their own roots. The success of the Pisonis’ high quality products is achieved through a totally artisanal processing which follows in minute detail ancient recipes of the so-called “Bassa Piacentina” area. Though in a modern way, these recipes revive the very simple country practices which – in the past – allowed families to preserve the freshness of fruit and vegetables all year round. Their recipes absolutely avoid the use of preservatives, food colourings and other additives – normally used in the food processing sector: the flavours and tastes they offer are thoroughly natural.



# ITALY

## FOOD SUSTAINABILITY



Salumificio Santini was founded in San Lorenzo Picenardi, thanks to the initiative of Piero Santini, which marks the beginning of a craft production and sale of local meats. The activity, conducted with passion and ability, has great success, that has allowed the creation of the first factory in Torre Picenardi.

The production and the types of products has increased, promoted by the demands of the clients, always in strict compliance with quality and tradition.

In 2010, the growth of sales encourages the creation of a new, modern production centered in Torre Picenardi and the opening of two retail stores; it is a significant step has allowed a direct approach to the market and its demands.

can offer today:

national salami, mortadella, culatello, culatta, raw and cooked ham, cotechini, seasoned specialities.



# ITALY

## FOOD SUSTAINABILITY

The results of this research can give value to the product both in the national and the international market.

The main categories taken into consideration for the environmental footprint are:

- Climate change
- Water resource depletion
- Freshwater eutrophication
- Marine eutrophication
- Freshwater ecotoxicity
- Land use
- Acidification

As we can see from the results, the contribution of the single phases of the life cycle to the environmental footprint in the different categories has put in evidence the prevalence of the agri-phase and particularly the milk production.

For this reason the next steps to reduce the environmental footprint will be concentrated on this phase especially on energy consumption.



# ITALY

## FOOD SUSTAINABILITY

<https://www.slideshare.net/ros55/bee096f9>



# LIVING IN A DIGITAL WORLD

Talijanska srednja škola - Scuola media superiore italiana  
Rovinj - Rovigno, Croatia



Erasmus+



# Living in a Digital World

- digital natives - digital residents **Linked in**
- digital immigrants
- digital divide



Instagram



Pinterest



# Learning

- the greatest impact on human culture after the alphabet
- cheaper and faster communication
- changes in the brain
- superficial learning



# Reading

- “deep” reading
- skimming or superficial reading
- efficiency and immediacy
- decoders of information



Once I was a scuba diver in the sea of words. Now I zip along the surface like a guy on a Jet Ski.

— Nicholas G. Carr —

AZ QUOTES

# ICT impact on children and teenagers

- TV, computers, video games, mobiles, ebooks, mp3 players
- Internet Addiction Disorder (IAD)
- a 9-year-old spends nearly 8 hours a day
- a teenager spends more than 11 hours
- violence



# Safety

- **real and fake identities**
- **digital bullies and stalkers**
- **cyber bullying**



**SAVE the DATE**  
**Safer Internet Day**  
**2018** | Tuesday  
6 February  
[www.saferinternetday.org](http://www.saferinternetday.org)



# ICT Questionnaire Results

[https://issuu.com/silvana\\_tp/docs/collaborative\\_questionnaire\\_results](https://issuu.com/silvana_tp/docs/collaborative_questionnaire_results)

# A week without...

<https://twinspace.etwinning.net/13221/pages/page/211135>





# Germany



**SOME EXAMPLES OF WHAT WE DID IN  
THE PROJECT 2015 -2017**

# GREENWASHING



# GREENWASHING

## Not doing much ...

Business as usual

Measures that don't cost much

Measures that are often useless

## But

Better image

Better publicity

Easy advertising



# Workshops on sweatshops and child labour



# Workshops sweatshops and child labour



## Journey of a shirt

Production in sweatshops in Asia

Low wages, bad working conditions

On display in European stores

Only a few cents remain for Asian workers

Profit for big brands

# Workshops on sweatshops and child labour



**The lives of children**

**here ...**

School

Health

Safety

Wealth



**... and there**

Work

No freetime

No education

No family contact

# Renewable energies and sustainability wind power

One main event during our second Erasmus + Transnational Project Meeting was a visit to a wind farm in our neighbourhood: „Rothaarwind“ in Hilchenbach



We all learned a lot  
about the eco friendly  
renewable energy



# Renewable energies and sustainability

## wind power

### the wind turbines in Hilchenbach

- belong to the citizens of the area and not to big companies
- do not damage the landscape but have become a kind of a landmark of the area
- effects wild life less than man does indirectly ( by planes, cars, trains, glass facades of buildings, power lines or keeping cats)
- are important for saving fossil fuels
- provide sustainability
- provide energy as the most land-saving energy among the renewable energies
- help to stop or reduce global warming



# Aluminium

## BERUFSKOLLEG OLPE COLLECTS ALUMINUM

objectives:

- charity donation
- saving resources
- protection of the environment
- raising awareness for the necessity of sustainability
- reduction of consuming and exploiting resources

# Aluminium

We disseminate our idea to raise public awareness

210 - Mittwoch, 13. Juli 2016

www.sauerlandkurier.de

Seite 11

## 15 Säcke Alu für Servir

### Berufskolleg Olpe unterstützt Gymnasium beim Sammeln

■ Von Inge Schleinig  
Lschleinig@sauerlandkurier.de  
**Altenhundert/Olpe.**  
15 Säcke, prall gefüllt mit Alu-Abfall, haben die Schüler des Olper Berufskollegs kurz vor Ferienstart zum Gymnasium Maria Königin gebracht. Im Rahmen des „Erasmus“-Programms beteiligt sich die Schule an der Hilfsaktion Servir.

Das Gymnasium Maria Königin sammelt seit 1989 Aluminium in Form von ausgebrannten Teelichten, Joghurtdeckeln, Alufolie und ähnlichem. In der „Alu-Scheune“ wird der angelieferte Müll per Hand von Schülern und Lehrern sortiert.



Die Schüler des Berufskollegs liefern gemeinsam mit ihren Lehrern das gesammelte Aluminium am Gymnasium Maria Königin ab.  
Foto: Inge Schleinig

terstützt Straßenkinder in der Dritten Welt, in Brasilien und Kenia.

Die Nachhaltigkeit des Recyclings und der schonende Umgang mit Ressourcen passt perfekt zum Programm „Eras-

mus+“. Das Berufskolleg Olpe hat sich erfolgreich um die Teilnahme an dem von der EU geförderten Programm beworben und Anfang des Jahres die Zusage bekommen. Gefördert werden Auslands-

aufenthalte und Stipendien. Die Schule nimmt am Projekt „Teenage Consumers in a globalised world“ teil. Hier werden die Beziehungen zwischen Konsum und Globalisierung und deren Auswir-

kungen deutlich gemacht. Die Schüler sollen zu kritischem Denken angeleitet werden.

Indem sich die Schule am Alu-Sammeln beteiligt, können die Schüler das theoretische Wissen praktisch umsetzen. Sie haben in den vergangenen Wochen fleißig Aluminium gesammelt und sortiert. An allen drei Schulorten, in Olpe, Attendorn und Altenhundert stehen Sammelbehälter, Betriebe, Anwohner und Bürger können gerne ihre Aluminiumabfälle dorthin bringen. Auch wenn das Projekt „Erasmus+“ endet, das Alu-Sammeln soll fortgeführt werden.

Die ersten 15 Säcke haben die Schüler nun gemeinsam mit ihren Lehrern zum Gymnasium Maria Königin gebracht. Dort konnten sie selbst das Sortieren in der Alu-Scheune ausprobieren und mehr über das Projekt erfahren.

### MAKE POSTERS



to attract attention for our deposits at school

# Aluminium

We give the collected aluminium to



► They sell the aluminium to a recycling company.



With the proceeds of this sale they build and support



a day nursery in  
Servir/Brasil



a baby nursery in  
Pequeno/Brasil



a primary school  
Pundamilia in Kenya

# Aluminium

## the sorting of aluminium



# SWEDEN



## The Project

Students have been working with Young Achievement, which required them to start, run and close a business over six months. The aim of the project is to encourage high-school students to become entrepreneurs and teach business related knowledge.

Rebuild: Elizabeth, Tilda, and Emma  
New North: Julia Lina and Emma

<https://www.youtube.com/watch?v=Pp231bAl1Jg&feature=youtu.be>

# Rebuild Summary

## **What is their sustainable project?**

The students have been creating furniture out of recycled materials; in order to, acknowledge, consumption and mass productions existence in our current world. They have created shelves out of pallets and storage containers out of old tin cans. These materials are usually considered trash but the students have chosen to see the potential beauty within them.

## **What is the reasoning behind their project?**

The students wanted to inspire people to reuse materials that could be considered trash. The Erasmus project has inspired the students to create a sustainable business because business are role-models to all. They hope their project will contribute to helping the environment and further their commitment to interior design.

# New North Summary

## **What is their sustainable project?**

The students wanted to create eco-friendly street wear with hand drawn designs that represent northern Sweden.

## **What is the reasoning behind the project?**

The students wanted to show that choosing the right clothing alternative does not need to be boring, complicated or expensive.

## **How has the Erasmus Project Inspired your project?**

We have all traveled to Olpe where we discussed clothing labels, which led us to choose our clothing line. Our clothing line is fairtrade and ecologically positive.

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