



FACILITATING A CHILD'S PATH TO EDUCATION: FAMILY AND SCHOOL SUPPORT

ESSC – Antwerp, June 2024



AGENDA

1. Testimonial from Italy, Simona Tironi, Assessore all'Istruzione, Formazione, Lavoro, Lombardy Region
2. Short film on a QR code voucher practice in the UK
3. Testimonial from Romania, Christian Comsa, President of the Association of Private Schools, Romania





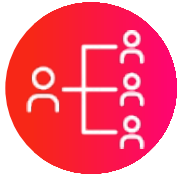
TESTIMONIAL FROM ITALY



PUBLIC SOCIAL PROGRAMS



Specific programs aimed at supporting certain categories of citizens identified by public entities, such as families, minors, students, and the elderly.



We propose targeted **actions and solutions** to increase the efficiency of companies and improve the lives of employees and citizens.



We **support public entities** in providing certain services to citizens at advantageous conditions through two areas of action: education and combating poverty.

WHAT IS “DOTE SCUOLA”?

Concrete support provided by the Lombardia Region in favor of the educational journey of young people.



WHO?

Beneficiaries (around 120.000): Low-income families (income up to €15,000) to support the education of children and young people (3-21 yo)



WHAT?

School Voucher in support of primary and secondary school students.
Contribution for purchase of textbooks, educational, and technological materials.
Merit Scholarship for students who have achieved excellent academic results.



MAIN BENEFITS

Lombardia Region: ensure the proper use of allocated funds through the simplicity and the involvement of a qualified network.
Beneficiary Citizens: students can rely on tangible support that allows them to continue their studies.

SO WHAT?

The key objective is to ensure access to quality school services and educational materials, while also making these solutions easily accessible to all beneficiaries and leveraging innovative digital platforms.

- ▶ **Public social plans boost national development through regional proximity and expertise**
- ▶ **Efficiency in public services is achieved by involving private entities.**
- ▶ **The golden rule is ensuring optimal social services via public-private partnerships.**

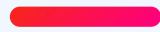


QR CODE VOUCHER PRACTICE - UK





TESTIMONIAL FROM ROMANIA



Meal and Classroom

An Edenred project,

developed in partnership with Asociația pentru Valori în Educație (AVE - Association for Values in Education) and Asociația Școlilor Private (ASP - Association of Private Schools)



ASOCIAȚIA
pentru
VALORI
în
EDUCAȚIE



CONTENT



1	"Meal and classroom" - an Edenred project from the strategic direction of the FOOD Program (Fighting Obesity through Offer & Demand).
2	General background. Needs addressed by the project.
3	"Meal and classroom" - developed on three pillars: PILLAR 1 - Systemic educational transformation program (140 schools) PILLAR 2 - Support for schools in developing their capacity of attracting non-reimbursable grants (open to all school institutions) PILLAR 3 - Nutrition education in preparing healthy meals for pupils (all school cafeterias and chef cluster)
4	Pictures and testimonials
5	"Meal and classroom" in key numbers

Meal and Classroom

a project from the strategic direction of FOOD

The FOOD Program (Fighting Obesity through Offer & Demand), the biggest European program for building healthy eating habits among the active population, was launched in 2009, being coordinated by Edenred and co-funded by the European Commission.

It currently involves 31 public and private partners, in 11 European countries, and represents a public-private connecting model, with a positive impact on the health of the communities.

The FOOD program

Local and international distinctions:

- Selected by the European Commission as the best project co-funded within the second Health Program in 2008-2013
- Presented as a model of good prevention practices at the 9th International Congress on Occupational Safety and Health
- Rewarded at the Romanian CSR Awards, in 2022 and 2023, in Employee Support category

Edenred has launched FOOD in Romania in 2018, on October 16th - the World Food Day - in partnership with the National Institute of Public Health and the Association of Family Doctors of Bucharest-Ilfov.

Via the new strategic direction
of the **FOOD** program
(2023 -2026)

we intended to **develop
sustainable and innovative
solutions for adopting a
healthy eating style:**

- both for the initial target audience of the FOOD program: employees during their working hours,
- and - by extending the support - for the categories of age when eating habits are built: children during their school hours. => The "**Meal and classroom**" Project

General background

Why do we need "Meal and classroom"?

The main need presented by **80%** of the **170 schools** that applied to the "Meal and classroom" project was that of improving their **management capacity to attract funding in order to develop their infrastructure to offer pupils** a hot meal or to contribute to other opportunities related to children's healthy eating style (especially to increase nutritional balance of meals and the need to have some model menus designed by professionals).

The two aspects, as well as the need for **simplified access to information and resources for all schools**, were identified during discussions at the "Meal and classroom" workshop, initiated at the beginning of the project. The purpose of this meeting was to practically identify the needs and generate the required actions that would improve the current status quo, by **involving all the relevant stakeholders invited for consultation: kindergarten, school and high school principals, teachers, mayors, authorities representatives** (Ministry of Education, National Institute of Public Health), **NGO representatives** (UNICEF, AVE, Roma Education Fund Foundation, etc.)

According to the European Commission Report "Provision of school meals across the EU": A healthy eating style supports pupils' health, school performance and psycho-social balance, and hot meals for all children in schools contribute to community equity.

Hot meals offered to pupils in schools also fight against the so-called "McDonaldization" effect. As processed foods become standardized, children experience **"an homogeneity of tastes"** favoring the "sweet" and "soft", instead of other types of tastes and consistencies. Offering a variety of foods in school meals contributes to a type of **"taste education"** helping children develop a more diversified and healthy eating style, becoming **"long term mindful consumers with a critical attitude"**.



According to the WHO, **1 of 3 children in the EU**, aged between 6 and 9 years old, were **overweight or obese** in 2010.

Trend crescator: in 2008 raportul era de 1 din 3 copii.



60% of the overweight children are likely to remain overweight as adults.



Child obesity is associated with risk factors such as cardiovascular diseases, type 2 diabetes, respiratory disorders -> **the 4 disorders represent 77% of the disease burden and 86% of the premature deaths.**



Only about 10% of the total educational units in Romania have **school cafeterias**, and many of them **need optimization.**



After almost 7 years since it was launched, the "Hot meal in schools" governmental program manages to involve **only 450 schools** across the country. In most of these schools, due to lack of cafeterias, adequate spaces to serve lunch or lack of other logistic equipment (cold storage spaces etc.), **lunch is served by pupils mostly in the classroom, and they are not always having hot meals.**



In Romania, almost **30%** of the children aged **between 7-9 years old are overweight**, while between 15%-20% of them are obese, according to the WHO report published in 2022.

PROJECT OBJECTIVES

- Supporting educational transformation in schools
- Increasing the capacity of educational institutions to provide pupils access to a healthier nutrition
- Improving the quality of hot meals offered to children in school units

We believe that school is the most influential transformational environment also in terms of nutritional habits of children, and through a balanced diet we can ensure societal equity and contribute to pupils' health, their psychological and emotional development, decreasing school abandonment, as well as to their general educational performance.

In order to achieve this objective, we support schools by: developing practical resources, useful topical information, learning contexts and discussion communities with relevant stakeholders.

Thus, we facilitate and democratize sustainable access to an entire ecosystem of experiential learning for all educational institutions in Romania, regardless of their geographical area and economic level, size of the school or learning cycle.



PILLAR 1

Systemic educational transformation program for schools (duration 3 years) - **140 educational institutions**

170 schools, kindergartens and high schools have applied to the "Meal and classroom" project, the first **systemic educational transformation program** for educational units, which also includes a part dedicated to pupils healthy eating style.



140 school institutions were selected for the program, and through the Association for Values in Education (AVE), their representatives benefited from:

- 1 Mentoring from successful company managers** to develop a customized business plan by which every school would contribute to a healthier diet for its pupils
CONNECTING SCHOOL WITH BUSINESS LEADERS
- 2 Training, guidance, coaching**, offered to school principals, executive teams and teachers, to create a collaborative culture, better lessons for children and development of key skills in pupils (literacy, socio-emotional, digital, etc.)
CONNECTING SCHOOL WITH EDUCATION SPECIALISTS
- 3 Workshops** to develop the managerial capacity to **attract public funding, European funding or from non-profit organizations**, to use them in generating solutions related to infrastructure, logistics, team, or to the nutritional quality of the meals provided to children..
CONNECTING SCHOOLS WITH EXPERTS IN ATTRACTING NON-REIMBURSABLE GRANTS

A project developed on three pillars



PILLAR 2

We support schools in developing their capacity of attracting non-reimbursable grants
Impact: for all educational institutions in Romania



Information synthesized in real time

- we permanently monitor the funding lines intended for schools
- we send **newsletters to schools, containing useful information and invitations to free workshops** delivered by experts, at every newly opened national grant opportunity



Free training on attracting funding

- **general module of capacity development for school teams who wish to attract funding:** a series of 4 workshops of practical learning with experts, under a 2-month mentorship.
- **interactive online workshops at every new funding line** opened at national level.



Support groups with consultants

- we organize **Q&A sessions** between all interested schools and specialists
- **we build digital discussion groups** for mutual support.



Customized feedback from specialists to school applications

- for the funding lines whose **objectives are correlated with hot meals**, schools from the systemic transformation program additionally **receive support from experts to review and improve their application before submitting it.**

FOR THE FIRST TIME IN ROMANIA

a learning field where schools' projects can begin to grow!

We developed the **first exponential ecosystem of supporting resources dedicated to attract non-reimbursable grants, available for all schools** - topical information, workshops guided by specialists, mentorship from experts, national discussion communities - **facilitating and democratizing a simplified access to information.**

PILLAR 3

Nutrition education in preparing meals for pupils

Impact: accessible online, free of charge, to all schools in Romania

Action 1

In September 2023 we launched **the first Guide of healthy recipes for pupils in schools and kindergartens**, resulting from a wide collaboration with famous nutrition specialists, doctors and chefs.

The guide contains information and recommendations regarding children's healthy eating style and **50 recipes of nutritionally balanced meals intended for school cafeterias**, real menu models, in line with the professional standards. As a novelty, the recipes are scientifically documented with food reports and designed by age groups. Additionally, they contain nutritional labels, which makes them easy to adopt not only by school cafeterias, but also by the catering companies working with educational units.



The guide - a pragmatic solution to the current issue of children's daily nutrition, such as "cafeteria diet" or "junk food"

PILLAR 3

Nutrition education in preparing meals for pupils

Impact: 50 chefs in school cafeterias

Action 2

The first edition of the "Meal and classroom" Masterclass - September 2023

50 chefs from school units cafeterias learned to prepare the recipes from the Guide, during 3 days of intensive training workshops

Additionally, guided by chefs and nutritionist doctors, they were initiated into the **principles of a healthy cooking style, that would also be attractive for children.**





Is it possible to cook healthier, more delicious and more attractive meals for children in schools, at accessible prices*?

The dishes and platings in these pictures are made by the chefs in the school cafeterias during the "Meal and classroom" Masterclass, and together with the 50 recipes in the Guide, they represent **positive answers** to the challenge of the question, given within the "Meal and classroom" project.

**The preparation of the lunches (with 3 courses) from the Guide costs up to 15 lei (price reference period - September 2023, launch date).*



"The Guide is a professional and very necessary attempt to turn the attention of adults involved in schools (principals, teachers, chefs, management and administrative staff, parents) to the importance of a balanced nutrition. Children do not come to school only with their minds, but also with their bodies, and we ought to take as much care of it, as of the mind. We must teach children to make the best choices!"

Radu Manolescu, Chairman of the Board, Association for Values in Education (AVE)

"The menu we prepared during the last few years, in our school's kitchen, had the right food for the children, but not all the dishes were to their liking. Last year we adapted some of them on the fly. We cook lunch for around 200 children daily. At the beginning of the school year, after having participated in the course, we continued with our old menu for about 2 weeks, while we were getting ready for the new recipes and ordering certain ingredients (...). We also purchased some new equipment in the kitchen, to use in the preparation process (a professional food grinder and a blender), additional pots and baking trays etc. Starting on the third school week, **pupils were offered the menu 100% inspired from the guide.**"

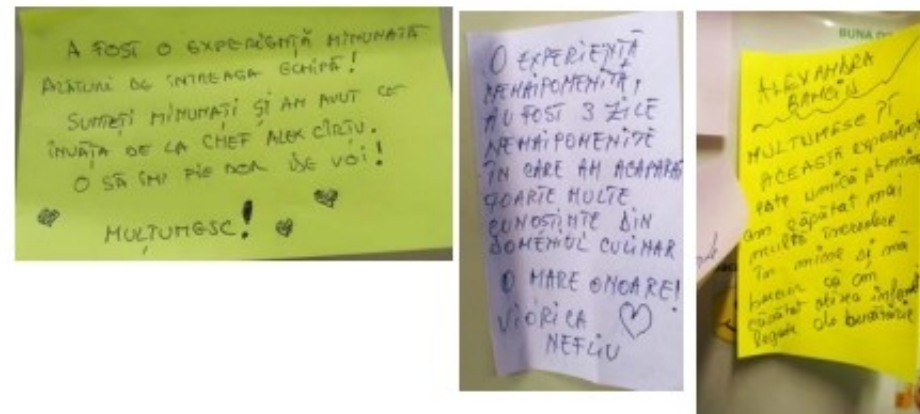
IDEES German high school

"It required team work to implement the menu: the three members of the Foundation Board, together with the nurse, the cook (Liliana Andrei) and her kitchen help. The menu was, for us, an explosion of joy, understanding the work behind it, but also the result that had a multiple satisfaction effect: on children, parents, the AMIKids team, and the state institutions."

AMIKids Kindergarten

"The guide of healthy recipes for schools and kindergarten was designed because there was a need to offer pupils a balanced diet, and provided schools with models of recipes that comply with the highest nutritional standards. Through this initiative we aimed not only to promote a healthy eating style, but also to encourage a deeper involvement of the community in educating tastes and responsibly choosing foods for the future generations".

Christian Comșa, President of the Association of Private Schools (ASP)



Feedbackul bucătarilor la final de Masterclass „Masă și clasă”



170 applicant schools

(open call at national level)

140 schools selected in the 3 year educational transformation program

50 chefs from school cafeterias

have been trained on the principles of preparing healthy meals for pupils

11000 - newsletters

sent to schools, containing useful information when the call for the Erasmus funding line was open, 120 schools were interested to have a call with the program experts, 35 schools benefited from specialist consulting (a process still open in the future for every new grant line).

110000 euro Budget

Investment in the project

All schools, kindergartens and high schools in Romania

can **access the Healthy Food Guide online**, free of charge (it was designed based on consultation with around 100 educational units and 70 parents of school children).

200 school unit principals participated at its launch, at the National Conference of the Association of Private Schools, 300 schools downloaded the guide (period: since the launch on September 29th until the first part of November).

All schools, kindergartens and high schools in Romania

can participate online at the free **workshops opened for each new funding line** dedicated to them. (ongoing process 2023-2024, estimated participants - around 300 schools)

1050 school representatives enrolled

over 500 participants up to the present time in the 4 module series of experiential learning workshops for attracting funding in the school projects dedicated to education, infrastructure and optimization of hot meals offered to pupils

Enrich
connections.
For good.

The floor is yours

Q&A