

2. PROJECT TITLE AS USED IN PUBLICITY AND OTHERS MATERIALS	Sincerely, Food (LT: "Link?jimai, maistas")
3. PROJECT NUMBER	388-342
4. YEAR OF CALL	2016
5. PROJECT START MONTH AND YEAR	10/2017
6. PROJECT FINISH MONTH AND YEAR	03/2021
7. NAME AND LOCATION OF LEAD CSO OR LA	cso: Lithuanian Consumer Institute Lithuania
8. EU MEMBER STATES WHERE THE PROJECT IS BEING IMPLEMENTED	Bulgaria Croatia Estonia Latvia Romania
9. EU MEMBER STATES WHERE SUB-GRANTING WILL BE PROVIDED	N/A
10. TOTAL PROJECT BUDGET (IN EURO):	1,702,475.00
11. EC CONTRIBUTION TO TOTAL PROJECT BUDGET (PERCENT):	90
12. MAIN APPROACH OF THE PROJECT	Education/Global Learning
13. MAIN PROJECT ON-LINE INFORMATION CHANNELS USED BY THE PROJECT:	Website: http://www.vartotojai.lt/linkejimaimaistas http://www.vartotojai.lt/en/sincerelyfood Facebook: https://www.facebook.com/vartotojai/ Twitter: Youtube: https://www.youtube.com/user/vartotojai/videos
14. WHY IS THE PROJECT TAKING PLACE?	Households generate the largest amount of food waste in food chain. Awareness plays an integral role in motivating people to adopt new strategies to reduce waste. The level of belief that households can make an impact regarding reduction of food waste in the target countries is low (Lithuania: 44 %). We will provide consumers with useful tips, as well as motivating them to address their habits.

15. OVERALL OBJECTIVE OF THE PROJECT	To promote development education and raise public awareness on development and cooperation priorities and goals.
16. SPECIFIC OBJECTIVE(S) OF THE PROJECT	To foster a growing awareness and critical understanding of the role, responsibility and lifestyles of the public in relation to inter-dependent world by developing and implementing a global learning approach to food waste.
17. WHAT WILL HAVE CHANGED AS A RESULT OF THE PROJECT? (SUMMARISE THE INTENDED OUTCOME)	1. 7 NGO are knowledgeable on global learning approach to food waste. 2. Educational materials on Global Approach to food waste are developed, targeting households, educational professionals and NGOs. 3. 2 004 000 target group members and multipliers are reached via Project Action, their knowledge and competences enhanced.
18. MAIN THEMES AND GEOGRAPHICAL AREAS COVERED BY THE PROJECT	<p>climate consumption ecology, biodiversity, natural environment education, lifelong learning hunger, food security poverty social-economic equality sustainable development Europe: EU and EEA</p>
19. PROJECT TARGET GROUPS, AUDIENCES AND/OR PARTICIPANTS	<p>a. Teachers, teacher educators, HE lecturers/ academics d. Children (<16 years) e. Young people (16 to 35 years) j. Consumers q. Businesses and business organisations</p>
20. OTHER TARGET GROUPS, AUDIENCES OR PARTICIPANTS NOT LISTED ABOVE	Households in EU MS

<p>21. MAIN ACTIVITIES IMPLEMENTED BY THE PROJECT</p>	<p>training, project or curriculum development workshop/courses (one-off events lasting up to 1 day) public meetings/public discussion fora exhibitions and fairs conferences public demonstrations/events other activities not listed above (please specify in the following question)</p>
<p>22. OTHER MAJOR ACTIVITIES NOT LISTED ABOVE</p>	<p>Audio–visual materials, social media campaigns.</p>
<p>23. MAIN ACHIEVEMENT OF THE PROJECT TO-DATE</p>	<p>The campaign using Partners’ social media, and including media appearances, engaged a broad range of local influencers and stakeholders. Social media campaign reached 2 201 881 and engaged 318 606 people. 465 project events were attended by 4 395 people. The audio-visuals were viewed more than 104 300 times. 201 trainings targeting diverse audiences took place, including multiplier training aimed to ensure further circulation of key messages. Over 90% of event attendees stated they intended to use in their daily/professional life what they learned at the events.</p>