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# #EatSmartChallenge

## REPORT



## Project's Period:

1.3.2019 - 14.4.2019

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## Aim:

The #EatSmartChallenge aim was to inspire, inform create awareness and encourage participation in #7daychallenge organized by Impact Hub Athens, the Embassy of Sweden in Athens and the Swedish Institute. The campaign aimed at enabling individuals, organizations & influencers to think towards #FoodForTomorrow and adopt smart ways towards food production, consumption & packaging in their everyday life. The challenge run from 8th to 14th of April and invited all of the interested parties to adhere to a sustainable week and share their stance through social media by using hashtags such as #eatsmartchallenge #7daychallenge #sustainableliving #foodfortomorrow #commonfood.

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## 7/3 -13/3: Preparation (kick - off)

The kick-off event preparation entailed mapping of potential ambassadors, influencers organizations, interested individuals and independent groups.

In this campaign we've found powerful allies to collaborate with such as 1) Cookpad Greece a global platform with user generated recipes and discussions around food (>550 K followers), 2) Sustainable Food

Movement, an organization who conducts research around food, its waste and offers consulting services to the hospitality sector, 3) Plastikourgeio Shop & Lab, a creative upcycling business specialized in research on zero waste (including food waste) and 4) Zero Waste Athens (and specifically Elena Michalopoulou), an online citizen group so as to raise bottom up awareness.

In addition to the ambassadors identification, we created a handful of visuals for the event's promotion both digitally & physically (posters, handouts, facebook event and posts).

Physical promotion, included distribution of flyers to businesses around the Municipal Market of Kypseli and positioning of posters to key locations.

We launched a facebook event and an eventbrite listing as well as an online form to attract, collect useful data and then track the campaign's "advocates".

### In detail we produced:

[Facebook Event for Kick-off](#) event | Facebook & instagram posts for further awareness

| Visuals for digital & physical Usage (20 posters and 50 handouts)

Period: **7 days**

Organic Reach: **9 K**

Responses: **183**

Click to Eventbrite: **16**

Shares: **5**

Registrations for Kick Off Event: **21**

## 13/3: Kick-off Event

We staged an actual event to raise awareness and spread the campaign's message inviting all interested individuals to participate at an open discussion with the Campaign's ambassadors (Cookpad Greece, Sustainable Food Movement, Plastikourgeio Shop & Lab & Zero Waste Athens) at the Municipal Market of Kypseli. A presentation with all essential information was created to ensure a quality dissemination technique and increase engagement. The Ambassador of Sweden opened the event and then the #EatSmartChallenge ambassadors continued by articulating the campaign from their end, by explaining how one can participate and the importance of devoting 7 days to a more sustainable lifestyle and explore food from another angle.

Questions were raised and a fruitful discussion was facilitated leading to further engagement.

The kick-off event occurred in parallel with the inauguration date of our farmer's market and with a themed educational activity for children.

**In detail:** Event Ambassadors: 4 | Event Participants: 30

## 14/3: Post Kick - off Event

**After the kick-off event** our team continued to reach out to new ambassadors, curated the campaign's message in collaboration with the existing ambassadors and set the ground for the actual challenge! Thank you emails & prompt to further participation were sent to all the event's attendees and registered individuals. Instagram Stories shot through the event featured permanently on Municipal Market of Kypseli account (@dimotiki\_agora\_kypselis). A post - event facebook post with shots from the event and an open call to participation was created and then shared via multiple users. **Fun fact:** 2 impact hub community members were inspired and announced their devotion to a 40-day sustainable lifestyle.

**In detail:**

Thank you emails & prompt to participation: **30 +**

**Highlights (Instagram): 4 stories**



**Post Event [Facebook Post](#)** for further engagement:

Organic Reach: **46,3 K**

Likes: **208**

Shares: **10**

## 1/4 - 7/4 - Preparation for the #eatsmartchallenge

In the end of March our team started producing visuals for the campaign's communication. We launched a facebook event to attract more audiences and to be able to share it via emails, facebook groups etc. The posts were uploaded on **Facebook & Instagram** while a **Blogpost** featured on Impact

Hub Athens' website. We developed a strategy for the next days and we came up with ways to amplify the message.

We curated the challenges and we provided copy suggestions to be used by ambassadors and campaign's participants. Press releases were sent to printed and online media. The **event was disseminated to thematically relevant Facebook groups such as @Zero Waste Athens, @Χορτοφάγοι & Βιγκαν Ελλάδας & @Expats in Athens @ Vegans in Athens.**

### In detail:

- [Facebook event](#) for #EatSmartChallenge



**EatSmartChallenge**  
Impact Hub Athens  
Δευτέρα, 8 Απριλίου 8:00 π.μ.

Δεν προωθήθηκε

15,9 χιλ.

291

23

Organic Reach: **15,9 K**

Responses: **292**

Clicks: **23**

- [Facebook event](#) announcing #EatSmart Brunch



**EatSmart Brunch**  
Δημοτική Αγορά Κυψέλης  
Κυριακή, 14 Απριλίου 11:00 π.μ.

Δεν προωθήθηκε

24,2 χιλ.

428

Organic Reach: **24,109**

Paid Reach: **8,941**

Responses: **427**

### Articles on Online Magazines & Blogs:

[Athina 9.84](#) | [Olive Magazine](#) | [Keep it simple \[blog\]](#) | [EnterMessinia](#)  
[iNews.gr](#) | [Epikoinwnia-Arg.gr](#) | [Cookpad Greece \[blog\]](#) | [NewsOne](#) | [2810.gr](#)

**Facebook Posts** articulating the challenge from the channels of Impact Hub Athens & Municipal Market of Kypseli:

- **1.4. 2019 -“Almost 1 week left” - Facebook Post**

1/4/2019  
3:33 μ.μ.



To Impact Hub  
Athens λέει NAI




754



Organic Reach: **754**

Reactions: **11**

- Challenge handbook - [Facebook post](#)

4/4/2019 5:16 μ.μ.		8-14 Απριλίου, λέμε ΝΑΙ στην			608	
4/4/2019 5:39 μ.μ.		<a href="#">8-14 Απριλίου,</a> <a href="#">λέμε ΝΑΙ στην</a>			878	

[Impact Hub + Municipal Market of Kypseli Channels]

Organic Reach: **1.486**

Reactions: **31**

Clicks to post: **74**

- “Accept the #eatsmartchallenge” - [Facebook post](#)

5/4/2019 2:15 μ.μ.		Δέξου την πρόκληση! Από			4,7K	
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Organic Reach: **2.079**

Paid Reach: **2.738**


Reactions: **130**

Clicks to post: **96**

## 8/4 - 14/4 - #EatSmartChallenge

We put together visuals and inspiring quotes for each day of the challenge. We proceeded to the identification, saving and archiving of posts with the hashtags #eatsmartchallenge #foodfortomorrow #7daychallenge #commonfood #sustainableliving, reposts, shares through facebook and instagram highlights throughout the #eatsmartchallenge and we conceptualized the theme for the #EatSmartbrunch, the last challenge for us and our ambassadors!

### DAY # 1: Go vegan for a day - [Facebook Post](#)

8/4/2019 4:25 μ.μ.	 Πιστεύεις ότι το φαγητό που			1,1K 
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**Participation numbers:** 18 posts (instagram & facebook)

**Data from Cookpad:** 70 new green recipes where uploaded

## DAY #2: Cook your meal from Scratch - Facebook Post

9/4/2019 11:03 π.μ.	 Πόσο δημιουργικός			2,5K 
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**Participation numbers:** 32 posts (instagram & facebook)

**Data from Cookpad:** 77 'from scratch' recipes where uploaded to the platform.

## DAY #3: Explore more (Try to eat something raw or yesterday's leftovers) - Facebook post

10/4/2019 1:43 μ.μ.	 Μπορεί το απλό φαγητό να είναι			1,1K 
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**Participation numbers:** 22+ posts (instagram & facebook)

**Data from Cookpad:** 44 'from scratch' recipes where uploaded to the platform.

### - "Meet your Farmer" (10/4)

Ignite Talk at weekly farmers market (Mpostani) by a new generation mindful producer at Mpostani at the Municipal Market of Kypseli. We moved forward the "Meet the producers" challenge to occur actually on this day so that we synchronise and unite our powers!

Relevant Post [here](#)

10/4/2019 7:58 μ.μ.	 Δημοτική Αγορά Κυψέλης			2,6K 	526 76 
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- **“Become a vegan restaurant owner” (10/4)**

We invited our little friends to build up the most beautiful restaurant! We cooked healthy snacks such as vegan sticks and banana dessert.

**DAY #4: Explore more (Try to eat something raw or yesterday’s leftovers) - Facebook Post**



**Participation numbers:** 37+ posts (instagram & facebook)

**Data from Cookpad:** 46 ‘from scratch’ recipes where uploaded to the platform.

- **“Zero Packaging Day” (11/4)**

An open invitation to members of Impact Hub Community and small businesses around our premises at Psyri to go zero waste by getting their coffee in a mug or eating their lunch in ceramic plates! Sometimes zero means a lot!

**DAY #5: Cook & Eat together - Facebook Post**



**Online Participation numbers:** 22+ posts (instagram & facebook) [+ 1 video]

**Community lunch participation:** 25 pax

- **“Eating together at Impact Hub Athens!” (12/4)**

A community lunch was organized, inviting the Impact Hub Team and members to join a fest with yesterday’s food and green options!

We gathered up and prepared our food together!

We took [loads of shots](#) & one of our members created an inspiring [video](#)!

**DAY #6: Meet the farmer (Videos from day #3) - Facebook post**



**Online Participation numbers:** 20 + posts (instagram & facebook)

**DAY #7: Choose your challenge! Come to #EatSmartBrunch**



**Attendance in Total:** 400 + people (including campaign's ambassadors & participants)

**Posts throughout the event:** 20+ posts (Instagram & facebook)

## Instagram Stories throughout the 7 day challenge:

[Municipal Market of Kypseli](#): 6 posts (201), 24 stories, 6 videos viewed by 3,421 people

[Impact Hub Athens](#): 8 posts (178 likes), 18 stories, 4.556 views

## Facebook traffic in Total:

**Municipal Market of Kypseli: (3 events + 5 shared posts) |**

Reach: **9.9 K**

Clicks to posts: **1.5 K**

Reactions (Likes & Shares): **396**

**Impact Hub Athens: (3 events + 10 posts)**

Reach: **71 K**

Clicks to posts: **2.9 K**

Reactions (Likes & Shares): **625**

## Data from Cookpad Greece in Total:

Total number of recipes: **398**



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Total number of participants: **172 (24 participated each and every day of the #eatsmartchallenge)**

Relevant blogpost [here](#)

## Physical Events

- **Green Pop Up Brunch (14/4) - Re-imagine how you eat and optimize the way you live**

We set out an EatSmart physical event, culminating the #eatsmartchallenge and inviting all the participants and individuals around Athens to join us! This particular pop-up brunch approached food on the whole, from its production, to the consumption stage through its packaging options. Young producers of organic goods as well as already established food companies (with an incline towards green dishes) and upcycling enterprises met to re-imagine the way we eat. The event was backed up with live cooking actions by Cookpad & Sustainable Food Movement representatives and exclusive workshops by Vegan Chefs on “how to make DIY cheese” and “how to compost”. Note that for the live cooking actions we used organic products from our farmers market (most of which also participated in the challenge!) The event attracted more than **400 people**.

- **#EatSmart Junior Chef (14/4)**

Our little friends got the chance to explore how to prepare pies from leftovers and what they can contribute to the environment through their little actions!

# 15.4 - 16.4 / The days after #EatSmartChallenge


## Audience Review:

Prior & during the campaign more than 30 individuals, organizations and groups participated in the challenge and reached out to a variety of audiences.





After the challenge we dedicated one last facebook post with shots from the #EatSmart Brunch and inspirational quotes. We also released 4 ambassador video testimonials to inspire further through the Municipal Market of Kypseli Instagram account.

## Final Facebook Posts

14/4 [during the #EatSmart Brunch]

14/4/2019 1:51 μ.μ.		Το πιο υγιεινό και "έξυπνο" Pop Up			2,9K	
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15/4 [post Campaign]

15/4/2019 4:22 μ.μ.		Το #EatSmartChallen			4,4K	
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## In detail:

**TARGETED AUDIENCES:** Different Ambassadors were selected to reach out to diverse audiences// [Coopad Greece](#) (more than 560 K followers) - Mainly Women, Housewives, Chefs// [Zero Waste Athens](#)- The Community Group of Athens for Zero Waste- Business People, Yoggies, Individuals, Vegans, Upcyclers etc// [Platsikourgeio](#) - Researchers, Upcyclers, Recycling-friendly people, Social Entrepreneurs, Engineers etc// [Sustainable food movement](#)- Researchers, organizations, initiatives against food waste// [Mpostani](#): Local producers, Wise organic consumers [Victoria Square Project](#): Artists, Refugees, residents of the 6th district// **Impact Hub Athens:** Networks, Entrepreneurs, IT

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people, Dieticians// [Pantzaroula](#): blog for healthy diet// [Mana Cooks](#): Food blog// [Elena Michalopoulou](#): yoggies, sustainable foodies// Melinas delight cuisine: Sustainable catering services// **Municipal Market of Kypseli Community**: Social Entrepreneurs, residents of Kypseli, Restaurants, Coffee Shops etc// [Melina's delight cuisine](#): private catering services and their audiences// [Elpida Charalambidou](#): pie expert, influencer, foodie// [Stagones](#): Local sustainable producers// [The Mushroom Circle](#): Local sustainable mushroom producers// [Αγρός Φυσικής & Οργανικής Καλλιέργειας "Αξιόκερσα"](#): Local sustainable mushroom producers // [Keep it Simple](#): Blog with tips for sustainable lifestyles// [GreekBreakfast](#): Network of Hotels launching Greek breakfast// [Ecological Recycling Society](#): non-profit organisation, which has been concerned since 1990 with subjects related to prevention, reuse, recycling and sustainable management of solid and other waste, natural resources, water resources and energy, as well as promoting sustainable practices on a local, European and international scale//[Troo Food Liberation](#): Raw food company [Yoki](#): ecological merchandise // [Kelly Tzagaki Rekleitou](#): mindful individual// [Rosie Maguire](#)// [Greener path](#) (instagram): Eco-friendly blog// [Tonia Zilianaïou](#): dietician// [Impact Hub Athens Community](#): 5-6 users participated// [Angelina Kalogeropoulou \(Two Minutes Angie\)](#)// [pontikanazarenko team](#): Kick boxing team (helped to the shout out of the challenge) and to awareness among athletes// Dimitra Christidi, Electra Lambiri, Nafsika Limnaiou, Phoebe Konstantinidi, Ioannis Poulakis.

For some of the above #eatSMARTchallenge is still alive! ([Facebook post 1](#), 17/4 | [Facebook post 2](#), 17/4)