



**Social
Roots**

Open
Innovation
in Agrifood

Name of the project:

EAT RIGHT

Brief description of the idea

Our project idea is to create a mobile app that assess the quality of children's meals and offer healthier alternatives. Children can take photos of all their meals (from their smartphone camera) and can introduce their personal information (lifestyle and physical parameters) in a playful virtual environment. With these information, the app will deliver customized and well detailed activities and healthier meals suggestions. Not only parents and children, other actors will be involved, like doctors and nutritionists, schools, local farm producers and local businesses (as restaurants or food markets). The ultimate goal is to help parents to combat childhood obesity, stimulating the consumption of more natural (and not processed) foods, and, at the same time, to promote the purchase of local products that can protect biodiversity and help the growth of the regional economy.

Proponent

IVAN BOLIS

Country

Brazil and Italy