



How to present the environmental impacts of food interactively?

Helin Haga
Science Centre AHHA Foundation
Project Manager

International seminar „Footprints of Food: from data to awareness“
10.10.2012

What do visitors expect?

- **Interactivity:**
 - Touchable
 - Linkable and relatable
 - Exciting
 - Not accompanied by too much text
 - Presenting new information



The CHALLENGES

- Can it be appealing to a wide age group?
- How to provoke without provoking?
- How 'different' should it be?
- What do the experts say?
- Who should build it?

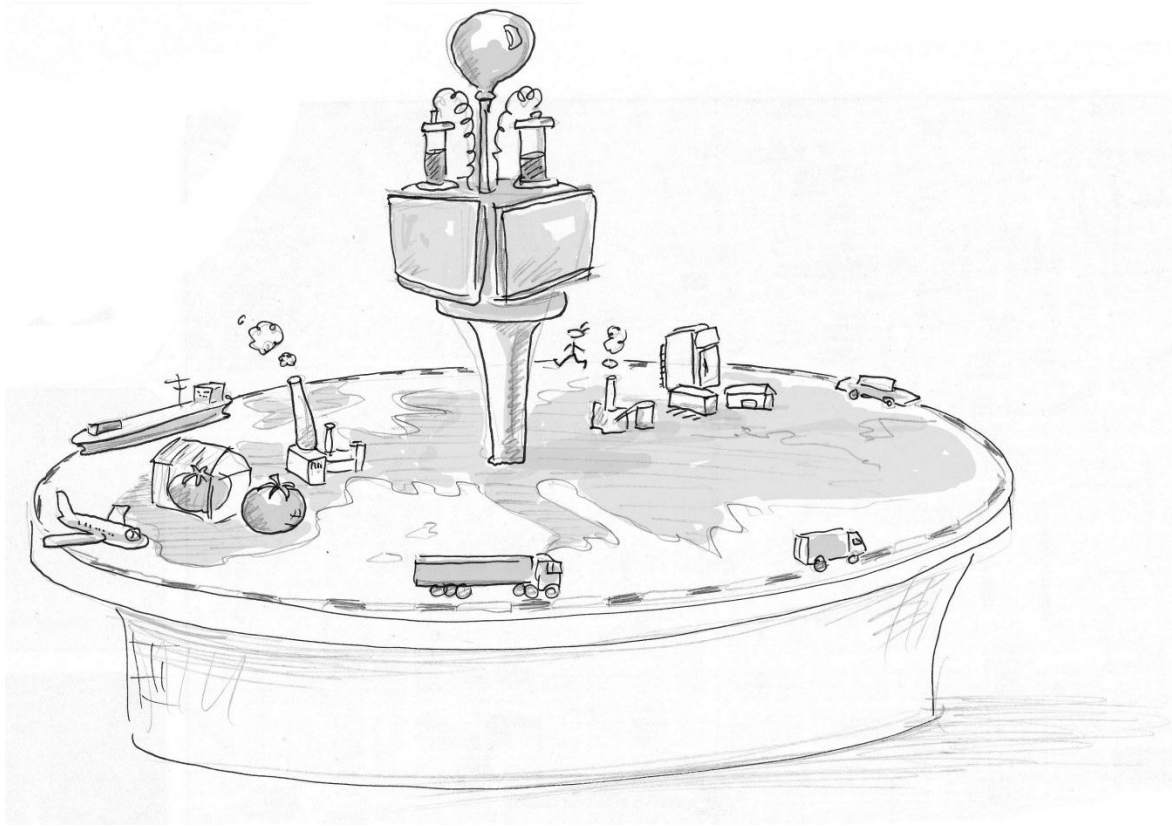


Environmental aspects and food?

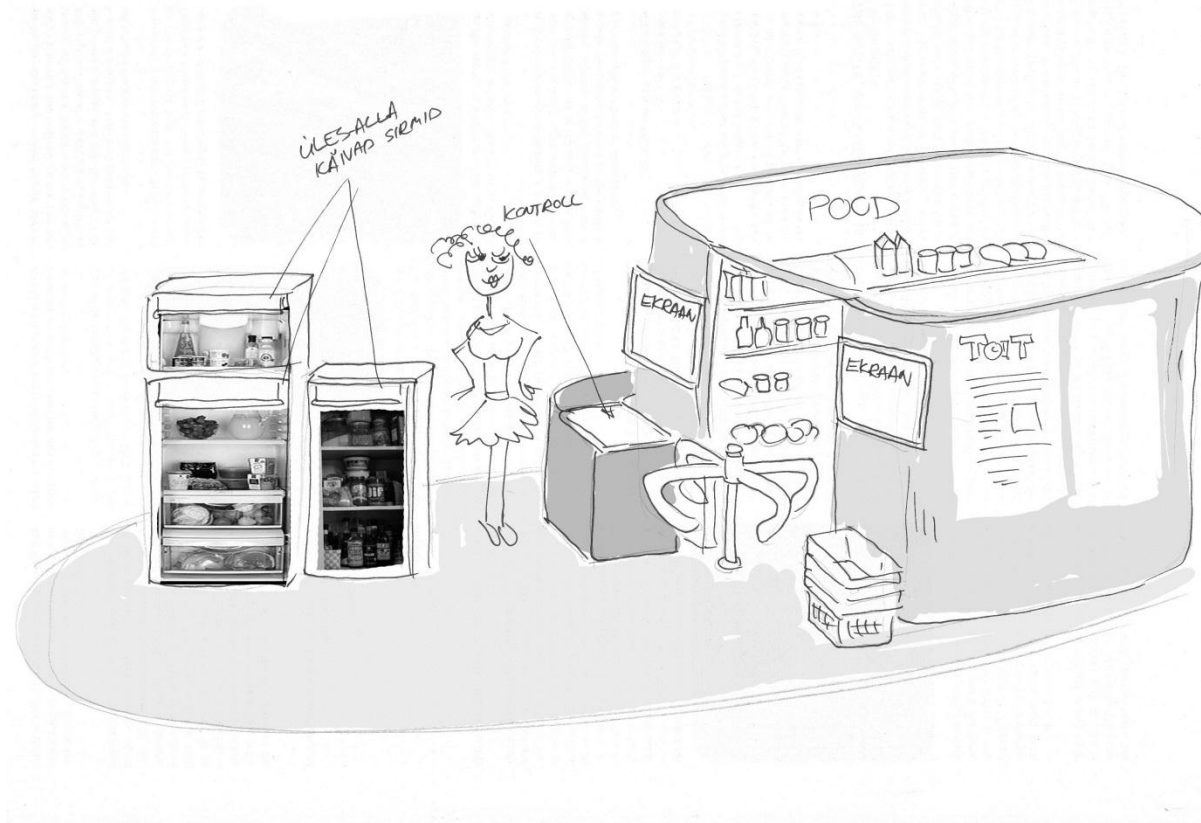
- Classic approach in AHHA's Foodweb:
 - Touchable
 - Attachable/Detachable
 - Mostly diagrams, not too much text
 - General and local networks
 - Computers used but not excessively
 - Imitation of real life situations



Examples - ketchup

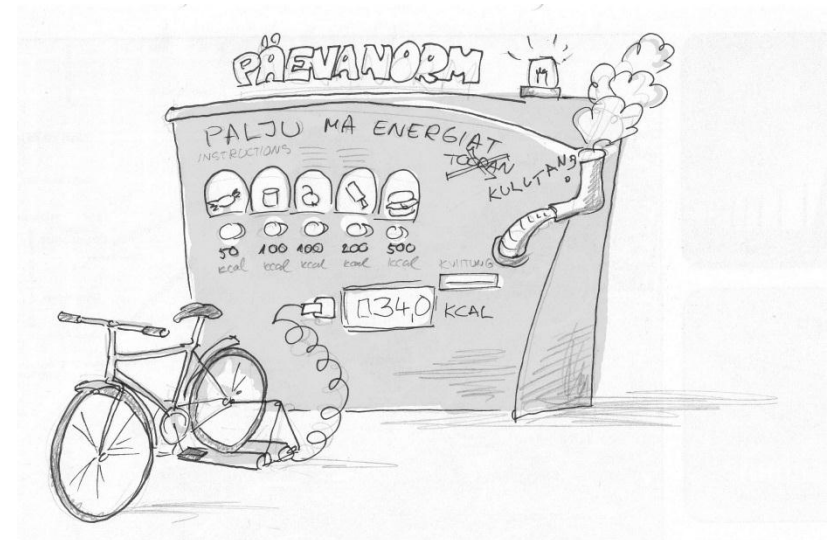


Examples - wasting of food



In addition - creating an integral whole

- ‘Supporting’ exhibits:
 - showing the vision of fish
 - displaying the sounds fish make
 - introducing the consumption of energy





Thank you!

Questions welcome.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



FOODWEB