

## Colombia Social Innovation Challenges

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## C1: NUTRI 8

### CHALLENGE 1 COMMUNE 8:



#### TEAM MEMBERS

- María Alejandra Aristizabal
- Laura Juliana Idrovo Manco: 14, likes cooking.
- Yiceth Guisao: 15, student, likes animation and to know what abilities she has.
- Isabela Graciano Sánchez: 13, student, likes to draw.
- Yesenia Córdoba Ortiz: 14, student, likes to play and meet new people.
- Marielly Hernández Maldonado: 17, student, likes to sleep.
- Manuela Córdoba Fernández: 17, student, likes makeup and social networks.
- Natalia valoyes Mena: 17, student, likes to dance.
- Geraldine Córdoba Ortiz: 16, student, likes to cook and do new things.
- Lorena Osorio Urán: 16, student, likes to walk, share with family and friends.
- Sara Graciano Espinosa: 14, student, likes to walk.
- Luisa Fernanda Giraldo Guisao: 20 years old, works, likes to travel and play sports.
- Yennifer Córdoba: 19, works and likes to spend time with her daughter.
- Karen Nicol Jaramillo Manco: 14, student, likes to dance.
- Others: Queini Guisao, Read Sofia Cuervo, Geraldin Cuervo, Yilmaris Ramirez, Maryeli Cordoba, Nallely Ortiz, Leídy Ramírez, Ana Lucía Mosquera, Mariana Gaspar, Melani Mena, Carol Yuliet León

## **DID YOU KNOW? PROBLEM IDENTIFICATION - JUSTIFICATION**

Did you know that in adolescence we have a high need for nutrients such as iron and protein due to the growth process we are undergoing, but we are currently consuming less than the recommended amount?

In an investigation of food and nutrient intake of adolescent women conducted by the University of Antioquia, World vision and CINDE as a prelude to implement a social innovation challenge that generates nutritional changes, a low consumption of the following food groups (compared to what is recommended in the Food Based Dietary Guidelines for the Colombian population (GABAS) was noted for fruits and vegetables, dairy and protein source foods. High risk of deficiency are for calcium (98.8%), folate (78.8%), iron (64.9%), thiamine (38.7%), vitamin C (28.7%) and zinc (26.1%). In turn, half of the adolescent girls in this study had a low energy intake, which added to an inadequate intake of protein, iron and zinc limits the growth and body maturation of this population group.

Foods sources of protein, iron and zinc appear after number 14 of the most consumed; with the exception of eggs, which ranked number 5. This was the order of appearance according to consumption, cold meats (14), pork (18), beef (20), chicken (23), beans (24), lentils (29); foods that were reported in amounts that do not cover a portion recommended for this age group; thus finding a prevalence of risk of deficiency risk in the usual protein intake of 36.5%.

In addition, during the pandemic, one of the major changes with respect to food was a lower consumption of food in 39.9% of the young women, an aggravation of the situation, because the foods that begin to be restricted when there is less income are precisely the foods that are sources of protein, which was evidenced in the research where 48.9% of the adolescents who had a lower food intake, consumed less protein-rich foods.

Regarding other nutrients, 99.4% of the young women did not consume the recommended dietary fiber, which is associated with an increased risk of obesity, constipation, diabetes, diverticulosis, arterial hypertension, colon cancer, among others. An inadequate iron intake not only reduces important biological functions for growth in adolescence, such as energy production and DNA synthesis, but also favors the development of anemia, is associated with developmental disorders and behavioral alterations, lower academic performance, decreased endurance and physical capacity for work and sports, and reduced physical growth, among others. On the other hand, zinc deficiencies can cause reduced growth, increased infections, alterations in the reproductive process, skin lesions and negatively affect cognitive, cerebral and sexual development.

Additionally, foods that were consumed more during the pandemic were legumes, corresponding to 14% of the 43.8% of adolescents who increased their intake of some foods; legumes are a source of protein, iron, zinc and fiber, which added to their affordability due to their low cost, makes them an excellent strategy to improve the intake of these nutrients.

Due to the above, the enterprise created by the community to produce and distribute protein based on legumes, such as lentil cakes, chickpeas and vegetable mixtures, is an economical, versatile and nutrient-rich alternative to improve the intake of 4 of the critical nutrients of adolescent girls, thus favoring an adequate nutritional status and, in turn, health.

## **WHAT WE WANT TO ACHIEVE**

Promote the consumption of vegetable protein as an economical and versatile alternative to improve the intake of critical nutrients such as fiber, iron and zinc that contribute to the growth and maturation of the body, the reproductive process, cognitive, cerebral and sexual development; through the production, distribution and sale of vegetable protein texturized products (hamburger meat, meatballs, protein rolls) based on lentils, chickpeas and vegetable mixtures.

## **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

In the first instance the beneficiaries will be the adolescents who are participating, because we will learn to prepare protein based on legumes, promoting their consumption, which will allow us to include more frequently traditional foods of the paisa diet, but in a different way, which will allow us to improve the consumption not only of protein but also contribute to increase the intake of some critical nutrients for our growth and development process, such as iron and zinc.

In addition, the venture will allow us to help the community since income levels are limited and one of the foods that is most lacking in households are those sources of protein, so by providing an economic alternative, not only facilitate access to an alternative food to meat, but also improve the consumption of protein and important nutrients in the population; and additionally this will benefit us directly because it will allow us to start obtaining income to subsidize our fares, basic expenses of our studies and contribute in our homes in a monetary way, with the intention that it will be used mainly to obtain food; which will finally contribute to the development of our autonomy as women, will allow us to recognize our worth and independence and thus improve our nutritional and health status.

## **HOW DO WE DO IT?**

Description of each of the actions necessary to make the challenge a reality.

The idea of our great challenge is to integrate our ideas with the experience of the women leaders, older adults and our families to take advantage of some local and community resources.

The first thing we did after identifying our product was to divide into 6-member committees:

- Communication and Movement in social networks: this committee has the purpose of designing the strategies with which we will advertise our products, such as tiktok, instagram, etc. Several of us have experience in these networks.
- Production of protein, desserts and beverages at affordable prices: taking advantage of the experience of Doña Adriana, leader of Visión Mundial, who has a certificate in food handling and while we obtain our own certificates, we will be her apprentices and assistants; under her leadership and experience, we will elaborate the cakes or meatballs, a natural dressing without preservatives and healthy, flavored waters and sugar-free desserts.
  - For the cakes or meatballs we will use lentils, chickpeas and vegetable mixes, as well as garlic, carrots, onion and cilantro (the latter sown in our communal gardens or in our own homes).
  - For the flavored waters: we will use fruits that are in season and are more economical, for the launching we will use pineapple, orange and mint from our orchards.
- The organic waste that comes out of our products will be used as compost (organic fertilizer) for our vegetable garden.

- Environmentally friendly packaging options: thinking about the environment, the pollution caused by single-use plastics and the new trends on circular economy; we have thought that the best packaging - container - for the cakes and dumplings (the first product to be launched), will be a kind of biao leaf cones (with which tamales, cold cuts and cheeses are traditionally wrapped), closed with a wooden stick that also serves to catch the cake or dumpling.
- For flavored waters we thought of paper cups.

**Supplies and distribution:** this committee will be responsible for

- drawing up the budget, making purchases and defining the distribution strategy.
- identify places for planting onion, cilantro, mint, basil and mint: Given that the commune and especially the sector where we live does not have many green spaces, terraces, or roofs that serve for planting, the leader Doña Nubia has pointed out a space where she and other people grow some crops; Our idea is to take advantage of all the spaces on the ground, as well as in the nearby walls and in our houses with which we have to grow in recycled plastic bottles, buckets and others, some vegetables and herbs that we will use in our preparations; for this we will rely on the experience of older adults and our families.

## **WHAT DO WE NEED?**

### **For the cakes or meatballs (launching products)**

- Lentils, Chickpeas, Lemon, Onion, Garlic, Cilantro, Egg, Carrot, Biao Leaves, Salt

### **For flavored water (launch products)**

- Pineapple (seasonal fruit), Orange (seasonal fruit), Peppermint, Mint, Basil, Drinking Water

### **For packaging (launch products)**

- Wooden chopsticks, Biodegradable paper cups

### **For the garden:**

- Onion seedlings, basil, mint, mint, mint, hibiscus flower, blackberry, cape gooseberry, coriander seeds, sunflower seeds.

### **Time to develop these actions:**

For the preparation of the cakes and meatballs and the dressing, we must soak the lentils or chickpeas the day before; for the preparation and cooking 1 hour.

For the cutting of fruits, selection of aromatic herbs, for the flavored waters, ½ hour

For the elaboration of the packages, the idea is to have them ready at the moment of serving, these "biao cones" can take between 5 and 8 minutes each.

## **AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

Final call to action. One of the ways to get involved in the challenge is by contributing resources for its development. But there are also other ways. You can find a powerful phrase for the closing.

**! MORE THAN A CHALLENGE, A NOURISHING UNDERTAKING !**

**NOTE:** In the case of Commune 8, it is important to clearly define the working subgroups to show how all the participants have an important role in the challenge and to specify clearly the role of each subgroup.

**Description of the Challenge:** The challenge of the participants of commune 8, is a group work of all, it is an enterprise oriented to the production and distribution of food in the commune. There are different products to offer to the public:

- First is the production and distribution of proteins based on legumes, such as lentil cakes, chickpeas or vegetable mixtures; this challenge arises as a proposal in a dialogue of knowledge of the nutritional needs presented by the households in the research results. In addition to providing protein, legumes are a food source of some nutrients such as iron, zinc, folate, thiamine, vitamin C and fiber, nutrients that, according to the results, are not consumed at an adequate level due to the current dietary pattern.
- Second, and given the high consumption of soft drinks, is water; in the nutritional school with the adolescents, they mentioned that they do not consume water because it does not attract them; that is why flavored waters become an attraction to increase their consumption, as well as small portions of fruit and aromatic herbs.
- Third is the production and distribution of desserts without added sugar, this idea arises from the need to generate a product suitable for consumption by people with blood sugar problems from an early age, as well as being a good alternative for consumption in the community since concentrated sugars are one of the most consumed foods.

## C2: Mini Girls & Boys

### **CHALLENGE 1, COMMUNE 1:**

“Play, laugh and grow by feeding yourself healthily”

#### **TEAM MEMBERS:**

Mariana Toro Arboleda, 17, worker, likes to spend time with her family.

Maria Camila Perez Hinestroza, 15, student, likes to practice sports.

Any Ximena Toro Arboleda, 18, mother, likes to walk, share with her baby and family.

#### **DID YOU KNOW WHAT? PROBLEM IDENTIFICATION - JUSTIFICATION**

Did you know that the nutrients provided by fruits & vegetables cannot be replaced by packaged foods?

#### **WHAT WE WANT TO ACHIEVE: OBJECTIVE OF THE CHALLENGE**

According to the results of the research conducted in our neighborhood, we saw that adolescent women in commune 1 have a preference for snack or mecatto food packages, soda and sugary drinks, which are among the 25 most consumed foods. Likewise, the consumption of fruits and vegetables is not so frequent or usual in our diet, so there may be nutritional deficiencies and long-term effects as a consequence. Moreover, if the deficit of key nutrients such as vitamins from fruits and vegetables, or calcium from dairy products can affect our growth, we can imagine that the same is true for children and can be much more detrimental for them and for pregnant women. That is why our goal is to offer economical, creative and healthy options that can be given as gifts or as lunchboxes for children, so that they generate good habits from a young age and maintain good health, reducing the consumption of processed foods in their families.

#### **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

The greatest beneficiaries of our challenge will be the children, as well as their mothers and families, because they will learn that if we eat healthy, we will grow up healthier and avoid chronic diseases later in life. In addition, this challenge will benefit us as women entrepreneurs, since the income from our business will help us buy a greater variety of healthy foods such as fruits, vegetables, meats, dairy products and legumes, to meet our daily expenses, and to have a little more flexibility in our work schedules to take care of the baby of the family.

#### **HOW DO WE DO IT?**

- Create the venture brand
- Create two menu options to include in the menu, with the detail of the product design.
- Create a page or profile in networks for orders and orders.
- Elaborate examples of anchetas as a model for taking pictures of the advertising campaign.

#### **WHAT DO WE NEED?**

In the first week we will plan our venture, create the brand design, create the two menus and the advertising campaign. With this ready we would need the following inputs to materialize our business idea:

- Branded T-shirts
- Silicone molds for cooking
- Cutters or kitchen molds of different figures

- Food ingredients
- Decoration materials
- Biodegradable packaging

**AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

To have profitability in our business, it would be important to have people advise us on the costs and profits of our products, and on strengthening our advertising to broaden our clientele.



## C3: THE ART OF EATING WELL

### CHALLENGE 2, COMMUNE 1

#### TEAM MEMBERS:

Yesenia Arango is 18, a high school student.

Mariana Arango 15, student who enjoys watching digital content, movies and series.

Michell Mendoza 15, student with a passion for soccer.

Yessica Arango 16, a student who enjoys social networks.

Yuliana Mena 15, student who loves to play soccer.

Diana Milena Cuesta 17, student who enjoys eating and playing soccer.

Wendy Dayana Castro 16, student who enjoys dancing and sports.

#### DID YOU KNOW: PROBLEM IDENTIFICATION - JUSTIFICATION

Did you know that adolescent females in our commune present a high risk of deficiency in energy and nutrients essential for our proper growth and development?

#### WHAT WE WANT TO ACHIEVE:

Our goal is to encourage better food choices that are appropriate to a good diet for young people according to our possibilities in order to maintain and improve health to prevent diseases in the short and long term. We want to make people, especially adolescent women who are like us and see us, realize that eating anything for ease or speed is not recommended, as they are unknowingly damaging their body and deteriorating their physical and mental health, because sometimes we could be avoiding our emotions such as sadness or anguish through food. We will generate more awareness when buying and consuming food, to enable a reflection on the effects of what we eat on our health before consuming anything.

#### WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?

Creating videos that follow the trends in social networks, especially Tik Tok, will benefit us because we will be strengthening and internalizing more and more our learning about nutrition and healthy eating. In addition, we will carry this message through our social networks so that people who see us will also learn about the importance of having good eating and living habits.

#### HOW DO WE DO IT?

- Tik Tok videos with choreographies that show the messages we want to promote.
- Creation of phrases allusive to the theme for video scripts
- Dance and dramatization

#### WHAT DO WE NEED?

For the creation of the material and the recording of the videos we need one week. Materials needed are: Black t-shirts, black bikers, fruit socks, black iris, vinyl, brushes and markers.

#### AND YOU, HOW DO YOU JOIN THE CHALLENGE?

It would be very useful for us to have the support of experts in content creation, so that we can reach many people by offering content that is of value and has an impact on our viewers' purchasing and food consumption decisions.

## C4: FROM SELF-LOVE

### "Small changes yield big results". **CHALLENGE 3, COMMUNE 1**

#### **TEAM MEMBERS:**

- Wendy Borja: 19, loves dancing, reading and eating.
- Karen Gisela: 15, likes singing
- Mariana Agudelo: 14, likes to sing.
- Mariana Montoya: 15, likes to exercise.
- Valentina Montoya: 17, loves walking and reading.
- Valeria Ortiz: 16, passionate about soccer.

#### **DID YOU KNOW: PROBLEM IDENTIFICATION - RATIONALE**

Did you know that eating nutritious and exercising smart from self-love generates good health? The study in which we participated revealed that people generally consumed the same type of food and a low variety of vegetables and fruits. Through Instagram we will give information about a variety of food combinations to eat, in addition, to promote physical activity (since sedentary lifestyle is one of the biggest problems showed by the study). This will help have good health both physically and mentally.

#### **WHAT WE WANT TO ACHIEVE:**

- Raise awareness of the importance of food and healthy combinations, bearing in mind that it is not necessary to eat the same thing all the time.
- Improve our quality of life and increase our self-esteem to feel well emotionally and physically, by having people realize how important it is to eat healthy and not just for the sake of eating, and that from their good self-esteem decide to take care of themselves.

#### **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

- Reach out to the widest possible audience through social networks to raise awareness of the importance of self-care.

#### **HOW DO WE DO IT?**

- Brochures
- Social networks
- Explanations
- Sample of a good presentation

#### **WHAT DO WE NEED?**

The brochures are for the day of our presentation to make us known and generate advertising from that day, advertising on social networks is once we have the page, through instagram pay advertising, and finally the talks and accompaniment is part of our project because for us the emotional in people is essential, once we have the project in development the support of professionals in this area is important.

- Brochures
- Advertising in social networks

- Educational talks
- Psychological support

**AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

We want to reach the largest number of people, not only focusing on nutrition but on a healthy lifestyle in general. We need guides and advisors in the social and psychological field to publish our content. Do you want to join us?

## C5: FOOD AT HAND

### CHALLENGE 4, COMMUNE 1

#### **TEAM MEMBERS:**

- Melissa Vanegas: 14, student who likes to go out.
- Maria Isabel Arango: 14, student and likes to sleep.
- Manuela Carmona : 15, student, likes to go out.

#### **DID YOU KNOW: PROBLEM IDENTIFICATION - RATIONALE**

Did you know that there are simple healthy recipes with ingredients from neighborhood stores that help us to be healthier and give up junk food? According to a study by the University of Antioquia, there is a high consumption of soda and ultra-processed packaged food in the communities, so we decided to implement these easy recipes as alternatives to which people in the area can easily have access to in order to reduce the consumption of UPF.

#### **WHAT WE WANT TO ACHIEVE:**

- To teach our viewers healthy, inexpensive recipe ideas and ingredients that are readily available in our neighborhood to make videos and share them on social media.

#### **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

- To reach as many people as possible, especially people in the neighborhoods to teach them how to take care of their health through the recipes.

#### **HOW DO WE DO IT?**

- Search for economical and healthy recipes, e.g. low in fats and sugars, with legumes, etc.
- Video to record the recipes and share them on Facebook

#### **WHAT DO WE NEED?**

- Advertising in social networks
- Food to create the recipes
- Necessary kitchen utensils
- Graphic resources for video editing and recording

#### **AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

You can support us in many ways: your interaction with us in social networks is fundamental; making us known will allow us to teach you how to cook and thus people will learn how to improve their diet.

## C6: HELADITOS

### CHALLENGE 1, COMMUNITY 3

#### **PURPOSE OF THE COMMUNE:**

The adolescents of commune 3 want to do our bit to help diversify and enrich the diets of our families, our schoolmates and other people we want to reach through social networks, teaching them to include important foods in their diets through creative and economical recipes. Each group focuses on particular food groups.

#### **TEAM MEMBERS (13-15 years old):**

- Daniela Aguirre,
- Maite Ortiz,
- Estefanía Aguirre,
- Diana Plaza,
- Dayana Clavijo

"We are students and we like to play soccer."

#### **DID YOU KNOW: PROBLEM IDENTIFICATION - RATIONALE**

In our neighborhood there is a low consumption of calcium, fiber, and vitamin C, nutrients that are fundamental for health, and which are crucial in periods of growth such as adolescence; on the other hand, there is also a high consumption of foods high in sugars, which are associated with conditions such as overweight, obesity, and other health problems. That is why our project aims to promote the consumption of dairy, fruits, and low-sugar foods.

#### **WHAT WE WANT TO ACHIEVE: Objectives of the challenge**

- To provide knowledge on a more balanced diet (including food groups in adequate amounts) and information on foods that contribute to our health.
- Create dairy-based foods (ice cream, desserts, etc.) in a more nutritious way that is good for the body and at the same time enjoyable on the palate.

#### **WHO WILL BENEFIT FROM THIS PROPOSAL?**

Our project will serve to inform others about balanced nutrition, the use of dairy products in different recipes and the reduction of sugar consumption.

#### **HOW DO WE DO IT?**

- Create a website on social networks (Facebook, Instagram) to upload information about our project. We will show images that complement information about healthy eating, share in written and audio form recipes, foods, and products rich in nutrients, which are beneficial to the body and that can be consumed by people with sugar problems.
- We will provide people with information about the food groups and the benefits they get from each one.
- We will carry out the recipes and sell them as a "small business" to recover the funds that we will use for the creation of these recipes.
- Our recipes will be promoted at school and in the neighborhood.

- We will create a small sample of the recipes that we want to upload to the platforms and that we will later promote.

### **WHAT DO WE NEED?**

- Foods such as milk, fruits, etc.
- Time and space for the development of products, content, etc.
- Refreshments or money to make them.
- Elements and kitchen implements.

### **AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

You could help people of different ages to have a good diet. With our project we will promote the responsible consumption of sugar and help people to consume foods based on dairy and fruits.

## C7: HEALTHY LIVING. FUN SHAKES

### COMMUNE 3, CHALLENGE 2,

#### **TEAM MEMBERS** (13-17 years old):

- Juliana Mena,
- Yaraime Tabares,
- Heidy Cossio,
- Karen Higueta

#### **DID YOU KNOW WHAT? PROBLEM IDENTIFICATION - JUSTIFICATION**

After an investigation conducted by the University of Antioquia, in which young people from our community participated, the lack of consumption of fruits and dairy products was obvious. Since they are expensive and this makes many decide not to buy them, it is necessary to show the importance of the food groups: For example, did you know that:

- Dairy products contain protein and calcium, strengthen bones and prevent diseases such as osteoporosis.
- Fruits contain fiber and reduce the risk of diseases such as diabetes, hypertension, dyslipidemia, and cardiovascular diseases.

#### **WHAT WE WANT TO ACHIEVE: OBJECTIVE OF THE CHALLENGE**

To provide knowledge about different food groups to girls, young people and adults, in order to achieve a healthier diet, focusing on the consumption of fruits.

#### **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

Our challenge will help children and young people learn more about the benefits of fruits and other food groups, as we will show them in their schools; and we will reach adults through social networks (Facebook, Instagram, Youtube and a blog). Everyone will have access to our information regarding nutrition.

#### **HOW DO WE DO IT?**

Our challenge will be as follows:

1. Test the shake.
2. Record a video of making the shake.
3. Show the video in school with younger children (preschool, first and second grade).
4. Publish all project information on social networks.

**Recipe:** 2 bananas, 1 bag of whole milk, 2 guavas, 1 small papaya, strawberries, Cookies

#### **WHAT DO WE NEED?**

- A suitable space for recording and preparing the smoothie.
- Video production and editing training.
- Monetary budget of 80,000 to carry out the recipe.

#### **AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

You can join by recording smoothies you made, and then publish them on our social network (we will respect the copyright). You can also share our videos and pages to people you know.

## C8: VEGETABLES PARTY

### CHALLENGE 3, COMMUNE 3

#### **TEAM MEMBERS:**

- María Camila Montier,
- Ana María Guzmán,
- Durley Dahiana Guarín,
- Yaritza Mosquera,
- Ziara Córdoba,
- Wendy Jaramillo,
- Sara Castro,
- María Camila Mercado.

#### **DID YOU KNOW WHAT? PROBLEM IDENTIFICATION - JUSTIFICATION**

You can eat tasty and healthy at the same time. A study conducted in our community revealed that people have a low consumption of vegetables, which provide us with vitamins, fiber and folates. Therefore, we decided to make recipes with vegetables.

#### **WHAT WE WANT TO ACHIEVE: OBJECTIVE OF THE CHALLENGE**

Teach others about the benefits of vegetables through creative and tasty ways of preparing them.

#### **WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?**

We will reach out to the high school students of an educational institution, teachers and families.

#### **HOW DO WE DO IT?**

We will make a "party" in our schools with vegetables as central theme. We will make games, talks, share videos, dress in colors like vegetables. We will also publish information on social networks. We will start with a Chop Suey recipe, since it is easy, economical and nutritious.

#### **Chop Suey.**

Ingredients: Chicken, Pork, Carrot, Vegetable bag, Tomato, Broccoli, Egg Onion, Cucumber, Olive oil, Oregano, Sugar, Soy sauce, Passion fruit, Paprika, Chinese roots, Green bananas, Spices, Breads, Zucchini.

#### **WHAT DO WE NEED?**

- Video training (30,000)
- Ingredients: 120,000
- Transportation: 25,000

#### **AND YOU, HOW DO YOU JOIN THE CHALLENGE?**

We want to do something fun in the schools where we study. You joining this will give us a boost to make it happen. We also want you to know the games, talks and videos, that we will design.



## C9: EAT WHAT YOUR BODY NEEDS FOR BREAKFAST

### CHALLENGE 4, COMMUNE 3

#### TEAM MEMBERS:

- Camila Vargas Moreno,
- Mariana Suarez Roldan,
- Jimena Rios,
- Yesica Vasquez,
- Michel Sepulveda,
- Valentina Zapata Florez,
- Anny Paulina Plaza

#### DID YOU KNOW WHAT? PROBLEM IDENTIFICATION - JUSTIFICATION

Lack of knowledge can lead to poor nutrition. Some foods provide us with healthy fats, such as peanuts, peanut butter and we can learn to make peanut butter at home.

#### WHAT WE WANT TO ACHIEVE: OBJECTIVE OF THE CHALLENGE

- Encourage the consumption of nutritious foods, which are essential for the proper functioning of our body.
- Teach people how to prepare creative and nutritious breakfasts.

#### WHAT IS IT GOING TO DO? WHO ARE WE GOING TO REACH?

With our project we seek provide information about food, not only by making creative and nutritious breakfast recipes, but also by providing information about what food provides us with. We will seek to reach first our families and then as many people as possible through social media.

#### HOW DO WE DO IT?

We will develop a planning system which will involve having as its main objective to complete the project in an objective and successful way, making it known through the various social networks and through our families.

**We will start with the following recipe:** oatmeal pancakes with fruit, peanut butter and juice with fruits of the harvest.

- 1) Buy ingredients (Flour, Eggs, Milk, Peanuts, Oatmeal, Fruits, Cheese).
- 2) Make adjustments to the recipe.
- 3) Create content of pages to upload the recipe share via WhatsApp, YouTube, and Tik Tok.

#### WHAT DO WE NEED?

- Money to purchase the necessary ingredients.
- Materials such as blender, frying pan, cell phones, etc.
- Training

#### AND YOU, HOW DO YOU JOIN THE CHALLENGE?

Having resources for the development of the challenge would help us a lot.

You can also join in by experimenting with different recipes and share them with your loved ones.