

# Welcome

## Get ready to dive into the 1st ever foodstories newsletter

### A message from the Coordinator

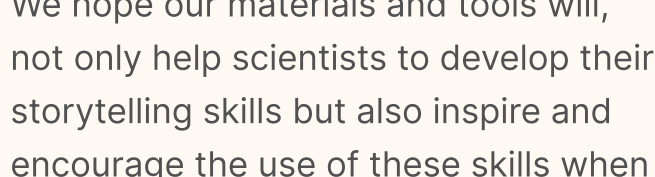
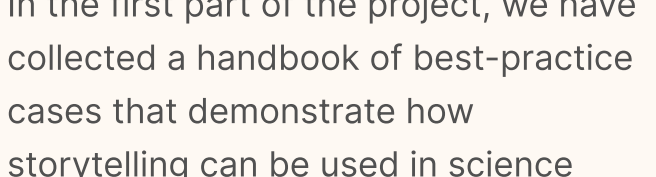
#### Welcome to FOODSTORIES

#### Dear FOODSTORIES enthusiasts,

Telling lay audiences about the new findings on particles that cannot be seen or new technologies that have unfamiliar names can be challenging. This is especially true in food-related sciences that have direct relevance in our everyday practices, as well as in our everyday concerns making us sensitive about the content.

New findings in food science enable us to develop better products, make healthier choices, and fight against climate change, but only if we can translate the scientific findings into messages that are understood. One option to make the knowledge more understandable is to apply storytelling techniques.

In the FOODSTORIES project, we want to support scientists and experts who tackle these issues by providing materials and tools that demonstrate how storytelling can be used in science communication.



In the first part of the project, we have collected a handbook of best-practice cases that demonstrate how storytelling can be used in science communication, and especially in communicating food-related sciences. We will continue the work by developing a toolbox of exercises that utilise this material.

We hope our materials and tools will, not only help scientists to develop their storytelling skills but also inspire and encourage the use of these skills when considering how to communicate their own findings.

The third output, planned for year 2025, will be a masterclass with several webinars on how to use storytelling in science communication while taking into consideration the special features of food-related sciences.

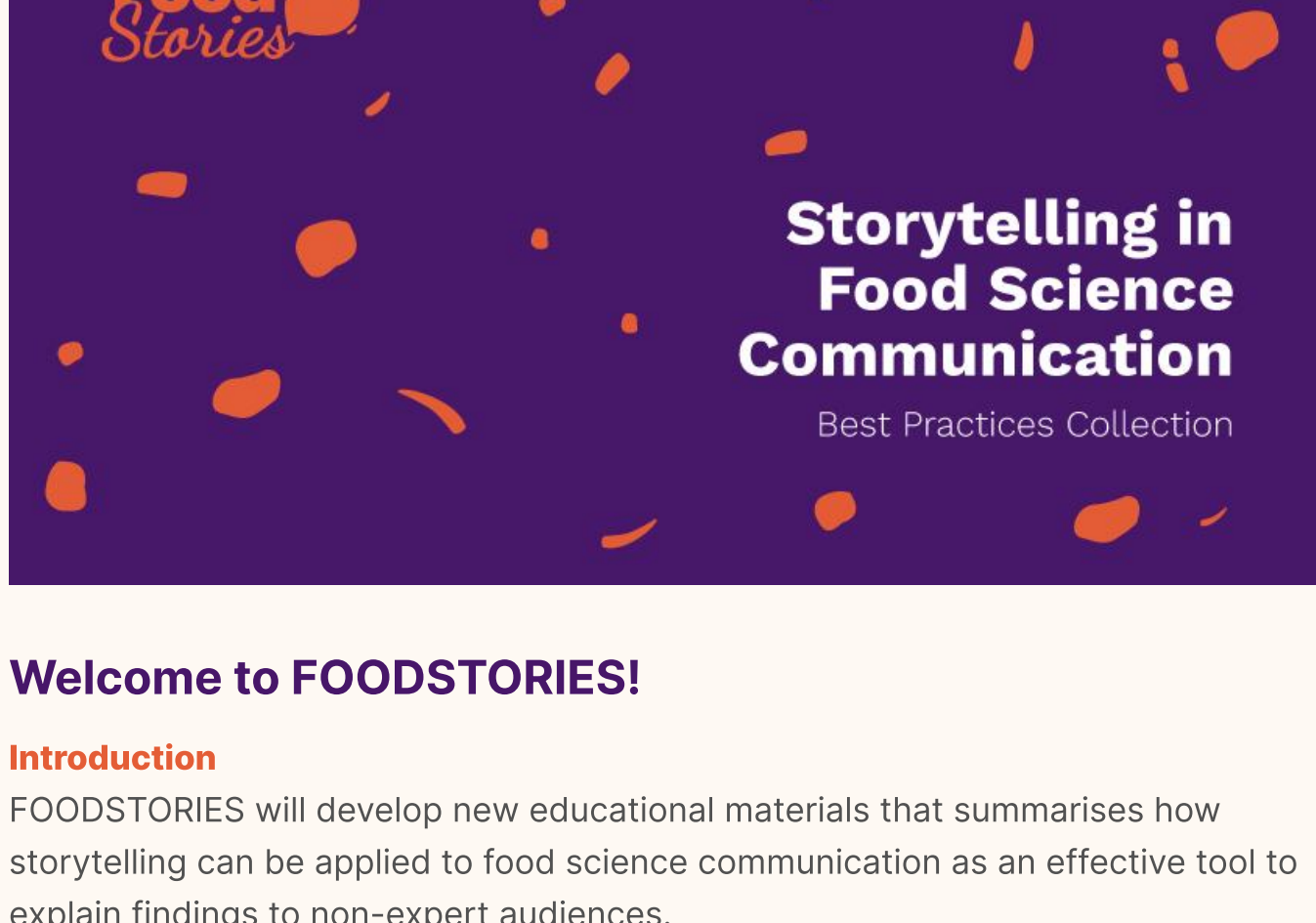
FOODSTORIES is an Erasmus+ cooperative, between Aarhus University, University College of Dublin, the European Food Information Council, i-strategies and GLOBAZ S.A.

#### On behalf of the FOODSTORIES team

Liisa Lähteenmäki | Coordinator

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## Feature article



### Welcome to FOODSTORIES!

#### Introduction

FOODSTORIES will develop new educational materials that summarises how storytelling can be applied to food science communication as an effective tool to explain findings to non-expert audiences.

The teaching material, including the recently published handbook, aims to encourage teachers and students within the fields of food science and technology to improve their science communication skills so that they can share their valuable knowledge with wider audiences. The educational materials will demonstrate how to implement elements of storytelling, such as characters, plot devices, dramaturgy, etc. ...

#### Authors

Mark Henriksen & Liisa Lähteenmäki (Coordination team - Aarhus University)

[Read more here](#)

## Feature article

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### A Best Practices Collection of Food Science Communication. Take a look at the FoodStories Handbook!

#### Introduction

The "Best Practices Collection: Storytelling in Food Science Communication" FoodStories handbook, showcases 26 exemplary cases demonstrating the effective use of storytelling in science communication across diverse contexts and mediums. Its primary goal is to motivate scholars and students to enhance their proficiency in conveying food science through narrative techniques. Indeed, FOODSTORIES aims to bolster the capacity of professors and educational institutions to improve their capacity to effectively communicate science. Serving as both a teaching aid and a resource for independent learning, the handbook offers valuable insights and inspiration, whether utilised in its entirety or by examining individual cases.

#### Author

Gianluca Vagnarelli (i-strategies)

[Read more here](#)

## Dive into our handbook and discover the best storytelling practices!

[Explore the handbook here](#)

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## Feature article

### Focusing on Foodstories handbook

#### Introduction

Prior to the recent publication of our handbook, Aarhus University and University College Dublin hosted three validation focus groups, as we wanted to get some feedback on the handbook's usefulness. In February 2024, AU hosted one focus group and UCD hosted two. Each participant was assigned 3 cases from the handbook to read in preparation for the sessions. They all had a common one called 'Zetland'. The participants' gave their perspectives on 4 key areas: Relevance and Purpose; Accuracy and Understandability; Presentation and Design and Overall Assessment.

The feedback was collated, themes emerged and changes were made to improve the handbook.

#### Author

Laura Rice (UCD) and Mark Bundgaard Henriksen (Aarhus)

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## Feature article

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### Practical exercises to help researchers learn and practice storytelling techniques

#### Introduction

Scientific concepts often prove challenging to convey to those without a scientific background. Recognising this, the FoodStories project is developing a toolbox that utilises storytelling techniques—a powerful method for making complex ideas more accessible and engaging. We will finalise and share the Storytelling for Food Science Toolbox of Exercises in the upcoming months, including a Facilitator's Guide for professors and trainers. These resources aim to empower scientists and educators to effectively communicate food science research using storytelling techniques.

#### Author

Giulia Gaggiotti and Kenia Capdevila (EUFIC)

[Read more here](#)

## Are you a food scientist interested in learning more about storytelling techniques? Contact us to participate in our online workshop this July! Only 15 places available!

Contact us to learn more about this opportunity

[Contact us](#)