*APP*LEPICKING

Team members
Spencer Matiki
Costanza Giubboni
Iris Mathar
Timi Cyrus

Foodathon, Wageningen University and Research, 30th and 31st August 2018

Different backgrounds

◦ Nutrition and Health

◦ Food Safety Law

◦ Plant breeding

◦ Business administration
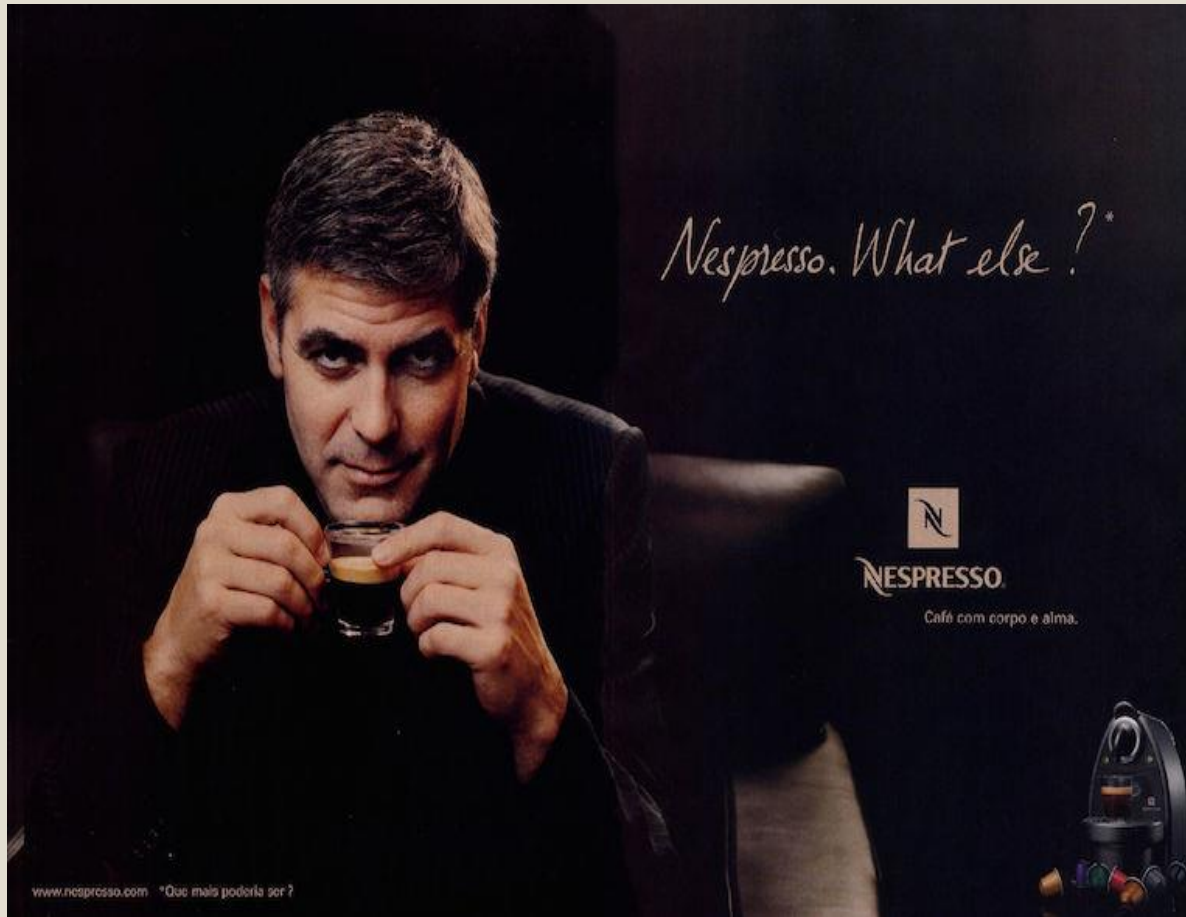
Different Skills

Goals

To design a tool that makes use of citizen science to

- Inventory of different species of apple trees (e.g. in the Netherlands) and found old or new species.

- Raise awareness among children about genetic diversity in food crops and in general > educate the new generation

3 PHASES

- INSPIRATION
- IDEATION
- IMPLEMENTATION

INSPIRATION: *How to drive the public's attention?*

IDEATION: *How to achieve our main goal?*

-1 APP FOR CHILDREN *APPLEpicking, SPECIAL REWARDS:* e-ticket to Efteling

IMPLEMENTATION

THANKS FOR YOUR ATTENTION ! ! !