



Inspiring4Biodiversity



"Better together"

Podcast Interviews on sustainable food  
consumption



Erasmus+

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#bettertogether

## Podcast Interviews on sustainable food consumption

### Target groups

In general:

- Consumers of food, interested in improving their daily routines.
- Adult consumers:
  - Young “first earners”.
  - Parents.

Podcasts are easy to fit into daily routines and can reach a very broad audience of adult learners. Downloadable to your phone, you can listen while doing mundane tasks like cooking or commuting. Listeners can learn content at any point they have a spare moment in their day, just by taking out their phone. This makes them perfect for people with busy schedules, or those who do not have access to Wi-Fi all the time. Learners who have other commitments, like jobs or caring for family members, can simply stick on a podcast during their commute.

### Learning goal of the tool

Generally, educational podcasts are on the rise, and for good reason. Podcasts can help students of all ages learn. They make education accessible, engaging and informative. Podcasting in (adult) education takes learning beyond the limits of the classroom. Learners can engage with key material on their own terms - anywhere, anytime.

To be more specific, in our podcasts we interview people who live positive environmental change. Regarding the focus of “consumption of food and biodiversity”, we talk to people who have developed relevant business ideas which can easily be put into practice in everyday life. Listeners will get inspired to integrate such solution-oriented practices into their daily routines (e.g. contributing to organic agriculture, saving food waste etc.). By telling the stories of pioneers, we want listeners to learn about environmental problems but also on solutions at the same time. The target group will become empowered to actively contribute to saving biodiversity by changing and reflecting on some habits of their food consumption.



## Learning content

Podcasts are an amazing medium for storytelling, and the genre is growing massively. More and more people are discovering the potential of podcasting for creating immersive worlds. Stories help people learn, and studies agree. Everything is easier to remember once it is part of a narrative. So turning environmental issues into a story is a great way to improve learning.

When listening to an audio drama, you have to use your imagination to picture what is going on. Your brain has to work at the pace of the audio, so your mind cannot wander off as it does when reading a textbook page. Moreover, because you have to think actively about what you are hearing, you cannot only half pay attention as you might with video. Therefore, podcasts are an excellent way to keep your learners' attention on the topic.

To break it down for the project "Inspiring for Biodiversity" in our podcast interviews we pay attention to tools developed that are easy to copy to make food consumption more sustainable. These can be start-ups, apps or food products.

Our key messages:

- There is a connection between our consumption of food and environmental change (loss of biodiversity, climate change).
- There are already solutions provided on how we can make a change as consumers.
- There are already solutions that are very easy to apply.
- You can start right here, right now.

## Technical description → Steps to take

### 1st step: Design a concept

Our concept is based on interviewing people who are solution oriented and have created something everyone can join easily (e.g. a mobile app on saving food from restaurants).

Thus the selection of the interview partners is essential. For our pilot tool, we selected "solution-oriented pioneers", meaning adventurers & dreamers, with creativity, imagination and curiosity of a better life (home & family, lightness, freedom). They are characterized by a portion of rebellion, courage and justice thinking combined with a willingness to take risks. People who are so crazy to claim to change the world.



## 2nd step: Technical equipment

You do not need fancy video equipment or editing software to make a great podcast.

In our case, we used equipment also used for radio shows. A zoom recorder and external microphones are still recommended to guarantee a minimum of good sound quality.

Most importantly, you need to take care of the settings, like a quiet surrounding, no ticking or disturbing noise in the background, and – most importantly – hold the microphone close enough to the interviewed person's mouth (around 10-20 cm).

You will also need a cutting programme – the simpler, the better. Open source programmes like "audacity" are good enough to create simple sound effects or correct disturbing noises in the background.

## 3rd step: Research and prepare interviews

The interviews focus on their biographies, their motivations for doing what they do, and information that invites participation, activating people for environmental protection. It makes sense to group podcasts together thematically.

### Season 1 (spring to summer 2021)

Every change in today, makes tomorrow's world a better place for everyone.

That is why we featured visions from today for tomorrow's life. Interviews within our first season of podcasts dedicated to the topic of sustainable food consumption.

Inspiring stories like the one:

- of Cornelia, who was named Austrian of the Year with her startup „unverschwendet“, and is a source of inspiration for many with her new book, „Nachhaltig gibt es nicht“. She rescues food with conviction and gives us valuable products.
- of Theresa Imre, she and her regional food marketplace "Markta" are increasingly becoming synonymous with "regionality" and enjoyment.
- of Georg Strasser and his mobile app "too good to go" - an app, connecting consumers with restaurants and super markets who sell left over food for lower prices. This not only saves food from the garbage can, but also brings tasty treats home for little money.
- of Philipp Stangl, rebelmeat – making meat more sustainable by reducing it and adding plant based ingredients

### Current season 2



Our podcast goes into the second round. From November 2021 to summer 2022, exciting conversations can be expected with environmental pioneers every 1st Thursday of the month.

The focus of this season is the topic of agriculture. The EU agricultural policy is at a crucial turning point. We talk to farmers who are already breaking new ground.

We also bring people from other sectors back to the microphone: the financial sector, IT companies and Zero Waste Austria open our season. They are all doing things today that will make tomorrow's world a better place.

### 4th step: Publish the interviews

The broadcast duration should not take longer than about 20-30 minutes, as the attention of listeners will go down massively if it takes longer.

In order to publish your podcast, you will need a player, like Buzzsprout, which distributes your show on all standard podcast players (Spotify, Apple, etc.) as well as on your website (in our case [www.global2000.at/podcast](http://www.global2000.at/podcast)).

### Jetzt in die neuste Folge Reinhören



Sie hören lieber über eine gängige Podcast-Plattform? Kein Problem, "Gemeinsam besser" finden Sie auch auf [Spotify](#), [Apple Podcast](#), [Deezer](#), [Podcast Addict](#), [Podcastindex](#) & [Stitcher](#).



## Impressum

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