



Leibniz Institute of Agricultural Development
in Transition Economies

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Online Kids Session on digitalization in agriculture

IAMO organizes webinar for school children between the ages of 7 and 12

Halle (Saale), 19 June 2020 – Digitalization has firmly established itself in our daily work and private lives. Whether it is the computer in the office, the tablet on the living room table or the smartphone in the pocket - the latest technology can be found everywhere in our daily lives. But how do children and young people use the new technology and what do they already know about it? Against this background, IAMO will organized a Kids Session on the topic “Bits, Bytes & Burger?! Digitalization in Food Production” on 26 June 2020 from 1 to 2 pm.

In the scope of a webinar for children between the ages of 7 and 12 the goal is to communicate what digitalization is, the significance it has in our daily lives and how best to tackle the challenges that come with it. At the same time, the primary school children will be offered an insight into how digital technology is used in agriculture and food production and how new technology can contribute to a healthy diet. The presentation will be accompanied by interactive elements and the answering of questions of the schoolchildren.

The online Kids Session will be taught by communication scientist Dr. Iren Schulz. She is a media educator and lecturer at the University of Erfurt and the Erfurt University of Applied Sciences, Germany. Iren Schulz has extensive project and research experience in the field of child and youth media research and also conducts regular workshops, advanced training courses and educational media projects on this subject. Her work focuses primarily on the resources and risks of digital media as well as promoting of media competence in families, schools and during leisure time.

The Kids Session takes place in the scope of the IAMO Forum 2020 entitled “Digital transformation – towards sustainable food value chains in Eurasia”. The international conference will be organized online by the Agricultural Markets department at IAMO together with further co-operation partners from 24 to 26

June 2020. The event is supported financially by the German Research Foundation (DFG), Rentenbank and the city of Halle (Saale). Further information on the IAMO Forum 2020 can be found at: www.iamo.de/forum/2020.

The access data will be published on the website a short time in advance: www.iamo.de/en/kidssession.

Text: 2,410 characters (incl. spaces)

Online Kids Session

“Bits, Bytes & Burger?! Digitalization in Food Production” (in German only)

26 June 2020 | 1 - 2 pm

www.iamo.de/en/kidssession

About IAMO

The Leibniz Institute of Agricultural Development in Transition Economies (IAMO) analyses economic, social and political processes of change in the agricultural and food sector, and in rural areas. The geographic focus covers the enlarging EU, transition regions of Central, Eastern and South Eastern Europe, as well as Central and Eastern Asia. IAMO works to enhance the understanding of institutional, structural and technological changes. Moreover, IAMO studies the resulting impacts on the agricultural and food sector as well as the living conditions of rural populations. The outcomes of our work are used to derive and analyse strategies and options for enterprises, agricultural markets and politics. Since its founding in 1994, IAMO has been part of the Leibniz Association, a German community of independent research institutes.

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