



### The idea

Our campaign's aim is to raise awareness for food, its value and its importance. Focusing on young people, we motivate kids and teens to make jam, together with their peers, processing fruit that nobody uses and that would otherwise go bad. Making jam that way will lead them to topics like food shortage, sustainability and equity in our world and invites them to take a closer look at their own consumption habits.



### The background

In our developed countries so much fruit gets wasted! In many gardens, apples, plums, quinces and berries stay on

the trees and bushes and rot, because nobody harvests them. On the other hand, only a part of the fruits that get harvested will finally be eaten, because so much is rejected during the packaging or later in the shops. The idea of *Marmelade für Alle!* is to use these fruits. We get the fruits for free; we recycle jars, so that there is actually no money involved, except for the sugar that we have to buy.

### The aims

With *Marmelade für Alle!* we want young people to

- experience the value of food
- talk about waste of food, consumption, hunger and equity in our world
- reflect on their own consumption and eating habits
- find out about seasonal fruits in their region
- reflect on the impact western lifestyle has on other parts of the world
- get to know more about sustainable food and the chances and possibilities of Fair Trade
- create local networks
- experience self-efficacy and adding value while making jam together with others
- get closer to nature



## Jam for Everyone!

Man does not live by bread alone

A campaign of the German Protestant Youth Federation



## A practical approach

Participating in *Marmelade für Alle!* means that kids and teens

- take an active part in picking and processing fruit that otherwise nobody would use
- socialize with people of all ages from their parish by organizing fruit and jars for the cooking event
- gain practical skills
- are creative while trying out new recipes
- share their ideas about sustainability and eating habits
- have fun in a group activity and when tasting their products

The young people can afterwards enjoy the jams and jellies they made during their regular group activities, like weekly meetings, holiday camps or other.

## Join the campaign!

You will find more information about how to organize your own *Marmelade für Alle!* cooking workshop on our website: [www.marmelade-fuer-alle.de](http://www.marmelade-fuer-alle.de).

Further, you can contact us personally for any support or questions.



## Contact



The campaign is run by Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland (Protestant Youth Federation in Germany)

[www.evangelische-jugend.de](http://www.evangelische-jugend.de)

[www.marmelade-fuer-alle.de](http://www.marmelade-fuer-alle.de)

Email for international contacts: [international@vcp.de](mailto:international@vcp.de)

## Partners



Brot für die Welt – Evangelischer Entwicklungsdienst Evangelisches Werk für Diakonie und Entwicklung e.V. (Charity and Development Aid Organization of the Protestant Church in Germany)

[www.brot-fuer-die-welt.de](http://www.brot-fuer-die-welt.de)



Evangelische Jugend in ländlichen Räumen (ejl) (Protestant Youth in Rural Areas)

[www.evangelische-landjugend.de](http://www.evangelische-landjugend.de)



Verband Christlicher Pfadfinderinnen und Pfadfinder (VCP) (Protestant Guide and Scout Association)

[www.vcp.de](http://www.vcp.de)