



VIDEO: Kõogiviljalavka pakub kõigile tasuta lõunat: eestlased, sööge rohkem kõogivilju!
 Täna algas Tervise Arengu Instituudi järjekordne puu- ja kõogiviljade söömist edendav teavitust "Kõogiviljad kaalu ei kasvata", mis sel korral keskendub...

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SOLUTION

If youth won't come to vegetables, then the vegetables must be taken to them.

As a part of The National Institute for Health Development vegetable campaign we created Vegetable Booth that handed out free vegetables. The author of the recipes is the queen of Estonian modern healthy food Margit Härra.

The Vegetable Booth stopped in front of a number of Estonia's largest universities and visited hipsters at Telliskivi City and cool events like Tallinn Bicycle Week and Pöff.

A special Facebook event page was created, which always showed the newest location, menu, recipes and photos of the Vegetable Booth.



Beetroot won't Blow your Bum



TASK
 Up to 50% of the Estonian population is overweight.

A lot of young people in Estonia are still not aware of fact that vegetables help to keep the weight under control.

The National Institute for Health Development wanted change that.

RESULTS

In each of the stopping points, the Vegetable Booth gave away 300 food items within a mere hour and a half.

Vegetable booth was covered from Delfi TV to ERR. People called the National Institute for Health Development and wanted to order the booth for their private events.

We even got invited to the Õllesummer festival!