

# Joyoung Food Education Workshop

## Joyoung Charity Foundation

In 2010, Joyoung Charity Foundation launched the ten-year “Joyung Hope Kitchen” charity project, with a total investment of more than 50 million Chinese yuan. Joyoung has built 1162 Joyoung Hope Kitchens in 222 counties and districts in 27 provinces and regions, benefiting more than 2.6 million people.

When constructing these kitchens, Joyoung Charity Foundation was deeply aware of the nutrition and health problems that are emerging among students. According to data from the Chinese Center for Disease Control, 79.7% of teenagers and children eat snacks more than once a day, and 48.9% drink more than one beverage a day. But the most noteworthy issue was the huge amount of food they waste. For example, many children eat eggs but throw away the yolks, or eat stuffed buns and throw away the stuffing. This is how the Joyoung Foundation came to believe that the healthfulness of children’s diets is determined not only by their economic conditions, but also by their level of health awareness. Children urgently need better food education to improve their health.

Inspired by the practical experience and trends of foreign food education, Joyoung began to explore modes of food education in schools in 2014. As China’s national education department began enacting policies such as “Healthy China” and work experience education programs, the Joyoung Foundation began to cooperate with schools to explore new models of food education workshops.

Joyoung Food Education Workshop is committed to supporting the creation of an educational space in a kitchen setting, using cooking as an educational medium to promote traditional dietary culture, impart nutrition and health knowledge, and cultivate good eating habits, as well as soft skills like cooperation, innovative thinking, aesthetics,

dining etiquette, etc. Joyoung provides schools with guidance for designing food education courses and designing, constructing, and decorating food education classrooms, and also provides school empowerment, biannual software and hardware upgrading services, and other support.

### Specific practices

#### I. Guidance for food education classroom design

The Food Education Workshop provides guidance for the decoration and design of school food education classrooms based on the following four principles: unified visual image, multiple teaching functions, effective space utilization and partitioning, and efficient flow planning.

*Food education workshop case study:  
Hangzhou Jinsha Lake Experimental School*



Yi Wu Yi Ting School



## II. Teaching aids

Joyoung donates a full set of Joyoung kitchen appliances, teaching tools, and aprons for teachers and students participating in the program.

## III. Food education courses

Joyoung Charity Foundation provides schools with two sets of course materials:

Set 1: Joyoung food education workshop course system

This is an innovative food education course that combines theory with hands-on practice, focusing on life skills and building students' health capacity. The 36-hour course is divided into three stages and is designed to teach students basic life skills, food culture, and health and nutrition knowledge while also enhancing their awareness and engagement. The first stage of the course, developed in 2021,

has a total of 12 class hours: food cognition and basic cooking; food classification and nutrition combinations; and simple daily cooking skills. The course was developed by the two teams of national registered dietitians and teachers. The research and development work has already been completed and the workshop is scheduled to roll out in the second half of 2021.

In addition, Joyoung also provides food education teaching toolkits, such as posters, food cards, food models, and some food display samples, as well as a gamified course plan.



Set 2: Public food education course

Joyoung Food Education Workshop collects domestically published food education courses and recommends them to schools as references. The selected textbooks are co-edited by the Student Nutrition Office of the National Center for Disease Control and Prevention, Peking Union Medical College's School of Public Health, and the Capital Society of Health, Nutrition and Gastronomy's Food

Education promotion program. This inclusive course has a total of 66 class hours and tackles health goals from five dimensions: food cognition, dietary balance, habits and health, etiquette and practice, and food culture.



#### IV. Teacher empowerment

Teacher empowerment is the key task of the Food Education Workshop. The training has three parts:

- ① Online training during the pre-launch period: 20 class hours of standardized courses, including basic concepts of diet, Chinese medicine culture and food education, food etiquette, food culture, etc. This part is learned and assessed online.
- ② Summer training camp: Built around trending food topics, Joyoung conducts the food education summer training camp each year with the goal of broadening teachers' horizons and providing methods and tools for them to independently innovate courses and conduct course experiments. The course rewards outstanding schools and teachers for their achievements.
- ③ Daily teaching guidance: Providing answers for lesson preparation and teaching, guidance for school-based curriculum development, and assistance in the growth of schools and teachers.



At the end of 2020, the Joyoung Public Welfare Foundation was officially launched. Joyoung Group and its chairman Mr. Wang Xuning pledged to donate 100 million yuan over the next 10 years to support the advancement of public welfare projects and build a solid basis for the food education workshop project. In the future, Joyoung Charity Foundation will continue to advance its two core projects, Rural Revitalization Kitchen and Food Education Workshops, to improve the diet and health awareness of students in different regions.