

Opticourses

Opticourses®, an innovation to reconcile low budget, health and sustainable food by promoting the adoption of the concepts and practices of the circular economy by the populations that are furthest from it.

ABSTRACT

Opticourses® is a health promotion programme dedicated to anyone who wants to reconcile a balanced diet with a small budget. Based on group workshops, the programme includes educational activities and intervention tools (<https://www.chaireunesco-adm.com/Mallette-pedagogique-Opticourses>) as well as an original method of nutrio-economic self-evaluation of food purchases. The positive impact of the programme has been demonstrated in the context of intervention research and its institutional recognition is attested to by its referencing as an 'evidentiary intervention' by Santé Publique France, and by the registration of the Opticourses® collective trademark at the INPI by INRAE.

The innovation is at a TRL7 level of maturity and is therefore in the deployment phase. An improvement of the programme for a more explicit integration of sustainability and an extension of its beneficiaries is planned to complete the service offer.

The project aims to support the deployment of this social innovation and its transfer to a suitable structure (defined during the design of the business model).

The dissemination of the innovation will be based on two services:

- 1) training offer allowing actors from different sectors (prevention and health education, SSE, environmental education and sustainable development) to propose Opticourses® workshops/activities;
- 2) prototype of a computer interface enabling consumers to self-assess and improve the nutritional and economic balance of their food supplies.

Keywords : Health education, Food purchase, Nutrio-economic, Evaluation, Diet, France

Year : 2021

Project number : 2104-002

Type of funding : AAP AMI

Project type : AAP

Research units in the network :

Start date : 2021-12-01

End date : 2024-08-31

Flagship project : no

Project leader : Nicole Darmon

Project leader's institution : INRAE

Project leader's RU : MOISA

Budget allocated : 120000 €

Total budget allocated (including co-financing) : 125000 €

Funding : Labex

GOAL

The objective of this innovation project is to co-construct, with experts and professionals, the model that will allow the national deployment of Opticourses® and its improvement, in order to guarantee its sustainability.