



Press release

## The App to have fun and learn more about organic products



Organicity project launches an App to promote the European organic food worldwide that has already **over 1000 downloads on Play Store** in one month.

«We decided to use gaming to entertain users by informing them about the values of organic production and certification. At the same time, we share curiosities regarding the products we promote abroad», states Carla Gambini, Organicity's Project Manager.

This App is a form of *infotainment*, a word that is the union between “information” and “entertainment”. The Organicity's App has two functions for the moment: **a matching game** and the possibility to **fill a survey to check the knowledge** of the users about organic production.

The matching game is inspired by **Memory**, a famous board game that motivates the visual memory by asking participants to match a couple of cards. «Every card is designed with images of



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the most typical European products like pasta, parmesan, balsamic vinegar, extra virgin olive oil, coffee, red fruits and several kinds of snacks. All of them are 100% organic».

When a match is completed, the user sees **information about the nutritional values** of an organic cereal snack for example, or the reason why organic honey preserves environmental **biodiversity**, or how many years the **real balsamic vinegar** needs to be aged.

«In order to recognize an organic certified product, it is necessary to verify that the products itself have the **European organic logo**: the twelve white star leaf on a green background».

The App is dedicated to an international audience, especially from the target countries of the project where the organic market is growing: **USA, Thailand, Vietnam, Singapore, Indonesia**. This cultural and promotional action is fundamental to share information about organic farming. Consumers need to be informed about organic products and their added values»

The Organicity App is available for free on Play Store and App Store and has more than 1000 downloads. «The project's coordinators work with organic companies since the 80' and now the digital platforms give the possibility to promote the market with a playful activity».

The Organicity's project [www.organicityeu.com](http://www.organicityeu.com) promotes the values of organic farming and the products of the certified companies that are part of the network with a promotional activity that is at the same time cultural a B2B oriented.

Visit [www.organicityeu.com](http://www.organicityeu.com) and follow @organicityproject on **Facebook, Instagram and Youtube**.

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