Bilag 0

Forord og Anbefalinger

Følgende række af bilag knytter sig til afsnittene *Forord* og *Anbefalinger* og indbefatter Team Gastros anbefalinger samt det daværende Miljø- og Fødevareministeriums opdrag til Gastro 2025.

Miljø- og Fødevareministeriet 2019, Gastro 2025

Team Gastro 2018, Team Gastro Anbefalinger



Miljø- og
Fødevareministeriet

Gastro 2025

Marts 2019

Gastro 2025

Regeringen lancerer den 12. marts 2019 en række initiativer, der vil understøtte Danmarks internationale styrkeposition som gastronomisk toneangivende nation.

Initiativerne følger op på regeringsgrundlaget, hvor det fremgår:
”*Regeringen vil komme med et udspil – Gastro 2025 – som sætter rammerne for en styrket udvikling af den danske gastronomi. Gastronomien skal bruges som løftestang for en styrket afsætning af danske fødevarer på eksportmarkederne, udvikling af bedre måltidsvaner, modvirke madspild og understøtte udviklingen af Danmark som en interessant turistdestination*.”

Med finanslovsaftalen for 2019 har regeringen og Dansk Folkeparti besluttet at afsætte 10 mio. kr. årligt fra 2019-2022 til at styrke dansk gastronomi. Desuden er der på finansloven for 2019 afsat en pulje på 2,5 mio. kr. i 2020 og 7,0 mio. kr. årligt i 2021-2022 til støtte for kulinarisk og gastronomisk udvikling.

Initiativerne tager afsæt i anbefalingerne fra en gastronomisk ekspertgruppe, Team Gastro, som har fremsat anbefalinger til videre understøttelse og udvikling af dansk gastronomi. Ekspertgruppen bestod af 19 medlemmer fra restauranter, interesseorganisationer og erhvervsliv.

Initiativerne er:

1. Gastronomiakademi
2. Sammentænkt markedsføring
3. World Food Summit - Better Food for More People
4. Culinary diplomacy
5. Eksportfremme - alliancer og forenkling
6. Gastronomisk rejsehold
7. Pulje til kulinarisk udvikling



1. Gastronomiakademi

Med akademiet skabes en nyt mulighed, hvor Danmark som vært kan være med til at styrke den gastronomiske bevægelse, og hvor Danmark dermed bliver et globalt centrum for gastronomi. Aktiviteterne skal bestå af talentudvikling, højt kvalificerede undervisningsforløb, tværfaglig udveksling, formidling af viden herunder gennem digital formidling og gennem foredrag med offentlig adgang.

Regeringen tildeler foreningen Komitéen for MAD symposium (MAD) at begynde arbejdet med at etablere akademiet som public service-opgave. Ambitionen er at skabe et sted, der vil være internationalt eftertragtet og anerkendt for at styrke den gastronomiske sektor i bestræbelserne på at skabe forandring og adfærdsændring i retning af en bæredygtig livsform, som udtrykt i FN's verdensmål for bæredygtig udvikling. MAD er en almennyttig forening, som har skabt et vigtigt internationalt innovations- og vidensmiljø. Det har bl.a. betydet, at den internationale kokkescene betragter København som et innovativt centrum, et samlingspunkt og internationalt *hotspot* inden for gastronomi.

Der udmøntes 25,2 mio. kr. i alt til initiativet i perioden 2019-2022.



2. Sammentænkt markedsføring

Der gennemføres en langsigtet sammentænkning af de internationale og offentligt medfinansierede markedsføringsindsatser, med henblik på at bruge gastronomi som en signatur for Danmark som fødevare- og turismeland. De centrale parter på området etablerer et koordinationsforum, der udvikler et fælles kampagnekoncept og en langsigtet markedsføringsplan for de prioriterede markeder, hvor indsatsen vil have størst effekt. Muligheden for at afholde Bocuse d'Or Europe i Danmark vil desuden blive undersøgt.

Der udmøntes 6,0 mio. kr. i alt til initiativet i perioden 2019-2020.

3. World Food Summit - Better Food for More People

Miljø- og Fødevareministeriet har med succes afholdt World Food Summit – Better Food for More People tre år i træk. Topmødet har tiltrukket international opmærksomhed og har bl.a. resulteret i strategiske indsatser med både danske og udenlandske aktører, herunder samarbejder med udenlandske regeringer og myndigheder.

Initiativet afholdes inden for Miljø- og Fødevareministeriets eksisterende ramme.



4. Culinary diplomacy

Culinary diplomacy skal styrke den gastronomiske fortælling om Danmark internationalt. I den forbindelse afsættes der nye øremærkede midler til at fremme dansk gastronomi i forbindelse med de officielle erhvervsfremstød og ved særlige arrangementer på de danske repræsentationer.

Der udmøntes 4,0 mio. kr. i alt til initiativet i perioden 2019-2022.

5. Eksportfremme - alliancer og forenkling

Ved at sammensætte komplimenterende producenter med Trade Council globale netværk kan nye eksportmuligheder realiseres. Der ligger derfor et potentiale i at lade virksomheder indgå i nye, innovative og strategiske all ancer. Trade Council inkorporerer gastronomi i henholdsvis sine tilgængelige medieflader såvel som i den daglige rådgivning til de danske virksomheder inden for branchen.

Udgifterne afholdes inden for Udenrigsministeriets eksisterende ramme.



6. Gastronomisk rejsehold

Der etableres et Gastronomisk Rejsehold med et tredobbelt formål: 1. At styrke afsætningen af lokale fødevarer til spisesteder, der besøges af mange turister. 2. Hæve kvaliteten af de spiseoplevelser, der serveres til turister og lokale. 3. Bistå lokale ildsjæle med udvikling af eksisterende eller helt nye oplevelser med mad til turister (fx kokkeskoler, østersture, øl-smagninger mv.) Indsatsen har særligt fokus på landdistrikter og områder uden for de større byer.

Der udmøntes 4,8 mio. kr. i alt til initiativet i perioden 2019-2022.

7. Pulje til kulinarisk udvikling

Formålet med puljen er at medvirke til udviklingen af den danske gastronomi ved at give støtte til innovative og nytænkende projekter eller udbredelse af eksisterende løsninger og at understøtte samarbejdet mellem forskellige aktører, der arbejder med at fremme gastronomien i Danmark.

Der udmøntes 16,5 mio. kr. i alt til initiativet i perioden 2020-2022.



Gastro 2025
Regeringen lancerer den 12. marts 2019 en række initiativer, der vil understøtte Danmarks internationale styrkeposition som gastronomisk toneangivende nation.

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1. Gastronomiakademi
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7. Pulje til kulinarisk udvikling

Miljø- og Fødevareministeriet
Slotsholmsgade 12
1216 København K

www.mfvm.dk



TEAM GASTRO

ANBEFALINGER

ANBEFALINGER

GASTRONOMIEN I CENTRUM

Historien
Saml og styrk historien om dansk gastronomi

Dialogen
Styrk netværk og vidensdeling for produktudvikling

EKSPORT

Danske styrkepositioner
Udvikl og brug de danske styrkepositioner målrettet

Danske højværdivarer
Udvikl redskaber til udvidelse af eksport af danske højværdivarer

TURISME

Lokale madoplevelser
Skab gode, lokale madoplevelser til turisterne

Spydspidserne
Skærp dansk gastronomis spydspidser

MADSPILD

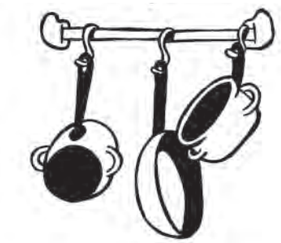
Professionelle aktører
Motivér professionelle aktører til at arbejde med madspild

Befolkningen
Informér om og engagér danskerne i madspildsdagsordenen

MÅLTIDSVANER

Gastronomiske forudsætninger
Skab rammerne for, at alle kan opnå gastronomiske forudsætninger

Mere end mad
Betragt gastronomi som mere end mad



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Formanden

DANMARK SKAL VÆRE GASTRONOMISK CENTRUM I 2025

Gastronomi rummer meget mere, end den gængse opfattelse lægger op til, og i Danmark skal vi udvikle og udnytte potentialet til fulde. Skåret ind til benet er gastronomi "læren om – og kunsten at spise og drikke godt" og er dermed et værktøj, der også kan række ud over og uden for restauranternes fire vægge. Med udgangspunkt i netop dette har vi fokuseret på, hvordan vi kan sikre, at Danmark i 2025 er et globalt centrum for gastronomi.

Jeg er stolt over at have været en del af arbejdet med at bringe gastronomi i spil i regi Gastro 2025. Samtidig er det min overbevisning, at for, at Danmark kan blive et globalt centrum for gastronomi på en positiv og effektfuld måde, er det nødvendigt, at vi alle fra Mad-Danmark, det være sig politikere, myndigheder, virksomheder og samfundet generelt, er sammen om at løfte opgaven.

Den danske succes på gastronomiscenen skal ikke blot fastholdes, men udvikles og udbredes. Vores styrke ligger i kontinuerligt at udfordre og genfortolke den position, vi allerede har opnået inden for gastronomi, og at udnytte den til at fremme hele mad-værdikæden. Vi skal bringe Danmark videre op i den globale gastronomielite, og kan vi samtidig medvirke til at løfte nogle af de væsentlige udfordringer, verden står over for, er det endnu bedre. Danske gastronomiløsninger skal være eftertragtede ude i verden. Allerede i dag er dansk økologi og vindmølleindustri gode eksempler på, hvordan vi i Danmark har løftet en global samfundsdagsorden og samtidig er kommet økonomisk godt ud af det. Idéen er, at det ikke skal baseres på et rigidt regelsæt, men løftes af selvmotiverende incitamenter.

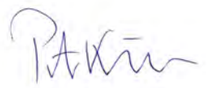
Med afsæt i Gastro 2025 har vi forsøgt at skabe et godt grundlag for at løfte hele værdikæden i Mad-Danmark til at være fremtidens trendsætter – globalt og nationalt. Fokus har været fire væsentlige områder – turisme, eksport, måltidsvaner og madspild, men denne rapports anbefalinger løfter i virkeligheden en endnu bredere vifte af områder.

Arbejdet i det nedsatte ekspertteam – Team Gastro – har fokuseret på at skabe pejlemærkerne for fremtidens danske gastronomiske tiltag. Arbejdet har været præget af stor dedikation og idérigdom. Team Gastro har været et godt hold at tage dette nye perspektiv op med. Medlemmerne har kunnet trække på forskellige baggrunde forankret i Mad-Danmark. Vi har haft energiske drøftelser af gastronomiens rolle og potentiale, og vores snakke har rundet alt fra et akademi og skolemad til receptioner ved store events i udlandet. Teamet skal have stor ros og tak for det arbejde og engagement, de har lagt i udarbejdelsen af rapportens anbefalinger og tilhørende indsatser.

Det er sammen, vi har formuleret en vision for gastronomien som løftestang for væsentlige samfundsmæssige dagsordener. De anbefalinger og indsatser, som Team Gastro er kommet frem til, og som er beskrevet i rapporten, kan styrke dansk eksport, turisme og måltidsvaner samt bekæmpe madspild – alt sammen med afsæt i dansk gastronomi både for nuværende og i fremtiden.

Jeg taler på hele teamets vegne, når jeg takker for det opdrag, miljø- og fødevareminister Esben Lunde Larsen i juni kom til os med. Det har været en spændende opgave at løfte med god hjælp fra det tværministerielle sekretariat. Vi glæder os til at følge arbejdet med Gastro 2025.

Rigtig god læselyst.



Peter Kreiner
Formand for Team Gastro

INTRODUKTION



Dansk gastronomi er stormet frem det seneste årti. Danske restauranter er blandt verdens bedste. Dansk innovation vækker opsigt i hele verden. Og vores fødevarer efterspørges langvejs fra. Team Gastro vil bygge videre på denne succes og præsenterer her en ambition om at styrke dansk gastronomi og løfte hele værdikæden.

Team Gastros opdrag udspringer af regeringsgrundlaget "For et friere, rigere og mere trygt Danmark" fra 2016. Her fremgår det, at: "Regeringen vil komme med et udspil – *Gastro 2025* – som sætter rammerne for en styrket udvikling af den danske gastronomi. Gastronomien skal bruges som løftestang for en styrket afsætning af danske fødevarer på eksportmarkederne, udvikling af bedre måltidsvaner, modvirke madspild og understøtte udviklingen af Danmark som en interessant turistdestination."

Gastronomi kommer af græsk *gaster* ›mave‹ og *nomos* ›lov‹. Gastro 2025 skal bruge mavens lov til at give et nyt perspektiv på politiske emner, som allerede i dag er omdrejningspunkt for politisk aktivitet. I Danmark er landbruget, naturen, fremstillingsindustrien og serviceerhvervene reguleret. Med gastronomi som linse er det muligt at se på tværs af klassiske skel mellem brancher og politiske fagområder.

Team Gastro blev udpeget af miljø- og fødevareminister Esben Lunde Larsen i juni 2017. Team Gastro er et gastronomisk ekspertteam med 19 profiler inden for restaurations- og fødevarebranchen, der har til opgave at komme med anbefalinger til regeringen om, hvordan dansk gastronomis fulde potentiale kan udnyttes. Team Gastro skal bidrage med viden, inspiration og konkrete anbefalinger og indsatser.

Team Gastro er sammensat af eksperter med konkret erfaring med gastronomi i Danmark. Teamets medlemmer repræsenterer genstandsfeltet for Gastro 2025. De har drøftet mulighederne for at bruge gastronomi i politikudvikling og sammen udformet:

- *En vision for udviklingen af gastronomiens fulde potentiale i Danmark.*
- *10 anbefalinger til, hvordan man kan bruge gastronomi som løftestang for eksport, turisme, madspild og måltidsvaner.*
- *Forslag til indsatser, der kan understøtte en implementering af anbefalingerne – og ikke mindst understøtte, at dansk gastronomis potentiale indfries.*

I arbejdet med at formulere en vision for Gastro 2025 har Team Gastro bl.a. haft blik for, hvordan Danmark gennem gastronomi kan arbejde med FN's bæredygtighedsmål. Visionen er ambitiøs, kræver samarbejde på tværs og skal nå bredt ud. Med sin vision ønsker Team Gastro at være med til at sætte retningen for Danmarks gastronomiske udvikling.

Vision

I 2025 ER DANMARK ET GLOBALT CENTRUM FOR GASTRONOMI

At være et globalt centrum for gastronomi betyder, at vi i Danmark aktivt anvender gastronomi til at løfte ambitionen om, at flere mennesker skal kunne spise bedre – både i Danmark og i udlandet. I 2025 skal den danske madkultur skabe ekstraordinær opmærksomhed og oplevelser for danskere, vores udenlandske gæster og forbrugere fra resten af verden baseret på bæredygtige principper.

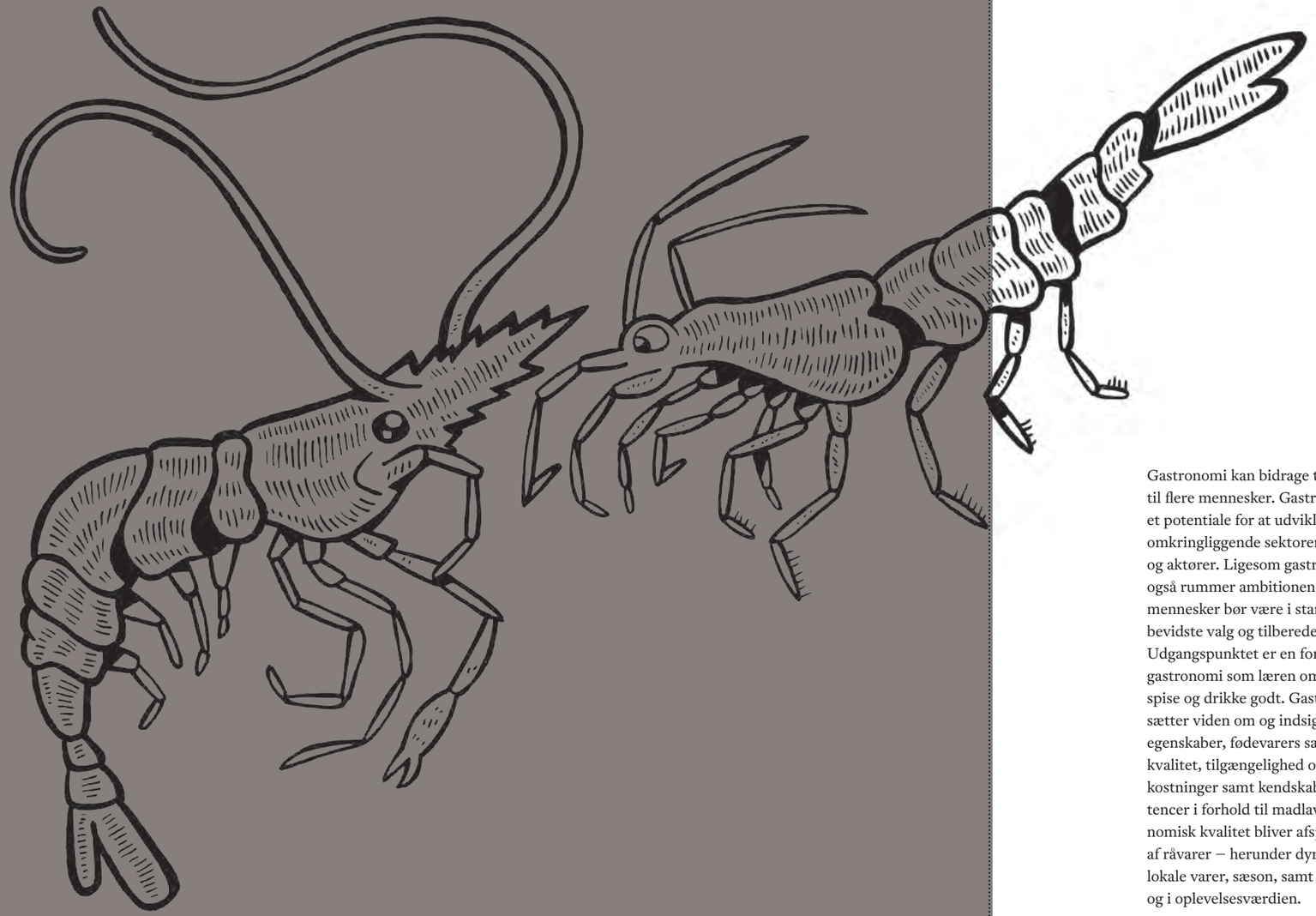


Team Gastros medlemmer

Medlemmerne af Team Gastro repræsenterer forskellige arenaer inden for dansk gastronomi. Team Gastro består af nogle af landets dygtigste kokke og iværksættere. Ligesom Team Gastro består af repræsentanter fra organisationer, detail og offentlige institutioner, der hver dag arbejder med at omsætte gastronomi i forskellige nationale og internationale kontekster.

- *Peter Kreiner, Noma (formand)*
- *Anja Hartung Sfyrla, VisitDenmark*
- *Dorthe Petersen, Meyers Madhus*
- *Henrik Vang, Nørrebro Bryghus*
- *Klavs Styrbæk, Styrbæks*
- *Jens Christian Andersen, før Scandics, nu Meyers Contract Catering*
- *Jeppe Dahl Jeppesen, Dansk Supermarked*
- *Jesper Vollmer, Rå*
- *John Gynther, Arla Unika*
- *Lars Haahr Jensen, Danske Regioner*
- *Leif Nielsen, DI Fødevarer*
- *Leif Wilson Laustsen, Fødevaredanmark*
- *Mads Marschall, Sol Over Gudhjem, Bocuse d'Or*
- *Martin Vestergaard Sørensen, Kokkelandsholdet, Hunö*
- *Mette Hvarre Gassner, Restaurant Ti Trin Ned*
- *Mette Jasper Gammicchia, Landbrug & Fødevarer*
- *Michael Allerup Nielsen, Bispebjerg og Frederiksberg Hospital*
- *Per Kølster, Økologisk Landsforening*
- *Trine Hahnemann, Hahnemanns Køkken*

ANBEFALINGER



GASTRONOMIEN I CENTRUM

For at Danmark i 2025 kan blive et globalt centrum for gastronomi, skal gastronomien fremmes og bruges aktivt. Til at fokusere dette arbejde har Team Gastro to tværgående anbefalinger.

Gastronomi kan bidrage til bedre mad til flere mennesker. Gastronomi rummer et potentiale for at udvikle og inspirere omkringliggende sektorer, kerneopgaver og aktører. Ligesom gastronomien også rummer ambitionen om, at alle mennesker bør være i stand til at træffe bevidste valg og tilberede gode måltider. Udgangspunktet er en forståelse af gastronomi som læren om og kunsten at spise og drikke godt. Gastronomi forudsætter viden om og indsigt i råvarers egenskaber, fødevarers sammensætning, kvalitet, tilgængelighed og ressourceomkostninger samt kendskab og kompetencer i forhold til madlavning. Gastronomisk kvalitet bliver afspejlet i valget af råvarer – herunder dyrkningsmetode, lokale varer, sæson, samt i håndværket og i oplevelsesværdien.

Med manifestet for Det Ny Nordiske Køkken i 2004 kom gastronomi i Danmark i fokus og oplevede et nyt højdepunkt, da Noma blev udråbt til verdens bedste restaurant i 2010. Manifestet har været med til at skabe en fortællende ramme om de succeser, danske restauranter og fødevareproducenter har oplevet.

Efter mere end 10 år kan vi fortsat blive bedre til at formidle dansk gastronomis styrker. Danmark kan blive bedre til at fortælle om de produkter og løsninger, som dansk gastronomi har bragt med sig. Der er plads til at bruge gastronomi til at øge kendskabet til Danmark. Eksempelvis viser undersøgelser, at der er mange, især forbrugere i Asien, som ikke kender til Danmark og derfor heller ikke danske fødevarer.

De danske succeser er ikke kommet af sig selv, men ved unikke partnerskaber, nysgerrighed og hårdt arbejde. Det gør, at der i udlandet eksisterer en opfattelse af, at der er en særlig dansk måde at gøre tingene på. At danskere er gode til både at leve og producere fødevarer i overensstemmelse med naturen.

De elementer skal understøttes, så flere i Danmark i de kommende år bringer deres idéer og viden i spil.

World Food Summit
– Better Food for More People

DEFINITION AF GASTRONOMI

”Gastronomy is the art of choosing, cooking, and eating better food – the universal tool that transforms natural ingredients into appetizing meals. By viewing the potentials of gastronomy as a key for change and making it a political and practical tool for further action we can explore new ways to solve the critical challenges caused by the way we produce and consume food. With gastronomy we seek to improve quality of the food we buy and eat. We need changes in product innovation and consumer behavior in order to ensure better food for more people.”

29

Michelinstjerner har danske restauranter opnået i 2017, hvilket gør os til førende i Norden.

29,7 %

steg restaurant-erhvervets omsætning fra 2008 til 2015 med.

43 %

af de udenlandske turister fremhæver gode danske spisesteder som én af årsagerne til at vælge Danmark som rejsemål.

140.000

personer var i 2013 beskæftiget inden for fødevareerhvervet.

Dertil kommer 33.000 fuldtidsbeskæftigede restauranter, catering og lignende i 2013.

1 KR.

investeret i markedsføringskampagner medvirker i gennemsnit til at skabe 17 kr. i turismeomsætning, når VisitDenmark og deres partnere investerer i kampagnerne.*

108 MIA. KR.

udgjorde eksporten af danske fødevarer 2016. **



Kilde:

VisitDenmark, 2017: “New Michelin Record: Denmark Awarded 29 Stars”.

The Michelin Guide to the Nordic countries, 2017.

Turistundersøgelsen, 2016.

VisitDenmark, Årsberetning 2016.

HORESTA, 2015: ”Bespisningserhvervet”.

Miljø- og Fødevareministeriet: Opgørelse på baggrund af Danmarks Statistik (KN8Y) samt særudtræk.

*
Det viser den samlede opgørelse over VisitDenmarks største kampagner i 2015.

**
Tallet omfatter kornprodukter, kaffe, krydderier, svinekød, levende svin, oksekød, æg, mejeriprodukter, frugt, nødder, spiselige biprodukter og lignende.

HISTORIEN





Saml og styrk historien om dansk gastronomi

Dansk gastronomi er mange steder kendt og anerkendt i dag. Det er dog ikke givet, at denne interesse for danske restauranter, madoplevelser og fødevarer fortsætter. Skal den fastholdes, styrkes og udbredes, kræves en aktiv og massiv indsats. Dels skal interessen vedligeholdes. Dels skal den udbredes yderligere, så endnu flere anerkender Danmark som et gastronomisk centrum, og så vi fortsat kan have gavn af international omtale og opmærksomhed.

Det betyder først og fremmest etablering af et tydeligt og engagerende budskab om, hvad dansk gastronomi er og kan. Dansk gastronomi favner en nyorientering, der indebærer, at gastronomi ikke bare sætter høje mål for velsmagen og oplevelsen ved tallerkenen, men også forholder sig og tager ansvar for at bidrage med substantielle svar på globale udfordringer.

Budskabet skal kommunikeres stærkt og bredt. Vi skal konstant være opmærksomme på, hvad der foregår inden for gastronomi i ind- og udland, så vi er i stand til at finde og fremhæve det unikke danske og differentiere os fra andre lande. Den nuværende lyst og vilje, der er over for at bruge mad i markedsføring, skal udnyttes bedre.

Med andre ord, dansk gastronomi skal brandes internationalt. Både selvstændigt og i sammenhæng med eksisterende initiativer. Branding af dansk gastronomi skal omfatte produkter, løsninger, indsatser og initiativer fra hele Danmark, herunder naturligvis Færøerne og Grønland.

DENNE ANBEFALING BØR UDFØRES GENNEM TO INDSATSER:

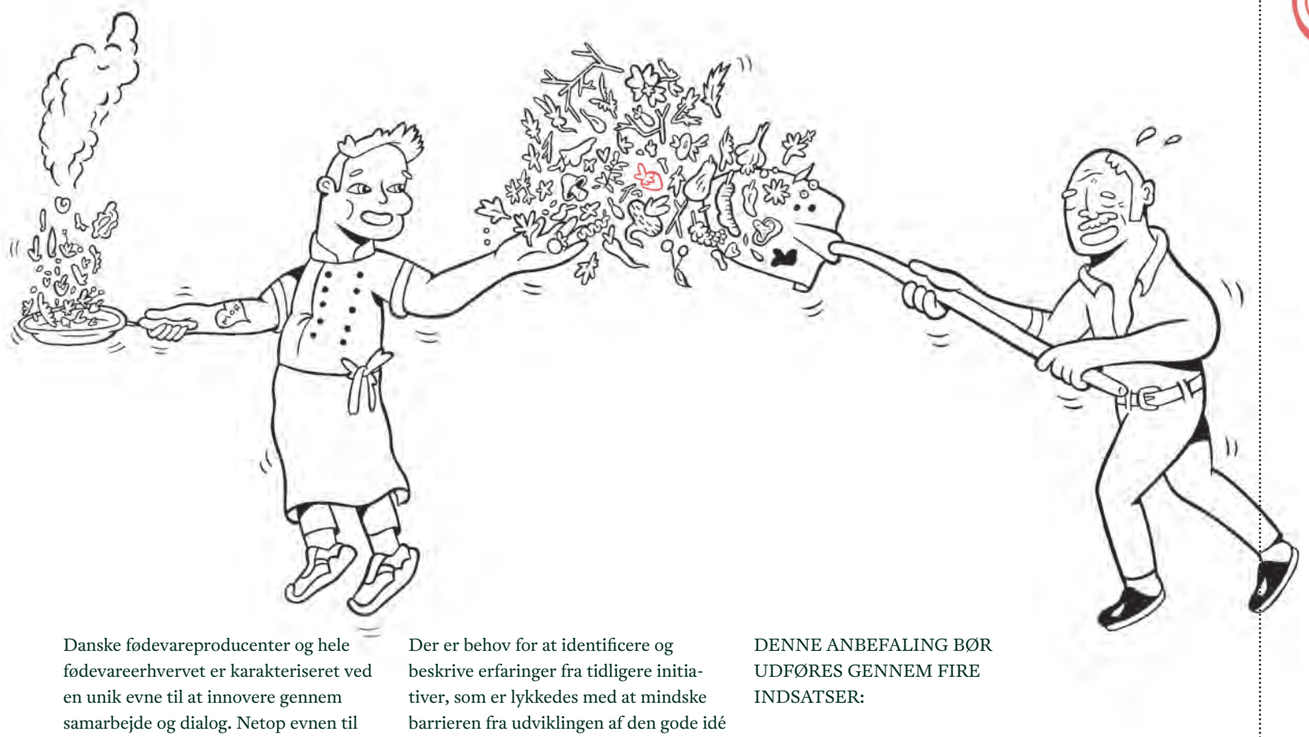
Øget markedsføring af dansk gastronomi på strategisk vigtige markeder

Gastronomi skal indgå som en naturlig del af brandingen af Danmark som ledende fødevarenation til relevante markeder, målgrupper og segmenter. Særligt skal dansk gastronomi bruges til at markedsføre Danmark dér, hvor det vurderes at kunne gøre en forskel i forhold til eksport af danske fødevarer og tiltrækning af turister. Samtidig skal dansk gastronomi markedsføres som en kilde til inspiration til nye måder at arbejde med f.eks. produktudvikling, madspild og styrkelse af borgeres måltidsvaner. Det skal ske gennem en ambitiøs brandingindsats, der kan måle sig med andre landes indsatser på gastronomiområdet. En indsats, der vil styrke Danmark i den internationale positionering som ledende fødevarenation.

Årligt, nationalt event om gastronomi

Der skal udvikles et årligt arrangement, der sætter gastronomi på dagsordenen i Danmark. Både lokalt, regionalt og landsdækkende. Danskerne skal gennem et nationalt arrangement møde gastronomien i forskellige sammenhænge – hos producenten, i butikkerne, i industrien og på restauranterne. Der kan med fordel tages udgangspunkt i et eksisterende event – Copenhagen Dining Week, Århus Gastro Week, Copenhagen Cooking eller MAD-symposiet m.fl.

DIALOGEN



Danske fødevareproducenter og hele fødevareerhvervet er karakteriseret ved en unik evne til at innovere gennem samarbejde og dialog. Netop evnen til at skabe innovative produkter på tværs af sektorer og fagligheder er centralt for at gøre Danmark til et gastronomisk centrum.

Det er ofte en overvældende opgave at fremelske nye produkter. Det kan være svært, særligt for små- og mellemstore virksomheder, at få både produktudvikling, branding, markedsføring, produktion, logistik og ikke mindst eksport på fremmede markeder til at gå op i en højere enhed. Der er behov for at gøre det nemmere at finde viden og få erfaringer fra andre, der har stået i lignende situationer og har knækket koden. Ligesom det skal være nemmere at finde relevante netværk og potentielle samarbejdspartnere.

Der er behov for at identificere og beskrive erfaringer fra tidligere initiativer, som er lykkedes med at mindske barrieren fra udviklingen af den gode idé til realisering af et produkt. Herudover skal det være nemmere at finde og blive en del af et netværk, lokalt, nationalt og også internationalt. Interessen for gastronomi er grænseoverskridende. Over hele verden findes eksempler på, hvordan gastronomi bruges som værktøj til at løfte nogle af de samfundsmæssige udfordringer, vi står overfor. Projekter kan inspirere hinanden på tværs af landegrænser. Ved at mødes kan nye synergier opstå, og de danske projekter kan blive skaleret gennem f.eks. internationale partnerskaber.

Metoder, teknikker og kreative idéer skal dyrkes mere på tværs af brancher for at fremme og inddrage gastronomi.

DENNE ANBEFALING BØR UDFØRES GENNEM FIRE INDSATSER:

Etablering af et gastronomiakademi

Gastronomer skal have de bedst mulige vilkår for at lade sig inspirere, innovere og samarbejde. Ved etablering af et gastronomiakademi kan danske og udenlandske madprofessionelle mødes til gensidig inspiration om eksempelvis måltidstrends, teknikker og metoder samt drøftelse af den danske gastronomi generelt. Akademiet skal være en institution, der giver etablerede og unge talentfulde madhåndværkere mulighed for at mødes på tværs af traditionelle skel, søge kompetenceudvikling og mulighed for fordybelse. Akademiet skal sætte Danmark på verdenskortet som et centralt sted at søge viden om gastronomi og være med til sikre, at den gastronomiske scene i Danmark fortsat udvikles og styrkes.



Styrk netværk og vidensdeling for produktudvikling

Fortsættelse af World Food Summit – Better Food for More People

World Food Summit – Better Food for More People skal udvikles, styrkes og kommunikeres internationalt som en arena for international vidensdeling af gastronomiens mulighed for at sikre bedre mad til flere mennesker. Vidensdeling skal være grænseoverskridende. Ud over at føre nationale eksperter og beslutningstagere sammen skal World Food Summit – Better Food for More People invitere til, at nøglespillere fra den internationale scene kan inspirere til fornyet udvikling.

Udvikling af ét nationalt koncept for regionale fællesskaber

Der findes regionale fællesskaber i form af madkulturhuse, væksthuse, videnscentre og netværk. Med udgangspunkt i erfaringer fra hele landet, skal der udvikles ét nationalt koncept for regionale fællesskaber, der kan tilpasses særlige lokale styrkepositioner og de aktører, der deltager. Fællesskaberne skal danne samarbejder på tværs af hele værdikæden – fra producent til detail og restaurant. De skal understøtte udvikling af råvarer, produktion og distribution gennem øget videns- og idéudveksling mellem vidensinstitutioner, gastronomer og lokale producenter.

Flere talenter skal tiltrækkes til erhvervet

Det er talenter inden for hele fødevareerhvervet, herunder restaurationsbranchen og industrien, der har udviklet og skabt den styrkeposition, Danmark i dag oplever på det gastronomiske område. Fremadrettet skal de største talenter tiltrækkes til hele fødevaresektoren – både fra ind- og udland. Der kan med fordel igangsættes en analyse af, hvilke barrierer talenterne oplever, og hvad der kan gøre den danske fødevaresektor mere attraktiv – hvad enten det drejer sig om jobs i restauration, service, primærproduktion eller industri.

EKSPORT

I 2016 blev der eksporteret danske fødevarer for 108 mia. kr. Den danske fødevarebranche spiller hermed en afgørende rolle i dansk eksport og økonomi. Men det fulde potentiale er ikke nødvendigvis indfriet, og her kan gastronomien være med til at gøre en forskel.

Gastronomi kan spille en rolle i fremtidens eksporteventyr. Danske fødevareproducenter bliver i stadig højere grad presset på produktionsomkostninger, og samtidig efterspørger flere og flere markeder kvalitetsvarer. Der ligger dermed en markedsmulighed ved at imødekomme efterspørgslen efter højværdivarer og samtidig undgå stigende konkurrence om lavprisprodukter. Andelen af højværdivarer udgør i dag 40 % af den danske fødevareeksport, men endnu højere mål skal nås i fremtiden.

Gastronomiske iværksættere kan potentielt være morgendagens store eksportsucceser. Thise er et godt eksempel. En dansk producent, der har vokset sig stor med afsæt i en ambition om at levere højværdivarer. Thise sikrer i dag udvikling og beskæftigelse i landdistrikterne og er slået igennem på internationale markeder.

Hvis vi bruger gastronomien som løftestang, kan flere danske producenter få muligheden for at gøre Thise kunsten efter.

Igennem en længere årrække er der arbejdet systematisk med omlægning til økologi. Det er medvirkende til at have skabt en ny økologisk trend, og at Danmark i dag indtager en førerposition på verdensplan inden for økologi. I 2015 var Danmark f.eks. nr. 1 i verden målt på den økologiske markedsandel i detailhandlen. Med et veludviklet hjemmemarked med stor konkurrence og medfølgende krav om produktudvikling har danske virksomheder en god startposition for eksport.

De senere år har danske koncepter som for eksempel Sticks'n'Sushi, Mash, Joe and the Juice, Meyers og Lagkagehuset etableret sig i udlandet.

Eksport af hele koncepter kan bidrage til at markedsføre Danmark som gastronomisk centrum. Ligesom det kan øge efterspørgslen på danske fødevarer.

Der eksisterer altså en række initiativer, der arbejder for at fremme eksport af danske fødevarer. I maj 2017 lancerede Miljø- og Fødevareministeriet sammen med Udenrigsministeriet en ny eksportstrategi for miljø- og fødevareområdet, som sætter rammen for, hvordan de to ministerier vil arbejde med bl.a. at sikre markedsadgange og bedre internationale rammevilkår. Derudover arbejder Food Nation sammen med Miljø- og Fødevareministeriet, Udenrigsministeriet og Erhvervsministeriet samt private organisationer for at brande danske løsninger og produkter fra fødevareklyngen internationalt.

Ovenstående initiativer skal fortsættes og understøttes på bedste vis.

108 MIA. KR.

udgjorde eksporten af danske fødevarer i 2016.*

26,3 MIA. KR.

eksporterede fødevareklyngen for til Tyskland i 2016, hvilket gjorde Tyskland til det vigtigste eksportmarked for den danske fødevareklynge.

40 %

danske fødevarer kunne i 2016 afsættes som højværdivarer, dvs. produkter, der er højt specialiserede med en deraf høj værdi

.

2,4 MIA. KR.

blev der eksporteret økologiske varer for i 2016, hvilket var en stigning på 23 % fra 2015 og en ny rekord for ellevte år i træk.

9,9 MIA. KR.

steg fødevareklyngens eksport til Kina fra 2000 til 2016 med. Det gør Kina til det land, hvor eksporten steg mest.



Kilde:

Miljø- og Fødevareministeriet: Opgørelse på baggrund af Danmarks Statistik (KN8Y).

Landbrug & Fødevarer, 2016: "Fakta om erhvervet".

Danmarks Statistik (OEKO5).

*
Tallet omfatter korn, kaffe, krydderier, svinekød, levende svin, oksekød, æg, mejeriprodukter, frugt, nødder, spiselige biprodukter og lignende.



DANSKE STYRKE-POSITIONER





Udvikl og brug de danske styrkepositioner målrettet

Danmark har en række styrkepositioner inden for fødevarer. Det gælder særligt fødevaresikkerhed og økologi, hvor Danmark er blandt de bedste i verden. Med en økologisk andel af det samlede fødevaresalg på 8,4 % kan Danmark betegnes som en verdensførende økologination. Gastronomi kan supplere disse styrkepositioner og bidrage til at positionere Danmark som ledende fødevarenation internationalt.

Spørger man forbrugere i udlandet, forbindes den danske fødevaresektor allerede med begreberne fødevaresikkerhed, pålidelighed og bæredygtighed. I forhold til, hvordan den danske fødevaresektor adskiller sig fra andre landes, fremhæves, at kvalitet er en særlig styrkeposition.

De danske styrkepositioner er bl.a. skabt gennem et stærkt samarbejde på tværs af værdikæder samt mellem erhverv, myndigheder og vidensinstitutioner. Det samarbejde skal forsat løfte og udvikle den danske eksport på baggrund af en visionær tilgang til Danmarks styrkepositioner. Ved at være på forkant med udviklingen og den næste trend kan erhvervet arbejde på at skabe nye eksportpotentialer.

DENNE ANBEFALING BØR UDFØRES GENNEM TO INDSATSER:

Videreudvikling af de danske styrkepositioner

Den danske fødevareklynge er internationalt anerkendt som de ypperste repræsentanter for bl.a. styrkepositionerne fødevaresikkerhed og økologi. Men konkurrenter bliver hele tiden dygtigere, også i forhold til disse områder, og derfor er det nødvendigt, at fødevareklyngen i Danmark konstant stræber efter nye og bedre løsninger og dermed udvikler positionen inden for de enkelte styrkepositioner og kobler nye til. Her spiller gastronomien en rolle.

Særligt bæredygtighed og ernæringsperspektiver kan udvikles yderligere. Såvel hverdagens som festens gastronomi bevæger sig allerede i en ny, mere ansvarlig og bæredygtig retning med øget fokus på økologi og grønt. Diversiteten i gastronomi skal favnes, herunder også styrkepositioner inden for teknologier og ingredienser.

Der skal skabes yderligere rammer, incitamenter og opmærksomhed for, at vi bliver ved med at udvikle vores styrkepositioner.

Hvis vi kan dokumentere, at unikke danske forhold, herunder vores klima, øvrige dyrkningsforhold, sæsontilgang samt fødevarens oprindelse, historie og sammensætning, bidrager til den gastronomiske kvalitet, kan det bringe fødevareklyngen sammen om styrker og ambitioner for en fødevareproduktion i verdensklasse. Det vil bygge på fælles ambitioner gennem hele værdikæden og en fortsat stræben efter at udvikle nye og bedre gastronomiske løsninger.

De danske kokke og madambassadører skal være understøttende for danske eksportfremstød i udlandet

De danske kokke og deres håndværk kan aktivt indtænkes og være understøttende i forbindelse med danske eksportfremstød. Danmarks repræsentationer i udlandet kan være et udstillingsvindue, hvor dansk gastronomi bruges til at promovere danske fødevarer.

Under overskriften Cooking Diplomacy og med henblik på at inspirere og promovere danske fødevarer kan der serveres måltider med inspiration fra det danske køkken til relevante officielle begivenheder, ambassademiddage, eksportfremstød og andre offentlige måltider i ind- og udlandet.

DANSKE HØJVÆRDIVARER



Udvikl redskaber til udvidelse af eksport af danske højværdivarer



Flere og flere markeder efterspørger kvalitetsvarer med stærke fortællinger, og i dag udgør højværdivarer 40 % af den danske fødevareeksport. Der kan dog være et potentiale for at øge eksporten af kvalitetsvarer på flere markeder.

Dels kan gastronomi være en drivkraft i udvikling af højværdivarer, der er interessante for udenlandske indkøbere. Dels kan gastronomi være en løftestang for at udvide forbrugernes præferencer og gastronomiske dannelse og derigennem øge efterspørgslen på fødevarer af høj kvalitet. Sidstnævnte er det nye nordiske køkken et godt eksempel på. Indsatsen har skabt et momentum og øget opmærksomhed omkring danske produkter på eksportmarkederne.

DENNE ANBEFALING BØR UDFØRES GENNEM TO INDSATSER:

Udvikling af en alliance for producenter af højværdivarer

Med en alliance for producenter af højværdivarer kan store og små virksomheder gå sammen om markedsføring af danske produkter. Alliancen kan give producenterne mulighed for sammen at byde ind på relevante eksportmarkeder og trække på værdien af at kunne tilbyde et varieret udbud i fællesskab. Producenter, der i dag ikke har adgang til de logistiske faciliteter, der kræves for at eksportere, kan i fællesskab finde løsninger på de logistiske udfordringer.

Forenklet adgang til rådgivning om eksport af produkter af gastronomisk kvalitet

Rådgivning om eksport til virksomheder kommer i dag igennem mange forskellige ordninger. Flere af dem er relevante for producenter af højværdivarer. Hvis danske produkter af gastronomisk kvalitet skal fremmes på verdensmarkedet, er det et vigtigt skridt at lette de administrative byrder, der i dag er forbundet med at søge rådgivning om eksport. Med en samlet digital indgang online kan det blive nemmere for virksomheder, der ønsker at eksportere deres produkter, at få adgang til den rigtige hjælp på det rigtige tidspunkt.





TURISME

For 43 % af de udenlandske turister i Danmark er de gode danske spisesteder én af årsagerne til at vælge Danmark. Gastronomi har altså en stor rolle at spille i forhold til at øge turismen i Danmark.

I 2016 blev der registreret 51,4 mio. turismeovernatninger i Danmark. Cirka halvdelen af de overnattende turister er danskere. Herudover spiller turister fra især Tyskland, Norge, Sverige og Holland en stor rolle for dansk turisme. Turisme er centralt for vækst og beskæftigelse i hele Danmark. Det er dermed vigtigt, at der arbejdes aktivt med at fastholde og udvikle interessen for Danmark som feriedestination.

Gastronomi kan understøtte en styrket turisme på særligt to måder.

For det første er mad og drikke en af de oplevelser, turister bruger penge på, når de holder ferie i Danmark. Her gælder, at de udenlandske turister generelt er tilfredse med indkøbsmuligheder og spisesteder i Danmark, men at der særligt er en udfordring i forholdet mellem pris og kvalitet. Det gælder særligt i kyst-og naturturismen, hvor døgnforbruget pr. turist også er meget lavere end i de store byer. Hvis døgnforbruget blandt turister kan øges ved hjælp af mere og bedre mad og drikke, er der et betydeligt økonomisk potentiale samtidig med, at turisternes tilfredshed med deres besøg i Danmark kan øges.

For det andet er gode madoplevelser for mange turister en af de ting, der gør, at de finder det attraktivt at rejse til Danmark. Dette gælder både den relativt lille gruppe på 8 %, der decideret rejser efter gastronomiske oplevelser. Men også den langt større gruppe af turister, hvor god mad og drikke er én blandt flere grunde til at tage til Danmark.

Der er et stort potentiale i at markedsføre Danmark som gastronomisk destination for at være med til at trække turister til Danmark. Det er afgørende, at turisterne også tilbydes flere og bedre madoplevelser, så markedsføringen afspejler de oplevelser, som turisterne møder i Danmark.

97,5 MIA. KR.

var turisternes samlede forbrug i 2015.

8 %

af de udenlandske turister har finere gastronomi som et af flere rejsemotiver.

43 %

af de udenlandske turister fremhæver gode danske spisesteder som én af årsagerne til at vælge Danmark som rejsemål.

118.000

arbejdspladser er turismen samlet set med til at skabe i Danmark.

44 %

af den tyske befolkning mener, at "god mad og lokale specialiteter" kan karakterisere en ferie i Danmark. 52 % mener det samme om Sverige.

470 KR.

bruger en udenlandsk kyst- og naturturist i gennemsnit pr. døgn. Døgnforbruget inkluderer udgifter til logi, kost, oplevelser, shopping m.v.



Kilde:

VisitDenmark, 2017: "Turismens økonomiske betydning i Danmark 2015".

VisitDenmark, 2014: "Turistundersøgelse".

LOKALE MADOPLEVELSER

Skab gode, lokale madoplevelser til turisterne

Turisterne kan i dag have svært ved at finde de gode lokale madoplevelser, når de er på deres destination, ligesom det i dag kan være en udfordring at finde gode madoplevelser uden for højsæsonen i dele af Danmark. Turister skal dog møde gode madoplevelser, når de gæster Danmark. Det gælder både i storbyerne og i kyst- og naturturismen.

Flere lokale aktører mangler i dag rådgivning og inspiration til, hvordan de kan tilberede mad, der lever op til turisternes ønsker, og samtidig yde en god service. Den viden, der i dag tilvejebringes hos f.eks. forsknings- og vidensinstitutioner om både turister, madinnovation og forretningsudvikling, kan gøres tilgængelig for de lokale aktører, så den kan omsættes til nye madoplevelser og øget turismeforbrug. Ligesom de succesrige aktører kan understøttes, så de får mulighed for at formidle deres erfaringer til deres kolleger.

Der er et potentiale i at højne kvaliteten i den brede mellemkategori af danske spisesteder, hvor der er betydelige gevinster at hente i form af højere gæstetilfredshed og øget døgnforbrug. Det gælder særligt i forhold til turister, der besøger områder langs de danske kyster.

Derfor skal de lokale aktører fra hele værdikæden – f.eks. kokke, producenter, restauranter og iværksættere – styrkes, så de kan tilbyde solid gastronomi, god service og spændende oplevelser til turisterne.



DENNE ANBEFALING BØR UDFØRES GENNEM TO INDSATSER:

Etablering af et rådgiverkorps til opkvalificering på de lokale destinationer

Der bør etableres et rådgiverkorps af dygtige madprofessionelle, der bidrager til opkvalificering af aktører på lokale destinationer. Rådgiverkorpset tager rundt i Danmark med viden, sparring og rådgivning for at bidrage til øget viden og styrket håndværk – og dermed styrke kvaliteten af madoplevelserne for turister. Rådgiverne skal være anerkendte fagfolk med undervisningserfaring, der tager udgangspunkt i den enkelte aktørs behov, ønsker og muligheder.

Udbygning af lokale ildsjæles forretningskoncept, så der skabes flere oplevelser for turisterne

Det lokale spisehus, producenten og forhandleren af det særlige lokale kan have stærke forretningskoncepter, som kan og bør udbygges, så der i højere grad skabes flere oplevelser for turister i hele landet. Det gode restaurantbesøg kan eksempelvis udbygges ved at blive koblet med madlavningskurser, guidede ture eller virksomhedsbesøg. Der bør indsamles og formidles gode eksempler på nye innovative forretningskoncepter, som kan inspirere til udvikling af nye gastronomiske oplevelser for turisterne.

SPYDSPIDSERNE



Skærp dansk gastronomis spydspidser

Mange steder i Danmark findes særlige gastronomiske spydspidser i form af restauranter, producenter og events, der kan trække opmærksomhed til lokalområder og til Danmark. Spydspidserne fungerer i deres virke som ambassadører for Danmark og deres lokalområde. På den måde bidrager de til at tiltrække turister og drive en udvikling af øget efterspørgsel på gastronomiske oplevelser fra turisterne.

Danmark – og særligt København og Aarhus – er allerede defineret som gastronomiske destinationer blandt dem, der interesserer sig for mad. Internationale madjournalister og foodies rejser til København og til dels til Aarhus for at spise på de danske toprestauranter. Der er dog et betydeligt potentiale for at udvide dette til de spirende miljøer i resten af Danmark.

DENNE ANBEFALING BØR UDFØRES GENNEM TO INDSATSER:

Styrk den gastronomiske elite gennem eksisterende initiativer

Der findes allerede en lang række projekter, der understøtter særlige talenter inden for dansk gastronomi. Disse skal styrkes yderligere, så den gastronomiske elite har bedst mulige betingelser for at udfolde sig og tiltrække talenter. Projekter og initiativer som Kokkelandsholdet, MAD og Bocuse d'Or bør prioriteres økonomisk.

Kokke, der modtager støtte, forpligtiger sig til at stille sig til rådighed som rollemodeller og derigennem udvikle kokkemiljøet og -kulturen i Danmark. De skal være kulturbærere. Eliten skal bidrage til at løfte gastronomien i toppen, men også i bredden til gavn for mange turister.

Madevents og -begivenheder i Danmark skal udvikles og gøres endnu stærkere

Madfestivaler som Copenhagen Cooking & Food Festival og Food Festival i Aarhus samt en lang række mindre events og festivaler i hele Danmark er både med til at skabe gode oplevelser for turister og fungerer samtidig som udstillingsvindue for dansk gastronomi. Mange journalister, bloggere mv. benytter disse events til at besøge og rapportere om de gastronomiske oplevelser, der findes i Danmark.

Kendskabet til disse events skal styrkes, så der samlet set kan tiltrækkes endnu flere gæster. Arrangementerne kan med fordel udvikles, så der sker fornyelse, bl.a. ved i endnu højere grad at invitere internationale madprofessionelle til at deltage i et tæt partnerskab med det danske gastronomiske miljø. Det kan være med til at udvikle miljøet ved at skabe nye kontakter, fælles udvikling og øget opmærksomhed. Samtidig skabes spændende madoplevelser og opmærksomhed om Danmark som gastronomisk destination, der tilsammen bidrager til at tiltrække flere turister.

MADSPILD

Opgørelser viser, at det samlede madspild i Danmark er på 720.000 tons årligt. Der er ingen tvivl om, at madspild er en udfordring. Men med gastronomi er madspild også en mulighed for at (ud)danne os bedre i udnyttelse af ressourcer og madforbrug. Gastronomi kan være med til at motivere, engagere og præge holdninger til madspild.

I september 2015 vedtog FN's Generalforsamling en global målsætning om i 2030 at have halveret mængden af madaffald – herunder også madspildet. Madspild – den mad, som kunne være spist, men som bliver smidt ud – opstår i alle led fra jord til bord. Mængden af den mad, som danskerne ikke spiser, skal reduceres. Arbejdet med at forebygge og reducere madspild i Danmark bør inspireres af og kobles med FN's ambitiøse verdensmål. Samtidig skal målet være nærværende for den enkelte, så Danmark kan være blandt de førende i verden til forebyggelse af madspild. Gastronomiske redskaber giver den enkelte mulighed at udnytte mere af de råvarer, som i dag ender som spild.

Konkret er der gennem en årrække sket en økologisk omlægning i flere offentlige professionelle storkøkkener. Reduktion af madspild har for mange været vejen til at kunne finansiere omlægningen – og gastronomi midlet. Den optimerede brug af råvarerne har krævet nytænkning og gastronomisk indsigt. Ordningen har været en succes, og der er tydelige tendenser til, at fokus på bæredygtighed og madspild nu breder sig til de professionelle storkøkkener i det private segment.

Der findes allerede i dag en lang række initiativer, der sigter mod mindre madspild, bl.a. Partnerskab om Mindre Madspild, projektet "Madspildsjægerne", Tjek-datoen-kampagne for forbrugerne og nationale guidelines til danske virksomheder, herunder festivals om sikre fødevarer og reduktion af madspild.

Flere supermarkeder sælger f.eks. i dag mindre portioner og sætter prisen ned på fødevarer, der er tæt på udløbsdatoen. Restauranter uddeler doggie-bags. Apps som eksempelvis "Too good to go" hjælper forbrugerne til at finde og købe overskudsmad fra butikker. Organisationer som Fødevarebanken og Dansk Flygtningehjælp sørger for, at overskudsmad ender hos socialt udsatte eller hos danskere, der gerne vil købe en billigere vare. Foreninger som Stop Spild af Mad informerer bl.a. om madspild og madspildets konsekvenser. Og gennem partnerskaber udvikles konkrete initiativer som eksempelvis Refood Label.

Alle disse initiativer til trods er danskernes madspild stadig alt for højt. Der er potentiale for at gøre endnu mere for at mindske madspildet i hele værdikæden. Ligesom der er et behov for i endnu højere grad at samtænke initiativer.

1/3

Næsten en tredjedel af alle producerende fødevarer går hvert år til spilde på globalt plan.

25 %

af affaldet i skraldespanden i de danske husholdninger er madspild, dvs. mad, der kunne være spist.

CA. 700.000 TONS

mad, der kunne være blevet spist, smides hvert år ud i Danmark.

3.000 KR.

Så mange penge smider en gennemsnitsfamilie mad ud for i løbet af et år.

60.000 TONS

madspild er der hvert år i professionelle storkøkkener, viser en kortlægning af madaffald i servicesektoren.



Kilde:

Food and Agriculture Organization of The United Nations, 2011: "Global food losses and food waste".

Miljøstyrelsen, 2014: "Kortlægning af dagrenovation I Danmark – med fokus på etageboliger og madspild".

Regeringen, 2015: "Danmark uden affald II".

PROFESSIONELLE AKTØRER



Motivér professionelle aktører til at arbejde med madspild

Bekæmpelse af madspild er en kollektiv opgave, hvor en stor del af ansvaret ligger hos virksomheder og forbrugere. Undersøgelser viser, at knapt 70 % af danskerne, som er primært eller delvist ansvarlige for indkøb og madlavning, kender forskel på de forskellige datomærkninger. Virksomhederne drives af forbrugerkrav om at udvise bæredygtighed, men har også et økonomisk incitament. Mange virksomheder har allerede fokus på at reducere madspild, men der er stadig et stort forbedringspotentiale. Vi skal gå fra overproduktion til omproduktion.

Der serveres dagligt over 800.000 måltider bare i de offentlige institutioner. De professionelle køkkener har nedbragt deres madspild de seneste år. Især ved at have fokus på at udnytte alle rester, men også ved at tilpasse portionsstørrelserne efter brugernes behov. Madspildet kan minimeres yderligere, og det kræver et vedvarende fokus på udvikling af effektive løsninger. I køkkenet skal personalet kende de spisendes behov. Der kan arbejdes med portionsstørrelse, madens konsistens og typen af retter. Løsningerne kræver gastronomisk nysgerrighed og inspiration fra rollemodeller, overblik over, hvor madspildet opstår, og muligheden for at dele det, der virker.

DENNE ANBEFALING BØR UDFØRES GENNEM TRE INDSATSER:

Udvikling af metode til at opgøre madspild i alle led i værdikæden

Der skal udvikles en måde at indsamle viden om madspild og efterfølgende afrapportering via gennemskuelige principper. Med en fælles metode kan producenter, industri og detail måle eget madspild, og det er muligt for myndigheder og forbrugere at følge udviklingen. Det kan eksempelvis være en digital opgørelse, der er nemt tilgængelig for de private aktører. Herigennem kan virksomheder og myndigheder dokumentere og analysere på omfanget af madspildet med henblik på at vurdere, hvilke projekter, greb og initiativer der er lykkedes med at mindske madspild. Denne dataindsamling skal aktiveres og anvendes i kampagner og aktiviteter. Ligesom data bør danne udgangspunkt for politisk bestemte indsatser.

Alle aktører i fødevarekæden skal opfordres til at arbejde fokuseret med FN's bæredygtighedsmål

Det er vigtigt, at erhvervet tager ansvar. De skal opfordres til at samarbejde om at mindske madspild og efterleve FN's bæredygtighedsmål om madspild. Det kan eksempelvis være gennem deltagelse i et partnerskab med en fælles målsætning om at reducere madspild, hvor man tager initiativer, som adresserer FN's bæredygtighedsmål, og efterfølgende deler resultater fra initiativer. Et partnerskab kan inspireres af metoden Collective Impact, der kan bidrage til at skabe de ønskede kulturændringer. Partnerskabet bør understøttes af en kampagne, hvor førende aktører samarbejder om en opfordring til virksomheder og organisationer om at deltage i partnerskabets arbejde.

Partnerskabet skal både udvikle og identificere særlige greb, der bidrager til reduceret madspild. Historisk set har vi Danmark løst udfordringer på fødevareområdet ved at erkende problemet og finde nye løsninger sammen. Partnerskabet skal ligge i forlængelse af vores andelsbevægelse, vores håndtering af store husdyrsygdomme og tilgangen til at arbejde med at balancere fødevareproduktion og miljøpåvirkninger. Danmark skal anerkendes for sin tilgang til udfordringer, dvs. den tilgang, hvor der løftes i flok, og hvor vi hjælper hinanden med at nå et fælles mål. På den måde vil det ikke være den enkelte virksomhed eller organisation, som er ansvarlig for at reducere, men partnerskabet med repræsentanter på tværs af myndigheder, virksomheder, NGO'er mv. i fællesskab.

Fokus på madspild ved kokkekonkurrencer

I eksisterende kokkekonkurrencer bør parameteren om madspild indgå i bedømmelserne. Når dommere allerede i dag kigger i skraldespanden i forbindelse med bedømmelsen af en præstation, skal det tydeligt kommunikeres. Vinderen af en konkurrence skal kunne fortælle om sin tilgang til at sikre den fulde udnyttelse af råvarerne. Kokke er rollemodeller for danskernes madlavning. Deres gastronomiske viden og tilgang til reduktion af madspild skal inspirere os på lige fod med, hvordan deres viden om smagssammensætning inspirerer os i dag.

BEFOLKNINGEN



Informér om og engagér danskerne i madspildsdagsordenen

En stor del af de fødevarer, der produceres i Danmark og på verdensplan, går til spilde og medfører derfor betydelige økonomiske og miljømæssige tab. Spildet i husholdningerne er en af de vigtigste bidragsydere til de høje niveauer af madspild på tværs af fødevareforsyningskæden. Miljø- og Fødevareministeriets seneste tal for madspild hos forbrugerne viser, at husstandene står for ca. 1/3 af spildet, svarende til 260.000 tons pr. år. Det er således relevant at forsøge at tackle madspildet på husstandsniveau.

Flere nylige undersøgelser peger på, at forbrugernes interesse for at reducere madspild er meget høj, og at det har stor betydning for forbrugernes valg, når producentledene gør en aktiv indsats for at reducere madspildet, ligesom undersøgelser ligeledes viser, at øget information og bedre madkundskab er væsentlige faktorer til at ruste forbrugerne til at reducere madspild.

Konkrete projekter som Landbrug og Fødevarers madskoler, Stop Spild Af Mads informationskampagner, Rema 1000's salg af frugt og grønt på vægt, app'en "Too Good To Go" og supermarkedernes prisnedsættelse af varer tæt på udløbsdato er alle initiativer, der har flyttet forbrugerne både til større viden og erkendelse samt til reduktion af madspild.

DENNE ANBEFALING BØR UDFØRES GENNEM TRE INDSATSER:

Formulering af fælles mål for madspild i Danmark

For at skabe et pejlemærke og et fælles ambitionsniveau samt løfte dagsordenen om reducering af madspild, bør der formuleres en entydig målsætning. Målsætningen bør inspireres af FN's verdensmål og skal formidles bredt blandt danskerne. Det skal være alment kendt, at Danmark vil noget i forhold til ressourcespild på fødevareområdet.

Længerevarende og engagerende kampagne, der skal klæde borgerne på til bedre råvareudnyttelse

Der bør udvikles en landsdækkende, længerevarende og inviterende kampagne til formidling af madspildsproblematikker. Der skal gennemføres årlige kampagnefremstød med simple budskaber baseret på data, gevinster og konkrete redskaber/råd. Ligesom der skal laves konkrete initiativer og aktiviteter, der sætter fokus på madspild. At være et globalt gastronomisk centrum kræver, at alle kender til råvareudnyttelse og konsekvenserne ved spild og besidder et håndværk. Det er afgørende, at en sådan kommunikationsindsats løbende evalueres.

En evaluering bør have fokus på, hvor meget mad der går til spilde i hjemmene, i butikkerne, i industrien og i virksomhederne. Herudover skal indsatsen forholde sig til danskernes interesse for madspild og deres kundskaber i forhold til at udnytte ressourcer bedre.

Børn og unge skal (ud)dannes til at håndtere råvarer og planlægge et måltid, så de undgår spild

Børn og unge skal uddannes til at være i et køkken – herunder at forebygge madspild. De skal uddannes i at håndtere råvarer og vurdere holdbarhed, så de bliver opmærksomme på, hvordan man kan undgå spild.

Det kræver en videreudvikling af madkundskabsfaget i skolen, samt at faget fylder langt mere på skoleskemaet. Ligesom der etableres flere aktiviteter og projekter som eksempelvis Haver til Maver, LOMA og EAT, hvor fokus på reduktion af madspild indgår. Derudover bør læremidler og undervisningsmaterialer omhandlende madspild kortlægges og revideres, så det er i overensstemmelse med målet, jf. ovenstående.

MÅLTIDSVANER



Måltidsvaner dækker alt fra planlægning af indkøb, den enkelte families måltidssituation, danskernes madlavningsevner til råvarekvalitet, holdningen til økologi og bæredygtighed. På alle parametre kan gastronomien bidrage til at guide, danne og udvikle vores måltidsvaner.

Ifølge Sundhedsstyrelsen og Fødevarestyrelsen er vores mad-og måltidsvaner et resultat af et samspil mellem bl.a. personlig livserfaring, viden om mad, smagspræferencer, kulturelle normer, økonomiske og tidsmæssige ressourcer, den enkeltes fysiske funktionsniveau samt fysiske rammer. Måltidsvaner er dermed et udtryk for en lang række bevidste og ubevidste valg, som er skabt af omgivelser, opvækst og præferencer.

Med gastronomi er mad mere end kost. Udover ernæring og sansninger fungerer måltidet som en ukompliceret introduktion til fællesskabet. Over madlavningen og maden taler vi sammen og finder fælles fodslag. Undersøgelser viser, at der er plads til at have mere fokus på maddannelse i Danmark.

Danskere bruger i gennemsnit 10 % af deres samlede indkomst på fødevarer købt i et supermarked. Sådan har det været de sidste 10 år. Danmark har det femte laveste fødevareforbrug i Europa. Vi spiser langt de fleste af vores måltider derhjemme eller hjemme hos andre. Vi bruger dog ikke lang tid på at lave mad, idet to ud af tre aftensmåltider tilberedes på under 30 minutter.

Når mor eller far går i køkkenet for at lave mad, er det ikke altid, at børnene kommer med. Kun ved 12 % af måltiderne er børnene aktivt med til at lave maden. Det svarer ca. til, at de fleste børn er med i køkkenet en gang om ugen. Det er især for at have det sjovt og for at lære deres børn nye ting, at forældre inddrager børn i madlavningen.

Med gastronomiske kompetencer og værtskab kan mad bruges til mere end at mætte.

87 %

af danskerne finder den gode smag meget vigtig for et godt aftensmåltid.

35 %

af børn i alderen 8-15 år kan, ifølge deres forældre, tilberede et måltid fra start til slut.

26 %

af danskerne har inden for en periode på tre måneder deltaget i en fællesspisning i en forening, organisation, kirke, ved en byfest eller lignende.



79 %

af danskerne med ansvar for madlavning er generelt godt tilfredse med det, de spiser.

Kilde:

Madkulturen: Madindeks 2014, Madindeks 2015, Madindeks 2017.

Ditlevsen, et al 2016: "Madlavning, fællesmåltider og sundhed".

Jørgensen, 2014: "Danskere er nærige, når de handler fødevarer".

Eurostat, 2017: "European Statistics Database".

56 %

af danskerne spiser på en gennemsnitlig dag aftensmad, de selv har været med til at tilberede.

GASTRONOMISKE FORUDSÆTNINGER



Skab rammerne for, at alle kan opnå gastronomiske forudsætninger

Forudsætningerne for at styrke måltidsvaner er bl.a., at vi som forbrugere er i stand til at gennemskue og stille krav til fødevareproduktionen. På den måde kan en forbrugerstyret påvirkning af madkulturen fremmes i en retning, hvor kvalitet, sæson, nydelse og det gode måltid er omdrejningspunktet.

Derfor bør der satses på nye initiativer til at forbedre de grundlæggende forudsætninger. Vi skal huske den enkelte dansker og de offentlige institutioner. Det er en langsigtet indsats, der fremmer de forskellige typer forbrugeres nysgerrighed, inspirerer til at drive vores madkultur fremad, og som har en effekt på de næste generationer. Vi skal skabe handlinger, borgerinddragelse og hverdagsdemokrati. Der skal være fokus på indsatser, der involverer, giver medbestemmelse og lægger op til dialog om mad og måltider, således at indsatsen bringes tættere på den, maden er tilberedt til. Vi skal ikke kun være bedre "madlavere" og kompetente forbrugere, men også bedre og mere værdiskabende samfundsborgere.

Skal vi ændre det, kræver det en ny tilgang til kommunikation.

DENNE ANBEFALING BØR UDFØRES GENNEM FIRE INDSATSER:

Madoplevelser i institutioner skal (også) være dannende

Tilberedningen og indtagelsen af måltider uden for hjemmet, eksempelvis i daginstitutioner og skoler, på arbejdspladser, plejehjem og sygehuse, kan og skal bruges aktivt. Når der serveres måltider i det offentlige, skal det handle om mere end ernæring og mæthed. Måltider skal bruges som en anledning til at give ansatte, elever, ældre og patienter mod på bedre mad – og måske endda et kompetenceløft og forudsætninger for at være kritiske forbrugere.

Der findes allerede en række gode eksempler som eksempelvis Patientkøkkenet på Regionshospitalet Randers, Madliv København, måltidsguides til skoler og måltidsværter for ældre. Gode projekter som disse bør prioriteres økonomisk og skaleres i større grad.

Børnenes maddag

Der skal arbejdes på en national event, der kan give børn anledning til at bruge deres færdigheder fra skolen i hjemmet og på tværs af generationer. At lave mad er noget, vi kan blive ved med at lære hele livet. Vi kan lære klassikerne af vores bedsteforældre, og vi kan lære vores forældre de nyeste fødevaretrends.

Jo mere involverende aktiviteter er, i desto højere grad føler deltagerne, at de tager noget med hjem. Det peger på, at en national madevent kan være med til at højne danskernes køkkenkompetencer.

Gastronomisk vejledning skal udbredes, så vaner kan brydes, og alle kan blive inspireret

Der, hvor danskerne køber ind, er der mulighed for at tænke nyt, så indkøbet opfordrer til, at vi bryder med vores indkøbsvaner og kaster os ud i at lære at lave nye retter. Madprofessionelle skal sættes i spil som rollemodeller, der kan inspirere til, at vi udnytter en større del af vareudbuddet og hele livet lærer nyt om det, vi spiser, og hvordan vi spiser det.

Gastronomien skal bruges som omdrejningspunkt for international dialog om måltidsvaner

Danske landvindinger og erfaringer med måltidsvaner skal danne udgangspunkt for international dialog på eksempelvis topmøder som World Food Summit – Better Food for More People og festivaller som Food Festival, Innovate Food og Copenhagen Cooking & Food Festival.

MERE END MAD



Betragt gastronomi som mere end mad

Mad kan meget mere end at mætte. Det er et middel til fællesskab, læring og rehabilitering. Indholdet og produktionen af maden i køkkener har i mange tilfælde en rigtig høj kvalitet, men som ved fællesspisninger og madklubber skal værtskabet indtænkes for at sikre madlyst og maddannelse. Der er behov for, at rammerne for det gode værtskab udvikles, dyrkes og sikres, så gastronomien kommer til at række langt ud over køkkenet.

DENNE ANBEFALING BØR UDFØRES GENNEM TRE INDSATSER:

Frontpersonalet skal være madens ambassadører

Der skal udvikles og implementeres et kompetenceudviklingsforløb for frontpersonalet om måltidsværtskab. Det gælder potentielt alle, der arbejder i krydsfeltet mellem mad og mennesker. Det kan eksempelvis være skolelærere, sygeplejersker, pædagoger og plejepersonale.

De skal have mulighed for at tilegne sig kompetencer til at bruge mad og måltider som redskaber, der kan understøtte deres faglighed og formålet med deres arbejde. De skal have kompetencerne til at facilitere det gode værtskab, som vækker madlyst og -interesse. De skal sætte måltider i centrum.

Måltidsvaner i eksisterende fællesskaber skal styrkes

Der findes i dag en lang række fællesskaber, hvor danskerne naturligt mødes. Det gælder kulturaktiviteter, idrætsklubber, NGO-projekter og lokale foreninger. Disse fællesskaber skal understøttes, og de skal aktiveres i forhold til, hvordan de kan arbejde med og inddrage mad- og måltidvaner. Eksempelvis i dialog med kommunen, hvor man ofte har en aftale om lån af lokaler og støtte i øvrigt.

Ved at koble mad og måltider til eksisterende fora sikres en stor og bred social diversitet, og at gastronomi kommer alle til gode. Eksempelvis kan gastronomien bruges i eksisterende kontekster til at arbejde med integration, social inklusion eller ensomhed.

Fællespauser skal løftes og prioriteres

På skoler, i skurvogne og i kantiner – hver dag mødes mange af os om frokostmåltidet med klassekammerater og kollegaer. Disse pauser rummer en unik mulighed for at arbejde med måltidsvaner. Gastronomien skal danne ramme for maddannelse og værtskab i de pauser, hvor vi spiser sammen. Ligesom gastronomien skal udvide vores ordforråd for spiseoplevelsen og vores kendskab til råvarer.



Team Gastros anbefalinger er illustreret af Mormor

Mormor er en 31-årig dansk kunstner, der kendetegnes ved hans mange udsmykninger, samarbejder med erhvervslivet og det offentlige samt store vægmalerier i hele Danmark og flere og flere steder i udlandet. Lige nu arbejder Mormor på en stor udsmykning i Taiwan.

Mormors streg er skarp, humoristisk, frisk og detaljeret. Til illustrationen af Team Gastros anbefalinger har Mormor skabt et univers, hvor gastronomiens helte og aktører indgår.

Om værkerne siger Mormor:

"Jeg har haft den store fornøjelse at rejse hele Danmark tyndt gennem mine mange udsmykningsopgaver som kunstner. Derfor har jeg arbejdet på at skabe et univers, som viser talentet og de mange smukke sider af vores lille land. Hvis vi fortæller hinanden, at madeventyret kun først lige er begyndt, og at vi sammen kan løfte gastronomien her til lands til endnu usete højder, ja så kan et lille land højt mod nord ende som verdens foretrukne spisekammer."

TEAM GASTRO
ANBEFALINGER

Februar 2018

Miljø- og Fødevareministeriet
www.mfvm.dk

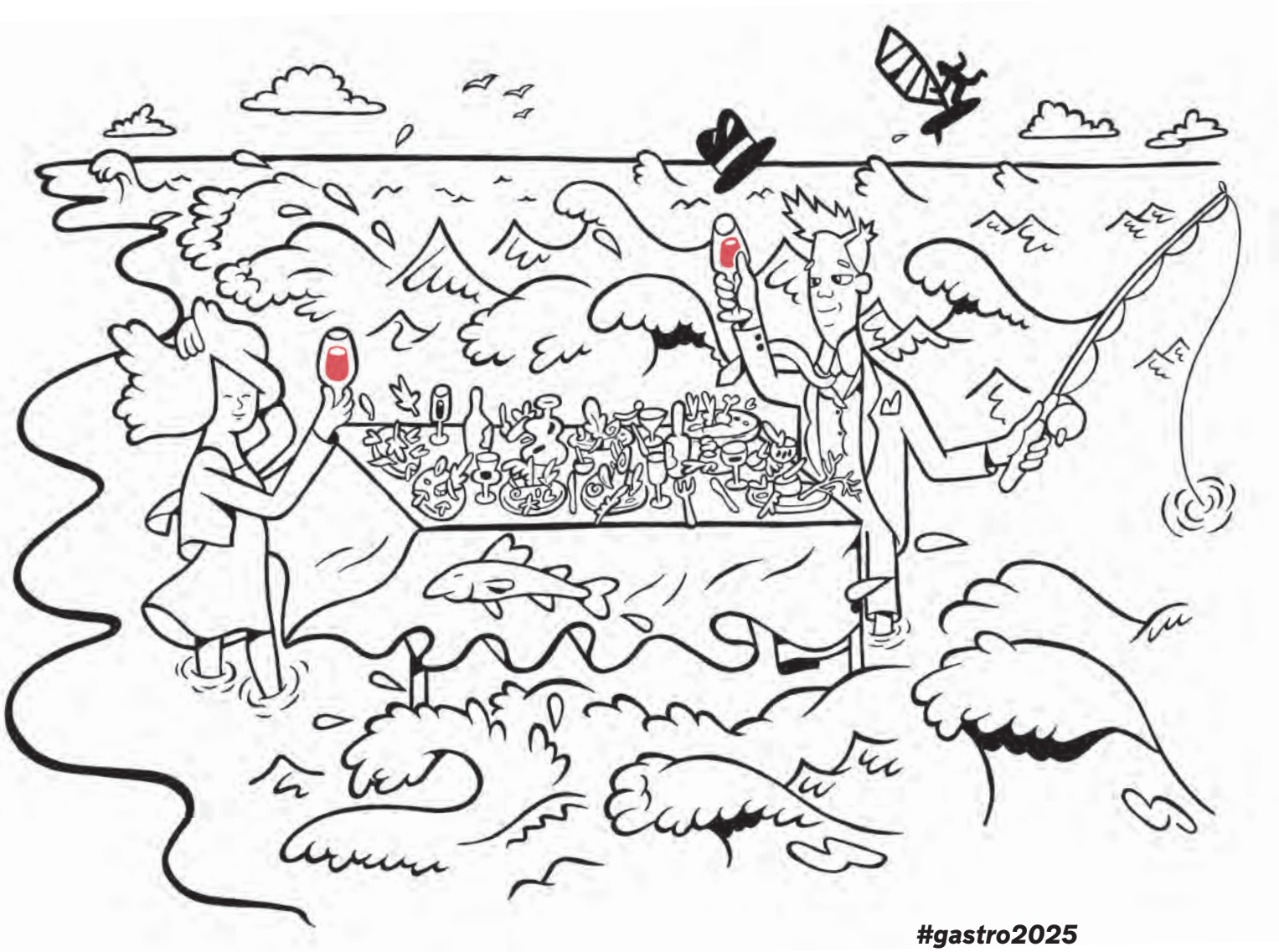
Kunstner
Mormor. Mormorandme.dk

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Punktum Design

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Gastronomi rummer meget mere, end den gængse opfattelse lægger op til, og i Danmark skal vi udvikle og udnytte potentialet til fulde. Skåret ind til benet er gastronomi "læren om – og kunsten at spise og drikke godt" og er dermed et værktøj, der også kan række ud over og uden for restauranternes fire vægge. Med udgangspunkt i netop dette har vi fokuseret på, hvordan vi kan sikre, at Danmark i 2025 er et globalt centrum for gastronomi.

Peter Kreiner, formand for Team Gastro



#gastro2025

Bilag 1

Gastronomiakademi

Følgende række af bilag knytter sig til afsnittet *Gastroakademi* og indbefatter opsamlinger, på interne og eksterne evalueringer foretaget af MAD og af rådgivningsfirmaet Pluss.

MAD 2021, MAD Følgegruppe

MAD 2022a, Data on students and participants

MAD 2022b, Press List 2019-2022

Plus 2020, MAD Academy, evaluation

Pluss 2021, MAD Academy evaluation 2021

Pluss 2022a, survey map 2022

Pluss2022b, survey July 2022

MAD Academy Følgegruppe Meeting

Monday 13th December 2021

Krudtløbsvej 12

Pre-read Materials:

- 2021 Executive Summary: Page 2
- 2022 Project Plan: Page 6
- 2022 Budget Forecast: Page 8
- MAD Press List: Page 9
- 1-pager & Student Quotes (in Danish): Page 10
- Wall Street Journal article about MAD Academy: Page 13
- Full Student Testimonials (in Danish): Page 21

Executive Summary: MAD Academy 2021

Three years ago the Danish Ministry of Food created a public service contract with MAD to create a gastronomic academy to contribute to Denmark's goals in creating social change for the benefit of all people, our health, and the environment.

During these three years MAD Academy has gone from being an idea to a reality: a vibrant institution that creates real impact in the world. We now have a dedicated teaching and workspace where, thanks to a committed and talented team, we have the capacity to welcome, host, and teach students every two weeks for the whole school year. The more students we can get through our doors and educate on everything from Leadership & Business to Environment & Sustainability, the more all of us working in hospitality can do to tackle society's biggest problems and accelerate the green transition.

This document contains a short summary of our accomplishments from the past year and a report on our four mandates.

We decided in early 2021, as we did in 2020, to forge ahead and plan for programming as close to our original plan as possible despite the pandemic. We had to postpone our two first weeks of programming of the year due to restrictions being in place but were able to move them to the end of our fall season instead. We have delivered a high-quality teaching experience to a broad group of students, and in response to demand we have tested a new version of our Leadership & Business program adapted for a more senior student profile.

Another important development this year is that we moved into a dedicated space at Krudtløbsvej 12, allowing us to increase programming significantly and making it possible for us to hold public lectures in our own space.

To ensure that we are continuously achieving the development and teaching quality we aim for, we have continued working closely with the evaluations company Pluss. They have extensive experience in measuring programmatic impact, for example being chosen by Nordea-Fonden to measure the progress of their grantees. Pluss is helping us to develop a framework, and to measure our progress and impact in two ways. First, and perhaps most importantly in the short term, our success at transferring knowledge to students. Second, and perhaps most important in the long-term perspective, what the impact of these teachings is out in the world. During the year we also conducted six deep interviews with former MAD Academy students about their experiences and how they are using what they learned from us in their work. These testimonials are attached.

To explore and share knowledge about the potential of gastronomy and its tools in relation to creating concrete, sustainable societal change for the benefit of people, our health and the environment:

In 2021 MAD Academy held a total of 12 five-day programs on site in Copenhagen.

Six of them were based on our Environment and Sustainability curriculum and six on our Leadership and Business curriculum. We have continued to refine the content, as this is a new type of program, and unique in its field. We refine based on our feedback and experiences, and in line with our principles of giving students useful knowledge and vocabulary, practical tools that they can implement in their everyday work life, and plenty of inspiration and real time examples to put them in a mindset of action. One of the Leadership and Business weeks was adapted to fit a more senior student profile than our usual one, which requires 5-10 years of professional experience. This is due to a significant demand from applicants with 10+ years of experience or individuals already running their own businesses. The senior Leadership and Business program was very appreciated, and it is likely we will hold one per season going forward.

Due to the ever-changing situation around the pandemic and the related travel restrictions, it was also this year challenging to keep the classes filled. In the end we welcomed 231 students representing a total of 50 nationalities. 10% of the students were Danish. 48% of the students were women, and 52% men. The students represent workplaces from all parts of the food system, from the most ambitious fine dining restaurants to hospital canteens and neighborhood eateries.

All programs hosted world class speakers active both in Denmark and other countries. Academics and experienced experts in their field such as Per Arvidsson (Lund University, School of Economics and management), Deborah Mattsson Clarke (The Global Development Network) and Line Gordon (Stockholm Resilience Center) supplied students with the best available theoretic knowledge as well as many directly implementable tools and techniques. Inspiring individuals from the hospitality industry such as Matt Orlando (Amass, Copenhagen), Jose Cerda (Hoze, Gothenburg), Monica Berg (Tayer+Elementary, London) and Tatiana Lehva (La Servan, Paris) talking about their own experiences of change and running businesses made sure that students felt the connection between the theories we are teaching and their own practical reality.

To disseminate knowledge about food, health, the environment, and leadership in the restaurant industry to the public both nationally and globally:

In total, we welcomed more than 2,500 members of the public to programs in 2021. We held three public lectures in our new space. The events hosted guest speakers on topics relevant both to the hospitality community and the general public: specifically, biodiversity, sustainable winemaking, and political action.

Tickets were priced at 180dkk, and student tickets were available at 50dkk. All three lectures were made available to a bigger audience by way of free live streaming and the events were publicized through our newsletter, social media and event posters placed around Copenhagen.

We further created a series of three online events for the general public called MAD Mondays at Home, and an additional two online events for our closest community of supporters and former students.

We conducted deep interviews with six former students to create testimonials about their time with MAD Academy and the impact it had on their professional life.

In addition, the Wall Street Journal ran a feature piece about the Academy, as did the Monocle Menu Series. There is a full list of press attached.

Finally, senior leadership from MAD presented at the Nordic Council of Ministers' Nordic Kitchen Manifesto event and at the Copenhagen Business School Workshop 'The Time Nexus of Innovation' at the Carlsberg Academy.

To work to raise management skills and professionalism among food professionals:

A large part of the work with programs from MAD Academy is about making sure that people not only absorb the necessary knowledge to make positive change, but also that they leave us in a mindset where they are geared to implement necessary changes in their respective workplaces.

One of the approaches we developed for ensuring this learning was developing a restaurant case study where students gained real time experience in collaborating and solving a restaurant's problems. In the beginning of the week students were divided into groups of 4-6 and presented with a box containing baseline information. The information included everything from invoices, annual reports, sales records, correspondence and menus, to objects like plate-wear, cutlery, staff uniforms, and the restaurant's playlist. The content was designed to vary between the two programs and reflect challenges relevant to the week's curriculum.

The students were asked not only to identify problems and potential solutions, but also to substantiate the proposed changes by reporting how much it will cost to implement them in one-time expenditure; how the change would affect the bottom line of the business; how it will change the perception of the restaurant from a customer perspective; and how it will change restaurant operations. Everything was designed to get them in the mindset of embracing, evaluating, and making change.

At the end of the week the students hosted a short presentation for the rest of the class followed by feedback and discussion around their proposed solutions.

To support the ambition of Denmark as a global center for gastronomy:

Alongside sharing knowledge and tools, we believe that an equally important part of what MAD Academy does is to show the students that what we do is possible in practice, and not just in theory. Our goal is to maximize impact, and

we do this by showcasing leading examples of individuals and businesses from across the Danish food system, using them to illustrate the points we want to make and to inspire the individual students.

This year we visited a number of Danish primary producers working closely with restaurants. These included both inspiring farms like Hegnsholt (Lejre, Denmark), and equally inspiring people producing food in alternative ways like Dansk Tang (Nykøbing, Denmark).

Lunches during the week were either catered to our teaching space or eaten in a range of restaurants in Copenhagen. The restaurants were selected to illustrate the quality and variation of the local dining scene.

We further incentivized our students to discover the food scene by supplying them with breakfast tickets to a range of eateries rather than serving breakfast in our space, and by leaving them evenings free to explore. We shared with them a broad selection of recommendations on restaurants, relevant current events or programs, and history of the region.

Throughout the week, the role of the Ministry of Environment and Food in making the week possible was shared. This was noted in the welcome brochure, and also during the weeks of programming, where the Danish government's ongoing commitment to gastronomy was underscored as an important factor in how we are able to provide such a high-quality educational opportunity.

Project Plan: MAD Academy 2022

In 2022, with the support of the public service funds, MAD will continue its activities to develop an unparalleled Academy for everyone working in hospitality. The need for what we have to offer has never been greater as society is adapting to a new pandemic reality and businesses must be rebuilt better and more sustainably than they were before. MAD Academy can empower, educate, and inspire so that everyone working in hospitality can contribute to – and accelerate – the green transition.

The priority in 2022 will be to continue the process of scaling up the amount of programming. Our goal is to increase both scholarship seats and regular (paid for) seats. We have four key mandates, and in 2022 plan the following activities for each:

To explore and share knowledge about the potential of gastronomy and its tools in relation to creating concrete, sustainable societal change for the benefit of people, our health and the environment.

- The 2022 programs will include two basic tracks: Environment & Sustainability, and Leadership & Business, plus variations on those programs adapted for a more senior student profile. There will be 16 weeks of programming over the course of the year, reaching 450 students.
- Our core faculty/teacher and guest lecturer model will be maintained, and our database of guest lecturers will be further expanded to meet future needs for programming.
- A set of practical tools and exercises is being developed that students can take home to further disseminate what we teach to an even bigger audience.
- A version of the environment and sustainability program adapted for senior students will be trialed.

To disseminate knowledge about food, health, the environment, and leadership in the restaurant industry to the public both nationally and globally:

- Applications to programs will be open and be announced broadly.
- The classes will include a broad geographical representation in keeping with the commitment to be an international program, encouraging international exchange and supporting Denmark's position in leading gastronomy.
- A scholarship spot in each course will be reserved for a Danish student.
- We offer both scholarships to attend and regular enrolment at 37,500dkk per student per program.
- There will be a minimum of four public events, with tickets available at a reasonable price.
- An allotment of tickets for public events will be set aside for students at a student rate.

To work to raise management skills and professionalism among food professionals:

- MAD will travel to the towns of Aarhus, Aalborg, Odense and Kolding to hold free one-day intensive courses on leadership for the local hospitality community.
- MAD will visit a minimum of two teaching institutions to continue interdisciplinary exchange.
- Student programs will be built according to three pillars: basic knowledge and vocabulary; practical tools; inspiration and empowerment.
- The increased ratio of practical, applicable key-takeaways will be maintained in 2022.
- The programs are being evaluated by an outside firm for impact and for ongoing improvement.

To support the ambition of Denmark as a global center for gastronomy:

- MAD will present programming at a minimum of two international events.
- Program branding will reference Denmark as appropriate.
- Students within the environmental track will have at least one organized trip to a primary production site.
- All students will experience local restaurants highlighting Denmark's role as a center of gastronomy.
- There will be at least one international article or interview about the program.

Komitéen for MAD Symposium
MAD Academy
Budget Forecast 2022

REVENUE	
Public Service Contract - Ministry of Food	7.800.000
Donations, USA	3.152.500
Tuition	1.875.000
Total Revenue	**12.827.500**
EXPENSE	
Total Payroll & Expenses	3.359.745 kr.
Professional Fees & Consulting	4.170.000 kr.
Supplies, Equipment & Software	813.000 kr.
Printing & Signage	66.000 kr.
Occupancy, Insurances & Legal	1.430.000 kr.
Telephone, Web & Internet	
Program Expenses	1.503.000 kr.
Event Costs	1.430.000 kr.
Other Expenses	55.000 kr.
Total Expense	**12.826.745 kr.**
TOTAL	**755 kr.**

MAD Press - 2021

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Morris, Kieran, August 12, 2021, *Wall Street Journal Magazine*, 'A Star Chef's Top-Down Revolution for Solving Food Inequity'

Ibyens Redaktion, August 3, 2021, *Politiken*, 'Det er ret umuligt at slippe blikket fra deres softice'

Munk, Line, August 2, 2021, *Min By News*, 'Guide: Sådan sanker du gratis frugt og bær i naturen med hjælp fra Noma'

Mikkelsen, Mikkel-Lau, July 30, 2021, *Børsen*, 'Debat: Bæredygtighed på kontoret bør være lokalt og konkret'

Mågård Hansen, Mathilde, July 27, 2021, *Mig og kbh*, 'Gratis app: Find urter, frugter og bær i naturen med hjælp fra Noma'

P1-morgen on VILD MAD, July 23, 2021, *DR*

Talbro Paulsen, Joachim, July 7, 2021, Berlingske, 'Gratis app hjælper dig med at sanke spiselige urter, frugter og svamper – også i København: "Det er meget mere tilgængeligt, end folk tror"

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Prudden, Randall, May 27, 2021, "A MAD (Academy) Experience," *Salty Magazine Vol 9*, pp. 100-103.

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MAD ACADEMY



Fødevaresystemer er ansvarlige for 29% drivhusgasudledning og 70% af biodiversitetstabet. Folk der arbejder i hospitality kan være drivkraften bag en revolution og være med til at accelerere den grønne omstilling drastisk.

- *I 2025 vil vi have uddannet 3,000 fremtidige ledere i restaurationsbranchen. Deres kombinerede indvirkning har en multiplikatoreffekt og kan nå 100,000 kollegaer og kunder.*

Vores dimittender kan bidrage til den grønne omstilling med det samme:

- *Hvis en dimittend med en restaurant med 70 siddepladser gør bare tre ting: skifter ismaskinen fra væske- til luftkølende, introducerer beluftere i ti vandhaner og reparerer én lækkende vandhane, så sparer de hvad der svarer til drikkevand til 2,100 mennesker hver eneste dag.*

- *Hvis en dimittend reducerer størrelsen på en oksekødshovedret, vil det spare 38,325 kg drivhusgasser om året, svarende til at tage 8 biler af vejene i et år.*

Vi gør abstrakte miljøproblematikker konkrete så alle borgere kan agere:

- *VILD MAD formidler vigtigheden af biodiversitet. Vores app har 110.000 downloads på tværs af Danmark og verden.*

- *Vores offentlige programmer er besøgt af over 2,500 mennesker om året.*

MAD arbejder for at frigøre det uudnyttede potentiale i restaurationsbranchen og for at gøre kokke, kantinemedarbejdere og tjenere i stand til at bidrage til den bæredygtige og grønne omstilling. Det gør vi ved at transformere den nyeste viden fra verdens førende eksperter til håndgribelige værktøjer, som hele branchen kan bruge i deres daglige arbejde. Vi deler og formidler vores viden og værktøjer gennem stærke programmer som MAD Academy, VILD MAD, MAD Symposium og gennem offentlige arrangementer og udgivelser.

Melina Shannon-DiPietro, msd@madfeed.co, +45 31 60 75 70

MAD

For mere information besøg madacademy.dk

MAD ACADEMY - hvad vores studerende siger

"Generelt synes jeg, at vi er ret gode til at undgå madspild, men der er flere ting fra programmet, jeg har taget til mig. Blandt andet hans geniale ide med at koge alle køkkenets grøntsagsrester ind til en tæt melasse, som man derefter kan bruge til for eksempel at glasere grøntsager med, så grøntsagsretter får meget større kompleksitet. Jeg blev også inspireret til at begynde at brygge kvas af vores rester af surdejsbrød."

"Jeg synes, at jeg har fået et indblik i den måde, vi sandsynligvis kommer til at spise på om ti år. Det har givet mig blod på tanden i forhold til at prøve, hvor langt vi selv kan strække bæredygtigheden i vores køkken. Hvis verdens førende begynder at implementere de her ting, så skal resten nok følge trop."



Rasmus Kofoed Christensen
Medudvikler, Mentor og Kok,
Social Cantina, København
Environment and Sustainability Program, 2020

"Jeg har altid tænkt i de baner, men det fede ved MAD Academy var, at vi blev konfronteret med alt, også de umiddelbart små ting, som kan ende med at blive ret store i et CO2-regnskab. Det handler ikke bare om CO2-omkostningerne ved at få transporteret varer langvejs fra, men også om for eksempel at ringe til el-leverandørerne og finde ud af, hvor de får deres energi fra. Det lærte mig vigtigheden af hele tiden at måle på tingene, så man kan bruge håndgribelige data til at gøre tingene bedre. Når det gælder bæredygtighed, tror jeg i det hele taget, at mange restauratører har brug for hjælp til, hvor det giver mest mening at sætte ind."



Emilie Qvist Kjærgaard
Kok og Ejer, Medvind, Hanstholm
Environment and Sustainability Program, 2020

"I løbet af ugen har jeg lært, hvilke forandringer der har potentiale til at gøre en forskel. Før stod jeg med følelsen af kun at være et enkelt lille menneske i det her. Jeg husker, hvordan Ed startede den første lektion med at sige, at ansvaret for klimakrisen ikke hvilede på vores skuldre, men at det samtidig var vigtigt at forstå, at vi sammen kan skabe en forandring – det var én af de vigtigste ting for mig. Også hvordan man rent faktisk skaber den forandring, og ikke bare snakker om den eller tænker på den. Helt ned til små ting som at se på, hvem man får sin elektricitet eller energi fra, og til at planlægge større ændringer og klæde folk på til dem, og ikke mindst at se på, hvilke mennesker man er nødt til at involvere."



Elin Talevski
Sommelier, Café Nizza, Stockholm
Environment and Sustainability Program, 2020

MAD

For more information, visit madacademy.dk

"Det er så stort, det, der er i gang i Danmark og Skandinavien. For mig er det her det bedste tidspunkt til at åbne op og begynde at snakke om tingenes tilstand. Og ikke bare snakke om dem, men handle. Jeg var vild med MAD-programmet, fordi det satte mig i en position, hvor jeg fik lyst til at gøre noget. Det var et øjeblik, hvor jeg drømte om større og bedre ting for min branche. Jeg ved, at hvis denne viden begynder at sive ind i de rette ører, så skal hele branchen nok begynde at udvikle sig i den rigtige retning."



Noemie Metaireau
Studerende, Anjou, Frankrig
Leadership and Business Program, 2020

"Det stoppede ikke med MAD-kurset. Jeg er fortsat med at læse ledelsesbøger og finde veje til læring og vækst. Nu er hjulene sat i gang, og der er ikke nogen vej tilbage! I mit arbejde er det her lige så anvendeligt som at læse kogebøger. Det handler om at lære, hvordan man opfører sig som en ansvarlig voksen, fordi den her branche alt for længe har været det vilde vesten. Og det handler også om at lære at stoppe op og begynde at sætte de ansattes værdighed først."



Randall Prudden
Kok, Sidebar, Minneapolis
Leadership and Business Program, 2020

"Jeg elskede fællesskabet i klasseværelset. For mig er fællesskabet én af de mest fantastiske ting ved MAD. Det her er en slags pejlemærke for folk, som er i den her branche, og som ved, at vi kan gøre det bedre. Jeg føler ikke længere, at jeg er alene."

"Når jeg en dag finder på noget, som virkelig rykker ved tingene – jeg joker med min kone om, at jeg en dag vinder Nobels Fredspris – så vil jeg takke MAD i min tale. Der brændte en ild i mig, allerede da jeg kom til København, men nu er det nok snarere et bål eller en skovbrand – det er meget svært at inddæmme."



Jonathan Polley
Kok, UPMC Womens Hospital, Pittsburgh
Environment and Sustainability Program, 2021

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https://www.wsj.com/articles/magnus-nilsson-mad-academy-11628771543

FOOD

A Star Chef's Top-Down Revolution for Solving Food Inequity

Chef Magnus Nilsson left his two-Michelin-star restaurant to help lead the MAD Academy in Copenhagen. Can Scandinavia's farm-to-table ethos bring on a global transformation?



The team at MAD Academy. From left: Melina Shannon-DiPietro, Magnus Nilsson, Kate Pemberton, Ana Carvajal, Jack Muirhead and Ed Romein.

By Kieran Morris | Photography by Ditte Isager for WSJ. Magazine
Aug. 12, 2021 8:35 am ET

On a stiflingly warm June morning in the Danish capital, the MAD Academy's welcome breakfast is underway. It's the inaugural course and the first full day of operations in its new headquarters, a former gunpowder warehouse bearing the sparse, airy hallmarks of the architect who redesigned it, Bjarke Ingels. Artichoke flowers

bundled with twine adorn the shelves alongside sloping bare-wood fixtures, unmoored from the wall to allow future redesigns.

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Melina Shannon-DiPietro, MAD's executive director, is addressing a scrum of eager, mostly international students loosely grouped five or six to a table, as they sip Kenyan coffee and pick at pastries. To her right is MAD's academy director, Magnus Nilsson, the renowned former chef who, for many, is the star attraction of their trip to Copenhagen. Nilsson, stepping forward to speak, underlines the academy's grand intentions with a few encouraging words. "I want to change the world here," he says, "and I want to make sure you can, too."



Ed Romein, MAD Academy's program manager, environment and sustainability, with students.

The MAD Academy, a hospitality school offering five-day courses ($6,000 per person, for those not attending on scholarship), is the continuation of a pedagogical experience originally conceived by René Redzepi, whose two-Michelin-star restaurant, Noma, launched the Scandinavian farm-to-table movement. Founded in 2011, MAD began as a foundation hosting a series of symposia, themed around a keyword of the moment: *vegetation*, *guts*, *appetite* and so on. It became a nonprofit in 2012, partnered with Yale's Sustainable Food Program in 2016, launched a foraging app (*Vild Mad*, meaning "wild

food" in Danish) in 2017 and published its first book of essays, *You and I Eat the Same*, edited by former *Lucky Peach* editor Chris Ying, in 2018.

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The academy, announced in 2019 and backed by $3.8 million from the Danish government, marks the latest step in Noma's journey, one that has made Denmark an epicenter of the food world, with its academics, scientists, policy makers and business leaders working across food-tech startups, regenerative farms and think tanks. With Nilsson at its forefront, MAD ("food" in Danish) quickly filled up its first summer sessions in spite of the challenges of Covid-19 travel restrictions.



The exterior of MAD Academy in Copenhagen, which offers courses on the best practices for reducing food waste, among other topics. "I want to change the world here," the academy's director, Magnus Nilsson, tells his students, "and I want to make sure you can, too."

MAD is premised on the idea that the vast inequities of the food world are best solved from the inside out—not just by superstar chefs like Redzepi or Nilsson, but by line cooks, bar staff, farmhands and restaurant floor managers. The academy aims to teach the

industry how to reduce waste, how to tackle the sometimes brutal working conditions that typify restaurant life and how to plan for crises large and small that will affect the food world—from staff shortages and supplier interruptions to pandemics and climate change. Over time, Nilsson believes, restaurant culture can be fundamentally altered through a global trickling down of the academy's curricula.

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Over the past decade, a number of major chefs have taken up scholarly pursuits, like Virgilio Martínez, of *Chef's Table* fame, who strives to maintain his native Andean cooking culture with his Mater Iniciativa; or Spanish chef Ferran Adrià, formerly of El Bulli, whose wide-ranging food research, he hopes, will strike at the very nature of creativity itself. MAD stands alone in the grandiose scope of its ambition—to solve global food inequality—and in the way it's going about it, by charging students with, and for, the task.



A sampling of MAD Academy's course materials. The open booklet and the one titled 'Mølleåen' are wild-food guides to Denmark.

Jonatan Leer of University College Absalon, a Danish academic who has written extensively on the strengths and pitfalls of the New Nordic phenomenon, questions whether the academy will reach or appeal to those who need it most. "When you go to the MAD Symposium, you are aware of the global, elite consensus running right through it—

that racial and gender and socioeconomic issues are a pressing concern," Leer says. "But how do you engage those who aren't from the big cities, with all the right opinions? A lot of people in the industry don't want to intellectualize food."

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Whether it can achieve its lofty goals is a big question, though MAD believes it has the necessary ingredients—starting with Nilsson's leadership. "When chefs take a stand, Danes listen," says Rasmus Prehn, Denmark's minister for food, agriculture and fisheries. "People respect their craftsmanship and expertise."

For 11 years (or 4,015 days, as he highlights in the title of his latest cookbook), Nilsson grew to culinary renown as the head chef of Fäviken, a 24-seat, two-Michelin-star farmhouse in the northern Swedish wilderness that, despite its remoteness—seven hours' drive from Stockholm—became the defining destination restaurant of its age. In May 2019, Nilsson stunned the restaurant world by announcing that Fäviken would close by the end of the year for no other reason than Nilsson's feeling that its time had come.

At the start of 2020, he surprised the food world again by announcing his new role: not at some new far-flung gastronomic temple, but at the helm of the then-shapeless MAD Academy, where he has been tasked with designing and executing the curricula for its two offered courses, Environment & Sustainability and Leadership & Business.



A vocabulary memorization game at MAD Academy, in which students learn environmental and sustainability terms ahead of the week's program.

"Initially, the plan was that I'd lecture here," Nilsson says, "but that spiraled. It went from visiting once a month, to once a fortnight, to realizing that they needed someone full time. It happened really organically."

Nilsson, adapting to his new position after 12 years in the kitchen, communicates group exercises as though he's presenting a dish tableside at Fäviken. Being in charge of a kitchen has taught him how to hover quietly over other people's work and make quick assessments as he goes.

In Nilsson's Leadership & Business class, an improv theater group is brought in to enact different challenging restaurant situations, prompting students to assess how they should respond, with Nilsson offering advice from his own time behind the stove.

"You don't get that chance in real life to pause and look at yourself like that," says Maxine Bird, an Australian chef working in Copenhagen who attended Nilsson's class. "It was quite shocking, but being able to ask someone like Magnus about what they would've done was really good."

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In Environment & Sustainability, Ed Romein, a Dutch academic who was hired from Copenhagen Business School, MAD's first faculty hire, led students through topics like stakeholder theory, organizational responsibility and the use of strategic forecasting. MAD also drafted Line Gordon, director of the Stockholm Resilience Centre, and an ice-core researcher, JP Steffensen, of the Niels Bohr Institute in Copenhagen, as visiting faculty, to convey the impact of climate change on the restaurant industry and how the students, in turn, can assist in meeting climate goals.

Tying the week's courses together is a collaborative group exercise in which students are separated into subgroups and given a fictional restaurant to "save." Working from a storage box filled with fictionalized reviews, financial reports, floor plans, menus and order sheets, students are allotted a couple of hours per day to apply their lessons and develop a proposal for the future of their fictional restaurant. Proposed schemes veered from in-house mushroom farms to solar panel installations and an artist in residence who could work with nonrecyclable waste.



Inside MAD Academy. "Initially, the plan was that I'd lecture here," chef Magnus Nilsson says of his role, "but that spiraled. It went from visiting once a month, to once a fortnight, to realizing that they needed someone full time."

Redzepi's hope for MAD is that it becomes a place where staff members are "sponsored" by their workplace to visit and train. "I could imagine myself telling one of my staff that they're going to get a promotion, but first I want them to go to MAD and learn about what it means to be responsible and to lead," he says. Though Redzepi says MAD is still in its experimentation phase, he is optimistic about its potential for expansion. "I want it 10 times bigger! I want the space they have now to be one part of a larger campus, with so many more classes in. I want the academy to be offering courses that go on for months. I want MAD, as an organization, to be the academy—one great institution."

For Leer, the philanthropic aims of the academy are a way of projecting corporate social responsibility. “Much like the ethical turn happening throughout fine dining—rising above macho kitchen culture; being ‘more than a restaurant’—it’s a way of adding value to your organization,” he says. “I’m sure that Redzepi’s intentions are sincere, but it should be noted that this is, in some part, a branding strategy, and a clever one at that.”

As for when—or whether—MAD’s impact might be felt throughout the hospitality industry, “There’s one example I like to give,” says Nilsson. “If one student with a 70-seat restaurant does three things, only three things, after leaving: changes their ice machine from liquid to air-cooling; introduces low-flow aerators in 10 taps; and fixes one leaky tap, they will save the drinking water of 2,100 people per day, every day. And that’s just the beginning.”

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MAD Academy – hvad vores studerende siger

Side 2: Rasmus Kofoed Christensen

Medudvikler, Mentor og Kok, Social Cantina, København

Environment and Sustainability Program, 2020

Side 4: Emilie Qvist Kjærgaard

Kok og Ejer, Medvind, Hantsholm

Environment and Sustainability Program, 2020

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Rasmus Kofoed Christensen

Medudvikler, Mentor og Kok, Social Cantina, København

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Da Rasmus Kofoed Christensen i 2016 skiftede livet som konkurrencekok ud med jobbet i en kantine, var det med et klart mål for øje: Han og resten af teamet bag Social Cantina i Brønshøj ville gøre op med fordommene om, at kantinemad ikke kan være raffineret. Teamet af tidligere topkokke ville gøre op med bugnende buffeter og i stedet koncentrere sig om råvarer i sæson, minimering af madspild og indsamling af naturens forråd af urter og bær. Den tankegang var en udslagsgivende faktor, da Social Cantina to år senere vandt 'Kantineprisen' og hæderen som landets bedste kantine.

Men selv de bedste kan altid blive bedre. Og da Rasmus Kofoed Christensen sidste år hørte om muligheden for et scholarship på MAD Academys 'Environment & Sustainability'-kursus, tøvede han ikke med at sende en ansøgning af sted.

"Når man går fra at have konkurreret hele sit arbejdsliv, og man så ryger over i et kantinekøkken, kan der godt opstå et tomrum, fordi man ikke er under det samme pres længere. Her er det vigtigt, at man ikke bare lader stå til, men at man udvikler sig og udfordrer sig selv i det, man laver," mener Rasmus Kofoed Christensen, hvis interesse for MAD Academy især blev vakt af kursets fokus på klimaproblemstillinger.

"Efter at jeg for to år siden blev far, er min interesse for klimaet også helt automatisk blevet større. I Social Cantina har vi hele tiden været orienteret mod bæredygtighed, men jeg ville gerne have en større viden om, hvad vi kunne gøre for at gøre vores aftryk på klimaet endnu mindre."

Selv om økologi og bæredygtighed fra starten har været en hjørnesten i Social Cantina, formåede MAD Academys intense ugeforløb alligevel at give Rasmus Kofoed Christensen en række store og små øjenåbnere. Holdets opgave var blandt andet at planlægge driften af restauranten 'Drillenissen' – en fiktiv restaurant, hvor bæredygtighed er nøgleordet, både på menuen og i det økonomiske regnskab.

"Jeg fandt ud af, at noget så enkelt som at få installeret LED-lys med bevægelsessensorer kan spare en del penge og lette CO2-regnskabet i en grad, som jeg faktisk ikke var bevidst om."

MAD Academy-holdet fik også besøg fra én af restaurationsbranchens pionerer inden for bæredygtig restaurationsdrift – Douglas McMaster fra restauranten Silo i London. En restaurant, hvor der ikke findes skraldespande i køkkenet. Ganske enkelt fordi det ikke er nødvendigt. Alle varer leveres i genanvendelige materialer og tages retur af leverandørerne, mens køkkenets rester enten bliver komposteret eller genanvendt i nye produkter.

"Douglas McMaster gjorde et stort indtryk på mig. Det er helt vildt inspirerende med en mand, der kan drive en restaurant uden at bruge en skraldespand. Generelt synes jeg, at vi er ret gode til at undgå madspild, men der er flere ting fra McMasters oplæg, jeg har taget til mig. Blandt andet hans geniale ide med at koge alle køkkenets grøntsagsrester ind til en tæt melasse, som man derefter kan bruge til for eksempel at glasere grøntsager med, så grøntsagsretter får meget større kompleksitet. Jeg blev også inspireret til at begynde at brygge kvas af vores rester af surdejsbrød."

Et andet oplæg foregik hos den danske pendant til Silo – Amass på Refshaleøen, hvor køkkenchef Matt Orlando og hans udviklingsansvarlige, Kim Wejendorp, i årevis har forsøgt at skabe nye, lækre produkter ud af køkkenets biprodukter.

"Jeg blev overrasket over, hvor langt de går for bæredygtighed derude. De havde ikke brugt citroner i halvandet år, og de laver nudler ud af fiskeben. Det var helt vildt. Deres grundlæggende pointe var, at slutresultatet altid skal være lækkert. Det må aldrig blive en øvelse for øvelsens skyld, og det synes jeg er væsentligt at tage med."

Kurset bød også på møder med små idealistiske producenter som Johanne Schimming fra Hegnsholt. Hun har måttet kæmpe en bureaukratisk kamp for at få lov til at fodre sine høns og grise med restprodukter fra de restauranter, hun leverer til, for på den måde at skabe en mere cirkulær produktion. Det er producenter som Hegnsholt, som Rasmus Kofoed Christensen altid gerne vil prioritere på indkøbssedlen.

”Samarbejdet mellem lokale leverandører og restauranter er meget vigtigt. Fordi vores kantine hører under kommunen, er vi underlagt kommunens indkøbsaftaler, men hvor det er muligt, vil vi gerne støtte små leverandører som Hegnsholt, der er med til at gøre en forskel.”

Et andet besøg, der gjorde indtryk, var holdets besøg på Centre for Ice and Climate på Københavns Universitet. Her viste professor Jørgen Peder Steffensen eleverne, hvordan de sidste århundreders stærkt øgede CO2-indhold i atmosfæren kan ses og måles i nedfrosne prøver af mange tusind år gammel Indlandsis. Samtidig kom professoren med den nedslående melding, at det allerede er for sent at forhindre de temperaturstigninger, som i de kommende årtier vil gøre klimaet værre.

”Meldingen var, at vi ikke er dødsdømte endnu, men at vi er godt på vej, hvis vi ikke ændrer kurs nu,” siger Rasmus Kofoed Christensen, hvis tid på MAD Academy både har fungeret som et kig ind i fremtiden og en lærerig påmindelse om, at vi alle skal sætte endnu mere handling bag ordene i de kommende år.

”Jeg synes, at jeg har fået et indblik i den måde, vi sandsynligvis kommer til at spise på om ti år. Det har givet mig blod på tanden i forhold til at prøve, hvor langt vi selv kan strække bæredygtigheden i vores køkken. Hvis verdens førende begynder at implementere de her ting, så skal resten nok følge trop.”

Emilie Qvist Kjærgaard

Kok og Ejer, Medvind, Hantsholm

Environment and Sustainability Program, 2020

Danmarks måske mest omtalte restaurantåbning i 2021 fandt ikke sted i København, men snarere i en forhenværende havnegrill på Hanstholm Havn i Nordjylland. Her åbnede den tidligere MAD-alumne, 26-årige Emilie Qvist Kjærgaard, i maj restauranten Medvind – en grøn fiskerestaurant, som ligger langt fra København, men til gengæld lige der, hvor råvarerne er. Medvind ligger direkte overfor havnens fiskeauktion, hvor kokken, skulder om skulder med fiskeopkøberne, tidligt om morgenen står klar for at byde på dagens friske fangst fra landets største konsumfiskerihavn.

At åbne en grøn og ambitiøs restaurant i ét af landets tyndest befolkede områder kan umiddelbart virke vanvittigt. Og havde det ikke været for kurset på MAD Academy sidste år, var drømmen om Medvind formentlig heller aldrig blevet til virkelighed, fortæller Emilie Qvist Kjærgaard.

”Kurset på MAD Academy var med til at give mig idéen og troen på, at det godt kunne lade sig gøre at få succes med en moderne restaurant med grønt og fisk i fokus, også selv om den ville komme til at ligge meget langt fra den oplagte målgruppe i København. Det skyldtes ikke mindst undervisningen fra Magnus Nilsson, som jo fik enorm succes med Fäviken, også selv om restauranten lå midt ude i ingenting,” fortæller kokken, som netop har lukket Medvind ned for vinteren efter en fantastisk åbningssæson, som gik over al forventning.

Emilie Qvist Kjærgaard arbejdede som kokkeelev på Blue Hill at Stone Barns i New York, da hun hørte om muligheden for et scholarship på MAD Academys ’Environment & Sustainability’-program, hvor kursisterne i løbet af en uge blandt andet skal planlægge åbningen af en fiktiv restaurant, som skal gøres så bæredygtig som overhovedet muligt.

”Jeg har altid tænkt i de baner, men det fede ved MAD Academy var, at vi blev konfronteret med alt, også de umiddelbart små ting, som kan ende med at blive ret store i et CO2-regnskab. Det handler ikke bare om CO2-omkostningerne ved at få transporteret varer langvejs fra, men også om for eksempel at ringe til el-leverandørerne og finde ud af, hvor de får deres energi fra. Det lærte mig vigtigheden af hele tiden at måle på tingene, så man kan bruge håndgribelige data til at gøre tingene bedre. Når det gælder bæredygtighed, tror jeg i det hele taget, at mange restauratører har brug for hjælp til, hvor det giver mest mening at sætte ind.”

Medvinds menu er baseret på friske fisk fra auktionen, begrænset mejeri og næsten udelukkende grønt fra lokale avlere. Men ét af de steder, kokken i dag ved, at hun med sikkerhed kan sætte ind i forhold til bæredygtighed, er affaldssorteringen. Medvinds lokaler er ejet af Hanstholm Havn, som ikke affaldssorterer, men står det til Emilie Qvist Kjærgaard, skal det være et væsentligt punkt på dagsordenen, når restauranten åbner igen næste år.

”Det er meget frustrerende, at vi ikke kan affaldssortere. Derfor er jeg godt i gang med at presse den tekniske direktør, så vi kan finde en løsning. Vores affaldsmængder på restauranten er ret begrænsede, men hvis vi nu kan få hele havnen med på affaldssortering, så vil det virkelig batte noget i forhold til mængde.”

Som eksemplet ovenfor viser, er vejen mod bæredygtighed ikke en udfordring, man løser alene. Den kræver, at mange arbejder sammen på tværs af interesser og kompetencer. Derfor er holdene på MAD Academy sammensat af folk fra hele verden med forskellige baggrunde inden for service- og fødevarebranchen. Netop de mange forskellige indgangsvinkler til den samme problemstilling er en styrke, mener Emilie Qvist Kjærgaard, som allerede har anbefalet kurset til flere nysgerrige kolleger fra tiden hos Blue Hill at Stone Barns.

”Der var en stærk følelse af at være sammen om det samme. Selv om folk var fra forskellige dele af verden og havde forskellige indgange til branchen, havde alle det samme mål for øje, og hver især besad vi en viden, der kunne gøre andre klogere. Jeg talte blandt andet med en økologisk købmand fra Los Angeles om, hvordan man egentlig definerer ’lokalt’ i så stort et område. Når det gælder restaurationsdrift og bæredygtighed, er man nødt til hele tiden at stoppe op og sætte spørgsmålstegn ved det, man gør.”

Elin Talevski

Sommelier, Café Nizza, Stockholm

Environment and Sustainability Program, 2021

Hvordan kom du ind i servicebranchen?
Jeg er opvokset i en restaurantfamilie, så jeg fik ret tidligt en passion for mad og drikke. Jeg havde ingen idé om, hvad jeg ville, da jeg var færdig med gymnasiet, men så fandt jeg en sommelier-uddannelse i Stockholm. Siden flyttede jeg tilbage til min hjemby og så tilbage til Stockholm et par gange for at læse forskellige andre ting. Jeg endte på den restaurant, hvor jeg arbejder i dag, Café Nizza, som er en lille nabolagsrestaurant. Jeg blev så inspireret af at arbejde der, så jeg blev hængende. Nu er jeg deres sommelier, og jeg har lyst til bare at blive ved med at udvikle mig.

Hvad bragte dig til MAD Academy?
Jeg blev nysgerrig. Sidste år var jeg i København og mødte Magnus (Nilsson, red.), og vi talte om det, og det gjorde mig endnu mere nysgerrig. Så kom selvfølgelig pandemien, og jeg tænkte, at jeg vel ikke engang ville kunne ansøge på det tidspunkt. Men jeg var begyndt at kede mig lidt. Jeg har altid syntes, at man bliver bragt et skridt videre af at studere. Det behøver ikke at være fokuseret på kun mad og vin – det kan også være studier rettet mod litteratur, kunst eller køn – men det er ret vigtigt for mig at studere. Så jeg søgte, og jeg er så glad for, at jeg gjorde det.

Dengang vidste jeg så lidt om, hvordan man fastholder fremskridtet med at blive bedre, og hvordan man skaber forandring. Jeg har altid følt mig ret lille i hele klimakrisen, og jeg fik lyst til at spørge mig selv: Hvad kan jeg gøre? Hvilken forandring kan jeg skabe? Hvor værdifulde er de ting, jeg gør? Jeg ansøgte særligt om at komme på 'Environment & Sustainability'-holdet for at få øget viden og forbedre den måde, jeg arbejder på.

Hvad er de største indtryk, du tager med dig videre fra forløbet?
Inspirationen fra mennesker. Det er min væsentligste kilde til personlig udvikling – at møde mennesker, der inspirerer mig. Det fik jeg virkelig fra MAD: fra eleverne med forskellige baggrunde, fra de mennesker der holdt oplæggene, og fra de kokke vi mødte.
Før stod jeg med følelsen af kun at være et enkelt lille menneske i det her. Jeg husker, hvordan Ed startede den første lektion med at sige, at ansvaret for klimakrisen ikke hviler på vores skuldre, men at det samtidig var vigtigt at forstå, at vi sammen kan skabe en forandring – det var én af de vigtigste ting for mig. Også hvordan man rent faktisk skaber den forandring, og ikke bare snakker om den eller tænker på den. Helt ned til små ting som at se på, hvem man får sin elektricitet eller energi fra, og til at planlægge større ændringer og klæde folk på til dem, og ikke mindst at se på hvilke mennesker, man er nødt til at involvere.

Hvilke øjeblikke fra ugen husker du især?
Der var mange. Da vi var ude i skoven. Jeg er lidt af en bypige, så jeg har ikke været meget ude i skoven. Det var en øjenåbner i forhold til, at nysgerrighed og en lyst til at lære kan tage dig langt. Og jeg kommer helt sikkert også til at huske frokosten ved havet – den var fantastisk. Og jeg kommer til at huske JP – ismanden. Han brænder for det, han laver, og det blev tydeligt i den måde, han talte om det og fik os til at forstå, selv om det er et supersvært emne at forstå for alvor.

I hvor høj grad indfriede forløbet dine forventninger?
På mange måder var det som jeg forventede, at det ville være, men jeg kunne virkelig godt lide, at vi ikke fik så meget information om, hvad der skulle ske, før vi mødte op. Da vi mødte op den første dag, fortalte de os ikke om den næste dag eller dagen efter, for det var meningen, at vi skulle være i øjeblikket og fokusere på det, vi var i gang med lige nu. Og det kunne jeg virkelig godt lide. Jeg troede, at vi ville komme til at have et fast skema fra starten, og måske endnu mere tid i klasseværelset – hvor vi skulle sidde og tage noter og lytte til nogen. Men jeg kunne virkelig godt lide, hvordan eleverne blev engagerede i at gøre tingene, og hvordan vi blev tvunget til at tænke selv og være kreative.

'Drillenisse'-projektet med restauranten var en ret svær opgave. Det var imponerende at se, hvordan man på den første dag havde alle de her tanker omkring projektet, hvilke forandringer man ville skabe, og hvordan man ville opnå dem – og så efter hver dag reevaluerede man, hvilke forandringer der virkelig er vigtige, og hvilke der kun er vigtige for én selv. I løbet af ugen har jeg lært, hvilke forandringer der rent faktisk vil kunne gøre en forskel.

Jeg kunne også rigtig godt lide, at vi kom på alle de her ture ud i felten for at møde menneskerne bag gårdene og restauranterne.

Har du lavet nogen ændringer på arbejdet eller i din hverdag siden forløbet?
En vigtig ting for mig er at starte samtaler. Jeg ville ikke være den, der kom tilbage på arbejde efter en uge på et miljø- og bæredygtighedsforløb, og så med det samme begynde at pege på de ting, jeg synes, mine kolleger gør forkert. Det ville ikke være den rigtige tilgang. Men jeg er begyndt at tale mere med køkkenchefen, og jeg skal også have et møde med ejeren og restaurantchefen for at tale om, hvad jeg har lært i løbet af ugen, og om der er noget, vi kan indføre med det samme. For eksempel at kigge på, hvilke energikilder vi bruger, eller om vi kan lave flere begivenheder som for eksempel en høstfest. Vi kommer til at lave en høstfest på en gård sammen med en bondemand. Det var noget, der blev sat i stand efter forløbet, fordi jeg syntes, at det ville være en fantastisk ting at gøre. Jeg blev totalt inspireret efter vores lektioner i den uge.

I mit privatliv er jeg blevet en smule mere bevidst om de små daglige valg, og jeg har indset, at al den mad jeg tilbereder, kommer et sted fra. Det vidste jeg selvfølgelig godt før, men når man hele tiden har det i baghovedet, så tror jeg, at man sætter mere pris på det. Herude på landet har vi temmelig meget jord, og nu glæder jeg mig meget mere til at prøve at gøre noget med den, som kan være med til at skabe en form for forandring.

Hvem vil du mene, at 'Leadership and Business'-forløbet henvender sig til?
Jeg ville anbefale det til alle mine kolleger. Og ikke kun kokke. Som én, der ikke arbejder i køkkenet, kan jeg sige, at det gav mig selvtilliden til at tale mere med køkkenet, og til at tale mere med gæsterne om, hvad vi kan gøre for at forbedre miljøet. Så jeg ville også anbefale forløbet til mine sommelier-venner.

Hvordan vil du beskrive MAD Academy med tre ord?
Inspirerende, professionelt, legesygt. Professionelt, men på en kreativ måde! Det føltes som om, at det var professionelt stykket sammen, men uden overhovedet at være kedeligt.

Noemie Metaireau
Studerende, Anjou, Frankrig

Leadership and Business Program, 2020

Hvordan kom du ind i servicefaget?
For tolv år siden fik jeg et sæsonjob i Frankrig, hvor jeg arbejdede som opvasker. Vi var kun to mennesker i køkkenet, så jeg begyndte snart at arbejde med kokken. Ved siden af læste jeg til socialarbejder. Jeg lavede så mange aktiviteter som muligt med børnene i køkkenet, og jeg fandt ud af, at jeg virkelig godt kunne lide at være der. Så jeg besluttede mig for at tage uddannelsen og blive kok. Jeg arbejdede på en restaurant i København, da jeg gik på MAD Academy. Siden besluttede jeg, at jeg ikke længere ville arbejde i branchen. Jeg blev fyret fra mit job, efter ikke at være blevet behandlet særlig godt. Jeg påbegyndte en ny uddannelse, og jeg arbejder stadig en lille smule i branchen, men ikke på samme måde – jeg arbejder på en vinbar, så jeg er ikke i køkkenet længere. Jeg lærer nye ting hver dag, og jeg er i gang med en uddannelse til massør. Det er rigtig rart.

Hvad førte dig til MAD Academy?
For et par år siden lavede jeg et event med VILD MAD-festivalen, som var supercool. Jeg mødte så mange kokke. Jeg kunne rigtig godt lide det, og begyndte måske at abonnere på et nyhedsbrev eller sådan noget. Og så tror jeg, at det bare dukkede op på min Instagram. På det tidspunkt var jeg meget interesseret i ledelse. Jeg læste en masse bøger om det, så jeg tænkte 'jeg skal helt sikkert sende en ansøgning af sted – der er intet at tabe!'

Hvad var det vigtigste, du tog med dig fra forløbet?
Alt, som havde at gøre med, hvordan man opfører sig i en team-sammenhæng. Jeg var vild med hvordan de, selv i løbet af en meget kort uge, lykkedes med at skabe et miljø, hvor vi kunne være sammen som et lille team. Jeg synes, at det skabte forbindelser, som jeg ikke havde forventet. Jeg kunne også virkelig godt lide, at vi alle var fra samme branche, så vi talte om de samme ting. Det er noget, som jo normalt ikke er så velset, når man er på arbejde. Hvis du bliver ved med at brokke dig, så får du hurtigt fornemmelsen af, at du er den eneste, der ikke passer ind. Når du så bliver en del af en gruppe mennesker, som ser tingene på samme måde, så føler du pludselig 'ah, okay, så det er ikke mig, der bare er skør'. At finde ud af, at vi alle er i samme båd og på vej i den samme retning, gav mig en masse håb for branchens fremtid.

Jeg kunne også virkelig godt lide personlighedstesten. I vores branche fokuserer vi ikke rigtig så meget på os selv, og at tage sådan en psykologisk test kan hjælpe dig til at forstå dig selv bedre.

Men jeg synes, at det bedste var de udvekslinger, jeg havde med de andre elever. Jeg tror, at det, vi lærte om hinanden – at vi alle kommer fra meget forskellige steder – var meget underholdende, og det pressede mig til selv at forsøge at blive bedre. Jeg synes, at jeg lærte meget af det.

Hvordan ser du akademiets rolle i forhold til at ændre ting i servicebranchen?
"Det er så stort, det, der er i gang i Danmark og Skandinavien. For mig er det her det bedste øjeblik til at åbne op og begynde at snakke om tingenes tilstand. Jeg tror, at vores generation har det nemt i forhold til vores forældres. Nu er der stærke stemmer, der begynder at åbne op, og det er på en måde nemmere for os at gøre, fordi folk lytter nu. Jeg tror, at det er meget vigtigt at tale sammen, og åbne døre på den måde. Og ikke bare tale, men handle. Men for at kunne handle, er man nødt til at uddanne folk, og det er derfor, jeg synes, at akademiet er en god ting. Folk kan ikke bare sige 'vi er enige i, at det her ikke er okay'. Hvilke forandringer er det, vi skal skabe? Hvad er de virkelige problemer? Der er så mange problemer i vores branche, at vi er nødt til at begynde med at løse dem ét efter ét.

Jeg var vild med MAD-programmet, fordi det satte mig i en tilstand, hvor jeg fik lyst til at gøre noget. Det var et øjeblik, hvor jeg drømte om større og bedre ting for min branche, hvilket var fedt. Jeg nåede ikke at gøre så meget, fordi vi lukkede igen, og så kom hele balladen med corona. Men jeg ved, at hvis denne viden begynder at sive ind i de rette ører, så skal hele branchen nok begynde at udvikle sig i den rigtige retning.

Hvilke øjeblikke fra ugen var særlige for dig?
Jeg elskede, da skuespillerne kom ind, og vi var nødt til at håndtere dem. Det var genialt. Det var meget interaktivt, personligt og realistisk.

Også det, at der kom kokke som Tatiana ind fra Paris. Jeg synes, at det var ret interessant, fordi hun sagde 'jeg er mor, jeg har en familie, og jeg elsker mit job, men jeg elsker også min familie, og jeg har ikke lyst til at være ligesom alle de

kokke, jeg hørte om, da jeg var yngre, som aldrig ser deres børn, fordi de arbejder. Det burde ikke være sådan'. Og hun sagde 'det har været hårdt at være væk fra køkkenet, men jeg er også meget stolt af, at jeg kan være mor, at jeg kan være hustru, og at jeg kan være én, man kan regne med, og ikke kun kok'. Det hjalp mig til lidt at slippe det her skjold, vi har. Især i Frankrig er det sådan, at hvis du vil være en dygtig kok, så er du aldrig syg, du tager aldrig ferie, du arbejder, du holder kæft. Får du ikke nok i løn? Så må du skifte branche. Det er som i militæret: Hvis du ikke er tilfreds, så er du nok selv skyld i det. Det er forfærdeligt.

Jeg tror, at det fik mig til at indse, at vi alle kæmper med det samme, hvilket er rart at vide. Men nu ser jeg virkelig frem til snart at se noget forandring.

Hvem ville du anbefale MAD Academy til?
Jeg synes, at det burde være åbent for enhver. Alle burde komme på. Som jeg ser det, så er det her noget, der burde tilbydes enhver, der arbejder i branchen. Vi bliver uddannet til at være robotter, der siger 'ja tak', og til at have ekstremt gode evner og viden om det, vi laver. Men vi lærer ikke, hvordan vi skal opføre os, hvordan vi skal håndtere at være kokke, og hvordan vi skal være ledere. Det er selv de mest geniale kokke ikke særlig dygtige til. Selvfølgelig er nogle af dem, men de fleste af dem har lært ved at være forfærdelige mod andre mennesker. Og så, på et eller andet tidspunkt, finder de ud af, at det måske ikke er den rigtige måde at gøre det på. Det har vi brug for at ændre på fra starten – vi har ikke råd til, at folk skal lære gennem at ødelægge andre menneskers liv, inden de siger til sig selv 'jeg har været forfærdelig alt for længe. Nu skulle jeg måske prøve at være god'.
Vi skal lære, hvordan vi opfører os. Hvis vi bliver trætte, så bør vi tage en pause. Og vi skal tillade os selv at være mere menneskelige. Så behøver vi ikke at komme så langt ud, før vi indser fejlene. Så starter vi fra et bedre sted, og så udvikler vi os derfra.

Tror du, at du en dag vender tilbage til branchen?
Jeg tror, det bliver meget svært for mig. Det er stadig meget smertefuldt. At smække døren til en tolv år lang karriere på den måde, var meget, meget trist for mig. Det har givet mig et traume. Jeg kan ikke holde ud at være i et køkken længere. Jeg har ikke lyst til at lave mad. Som det er nu, vil jeg sige nej, for jeg holder af at lave noget andet.

Jeg føler, at servicebranchen ikke rigtig tillader os at have en fornuftig livsstil, fordi vi altid har så travlt og er så trætte. På et eller andet tidspunkt bliver du så træt, at du ikke har lyst til andet end at sove og arbejde.

Hvis jeg på et tidspunkt får lyst til at arbejde et sted i branchen, ved jeg, at min førsteprioritet vil være at finde mennesker, der står inde for det, de siger.

Randall Prudden
Kok, Sidebar, Minneapolis, USA

Leadership and Business Program, 2020

Hvordan kom du ind i servicefaget?
Jeg fik interesse for madlavning gennem min mor og min mormor. Ved juletid lavede de altid 'potica', hvor du ruller den her store kagedej ud over hele køkkenbordet. Det tog hele dagen, og når jeg kom hjem fra skole, var de udmattede, og så satte de mig i gang i stedet. Jeg kunne godt lide det. Det korte af det lange er, at jeg endte på kokkeskole. Til sidst stod jeg som ansat i de her restauranter, og selv om det er mange år siden, kan jeg stadig blive helt begejstret af den glæde, det arbejde kan give. Så snart du serverer mad for nogen, og de bliver glade, så indser du, at du er et menneske, der tager sig godt af et andet menneske. Det giver rigtig meget mening for mig.

Hvor arbejder du nu?
Jeg er ledende køkkenchef på en restaurant, der hedder Sidebar. Vi ligger i det nordøstlige Minneapolis, hvor jeg har boet de seneste syv år. Det er en nabolagsrestaurant, så du kan komme ind efter arbejde, snuppe en burger og en øl og smutte igen, eller du kan komme og fejre din 50-års fødselsdag hos os. Jeg laver 'fine dining', men det koster ikke 300 dollar per næse – og vi er på en måde i stand til at give den samme glæde og hele pakken til dem, der bare vil have en burger og en bajer. Vi er klar på det hele.

Hvorfor søgte du ind på MAD Academy?
Jeg boede og arbejdede i Los Angeles, da jeg ansøgte. Jeg tænkte 'det her er MAD – de kommer til at få tusindvis af ansøgere, men jeg er nødt til at gøre et forsøg'. Jeg vidste, at det her var den ægte vare. Jeg havde det sådan 'jeg ved godt, at vi er midt i en pandemi, men jeg vil gøre alt, hvad jeg kan for at komme derover.'

Hvordan vil du beskrive MAD Academy?
Fordybende. Du kan mærke energien fra de folk, der leder forløbene, og fra instruktørerne og eleverne. Du er i det her lokale fyldt med energi, og alle tager det seriøst. Det er et sjovt og positivt miljø at være i, og der er lagt en masse tankevirksomhed i det. Du bliver præsenteret for noget helt særligt materiale, så hver dag sidder du helt ude på kanten af stolen af spænding. Jeg tror, at det nok var den mest inspirerende del af det hele – hvordan de bandt det hele sammen. Det overgik enhver forventning, jeg havde forinden.

Hvad er det vigtigste, du tager med dig videre?
Visheden om, at der findes en organisation som MAD, der er dedikeret til at skabe de her forandringer. 'Det her er ligesindede mennesker, og vi kan rent faktisk gøre det her' – det var det væsentligste, jeg tog med mig. Det er det, der holder mig kørende her i Minneapolis.

Var der et øjeblik i løbet af ugen, som du særligt husker?
Da de sendte skuespillere ind. Du går gennem fem forskellige stationer, og ved hver station er der én, der spiller rollen som misfornøjet personale med et problem. Nogle af dem var problemer, jeg var stødt på tidligere, og jeg tror, at jeg måtte sige stop ved to af dem. Fordi det forekom så ægte; jeg var rædselsslagen. Jeg havde fornemmelsen af, at jeg havde dumpet øvelsen ved at sige stop, men de sagde til mig, at 'det er OK at bede om hjælp'. Den blev virkelig siddende, og det har været brugbart for mig at huske på siden.

Hvilke ting har du gjort til praksis efter forløbet?
I mit køkken fokuserer jeg rigtig meget på arbejdskulturen og på mine ansattes livsstil. Jeg giver dem muligheden for en firedages arbejdsuge. I marts åbnede vi en splinterny restaurant, og jeg sikrede mig, at der var betalt ferie, og at alle fik en god løn og en sundhedsforsikring.

Et udtryk jeg lærte fra MAD er 'psykologisk sikkerhed' – alle kan bidrage, alle kan komme med ideer. Det er sådan, jeg driver mit køkken nu – der er ikke noget hierarki. Vi har alle blå T-shirts og forklæder på, og du kan ikke se, at det er mig, der er køkkenchef. Eller hvem opvaskeren er. Det er det her åbne miljø, hvor folk kan interagere og samarbejde. Alle møder glade og veludhvilede op.

Da jeg var på MAD, arbejdede jeg ikke, så en del af de her foranstaltninger var jeg nødt til at forsøge at efterleve i en dagligdag med min familie og mine svigerforældre. Fordi vi alle var i karantæne sammen, var det sådan 'OK, hvad skal vi gøre, for at den her husholdning ikke imploderer?'

Det var alt det her omkring respekt og at lade folk have deres øjeblikke, og så diskutere det – bare åbenhed og samtale. Forståelse. Jeg fik mulighed for at sætte det i praksis i mit privatliv, og derefter i mit arbejdsliv. Det var et godt år til at øve sig på de ting.

Og det stoppede ikke med MAD-forløbet. Jeg er fortsat med at læse ledelsesbøger og finde veje til læring og vækst. Nu er hjulene sat i bevægelse, og der er ikke nogen vej tilbage! I mit arbejde er det her lige så anvendeligt som at læse kogebøger. Det handler om at lære, hvordan man opfører sig som en ansvarlig voksen, fordi den her branche alt for længe har været det vilde vesten. Og det handler også om at lære at stoppe op og begynde at sætte de ansattes værdighed først.

Jeg tror, at der var seks forskellige lande repræsenteret omkring mit bord på akademiet, så det var fedt. Hvert land har forskellige tilgange til vores branche – om de tilbyder kontrakter, forsikringer, ferie og den slags. Det var en lille lektion i sig selv.

Hvem mener du, at 'Leadership and Business'-forløbet henvender sig til?
Jeg mener, at MAD Academys 'Leadership and Business'-forløb burde tilbydes alle med en ledende rolle i vores branche. I enhver anden branche er de her ting helt almindelig praksis. Jeg ville ønske, at de her ting var noget, vi havde haft en samtale om, dengang jeg var 21 år. Så ville jeg formentlig have søgt en anden vej til at finde de restauranter, der rent faktisk gør de her ting. Det er virkelig vigtigt.

Hvilken påvirkning tror du, at MAD Academy har?
MAD har potentialet til at inspirere og støtte forandring i branchen. Mange har forladt restaurations- og servicebranchen, fordi standarderne så længe har været lave. Hvis tilstrækkeligt mange ledere i branchen kan tilpasse sig og prioritere den lektie, som MAD lærer, så tror jeg, at branchen vil komme sig, tiltrække ny arbejdskraft og byde velkommen tilbage til dem, der har forladt den, og på den måde blive en stærkere branche end nogensinde før.

Lige nu planlægger jeg at åbne min egen restaurant, og noget jeg har lært på MAD er, at du er nødt til at gøre det på den rigtige måde fra starten. For hastige beslutninger i starten kan føre til smutveje og unfair praksis, som i sidste ende kommer til at give restauranten et kort liv. Jeg har tænkt mig at kunne byde velkommen til gæster i min restaurant de næste mange år, og hvis man vil det, er man nødt til at starte med at anerkende kolleger og partnere for det, de er – mennesker.

Jonathan Polley
Kok, UPMC Womens Hospital, Pittsburgh, USA

Environment and Sustainability Program, 2021

Hvordan kom du ind i servicebranchen?
Jeg havde aldrig troet, at mad ville blive den vej, jeg skulle følge. Jeg startede bare med at arbejde i restauranter, da jeg var omkring 16 år, og jeg elskede det. Da jeg tog på college, fik jeg et job som bager. Jeg stod op om morgenen, mødte ind, bagte brød, gik i skole, og tog indimellem tilbage til bageriet efter skole, og jeg blev bare helt forelsket i hele processen omkring bagning.

Det kvarter i Pittsburgh, hvor jeg arbejdede, er et slags levn fra fortiden. Det hedder 'The Strip District', og det er sådan et gammelt kvarter, som løber lige op til centrum, langs floden, lige ved jernbaneskinnerne. Der er ingen kædeforretninger – selv McDonald's kunne ikke løbe rundt dernede, fordi der er så mange fantastiske steder at spise. Og jeg blev bare fuldkommen forelsket i det nabolag. Og jeg ville have det til at lykkes, og jeg ville have, at steder som det bageri, hvor jeg arbejdede, ville lykkes. Og så, da jeg blev færdig med college, fik jeg et arbejde, hvor jeg hjalp med at få bageriets forretning til at vokse. Jeg arbejdede der i 10 år – det er helt utroligt. Imens fik jeg to børn, blev gift, og levede og åndede bare for det sted. Jeg udvidede det så meget, jeg kunne – jeg fik vores småkager ind hos dagligvareforretningerne, jeg var sælger, PR-mand, bager – alt, du kan forestille dig – det lavede jeg. Det var fantastisk. Men det var stadig en lille forretning, og hvor meget jeg end troede på stedet, og hvor meget jeg end ønskede, at det skulle være det sted, der skulle understøtte mig og min familie, så var virkeligheden en anden.

For tre år siden søgte og fik jeg jobbet som køkkenchef på UPMC Magee-Womens Hospital. Det fede ved hospitalet er, at deres tankegang er virkelig fremsynet. Vi har to økologiske køkkenhaver på stedet, og to bistader på den anden side af vejen. Hver dag har vi en plantebaseret ret, man kan vælge, og alt tilbehøret er som regel plantebaseret. Jeg begyndte også at lave nogle madlavnings-demonstrationer og sådan nogle ting. Når patienter kommer ind for at få kemoterapi, giver jeg dem lidt snacks og snakker med dem om mad. Meget af det hænger sammen med det, jeg gik op i, da jeg var i bageriet. Bare fordi vi arbejder for en stor organisation, betyder det ikke, at vi ikke kan lave mad som mennesker, behandle mennesker som mennesker, og nære dem, som var de vores familie.

Hvad fik dig til at søge ind på MAD Academys 'Environment and Sustainability'-forløb?
Da jeg arbejdede på det store hospital i UPMC-kæden, var jeg virkelig chokeret over mængden af affald og engangsplastic. Mange af de ting begyndte at sætte sig i hovedet, og jeg tænkte 'hvis vi kan skabe forandring indefra i den her kæmpe, den her virkelig vidtrækkende ting, så kunne vi gøre så meget godt.'

Så jeg startede i det små – først indsamlede vi sugerør til en kunstinstallation, og da jeg så kom over på kvindehospitalet, spurgte de, om jeg havde lyst til at lede de grønne initiativer for hele fødevaredelen af UPMC. Det er to år siden, og det her er sådan, jeg er nu. Jeg prøver bare at blive ved at presse på og finde ud af, hvordan vi kan sætte størst muligt aftryk. Så selvfølgelig er jeg stor fan af MAD og hele den ny nordiske bevægelse inden for madlavning. Og det at tro på råvarerne på det det sted, du er, og at arbejde med hvad du har, det taler så meget til mig og mit hjerte. Jeg ansøgte til den første runde af MAD, men kom ikke ind. Så snart jeg så, at de lavede flere forløb, kastede jeg mit navn tilbage i puljen igen.

Hvad var dine forventninger inden forløbets start?
Jeg ved ikke helt, hvad jeg regnede med at få ud af det, men jeg fik virkelig meget. Jeg sagde til min kone forleden, at jeg føler, at jeg trådte over en streg, da jeg kom hjem fra København. Jeg prøver at finde nye veje til for alvor at ruske op i tingene. Der er så meget, vi kan gøre!

Jeg kommer fra en arbejderby. Så jeg troede faktisk, at jeg ville komme til MAD med et helt anderledes perspektiv end de fleste andre. Jeg tog fejl – der var så mange mennesker fra vidt forskellige baggrunde.

Jeg vidste ikke helt, hvad jeg skulle forvente. Jeg troede, at vi skulle sidde meget i et lokale og lytte til oplæg og den slags. Jeg var meget glad for, at det ikke bare var det. Jeg elskede at komme rundt og se steder, og bare det at gå rundt på Refshaleøen – det fedeste kvarter, jeg i mit liv har været i – alene det inspirerede mig. Der var nogle ting, der virkelig vendte tingene på hovedet for mig, begejstrede mig, gjorde mig glad, og gav mig så mange ideer. Jeg har formentlig citeret Matt fra Amass 80 gange, siden jeg kom hjem. Han sagde noget i retning af 'bæredygtighed er nødt til at være lækkert' – det har jeg sagt om og om igen til så mange mennesker. Jeg tager ikke æren for det, men det

citat er så fantastisk. Forløbet var virkelig vidtrækkende. Det var ikke kun et emne, og det synes jeg er det smukke ved det.

Hvilke øjeblikke fra ugen husker du især?
Jeg vil sige, at mit formentlig største 'hold nu kæft, det her er fantastisk'-øjeblik var, da jeg gik rundt i markerne på Johanne Schimmings gård. Hun gik over min forstand. Jeg var så imponeret over hende. Jeg tror, at den væsentligste ting jeg tog med derfra, var ukuelighed. Du ved, hvis du vil ændre noget, så lad være at acceptere et nej. Bliv ved at arbejde, fordi du ved, at du gør det rigtige.

Jeg fik også en masse ud af vores sanketur. Hele ideen med, at vi kan lære, hvad kloden går igennem, hvad den har brug for og den slags, bare ved at holde mund og begynde at kigge, dufte og bruge vores sanser. Det var en stor ting for mig. I dag kigger jeg efter bær og andre ting alle vegne.

I selve klasseværelset elskede jeg virkelig fællesskabet. Jeg mødte mennesker, som er så fantastiske og har så mange ideer, og ærligt talt, hver dag fra mandag til fredag gik jeg ud om aftenen og fik en øl med nogen fra klassen. Der har løbende været gang i en WhatsApp-chat for os alle, siden vi rejste hjem. For mig har fællesskabet været én af de mest fantastiske ting ved MAD. Det her er en slags pejlemærke for folk, som er i den her branche, og som ved, at vi kan gøre det bedre. Jeg føler ikke længere, at jeg er alene.

Hvordan vil du beskrive MAD Academy med tre ord?
Imødekommende, opløftende, inspirerende.

Hvem ville du anbefale 'Environment and Sustainability'-forløbet til?
Jeg tror, at det er nødt til at være til nogen, som anerkender, at mad og service kan bruges til forandringer til det bedre. Du er nødt til at have en anelse af det i dig, inden du kommer hertil. Du er nødt til at have et gran af nysgerrighed, af at vide, at der er noget større bag end bare at lave et godt måltid. Du behøver ikke at være en fanatisk ildsjæl – så længe døren bare står en smule på klem.

Hvad er næste skridt for dig?
Efter at have set Silo-oplægget tænkte jeg 'hvad nu, hvis nogen gjorde det her på en restaurant, som folk spiste på hver dag? Hvor vildt ville det ikke være?' Jeg har altid gerne villet åbne et morgenmadssted. Et lille, diner-agtigt sted. Så jeg begyndte at tænke over, hvordan jeg ville kunne lave et morgenmadens svar på Silo, hvor du ville kunne købe en æggesandwich til to dollar. Hvordan ville jeg kunne gøre det? Sådan nogle ting. Så hold øje…

Når jeg en dag finder på noget, som virkelig rykker ved tingene – jeg joker jo med min kone om, at jeg en dag vinder Nobels Fredspris – så vil jeg takke MAD i talen. Der brændte en ild i mig, allerede da jeg kom til København, men nu er det nok snarere et stort bål eller en skovbrand – meget svært at inddæmme.

MAD data

2019:

Total number of students = 66

Numbers of participants on offline events (excluding academy students) = 245

2020:

Total number of students = 255

Numbers of participants at offline events (excluding academy students) = 168

Numbers of participants at online events = 1850

Teachers from 2020:

- Environment and Sustainability Program:
  - Lysak (Lead ES Faculty)
  - Jørgen Peder (JP) Steffenson, Professor KU and Center for Ice and Climate (Field Visit)
  - Douglas McMaster, Chef-Owner/SILO (Guest Speaker)
  - Klaus + Simon, Dansk Tang (Field Visit)
  - Johanne Schimming, Hegnsholt (Field Visit)
  - Tor Nørretranders, Philosopher + Author (Guest Speaker

- Leadership and Business Program:
  - Per Arvidson (Lead LB Faculty, Business)
  - Deborah Mattsson Clarke (Lead LB Faculty, Leadership)
  - Monica Berg, Bartender-Owner/Tayer+Elementary (Guest Speaker)
  - Tatiana Levha, Chef-Owner/Le Servan + Double Dragon (Guest Speaker)
  - Kim Rahbek, Owner/Sticks n Sushi (Guest Speaker)
  - Kelli Hayes, previously Christian Hansen (Guest Speaker)

2021:

Number of Danish participants form 2021 = 5

Number of students that live in Denmark (including Danish and foreign citizens) = 45

Numbers of participants at offline events (excluding academy students) = 275

Numbers of participants at online events = 215

2022:

Numbers of participants on offline events (excluding academy students) so far = 75

Initial data from 2022 (Leadership and Business block)

Number of students so far: 112

Number of Danish participants form 2022 = 13

Number of students that live in Denmark (including Danish and foreign citizens) = 42

Estimated number of students in 2022 = 400 (16 planned programs x 25 students per program)

Other activities planned for the future =

- LA MAD Monday
- Founders' Circle Luncheon

Social Media:

- Instagram followers = 112000
- Newsletter subscribers = 15000
- LinkedIn page followers = 1010

MAD Press - 2019

Date	Publication	Focus	Title	Writer	Link
27/12/2019	Politiken MAD magazine	Academy	På skolebænken i nomas fremtidsakademi	Lars Eriksen	https://politikenmad.dk/art7493762/Tag-med-p%C3%A5-skoleb%C3%A6nken-i-Nomas-fremtidsakademi
29/11/2019	Gourmet Traveler Australia	Syd MM	In her own words: Alanna Sapwell on leadership and striving for a "no ego" kitchen	Alanna Sapwell	https://www.gourmettraveller.com.au/news/food-and-culture/alanna-sapwell-leadership-18107
08/11/2019	The Menu: Monocle's guide to food, drink and entertaining	MM Academy	How to Create a Zero-Waste Restaurant	Markus Hippi	https://monocle.com/radio/shows/the-menu/421/
08/11/2019	Børsen	Mondays Academy	Nomas skøre madklub slår dørene op	Maria Kentorp	https://pleasure.borsen.dk/gourmet/artikel/1/390891/nomas_skoere_madklub_slaar_doerene_op.html?hl=YToxOntpOjA7czo0OiJOb21hIjt9
08/11/2019	Eater SF	MAD	The Restaurant Revolution that Wasnt: How Daniel Patterson's Partnerships Ended	Sarah Henry	https://sf.eater.com/2019/11/8/20880199/daniel-patterson-alta-nigel-jones-kaya-reem-assil-dyafa-heena-patel-besharem
01/11/2019	NY Times	Symposium	The Work Diary of a Genius of Jam		https://www.nytimes.com/2019/11/01/business/sqirl-jessica-koslow-work-diary.html
26/9/2019	Financial Times	Rene	What René Redzepi Did Next	Wendell Steavenson	https://www.ft.com/content/5af296e4-df26-11e9-9743-db5a370481bc
18/9/2019	Dutch Insitute of Food Design	Dispatches	Writing on Food and Design: 'You and I Eat the Same'	Maud de Rohan Willner	https://thedifd.com/articles/writing-on-food-design-you-i-eat-the-same/
26/7/2019	Gourmet Traveler Australia	Mondays Other	Exclusive: Kylie Kwong's Exciting Plans for the Future	Maggie Scardfield	https://www.gourmettraveller.com.au/news/restaurant-news/kylie-kwong-future-plans-17544
27/6/2019	Borsen Pleasure	Melina SD	En Bid Af Fremtiden	Barbara Hilton	
10/04/2019	C Magazine	Other	Meet the Food World's Next Great Power Pairing	Brooke Porter Katz	https://magazinec.com/food/the-food-worlds-newest-power-pairing-jessica-koslow-and-gabriela-camara/
20/3/2019	The Daily Blender	Academy	This week in food news: Denmark Launches Gastro 2025 With a MAD Culinary School	Jennifer Matthewson	https://dailyblender.com/2019/03/this-week-in-food-news-denmark-launches-gastro-25-with-a-mad-culinary-school-nineteen-best-restaurants-to-work-for/
15/3/2019	Der Standard	Academy	Eiffelturm ohne Ducasse, 3,3 Millionen Euro für Gastro-Akademie in Dänemark	Nina Wessely	https://derstandard.at/2000099598904/Eiffelturm-ohne-Ducasse-3-5-Millionen-Euro-fuer-Gastro-Akademie
14/3/2019	The Straits Times	Academy	Denmark will school chefs in global issues		https://www.straitstimes.com/lifestyle/food/denmark-will-school-chefs-in-global-issues
13/3/2019	Gambero Rosso	Academy	A Copenaghen nasce la Gastro Akademi di MAD. La Danimarcananzia la scuola per chef di Redzepi	Livia Montagnoli	https://www.gamberorosso.it/notizie/a-copenaghen-nasce-la-gastro-akademi-di-mad-la-danimarca-finanzia-la-scuola-per-chef-di-redzepi/
13/3/2019	Altinget	Academy	Her er regeringens syv initiativer for at fremme danmark som madland	Sine Riis Lund	https://www.altinget.dk/artikel/her-er-regeringens-syv-initiativer-for-at-fremme-danmark-som-madland
13/3/2019	Cph Post	Academy	Denmark to get a new gastro nomy academy	Paul McNamara	http://cphpost.dk/news/denmark-to-get-a-new-gastronomy-academy.html
13/3/2019	Avisen.dk	Academy	Danmark skal have akademi for gastronomi	Ritzau	https://www.avisen.dk/danmark-skal-have-akademi-for-gastronomi_542038.aspx
12/3/2019	Politiken	Academy	René Redzepi: Der er ikk e nogen skoler der gør det her	Lars Dahlager	https://politiken.dk/forbrugogliv/forbrug/art7082840/%C2%BBDer-er-ikke-nogen-skoler-der-g%C3%B8r-det-her%C2%AB
12/3/2019	Politiken	Academy	Regeringen giver millioner til ny gastro-skole og	Lars Dahlager	https://politiken.dk/forbrugogliv/forbrug/art7081985/Regeringen-giver-millioner-til-ny-gastro-

			blæser til kamp mod dårlig mad i provinsen		skole-og-bl%C3%A6ser-til-kamp-mod-d%C3%A5rlig-mad-i-provinsen
12/3/2019	Landbrug og Fødevarer	Academy	Gastro 2025 skal tiltrække turister og sælge fødevarer		https://lf.dk/aktuelt/nyheder/2019/marts/gastro-2025
12/3/2019	Kristeligt Dagblad	Academy	Uden mad og drikke dur danmark ikke	Ritzau	https://www.kristeligt-dagblad.dk/kultur/uden-mad-og-drikke-dur-danmark-ikke
12/3/2019	Horesta	Academy	Sådan forstærker vi dansk gastronomis guladalder	Katia K. Østergaard	https://www.horesta.dk/nyheder/2019/marts/blog-saadan-forstaerker-vi-dansk-gastronomis-guldalder/?utm_campaign=unspecified&utm_content=unspecified&utm_medium=email&utm_source=apsis-anp-3&pe_data=D41415C407642475D457248455A4471%7C23457131
12/3/2019	Grub Street	Academy	Rene Redzepi's MAD is starting a culinary school	Chris Crowley	http://www.grubstreet.com/2019/03/rene-redezepi-mad-cooking-school.html
12/3/2019	Fyens Stiftstidende	Academy	Danmark skal have akademi for gastronomi	Ritzau	https://www.fyens.dk/indland/Danmark-skal-have-akademi-for-gastronomi/artikel/3330892
12/3/2019	Fine Dining Lovers	Academy	Denmark to teach chefs to save global food	Hugo McCaffertey	https://www.finediningglovers.com/blog/news-trends/mad-global-education-centre-for-chefs-copenhagen/
12/3/2019	Food Supply	Academy	Danmark fået et akademi for gastronomi	Ritzau	https://www.food-supply.dk/article/view/651171/danmark_far_et_akademi_for_gastronomi
12/3/2019	B.T.	Academy	Danmark skal have akademi for gastronomi	Ritzau	https://www.bt.dk/politik/danmark-skal-have-akademi-for-gastronomi
12/3/2019	Food and Wine Gazette	Academy	MAD Symposium to Set Up Gastronomic Academy in Denmark	Ivan Brincat	https://www.foodandwinegazette.com/10448
12/3/2019	NY Times	Academy	Denmark Will School Chefs in Global Problems and Solutions	Julia Moskin	https://www.nytimes.com/2019/03/12/dining/denmark-mad-culinary-academy.html
13/2/2019	Food + Tech Connect	MAD Melina SD	How MAD Helps Chefs Transform & Diversify Our Food System	Danielle Gould	https://foodtechconnect.com/2019/02/13/how-mad-helps-chefs-transform-diversify-our-food-system/

MAD Press - 2020

Date	Publication	Focus	Title	Writer	Link
04/03/2020	Think the Earth	MAD Academy	Denmark aims to be a gastronomy nation	Mitsuko Iwai	http://www.thinktheearth.net/think/2020/03/055madacademy/
28/02/2020	The Guardian	MAD MAD Academy	What noma did next: how the "new nordic" is shaping the food world	Kieran Morris	https://www.theguardian.com/food/2020/feb/28/what-noma-did-next-new-nordic-food-rene-redzepi-claus-meyer-locavore-foraging
28/02/2020	ELLE Japan	MAD	New Challenge of No.1 World Chef	Mitsuko Iwai	https://www.hearst.co.jp/brands/elle
05/02/2020	Food & Wine Gazette	MAD Academy	First two courses by René Redzepi's MAD Academy announced	Ivan Brincat	https://www.foodandwinegazette.com/15110?fbclid=IwAR2btdTrj0v9ZnRd9MO29364Drih-SYtNUub2gjeHgck7KAvAEJmTWTg6Mk
21/01/2020	NYT	MAD Symposium Rene	After culinary and literary acclaim, she's moving to the woods	Kim Severson	https://www.nytimes.com/2020/01/21/dining/iliana-regan-milkweed-inn.html
16/01/2020	Gambero Rosso	MAD / Other Academy	Magnus Nilsson is the new director of the Mad Academy. Closed Faviken, the chef joins Redzepi (Magnus Nilsson è il nuovo direttore dell'Accademia di Mad. Chiuso Faviken, lo chef si unisce a Redzepi)	Livia Montagnoli	https://www.gamberorosso.it/notizie/magnus-nilsson-e-il-nuovo-direttore-dellaccademia-di-mad-chiuso-faviken-lo-chef-si-unisce-a-redzepi/
15/01/2020	Reporter Gourmet Italy	MAD / Other Academy	The turning point of Magnus Nilsson: he is the director of Renè Redzepi's cooking school (La svolta di Magnus Nilsson: è il direttore della scuola di cucina di Renè Redzepi)	Marco Colognese	https://reportergourmet.com/158020/la-svolta-di-magnus-nilsson-e-il-direttore-della-scuola-di-cucina-di-rene-redzepi.html
15/01/2020	White Guide	MAD / Other Academy	Magnus Nilsson ny direktör för MAD Academy	Lin Glimne	https://whiteguide.com/se/sv/news/2312?fbclid=IwAR2LnphkL3jNEfmH2zOGxMGc1LFgGHPu27C98JBgoARa2bYRNqpK5mhvHws
14/01/2020	Food & Wine Gazette	MAD / Other Academy	Magnus Nilsson becomes MAD Academy Director: "there is potential to change the way our food system works'	Ivan Brincat	https://www.foodandwinegazette.com/15002?fbclid=IwAR17OJgdhJCmbsvBQ7ZogMeD7F9CbDsGV0NHlwkxtwOUy06npQtnQqe6WEY
14/01/2020	Eater	MAD / Other Academy	Leaked Email Shows McDonald's Franchisees in Glorious Fury Over Chicken Sandwiches Plus, Magnus Nilsson is joining MAD as Academy Director, and more news to start your day	Jaya Saxena	https://www.eater.com/2020/1/14/21065274/mcdonalds-leaked-email-from-franchisees-chicken-sandwich-popeyes-chick-fil-a

14/01/2020	Sydsvenskan	MAD / Other Academy	Sveriges mest hyllade kock tar jobb i Köpenhamn (Sweden's Most Acclaimed Chef takes Job in Copenhagen)	Jonas Gillberg	https://www.sydsvenskan.se/2020-01-14/sveriges-mest-hyllade-kock-tar-jobb-i-kopenhamn
14/01/2020	Rolling Pin	MAD / Other Academy	Magnus Nilsson wird Direktor der MAD Academy (Magnus Nilsson becomes Director of the MAD Academy)		https://www.rollingpin.ch/news-events/magnus-nilsson-wird-direktor-der-mad-academy
10/01/2020	World's 50 Best	MAD / Other Rene Academy	After the screaming stops – René Redzepi on failure, the future and ditching aggression	Laura Price	https://www.theworlds50best.com/stories/News/rene-redzepi-on-failure-the-future-and-ditching-aggression.html

MAD Press - 2021

Henley, Jon, October 6, 2021, *Guardian*, 'Noma wins world's best restaurant as Denmark claims top two awards'

Mielnicki, Stephanie, September 22, 2021, *Børn i byen*, 'Den store naturguide: Gør udelivet sjovere for ungerne'

Lykke Hansen, Jeppe, September 9, 2021, *V2 Vejr*, 'Nu kan naturens egen råvarer hentes gratis i skoven'

Hippi, Markus, September 3, 2021, M24 Radio, 'The Menu: How the MAD Foundation Changed the World'

Morris, Kieran, August 12, 2021, *Wall Street Journal Magazine*, 'A Star Chef's Top-Down Revolution for Solving Food Inequity'

Ibyens Redaktion, August 3, 2021, *Politiken*, 'Det er ret umuligt at slippe blikket fra deres softice'

Munk, Line, August 2, 2021, *Min By News*, 'Guide: Sådan sanker du gratis frugt og bær i naturen med hjælp fra Noma'

Mikkelsen, Mikkel-Lau, July 30, 2021, *Børsen*, 'Debat: Bæredygtighed på kontoret bør være lokalt og konkret'

Mågård Hansen, Mathilde, July 27, 2021, *Mig og kbh*, 'Gratis app: Find urter, frugter og bær i naturen med hjælp fra Noma'

P1-morgen on VILD MAD, July 23, 2021, *DR*

Talbro Paulsen, Joachim, July 7, 2021, Berlingske, 'Gratis app hjælper dig med at sanke spiselige urter, frugter og svamper – også i København: "Det er meget mere tilgængeligt, end folk tror"

Plancarte, Issa, June 22, 2021, *Aire Revista Digital*, pp.60-64, 'The Science of Smell'

Prudden, Randall, May 27, 2021, "A MAD (Academy) Experience," *Salty Magazine Vol 9*, pp. 100-103.

Cold, James, April 25, 2021, *Politiken*, 'Her er plads til at være sig selv: Fiskerne, naturelskerne og surferne trives i Danmarks vilde vesten'

Mølbak, Mette, April 6, 2021, *Politiken,* 'Vi skal væk fra det perfekte og tilbage til det ægte'

MAD Press - 2022

Article
Pedersen, Chris, January 29, 2022, Børsen, Fem apps der holder dig sund

Podcast
February 1, 2022, FULL COMP: The Voice of the Restaurant Industry Revolution, Mind the Gap: Melina Shannon-DiPietro of MAD

Article
MAD, February 4, 2022, Høresta Newsletter, Bliv en bedre leder på MAD Academy

Article (Op-ed)
Shannon-DiPietro, Melina, February 25, 2022, Altinget, MAD Academy: Vores restauranter og kantiner er nøglen til grønnere madvaner i Danmark

Article + Video
Nør Pedersen, Nicolai, February 28, 2022, TV2Nord, Workshop om arbejdsmiljø i restaurationsbranchen: - Der er et uforløst potentiale



MAD ACADEMY EVALUATION

Work meeting

November 17, 2020

Pluss

Agenda

1. MAD Team's overall reflections from the course (MAD Team) – 10 min
2. Presentation of Pluss' preliminary analysis of the survey-data + general discussion of impressions from the questionnaires (Pluss+all) – 30 min
3. Future follow-up data collection from Academy alumnies (Pluss) – 30 min
4. Ideas and input based on our observations for future courses (Pluss) – 15 min
5. Discussion of Pluss' role and tasks going forward (all) – 5 min

1. MAD Team’s reflections

MAD Team's own reflections

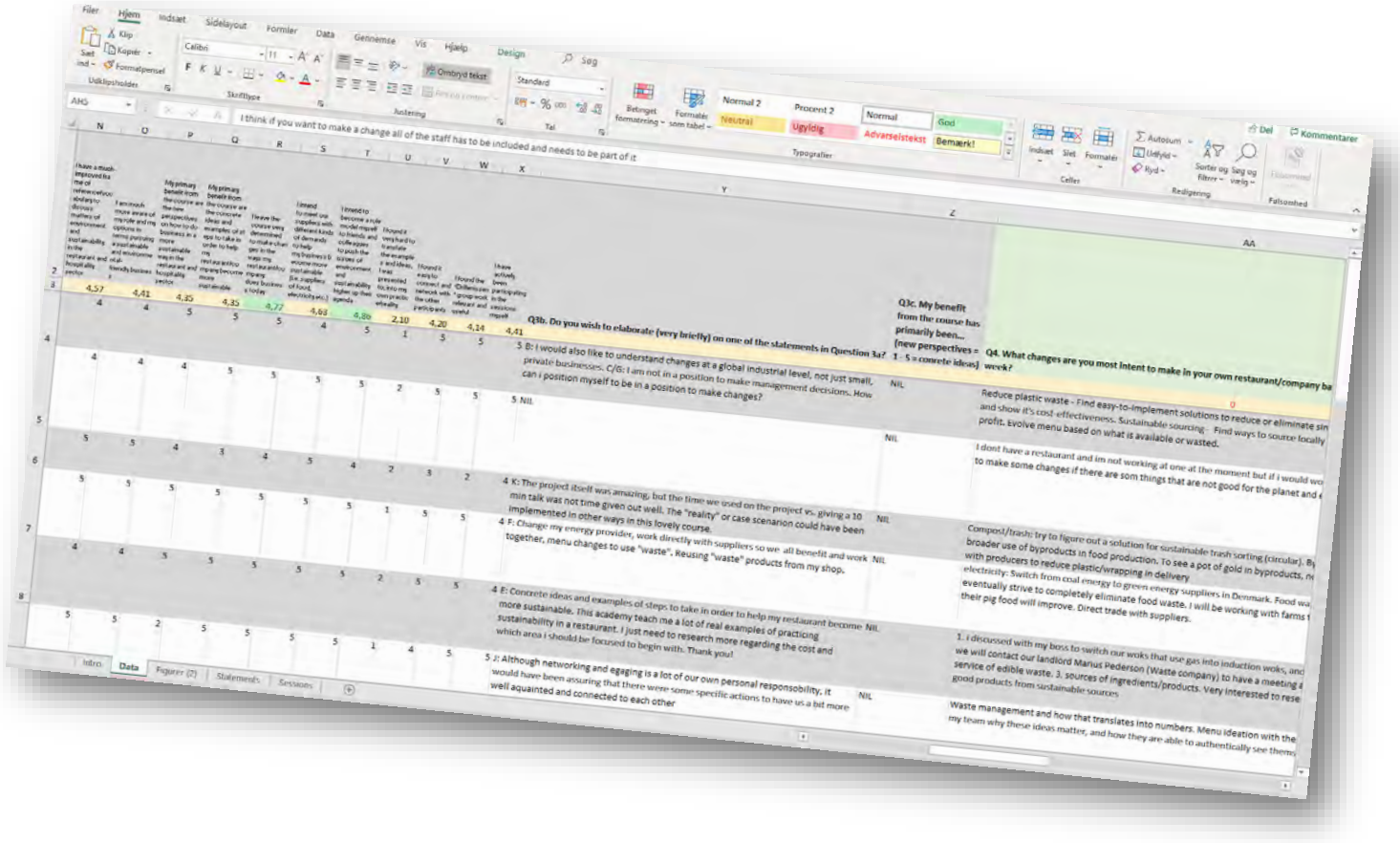
- On the course dynamics and level of engagement
- Feeback from participants (apart from the questionnaire)
- Feedback-session, questionnaire and Pluss' role
- Input from completed questionnaires

2. Data from the questionnaires

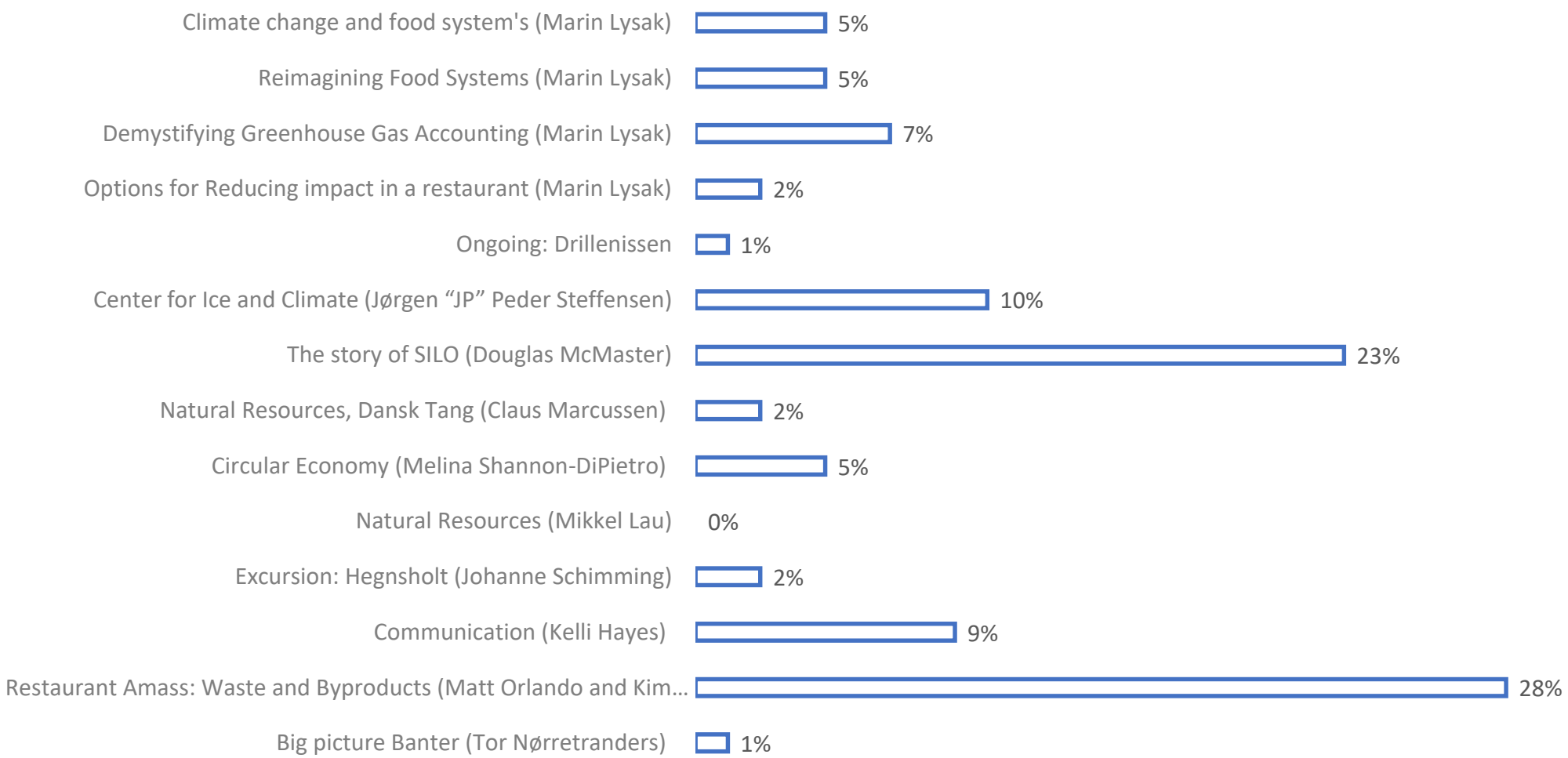
Data from questionnaires

Two levels of analysis

- Overview of data (descriptive analysis)
- Reflections on data

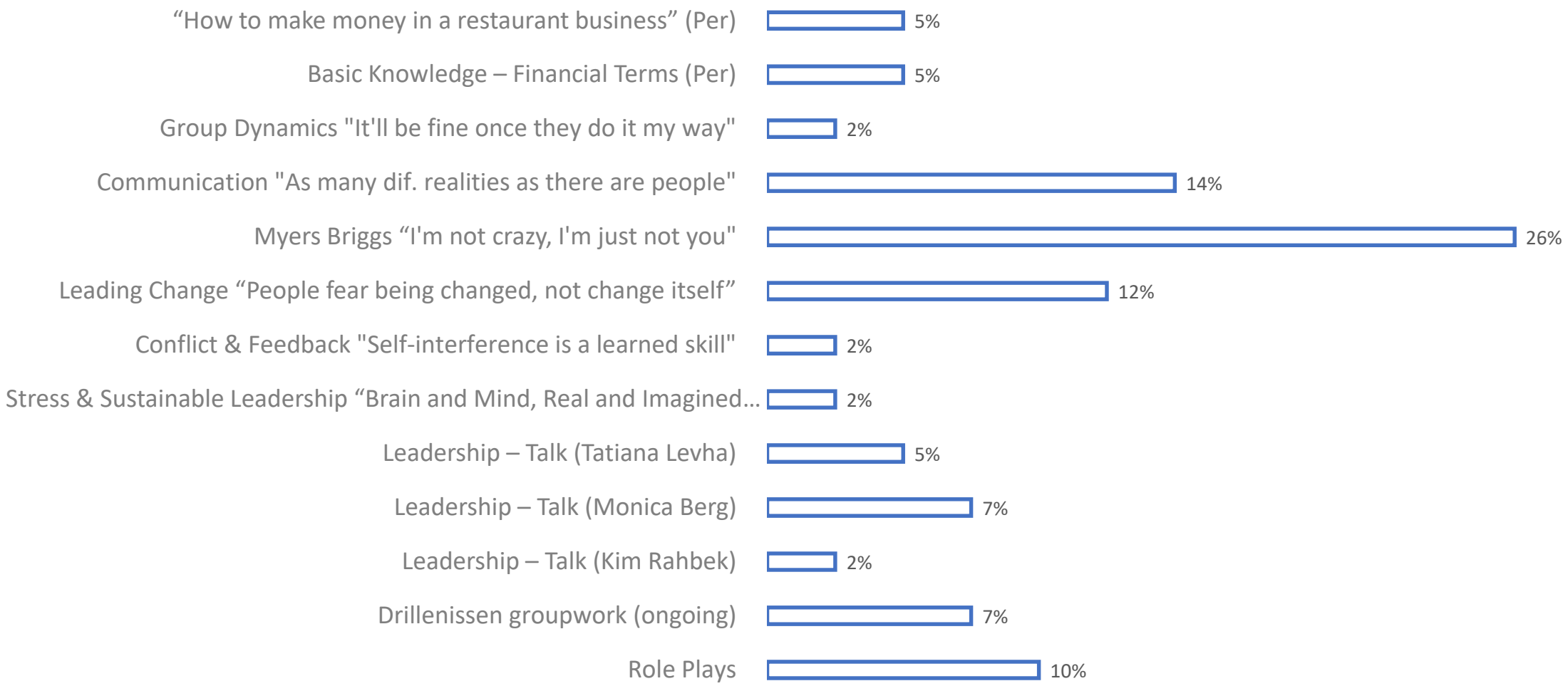


Favourite sessions



Pluss

Favourite sessions – Business & Leadership

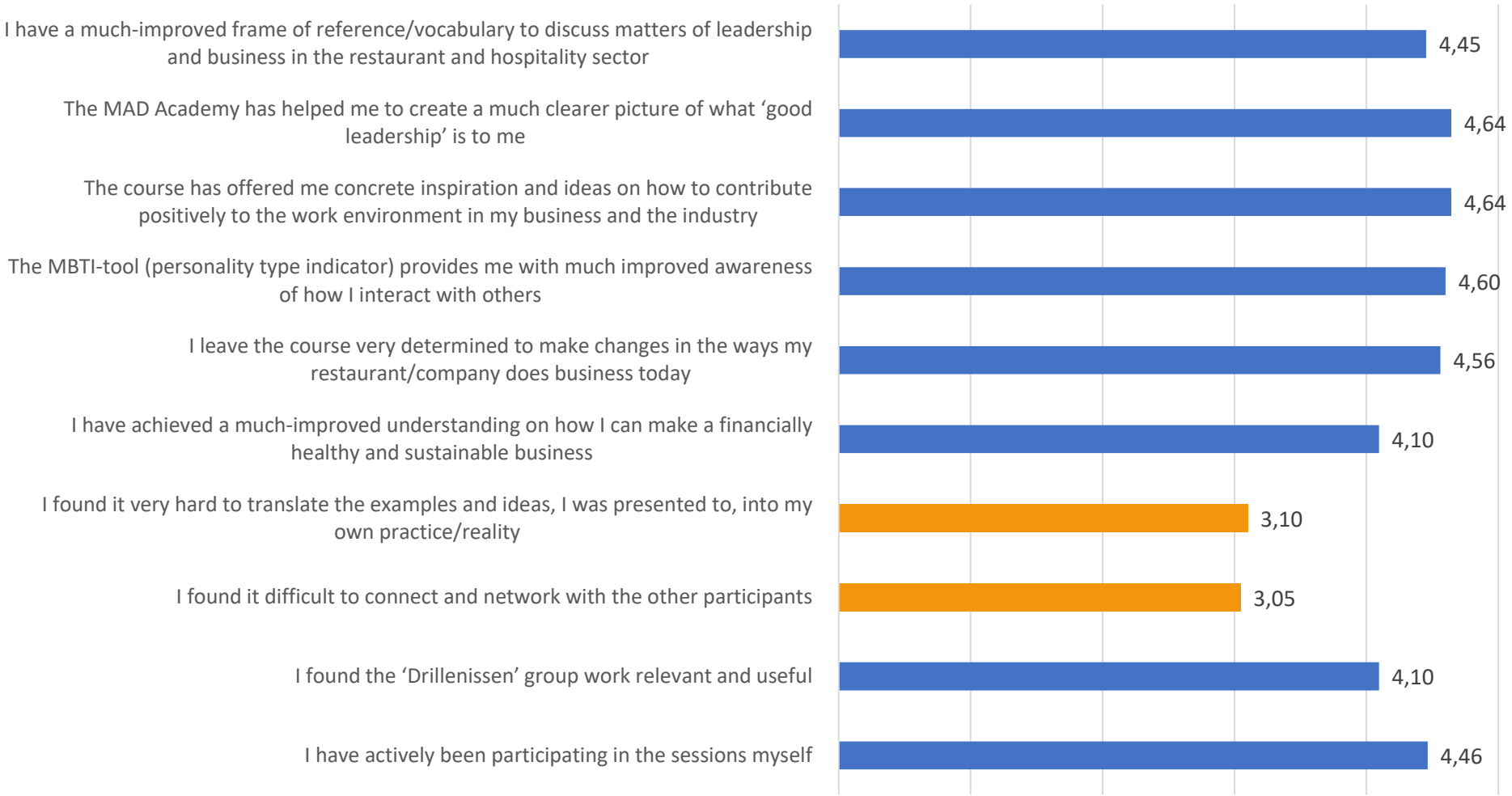


Pluss

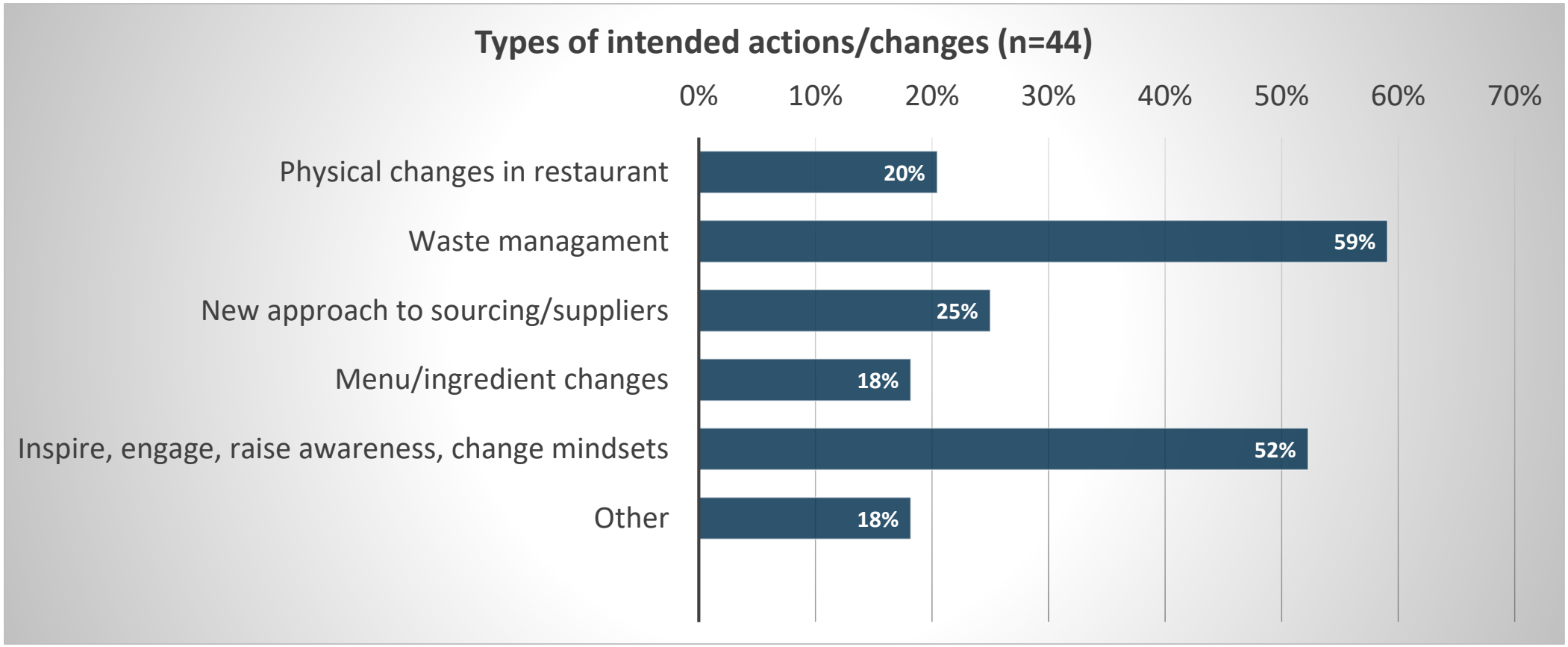
Statements


The MAD Academy has helped me to a more innovative mindset than I had before
4,57
I have a much-improved frame of reference/vocabulary to discuss matters of environment and sustainability in the restaurant and hospitality sector
4,57
I am much more aware of my role and my options in terms pursuing a sustainable and environmental-friendly business
4,41
My primary benefit from the course are the new perspectives on how to do business in a more sustainable way in the restaurant and hospitality sector
4,35
My primary benefit from the course are the concrete ideas and examples of steps to take in order to help my restaurant/company become more sustainable
4,35
I leave the course very determined to make changes in the ways my restaurant/company does business today
4,77
I intend to meet our suppliers with different kinds of demands to help my business become more sustainable (i.e. suppliers of food, electricity etc.)
4,63
I intend to become a role model myself to friends and colleagues to push the issues of environment and sustainability higher up their agenda
4,86
I found it very hard to translate the examples and ideas, I was presented to, into my own practice/reality
2,90
I found it easy to connect and network with the other participants
4,20
I found the 'Drillenissen' group work relevant and useful
4,14
I have actively been participating in the sessions myself
4,41

Statements


I have a much-improved frame of reference/vocabulary to discuss matters of leadership and business in the restaurant and hospitality sector
4,45
The MAD Academy has helped me to create a much clearer picture of what 'good leadership' is to me
4,64
The course has offered me concrete inspiration and ideas on how to contribute positively to the work environment in my business and the industry
4,64
The MBTI-tool (personality type indicator) provides me with much improved awareness of how I interact with others
4,60
I leave the course very determined to make changes in the ways my restaurant/company does business today
4,56
I have achieved a much-improved understanding on how I can make a financially healthy and sustainable business
4,10
I found it very hard to translate the examples and ideas, I was presented to, into my own practice/reality
3,10
I found it difficult to connect and network with the other participants
3,05
I found the 'Drillenissen' group work relevant and useful
4,10
I have actively been participating in the sessions myself
4,46

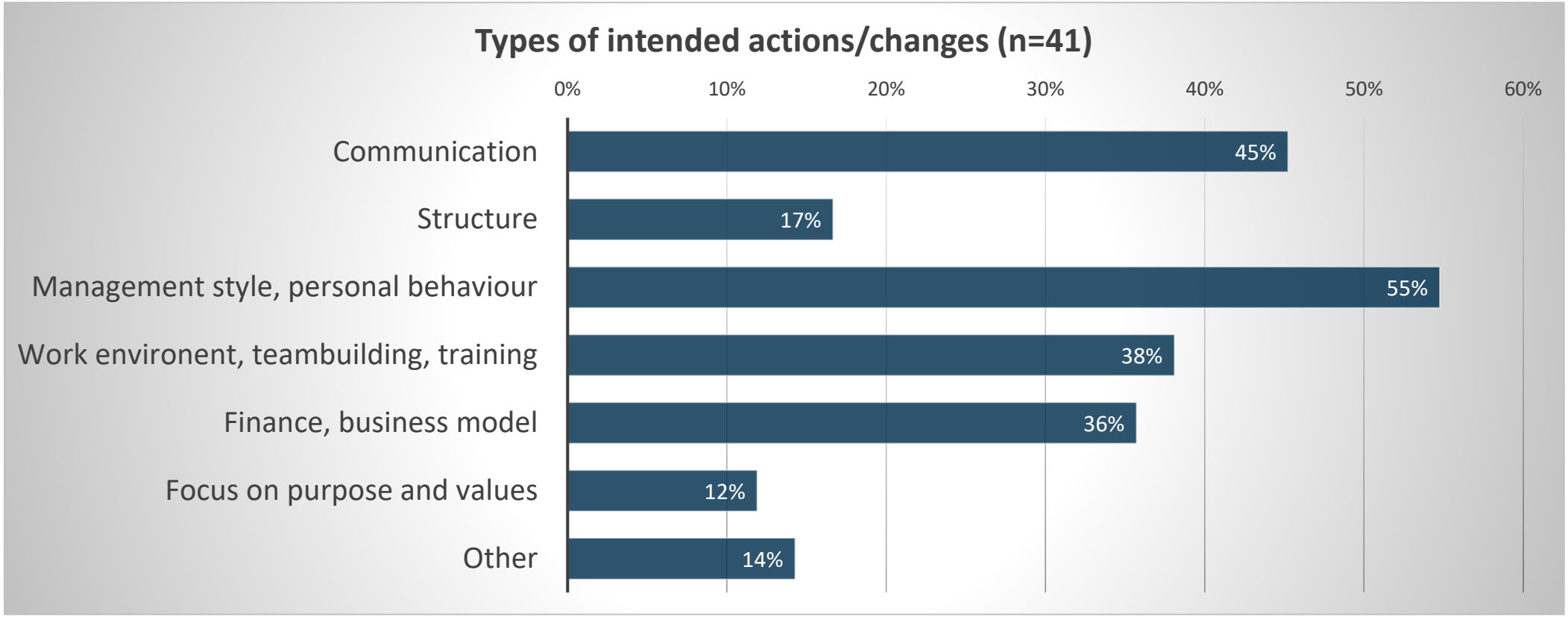
Intended changes



Intended changes



Intended changes



Intended changes



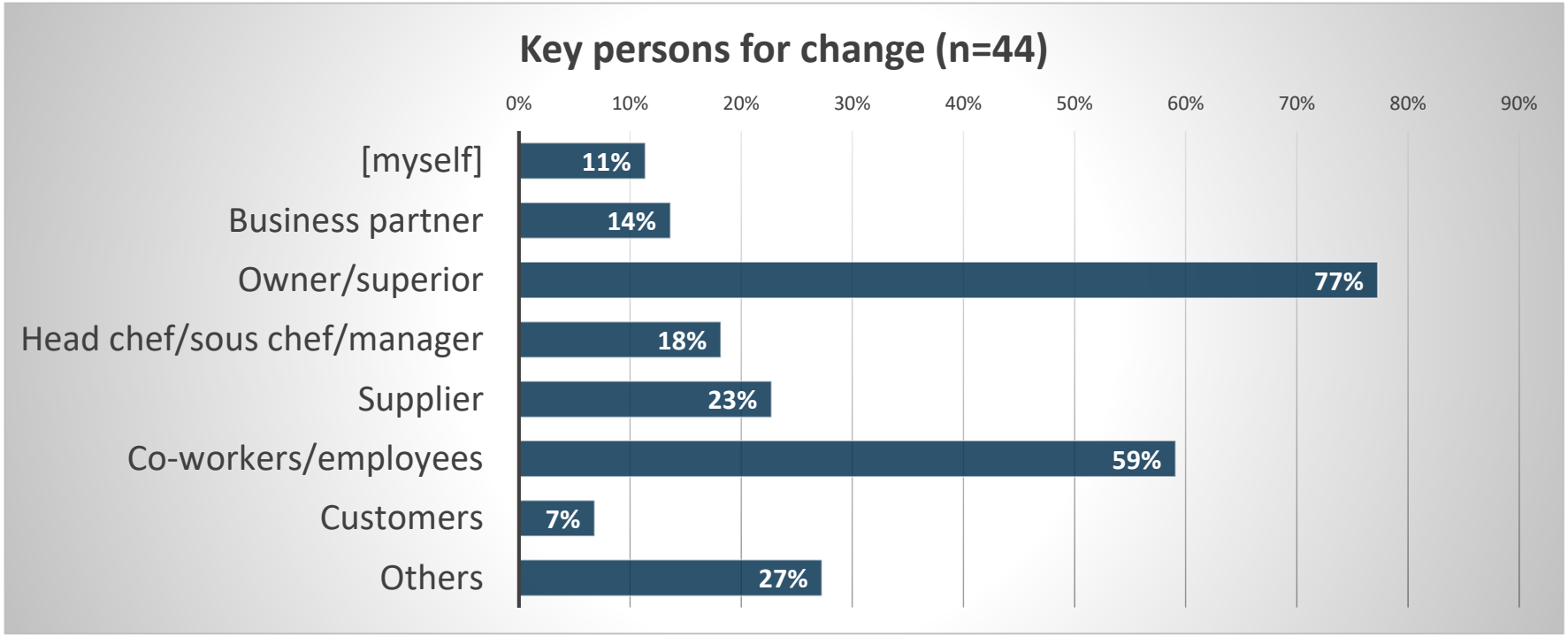
Intended changes

Highlights

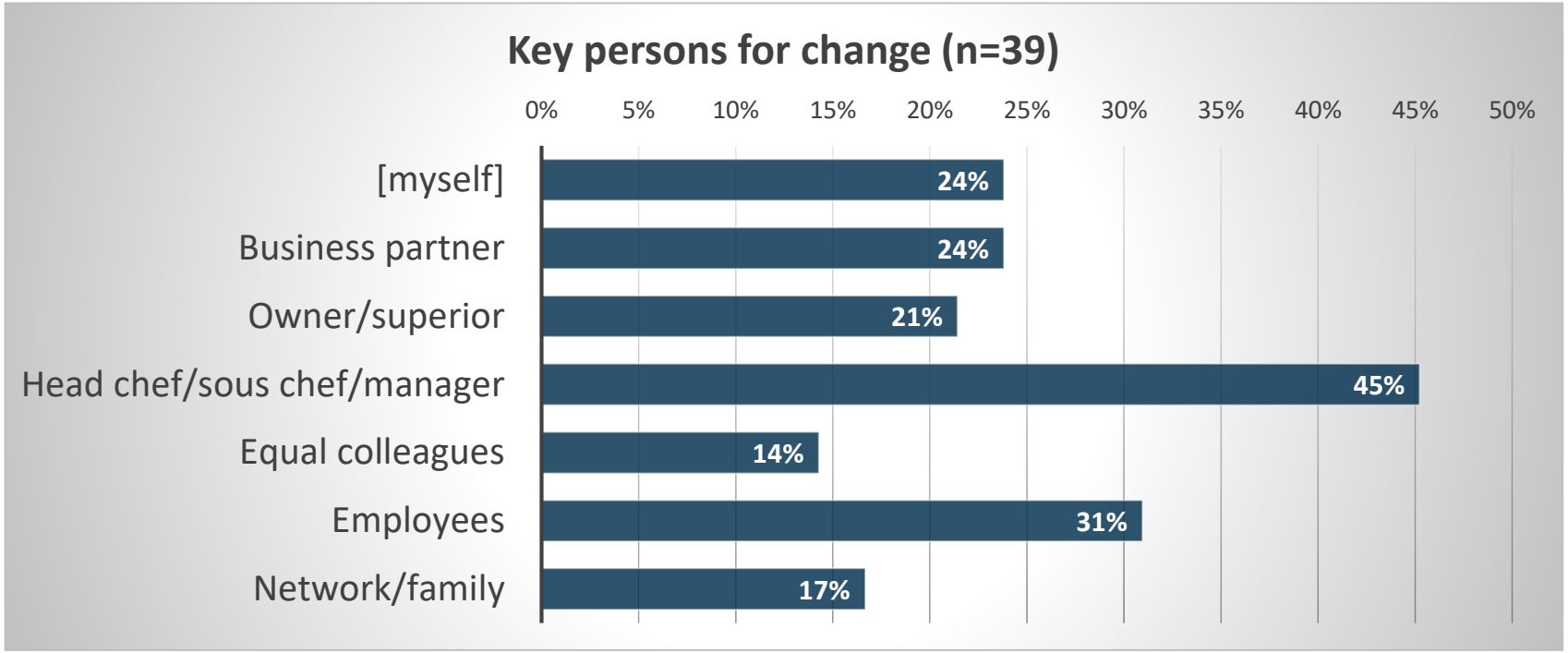
Envirionment & Sustainability	Business & Leadership
▪ Minimize plastic in the kitchen and food waste ▪ Implement wind energy, use local sources and use left over water to clean the kitchen floor ▪ Look for more sustainable suppliers ▪ Make waste delicious (by-products) ▪ Share knowledge among co-workers in order to spread the message	▪ Communicate more with staff, and work with their communications style and approach. ▪ Create a better financial overview and strategical plan. ▪ Create a culture where feedback can be given/received in a more thoughtful manner.

Pluss

Enablers


Key persons for change (n=44)
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
[myself]
11%
Business partner
14%
Owner/superior
77%
Head chef/sous chef/manager
18%
Supplier
23%
Co-workers/employees
59%
Customers
7%
Others
27%

Enablers

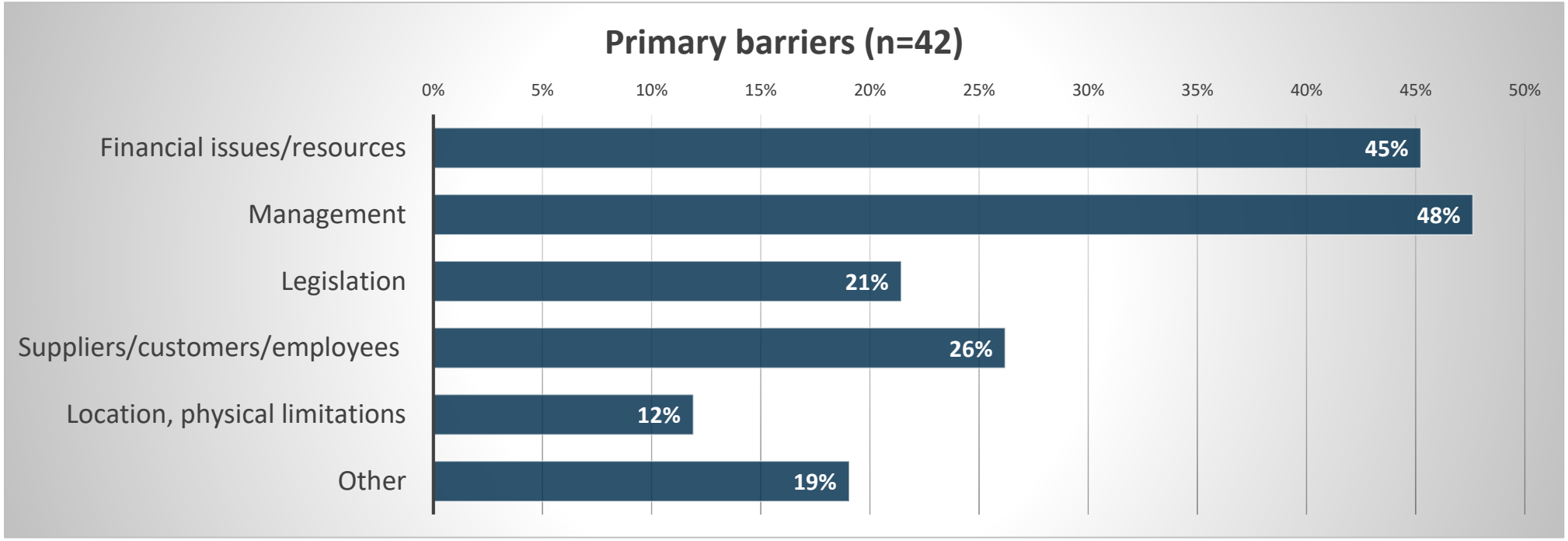

Key persons for change (n=39)
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
[myself]
24%
Business partner
24%
Owner/superior
21%
Head chef/sous chef/manager
45%
Equal colleagues
14%
Employees
31%
Network/family
17%

Enablers

Highlights

Business & Leadership	Envirionment & Sustainability
· Business partner · Network · Employees *"Sharing thoughts, visions and goals"*	· *"The owner in having faith that such changes will proof to be profitable and delicious"* · *"We all need to be at the same page"*

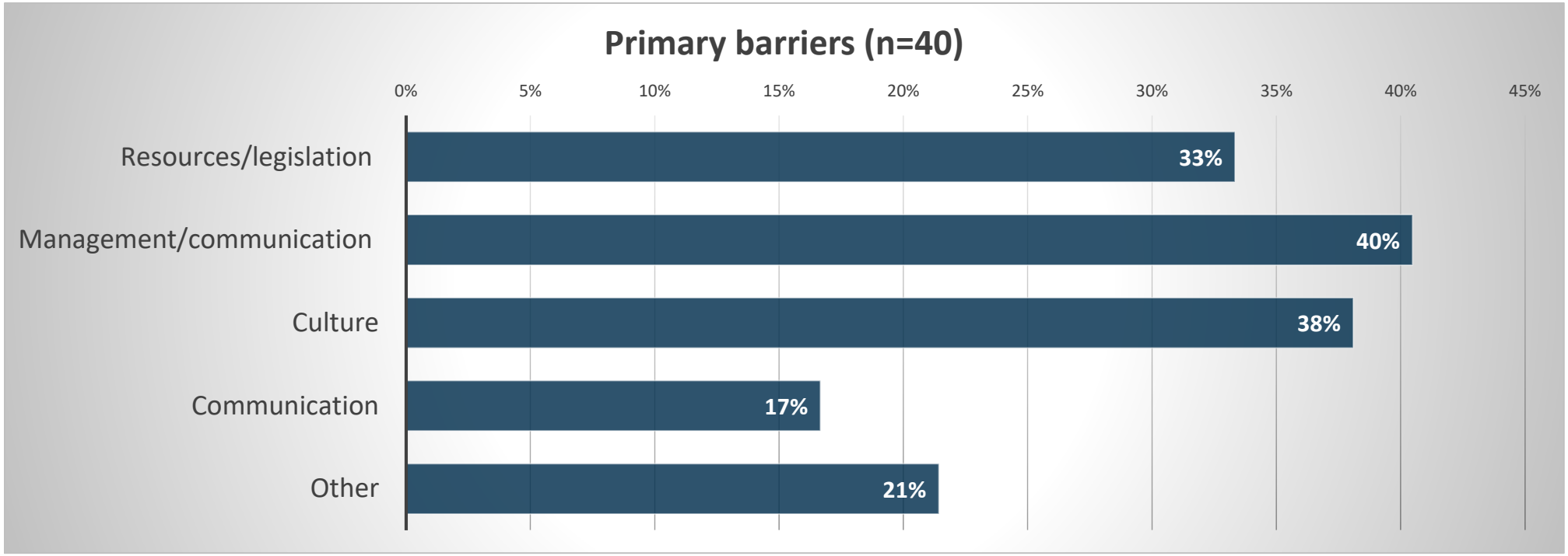
Barriers


Primary barriers (n=42)
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
Financial issues/resources
45%
Management
48%
Legislation
21%
Suppliers/customers/employees
26%
Location, physical limitations
12%
Other
19%

Barriers


management
financial
changes
Will
time
resources
change
can
issues
people
ideas
need
restaurant
legislation
implement
system
suppliers
business
sustainable
lack
Time
effort
difficult
Waste
position
dont
explain
makes
believe
find
really
food
communicate
boss
also
needs
profit
means
ones
go
best
make
space
changing
workplace
barrier
company
right
staff
always
customer
sometimes
everyone
barriers
already
think
hard
especially
practices
making
open
every
now
lack
finances
personal
money
long-term
Take

Barriers


Primary barriers (n=40)
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
Resources/legislation
33%
Management/communication
40%
Culture
38%
Communication
17%
Other
21%

Barriers



Pluss

Barriers

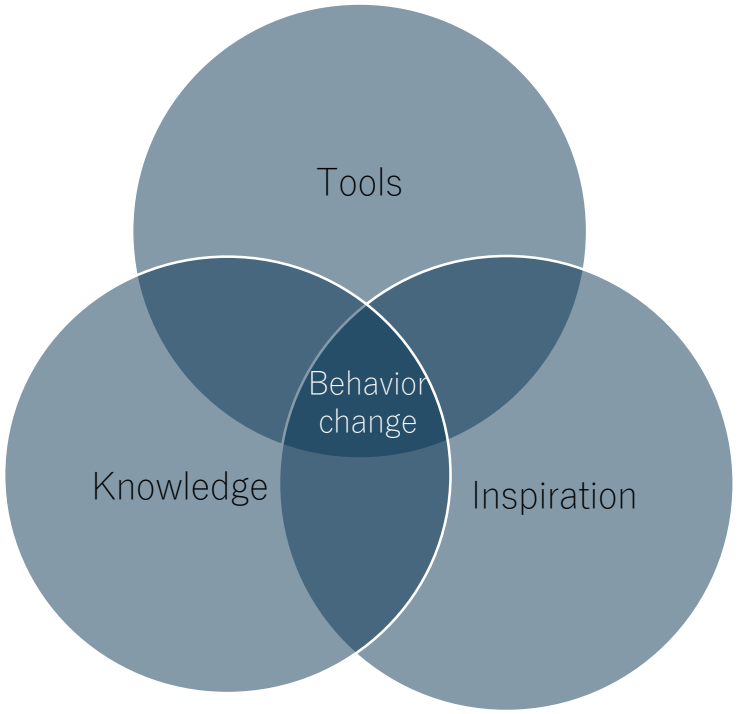
Highlights

Business & Leadership	Envirionment & Sustainability
· Structure set up: Taking the time to step aside and evaluate. Implement and stick to it regularly. · “My communication skills. My personality is so extreme that i really need to remember to consider the bigger picture.” · Resources: Time management, culture and communication.	· Management may quantify things into money and do not think long term · Customers are generally satisfied with superficial "green" improvements. Without their demand it’s difficult to justify investing in change. · It’s difficult the be taking seriously if not in a leadership position.

Pluss

3. Follow-up data collection

Follow-up data collection: Format



- Timing of follow-up with participants – when?
- Methodology
  A. Phone interviews ► develop survey ► send out e-survey
  B. Send out survey ► review answers ► select respondents for follow-up phone interview
- Interview/survey could be based on participants' answers to the in-course questionnaire.
- Involvement of colleagues, superiors, partners etc. ?

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Follow-up data collection: Content

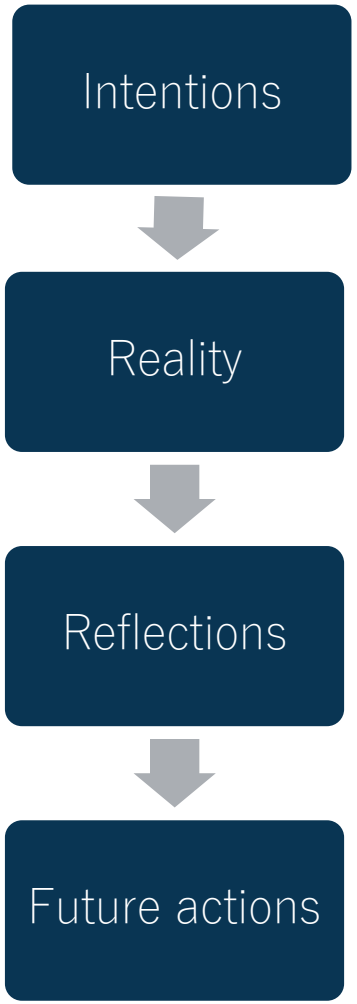
Questionnaire framework

- Investigate the participants' transfer of knowledge, inspiration and tools to the respective contects

- Follow up on:
  - Intentions (changes)
  - Barriers
  - Key persons

  Business and Leadership (Q5, Q6, Q7), Environment & Sustainability (Q4, Q5, Q6)

- Future actions



Content of the follow-up

What changes are you most intent to make	Who will be the key persons to help you	What do you see as your primary barriers to succeed

• What was your first action when you returned to your own practice?
• Have you made any changes – How?
• Do you still feel inspired by the visions of the program?
  • Yes: how is it expressed?
  • No: when did you return to the usual?
	• How did you involve your key persons?
	• Which role have your keypersons played in creating changes?
	• Who will you identify as key persons today (new ones or the same?) – how do you need their expertise?
		• Have you been dealing with the barriers you identified at MAD-Academy?
		• How did you prepare for the challenges you expected to face?
		• Have any challenges emerged that you didn't see coming?

- What would you do different in the light of your learnings so far?
- Do you have any advice to share with the MAD-Team?

4. Ideas and input

Didactic tools



A daily MAD-paper

- A collection of the learning objectives, activities and inspiration
- To remember atmospheres and moods through pictures, illustrations, notes and quotes.
- A tool to initiate a conversation with peers

Didactic tools

15 minutes of reflection

- Reflection on the impressions of the day
- Transfer the learning objects to the participants own business
- Ongoing awareness



15 minutes of reflections

MAD

The date: Monday, 21st of October 2020

How will I summarize my experiences of today?

Point out three learning objectives you particularly care about:

1. .....
2. .....
3. .....

Point out three messages from today you find inspiring:

1. .....
2. .....
3. .....

Point out three tools or examples you either find relevant to discuss or adapt into your own business:

1. .....
2. .....
3. .....

In the light of the above nine mentioned perspectives, what would you like to bring into your own business? How could you do so?

.....

.....

.....

Is there anything at this point your find frustrating?

.....

.....

.....

Participants’ feedback

5. Pluss' role and tasks going forward

Pluss' role going forward

PHASE 1	DEVELOPMENT – fall 2020	WHEN?	HOURS
1.1	**Desk research** on subject (curriculum, articles etc.)	Week 34, 2020	2
1.2	**Evaluation design workshop** *(including drafting of programme theory and formulation of preliminary objectives). This should be seen as part of the evaluation capacity building of the MAD team. Hour estimate include consultant's preparation.*	August 25, 2020	7
1.3	**Observing** during MAD Academy courses: 4 days – 2 days of each program *Environment & sustainability* and *Leadership & Business*	SEP+OCT 2020	28
1.4	**Drafting of specific evaluation design** including description of methods, interview guide (questions) and questionnaire	NOV 2020	21
1.5	**Validation** of evaluation design with MAD team (workshop or meeting)	NOV 2020	4
	Subtotal		***62***
PHASE 2	**EVALUATION – spring 2021**		
2.1	**Fine-tuning & intro** to implementation of evaluation design for MAD-team (capacity building): 2-hour workshop, including preparation	TBD	5
2.2	**Data-collection A**: Interviews during course	TBD	15
2.3	**Data-collection (B)** through questionnaires to establish quantitative documentation of Academy outcome (Pluss in a counselling role)	TBD	4
2.4	**Summarizing collected data**, presentation for MAD-team and discussion of results as well as adjustments for future evaluations, preparation and 2-hour meeting	TBD	9
	Subtotal		***33***
	TOTAL		**95**

Pluss



OM PLUSS

Siden 2001 har vi bistået virksomheder, organisationer og samfundsinstitutioner i at udvikle og realisere deres potentialer. Det sker via udvikling af governance, strategi, ledelse og organisation, samt ved at skabe overblik, beslutningsgrundlag og læring gennem strategiske analyser og evalueringer. I vores adfærd og tænkning styres vi af tre værdier: Værdiskabelse, fairness og troværdighed. Konsulenterne arbejder over hele landet ud fra vores kontorer i Aarhus og København.

Pluss·

AUTUMN 2021

ONE YEAR AFTER

Evaluation of MAD Academy's education programs 2020:
Environment & Sustainability and Leadership & Business



Pluss

Introduction

It has been a year since MAD Academy has welcomed students from all over the world to participate in one of their two five-day intensive education programs: *Environment & Sustainability* and *Leadership & Business*.

The two programs are built to help hospitality professionals to develop the skills they need to effectively lead and work within their teams and manage hospitality business successfully. And doing so with environmental and sustainable consciousness. The purpose of the programs is to introduce the participants to a program, where they gain proven knowledge, immediately useful tools, and invite them to a become a part of an inspiring group of people committed to make a difference in the world.

To learn how the participants have benefited from the course and how they maybe have changed their behavior a year after returning to their professional work, we have conducted follow-up interviews with participants from each program. The following results are based on data from 8 interviews. 4 interviews with participants from the *Environment & Sustainability* course and 4 interviews with participants from the *Leadership & Business* course.

This evaluation will elaborate on the impact of the Academy by focusing on the following five questions:

1. What kind of behavioral changes do the participants report a year later?
2. How significant are these changes to the participants?
3. To what extent are these changes attributable to participation in the Academy?
4. What elements of the course have been especially important to produce the changes?
5. What are the primary barriers to implement changes in procedures and behavior?

Pluss

The past year since participation in the Academy

A year after the program the participants have experienced different kind of changes in their professional lives. Below we briefly describe the present situation of the interviewed participants.

Environment & Sustainability

Two participants have returned to the same business they worked at before the Academy. They have both taken on new roles since. One points out, that the biggest difference has been the ability to apply the learnings from the Academy and therefore act more *food waste* conscious. The other informant works on a restaurant with focus on *from farm to table*. In this case the informant is now in a senior position and takes part in the decision-making and has acquired a composter.

Another has applied for a job on a farm. The informant returned to her old job where she was offered a new position in sourcing and development. She uses her new role to *link the restaurant to the farmers* and create the opportunity to *make use of waste*.

The last informant has opened a new business this summer. This project started a year before the attendance in the Academy. He focusses on flavors in a more environmentally conscious way and uses *barrels to fermentation*.

Business & Leadership

In terms of the Business & Leadership program the interviewed participants have since the program respectively left their jobs, sold their restaurants, started their own business, or planned to open a new restaurant. All informants report that their values have changed since they participated in the program, and they have all gained more knowledge and awareness on work-life, work conditions, management, and work structure.

The experience has inspired them to re-evaluate their own work-life and encouraged them to leave their previous jobs. The inspiration from the program has been a game-changer and made it possible for them to make new decisions for themselves and their professional life.

Evaluation question 1 – main results

What kind of behavioral changes do the participants report a year later?

Environment & Sustainability

Some participants have quitted their jobs, while others have utilized their new knowledge about environment and sustainability in their restaurants. All participants emphasize a change in their mindsets. They all point out, that they have learned a new way of thinking, where sustainability and environment are essential in their decision making. It shows, for example, in the participants' new procedures when it comes to sourcing, developing new menus, packing and especially in a focus on reducing food waste.

Business & Leadership

All participants have undergone significant changes since their participation. It appears that they have gained new knowledge on work-life and work balance, which have affected their behavior and led to them all to quitting their jobs and now wanting to start their own business or restaurant.

"If you make the right decisions, it is cool how the numbers are profitable. We can make money and help the environment."

"Before I attended, I thought I was conscious, that sustainability was in my perspective and thoughts. But now I think about it in everything in my life, not only my professional life. To me it is the future, so I can't help thinking about it. I don't want to think differently."

"*We want to be a small neighborhood restaurant with good food from scratch with local products. We will contribute to the vision by treating the staff well. It is not easy because the whole system is set up in a way where you use the people who works for you. But it has to change.*"

"We have visions on how we want our work-life to be. I want to enjoy my life and job at the same time. I need the balance. The last year I got more freedom."

Evaluation question 1 - examples

What kind of behavioral changes do the participants report a year later?

Environment & Sustainability

The participants try to introduce their co-workers to a sustainable perspective on the costs and the mindfulness of waste. One participant has influenced his team by introducing a new approach to local, sustainable and organic products and food waste. He has been educating his co-workers. At first, they couldn't see the point. Now they are experimenting themselves and asks lots of questions like: "Can we use this?".

The participants have changed their decision making. When they are doing a menu, they are more likely to think about, who is producing the products, and how. They involve the whole process, contact the local farmers and ask for example why they can't get organic products.

Business & Leadership

One participant has discovered how important it is to have the opportunity to speak up. He learned to stand up for himself and be a bit selfish. He wants to feel comfortable and happy without being scared. MAD-Academy and the other participants helped him open his eyes to what isn't normal or acceptable in the business.

The participant is more conscious when it comes to his ability to improve the work environment. He wants people to feel that their opinions matter and support an increasing involvement in the way he communicates with his colleagues.

Another participant has worked out a clear concept and politics to give to the staff in the process of opening a new restaurant. The contracts are detailed with rules about being including and respectful towards everyone. They prioritize teambuilding, because they want to develop a respectful working environment. The staff has reacted with interest, and the awareness of respect and an including environment is a main reason why the staff is willing to cooperate.

Reflection:

What do you think about the participants leaving their jobs after the course?

What are the possible downsides? And how can they be addressed in the program?

What are the positives? And how can they inspire og help other participants?

Pluss

Evaluation question 2 – main results

How significant are these changes to the participants?

Environment & Sustainability

The participants attach great importance to their participation. One describes that his participation has brought a huge change in his professional life and general mindset. He is now much more aware of sustainability and environmental challenges.

Since the program, the participants have had different changes in their professional lives. They have all gained knowledge and awareness about the environment and sustainability. One student describes that the Academy has changed his mindset, which means that he is now trying to optimize his business in a sustainable direction.

Business & Leadership

The participants attach great importance to their new knowledge in their working lives because it has empowered them to make a change. Some of them have benefited greatly from the knowledge they have gained about working conditions and hierarchy. It has led them to realize that the working conditions they were under were not acceptable. This has given them the courage to demand and act differently. The Academy has for others been a step-stone on their way to start their own businesses.

"When we save money on consciousness [e.g. by reducing food waste], they [the management] say that we can use more money on good products. That is cool."

"I want to put it on a larger scale, we do need to be more mindful with our resources."

"The program helps you see what to look for, and how you believe things are supposed to run and run around you".

Evaluation question 2 - examples

How significant are these changes to the participants?

Environment & Sustainability

One participant experience, that after he has been educating and introducing the visions from the Academy the other employees now find themselves able to think within reduction of food waste without his input. The general management is also asking about the numbers, and how sustainable solutions affects the business.

Business & Leadership

The participants gained awareness about the fact, that there are real problems in the environment when it comes to work-life balance. One participants tells: "*No one could relate to normal family-friends-relations. We need to do something about it*".

The awareness around leadership and business structures enabled one participant to ask the right questions. He has become more aware of what he desires. These perspectives showed to be very useful when he applied for a new job.

Reflection:

The participants have become more aware about what role they themselves play when it comes to environment and sustainability as well as leadership and work conditions.

It seems like it is easier for the students to introduce the knowledge from the program Environment & Sustainability to their co-workers. Leading a sustainable change seems easier and more visible than changing a work environment. In this case the participants from Business & Leadership find it difficult to make a change, but the Academy has encouraged them to do differently. They have all decided to establish new work conditions for themselves.

What is the great difference in changing work procedures and work culture? And what does it mean when it comes to empower the participants to lead changes?

Pluss

Influencing the industry in small steps

Asking curious and critical questions about the work structures and culture in a job interview has a performative influence on the future work environment.

At a job interview one participant asked questions about the hierarchy, work conditions, work hours and who to go to with questions and uncertainty. These questions did on one hand show the management, that the participant demands something of the work environment and on the other hand the questions helped the participant to put himself first by asking: Can I picture myself working here? Will it (the specific business and leadership) work for me? He also asked the other employees questions as: What is good about this place? Are you happy?

The participant became aware, that he can be 'picky and in power'. The new workplace shows to have better planning, the hierarchy is different, and he knows who to go to. He is happy about this change.

Interpretation of the impact of changes:

Questioning as an action will in this example effect the work culture. The questions and demands towards the leadership will make the leaders think about the structure. Just like the participant's behavior around the staff will affect the work environment, communication and procedures. This initiates important conversations.

Evaluation question 3 – main results

To what extent are these changes attributable to the Academy?

Environment & Sustainability

The Participants all attribute their new behavior and mindset to their participation in the Academy and explain that gaining new knowledge and insights have inspired them to do differently. According to the students MAD makes a great impact because of the focus on the industry, which inspire them.

The participants describe that it wasn't clear to them that their behavior and mindset had significantly changed before they had their replies to the survey a year ago presented to them. One student's intended changes was so well implemented and a part of his business today that he no longer consciously thinks about it. He describes that the major change happens when you see food waste consciousness translated into numbers. How taking care of the environment is a great business. The new decision-making is seen in the way they now create their menu and cooperate with the local farmers. His co-workers are also independently acting more conscious in the kitchen when it comes to food waste. Another student describes that the academy inspired him and showed him that it is possible to do better, which has changed his awareness.

Business & Leadership

All the participants to some extent attribute the reported changes to their participation in the Academy. In particular, the changes in values have changed through their participation in the course. One of the students describes that due to his participation in the Academy, it is now clear for him that he needs to be pickier and in power and demand different behavior from future leaders. The Academy has showed that it is possibly to create better work conditions, and the course have given them the courage to go for it.

The program has also made the participants more self-aware on their own actions and how they affects their environment as well as how important the work environment is for their well-being. The network and awareness about the industry made it possible for the participants to make new decisions for themselves and their professional lives. This awareness made the participants capable of seeing more clearly how the business and leadership is running, and how it can be done differently.

"MAD had amazing ideas. Trash can make money and energy, heat. It's cheaper, it makes more sense."

"I'm excited to implement all the ideas. I was introduced to so much in CPH at the Academy. It blew my mind. Before I went to the Academy it was all about the food, now it is also about the environment."

"The academy has inspired me in different ways to be better. Sometimes you forget that you can be better."

Pluss

Evaluation question 3 - examples

To what extent are these changes attributable to the Academy?

Environment & Sustainability

At the Academy one participant figured out that time is a secret ingredient. He explains: "*If you wish to bake a bread, your need time to make it great - sourdough is an example. Or fermenting stuff also makes everything much better*".

The Academy has introduced a more experimenting creativity towards developing dishes. The participants talk about how they learn from their mistakes, and how this is valuable to keep making new ideas. One participant handled a major waste of egg white by introducing a competition in the kitchen. They were all supposed to come up with a creative way to make use of the waste.

Business & Leadership

The Academy made one participant discover, that the bad work conditions he found himself in wasn't normal. The knowledge and shared perspectives empowered him to stand up to himself. He had to leave his job.

Another participant explains that the inspiration and stories from the program have been in her thoughts through the last year – and she is now starting her own business.

Another participant experience that opening his own place would have been chaotic without MAD. It would have been a case of 'trial and error'. MAD gave some points of references to rely on. It is always in the back of his mind.

Knowledge about accounting and how to manage has inspired the participants to seek more information.

Reflection:

There is a fine balance between consciousness and well-implemented changes. When the participants have implemented their intended changes, they no longer think consciously about it. In other cases, it is a question of being patient, because it takes time to implement changes as good solutions.

What does this mean when it comes to take the lead in developing the business? How can you help the participants to be capable of continuously setting new reachable goals?

What can we do to make the participants aware about their development? Is it important to visualize the changes to keep the participants motivated, inspired and aware?

Pluss

Evaluation question 4 – main results

What elements of the course have been especially important to produce the changes?

Environment & Sustainability

Meeting with the other participants, getting new knowledge, cases with concrete examples of sustainable business, and examples of what it can do for your business if you reschedule/change elements. Overall, the Academy has become a community where the students gained a strong group connection. They inspire and encourage each other to think in more sustainably ways and express their challenges, barriers, and visions of change.

Business & Leadership

The students describe that meeting the other participants has been an important element in initiating change. In addition, a participant describes that the course has contributed with awareness, new perspectives and inspiration. Especially the inspiring talks from a speaker who accomplished combining motherhood with management in a successful restaurant made an impact and inspired her to make wiser decisions for her work life and career. The personality test also introduced new perspectives, which made the participants re-evaluate their view on what makes a work environment desirable.

"I'm committed to it [environment and sustainability] and talk about it as much as possible. I might be a bit annoying, but I know it will be carrying on and forward. Making an impact with my team is important."

"There was one saying: You know when you need to do differently. And then I realized, that I have been doing this for one year more than I should."

"You also need to have an exit-strategy. It is not only about how to get into business. You also need to think about how and when to leave".

Evaluation question 4 - examples

What elements of the course have been especially important to produce the changes?

Environment & Sustainability

One participant explains that writing down his reflections at the end of the program enabled him to subsequently share his learnings with his co-workers.

Another participant emphasizes the visit to a farm as inspiring in a way that changed her way of thinking. The visit introduced the idea that some of the restaurants' waste can be useful at the farm. MAD made the participants aware that they all are a part of something complex, a part of the nature and that it is powerful when people come together and work in teams.

Business & Leadership

Listening to the inspiring talks and talking to the speakers make the participants discover what kinds of work conditions that are neither normal nor acceptable. It makes them able to think and act differently in the future by standing up for themselves.

To see and hear how it is possible to run a business based on other values is important for the participants' capability to act differently and improve themselves. It shows that it is possible to change. The practical examples are easier to transfer to the participants own practice than changes in theory.

One participant points out, that the talks about work-life balance have been the last push for her to step away from her business and leave a stressful job. The course gave her the knowledge about how she reacts, her personality and how it shows in her leadership. She is more self-aware about how she is affected by the work environment and how she also affects her surroundings.

Reflection:

The networking appears to be an important part of the participants' learnings. To meet others with whom, they can mirror themselves in seems to be very valuable in order to ask the right questions and to be more self-aware about current patterns. It helps seeing the bigger perspective and what kind of role they play themselves in the industry.

Could facilitating a meaningful network and community between the participants after the Academy increase the overall impact of the program?

Pluss

Evaluation question 5 – main results

What are the primary barriers to implement changes in procedures and behavior?

Environment & Sustainability

Of the challenges described by the participants, it is especially the financial challenges in reorganizing the restaurants to be more sustainable that they all address. In addition, it also seems to be a challenge to the participants to argue why reorganizing the business and a more sustainable way is a good business model both financially and environmentally.

When it comes to inspire the co-workers, it seems to be a challenge, that colleagues don't have enough basic knowledge about the products, where the products come from and how they grow.

Business & Leadership

Changing the work environment and working conditions is difficult if you don't have the decision-making power. Not having friends in the hospitality industry (apart from co-workers) makes it difficult to know, what is normal and what isn't acceptable. You need someone to talk to and compare with in order to know what kind of business you are a part of.

Awareness of the industry's nature also leaves the participants with a feeling of despondency, because leadership is also a question of habits and culture which is a complex affair and difficult to improve without significant structural changes.

It has been difficult for the participants to find the time to think properly about the right way to initiate and implement improving changes.

""I haven't been able to do anything differently in practice [she sold her business], but I hope that it is all there [in her mind] and is making a difference. It is a time, where I'm taking in all the course content and thinking about how to make changes in my professional approach."

Evaluation question 5 - examples

What are the primary barriers to implement changes in procedures and behavior?

Environment & Sustainability

To introduce new sustainable visions is tough in the beginning, because the business already has its procedures. One participant emphasized the importance of a supportive and involved general manager, when it comes to being persistent. At first the team thought the initiatives were a waste of time. After a few months of showing what new actions could do, the staff started asking questions. Reducing food waste is now a creative part of the process of developing new dishes.

It is a challenge that people don't care. When the staff don't know the reasoning behind the sustainable solutions, it is challenging to make them see the purpose.

The participants ask for more accessible and concrete information about sustainability. There are a lot of resources, that people don't know about. The Academy created a network, where they can follow each other and see what they are doing and find inspiration in each others practice.

Business & Leadership

The uncertainty arising with Covid-19 makes it scary for the participants to make new decisions for themselves, the business and their professional lives.

In terms of barriers, one of the participants has experienced emotional challenges in creating the needed changes she wanted for her business. The Academy made her realize that it was no longer good for her economy or personal life to keep her restaurant, and she needed to step away from it. But she was very emotionally attached which is why it was hard for her to sell it.

Running a business without a network can be very isolated. It is important to have access to support or mentors to interact with.

Reflection:

The participants point out the inspiring talks to be essential for their ability to introduce changes in their business. The talks represent, that it is possible to do better and gives concrete examples on ways to handle the different kind of barriers.

How is it possible for the participants to support each other in the challenges they face after the Academy?

Pluss

Eager to learn more

Some of the participants ask for a course 2.0, where they can meet again and obtain more knowledge, tools, and inspiration. This could show as an opportunity to share experiences, and the participants can prepare cases from their own professional lives to work with.

"*More about running hospitality businesses and any advice on that. More people who can inspire you, and people who can help developing our own businesses.*"

Valuable learnings and game-changing inspiration

When the participants are presented to their responses in the post-course survey a year ago, they all feel like they somehow have succeeded. The difference is whether they have fulfilled all their goals or still are in process.

Important takeaways:

- "To see consciousness about food waste translated into numbers. How taking care of the environment is a great business. Good and sustainable decisions are profitable – it is a win-win situation."
- "The written notes from the program is still useful a year after to put the knowledge into place at work."
- "It is valuable to talk to people who already are in the loop."
- "It's been useful to have the time to reflect."
- "A thing that pointed out was really to know your managing style more, yourself more, and what triggers you. Reflection on how you manage your business but also on how you manage yourself."
- "I went home with more clarity and awareness of what I wanted to do"

"At Amass, I remember him holding a watercraft. It was an opportunity to use the wastewater to clean the floor. It was not the content, but the form of thinking, and I try to do that in every way myself. It was a turning point-moment. I always return to that - a way of how to think. Thinking of opportunities."

Greetings to the MAD team

“Keep on going. I’m so happy to have been a part of the first programs. I have such good memories.”

“I can’t think of others who is so invested in the conversation and about moving forward. MAD is so focused on the food and the industry; I feel like what you [MAD] are doing is having an impact. If I mention MAD, people have already heard and knows a bit.”

“For MAD in general, what they are doing is so important and so inspiring. I hope they can grasp the change they are doing in people’s life. I’m incredible grateful to be able to learn this. To have this experience and knowledge, and to inspire others and to help with this impact. I have many tools because of them to make changes and move more conscious forwards my actions. “

“Thank you [MAD]. I’m super grateful. There are some absolute changes I can feel in myself after the Academy. You have lighted and you gave me the spark.”

“I think you guys as organizers can’t measure the impact and inspiration you have, but I was left feeling that the sessions of the program were just right for the week that was given to us.”

“It is nice if we can stay as a part of the alumni and stay in contact. We are still in contact and plan to meet. I’m keen to stay in touch.”

Interpretation of the impact of changes: Most of the participants are still in contact and are following each other on social media. The connections from MAD makes it possible to interact and ask each other questions. In the network they are helping each other out.


MAD

End-of-course survey output

May 2022



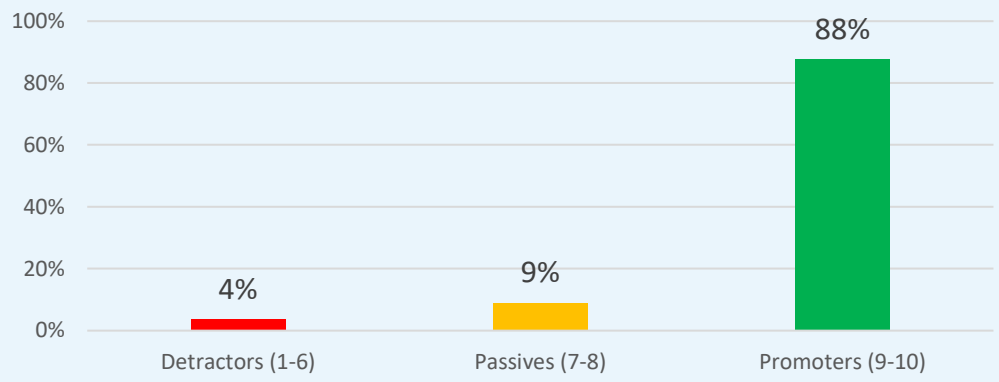
Pluss

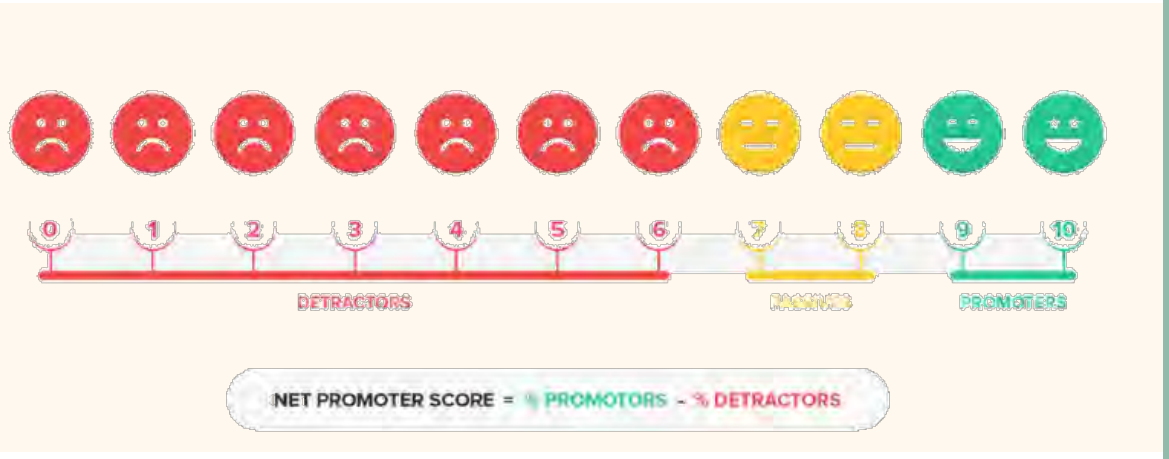
About the survey-results

The survey results presented here are based on data from the end-of-course surveys carried out among participants in the Business & Leadership-programmes held in 2022.

The results are based on data from 112 respondents.

Net Promoter Score (NPS)





MAD Academy
Net Promoter Score

88 % - 4 % =

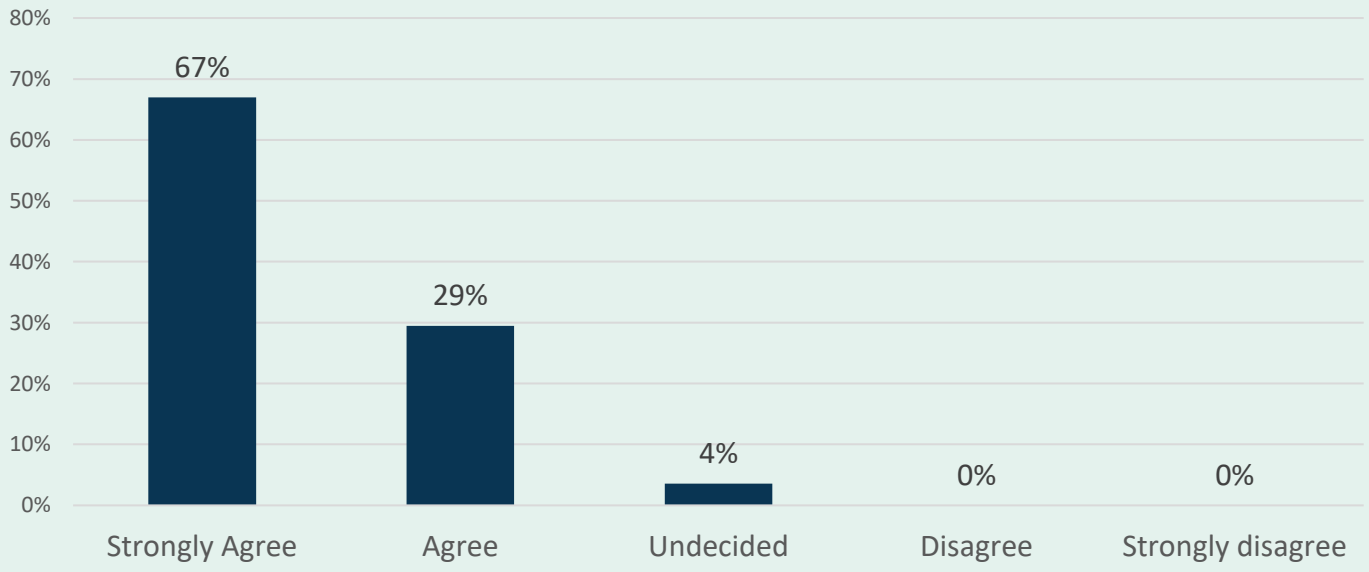
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Pluss

Outcome

"The course has offered me concrete inspiration and ideas on how to contribute positively to the work environment in my business and the industry."

n=112



End-of-course survey output

July 2022



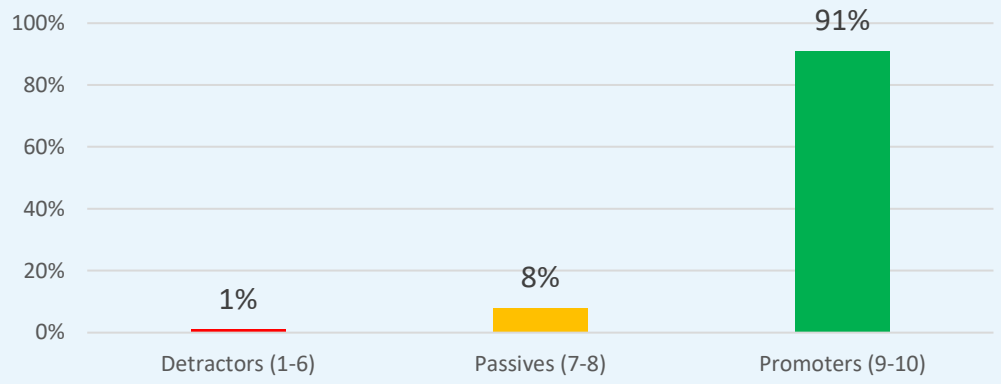
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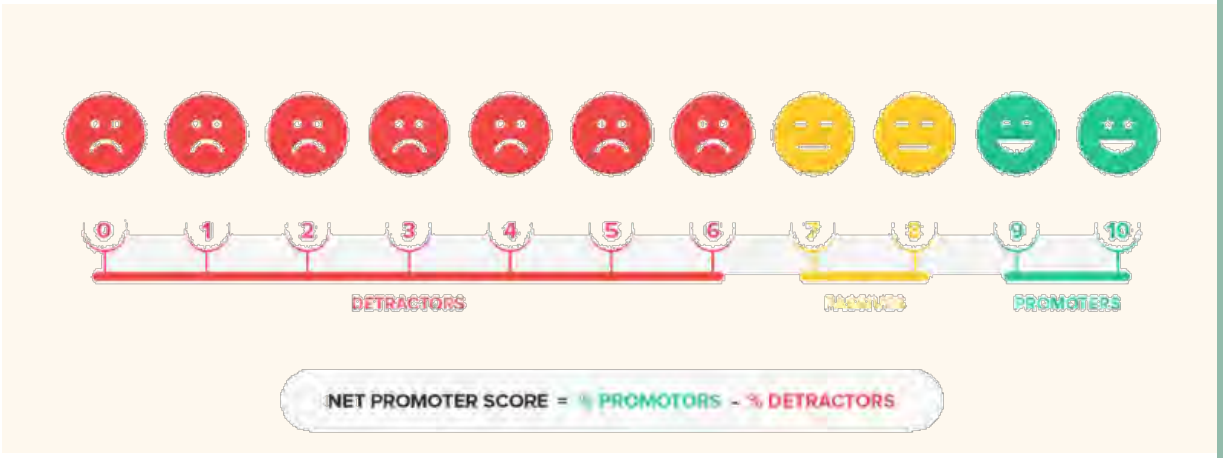
About the survey-results

The survey results presented here are based on data from the end-of-course surveys carried out among participants in the Environment and Sustainability-programmes held in 2022.

The results are based on data from 196 respondents.

Net Promoter Score (NPS)





MAD Academy
Net Promoter Score

91 % - 1 % =

90

Pluss

Bilag 2

Sammentænkt markedsføring

Følgende række af bilag knytter sig til initiativet *Sammentænkt markedsføring* og indbefatter interne og eksterne evalueringer, en potentialeanalyse foretaget af Wilke, en rapport om måltidsturisme foretaget af Michael Persson Gripkow fra Mpege AB samt en analyse udarbejdet af Operate.

Sammentænkt markedsføring

Gripkow 2022, Food tourism. An international overview 2022

Landbrug & Fødevarer 2020, fælles erhvervsfremstød

Operate 2019, Rapport om Bocuse d'Or Europe

VisitDenmark 2020, Gastro ansøgning 2019-2020

VisitDenmark 2022a, Gastro & Turisme indsatsen 2019-2022

VisitDenmark 2022b, Gastro presseindsatsen 2019-2021

Wilke 2022. Tysk gastroturisme potentiale

FOOD TOURISM

An international overview 2022

Michael Persson Gripkow
MPEGE AB

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Food tourism - an international overview 2022

1. Background

In 2018, Denmark received government funding to launch a major "Gastro 2025 vision" and to implement actions 2019-2022. The tourism investment amounted to DKK 6 million. This would be used for a branding campaign 2019-2020 on the German market. Due to the Corona pandemic, the campaign was postponed to 2021.

VisitDenmark wants to evaluate the effort in Q1 2022 and at the same time establish a strategy to build on in 2023.

a. The mission

Based on the above approach, VisitDenmark has contacted Michael Persson Gripkow to conduct a study of international strategies and how Sweden and its regions have worked since 2010 and beyond.

The aim is to give VisitDenmark a holistic view of how international strategies have been developed and to provide inspiration, insights and strength for the continued work in the "Gastro 2025 vision".

The aim is to inspire VisitDenmark in the continued work in 2022-23 and beyond, based on the presentation, as outlined above.

b. Delimitations

All information and facts about Sweden in this report have been taken from public writings and internet postings. I.e. from the information available there when searching for "Sweden the new culinary nation" or "Sverige det nya Matlandet". As a result, detailed information is sometimes missing that is only available from the country under review, and on behalf of Sweden, from Visit Sweden, the Swedish Board of Agriculture or the Swedish Food Regions.

c. Reasoning about food tourism

The World Food Travel Association defines food tourism as "the act of traveling for a taste of place in order to get a sense of place." In other words, food tourism is described as travelling in order to experience the unique taste of a place. Food tourism is the fastest growing area of tourism and currently accounts for 40% of the global tourism market. Trips where food and drink are the reason-to-go for or a very important part of the travel planning have a great potential, as food tourists spend up to 50% of their income on food and drink. **Source:** evajilken.se

- 95% of travellers around the world can now be classified as food travellers. Food tourism has become mainstream.
- Before visiting their destination, 80% of travellers will research the destination's food and beverage offer.
- Food experiences are on the rise as a reason to travel; 75% of all travellers are motivated to travel for food.
- In 2019, the food tourism market was valued at USD 1,116.7 billion and this is expected to rise to USD 1,796.5 billion by 2027 (a CAGR of 16.8%).
- 77% of millennials travel to have memorable food and beverage experiences.

- 59% of respondents said they believe food and drink is more important now than 5 years ago.

Soruce:: [2016 Food Travel Monitor World Travel Association https://medium.com/@ErikWolf/are-you-prepared-for-the-future-of-food-tourism-221cc099e39a](https://medium.com/@ErikWolf/are-you-prepared-for-the-future-of-food-tourism-221cc099e39a)

2. Examples good cases international food tourism

Travelers talk about the food they eat. If you have been on a trip, the mention of food is often included as part of the story telling that travelers make to friends and acquaintances, in meetings and on social media. Whether a holiday has been good or bad is often assessed based on food. And it's definitely a deciding factor if you're coming back to a place, a region or a country.

Therefore, food and drink are an important part of nation branding and for growth for both domestic and international tourism. Scotland, New Zealand, Estonia, and Finland have all discovered this.

a. Description of Scotland's investment in Food Tourism

Scotland's future tourism strategy, Scotland Outlook 2030, was officially launched at the Scottish Tourism Alliance Signature Conference in Glasgow. The strategy, which has the vision of Scotland becoming the world leader in 21st century tourism, has received a £5.5M package of support from the Scottish Government over the next five year.

An important part in order to realize this vision is Scottish food & drink tourism. The "Food Tourism Scotland Action Plan", led by the Scottish Tourism Alliance and Scotland Food & Drink, sets out a range of actions to maximize the potential of two of Scotland's most successful sectors – tourism and food & beveradge.

Scottish Tourism Alliance has developed a very thorough plan and a vision for Scottish Food Tourism: *'It's 2030 and Scotland is a globally recognized food tourism destination where high quality, memorable food and drink experiences are delivered by proud and passionate local ambassadors.'"*

Source: https://scottishtourismalliance.co.uk/wp-content/uploads/2019/04/FoodTourismStrategy.pdf



The plan has been developed by Scotland Food & Drink and Scottish Tourism Alliance, who have come together to form a clear, strong and ambitious plan to capitalize on the opportunities that food tourism brings, with Scottish Government and its agencies.

Visitors to Scotland already spend around £1 billion a year on food and drink and the action plan aims to unlock the growth potential and secure an extra £1 billion spend on local food and drink.

Measures in the plan include:

- The creation of a food tourism apprenticeship programme.
- Supporting the top 100 visitor attractions to achieve 'Taste Our Best', our quality assurance accreditation scheme promoting local sourcing.
- Improved marketing for food and drink tourism.
- Creating the next generation of agri-tourism monitor farms to stimulate diversification.
- A further programme of Showcasing Scotland events – bringing regional buyers and suppliers together.

On Visit Scotland's web site "visitscotland.com" they focus a lot on food and drink experiences. Everything from seafood restaurants to traditional Scottish cuisine highlights Scotland as the place to visit for food. Also, good information on drinks and especially on whisky. Everything from ten best whisky bars in Edinburgh to Scottish whisky distillery tours can be found.

The Scottish government has supported Food and drink tourism businesses throughout Scotland. In 2020 they got £220,000 of additional funding to help promote the sector. The funding should be used to develop a website with resources and information to help businesses encourage more tourists to enjoy Scottish food and drink. It also supported industry-led work to unlock the growth potential of the sector.

b. Description of New Zealand's investment in Food Tourism

New Zealand has become one of the booming tourist destinations in the world and doubled its number of tourists to 12 million from 2012 – 2018. Apart from the impact of the landscapes of "Lord of the Rings", New Zealand considers itself to have a thriving food and beverage sector.
However, New Zealand's food and beverage experience in 2017 ranked second lowest amongst all categories covered by visitor satisfaction surveys. With its three biggest tourism markets, Australia, China, and the USA also being their three largest food and beverage export markets, they saw an opportunity for improvement.
In 2018 the New Zealand Ministry for Primary Industries, therefore, published a publication called **"New Zealand Food and Agri Tourism"**. This publication gave the industry insights on the value of food tourism, an analysis of food tourism in general, analysis of potential markets for New Zealand, consumer insights, case studies and suggestions of how to succeed.

https://media.nzherald.co.nz/webcontent/document/pdf/201843/ANZ%20Food%20%20Agri%20Tourism%20Paper.pdf

In this study they show plenty of great examples of New Zealand businesses that have recognized the opportunity that food tourism offers and who are catering to the growing market. This is through collaboration with other local businesses, incorporating agri-tourism in their farming operations or utilizing Māori storytelling and indigenous food to enrich the tourist experience. It may also include fine dining and accommodation experiences or exploring new export opportunities.

Processed food, wine and beer top the list of products travellers from Australia and USA seek out once they return home after their travels. Regardless of the product, global sales opportunities exist if meaningful experiences are provided in New Zealand and customer links are retained once travellers return home.



Eat New Zealand is a not-for-profit collective involving some of the country's leading chefs, event organizers, food producers, tourism operators and media. They are all inspired to create a national platform to promote and champion the best of New Zealand's food, drink and culinary tourism opportunities. Eat New Zealand's vision is for the country to become the world's premium destination for food. While New Zealand can be a place to visit to taste the world's best food, a great New Zealand food experience can also become a driver for purchasing Kiwi products once the traveller has returned home. In 2018, the organization set up the eatnewzealand.nz website that includes regional food stories presented in one place for the first time. Locals and visitors to New Zealand can create their own food itinerary to follow as they move through the country. Eat New Zealand believes that if we don't preserve and promote our ingredients and experiences within New Zealand, visitors will leave without discovering the "New Zealand food story" they had been sold overseas. As a nation, they consider they lack the "culinary credentials" necessary to sell their food at the highest price points in the best markets.

On Visit New Zealand's web site "newzealand.com" they have a special section on how to get to know Kiwi food, a presentation of top New Zealand chefs and a guide to top food regions in the country. The site also focuses on beverages like wine and beer and gives you information on festivals and events.

c. Description of Estonia's investment in Food Tourism.

Estonia has recently launched a national Tourism Strategy 2022-2025, which aims to ensure that inbound tourism and the export of tourism services exceed the pre-crisis level in 2025.The budget for the four-year program totals approximately 126.3 million euros.

In addition to this and with the support of EU funding, Estonia has launched a revised brand strategy in 2022. It is a very thorough strategy which builds on three Experience pillars: Nature, Culture and Food.

https://brand.estonia.ee/wp-content/uploads/2020/12/VisitEstonia_Brand_Strategy_Story.pdf

The Brand Purpose explains Estonia's role in the tourism landscape:
Time is precious. We help travellers to make the most of it, through meaningful experiences that empower deeper connections with our people and our places

As mentioned above, food is an essential part of the strategy, and the way food shall impact the Estonian brand is thoroughly explained. *Experiences based around local ingredients, flavours, and dishes. Connecting travellers with a shared passion for food, as well as local chefs or suppliers who can provide a behind-the-scenes take on tastes.*

The target group for the Estonian food experience is called “Flavour Seekers”. They share interests linked with food, wine and other drinks while travelling. They perceive destinations in terms of their gastronomic flavours and offerings. They wish to experience or learn about new cultures through food, as well as using food as a way of relaxing, expanding perspectives, and connecting with others. They crave a greater connection to the people behind their dishes, experiencing the journey of a plate from field and farm to table. The target group is driven by a desire to discover and experience local ingredients, flavours, and dishes. They see food as a way of connecting with travellers with a shared passion, or local chefs or suppliers who can provide a behind-the-scenes take on tastes. When they travel, they want to discover local cuisine, have fine dining experiences, visit food events and festivals, and eat healthy food.



In this very ambitious brand strategy, there is even an Estonian food experience manifesto:
Estonia slowly simmers with culinary styles and stories. Gastro travellers are enchanted by the unexpected mix of generations,-old traditions and up-to-the-minute innovations. Here, fine dining can last a day and fast food comes as fast as it grows. It’s this complexity that compels visitors to take quality time to sip, savour and seek knowledge behind the scenes. Steaming black rye bread served hot from the oven can evoke 7,000 years of history. A leisurely eleven-course Nordic menu can take a half a day to devour. Hours can slip away while scouring the forest floor for the yellow caps of chantarelle mushrooms. A secret restaurant reached only by river is an experience worth waiting for. Time after time, our culinary culture will inspire obsession in food lovers. When it comes to following your passion, there is no clock-watching. Visit Estonia. It’s about time.

As proofs of the brand promise they bring forward the nature and the pure ingredients and next-generation chefs built on new Nordic dining.

Bocuse d’Or Europe Tallinn took place from 15th and 16th of October 2020 in Saku Suurhall. Top chefs from 20 European countries took part in the competition, where Norway came out as number one. Holding the competition is presumed to have risen the food interest all over the country.

On Visit Estonia’s web site’s front page ”visitestonia.com” they talk about food experience and “picking your own food directly from nature”, mentioning everything from dandelions to stinging nettle to eat. They also highlight local experiences like a food month in “Tasty Tartu” where food and wine are promoted and the “Restaurant week in Tallinn”. A page on the site is dedicated to Estonian cuisine and lots of suggestions of restaurants and places to visit are mentioned.

D. Description of Finland’s investment in Food Tourism

Another Nordic/Baltic country to focus on food tourism is Finland. As Visit Finland is part of Business Finland, the food export strategy is partly harmonized with the food tourism strategy.

In 2020 they developed a food tourism strategy which in summary includes the national objectives for food tourism in 2020-2028 and steps to be taken in 2020-2023. Regional development procedures are planned and implemented in line with the Food Tourism Strategy and the strategy acts as an inspiration for operators in the accommodation, food service, food, and tourism industries.

The position is "Hungry for Finland", and the vision for Finland is "*Food as an experience and a business as well as a sustainable part of tourism in Finland*".

The goals of the strategy are:

- to develop Finnish food tourism with top products.
- to encourage the creation of combination products and food tourism routes.
- to promote the competitiveness of tourism and food industries.
- to support the raising of quality standards.
- to improve the image of Finnish food culture.
- to build an active national food tourism network.

When using this strategy marketeers and product developers are urged to use the following marketing themes:

- Taste of place, Eat local and sense Finland!
- Pure & Natural, Eat slow and healthy in Finland!
- Cool and creative from Finland, Eat wild and happy in Finland!



As a result of the strategy, a special publication "Food Tourism Product Recommendation – 2020" has been produced. It is a tool for tourism industry companies and developers to create high-quality, memorable, purchasable, and profitable food tourism experiences.

https://www.hungryforfinland.fi/files/2021/09/Food-Tourism-Product-Recommendations-2020.pdf

In this publication Finnish Food Tourism is described as "*Food Tourism is strongly associated with stories, locality, and purity. AT ITS BEST, a food tourism product involves articipation and activity from which the visitor learns something new, making the travel product a memorable experience".*

With the help of the research phase, the first food and tourism strategy for Finland was built in co-operation with several operators in May 2014- Jan 2015. The strategy was coordinated by Haaga-Helia University of Applied Sciences and the assignment was commissioned by Visit Finland and the Ministry of Agriculture and Forest. The strategy was implemented with the help of H4F workshops, especially for tourism operators and developers working in the field. During the years 2015-2017, there were workshops in several regions of Finland. At the same time, they developed the food product of Finnish museums and events in co-operation with Finnish Museums Association and Finland Festivals organization.

The Finnish food contest 2019 initiative aims to encourage food and travel networks to develop new, locally anchored products for culinary tourism. They look for pioneering businesses and communities that promote innovation in food travel and provide new culinary experiences for travellers. The goal is to support the development of experiential food travel, find new flagship products and foster genuine co-operation. The previous contests were held in 2015 and 2017.

On Visit Finland's web site "visitfinland.com" they promote five restaurants in Lapland. There is a detailed section about food in Finland, where they declare that Finnish food is not that well know – yet! But the food is described as "cool and fresh". They mention Helsinki and Saima as gastronomic destinations. A recipe to cook your own Finnish Blueberry Pie can be found.

3. Description of the Swedish Food Initiative.

a. Sweden the New Culinary Nation - 2010-2014

I. Initiative and vision of the Minister for Rural Affairs

During the time of the Alliance Government (Moderates, People's Party, Centre Party and Christian Democrats) in government 2006-2014, the Minister for Rural Affairs Eskil Erlandsson (Centre Party) initiated many efforts to strengthen the rural areas.

The idea behind this was described in 2008 as:
"Sweden needs more people working, more jobs and more growth. The government wants to actively drive a renewal that gives all parts of the country the opportunity to grow and develop by their own efforts."
In 2007, the Rural Development Programme was therefore initiated and in "A report on Sweden as the new Culinary nation - how do we get there and why is it important?" *from 2008 it said:*
Rural areas need more new and stable jobs. The Rural Development Programme is an important and powerful instrument to support positive development in rural areas. It creates good conditions and competitiveness for the development of all businesses, both existing and new. The programme will provide a total of SEK 35 billion for 2007-2013 and will be used to create better conditions for jobs and the environment in rural areas. The programme offers a range of opportunities to support businesses and organisations that want to develop rural tourism or small-scale production of local and regional food.

The Ministry of Agriculture was then commissioned by the Ministry of Rural Affairs to develop the action plan for "Sweden - the new culinary nation". To achieve the objectives of the plan, the government had three instruments at its disposal:

- Until 2013, 160 million SEK were to be allocated within the Rural Development Programme for "Sweden - the new culinary nation" so that more companies and organisations could apply for funding in order to help achieving the vision.
- The government intended to work actively on simplifying and improving laws and regulations. The government gave mandates to authorities and, through these mandates and other instruments, helped to achieve the vision of "Sweden - the new culinary nation".
- A common communication platform was to be developed in cooperation with people working with food and tourism.

The work was divided into six focus areas:

- Public food.
- Raw material production.
- Food processing.
- Tourism.
- The restaurant industry.
- Trade.

The combined effort was expected to create up to 10,000 new jobs.

In October 2009, the government commissioned Visit Sweden to lead the third part of the initiative "Sweden - the new culinary nation - common communication platform". (See Annex 1). In brief, the assignment consisted of the following:

- Development of a five-year communication strategy and a communication platform for "Sweden - the new Culinary nation". This was to be done by Visit Sweden together with the Swedish Export Council (Business Sweden) and the Swedish Board of Agriculture.
- The strategy would identify a common approach, target groups and channels for communication work. The strategy would also ensure that the actors involved

communicated the core values (key messages) that were important for the marketing of Swedish food both nationally and internationally. The task also included establishing a positioning for "Sweden - the new culinary nation" as well as disseminating knowledge of the vision to the various target groups and actors involved within and outside Sweden.

- A website for "Sweden - the New Culinary nation" was to be developed and then presented to the Ministry of Agriculture.
- Visit Sweden received SEK 2 million in 2009 and SEK 7 million annually in the coming years for this task.

The assignment came as an extra area for Visit Sweden to focus on for the Vision 2020 created by Swedish Tourism, which aimed at doubling the Swedish tourism industry in ten years and making Sweden a natural first choice for the global traveller. Source: Decennium AB 2010.

ii. Project organisation and governance

Together with the Swedish Export Council/Business Sweden and the Swedish Board of Agriculture, Visit Sweden was commissioned to create a project group that would run the initiative for four years. The project group was to coordinate actors, channels and messages around the whole of "Food-Sweden" and thus help to achieve the vision (to double the Swedish tourism industry in ten years and make Sweden a natural first choice for the global traveller). Source Decennium AB 2010. A steering group was to be attached to the project, to which the project team reported and anchored the work on an ongoing basis. The steering group was to include representatives from the Government Offices (Ministry of Agriculture and Ministry of Enterprise), the Swedish Export Council, the Swedish Board of Agriculture, Visit Sweden, the Swedish Institute, the Swedish Hotel and Restaurant Association (later Visita), the Swedish Farmers' Union and the Swedish Food Federation. A reference group with representatives from regional and local actors, among others, would also be associated with the project.

Visit Sweden was given the responsibility of coordinating the implementation of the project and of reporting to the Ministry of Agriculture.

An evaluation based on the communication strategy developed was to be carried out on two occasions and reported to the Ministry of Agriculture, first halfway through the project and then at the end of the project.

iii. Communication and Activities 2010-2014

As mentioned above, "Sweden - the New Culinary nation" was launched with the aim of tapping the development potential and creating employment opportunities in rural areas by combining food and tourism. At a later stage, from 2011, the vision involved the entire food chain, "from farm to table from school kitchen to luxury restaurant" (Source: Ministry of Rural Affairs 2013). The vision then included six focus areas, Primary Production, Processed Food, Food in the Public Sector, Food Tourism, Restaurants, and Trade.

From the beginning (2010-12), Visit Sweden ran all parts of the initiative "Sweden - the New Culinary nation". All participants were brought together continuously during this time with the Swedish Board of Agriculture as chair and Visit Sweden as project manager. A national food network was built up with 26 regional food ambassadors, 12 experts from the specified focus areas and 12 communication

advisors. A common goal was created where Stockholm would become "Culinary Capital of the year" and national food conferences were organised to raise awareness. Meetings were held around the country at food and travel fairs where Minister of Agriculture Eskil Erlandsson presented the work on the government's vision of "Sweden - the new Culinary nation".

A communication strategy was created with three messages:

1. National food development should raise the level and create pride in Swedish food.
2. Global PR with the world's 100 most influential food journalists should be gradually invited to Sweden and the new Culinary nation.
3. Marketing should be focused with the food experiences at the centre. Joint B2B and B2C efforts were created based on the "Try Swedish" concept (see below).

The *"Try Swedish"* concept was created by Visit Sweden and Exportrådet/Business Sweden and a joint website was developed. Try Swedish was the message for the whole period (2010-14) and was used at fairs, in communications and at events. Nowadays only Business Sweden is responsible for Try Swedish.com and its development. The message and content are therefore now mainly export-oriented.



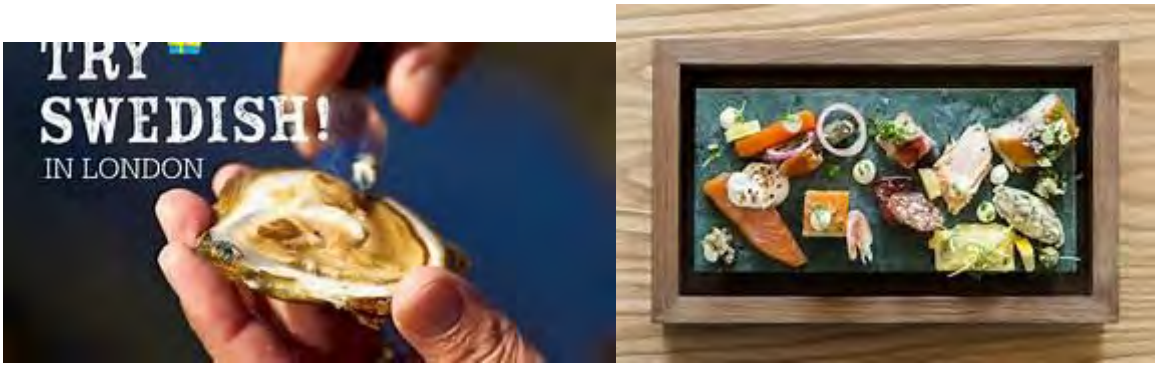
A national tour to about 20 locations in cooperation with TV 4 "My Kitchen" was initiated by the project manager with the support of the joint steering group. The aim of the tour was to visit various food destinations around Sweden during the summer of 2011 together with prominent chefs and in this way give the Swedes pride and knowledge of the skills they possessed in the field of food. Everything was broadcast live on TV 4. This initiative was later taken further internationally.

From 2012, the project was split up with the Swedish Board of Agriculture working on the national mission, Visit Sweden working on B2C marketing/international tourism and Business Sweden on B2B marketing/export. The Swedish Board of Agriculture then appointed "regional coordinators for the Culinary nation" via the County Administrative Boards, who ensured regional and national development in the area. Ambassadors were appointed from each region and from Sápmi (Lapland), and a council of experts was set up with representatives from the focus areas. Example of the results was the competence centre at the National Food Administration that was created to strengthen and develop competence in public meals.

For its "new" mission, Visit Sweden created a business plan for the international marketing of Sweden between 2012-2015. In the strategy to strengthen Sweden as a destination, Visit Sweden developed a communication strategy with a greater focus on strengthening the overall brand of Sweden, while creating targeted marketing campaigns to increase short-term travel. By increasing interest in Sweden in general and creating both direct and indirect reasons for travelling to Sweden, Visit Sweden believed that more reasons were created for the outside world to like Sweden through the food and experiences on offer (See Annex 3).

Initially, Visit Sweden's international focus was mainly on the UK, which became a test market. Temporary pop-up restaurants in London with Swedish food were arranged and, with help from Business Sweden, Harrod's food department was temporarily taken over. Famous Swedish chefs were invited to cook in the homes of influential British food bloggers and an event was held at a food studio in London where journalists and the public were able to cook Swedish food themselves using Swedish ingredients.

For the food event "Try Swedish in London" at the cooking studio Aveqia, 400 food-loving Brits had signed up to prepare Swedish ingredients together with some Swedish chefs. The event was part of the TV4 collaboration "Mitt Kök/My Kitchen", which was organised abroad for the first time. This job was carried out by Visit Sweden in collaboration with Tourism in Skåne, the West Sweden Tourist Board, Göteborg & Co, Jämtland Härjedalen Turism, TV4, Aveqia and the Fabrique bakery. Dissemination in social and traditional media was the hub of the initiative. Instagram, Twitter and Facebook were used extensively by Visit Sweden, the event hosts, the chefs and other participants.



But it wasn't just British food journalists who took notice of the development of food in Sweden. Writers and foodies from around the world visited Sweden to dine at some of the top restaurants. Favourites included Frantzen/Lindeberg, Restaurant Mathias Dahlgren, Magnus Nilsson's Fäviken in Jämtland and Daniel Berlin Krog in Skåne. By 2014, over 300 food opinion leaders from around the world had visited Sweden to discover Swedish food and dining experiences. Visit Sweden continuously measured media coverage in the 12 markets where Visit Sweden operated. For the topic of food, the value of articles contributed by Visit Sweden had increased from SEK 120 million in 2011 to more than SEK 660 million in 2012. In 2011-14, more than 2000 food articles had been written about Sweden. Source: Visit Sweden press release.

Visit Sweden's training initiative for Travel Trade and journalists "Academy of Sweden" had from 2000 onwards mainly focused on nature and culture. The Academy was now extended to include food and the "Culinary Academy of Sweden" was created. During 3-4 days, journalists and opinion leaders were invited to get to know Swedish food culture and lifestyle and to experience food experiences that had been developed for an international market. The fact that selected food journalists were able to meet Swedish food culture and try out authentic meal experiences themselves, in both nature and a bustling metropolis, created valuable PR and storytelling about Sweden in the press and social media abroad. The academies were developed with regions as hosts and food journalists from Visit Sweden's priority markets visited Skåne, Jämtland, West Sweden, Swedish Lapland, Stockholm, Sörmland and Småland.



In September 2013, the "World Food Travel Summit" was held for the first time outside North America in Sweden and more specifically in Gothenburg. The theme of the conference was "the new wave in food tourism" and participants were offered a broad seminar programme with both Swedish and international speakers. During the weekend before the congress, the participants visited various culinary sites in Western Sweden. At the welcome dinner, all participants were offered appetizers from all over Sweden under the theme "Try Swedish".

During the Almedalen 2013 politicians' week in Visby, meetings were held with the Minister of Rural Affairs on the theme "How is Sweden - the new Culinary nation?". Debate and information led by Visit Sweden and Business Sweden.

A call was made in 2013 to organisations and companies to carry out activities in the food sector. The support was a way to achieve the goals of the “Sweden – the new Culinay Nationa”-vision and aimed at increasing the competitiveness of the food sector and improving the quality of public meals. The Swedish Board of Agriculture received 142 applications. Applications in tourism were: "xcountrysports - food, physical and mental training and rest", "Biprat and honey taste", "Expo Plate and Sweden Box", "Genuine Skåne food experiences combined with adventure tourism", "go:TO SEA", "Farm shop podcast, "Innovation through networking", "Culinary nation in the world - Fine Dining", "The meal as a creative meeting place - a world-class experience! - steps", "Meeting Place Meal Experience" and "Swedish Food on the Road".

In 2014, Sweden hosted the European edition of the Bocuse d'Or, the European Culinary Championship. Visit Sweden, the Stockholm Visitors Board (Visit Stockholm), Gastronomi Sverige, Stockholmsmässan and the Swedish Institute invited international journalists to cover Stockholm and the competition, 35 of the journatlists took part in a programme showcasing Sweden's food culture and lifestyle, including breakfast, coffee, visits to school kitchens and some of Stockholm's restaurants. Some of the journalists had also participated in a study tour to the West Coast prior to the Stockholm visit.



iv. Follow-up to Sweden - The New Culinary nation 2014

Officially, there is no evaluation of the initiative initiated by Eskil Erlandsson. He was replaced as Minister for Rural Affairs in October 2014 by Sven Eric Bucht.

b. Food events 2014-2016

i. National actions

In the 2014 government statement, it was announced that a new food strategy would be developed. With the government's decision "Amendment to the government's decision of 28 August 2014, ref. no. L2014/ 02184/ELT", the national Culinary nation initiative was concluded. The SEK 540 million allocated in 2014 to the Swedish Board of Agriculture for activities within the framework of Matlandet Sverige was to be used instead for the government's work on implementing a national food strategy.

Of the SEK 540 million, activities during the period 2015-2018 were to have the following focus and scope: "Diversification for Sami businesses" SEK 29.6 million, "Lean agriculture" SEK 28 million, "European Innovation Partnership (EIP)" SEK 40 million, "Game as food" SEK 6 million, "Meal export programme for the regions" SEK 60 million, "Small-scale food processing" SEK 68 million. The Food Export Programme to Regions would mainly finance export programmes for SMEs, food managers in export markets, National Export Co-ordinator, support Market Access Co-operation Forums and provide support for facility approvals for third country exports.

During the period 2016-2019, the Board would also ensure that SEK 10 million annually from the Rural Development Programme 2014-2020 was used for rural tourism initiatives to increase the number of visitors, develop more quality products and experiences and open new markets. in order to get this funding the applicants had to put an extra 30% themselves so the total investment became greater than the national funding. This was made by the tourism regions, cities and Visit Sweden

Each year, the Food Agency designated a Culinary nation Capital. In 2015, Växjö was named Food Capital, taking over the baton from Jokkmokk. The other finalists were Borgholm, Kristianstad, Linköping and Strängnäs. Växjö organised a national food seminar and attracted attention as a food

city throughout 2015/16. The aim of the competition was to highlight the vision of Sweden as the new culinary nation, but also to show the breadth of everything from raw material production to restaurants and tourist destinations. The jury is made up of the Minister for Rural Affairs' expert council.

ii. Regional actions

Visit Sweden's role as coordinating function on behalf of the Ministry of Rural Affairs ended in 2015. However, Visit Sweden continued to use food and drink in its communications to attract international tourists, but no direct additional funding was provided by the Ministry to support the work. Many regions, cities and operators had been inspired by Visit Sweden and "Sweden - the new culinary nation". Many had also participated in the development of the communication platform and in applying and communicating it to the target group.
When national funds were no longer available, two regions in particular continued their international and national efforts to attract travellers. These were Västra Götaland and Skåne.

Västra Götaland. The West Sweden Tourist Board had worked with the training and certification "West Swedish Mersmak" during the Culinary nation and this name was changed to "Taste West Sweden". Taste of West Sweden included restaurants together with quality-assured producers and farm shops in West Sweden. In February 2015, the finals of the Chef of the Year competition were held at the Swedish Exhibition & Congress Centre in Gothenburg. As part of the collaboration between the Swedish Tourist Board and Göteborg & Co, the final was followed up with a cookery tour where invited chefs were able to visit and experience some of the best produce producers and fishing experiences in Bohuslän.
Tourism around crayfish shows, crayfish fishing and accommodation packages with crayfish-inspired dinners generated many new bookings for the Scaraborgian tourism industry in 2015. Behind this boost was a three-year initiative from the West Sweden Tourist Board and the Skaraborg Local Government Association aimed at developing meal tourism in the region.

The "Newly arrived chefs" initiative was a collaboration between the Tourist Board West Sweden, the Swedish Public Employment Service and Göteborg & Co. The aim was to promote integration and to get more chefs into the industry, partly through internships and, hopefully, entry-level jobs[1] in the long run.

In the spring of 2016, two trips were arranged where top chefs from mainly Stockholm and Skåne were invited. Both went to Bohuslän. On the first, eight chefs experienced mussels and oysters from Lysekil, a crayfish safari on Smögen and seaweed tasting. On the second trip, 25 chefs from Gothenburg went to Ljungskile for a mussel safari, among other things. The trips resulted in new contacts. Several of the participating restaurants now use ingredients from the producers that were visited. The trips were also widely shared on social media. During the year, Turistrådet Västsverige had continued to work on product development around "Swedish Fika". Three packages combining coffee with food and accommodation had been developed. Alingsås made a major investment and worked with "Guided coffee walk in the café town Alingsås". The Tourist Board also organised inspiration and knowledge days for cafés in Western Sweden, including study visits, workshops and lectures.

In the autumn of 2016, the work with Local Produce in the West was intensified within the network "Taste of West Sweden" The aim was to promote West Sweden as a food region and make local

[1] Immigrants are expected to get a first job at a low level to be able to enter the job market.

produce and meal experiences more visible. Taste of West Sweden also held an inspiring sustainability workshop for restaurants and producers with chef Paul Svensson. West Swedish produce was also used in a number of national and international activities (Green Summit in New York, Observer Food Monthly Awards in London and Nobel Week Dialouge in Stockholm).

West Sweden was named the Best Food Destination in the Nordic Region 2017 by the Embla Nordic Food Award in August 2016. It was the work of Turistrådet Västsverige and Lokalproducerat i Väst with the joint brand and network Smaka på Västsverige that was nominated in the category "Food Destination 2017". Within the framework of “Smaka på Västsverige” they worked with quality certifications, network meetings and training for local restaurants, food producers and farm shops.

Source: Turistrådet Västsverige Annual Report 2016 and 2017.

Skåne.

Already before 2010, Skåne started its work with food and drink, "Taste of Skåne". This initiative is still ongoing. It promotes premium producers and premium brands and is done together with the Food Academy. The food strategy "Smart food" was a joint development strategy for food and food production linked to health and sustainability.



The regional part of the strategy was the result of several dialogue meetings with food and development actors in Skåne. The national and international part of the strategy was based on the complementary development work that took place in 2017.
Five strategic areas of cooperation were specified and developed in the strategy. These areas were:

- Rules and conditions.
- Circular and bio-based food system.
- Food for quality of life and health.
- Digitised consumer market and food production.
- New knowledge, innovation and entrepreneurship.

The Regional Board adopted the Skåne Food Strategy in December 2017.

"Tourism in Skåne" has the task of positioning and marketing Skåne as a destination. They were quick to hook up with Visit Sweden in the work on "Sweden - the new culinary nation", thereby taking advantage of the work that Skåne has already done as a food destination and linking this to the new initiative of the Minister for Rural Affairs. They participated in many of the activities initiated by Visit Sweden, including the TV4 initiative, hosting of international journalists and international marketing.

In order to take advantage of this untapped potential and develop the region into an international food and drink destination, an action plan was drawn up in 2014. Tourism in Skåne wanted to put Skåne on the map as an international food and drink destination. One of the goals was to develop a positioning and communication strategy to communicate this globally in a consistent way. This work was carried out in cooperation with Visit Sweden and some of Skåne's food producers and food enthusiasts. As a brief summary of the strategy: the vision for Skåne was that it should be "A greenhouse for new taste experiences". The goal was for Skåne to become an internationally top-ranked food and drink destination by 2020. The promise made was “Real people, real passion, real food - the taste of Skåne”. The position chosen was "Skåne is Sweden's pantry - natural and full of genuine passion". The slogans chosen were "Passionate - firebrands who do what they believe in", "Skåne taste heroes, Genuine - no nonsense, down to earth, proud", "Diversity - traditional and innovative from all over the world", "Close - many experiences in a small area". Two priority target groups were chosen for communication: The foodie and the curious explorer. The Foodie was described as curious, open, engaged and passionate. Obsessed with taste sensations, looking for similarities, new trends and undiscovered "hidden" traditions. Constantly looking for unique transformative experiences to tell about, wanting to be the first to share and spread. Often a blogger, food writer, working in the food business or just genuinely interested in food. They are global food nerds. The curious explorer wants to discover new places and is driven by the search for authentic experiences. In our priority markets, those with an interest in Sweden are a large group.
Source: Skåne as a Food and Drink Destination 2016.

c. Exportprogram för måltidsturism 2016-2021

i. Background

In 2016 the Swedish government's new Food strategy was launched and approved by the parliament. It is a strategy for the food chain. This is in order to contribute to Sweden continuing to have food production in the country of sufficient scale to be able to contribute to jobs and growth, attractive rural areas and to societal benefits in the health, environmental and climate fields. The food chain includes primary production, the food industry, the food trade, the restaurant industry, food tourism and the consumer. The strategy is designed around an overall food policy objective and three strategic objectives in areas deemed to be particularly important for achieving the overall objective, as well as for the development of life.

The overall objective of the Food Strategy was to be a competitive food chain where the total food production increases, while achieving relevant national environmental objectives, with the aim of creating growth and employment and contributing to sustainable development throughout the country. The increase in production, both conventional and organic, should respond to consumer demand. An increase in production could contribute to an increased degree of self-sufficiency in food.

As an outcome of this new strategy, funding was given to the Swedish Board of Agriculture to secure national investment in Food Tourism.

ii. Project organisation and steering

The Swedish Board of Agriculture announced in 2016 that it would allow fundings for food tourism as part of the government’s Food strategy. As mentioned above, the initiative was

part of the Government's Rural Development Programme, which would develop rural areas in Sweden with the environment, sustainable development, and innovation in focus.

40 million SEK would be funded in a four-year period. The potential recipient would have to invest an extra 30% so that the total investment would end up in 57 million SEK for the period. Visit Sweden joined forces with the Swedish city tourism organizations and the Swedish tourism regions and together they invested at full speed ahead until 2020. In late 2016 they were granted the 40 million funding and the new Swedish food tourism era began.

The aim of the investment was to attract international tourists to choose Sweden as their destination and to spend more on Swedish food and restaurants. It was also a goal to develop and strengthen international marketing and product development in the food tourism arena.

Visit Sweden, its partners and the Swedish board of Agriculture considered that the investment in international marketing focusing on food experiences would strengthen Sweden's competitiveness as food tourism destination. The goal was to increase the income from international tourists (restaurants and food purchase) by 25% from 2015 to 2020.
Source: Press release Visit Sweden 2016.

A Visit Sweden project manager was appointed, and this person led the project together with a dedicated internal food tourism team. Visit Sweden as a start gathered the regions and cities to develop a strategic plan and an activity plan for the coming years. The steering committee consisted of the CEO's of Turistrådet Västsverige, Visit Stockholm, Tourism in Skåne, Swedish Lapland Visitor's Board and Jämtland Härjedalen Tourism. They met continuously every quarter for updates and strategic decisions. The regions who were not part of the steering committee was informed by the Visit Sweden project team twice a year during two-day meetings in Stockholm. At these meetings the regional food representatives got updates on food trends, best cases, and information on how the project was progressing.

Visit Sweden's meal tourism programme had three focus areas. One of them was international communication and it was about inviting journalists and tour operators to Sweden to show off what Sweden have to offer. The second was to spread knowledge and the third was to establish an action plan so that in Sweden it is possible to work effectively with food tourism even after the project was over.
Source: Eldrimner.com

iii. Analysis and Marketing

Visit Sweden had identified a food interested international target group of approximately 25 million people who were interested in destination Sweden and Swedish food experiences. The target group spends more on food than other visitors, seek authentic, unique, and innovative experiences on the same time as their demands on sustainability is higher than the average traveller.

Visit Sweden had information about what food experience the international tourists aimed for:

- Traditional Swedish food and drink (49%)
- Local food markets and market halls (42%)
- Cafes (34%)
- Farm shops or producers of local produce (31%)
- Restaurants offering international cuisine (29%)
- Pubs and bars (28%)
- Food and beverage festivals (27%)
- Breweries, distilleries, or temples (26%)
- Exclusive restaurants (21%)
- Eating at home with the locals (17%)
- Teach me to cook the local food (15%)

Source: Visit Sweden Press release 2019

But more information was needed to ensure a good and efficient program. At first, a very thorough food tourism brand platform was developed in co-operation with brand strategists at Lynxeye. This platform was built on consumer insights in core markets and other analyses that Visit Sweden continuously purchased. The platform was the foundation for all initiatives that were executed during the program period.

iv. Tomorrow's Food Travel and B2B education

As a foundation of B2B marketing and knowledge sharing the food conference **Tomorrow's Food Travel** (TFT) was created. The TFTs were established and planned together with one region/city per event. Everybody who worked within food tourism in Sweden was invited: Entrepreneurs, regions, cities, and scholars.

In 2018 the TFT conference was held in Göteborg and hosted by Turistrådet Västsverige, Göteborg & Co, Handelshögskolan Göteborg and Visit Sweden. It was a two day conference and everything from "city farming" to "scary seafood" was on the agenda. The conference connected research with the hospitality industry and provided concrete ideas on how Sweden can attract the food travelers of the future. The program during Tomorrow's Food Travel in Göteborg was based on four strong trends: Sustainable meals, holistic health, food democracy and digital experiences. Speakers included an insect chef from Finland, a Danish trend expert on meal experiences, the chairman of an international network of 24 cities that strengthen their destinations with food and several Swedish representatives of destinations that have included food in their destination development.

Source: Visit Sweden press release 2018

In 2019 the conference was held in Malmö. On the agenda was for example "local production" and "honey champagne". This time the TFT conference was organized by Tourism in Skåne, Event in Skåne, Malmö Turism and Visit Sweden. Some of Sweden's most exciting researchers, entrepreneurs and innovators had been invited to share their food experience. The aim was to look at the sustainable food of the future from several different angles. Among other things, the role of local production in developing destinations, where Absolut Vodka and Hernö Gin talked about how they have developed both their distilleries and the place as a destination. Producers who tested and launched new ingredients such as

sweet lupine and kombucha or how to think about the concept of local culinary tourism were present at the conference.
Source: Visit Sweden press release 2019

Due to the pandemic no physical event was held in 2020. However, many digital events was held and shorter information to the food tourism audience was spread. Sharing food tourism trend reports and general knowledge sharing was constantly on the agenda during these digital meetings.

In 2021, TFT was held in Stockholm, and it was a tailor-made digital event in Stockholm for players in the Swedish hospitality industry with a focus on food tourism and destination and product development. The event was hosted by Region Stockholm, Visit Stockholm, and Visit Sweden. The aim was to learn about future meal tourism, trends and innovations and be inspired and motivated by invited speakers from the industry, such as entrepreneurs, bartenders, chefs, and project managers. Everything was livestreamed from München-bryggeriet in Stockholm with moderator Lovisa Madås. On the agenda: “Tomorrow's meal tourism”, “To meet the conscious meal traveler”, “The Swedish raw materials of the future”, “A circular vision”, “The international beer wonder from Helsingborg” and “Swedish wine industry: A future destination”.
Source: Region Stockholm – Tomorrow’s food travel 2021

Web based education. Visit Sweden had discovered that foreign tourists see Sweden as a sustainable country, and they wanted to discover local food experiences throughout the country. For tourists to get more inspiration about local and responsible food and drink, Visit Sweden developed a digital education concept that would help food companies to communicate how they work with sustainability. Together with Visita (employer organization for hotels and restaurants) Visit Sweden therefore launched a web-based training for companies in food tourism across the country - such as restaurants, cafés, farm shops and microbreweries. The training would help companies to highlight their initiatives for sustainability, both environmentally, economically, and socially. This could, for example, be about reduced food waste or cooperation with local suppliers. A series of solid tips and advice on what and how to talk about your business was expected lead to international guests appreciating the experience even more and to contribute to increased sales. The digital education was carried out as a self-study and takes about 40 minutes. *Source: Livets Goda Aug 20 2019*

v. The Edible Country

At a focus group meeting that Visit Sweden conducted in the UK in 2017, the respondents reacted very positively to being able to eat outdoors in nature. This idea was taken advantage of and together with the PR agency Prime, the concept and campaign for "Sweden – the Edible Country" was developed in early 2019.

The ambition was to create international attention for spectacular experiences of Swedish tastes and nature. In seven scenic locations in Sweden, Visit Sweden and Swedish tourist regions had placed tables, where foreign tourists could cook a healthy gourmet meal from ingredients, they themselves collected in the Swedish nature. Swedish celebrity chefs composed the menu with ingredients such as perch, juniper, and chanterelles. Rustic wooden tables had been specially designed, crafted and placed in beautiful places in Skåne, Jämtland, Bohuslän, Värmland, the Stockholm archipelago,

Swedish Lapland and Småland. The booking was made in cooperation with Bookatable.com from June to September 2019.



On the site “visitsweden.com/ediblecountry” there were all the recipes and instructions needed to cook your meal, along with information on how to comply with the right of public access and stay in the Swedish nature. There were tips on nature experiences, accommodation, restaurants, cafés, farm shops and hikes that you could do in the regions where the tables were located. The visitor was also inspired to enlist the help of knowledgeable local guides around nature and food.

The aim of the campaign was to create attention for the destination Sweden in Germany, France, the UK, and the USA. The foreign tourists that Visit Sweden was targeting are very interested in getting to know Sweden on a deeper level, such as nature, culture and lifestyle, Swedish food and drink and Swedish traditions. The Edible Country campaign was spread in the food, travel, and news media and through purchased and earned reach on social media. Visit Sweden also highlighted the campaign during the international chef competition Bocuse d'Or in Lyon at the end of January.

Bookatable.com, Europe's largest booking site for restaurants, also spread the campaign messages in its channels. Films, instructional videos, interviews with the campaign's Swedish chefs and other material inspired further to experience Swedish nature and Swedish food. Already in October, journalists, and influencers from four countries visited Småland to test the experience.

The campaign was a collaboration between Visit Sweden and Tourism in Skåne, the Tourist Board of Western Sweden, Visit Värmland, Smålands Turism, Destination Småland, Region Kalmar County, Visit Stockholm, Jämtland Härjedalen Turism and Swedish Lapland. The Swedish chefs participating in the campaign were Titti Qvarnström, Niklas Ekstedt, Anton Bjuhr and Jacob Holmström. In the campaign Visit Sweden also collaborated with Bookatable.com, Keep Sweden Clean, Primus and Fjällräven.
The impact in both press and social media was great. International media such as the Washington Post, Guide Michelin and Le Figaro wrote about Sweden as a travel destination and 28.6 million people were reached via social media (in France, Great Britain, Germany and the USA). This led to more than 1000 bookings from around the world in 2019.
Source Edible country: Visit Sweden press releases.

Here, the attention that the Edible country initiative attracted is described in more details. During the spring and summer 2019, heavy international media, somewhat fascinated, talked about the open Swedish nature and how Sweden has invited everyone to literally taste it. “Sweden – the Edible Country” was included in over 220 articles in online and print media in seven countries, with a total circulation of 257 million. The Washington Post wrote, for example, that “In Sweden, access to nature is a constitutional right. The privilege, which dates to the Middle Ages, is as integrated into the Swedish lifestyle as general health care, generous parental leave and pickled herring”. Guide Michelin's American edition took a deep dive into Sweden's many examples of sustainable food and

British The Telegraph described The Edible Country as "the world's most beautiful picnic". French Le Figaro stated that "In Sweden, it is the forest that offers the food.".

And the initiative also won a lot of prizes. Germany's largest competition in online communication, “In Deutscher Preis für Online Kommunikation”, The Edible Country received a bronze medal in the category "tourism and entertainment". As a consequence, tour operators in Germany and Switzerland were able to offer their customers the opportunity to book the gourmet experiences close to nature as part of a packaged trip to Sweden.

The World Championships for Chefs and Confectioners, the Bocuse d'Or and the Coupe du Monde de la Pâtisserie was held in Lyon, France on January 27-30th 2020. One of the tables from the campaign “The Edible Country” was set up at the competition area and there Visit Sweden invited international journalists to a taste of the destination Sweden. This specific table was otherwise placed in the forests of Småland and a chef from Asa Herrgård north of Växjö was present to prepare samples from the campaign's recipe. With the initiative in Lyon, Visit Sweden wanted to inspire journalists about the destination Sweden and the spectacular in collecting ingredients yourself and preparing a gourmet meal in the beautiful and accessible Swedish nature. The table was visited by the Swedish prince Carl Philip, who is dedicating a lot of his time to promote Swedish food and food tourism.



Finally, as Visit Sweden’s assignment from the government in 2020 was enlarged to include national tourism, Visit Sweden broadened the campaign to include Swedes as a target group to enjoy “the world’s larges gourmet restaurant”. 23 tables were placed all over Sweden which was an increase by 10 since 2019.

vi. Other Food Tourism Communication Initiatives

Plant based by Sweden. More and more people want to eat plant-based for their own health and climate reasons. To inspire more people and make it easy for food-interested tourists to find both good and exciting plant-based dining experiences in Sweden, Visit Sweden in early 2021 initiated the influencer collaboration "Plant based by Sweden". The aim was to highlight the Swedish progressive cuisine through good examples of plant-based experiences, sustainable entrepreneurship, and

exciting destinations throughout Sweden. The initiative was a collaboration with the influencer and cookbook author Therese Elgquist, “Plant based by Thess”, who guided the target group to places with local flavors and plants based on the menu. The result was a program series and a food guide in English, "Plant based food guide".

The purpose was to both get the food-interested traveler to choose Sweden as a destination by showing off its exciting green offerings and to inspire companies that work with food tourism to develop their offerings in plant-based. So that it would be easier to do good and eat well at the same time! All to strengthen Sweden's position as a sustainable and progressive food destination.



In the program series, we got to follow Thess with filmmaker and photographer Agnes Maltesdotter on a journey through Sweden to eight places from north to south, to dive deep into unique dining experiences and meet people who in different ways work for a more sustainable world. During 8 episodes, they met food producers, chefs and entrepreneurs who all worked with a focus on green food and drinks.

The program series was published starting in February on Visit Sweden’s B2B information channel “Kunskapsbanken” for entrepreneurs and on Visit Sweden's YouTube channel for travelers shortly thereafter. In connection with each episode, two recipes also followed, so that the traveler could already experience Swedish flavors from home before the journey to Sweden started.

In the Plant based food guide, Thess suggested wonderful places for good food experiences spread across Sweden, which Thess discovered all by herself or with the help of her followers.

The taste of Swedish summer. In 2021 Visit Sweden created the “Taste of Swedish summer” campaign and hired the taste hunter and chemist Lena Engelmark-Embertsén, who specializes in finding and combining flavors in nature to preserve in new ways and taste-safe Stellakock-awarded Elvira Lindqvist, who has her own restaurant in Stockholm. Lena and Elvira created 22 Swedish summer flavors, by juicing, pickling, fermenting, souring, and adding in a classic way. The taste creations were photographed and the starting point for Visit Sweden's marketing campaign: “The Taste of Swedish Summer”. The campaign was launched internationally on 14 September, focusing on Germany, the United Kingdom and the United States. The marketing was based on a photo and film cavalcade where newly created and wellknown Swedish and canned summer flavors aroused curiosity and attracted more people to discover Sweden as a food destination. Visit Sweden wanted to inspire more tourists to discover and learn about the Swedish innovative food culture. The

campaign showed traditions around conservation and preservation and how these are also used today to create exciting new taste experiences for everyone to enjoy.



The campaign presents many examples of restaurants, shops and market halls that cross traditional conservation methods with new ideas and that can be visited all year round. The flavors that were included in the campaign could be enjoyed by those who wished to participate in either Lena's or Elvira's respective activities. More information to be found at: https://visitsweden.com/what-to-do/food-drink/taste-swedish-summer/

Source: Visit Sweden press release 2021

Sweden - The Drinkable Country. As a continuation to “The Edible country”, Visit Sweden in early 2021 opened the booking for the world's largest outdoor bar: “The Drinkable Country”. Both foreign and Swedish tourists could enjoy unique Swedish drinking experiences at 16 tables in some of Sweden's most scenic and tranquil places.

The offer and scope of each table varied depending on the typical nature-inspired drinks and craft drinks that each individual player had chosen to promote for the region. It could be about everything from half-day experiences where you get to learn about nature's raw materials and how they can be used to create exciting new drinks, drink menus, tasting menus to simpler alternatives such as locally produced juice, must, beer or other.

Beverage recipes had been developed by some of Sweden's leading beverage experts, including Emil Åreng and the internationally award-winning bar Tjoget. The focus was on highlighting local Swedish flavors and creating do-it-yourself recipes based on raw materials from Swedish nature's pantry of over 100 million hectares. The idea was that guests can either create their own beverage experiences with recipes from the beverage experts, ready-made local beverages and ingredients found in the area or with the help of a local guide.



The drink recipes had been developed in collaboration with experts, who represented different parts of Sweden:

• Southern Sweden: Rebecka Lithander, acclaimed sommelier who now works at the locally acclaimed restaurant Mutantur in Malmö. Before joining Mutantur, she worked at the two-star Guide Michelin restaurant Daniel Berlin.

• Western Sweden: Bar Bruno in Gothenburg, a small cozy bar that serves innovative cocktails with a homely feel.

• Eastern Sweden: For the past five years, Tjoget in Stockholm has been on the list of the world's 50 best bars.

• Northern Sweden: Emil Åreng with roots in Norrland was named Sweden's best bartender in 2015 and has also won several international awards. Emil comes most recently from Cadierbaren at the historic Grand Hôtel in Stockholm, where he was creative director. He is the author of the cocktail book Salongs i Norrland, which was named the World's best cocktail book in 2016.

The initiative was developed in close collaboration with regional tourism organizations and destination companies and followed the safety recommendations available for Covid-19.

vii. Evaluation

Due to the pandemic the Export program 2017-2020 was prolonged until 2021. In January 2022 the Food Tourism organization within Visit Sweden was dissolved and currently a report to the Swedish Board of Agriculture is developed. So far, no official evaluation of the five-year program can be found online.

viii. 2022 and forward…

Even though the Export program was discontinued, the government’s support to food tourism continues. In early 2022, The Swedish Board of Agriculture announced SEK 15 million for collaborative projects that promote Swedish food tourism. The aim is to develop the business community in food and drink experiences regionally to create an attractive Swedish countryside with an increased number of jobs. The funding can be applied for by government authorities, municipalities, regions, associations, organizations, and private companies. The support is aimed at regional destination development in food, drink and meal experiences and product development with a focus on the food culture heritage as an innovative and attractive food experience.

4. Rekommendations to Visit Denmark.

- It is quite right for Visit Denmark to invest more in food tourism as this accounts for half of the tourism revenue and a great part of total customer experience.
- Secure that you are not alone. Make government, authorities, chefs, entrepreneurs, farmers and the total food arena know about, or be an active part, of your efforts.
- Select partners within food production and food interest organizations that will give you (as a tourist organization in the food arena) credibility. You can never make it without partnering with the industry, chefs, production and entrepreneurs.
- Ensure participation and financial support from the tourism regions and cities.
- Involvement is key to success. Visit Sweden involved the regions and the cities in brand platform development, B2B communication and all marketing initiatives. Thereby, it was easy to make the communication initiatives run in all possible food tourism communication channels, be it regional or national.
- Establish a common brand communication platform. Otherwise, all participants work for "their own best" and not for what is good for Denmark in the long run.
- Have continuous B2B-commmunication to the industry and to your partners. Show them the successes and what you have done. Have conferences and seminars where best cases are shown and where ideas can be shared. This builds trust and ensures creativity.
- It takes a long time to build a momentum like "Sverige – det nya matlandet". When funding stops, somebody must take the lead without investments. Otherwise, the communication and product development go its own way and it is harder to rebuild what you once had.
- See the traveler as <u>one</u> individual, not as a food traveler. They eat, live, go to museums and sunbathe. Food is ONE driving force among many. Just talking food in communication becomes hollow.

Michael Persson Gripkow
Mpege AB.
2022-04-06.

Annex 1.

Assignment to lead "Sweden - The New Culinary nation" to Visit Sweden.

Government mandate. 2009-10-29 Jo2009/3031 **Mission from the Government:**

Assignment to develop a communication strategy for Sweden - the new culinary nation.

Government Decision:
The Government assigns the Swedish Export Council, the Swedish Board of Agriculture and Visit Sweden to jointly develop a communication strategy and a communication platform to convey the image of “Sweden - the new culinary nation” in a unified manner. The Swedish Trade Council, the Swedish Board of Agriculture and Visit Sweden are to form a joint project group.
The starting point for the work is the action plan for “Sweden - the New Culinary nation”, which sets out the purpose and objectives of the vision. The assignment will result in the coordination of the relevant actors, channels and messages, and the development of common tools so that communication contributes to the achievement of the vision's objectives.
A steering group will be attached to the project, to which the project team will report and anchor the work on an ongoing basis. The steering group will include representatives from the Government Offices (Ministry of Agriculture and Ministry of Enterprise), the Swedish Export Council, the Swedish Board of Agriculture, Visit Sweden, the Swedish Institute, the Swedish Hotel and Restaurant Association, the Swedish Farmers' Union and the Swedish Food Marketing Association (Livsmedelsföretagen).
A reference group with representatives from regional and local actors will be associated with the project.
The communication strategy will run for five years. The strategy will identify a common approach, target groups and channels for communication work. The strategy should also ensure that the actors involved communicate the core values (key messages) that are important for the marketing of Swedish food both nationally and internationally. The task also includes establishing a positioning for “Sweden - the new Culinary nation” as well as disseminating knowledge about the vision to various target groups and involved actors within and outside Sweden.

Within the remit of the communication platform, a website for “Sweden - the new Culinary nation” will be created, as well as a graphic profile with a complementary image policy and other tools/activities deemed relevant. The main target group of the website is Swedish and foreign consumers and tourists. The website should be managed and operated on a commercial basis and the results of the work should be available to all actors involved in the implementation of the vision. Visit Sweden shall have a coordinating responsibility for the implementation of the mission and report to the Ministry of Agriculture as described below.

In addition, it is intended that SEK 7 million will be paid to Visit Sweden annually over five years, for the same purpose, starting in 2010 from appropriation 1:21 Competitive food sector.

An evaluation based on the communication strategy developed is to be carried out on two occasions and reported to the Ministry of Agriculture, first halfway through the project and then at the end of the project.

A website for “Sweden - the new Culinary nation” will be presented to the Ministry of Agriculture by 31 May 2010 at the latest. The presentation will also include proposals for how the website can be managed and operated on a commercial basis.

Annex 2: Link to Visit Sweden press releases.

https://www.mynewsdesk.com/se/visitsweden/latest_news/tag/sverige-det-nya-Matlandet

Annex 3: Länk till kommunikationsstrategi måltidsturism 2012

https://www.yumpu.com/sv/document/view/20477132/visit-sweden-hallbarhet-visitsweden-visit-sweden/19

UDENRIGSMINISTERIET
The Trade Council

Januar 2020

Bilag 3 - Afrapportering for fælles erhvervsfremstød i udlandet og delegationsbesøg til Danmark

Projekttitel	**Erhvervsfremstød i Tyskland (Berlin, Hamborg) i stormagasinerne KaDeWe og Alsterhaus d. 2. - 15. september 2020 for fødevaresektoren**
SPK-reference	184-2019/2019-34569 (UM id: 4854288)
Koordinator	Landbrug & Fødevarer F.M.B.A.
Start- og slutdato for fremstødets gennemførelse	7. – 19. september 2020
Projektperiode	**16. september 2019 til 31. oktober 2020.**
Bevilget tilsagn i alt DKK, inkl. evt. senere reguleringer)	523.118,25 DKK
Tilskud til udbetaling iht. Afsluttende regnskab DKK	
Afholdte tilskudsberettigede udgifter i alt DKK	
Virksomhedernes tilskudsberettigede egenbetaling DKK	177.300 DKK

Afrapporteringen indeholder følgende elementer:

1. **Afsluttende rapport**
2. **Afsluttende regnskab**
3. **Projektlederunderskrift og ledelsespåtegning**

1. Afsluttende rapport

A. Angiv venligst eventuelle afvigelser/ændringer ift. tilskudsansøgningen

A.1. **Er de forventede resultater som formuleret i ansøgningen opnået?** X Ja ☐ Nej

Hvis nej, beskriv her ændring(er) og hvilken betydning dette har haft:

A.2. **Har der været ændringer i de planlagte aktiviteter eller tidsplanen ift. ansøgningen?** X Ja ☐ Nej

Datoerne for gennemførelse blev ændret til 7. – 19. september 2020 (i ansøgningen stod der 2. – 15. september). Desuden ændredes 'pop-up elementet' med smørrebrød til uddeling af muleposer/goodiebags med prøver og informationsmateriale. Pop-up elementet med serveringer var ikke muligt grundet Covid-19 (Godkendt af TC)

A.3. **Er der ændringer i de deltagende virksomheders ledelses- eller ejerforhold?** ☐ Ja X Nej

Hvis ja, beskriv her ændringerne og deres betydning:

A.4. **Er der deltagende virksomheder, som er under konkurs eller betalingsstandsning?** ☐ Ja X Nej

Hvis ja, beskriv omstændighederne her:

A.5. **Har der været mere end +/-20 % afvigelser på budgettets hovedposter (B1-B6 i bilag 4)?** ☐ Ja X Nej

Hvis ja, beskriv her, hvilke poster der i regnskabet afviger fra budgettet og hvorfor:

B. Beskriv venligst de gennemførte aktiviteter og resultaterne heraf

B.1. Hvad er koordinators overordnede vurdering af fremstødets værdiskabelse for de deltagende virksomheder, herunder ift. opnåede resultater, jf. beskrivelsen om forventede resultater i ansøgningen?

Max. 25 linjer

Landbrug & Fødevarer vurderer at virksomhederne var tilfredse med resultaterne. Dette underbygges af intern tilfredshedsundersøgelse, hvor 13/14 var enten 'meget tilfredse' eller 'tilfredse' med projektet. En virksomhed var 'lidt utilfreds' i det der forventningsafstemning til videre forløb ikke matchede rammerne for projektet. Alle deltagere bakkede op om gennemførelse trods Covid-19 udfordringer ligesom alle respondenterne mente at fremstødet var relevant ift markedet.
Virskomhederne fik gennem projektet en unik mulighed for at præsentere deres produkter for både a) indkøbere i de to førende stormagasiner i Tyskland og b) sælge direkte til forburgere. Begge stormagasiner er udstillingsvinduer for nyheder, gourmet og specialvarer til resten af det tyske marked og flere virksomheder blev således også kontaktet af andre potentielle forhandlere i løbet af fremstødet ligesom de i løbet af ugerne genmødte indkøberne, da de var fysisk tilstede og solgte deres produkter i KaDeWe (Indkøberne for begge magasiner sidder i KaDeWe). At virksomhederne fik mulighed for igen at møde indkøberne netop i en præsentations/salgs situation over for stormagasinernes kunder var værdifuldt for deltagerne.
De 18 virksomheder var alle forskellige steder i deres eksportproces og de fleste havde brug for ekstra assistance for at blive helt klar til det direkte salg – det er også her projektet differentierer sig fra eksempelvis messedeltagelse. En stor værdi af projetet lå derfor også i planlægningen forud for fremstødet, hvor alle virksomheder blev assisteret ift krav ved direkte salg. Flere af deltagerne har allerede modtaget genbestillingsordrer, og andre er i dialog om yderligere præsentation i stormagasinerne resten af året.
"… I KaDeWe fik vi god support. Bolden blev sendt ind over, og vi skulle selv få projektet i mål. Jeg vil da gerne give stor ros og meget anerkendelse for, at vi fik meget hurtig og meget kompetent support, der 100% bakker op om vores strategi. Det var/er megafedt. Vi står (…) med en konklusion på at vi fik det maksimale med hjem fra Berlin. Tak for det og den hurtige og konkrete opfølgning."
"En del af vores strategi er at lande de rigtige sales points. KaDeWe group har længe været et stort ønske, hvorfor dette fremstød har øget håbet om dette."

B.2. Beskriv hovedaktiviteterne i det gennemførte fremstød.

I løbet af to uger gennemførtes DANSKE UGER i de to førende stormagasiner i Tyskland KaDeWe (Berlin) og Alsterhaus (Hamborg), hvor 18 danske virksomheder blev præsenteret på flotte, danske områder og havde direkte salg til gæsterne. Deltagerne var alle blevet 'matchet' med indkøberne forud for projektet for at sikre interesse fra indkøberne.
I planlægninen af fremstødet havde langt størstedelen kontakt og dialog med en udvalgt distributør og blev 'Tysklands-parate' med etikketer, tilmelding til emballagefordordning, told og afgifter, registrering etc. (3 virksomheder havde individuelle aftale om distribution).
For at skabe synlighed omkring DANSKE UGER blev der annonceret i relevante medier (fx i de store aviser i Berlin og Hamborg, målrettede SoMe kanaler, nyhedsbreve, relevante hjemmesider etc) og den tyske kendis-kok og bagedyst dommer *Enie* skabte synlighed på standen d. 10. september.

B.3. Redegør for gennemførte markedsføringsaktiviteter med henblik på at sikre bred rekruttering, herunder øvrige refleksioner omkring sammensætning af virksomhedsgruppen og SMV-deltagelse.

Samarbejdet mellem Landbrug & Fødevarer og den danske ambassade i Berlin sikrede, at fremstødet nåede bredt ud til relevante virksomheder, gennem både direct mail, nyhedsbreve, website, samt væksthusene over for danske fødevareproducenter. Dette skete med fokus på et branchematch og uden skelen til eller krav om tilhørsforhold til brancheorganisationer eller netværk.

B.4. Er der planlagt aktiviteter med henblik på at følge op på de opnåede resultater?

Max. 10 linjer
Alle deltagere blev tilbudt 'next step' samtale i ugerne efter endt fremstød, hvor konkret feedback og mulige next steps blev fremlagt. Her blev der individuelt vurderet, hvordan virksomhederne bedst muligt udnytter den platform og de kontakter fremstødet har genereret. Nogle af virksomheder blev på baggrund af projektet direkte listet allerede i løbet af fremstødet og har modtaget genbestillinger, andre får mulighed for over de næste måneder fortsat at vise sit værd på hylderne i KaDeWe, hvor de også kan lave promotion aktiviteter igen samt fortsætte dialogen med indkøberne. Flere virksomheder er allerede i dialog herom.

C. Den afsluttende rapport vedlægges følgende bilag (sæt kryds)

C.1	Indscannet kopi af informationsmateriale/invitation o.l. om fremstødet/delegationsbesøget, der indeholder oplysninger om, at TC yder tilskud.	X Ja
C.2	Indscannet kopi af fælles tilskudsberettiget markedsføringsmateriale på målmarkedet med The Trade Council logo, jf. retningslinjerne for brug heraf.	X Ja
C.3	5-7 fotos fra fremstødets hovedbegivenhed (national fællesstand ved messefremstød), hvor The Trade Council's logo fremgår tydeligt.	X Ja
C.4	Gulvplan over stand/udstillende virksomheder (national fællesstand ved messefremstød)	☐ Ja

2. Afsluttende regnskab

Det afsluttende regnskab indeholder følgende punkter:

A. Oversigt over deltagende virksomheder samt virksomhedernes indbetaling

B. Tilskudsregnskab (bilag 4 - regnskabsskema udfyldes og kopieres ind)

Følgende bilag vedlægges det afsluttende regnskab (sæt kryds):

Revisorerklæring og evt. revisionsberetning/revisionsprotokol[1]	☐ Ja
Virksomhedsskemaer (bilag 2)	X Ja

A. Deltagende tilskudsberettigede virksomheder og deltagerbetaling

Virksomhed og deltagerbetaling i relation til de godkendte tilskudsberettigede fælles omkostninger angives for hver enkelt deltagende virksomhed.

Virksomhed	Deltagerbetaling DKK
A.C. Perchs International	9850
Borngros Marketing ApS	9850
Bornholmerhampen	9850
Cervera	9850
Danish Speciality Food	9850
Empirical ApS	9850
FANGST	9850
Gin Heroes ApS	9850
Karamel Kompagniet A/S	9850
Kjærstrup	9850
Malund	9850
Snaps Bornholm	9850
Stauning Whisky	9850
Summerbird Organic	9850
Syltet ApS	9850
Vi.Er. Akvavit	9850
Økoladen	9850
Østerlandsk 1889 Copenhagen	9850

[1] Obligatorisk for projekter med tilsagn over DKK 200.000

Modtaget i alt	177300

Såfremt deltagerbetalingen for enkelte virksomheder varierer væsentligt fra det gennemsnitlige beløb skal dette begrundes nedenfor. Differentieret deltagerbetaling må ikke afhænge af, om en virksomhed er medlem af en bestemt organisation eller netværk.

Begrundelse for differentieret deltagerbetaling (max 6 linjer)

B. Tilskudsregnskab (udfyldes i excel og kopieres ind)

3. Projektlederunderskrift og ledelsespåtegning

Det skal hermed erklæres, at:

	Enig (sæt X)	Bemærkning, såfremt uenig
De for tilskuddet gældende retningslinjer er overholdt, og tilskuddet kun er anvendt til det formål og til de aktiviteter, som fremgår af tilsagnet.		
Afrapporteringen giver et retvisende billede af aktiviteterne og er baseret på pålidelig dokumentation.		
Det afsluttende regnskab er aflagt i overensstemmelse med The Trade Councils krav til regnskabsaflæggelsen og er rigtigt, dvs. uden væsentlige fejl og mangler.		
Ved omregning af udenlandsk valuta er der benyttet den gennemsnitskurs, der var gældende på tidspunktet for afholdelse af udgiften.		
Der er udvist sparsommelighed, herunder indhentet flere tilbud ved større opgaver, særligt ifm. messer og leverancer indkøbt internt eller i datterselskaber, og i øvrigt taget skyldige økonomiske hensyn ved projektets gennemførelse.		
Udgifter til eventuelle netværksarrangementer ikke afviger ift. de vejledende kuvertpriser (jf. bilag B)		
Der er rejst på økonomiklasse og udgifter til hotel overholder Moderniseringsstyrelsens cirkulære om satsregulering for tjenesterejser (jf. bilag C). Rejseudgifter dækker perioden for fremstødets afholdelse med ankomst tidligst dagen inden fremstødets start og med afrejse senest dagen efter fremstødets slut.		
Kravet om min. 25 pct. SMV deltagelse er overholdt.		
Alle deltagende virksomheder er faktureret og har indbetalt egenbetaling, som udgør mindst 50 % af de tilskudsberettigede godkendte fællesomkostninger.		
Hver deltagende virksomhed maksimalt modtager tilskud på DKK 50.000 ifm. fremstødet.		
Alle deltagende tilskudsberettigede virksomheder har udfyldt virksomhedsskema, herunder "de minimis" erklæring, korrekt, og at skemaerne er vedhæftet.		
Der ikke er opnået tilskud og/eller garanti fra andre støtteordninger, herunder EU-ordninger til de samme aktiviteter som The Trade Council.		

Koordinator ikke har forfalden gæld til det offentlige.		
Udgifter til timer (timeforbruget) medtaget i det tilskudsberettigede regnskab udgør op til 20 timer pr. deltagende virksomhed og max. 300 timer (ved fremstød med ministerdeltagelse og med mere end én arrangør: 25 timer/max. 400).		
Samtlige timer er indregnet på et dokumenterbart grundlag og afspejler den reelle omkostning for de forskellige opgaver, hvor det maksimale beløb er DKK 995 kr per time.		
Alle udgifter indregnet i regnskabet er afholdt inden for den tilskudsperiode, der er fastsat i tilsagnsbrevet.		
Tilskudsregnskabets aktiviteter og afholdte omkostninger er klart adskilt fra øvrige projekters udgifter.		
Samtlige indtægter vedr. tilskudsprojektet er medtaget i tilskudsregnskabet.		
Alle udgifter indregnet i regnskabet vedrører fælles aktiviteter ifm. fremstødet.		
Der ikke er medregnet udgifter i tilskudsregnskabet, der ikke kan ydes tilskud til, og at alle lofter er overholdt, jf. retningslinjerne.		
Indkøbte materialer og tjenesteydelser er i overensstemmelse med fakturaer samt bevillingsgrundlag.		
Det fælles erhvervsfremstød ikke har genereret overskud.		

Projektleders underskrift:

[Navn og titel]

_____

Dato Projektleders underskrift

Ledelsespåtegning:

[Navn og titel]

_____

Dato Underskrift

Bocuse d'Or Europe i Danmark

Rapport til VisitDenmark, december 2019



Indhold

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Bocuse d'Or er en af verdens mest prestigefyldte gastronomiske events.

VisitDenmark har fået til opgave at undersøge muligheden for at afholde Bocuse d'Or Europe i Danmark, og har i den forbindelse bedt Operate udarbejde en rapport om potentialer og eventuelle udfordringer.

Denne rapport opsummerer konklusionerne på undersøgelsen, hvor der bl.a. er gennemført interviews med en række interessenter på området.

God læselyst!

Opdrag

Baggrund for at undersøge muligheden for at afholde Bocuse d'Or Europe

Baggrund
Danmark har et godt omdømme på madscenen internationalt, flotte placeringer i Bocuse d'Or og erfaring med professionel afvikling af store events. Det er et godt udgangspunkt for at undersøge mulighederne for at få Bocuse d'Or Europe til Danmark for derigennem at høste de brandingmæssige gevinster.

Opdrag
Operate har på vegne af Visit Denmark undersøgt formalia for at afholde Bocuse d'Or Europe, de internationale erfaringer bl.a. fra Torino sidste år samt interessenternes vurdering af mulighederne for at afholde eventet i Danmark. Som en del af rapporten har Visit Denmark udarbejdet en analyse af de samfundsøkonomiske effekter ved at afholde eventet i Danmark.



Formalia

Formalia for afholdelse af Bocuse d’Or Europe

Formalia for at afgive et bud på afholdelse af Bocuse d'Or Europe

Krav		Indhold
1	Finansiering	• Entrance fee + en række omkostninger ved afholdelse af Bocuse d'Or på minimum 9,55 mio. kr. (krav om offentlige midler)
2	Sideevent	• Det er et krav, at der bliver afholdt et relevant gastronomisk sideevent. • Det behøver ikke være en fødevaremesse.
3	Sponsorer	• Det forventes, at man bidrager til at finde sponsorer, men der er ikke formelle krav til antallet eller omfanget af sponsorer. Det må forventes, at der er (stort) fee til Bocuse d'Or (GL Event) til afvikling.
4	Proces og afvikling	• Eventet skal afholdes i perioden fra slut marts til start juli. • Der skal sendes et letter of interest til brug for prækvalifikation og en endelig ansøgning efterfølgende.

Proces for eventuel dansk ansøgning

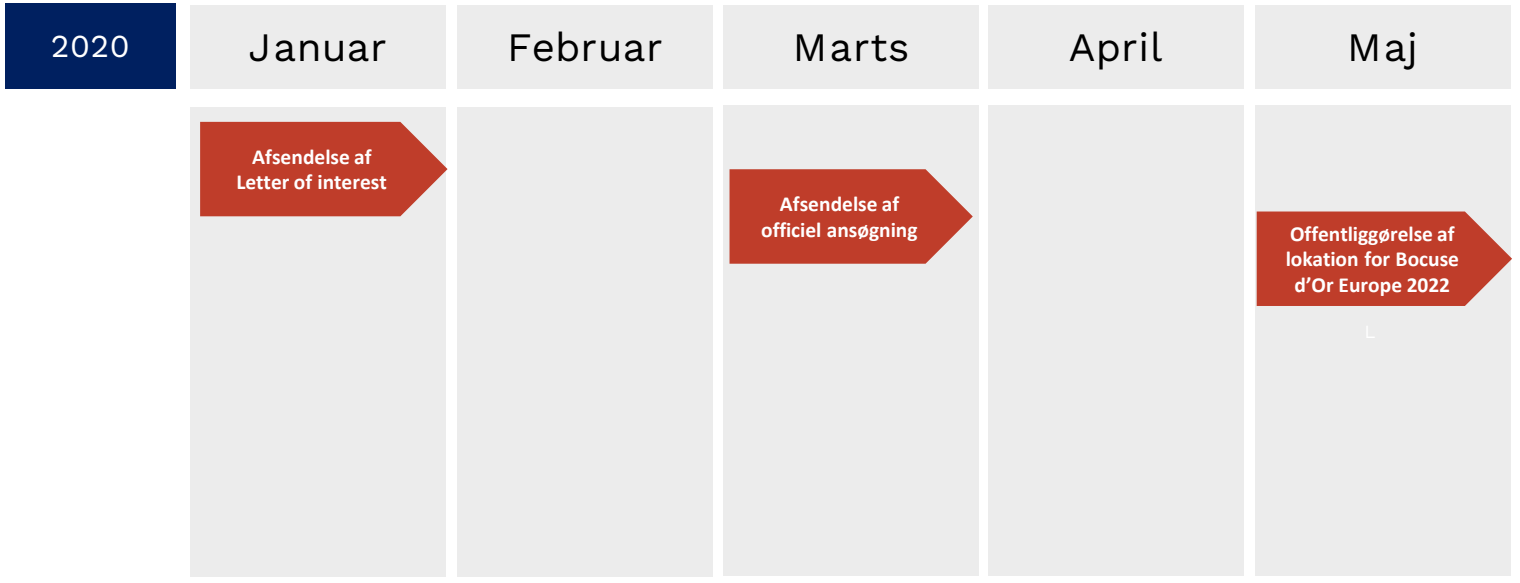
Ansøgningen falder i to skridt: Først fremsendes et letter of interest til prækvalifikation. Herefter starter en formel dialog, hvor man modtager de udspecificerede betingelser og kvalificerer ansøgningen. Denne dialog varer ca. 3 måneder, hvorefter den endelige beslutning træffes af Bocuse d'Or.

Følgende indhold skal bl.a. være med i letter of interest:

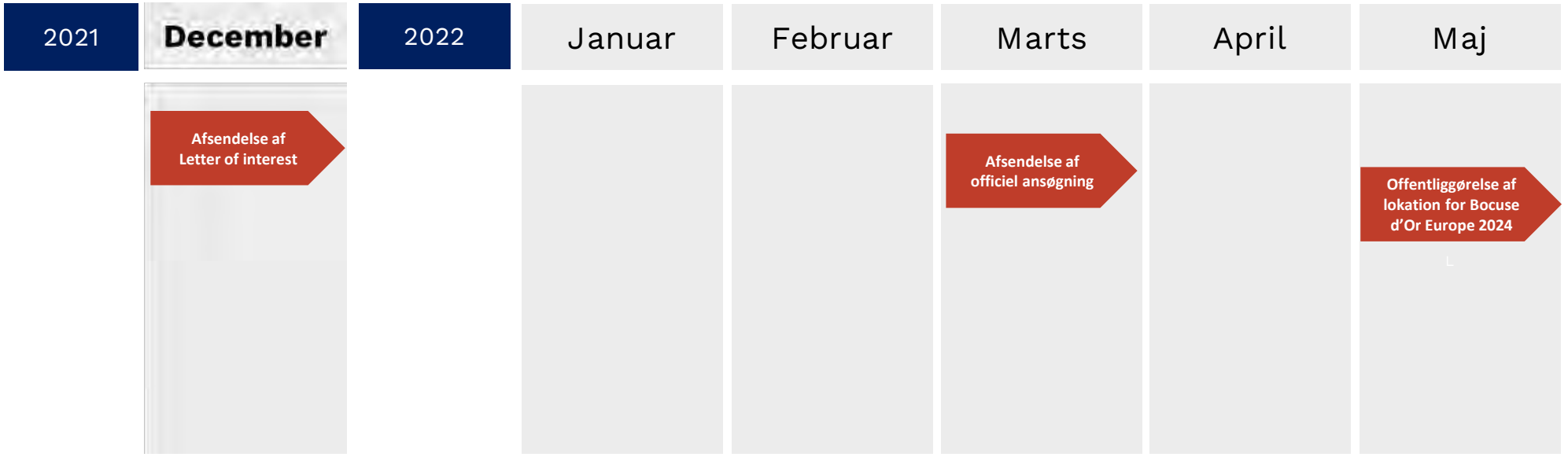
- Formulering af vision for afholdelse, herunder udfoldning af et dansk tema
- Bekræftelse fra kerneinteressenter om bidrag
- Erklæring om offentlig finansiering fra stat og værtskommune
- Hensigtserklæringer fra potentielle sponsorer
- Beskrivelse af sideevent
- En række praktiske forhold bl.a. bekræftelse på hotelværelser, flyforbindelse mv.

> A letter of interest should be approximate 25 pages describing the vision for hosting Bocuse d'Or Europe.
>
> - Bocuse d'Or

Tidsplan for eventuel dansk ansøgning om afholdelse af Bocuse'Or Europe i 2022



Tidsplan for eventuel dansk ansøgning om afholdelse af Bocuse'Or Europe i 2024



Det skal bemærkes, at der kan være et timingmæssig snit til Le Grand Depart (Tour de France), der afholdes i Danmark i 2021. Flere interessenter giver udtryk for, at erhvervslivet det kommende halvandet år har fokus på Le Grand Depart fra Danmark og at en ansøgning og evt. afholdelse af Bocuse d'Or Europe i Danmark med fordel kan vente til efter afholdelsen af Le Grand Depart.



Internationale erfaringer

Torino (2018) og Stockholm (2014)

Torino 2018

- Afholdt den 8-16. juni 2018 i Torino, Italien.
- 20 lande deltog med 103 kokke på scenen. Norge vandt guld med bronze til Kenneth Toft-Hansen fra Danmark.
- 8.253 tilskuere, heraf 2.382 VIP-gæster bl.a. 428 journalister fra 23 lande.
- Samlet 150 events over 9 dage med 85.000 besøgende bl.a. udstillinger, fremvisninger, smagsprøvninger, gallamiddage mv.
- Arrangeret af Piemonte regionen via den regionale turismeorganisation.

Omtaler fra Bocuse d'Or Europe i Torino, 2018

Mediedækning

		
Web: Bocusedor.com	Sociale medier (Bocuse' platforme)	Print
29.552 unikke besøgende	Facebook: 150.589 følgere **34.893** opslag, likes mv.	**1.309** nyhedsklip
103.917 besøgte sider	Twitter: 17.433 følgere **2.878** tweets, likes mv.	**329** avisartikler
27.932 views på live web	Instagram: 73.716 følgere **65.437** opslag, likes mv.	**56** tv og radio indslag

Note. Data er fra Bocuse d'Ors officielle evalueringsrapport. I Torino deltog 428 journalister fra 23 lande. Bocuse d'Or anslår værdien af mediedækningen til op imod 34 mio. kr. Det har ikke været muligt at indsamle data om de samfundsmæssige effekter for Torino.

Stockholm 2014

- Arrangeret af Bocuse d'Or Sweden, Visit Sweden, Visit Stockholm og Udenrigsministeriet. Indgik som del af en større svensk gastro-satsning på 400 mio. kr.
- Antal registrerede besøgende: 4.179 personer
- Plus 600 akkrediterede journalister
- Knap 4.000 omtaler i medierne
- Antal omtaler i svenske medier: 1.091 styk
- Antal omtaler i danske medier: 364 styk
- Antal omtaler i norske medier: 388 styk
- Antal omtaler i internationale medier: 2.104 styk

> Både Stockholm, Visit Sweden og Gastronomy Sweden var meget tilfredse med resultaterne af begivenheden. Selvom det selvfølgelig også var meget arbejdskrævende og sandsynligvis burde have været arrangeret med større økonomiske og mandskabsmæssige ressourcer.
>
> - Visit Sweden

Note. Data er oplyst fra Visit Sweden. Det har ikke været muligt at fremskaffe data for de samfundsøkonomiske effekter eller omkostningerne ved at afholde eventet.

Økonomisk vurdering

Analyse af de samfundsøkonomiske effekter

Analysegrundlag

De samfundsøkonomiske effekter er beregnet af VisitDenmark

Udgangspunkt i de udenlandske erfaringer og VisitDenmarks seneste turistundersøgelse

Generelt er der lavet en relativ konservativ vurdering af de økonomiske effekter





Udgangspunktet
Gastro-turisme er et voksende marked

Dansk gastronomi skal få mundvandet til at løbe i hele verden

Regeringen har i dag offentliggjort Gastro 2025. Planen er, at Danmark skal være det sted, som turister og stjernekokke søger hen for at opleve det fremmeste, klogeste og nyeste inden for gastronomi.

Publiceret 12. marts 2019



Ny brandingkampagne skal tiltrække turister og sælge fødevarer

9.5.2019

Som led i regeringens Gastro 2025 udspil er der netop afsat penge til at
brandingkampagne, der både kan tiltrække flere mad- og
og skabe et større kendskab til danske fødevarer uden for
Danmarks grænser.

Print Del med



Michelin stjerner er spydspids for en stærk fortælling om Danmark

9.5.2019

De danske Michelin-restauranter har stor betydning for turismen. Hver tredje udenlandske turist i Danmark er en mad- og gastroturist. Dem vil VisitDenmark gerne tiltrække flere af ved at bruge restauranterne og de dygtige kokke som afsæt for en stærk fortælling om Danmanmark som madland.

Print Del med

Data fra VisitDenmark

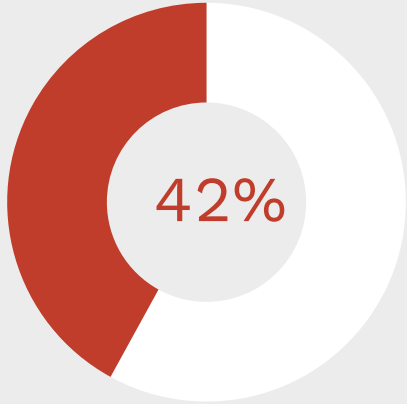
Mange vælger Danmark på grund af madoplevelser

1 Spørgeskemaundersøgelse blandt 2.588 udenlandske storbyturister i Danmark (delgruppe fra VisitDenmarks Turistundersøgelse blandt 14.000 turister).

2 42 pct. svarer, at de i høj grad (27 pct.) eller i meget høj grad (15 pct.) havde ”madoplevelser/ spise ude/ gastronomi” som en af flere årsager til at holde ferie i Danmark.

3 Segmentet bruger i snit 2.500 kr. i døgnet på overnatning, spisesteder, transport, shopping mm. Det er 550 kr. mere end en gennemsnitlig storbyturist i Danmark.

4 Danmark har samlet 5 mio. ferieovernatninger fra 1.9 mio. udenlandske turister i (stor)byerne, dvs. ca. 800.000 mad- og gastroturister. Hertil kommer dem, der overnatter gennem Airbnb, privat, på små hoteller/b&b med under 40 senge mv.



Vælger Danmark på grund af bl.a. madoplevelser

Beregningsgrundlag for Bocuse d'Or i Danmark

Udgangspunkt i antal deltagere ved det seneste Bocuse d'Or Europe i Torino i 2018.

1 Udgangspunkt i antallet af deltagere i 2018

Seneste Bocuse d'Or Europe fandt sted i Torino i 2018. Eventet blev **besøgt af 8.253 tilskuere og fagfolk** med tilhørsforhold til gastronomi. Heraf var 2.382 VIP's, 428 journalister og 143 deltagere i form af topkokke fordelt på 20 deltagerlande. GL Events, der organiserede eventen i Torino, vurderer, at 30 pct. af tilskuerne var lokale, mens 70 pct. var tilrejsende svarende til 5.777 udenlandske tilskuere. Det vurderes desuden, at eventdeltagerne i gennemsnit **var i byen i tre dage**.

2 Sideevents er ikke medtaget i beregningen

Eventet i Torino blev suppleret af 150 sideevents. Museer, institutioner og prestigiøse lokationer samarbejdede med førende aktører inden for mad- og vinscenen for at fremme madlavning og kultur. Disse brandingmæssige tiltag for offentligheden forløb **over ni dage med 85.000 besøgende**. Formentlig vil tilsvarende sideevents i København også bidrage til øget omtale og branding af Danmark som gastronomisk foregangsland. Disse tal er dog **ikke taget med i beregningerne**, da der vil være tale om et usikkert skøn.

3 Konservativ vurdering af deltagertallet i Danmark

Om 5.777 internationale deltagere er et realistisk besøgstal for København er svært at sige. Formentlig er det **konservativt sat**, da Bocuse d'Or Europe ifølge GL Event er vokset de seneste år med flere og flere deltagerlande og større opmærksomhed, også jf. antallet af besøgende i Stockholm i 2014. Et væsentlig højere antal deltagere i Danmark vil dog være afhængig af det konkrete setup, herunder international markedsføring.

Kilde: Data er indsamlet fra den officielle evalueringsrapport om Bocuse d'Or Europe i Torino, som er drøftet med Bocuse d'Or sekretariatet i GL Event.

Turismeforbrug ved Bocuse d'Or Europe i Danmark

Estimeret med udgangspunkt i antallet af deltagere ved Bocuse d'Or Europe i Torino sidste år samt det gennemsnitlige døgnforbrug blandt storbyturister i Danmark.

- 5.777 udenlandske turister (70 pct. af de 8.253 besøgende i Torino)
- Gennemsnitlig ophold på 3 dage
- Døgnforbrug på 2.500 kr. i gennemsnit
- Deltagere ved sideevents ikke medtaget

43,3 mio. kr.

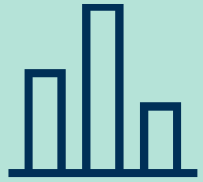
Samlet turismeforbrug (konservativ vurderet)

Samfundsøkonomisk effekt

Effekter i form af jobskabelse, værditilvækst og offentlige skatteindtægter er estimeret vha. VisitDenmarks prognosemodel baseret på den bedst tilgængelige viden.

43,3 mio. kr.

Samlet turismeforbrug



50 turisme skabte jobs



25,1 mio. kr. i værditilvækst



13,9 mio. kr. i skatteprovenu

Note. 1,3 mio. kr. af skatteprovenuet er kommunale indkomstskatter i værts kommunen. Data er beregnet af VisitDenmark. Tallene er baseret på en særkørsel i den generelle ligevægtsmodel LINE, hvor det er antaget, at eventdeltagernes forbrugsmønster generelt ligner storbyturisters og dermed genererer samme type effekter som disse. For yderligere metode til effektmåling og samfundsøkonomiske effekter heraf henvises til "Turismeøkonomisk effektmåling af sports-, kultur- og erhvervsbegivenheder" og "Turismens økonomiske betydning" tilgængelig på https://www.visitdenmark.dk/corporate/videncenter/turismens-okonomiske-betydning

Sammenligning med sportsevents

Turismeomsætning ved udvalgte sportsevents (opgjort af VisitDenmark).

Golf

Made in Denmark (2015)

63 mio. kr.

Badmin-ton

VM i badminton (2014)

48 mio. kr.

Svømning

EM i svømning (2013)

17 mio. kr.

Løb

KBH halvmaraton (2015)

16 mio. kr.

Note: Der er ikke data for omkostningerne ved at afholde de forskellige events. Til VM i badminton var der ca. 12.000 udenlandske tilskuere. Døgnforbruget for udenlandske var i snit 440 kr. for dagsbesøgende og 1.617 kr. for overnattende tilskuere. Samlet var forbruget fra de udenlandske turister 29 mio. kr.

Hvor meget offentlig finansiering kræves der for at afholde Bocuse d'Or Europe?

Budgetoverslag for afvikling i København*

Krav fra Bocuse d'Or	Note	DKK ekskl. moms
Entrance fee til Bocuse d'Or	Beløbet betales uden moms	4.500.000
Event venue i Bella Centret	5.000 kvm stort område (ultimo marts, maj el. primo juni)	2.100.000
Bemanding og diverse	Rengøring, parkering, arbejdsmænd, strøm mv.	890.000
Forplejning**	Deltagere i konkurrencen, VIP, presse	600.000
Hotelovernatninger (Bella Sky)	297 overnatninger a 1.200 kr. pr. nat eks. moms	360.000
Gallamiddag i Øksnehallen***	Dækker leje af venue, lyd, lys, tjenere, underholdning, mv.	1.100.000
SAMLET		**9.550.000**
Sideevents	Udgiften vil afhænge af de konkrete sideevents	-
Markedsføring og organisering	Antal årsværk vil afhænge af ambitionsniveauet	-

Note. Der er anvendt 2019 priser. Det kan således blive nødvendigt at indeksregulere priserne. Der er en række udgiftsposter, som ikke er klart specificeret af GL Events på nuværende tidspunkt, og som der må tages forbehold for.
*Det fremgår af udbudsmaterialet fra GL Events, at "Entrance fee" skal dækkes af offentlige midler. Herudover fremgår det flere steder i udbudsmaterialet, at øvrige udgifter skal dækkes af "Host city". Det er ikke nærmere specificeret om det kan afholdes ved midler fra sponsorer. Ved opfølgende kontakt har GL Events fremført at alle ovenstående poster skal dækkes af offentlige midler. Udgifter til sideevents, markedsføring og organisering kan afholdes af andre aktører.
**Baseret på tilbud fra Bella Centret ud fra GL Events krav om pris for 150 deltagere, 300 i "Chefs lounge" og 150 i pressecenter.
***Baseret på tilbud fra Øksnehallen indhentet via Wonderful Copenhagen med 1000 deltagere. Udgifter til catering dækkes af GL Events. I prisen er ikke indregnet udgifter til administrering af tilmeldinger, mv.

Budgetoverslag for organisering

- Det er svært at estimere udgifterne til organisering og afvikling.
- Formentlig vil det været et sted mellem 3 og 5 mio. kr. til projektledelse, VIP-programmer, sponsorsalg og -pleje, presse, kommunikation, leverandørstyring og de øvrige praktiske forhold til et arrangement af denne størrelse.
- I forhold til sideevents rundt omkring i København er det ligeledes svært at estimere udgifterne. Formentlig vil udgifterne dog primært blive afholdt af de pågældende aktører fx restauranter, museer, ildsjæle mv.
- Udgifter til markedsføring er ikke anslået, da det afhænger af ambitionsniveauet.

> Det er meget svært præcist at estimere alle udgifterne til organisering og afvikling på nuværende tidspunkt.
>
> - Fødevareorganisation

Interessentvurdering

Hvad siger interessenterne?

Interviews med 12 kerneinteressenter



Data

12 respondenter bestående af politikere, organisationer, kokke, fonde, virksomheder mv.

Interviewene blev gennemført ud fra en semistruktureret spørgeramme, som blev udarbejdet i tæt samarbejde mellem VisitDenmark og Operate.

Interviewene blev gennemført i uge 43 til 48 i 2019. Alle interviews er gennemført af erfarne rådgivere i Operate.

Det overordnede omdømme

”

Det kunne være stort at få det til Danmark, men det er en stor opgave at løfte. Det kræver nogle sponsorer. Jeg vil ikke sige at det er op ad bakke, men det vil kræve noget.

-Erhvervsorganisation

Potentialer

”

Potentialet er at skabe en bred synlighed i befolkningen og hele landet om, at vi er en gastronomisk højborg.

- Fødevareorganisation

Potentialer

#1



Det giver værdi

#2



Gastro er højt på dagsordenen

#3



Aktørerne vil gerne bidrage

#4



Danmark har gode kort på hånden

Potentiale #1

Det giver værdi

- De fleste interessenter mener, at det vil give værdi at afholde Bocuse d'Or Europe i Danmark.
- Værdien vil dog være afhængig af, hvor stort det bliver det bliver slået op bl.a. med sideevents.

”

”Når man kommer ud på skolerne så ved de unge godt, hvad Bocuse er, og hvad det handler om. Derfor er det interessant. Det vil give hype omkring faget.” -Politisk aktør

”Hvis det kun foregår i Bella Centret er udbyttet begrænset. Udbyttet afhænger af, hvor mange aktiviteter vi laver omkring det.” –Erhvervsorganisation

”

Der er ikke noget højere end Bocuse d'Or madmæssigt.

-Fødevareorganisation

Potentiale #2

Gastro er højt på dagsordenen

- Mange interessenter fremhæver, at Danmark har opbygget et stærkt internationalt brand, som kan styrkes med Bocuse d'Or Europe. Det kan også styrke rekrutteringen i branchen.
- Nogle fremhæver, at det i givet fald bør afvikles i København.

”Vores folk er hver dag ude at fortælle en historie om Danmark, og der kan vi bruge det. Madkulturen er ved at få et stærkt brand om bæredygtig mad lavet på lokale råvarer.” -Ministerium

”Vi bakker 100 pct. op om det. […] Det vil positionere Danmark ifht. gastro-turisme, og det passer også godt med Gastro2025 initiativet.” -International virksomhed

”Det skal være i København, der er epicentret for dansk gastronomi.” -Erhvervsorganisation

> Hvis det handler om uddannelserne og branding af branchen, så er det en god idé.
>
> -Politisk aktør

Potentiale #2 fortsat

Gode muligheder for dansk fortælling

→ Flere interessenter fremhæver en mulig dansk fortælling med sunde fødevare og bæredygtighed.

”Man skal bruge det som løftestang til den danske fortælling.”
-Fødevareorganisation

”Vores strategiske fokus omkring mad og sundhed er hele fællesskabsdelen, at vi er sammen om at dyrke og spise maden.”
–Almennyttig fond

”Bæredygtighed er oplagt. Men der er ikke noget i råvarerne eller eventet, som signalerer bæredygtighed hos Bocuse d’Or.”
-Fødevareorganisation

”Hvis kongehuset er med sammen med nogle spændende personer, kan det give en værdi.” -Ekspert

”

Det ville være kæmpe stort for os at få en ingrediens med, som topkokke fra hele Europa bruger.

-International virksomhed

Potentiale #3

Aktørerne vil gerne bidrage

- Stort set alle interessenter siger, at de gerne vil bidrage, hvis det bliver afholdt i Danmark.
- Flere har dog påpeget, at indsatsen skal vejes op imod omkostningerne – herunder om "pengene kan bruges bedre" på andre gastronomisk tiltag eller tiltag der kommer branchen mere bredt til gode.

"Hvis vi beslutter os for at køre, vil vi selvfølgelig hjælpe."
-Fødevareorganisation

"Vi mangler en fødevareudstilling og en stor sponsor. Ellers er alt godt. -Erhvervsorganisation

> Det er en god idé, men det skal vejes op imod omkostningerne.
>
> - Erhvervsorganisation

Potentiale #4

Danmark har gode kort på hånden

- Flere interessenter mener, at Danmark har en god chance for at få mulighed for at afholde Bocuse d'Or Europe.
- Men det kræver et ambitiøst bud med bred opbakning.

”Vi er førende på økologi og bæredygtighed. Vi er helt i toppen, og det er interessant for hele verden.”
-Fødevareorganisation

”Denmark is a very interesting country for Bocuse d'Or with a long and proud history in the competition.” -Bocuse d'Or

”

Rasmus Kofoed er stjernen. Han er Messi i konkurrencen. Han bliver fotograferet hele tiden.

- Fødevareorganisation

#4 fortsat

Interessenterne er dog ikke optimistiske

- Adspurgt til hvor realistisk det er, at det lykkedes er respondenterne ikke specielt optimistiske.
- Nogle fremhæver bl.a., at Danmark allerede har forsøgt uden succes – hvor alle kræfter ellers blev sat til.

”Alle sejl blev sat til med ministerbesøg og det hele. Rasmus Kofoed og René Redzepi viste franskmændene rundt tre dage i København og arrangerede privat middag på Søllerød kro.” -Ekspert

”Det afgøres af pengene. Det er et kommercielt foretagende.” -Fødevareorganisation

”Det kunne være stort at få det til Danmark, men det er en kæmpe opgave at løfte. Det kræver nogle sponsorer.” -Erhvervsorganisation

> Jeg var med sidste gang, man ville det ikke nok, når det kom til stykket.
>
> - Ekspert

Potentiale #4 fortsat

Erfaringsramt?

Observation

Jo længere væk man er fra Bocuse d'Or, jo større værdi tillægger man eventet.

Flere interessenter der arbejder i og omkring gastronomi, Bocuse d'Or og madverdenen tillægger det en lavere værdi at afholde Bocuse d'Or i Danmark.



Udfordringer

”

Vi ser et oprør mod fransk gastronomi. […] Det er vigtigt at understrege, at afholdelse af Bocuse d’Or Europe i Danmark ikke er et godt markedsføringsperspektiv for Danmark.

- Politisk aktør

Udfordringer

#1



Det brander primært fransk kogekunst

#2



Det er en stor opgave at løfte

#3



Det kræver, at interessenterne står sammen

#4



Ingen oplagt sideevent

Udfordring #1

Brandingen er primært af Frankrig

- Nogle interessenter fremhæver, at en stor del af brandingværdien går til fransk gastronomi.
- Andre mener dog, at værtslandet har mulighed for at præge eventet og brande værtslandet.

”Det er udelukkende en reklame for Frankrig. Ikke for værtsbyen. Det er præcis som Tour de France. Ingen kan huske, hvor det startede i år.” -Politisk aktør

”Det er ligesom at kaste en sten i vandet, det giver et plask og så er det væk.” -Fødevareorganisation

”Det er ikke kun branding af fransk gastronomi, værtslandet har også mulighed for at præge det.” -Erhvervsorganisation

> Vi har en masse nordisk at byde på, som vi burde promovere frem for den franske kogekunst.
>
> -Fødevareorganisation

Udfordring #2

Det er en stor opgave at løfte

- Mange interessenter fremhæver, at det er en meget stor opgave at løfte rent logistisk og organisatorisk.
- Flere fremhæver desuden, at der ikke er en oplagt organisation til at løfte opgaven.

”Det er et melodi grand prix i miniformat. Det er et kæmpe maskineri med særlige køkkener etc. […] Man skal have økonomien, man-power og viljen til at løfte det. ”
-Fødevareorganisation

”Det er en tung opgave at løfte. Det er en masse planlægning og logistik. Det skal man være klar over. -Ekspert

> Udfordringen er, at vi skal finde en organisation, der kan stå for det.
>
> - Fødevareorganisation

Udfordring #3

Det kræver, at interessenterne står sammen

- Flere interessenter med viden om Bocuse d'Or pointerer, at det er en forudsætning for at vinde, at Danmark står sammen om et eventuelt bud.
- Nogle fremhæver desuden, at det er vigtigt med en kommerciel virksomhed som sponsor.

”Jeg var meget involveret sidste gang. […] Jeg ved hvordan det foregår - man skal stå sammen som nation.” -Ekspert

”Hvis man skal løfte det, så skal der være en stor virksomhed. Det skal være en international spiller.” -Erhvervsorganisation

> Vi kigger meget på, om det noget alle står sammen om. Det er et afgørende kriterium.
>
> - Bocuse d'Or

Udfordring #3 fortsat

Interessenterne har forskelligt opdrag

- Interessenterne påpeger, at hvis de skal bidrage skal eventet passe til deres respektive formål.
- Det kan bl.a. være en udfordring, hvis der både kommer medfinansiering fra kommercielle virksomheder og almennyttige fonde.

”Hvis vi skal være med, skal det bidrage til øget eksport.”
-Fødevareorganisation

”Vi har et almennyttige fokus, så det skal være balanceret ifht. virksomhedsdelen. Der må ikke være noget markedsføring, det skal skæres rigtigt.”–Almennyttig fond

”Det vigtigste for os er ikke reklame på alle mulige ting, men at få vores produkter brugt i konkurrencen.” –International virksomhed

> Værdien ligger i branding af dansk gastronomi, danske fødevare og erhvervet.
>
> -Erhvervsorganisation

Udfordring #4

Der skal være et relevant sideevent

- Interessenterne anbefaler et erhvervsrettet sideevent, der potentielt kan genere eksport
- Interessenterne peger på flere kandidater til et relevant sideevent.
- Det kan dog være en udfordring, at eventet skal afholdes i forsommeren – og formentlig i København.
- Flere interessenter mener, at en fødevaremesse vil stille Danmark stærkest i konkurrencen med andre værtsbyer.

”Årstiden er med os. […] Man kunne tage rundt i hele landet og vise det ypperste i Danmark.” –Fødevareorganisation

”Det er typisk en messe, som er sideevent. I Torino var det en lille messe.” -Erhvervsorganisation

”There are no real requirements for the side event, beside it has to have gastronomic relevance.” -Bocuse d’Or

> Det er et krav, at der er et relevant sideevent i relation til konkurrencen.
>
> - Bocuse d’Or

Udfordring #4 fortsat

Interessenterne peger på flere mulige sideevents, men det kræver at man er indstillet på at flytte eventet til forsommeren (hvilket vurderes realistisk).

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Konklusion

Er det en god idé?

Opsummering af potentialer og udfordringer
Kerneudfordring: Der er brug for tilkendegivelse om evt. statslig finansiering, før afklaring om øvrig finansiering og organisering kan påbegynde.

Potentialer		Udfordringer
Stort turismeforbrug Eventet er estimeret til at generere 43,3 mio. kr. i direkte turismeforbrug.	✓	**Ingen klar projektejer** Det er en stor logistisk/organisatorisk opgave at løfte, men der er ikke en oplagt projektejer.
Gastro-turisme er i vækst Gastro-turisme er et vækstområde, og eventet vil kunne generere positiv omtale af Danmark.	✓	**Ingen bred opbakning** Erfaringer fra tidligere forsøg er, at det kræver bred opbakning fra alle, hvis Danmark skal vinde.
Danmark står stærkt Vi har et godt omdømme internationalt, og vil formentlig have en god chance for at få eventet hertil.	✓	**Intet relevant sideevent** Det er et krav, at der er et relevant sideevent – det kræver, at nogle vil flytte sit event.

Note. Der er ikke indhentet interessetilkendegivelse fra Københavns Kommune ifht. mulig kommunal medfinansiering.

Konklusion – hvad er værdien?

1



Det genererer en stor omsætning

Det vil give 43 mio. kr. i direkte omsætning (konservativt estimeret). Hertil værdi fra presseomtaler i medierne.

2



Brandingværdien er relativ begrænset

Det er primært branding af fransk gastronomi og kun i mindre omfang af værtsbyen.

3



Begivenheden kan løfte faget

Begivenheden kan være med til at løfte faget og skabe stolthed omkring dansk gastronomi.

Konklusion – har Danmark en god chance?

1



Danmark har gode muligheder

Danmark står stærkt, og vil formentlig have en god chance, hvis vi beslutter at søge.

2



Men ikke noget oplagt sideevent

Det er en udfordring at finde et relevant sideevent, som kan afholdes i forsommeren.

3



Ikke noget stort engagement

Det er en stor udfordring at en række kerneinteressenter ikke anbefaler, at der arbejdes videre på at få konkurrencen til Danmark.

Ovenstående er under forudsætning af, at der er offentlig finansiering, jf. formalia side 21.

PROJEKTBESKRIVELSE:
GASTROTURISME-INDSATS 2019-2020-2021

30. september 2020

Beskrivelsen indeholder:

1) Baggrund
2) Formål med projektet
3) Mål for projektet
4) Målgrupper
5) Handlingsplan
6) Likviditetsbudget
7) Evaluering og regnskab
8) Projektorganisering

1) Baggrund

Den daværende VLAK-regering satte i sit regeringsgrundlag fra 2016 fokus på udviklingen af dansk gastronomi på den politiske dagsorden i form af Gastro2025-initiativet. Den gastronomiske ekspertgruppe Team Gastro blev nedsat, og udgav i februar 2018 deres vision og anbefalinger til videre understøttelse og udvikling af dansk gastronomi til regeringen.

Team Gastro lagde bl.a. vægt på, at den danske brandingindsats skal kunne måle sig med andre landes indsatser på gastronomiområdet. Danmarks position er stærk, men den internationale konkurrence på området skærpes i disse år. Fx investerer Sverige i perioden 2017-2020 40 millioner svenske kroner i international markedsføring af måltidsoplevelser, hvilket bl.a. har ført til en placering i top 3 i Europa (kilde: TCI), og at britiske, hollandske og tyske turister i dag i højere grad opfatter Sverige som en gastronomidestination sammenlignet med Danmark (Kilde: VisitDenmarks Brandanalyse 2016).

Team Gastros vision var at gøre Danmark til gastronomisk centrum i 2025, og blandt anbefalingerne blev det nævnt, at det var vigtigt at samle og styrke historien om dansk gastronomi gennem øget markedsføring på strategisk vigtige markeder.

Hvis visionen skal nås, skal både eksport- og turismeerhvervets fødevarefortællinger være bedre koordinerede, og de mange eksport- og turismeaktørers internationale markedsføringsindsatser være mere og bedre tænkt sammen og ambitiøse for at sikre effekt og synergi.

Initiativbeskrivelse: Sammentænkt markedsføring:
VisitDenmark gennemfører en langsigtet sammentænkning af de internationale og offentligt medfinansierede markedsføringsindsatser, hvor gastronomien bruges aktivt for at promovere Danmark som fødevare- og turismeland. De centrale parter på området etablerer et koordinationsforum, der udvikler et fælles kampagnekoncept og en langsigtet

markedsføringsplan for prioriterede markeder. Koordinationsforummet skal udvikle et fælles kampagnekoncept, der har hovedfokus på turister og fødevareforbrugere og har sammenhæng til Food Nations B2B-fødevarekoncept. Derudover skal koordinationsforummet udarbejde og implementere en langsigtet brandingkampagne i samarbejde med relevante samarbejdspartnere. Indsatsen skal omfatte B2C-markedsføring samt presse og skabe synergi til den øvrige B2B-indsats (fødevarer og turisme). VisitDenmark skal derudover undersøge muligheden for at afholde Bocuse d'Or Europe i Danmark. (jfr. Aktstykke og MFVM presselanceringsmateriale, marts 2019).

2) Formål med projektet

Formålet er at øge eksport- og turismeindtægter og tilhørende jobs i hele Danmark gennem øget omtale, kendskab og præference for Danmark som fødevare- og turismeland.

3) Mål for projektet

Projektet har som mål[1]:

- At skabe kendskab til Danmark som mad- og turismeland 3.750.000 gange på det tyske marked (indenfor projektperioden).
- At skabe præference for Danmark som mad- og turismeland 1.187.000 gange på det tyske marked (indenfor projektperioden).
- At skabe omtale i form af 25 artikler i relevante online og offline medier.

FoodNation offentliggjorde i november 2019 en måling af B2B-partneres kendskab til Danmark som fødevareland på 4 udvalgte markeder: Tyskland, UK, US og Kina. Når denne måling gentages i de kommende år, vil den blive brugt som en indikator for om kendskabet til Danmark som fødevareland stiger.

4) Markeder og målgrupper

VisitDenmarks profilanalyse fra 2019 definerer Mad & Gastroturist-målgruppen som de ferieturister, for hvem "madoplevelser/spise ude/gastronomi" er et højt prioriteret rejsemotiv. VisitDenmark anbefaler i udgangspunktet at gå mere efter turister, der foretrækker "god mad" end "finere gastronomi", jf. tidligere analyse fra 2014. Målgruppen for finere gastronomi er nemlig ikke så stor som dem, der efterspørger god mad.

Samlet set er 28 pct. af alle udenlandske ferieturister i Danmark mad- & gastroturister. Ud af de 1,3 mio. mad- & gastroturister var de 665.300 af dem på storbyferie og 615.300 på kyst- og naturferie i 2017. Mad- & gastroturisterne har et forholdsvist højt døgnforbrug (1.450 kr.) Mad- & gastroturisterne kommer i antalsmæssig rækkefølge fra Tyskland, Norge, Sverige og UK, men de nationaliteter, der har det højeste madrejsemotiv, er som følger: Norge (38%), UK (37%), Sverige (31%) og Tyskland (21%). (Kilde: VisitDenmarks profilanalyse, 2019).

Ser man på potentialet blandt turister på vores nærmarkeder, viser VisitDenmarks Image og Potentialeanalyse, at der er et forholdsmæssigt stort potentiale blandt nordmænd og svenskere, men i absolutte tal primært i Tyskland og sekundært i UK.

[1] Målene er udarbejdet på baggrund af performance fra VisitDenmarks seneste kampagnebenchmark fra 2018 (omkostning pr. skabt kendskab på 1,08 kr. og pr. skabt præference på 3,41 kr.) og et markedsføringsbudget på 4,05 mio. kr..

Marked	% af de adspurgte, der associerer Danmark med madoplevelser enten i høj eller meget høj grad *:			Samlet population 15+ år**	Andel af samlet population, der forbinder Danmark med God mad/Gastro***	Fødevareklyngens vareeksport opdelt på lande, i %, 2016-tal****
	God lokal mad og restauranter	Gastronomi og finkulinariske oplevelser	Samlet andel, der i høj eller meget høj grad forbinder Danmark enten med God mad eller Gastronomi:			
DE	42%	37%	49%	71.802.500	35.398.633	17%
SE	59%	41%	63%	8.373.420	5.250.134	9%
NO	68%	48%	70%	4.387.934	3.071.554	4%
UK	44%	34%	49%	54.591.600	26.749.884	8%
* Kilde: Image- og Potentialeanalysen, VisitDenmark 2019						
** Kilde: Tourism Econimics pr. 5/4-2019						
*** kolonne 3 x 4						
**** Kilde: Landbrug og Fødevarer pba. Danmarks Statistik, tabel KN8M						

Valg af hvilke markeder, som skal bearbejdes igennem Gastro-satsningen, foretages i koordineringsgruppen. Beslutningen træffes især ud fra den nuværende fødevareeksportomsætning og turismeomsætning pr. marked samt vurderinger af potentiale, men også andre kriterier spiller ind. Fx mulighed for at styrke dansk konkurrencesituation på dette/disse markeder ud fra eksisterende styrkepositioner og markedsparathed, god synergimuligheder med andre indsatser, mulighed for at skabe en best-case i 2020 mhp fortsættelse af indsatsen mv.

Valget er faldet på primært at fokusere på Tyskland, dog vil presse- og influencer-indsatsen dog blive global, da det ikke vil give mening blot at fokusere på blot et marked.

I Tyskland er det besluttet at fokusere på følgende to målgrupper:

1: Par i Nordvesttyskland. 45-65 år Har et vidst kendskab til Danmark og de vil typisk komme hertil i bil. Indhold til denne målgruppe er meget kyst og natur-båret og kan sagtens være oplevelser, hvor man skal køre for at komme derhen. De er med andre ord ret mobile, men befinder sig typisk langs den jyske vestkyst, østkyst og øerne, når de holder ferie.	**Behov:** Ferie af længere varighed (8 nætter), foretrækker hjemland fremfor solferie, trygt rejsemål, overkommelig planlægning, acceptabelt oplevelse af pris/kvalitet, de elsker danskerne og vores natur, lokale råvarer og tilgængeligheden. **Indsigt:** De har noget kendskab til Danmark, mange har været her før og de skal derfor både bekræftes og oplyses om nyheder.
2: Yngre par i større tyske byer med direkte flyforbindelse til DK. Eksempelvis Berlin, Stuttgart, Frankfurt, München, Düsseldorf. 35-55 år. De er mere urbane og med på beatet og bruger typisk også flere penge på en ferie, da storby-produktet er dyrere, de rejser kortere tid og prioriterer gode oplevelser, der dog stadig er god value-for-money.	**Behov:** Ferie af kortere varighed (3 nætter), vil have lokale seværdigheder og atmosfære, byliv og dansk kultur. **Indsigt:** De har lavere kendskab til hvad Danmark har at byde på og færre har været her tidligere. Tyske storbyturister er en målgruppe i stor vækst (fra 2016 til 2017: CPH 15% og Aarhus 68%).

5) Handlingsplan:

Brandingen af Danmark som gastronomisk centrum skal i højere grad ske som en strategisk sammentænkning af de internationale og offentligt medfinansierede markedsføringstiltag. Det skal ske ved at samle de centrale parter på området og at gennemføre nye koordinerede aktiviteter og kampagner, der ligger ud over eksisterende indsatser.

Der foregår i dag en række aktiviteter, der har til formål at fremme Danmark som fødevare- og turismeland, med den arbejdsdeling, at VisitDenmark og FOOD bearbejder udenlandske turister, presse, bloggere og influencers med fortællinger om Danmark som en feriedestination med gode madoplevelser (presse, B2C), mens UM (The Trade

Council), Food Nation, Landbrug & Fødevarer og DI arbejder målrettet med at booste den danske fødevareklynges eksport (B2B) herunder i forbindelse med erhvervs- og eksportfremstød (B2B). Alt sammen med stor involvering og efterspørgsel fra erhvervsliv og organisationer.

Koordineringen af disse aktiviteter skal øges. Derfor har de centrale parter på området (Landbrug & Fødevarer, Food Nation, DI, FOOD og VisitDenmark) etableret et koordinationsforum med henblik på at gennemføre en fælles brandingkampagne, der sammentænker nye offentlige markedsføringsaktiviteter med eksisterende aktiviteter. Forummet kan udvides efter behov, hvis parterne ønsker det. Trade Council/UM og øvrige ministerier er observatører i forummet.

Med afsæt i den eksisterende fødevarefortælling og VisitDenmarks Good Food-fortælling har forummet følgende opgaver og arbejdsfordeling:

1) Koordinationsforum skal godkende et endeligt kampagnekoncept og en langsigtet markedsføringsplan udarbejdet af VisitDenmark. Kampagnekonceptet skal kunne fungere bredt for B2B- og B2C-markedsføring samt pressebearbejdning. Fokus for kampagnen vil dog være på internationale turister og fødevareforbrugere (B2C), og indsatsen skal understøttes via koordinationsforummets øvrige B2B-arbejde.
2) Koordinationsforum skal fastlægge, hvilke markeder indsatsen skal gennemføres på. Beslutningen skal bl.a. træffes ud fra en fælles vurdering af den nuværende fødevareeksportomsætning og turismeomsætning pr marked samt af potentiale.
3) Parterne orienterer hinanden løbende om eksisterende og planlagte internationale markedsføringsaktiviteter med henblik på at optimere synergimuligheder og partnermedfinansieringen i og uden for kredsen.
4) VisitDenmark har mandat til at beslutte, hvordan de enkelte kampagner skal gennemføres.

Udrulningen af brandingkampagnen vil fx bestå i udarbejdelse af diverse indhold i form af videoer, omtale og tilstedeværelse af danske fødevare- og turismeprodukter på egne og købte digitale platforme, deltagelse i diverse events, messer og fremstød samt i gennemførelse af diverse presse-, influencer- og bloggeraktiviteter.

I forbindelse med udvikling af kampagnekonceptet vil det blive forsøgt at skabe størst mulig medfinansiering fra private og/eller offentlige parter (både inden for og uden for koordinationsforumskredsen). I det omfang, der skaffes medfinansiering, vil midlerne i første omgang gå til at udarbejde flere videoer, i anden omgang til at øge markedstrykket.

VisitDenmark har desuden ved brug af et eksternt konsulentbureau undersøgt muligheden for at afholde Bocuse d'Or Europe i Danmark. Undersøgelsen blev gennemført i efteråret 2019 og er afrapporteret til Erhvervsministeriet samt Miljø- og Fødevareministeriet i december 2019.

Aktiviteterne i handlingsplanen er samlet under nedenstående overskrifter i skemaet med indikation af tids- samt budgetramme. Der er estimeret følgende budgetfordeling pr. aktivitet pr. år.

Handlingsplan er opdateret september 2020 under påvirkning af COVID 19. Grænselukningen mellem DK og Tyskland og den efterfølgende store Danmarksferie-kampagne har betydet, at VisitDenmark og koordinationsgruppen sammen har vurderet, at størstedelen af Gastro-indsatsen bedst udskydes til 2021 for at sikre mest mulig effekt.

2020 er blevet brugt på at producere alle videoerne og på at gennemføre så mange presse- og fremstødsaktiviteter som fysisk muligt.

VisitDenmarks timer honoreres ikke i hele projektperioden.

	Handlingsplan	***Budget i dkk.***			
	Aktivitetsbeskrivelser	***Total***	***2019***	***2020***	***2021***
Q2 2019-Q2 2020	***Udvikling af kampagnekoncept samt planlægning af kampagneindsats:*** *Formål: At skabe et involverende kampagnekoncept, der binder alle projektets aktiviteter sammen.* *Beskrivelse: Kampagnekonceptet skal tage hensyn til eksisterende kommunikation fra de involverede parter og bygge ovenpå den eksisterende fortælling om Danmark som fødevare- og turismeland.*	***500.000***	*382.000*	*118.000*	
Q3 2019 - Q4 2020	***Planlægning af kampagneindsats samt indholdsproduktion*** *Formål: At udarbejde en konkret kampagneindsats for 2020-21, der også kan danne baggrund for en langsigtet strategisk indsats.* *Beskrivelse: Udarbejdelse af en markedsføringsplan 2020-21 samt indholdsproduktion for 2020.*	***500.000***	*100.000*	*250.000*	*150.000*[2]
Q1 2020-Q3 2021	***Udrulning af kampagne på marked Tyskland (og max. 1 øvrigt marked)*** *Formål: At øge kendskabet og præference på det/de vigtigste eksport- og turismemarked(er)* *Beskrivelse: Kampagneaktiviteter, der udnytter interessen for Danmark til at fortælle historien om Danmark som fødevare- og turismeland.*	***3.650.000***			*3.650.000*[3]
Q2 2019 - -Q3 2021	***Presse-, influencer, bloggeraktiviteter globalt*** *Formål: At skabe øget synlighed globalt hos presse og nøgle-influencers, som kan være med til at bære budskabet videre* *Beskrivelse: Kontinuerlig bearbejdning af de rigtige medier/personer, som kan kaste positivt lys over Danmark som fødevare- og turismeland i sammenhæng med ovenstående markedsaktiviteter og planlagte/uplanlagte eventmuligheder.*	***1.000.000***	*60.000*	*278.225*	*661.775*
Q3 – Q4 2019	***Undersøgelse vedrørende Bocuse d'Or Europe*** *Formål: At afdække hvilke muligheder, der er for at afholde Bocuse d'Or Europe i Danmark* *Beskrivelse: Muligheden for at afholde Bocuse d'Or Europe skal undersøges. Denne undersøgelse er afrapporteret med udgangen af 2019.*	***100.000***	*100.000*		
Q3-Q4 2021	***Evaluering og oplæg til fortsat indsats***	***250.000***			*250.000*

[2] Produktionen blev billigere end forventet. Der er 150.000 tilbage, som er buffer til 2021 og ellers bruges de til medier.

[3] Det samlede medieindkøb gemmes til 2021 på grund af corona. Medieplanen er uændret og det forventes, at vi bruger hele budgettet i 2021

	Formål: At opsummere effekten af indsatsen samt afdække forventninger til fortsat indsats *Beskrivelse: Udover intern evaluering af hvert enkelt tiltag gennemføres der også en samlet evaluering af alle tiltagene samt en høring blandt de deltagende koordinationsforums-deltagere mhp vurdering af mulighederne for indsatsens forsættelse.*				
Q2 2019-Q4 2021	***Projektomkostninger*** *Omkostninger til møder, præsentationer, rejser, revision mv.*	***100.000***	*30.000*	*20.000*	*50.000*
	Samlede omkostninger	***6.100.000***[4]	*672.000*	*666.225*	*4.761.775*

[4] Samlet beløb er nu 6.100.000 grundet inflationsregulering i 2020.

6) Likviditetsbudget:

Likviditetsbudget	*Indtægter (EM)*	*Udgifter*
1.7.2019	*500.000*	
3. kvartal 2019		*500..000*
1.10. 2019	*650.000*	
3.-4. kvartal 2019		*650.000*
1.1.2020	*3.000.000*	
1.2. kvartal 2019		*3.000.000*
1.10.2021	*1.950.000*	
3. -4. kvartal 2021		*1.950.000*
Total	***6.100.000***	***6.100.000***[5]

7) Evaluering og regnskab:

- VisitDenmark har udarbejdet en delrapportering og delregnskab for projektets aktiviteter 2019 og en opdateret handlingsplan for 2020, senest 31. december 2019.
- VisitDenmark udarbejder xxx i 2020?
- VisitDenmark udarbejder en fyldestgørende afrapportering for hele projektets forløb og resultater, jf. projektbeskrivelsen, senest 31. marts 2022.
- Der aflægges revideret regnskab for projektet senest 1. maj 2022.

[5] Samlet beløb er nu 6.100.000 grundet inflationsregulering i 2020.

8) Projektorganisering:

VisitDenmark er hovedansvarlig for projektet med reference til Erhvervsministeriet.

VisitDenmark løser den internationale brandingopgave ved at nedsætte dels en ekstern koordinationsgruppe og en intern projektgruppe med følgende overordnede mandater:

- Koordinationsforum skal godkende det endelige kampagnekoncept
- Koordinationsforum har mandat til at fastlægge hvilke markeder indsatsen skal gennemføres på.
- VDK-projektgruppen har mandat til at beslutte, hvordan de enkelte kampagner skal gennemføres.

Koordinationsgruppens mandat uddybes i et særskilt kommissorium. Forummet kan udvides efter behov, hvis parterne ønsker det.

	Organisation	Rolle
VDK Styregruppe		
Jan Olsen	VDK	Direktion
Janne Grønkjær Henriksen	VDK	VDK projektejer og formand for Koordinationsgruppen
Projektgrupper		
Eva Thybo (ansvar ift. Koordinationsgruppe)	VDK	Ekstern projektleder
Jacob Lisbygd (ansvar ift. VDK-projektgruppe)	VDK	Intern projektleder
Koordinationsgruppen	UM, DI, L&F, Food Nation, FOOD	Projektdeltagere
Intern VDK-projektgruppe	MKT, Digitale medier	Projektdeltagere

Maj 2022

VisitDenmark

AFRAPPORTERING GASTRO & TURISME 2019-2022



Fotograf: STUD!O © Sarah Coghill, Copenhagen Media Center

INDHOLD

1.0 Formål og mål for Gastro & Turisme sammentænkt markedsføringsindsats 2019-22

2.0 Opsamling af indsatsens resultater i videoform

3.0 Oversigt over Gastro-videoer

4.0 Kampagneresultater

5.0 Presseresultater

6.0 Analyse af Bocuse d'Or Europe i Danmark v. Operate

7.0 Anbefalinger fra "Food tourism - an international overview" v. Michael G. Persson

8.0 Potentiale blandt tyske gastro-turister v. Wilke

9.0 Potentiale for øget fødevareeksport på det tyske marked v. FoodNation

10.0 G&T-teams anbefalinger til fremtidige lignende indsatser fx Gastro 2030.

Bilagsoversigt

GASTRO & TURISME SAMMENTÆNKT MARKEDSFØRING

Uddrag af Aktstykke og MFVM presselanceringsmateriale, marts 2019

VisitDenmark gennemfører en langsigtet sammentænkning af de internationale og offentligt medfinansierede markedsføringsindsatser, hvor gastronomien bruges aktivt for at promovere Danmark som fødevare- og turismeland. De centrale parter på området etablerer et koordinationsforum, der udvikler et fælles kampagnekoncept og en langsigtet markedsføringsplan for prioriterede markeder. Koordinationsforummet skal udvikle et fælles kampagnekoncept, der har hovedfokus på turister og fødevareforbrugere og har sammenhæng til Food Nations B2B-fødevarekoncept. Derudover skal koordinationsforummet udarbejde og implementere en langsigtet brandingkampagne i samarbejde med relevante samarbejdspartnere. Indsatsen skal omfatte B2C-markedsføring samt presse og skabe synergi til den øvrige B2B-indsats (fødevarer og turisme). VisitDenmark skal derudover undersøge muligheden for at afholde Bocuse d'Or Europe i Danmark.

Formål med projektet

Formålet er at øge eksport- og turismeindtægter og tilhørende jobs i hele Danmark gennem øget omtale, kendskab og præference for Danmark som fødevare- og turismeland.

Mål for projektet

- At skabe kendskab til Danmark som mad- og turismeland 3.750.000 gange på det tyske marked (indenfor projektperioden).
- At skabe præference for Danmark som mad- og turismeland 1.187.000 gange på det tyske marked (indenfor projektperioden).
- At skabe omtale i form af 25 artikler i relevante online og offline medier.

FoodNation offentliggjorde i november 2019 en måling af B2B-partneres kendskab til Danmark som fødevareland på 4 udvalgte markeder: Tyskland, UK, US og Kina. Når denne måling gentages i de kommende år, vil den blive brugt som en indikator for om kendskabet til Danmark som fødevareland stiger.

Organisering

Projektet er gennemført af VisitDenmark, ledet af en styregruppe kaldet Gastro & Turisme-team bestående af Landbrug of Fødevarer, DI-Fødevarer, FoodNation og FOOD.

OPSAMLING AF INDSATSENS RESULTATER

Click her for at se Gastro & Turisme Case-Video



© FREJA MCOMISH, SCANDINAVIA STANDARD

OUTPUT I FORM AF GASTRO-VIDEOER

DESTINATION	TEMA	YouTube Link EN	YouTube Link DE
Visit Lolland-Falster	Danmarks frugthave	https://youtu.be/2kQ-_S1pejk	https://youtu.be/uPTxxx4sgk4
Destination Kystlandet	Vejboder og gårdbutikker	https://youtu.be/arlFSREKnfI	https://youtu.be/VD3jbJKEvkU
VisitAarhusregionen	Jord til bord/storbyrest., fokus på bæredygtighed	https://youtu.be/Z0gLQrQQr-s	https://youtu.be/vBr87NaH_QI
Destination Sønderjylland	Sønderjysk kagebord	https://youtu.be/kkmNy4S5H5w	https://youtu.be/KjiWxbRNwgY
Destination Sjælland	Vin	https://youtu.be/_fDhOJm1KEo	https://youtu.be/KY59TqEAnCo
Destination Fyn	Rygeost	https://youtu.be/TuMRmCFwoo8	https://youtu.be/LIN6VAyZ7OI
(Wonderful Copenhagen)	Pølsevogn	https://youtu.be/FKgEyPj8itw	https://youtu.be/iwQ0Ce85Vfg
VisitNordjylland (Læsø)	Lokale råvarer (salt, tang og jomfruhummere)	https://youtu.be/6rAcyFoW7MQ	https://youtu.be/NolzFZ_1mqE
Wonderful Copenhagen	Øl	https://youtu.be/zD8_Xup-EDY	https://youtu.be/p4bgNROiWxc
Destination Sydvestjylland	Østers	https://youtu.be/sUiIQRA9huk	https://youtu.be/UESXR76izhQ
Destination Bornholm	Is og chokolade	https://youtu.be/I5FIakrlyPQ	https://youtu.be/E8sAs1uYfnQ
Destination Vesterhavet	Bakskuld	https://youtu.be/MH6BxvfHJv8	https://youtu.be/oS3SvcXDQPY
Samlet playliste		**https://youtube.com/playlist?list=PLGNYkSoEHtaUieWXuZl5Pr497vBAwIQGg**	

RESULTATER AF KAMPAGNEINDSATS 2021

Projektets mål*:

- At skabe kendskab til Danmark som mad- og turismeland 3.750.000 gange på det tyske marked indenfor projektperioden.
- At skabe præference for Danmark som mad- og turismeland 1.187.000 gange på det tyske marked indenfor projektperioden.

Resultater:

Kampagne: **Gastro 2021**

Marked	Budget (DKK)	Visninger	Pris pr. visning (DKK)	Kendskab	Pris pr. kendskab (DKK)	Præference	Pris pr. præference (DKK)
Tyskland	4.553.136	141.709.584	0,03	8.405.231	0,54	2.321.723	1,96
VDK Benchmark 2020			*0,04*		*0,69*		*2,94*

Uddybning:

Kampagnen på det tyske marked har næsten performet dobbelt så godt som forventet. På trods af Corona eller måske på grund af Corona, det vides ikke, men under alle omstændigheder et flot resultat, der også ligger over VisitDenmarks generelle benchmark.

*Målene er udarbejdet på baggrund af performance fra VisitDenmarks seneste kampagnebenchmark fra 2018 (omkostning pr. skabt kendskab på 1,08 kr. og pr. skabt præference på 3,41 kr.) og et markedsføringsbudget på 4,05 mio. kr.

RESULTATER AF PRESSEINDSATS 2019-2022

Projektets mål:
- At skabe omtale i form af 25 artikler i relevante online og offline medier

Resultater:
- Der er i alt skabt omtale i form af 837 artikler i relevante print og online medier samt i TV og radioindslag.

Uddybning:
Den væsentligste grund til presseindsatsens helt fantastiske over-performance er, at presseindsatsen grundet pandemien har kørt i mere end tre år fremfor den etårige periode, der oprindeligt var afsat.

Historier om Danmark som gastronomisk højborg med verdens bedste restauranter har fyldt ekstraordinært meget i medierne de seneste år, og vi har udnyttet det eksisterende kendskab og interessen for den danske madscene til at sætte fokus på de mennesker, steder og traditioner, som ligger til grund for Danmarks unikke position på det gastronomiske felt.

Efter pandemien var journalisterne særligt interesserede i udendørs oplevelser, hvilket betød, at østerssafari og besøg på danske vingårde var oplagte temaer for presserejser, men via presseindsatsen har vi også skabt opmærksomhed om bl.a. det sønderjyske kaffebord, salt fra Læsø og plantebaseret mad baseret på lokale og sæsonaktuelle råvarer.

ANALYSE AF BOCUSE D'OR EUROPE I DK



ANALYSE AF BOCUSE D'OR EUROPE I DK



RECOMMENDATIONS TO VISIT DENMARK ABOUT FOOD TOURISM (VED M.G.PERSSON)

- It is quite right for VisitDenmark to invest more in food tourism as this accounts for half of the tourism revenue and a great part of total customer experience.
- Secure that you are not alone. Make government, authorities, chefs, entrepreneurs, farmers and the total food arena know about, or be an active part, of your efforts.
- Select partners within food production and food interest organizations that will give you (as a tourist organization in the food arena) credibility. You can never make it without partnering with the industry, chefs, production and entrepreneurs.
- Ensure participation and financial support from the tourism regions and cities.
- Involvement is key to success. Visit Sweden involved the regions and the cities in brand platform development, B2B communication and all marketing initiatives. Thereby, it was easy to make the communication initiatives run in all possible food tourism communication channels, be it regional or national.
- Establish a common brand communication platform. Otherwise, all participants work for “their own best” and not for what is good for Denmark in the long run.
- Have continuous B2B-commmunication to the industry and to your partners. Show them the successes and what you have done. Have conferences and seminars where best cases are shown and where ideas can be shared. This builds trust and ensures creativity.
- It takes a long time to build a momentum like “Sverige – det nya matlandet”. When funding stops, somebody must take the lead without investments. Otherwise, the communication and product development go its own way and it is harder to rebuild what you once had.
- See the traveler as one individual, not as a food traveler. They eat, live, go to museums and sunbathe. Food is ONE driving force among many. Just talking food in communication becomes hollow.

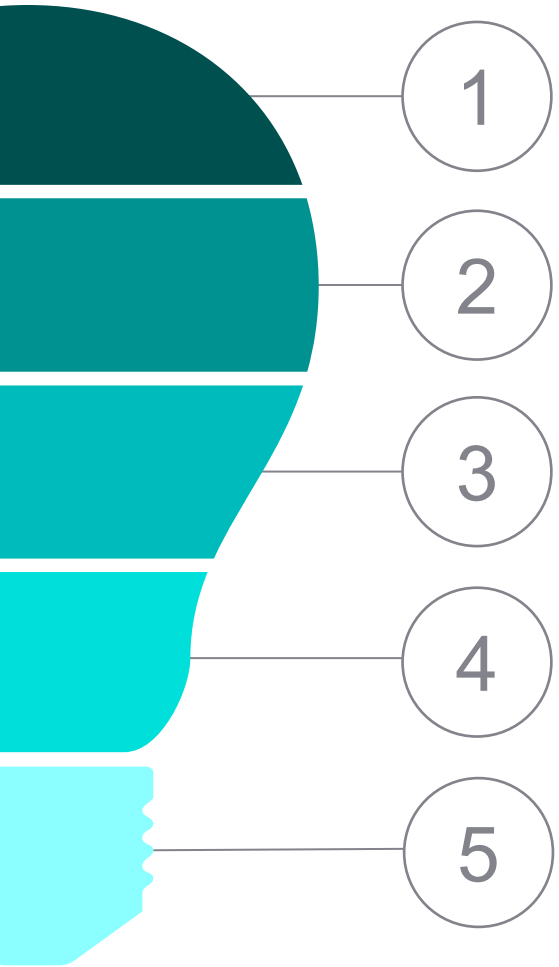


Tyske gastroturister

VisitDenmark

Wilke, marts 2022

Konklusioner



Der er et potentiale i gastroturisterne…
Omkring 23 mio. tyskere identificeres som gastroturister, der forventer at tage på en udlandsrejse inden for de kommende 12 måneder. 7%, svarende til ca. 1,6 mio., overvejer at tage til Danmark.

Gastroturisterne bor i de store delstater
Rent volumenmæssigt er der flest gastroturister i Nordrhein-Westfalen og Bayern. Det største potentiale for Danmark som gastrodestination er i Hamburg, Niedersachsen og Schleswig-Holstein.

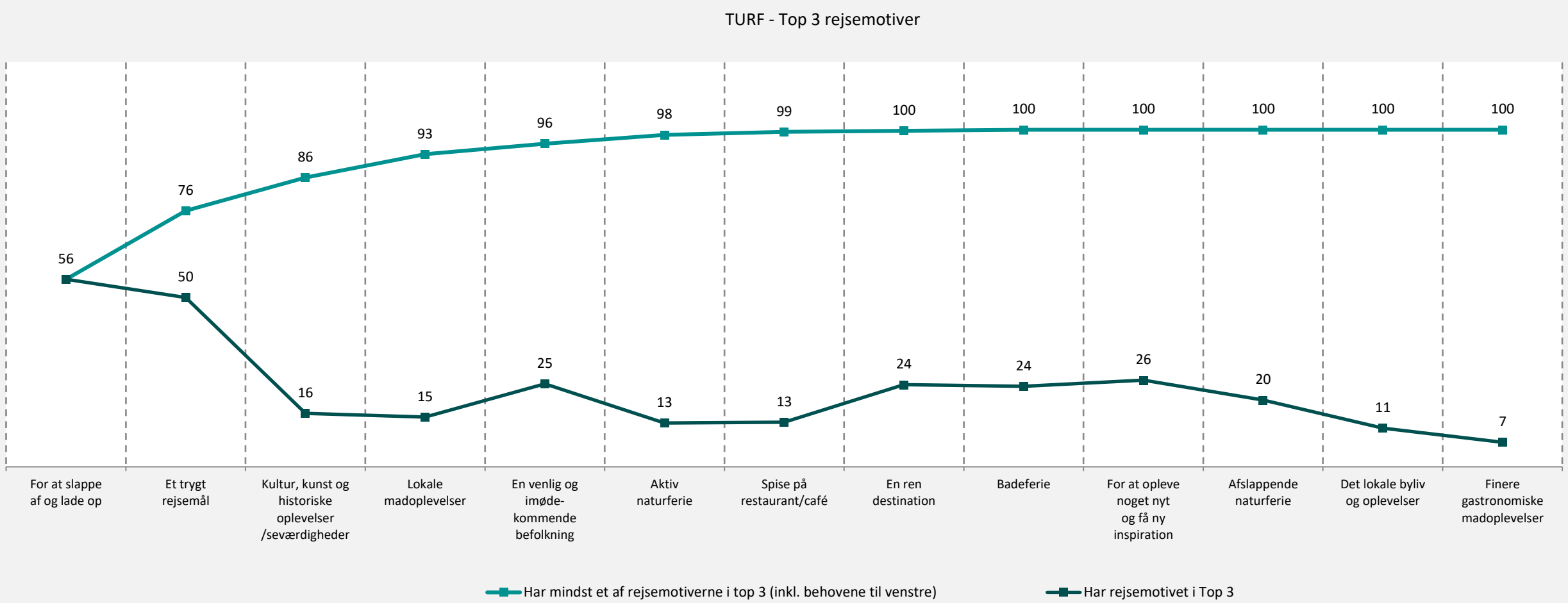
Danmark er ikke et førstevalg, når det kommer til gastrorejser
Den største konkurrent er Italien, hvor flertallet af gastroturisterne vil tage til på en gastrorejse. Hver anden gastroturist vil tage til Italien på en madrejse, men det er 4%, der vil tage til Danmark.

Gastrorejsen handler om mere end mad
Hygiejnefaktorerne som afslapning og tryghed skal være på plads. Det gastronomiske er vigtigt, men det skal kobles op med kulturelle oplevelser. Gastrorejser forbindes ofte med ord som ”lokale delikatesser” og ”traditionelt køkken” - og til dels med ”kvalitetskød/-fisk”.

Danmark som gastroland og fødevareproducerende nation
Der er en korrelation mellem positiv kendskab af Danmark som feriedestination og interessen i at købe danskproducerede fødevarer

For at tiltrække gastroturister, er det ikke nok at fokusere på madoplevelser – der skal også fokuseres på afslapning, tryghed og det kulturelle

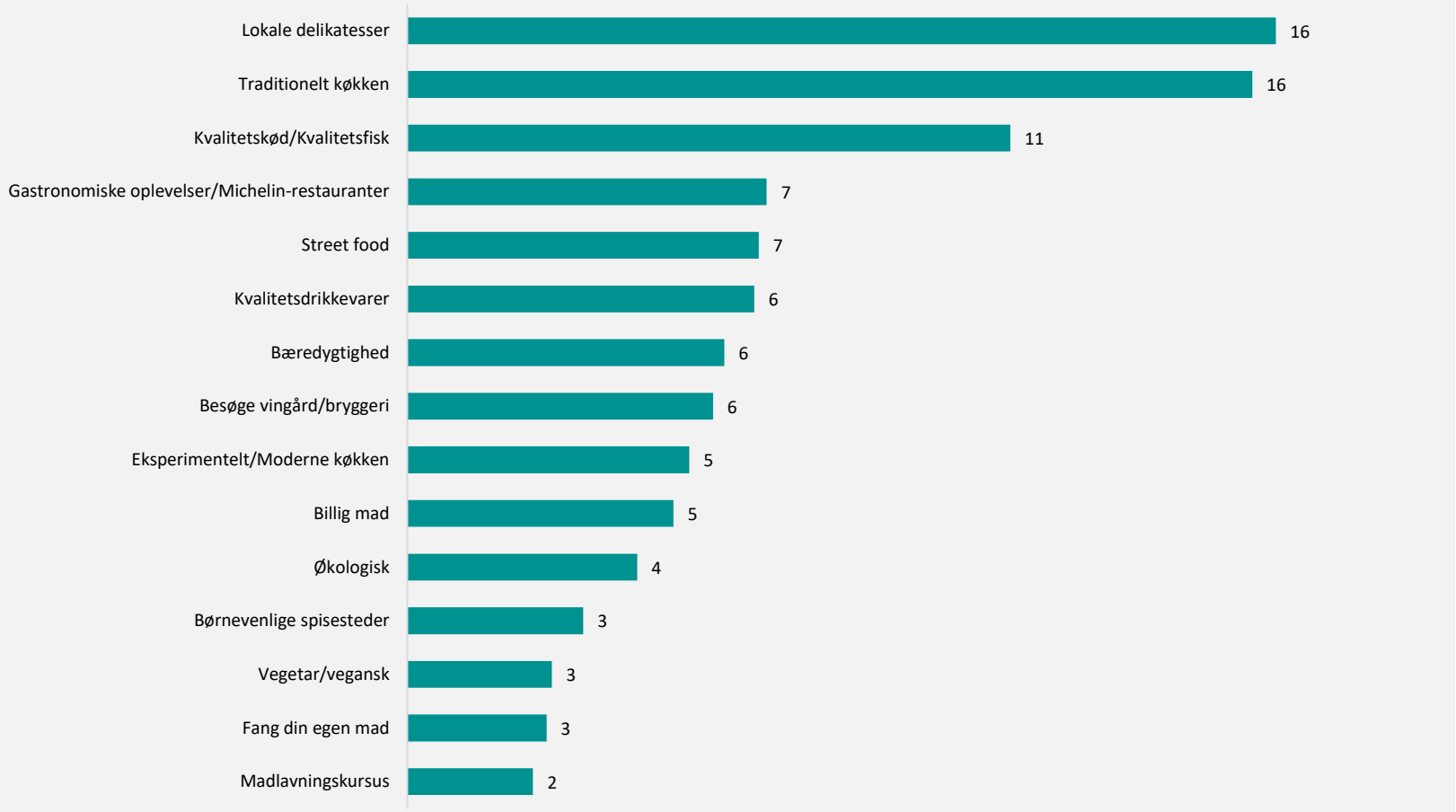
Ved at inddrage de tre elementer til venstre, kan man tiltrække 86% af de tyske gastroturister



Spørgsmål: Hvilket af de følgende parametre er mest afgørende, og hvilket er mindst afgørende for dig, når du vælger en feriedestination?, base n = 1116

Lokale delikatesser og traditionelt køkken er de to ord, som forbindes mest med en madrejse og vælges ofte sammen

Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus?



Note: Værdierne i grafikken er nytteværdier. De har derfor ikke nogen selvstændig betydning, men angiver styrkeforholdet mellem de enkelte faktorer
Spørgsmål: Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus, base n = 1116

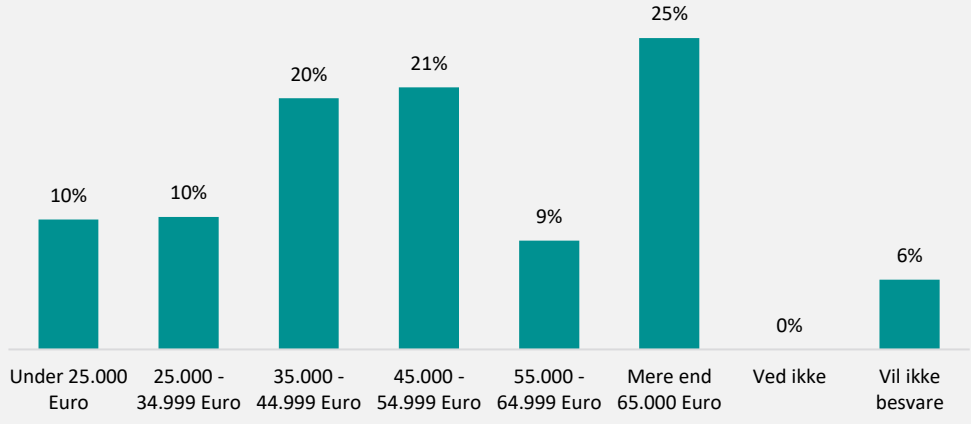
Gastroturister, der overvejer Danmark (NB lille base)

Deres kendskab til Danmark som feriedestination

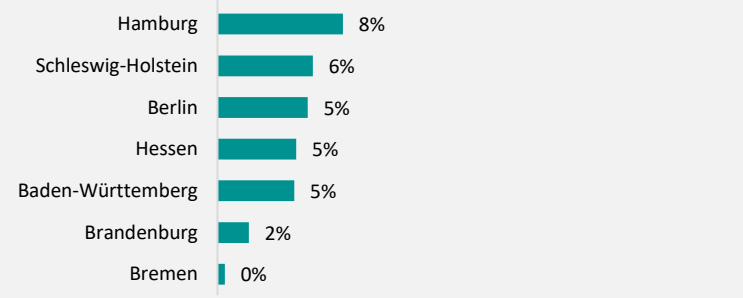
61%

Kender noget eller meget til Danmark som feriedestination

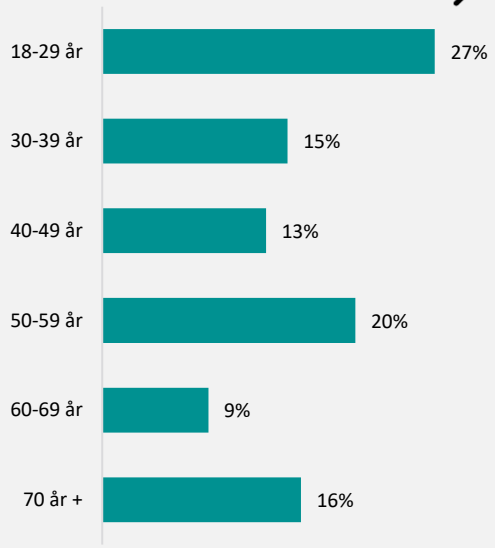
Husstandsindkomst



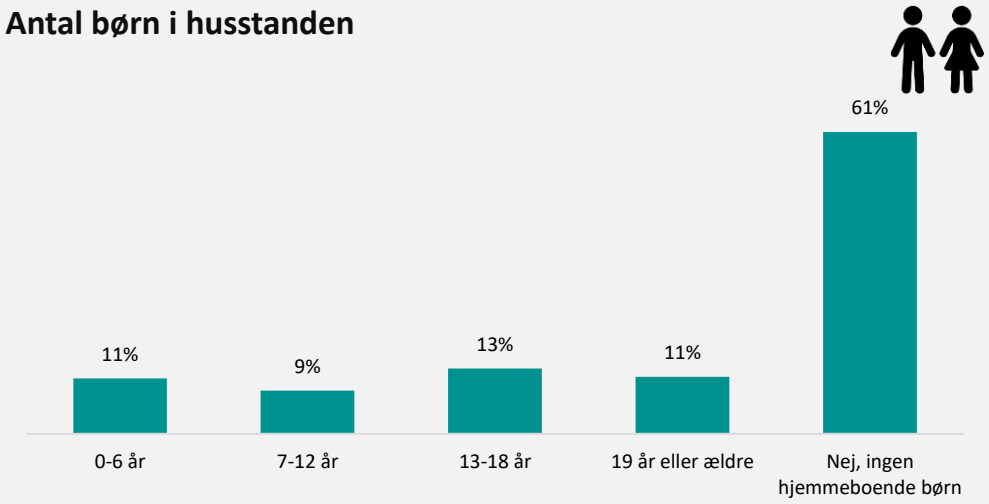
Bor i...



Aldersgrupper



Antal børn i husstanden



Uddannelse



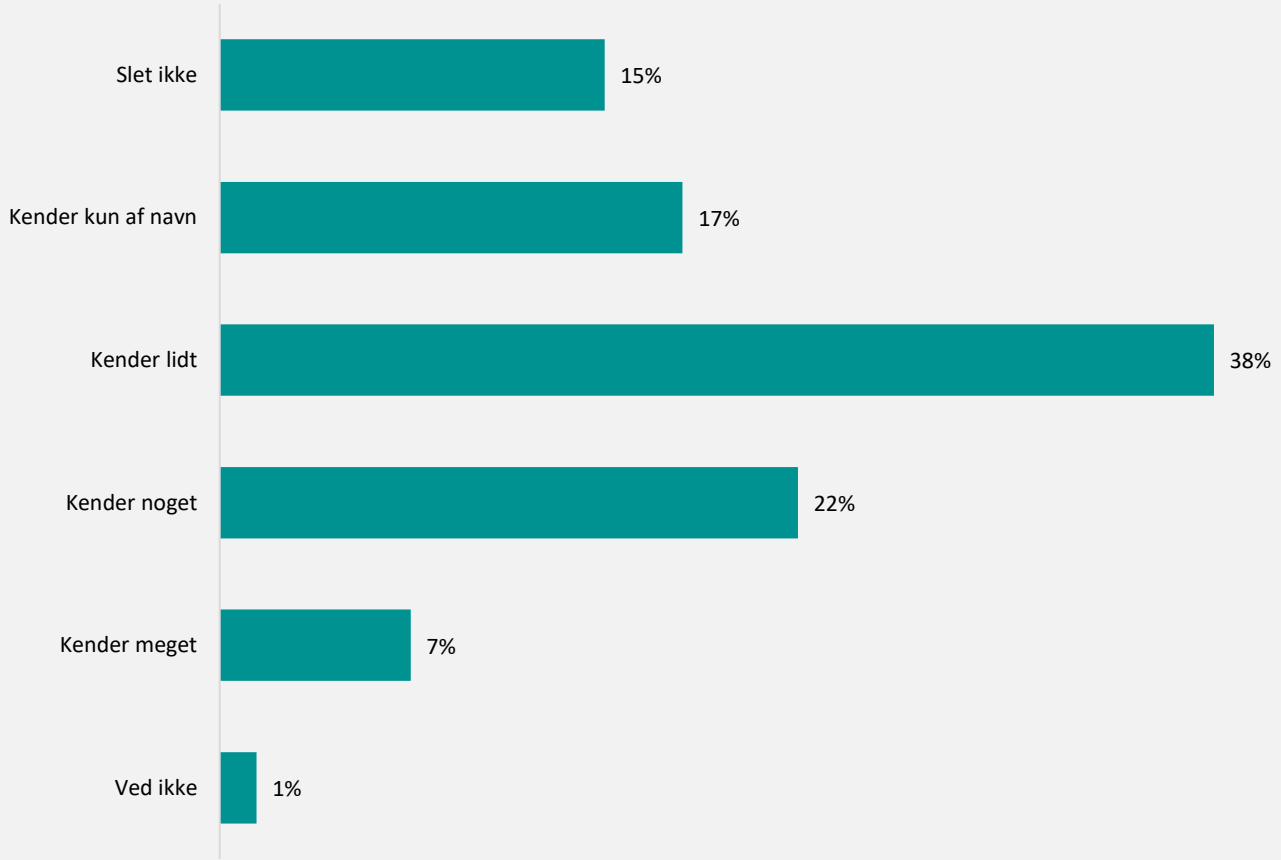
Gastroturister, der overvejer Danmark, base n = 99

Kendskab og interesse i Danmark og danske fødevarer



Godt hver tredje tyske gastroturist kender Danmark som feriedestination

Hvor godt kender du Danmark som feriedestination?



79%

Af dem, der har besøgt Danmark inden for de seneste to år, kender noget eller meget til Danmark som feriedestination

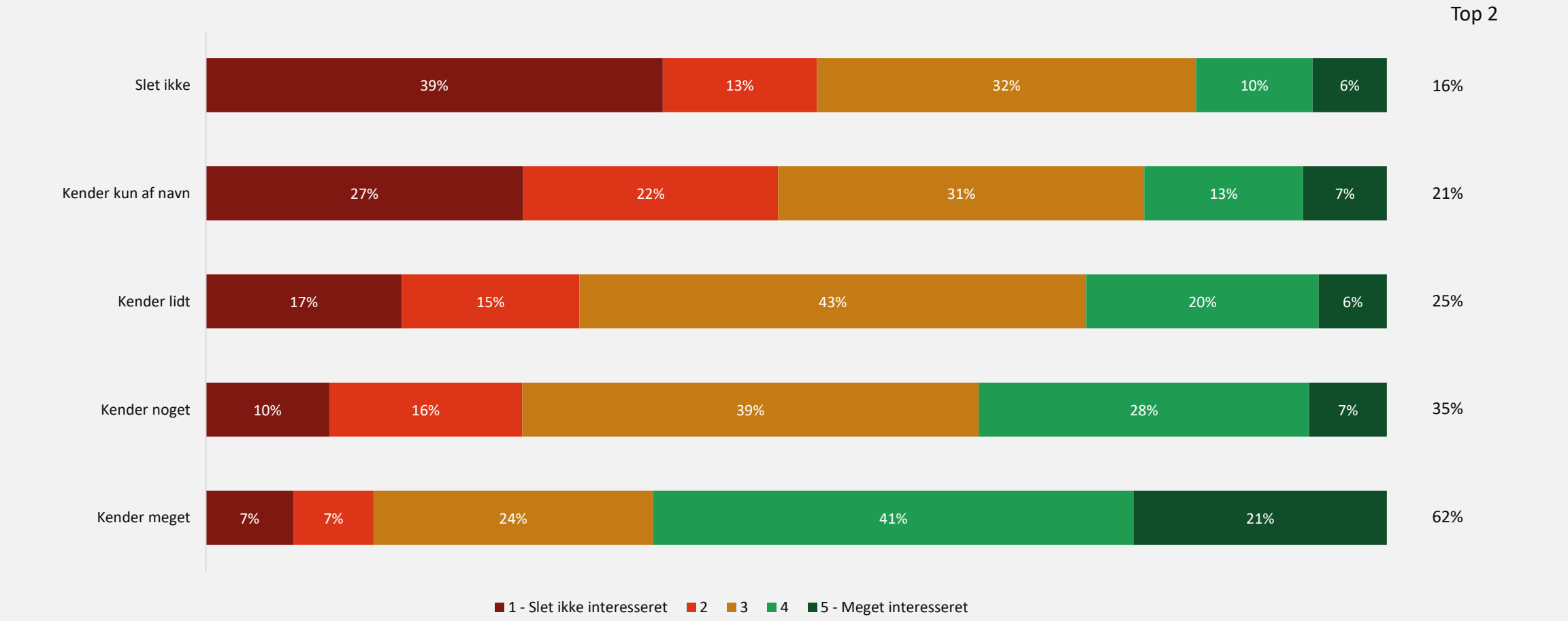
27%

Af dem, der har ikke besøgt Danmark inden for de seneste to år, kender noget eller meget til Danmark som feriedestination

Spørgsmål: Hvor godt kender du Danmark som feriedestination?, base n = 1116

Interessen for at købe danskproducerede fødevarer stiger, jo større kendskab man har til Danmark som feriedestination

Hvor interesseret er du i at købe danskproducerede fødevarer? krydset med Hvor godt kender du Danmark som feriedestination?



Spørgsmål: Hvor interesseret er du i at købe danskproducerede fødevarer? krydset med Hvor godt kender du Danmark som feriedestination?, base n = 1116, Respondenter, der har svaret "Ved ikke" i forhold til deres kendskab til Danmark som feriedestination er fjernet fra grafen, da antallet af besvarelser i denne gruppe er under 30 besvarelser.

Manglende kendskab til de danske fødevarer er den største barriere for at købe danskproducerede fødevarer, mens den primære driver er at prøve noget nyt

Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET



Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET

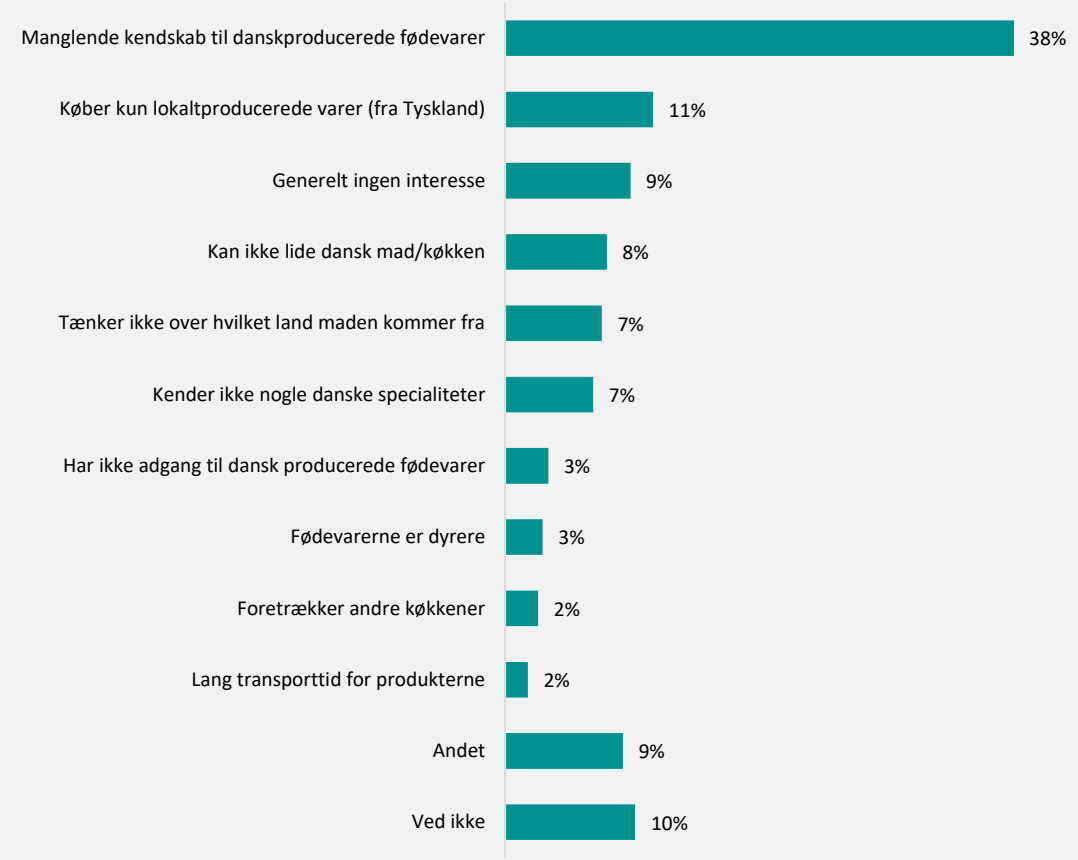


Andet er fx nysgerrighed eller en god oplevelse af Danmark

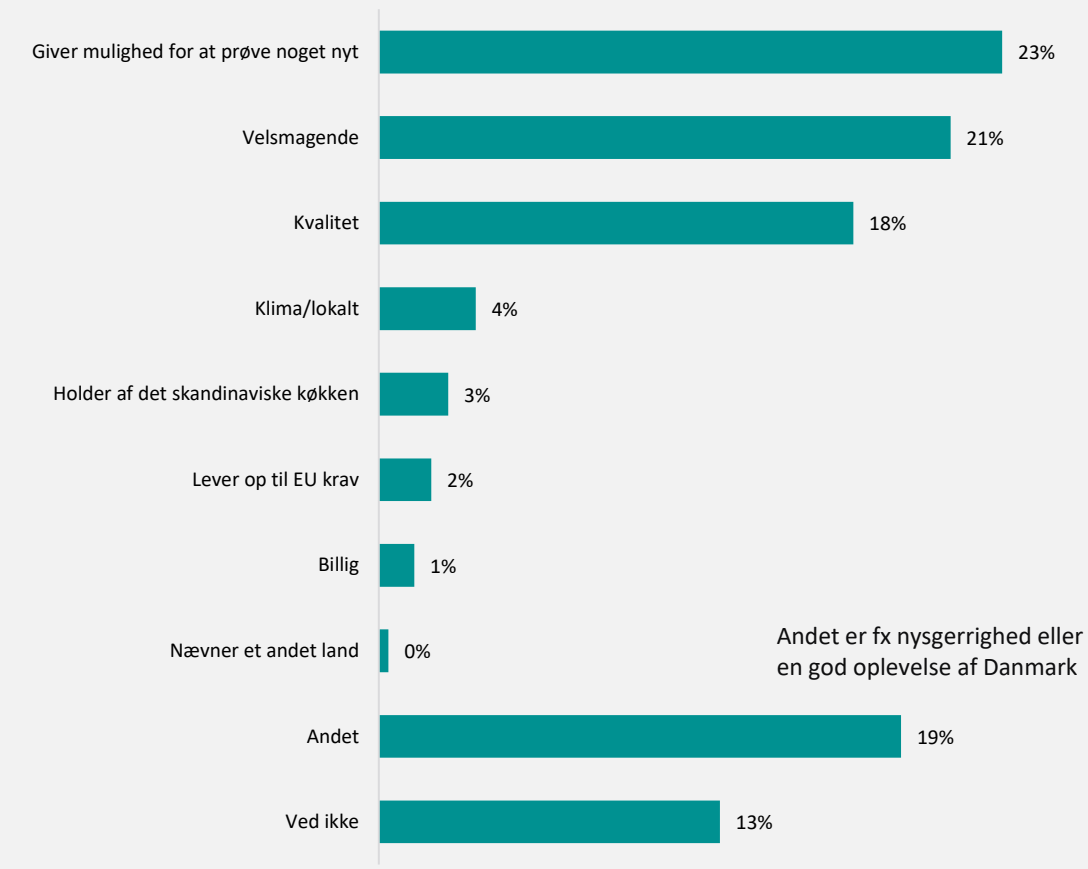
Spørgsmål: Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 449
Spørgsmål: Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 345

Årsager til interesse i danskproducerede fødevarer

Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET



Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET



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Spørgsmål: Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 449
Spørgsmål: Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 345

UDDRAG AF "INSIGHTS REPORT. DENMARK AS A FOOD NATION 2021"

Key findings and business opportunities

1. **Build on the actual trade flows to increase awareness of Danish strongholds**
   Denmark is top of mind for 10% of German decision-makers when asked to mention food nations. This is the highest rating among the countries surveyed, although somewhat low compared to the actual trade flow with Germany. There is good potential to increase awareness of Danish food and agriculture companies as reliable suppliers of high-quality products.

2. **Leverage Denmark's position as a producer of authentic products and solutions**
   Quality, organic, sustainability and natural are attributes frequently associated with Danish food and agricultural products and solutions. In general, however, German decision-makers rate domestic products and solutions higher. Denmark only stands out for authenticity – a strength that should be leveraged when promoting Danish products and solutions in Germany.

3. **Increase awareness of the high food safety standards of Danish products and solutions**
   Food safety is by far the most important indicator of food quality for 59% of German decision-makers, with 76% believing that a proven high standard of food safety increases a product's value. As 36% recognise Danish food and agricultural products and solutions as having the world's highest food safety standard, this suggests a readiness to invest in Danish systems, controls and certifications that contribute to safe food production and traceability.

4. **Emphasise the use of quality assurance systems and controls in food and agricultural production**
   For 43% of German decision-makers, food safety is closely linked to regulation and control. They also seem to have faith in government-set food safety standards. Companies could raise awareness of the high level of food safety in production by communicating about their use of quality assurance systems and controls and collaboration with Danish authorities on food safety documentation and control.

Brand awareness

German decision-makers have, at 10%, the highest unaided awareness of Denmark among the countries surveyed. Nevertheless, this is still low for a country that is Denmark's biggest export partner. When asked which countries are top-of-mind suppliers of food and agricultural products and solutions, they mention France (28%), the Netherlands (23%), Italy (21%), Spain (20%) and the US (12%). Denmark comes in seventh place.

While 44% of German decision-makers agree that Denmark is a leading food and agricultural nation, 63% state that they know little about Danish food and agricultural products and solutions. This result points to significant potential for Danish companies to increase the level of awareness through stronger communication of Danish strengths.

Attributes associated with Denmark

German decision-makers primarily associate Danish food and agricultural products and solutions with quality and organic.

Vi har set en lille nedgang i awareness blandt beslutningstagere på det tyske marked gående fra 12% (2019) til 10% (2021).
Det understreger vigtigheden af brandingaktiviteter på dette vigtige marked.
De tyske beslutningstagere peger fortsat på, at vi er kendt for kvalitet, økologi, sundhed og naturlighed. Det er derfor vigtigt at fortsætte arbejdet med branding inden for disse felter på det tyske marked.
Lise Walbom, CEO FoodNation.

G&T-TEAMETS ANBEFALINGER TIL FREMTIDIGE LIGNENDE INDSATSER FX GASTRO-2030

- At opbygge et gastronomisk brand som “Sverige – det nya matlandet” har taget lang tid (2010-2022). Ejerskab, samarbejde og langsigtet udviklings- og markedsføringsplan er nødvendig. At sætte Danmark på det gastronomiske verdenskort kræver samarbejde. Lad regeringen, autoriteter, kokke, entreprenører, interesseorganisationer, landmænd, fødevareproducenter mv. have kendskab til eller være en aktiv del af indsatsen. Fortsæt med at udvikle den fælles brandkommunikationsplatform i tæt samarbejde med aktørerne. Ellers risikerer man, at alle arbejder for ”deres eget bedste” og ikke for, hvad der er bedst for Danmark i det lange løb (Michael Persson Gripkow, Mpege AB, 2022).
- Danmark er kendt for Michelin-restauranter og stjernekokke – i hvert fald blandt gastro-interesserede på vores nærmarkeder. Men i fremtiden bør det ikke kun være de få restauranter eller et Bocuse d’Or Europe i Danmark, som skal bidrage til fortællingen om Danmark som gastronomisk fødevare- og turismeland. Tiden er i højere grad til at sætte fokus på mellemkategorien af restauranter, de lokale madoplevelser og kvalitetsråvarer, som kan være attraktive trækplastre for turister samt blive tilgængelige for flere. Den kæmpestore internationale pressebevågenhed vidner om dette.
- Fint, at der er udviklet et kommunikationskoncept og udarbejdet en masse god content (videoer, stills, pressefeatures mv.), men dialog med destinationerne og erhvervet, som indgår i gastro-videoerne skal forbedres, så udvikling og markedsføring kommer til at hænge bedre sammen.
- FoodNations analyser på det tyske marked har registreret en svag tilbagegang i brandawareness blandt B2B-beslutnings-tagere. Wilkes potentialeanalyse af tyske turister viser en korrelation mellem positivt kendskab af Danmark som feriedestination og interessen for at købe danskproducerede fødevarer. Derfor bør sammentænkningen af markedsføringen af dansk turisme og fødevareeksport og det lange seje brandingsamarbejde fortsætte. Samarbejdet og koordineringen mellem Landbrug & Fødevarer, FoodNation, DI-Fødevarer, FOOD og VisitDenmark har været givtigt. 1-2 årligt koordinerende møder mellem parterne fremover vil gavne det samlede overblik og effekten af en fælles indsats – suppleret med inddragelse af det lokale fødevare- og turismeerhverv samt destinationsselskaberne.
- De gode resultater af Gastro & Turisme-indsatsen på det tyske marked i 2021 (trods Corona) er muliggjort af en særbevilling på 6 mio.kr. fra Fødevareministeriet. En fortsættelse af indsatsen på det tyske marked (Danmarks største turisme- og fødevareeksportmarked) eller en udvidelse til andre markeder vil kræve nye særbevillinger – optimalt på niveau med de svenske.

BILAG

- Presserapport v. VisitDenmark
- Rapport om Bocuse d'Or Europe i Danmark v. Operate
- Potentialeanalyse af tyske gastro-turister v. Wilke
- Internationalt overblik over måltidsturisme v. M.G.Persson
- Økonomirapportering v. VisitDenmark samt revisor



VADEHAVSCENTRET
VADEHAVET

GASTRO-PRESSEINDSATSEN 2019-2021

MAJ 2022

VisitDenmark

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INDHOLD

1.0 Gastro-Danmark i de internationale medier 2019-2021

2.0 Foreløbige resultater - Nøgletal

3.0 Nøgletal fordelt per marked

4.0 PR-aktiviteter afviklet 2019-2021 på tværs af samtlige markeder

5.0 Populære historier

6.0 Højdepunkter fra markederne

7.0 Metode



GASTRO-DANMARK I DE INTERNATIONALE MEDIER

Gastronomi er ét af de vigtigste emner, når vi arbejder med at få Danmark omtalt i toneangivende medier internationalt. De danske Michelin restauranter og topkokke har opnået superstjernestatus, og har fået massiv omtale de senere år.

Gastro 2025 projektet har i høj grad handlet om at bruge det eksisterende kendskab til den danske madscene til at åbne fortællingen om dansk gastronomi op og fortælle om de mennesker, steder og traditioner, som ligger til grund for Danmarks unikke position på det gastronomiske felt.

Selvom VisitDenmarks presseteam har en stor aktie i tilblivelsen af presseomtalen af de danske toprestauranter, har vi ikke medtaget disse resultater i denne rapport, men udelukkende fokuseret på de omtaler, der er finansieret af eller direkte relaterer sig til Gastro 2025 kampagnen, og temaerne for de film, der er blevet produceret i regi af projektet.

Vi har fortrinsvist koncentreret os om at bearbejde betydningsfulde og veletablerede mad-, rejse-, og livsstilsmagasiner. Heriblandt BBC, Travel + Leisure, Condé Nast Traveler, National Geographic, Der Feinschmecker og Die Welt. Disse medier er interessante for os at samarbejde med, da de anses som ekstremt troværdige, og når bredt ud i befolkningen på vores prioriterede markeder.

Hermed et udpluk af resultaterne fra 2019-2021.

Rigtig god læselyst.

FORELØBIGE RESULTATER - NØGLETAL

De foreløbige resultater ser således ud:

✓ Antal redaktionelle omtaler: 840

✓ Radio: 56 indslag

✓ TV: 8 indslag

✓ Reach/læsertal: 326,5 mio.

✓ Annonceværdi i DKK: 194,5 mio.



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*Vi afventer fortsat en lang række omtaler, der endnu ikke er publicerede, og vi forventer derfor en fordobling af ovenstående resultater inden årets udgang.

**Omtaler, der ikke er finansieret af Gastro 2025 projektet, er ikke inkluderet i denne rapport. Det gælder bl.a. omtaler, der relaterer sig til fine dining, World's 50 Best og de danske Michelin stjerner.

NØGLETAL FORDELT PER MARKED

Marked	Antal omtaler	Læsertal (reach)	Annonceværdi i DKK (AVE - advertising value equivalency)	Manglende metadata for omtalerne	
				Manglende Læsertal	Manglende annonceværdi
Holland	55	1.37 mio.	1.1 mio.	-	-
Norge	40	3 mio.	2.7 mio.	7	-
Sverige	94	5.5 mio.	3.7 mio.	-	-
Tyskland	474	20.2 mio	2 mio.	-	-
UK	21	15.6 mio.	1.8 mio.	8	8
USA	20	208 mio.	165 mio.	1	2
Italien	88	60.5 mio.	9.1 mio.	30	60
Frankrig	48	12.3 mio.	9.1 mio.	19	19

*Metadata er et begreb, der dækker over læsertal og annonceværdi. Se s. 10 for mere info. Desværre er det ikke altid muligt at få oplyst disse tal fra leverandøren.

PR-AKTIVITETER AFVIKLET 2019-2021

- Trods rejserestriktioner og lukkede grænser lykkedes det at sende **56 journalister på pressetur** i regi af Gastro-projektet.
- Vi har udsendt **24 pressemeddelelser og nyhedsbreve** samt en lang række skræddersyede pitches med fokus på de seneste gastro-nyheder fra Danmark.
- I Tyskland har vi produceret **to Radio News Releases**. Foreløbig er det kun den ene, der er publiceret, og den er indtil videre blevet afspillet 56 gange på forskellige radiostationer med et samlet lyttertal på 1,3 mio.
- Det har været en stor prioritet gennem hele pandemien at forblive i mediernes bevidsthed samt at fastholde kontakten og de gode relationer til journalisterne. Derfor arrangerede vi **tre virtuelle events** med René Redzepi og andre danske stjernekokke, hvilket tiltrak flere end 300 internationale journalister.
- Vi har afholdt **to fysiske pressevenets** i henholdsvis Hamborg og Paris med deltagelse af i alt 34 håndplukkede journalister.
- Hertil kommer aktiviteterne ifm. fremstødet i **KaDeWe & Alsterhaus** i 2020 samt **Tour de France** rutelanceringen i Paris i 2021.



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POPULÆRE HISTORIER

VisitDenmark formidler derfor hyppigt historier om nye attraktioner, oplevelser, hoteller, spisesteder, festivaler og sæsonaktuelle oplevelser i nyhedsbreve, pressemeddelelser og via individuelle skræddersyede pitches.

Aktualitet eller decideret nyhedsværdi vil stort set altid være en præmis for at få medieomtale. Af samme årsag var pølsevognens 100 års jubilæum én af vores største succeshistorier i 2021.

Det har været en prioritet at åbne op for den danske gastronomifortælling via regionalt forankrede historier om blandt andet salt fra Læsø, Københavns øl-scene, det sønderjyske kaffebord, sæsonaktuelle råvarer fra lokalt forankrede vejsideboder og gårdbutikker m.m.

Vi har naturligvis været meget udfordrede af rejserestriktioner og lukkede grænser i store dele af 2020 og 2021, og da det omsider blev muligt at rejse igen, var journalisterne særligt interesserede i udendørs oplevelser, hvilket betød, at østerssafari og besøg på danske vingårde var oplagte temaer for presserejser. Efterhånden er der også kommet større fokus på klassikere som dansk smørrebrød og nye trends inden for plantebaseret gastronomi.

I tillæg til disse historier har vi arbejdet proaktivt og kontinuerligt for at skabe international medieomtale af de danske Michelin stjerner, noma og Geraniums placeringer som hhv. #1 og # 2 på World's 50 Best-listen og Geraniums beslutning om at introducere en 100% plantebaseret menu.



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HØJDEPUNKTER FRA MARKEDERNE

TYSKLAND

I Tyskland har vi bearbejdet medierne via pressemeddelelser, radio news releases, et fødevarefremstød i KaDeWe & Alsterhaus samt afvikling af presserejser for såvel traditionelle medier som madbloggere og podcastere. I september 2021 kulminerede vores gastro-indsats i et medieevent i Hamborg med deltagelse af 17 håndplukkede medier. Her præsenterede vi de bedste lokale råvarer fra Sønderjylland, Sjælland og Fyn og viste filmene fra kampagnen på storskærm.

TOP RESULTATER

Dinner Um Acht: Das Restaurant Moment in Rønde

Blog Bohéme: 48 Stunden in Kopenhagen

Welt: Dänemark: Die Insel Läsö im Kattegat ist schön und sonderbar

FAZ.net: Kuchenfestival in Tønder

Spotify: #77 Dänemarks Austernfestival 2021

USA

Historier om Danmark som gastronomisk højborg med verdens bedste restauranter har fyldt ekstraordinært meget i medierne de seneste år, og det har været en vigtig prioritet at åbne den danske gastronomifortælling op og sætte fokus på, hvad der foregår uden for de internationalt kendte toprestauranter – producenter, ingredienser og madfilosofi. I juni 2022 udkommer f.eks. 2x30 min. PBS mini tv serie om samfundssind i dansk gastronomi.

TOP RESULTATER

Robb Report: Denmark's Oyster King Wants to Take You on a Shellfish Safari og How One Chef Rebuilt His Career After His Restaurant Burned to the Ground

Eater: Get Through the Impending Dark Winter Like the Danes: Eat Cake

Condé Nast Traveler: The Danish Island Responsible for Salt at the World's Best Restaurants og Scandinavia's Wine Scene is Growing, Partially Due to Climate Change

ITALIEN

PR-teamet i Milano var initiativtagere til de tre virtuelle tværnationale "Mad About Denmark" events med René Redzepi, som satte fokus på dansk gastronomi, bæredygtig mad, trends og tendenser. Udover flotte omtaler og deltagelse af 308 internationale journalister har disse events medvirket til, at vi kunne bevare journalisternes interesse og opbygge nye relationer under pandemien, ligesom de i mange tilfælde har ført til langsigtede samarbejder, presseture m.m.

TOP RESULTATER

Vanityfair.it Le Ostriche danesi sono davvero le migliori al mondo?

Repubblica.it Benevenuti sull'isola di Rømo dove fino a febbraio tutti possono raccogliere le ostriche

UK

Dansk mad har et fantastisk ry i UK, så udover klassiske fortællinger om vingårde, smørrebrød, kaffebord og østers, satte vi også fokus på utraditionelle fortællinger om bæredygtighed, økologi, plantebaserede oplevelser og nordiske traditioner bl.a. via et interview med Claus Meyer, som blev publiceret i National Geographic Food. 2022 har indtil videre budt på et radioindslag på BBC om Sønderjysk Kaffebord og to artikler om bæredygtige spiseoplevelser i København.

TOP RESULTATER

National Geographic Traveller: Breaking bread

The Independent: Is Denmark Europe's most sustainable wine destination?

Telegraph: The remote Danish island where you can forage for oysters

BBC Radio: From Our Own Correspondent

HØJDEPUNKTER FRA MARKEDERNE

HOLLAND

Holland har ikke været et prioriteret marked ifm. Gastro 2025-indsatsen. Alligevel har presseafdelingen bidraget med flotte resultater. Dels ved at distribuere historien om den danske pølsevogns 100 års jubilæum, og dels ved at afvikle presserejser med den danske madscene som omdrejningspunkt. Bl.a. har vi haft en journalist i København for at lave research til en 6-siders lang omtale til den hollandske udgave af National Geographic Traveler.

TOP RESULTATER

Puur op reis: Hotdog: de reis van een broodje worst

Størstedelen af omtalerne i de hollandske medier har været printartikler. Grundet copyright kan de desværre ikke inkluderes i denne rapport.

SVERIGE

I 2020 blev der publiceret 39 print artikler i svenske lokalaviser på baggrund af to individuelle presserejser til hhv. Nordjylland + Læsø og Limfjorden + Rømø. Omdrejningspunktet for sidstnævnte tur var østerssafari og Danmarks Østersfestival. I 2021 udsendte vi en pressemeddelelse om 100 års jubilæet for den danske hotdogbod. Medierne var vilde med historien, som blev bragt i flere end 50 forskellige medier.

TOP RESULTATER

Expressen: Rullande korvstånd firar sin 100-årsdag

Vagabond: Pölsevagnen firar 100 år – 5 danska korvkiosker med det lilla extra

NORGE

Historien om den danske pølsevogn var også ekstremt populær i Norge, og resulterede i mange omtaler i de norske nyhedsmedier. Norge har haft nogle af de strengeste restriktioner under pandemien, og fjernede først deres rejse-restriktioner d. 25. september 2021. Derfor har det været vanskeligt at afvikle presserejser. De ture, vi havde linet op, er endelig under afvikling, og vi ser frem til at læse om østers, dansk vinproduktion og plantebaseret mad inden længe.

TOP RESULTATER

Bergensavisen: Fin fangst i Limfjorden

ABC Nyheter: Topp 10 lokale ølbryggerier i Danmark

FRANKRIG

I 2019-2022 har vi aktivt bearbejdet medierne i Frankrig som en del af Gastro 2025-indsatsen. Vi har arrangeret presserejser og udsendt skræddersyede pitches og pressemeddelelser om emnet, men kronen på værket var det store event, der blev afviklet på Maison du Danemark i Paris i april 2022 med deltagelse af bl.a. Prinsesse Marie og 27 franske journalister.

TOP RESULTATER

Paris Match Princesse Marie Ambassadrice du Danemark

Le Figaro Escapade à Copenhague Les Restaurants à ne pas manquer

METODE

I 2017 indgik VisitDenmark et samarbejde med Retriever Danmark A/S.

Retriever er en online platform, der samler de presseklip, VisitDenmark aktivt har bidraget til tilblivelsen af, og som vi dagligt modtager fra lokale medieovervågningsbureauer på markederne.

Retriever udarbejder også den årlige medieanalyse på baggrund af information om metadata fra deres leverandører samt en kvalitativ gennemgang af samtlige omtaler foretaget af VisitDenmarks presseteam.

Omtalerne kvalificeres i henhold til forretningsområder, specifikke temaer og kampagner på de respektive markeder.

Analysen medtager udelukkende omtaler genereret på baggrund af VisitDenmarks pressearbejde relateret til Gastro 2025-indsatsen i perioden d. 15/5 2019 - 15/5 2022.

Omtaler dækker presseklip om Danmark genereret i udenlandske medier på dansk turismes prioriterede markeder. Betegnelsen 'omtaler' benyttes, når der tales om on-/offline dækning og om radio/tv-dækning.

En omtales annonceværdi udregnes ud fra, hvad det ville koste at købe en annonce på samme størrelse i det pågældende medie. Annonceværdien omregnes med en årligt fastsat valutakurs fastsat af Retriever. Således vil valutakursudsving kunne have såvel positiv som negativ indflydelse på omtalernes annonceværdi.

Læsere, lyttere og seertal er brutto tal. Læsertal oplyses af medierne på markederne og er ikke det faktiske antal personer, der har læst den pågældende artikel, men en indikation af mulige læsere. For online medier ses der på *unique monthly visitors*, og i forhold til radio og TV henvises der til seere og lyttere.



VIL DU VIDE MERE?
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VisitDenmark



Tyske gastroturister

VisitDenmark

Wilke, marts 2022

Indhold

Baggrund og formål

Konklusioner og anbefalinger

Markedspotentialet

Associationer med gastroturisme

Rejseadfærd

Kendskab og interesse i Danmark og danske fødevarer

Baggrund



Baggrund og formål

Gennem flere år har Danmark formået at få en position som et gastronomisk hotspot, hvilket skyldes en stor fødevareeksport, men også den gastronomiske del af den danske restaurantscene, der har fejret store triumfer og vundet stor accept i udlandet som både kvalitetsbåren og nytænkende.

Tidligere analyser har vist, at op til 28% af turisterne i Danmark peger på, at mad og gastronomi som en vigtig del af ferieoplevelsen. Denne gruppe af turister har et døgnforbrug, der er omkring 50% større end gennemsnittet. Hvis denne gruppe har en god oplevelse af den danske gastronomi, vil de også være positive overfor danskproducerede varer.

I 2018 blev der bevilliget 6 mio.kr. til at fremme gastroturismen i Danmark, og i 2019-2021 har VisitDenmark gennemført en større branding kampagne i Tyskland. Kampagnen har performet bedre end gennemsnittet af VisitDenmarks kampagner, og VisitDenmark vil i 2022 fortsat bruge de udarbejdede gastro-videoer i sin markedsføring.

Denne rapport skal danne et faktabaseret grundlag for gastroturisme i Danmark til at understøtte den fremtidige markedsføring.

Tyskland er udvalgt som pilotmarked, da det tyske marked er klart det største, både hvad angår turismen fødevareeksport



Hvad er en gastroturist?

”Turister, hvor det at spise på restaurant/cafe, lokale madoplevelser eller finere gastronomi er et motiv for at have besøgt en feriedestination”

Sådan defineres målgrupperne i denne undersøgelse

Alle tyskere i 10 bundesländer

Gastroturister

- Har rejst til udlandet i løbet af de seneste to år, hvor gastro er et rejsemotiv
- Har ikke rejst til udlandet i de to seneste år, men har planer om at rejse til udlandet inden for de kommende 12 måneder, hvor gastro er et rejsemotiv

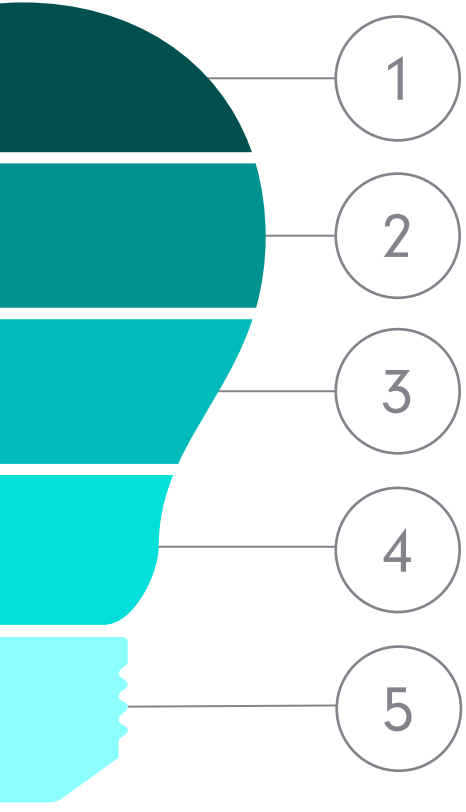
Ikke Gastroturister

- Har rejst til udlandet i løbet af de seneste to år, hvor gastro er ikke et rejsemotiv
- Har ikke rejst til udlandet i de to seneste år, men har planer om at rejse til udlandet inden for de kommende 12 måneder, hvor gastro er ikke et rejsemotiv

Konklusioner og anbefalinger



Konklusioner



1

Der er et potentiale i gastroturisterne…
Omkring 23 mio. tyskere identificeres som gastroturister, der forventer at tage på en udlandsrejse inden for de kommende 12 måneder. 7%, svarende til ca. 1,6 mio., overvejer at tage til Danmark.

2

Gastroturisterne bor i de store delstater
Rent volumenmæssigt er der flest gastroturister i Nordrhein-Westfalen og Bayern. Det største potentiale for Danmark som gastrodestination er i Hamburg, Niedersachsen og Schleswig-Holstein.

3

Danmark er ikke et førstevalg, når det kommer til gastrorejser
Den største konkurrent er Italien, hvor flertallet af gastroturisterne vil tage til på en gastrorejse. Hver anden gastroturist vil tage til Italien på en madrejse, men det er 4%, der vil tage til Danmark.

4

Gastrorejsen handler om mere end mad
Hygiejnefaktorerne som afslapning og tryghed skal være på plads. Det gastronomiske er vigtigt, men det skal kobles op med kulturelle oplevelser. Gastrorejser forbindes ofte med ord som ”lokale delikatesser” og ”traditionelt køkken” - og til dels med ”kvalitetskød/-fisk”.

5

Danmark som gastroland og fødevareproducerende nation
Der er en korrelation mellem positiv kendskab af Danmark som feriedestination og interessen i at købe danskproducerede fødevarer



Hvem er Danmarks konkurrenter i forhold til gastroturisme?

Bredt i alle ti tyske bundesländer er Spanien og Italien, der er de primære konkurrenter for Danmark blandt de tyske gastroturisterne. Ses der på de tre Bundesländer, hvor der er størst attraktion af Danmark som gastro-land (Hamburg, Niedersachsen, Schleswig-Holstein), så er billedet lidt anderledes. Det er stadig Spanien og Italien, der er de store konkurrenter, men Danmark klarer sig bedre. I Hamburg er Danmark fx nr. 3 tæt på Spanien og Italien. I Niedersachsen og Schleswig-Holstein kommer Tyskland og Østrig endvidere med i konkurrentbilledet. En hypotese er at nærheden og andre positive parametre samlet kan spille en stor rolle og give positiv effekt, hvis kommunikationsindsatsen fokuseres her.

Denne analyse kan pege på målgrupper, budskaber m.m. og ud fra det designe en kanalstrategi, men kan ikke sige noget om hvilke kanaler, tyskerne bruger til at søge informationer. Her er svarene fra andre VisitDenmark analyser, som fx Image- og potentialeanalysen, bedre egnet.

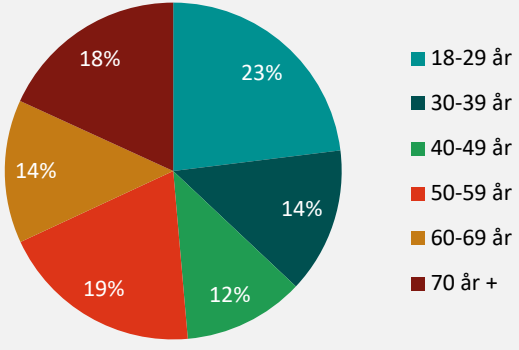
Markedspotentialet




34,9 mio. tyskere* forventer at tage på en udlandsrejse inden for de næste 12 måneder…
… af dem er 22,8 mio. gastroturister…
… og 1,6 mio. overvejer at tage til Danmark
*tyskere i Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Niedersachsen, Nordrhein-Westfalen og Schleswig-Holstein
©Johny Kristensen

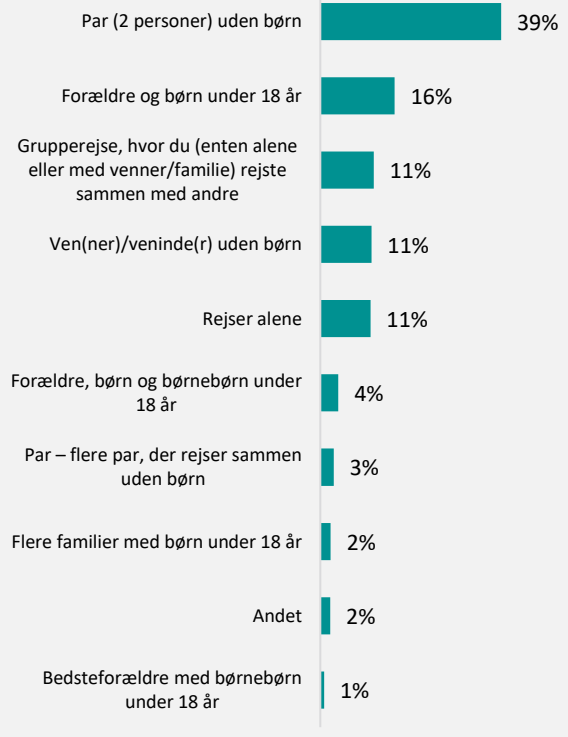
Hvem er gastroturisterne?

Aldersgrupper



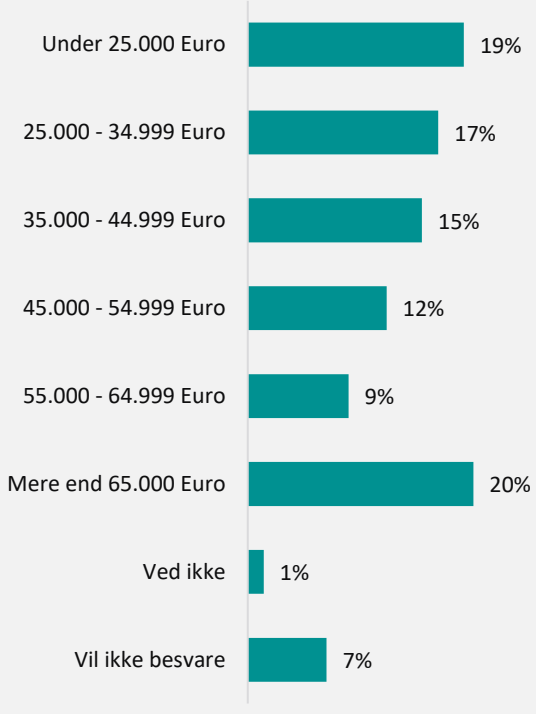
Spørgsmål: Aldersgruppe, Gastroturister, base n = 1639

Rejsegruppe



Spørgsmål: Hvad beskriver bedst den gruppe, du rejste med på din rejse til (Q3)?, Gastroturister, base n = 1485

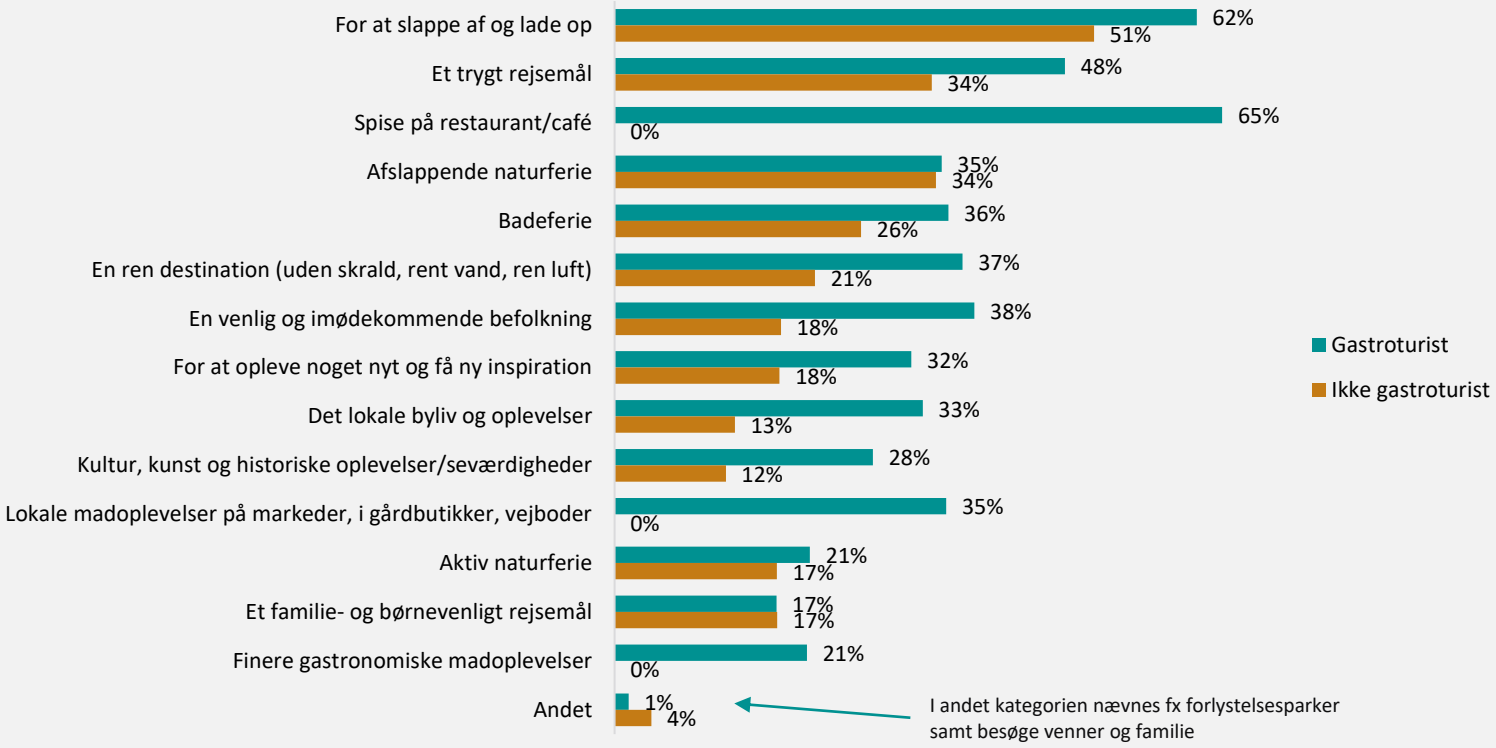
Husstandsindkomst



Spørgsmål: Hvad er din husstands nuværende indkomst?, Gastroturister, base n = 1639

Afslapning er et vigtigt rejsemotiv – uanset om man er en gastroturist eller ej

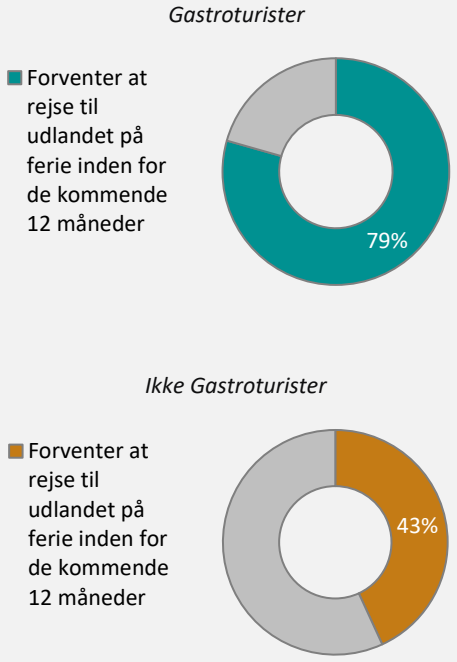
Når du tænker tilbage på din rejse til XX, hvilke af følgende motiver var vigtige for dig, da du valgte destinationen?



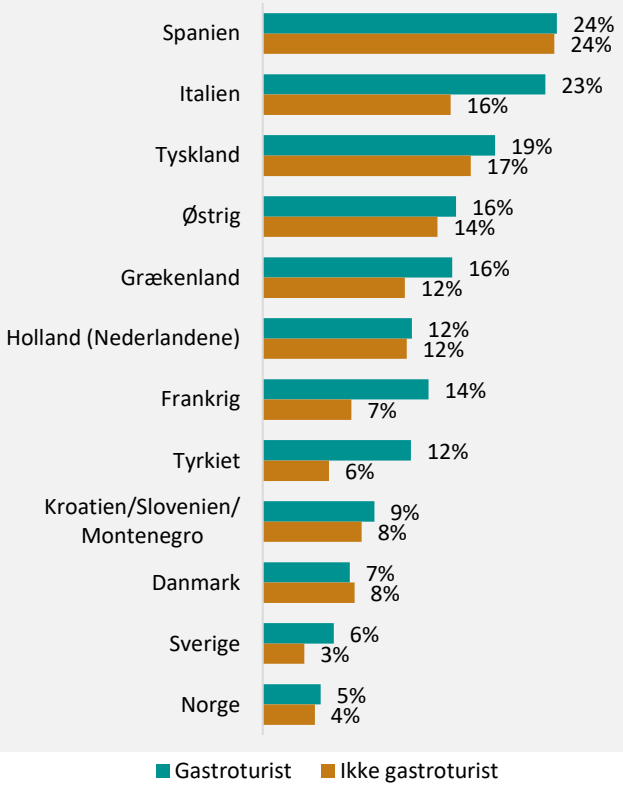
Spørgsmål: Når du tænker tilbage på din rejse til XX, hvilke af følgende motiver var vigtige for dig, da du valgte destinationen XX? krydset med Gastroturister, base n = 2566, Gastroturist base n = 1485, Ikke gastroturist base n = 1081

Profil af gastroturister og ikke gastroturister

Andel, der forventer at rejse til udlandet på ferie inden for de kommende 12 måneder



Andel, der overvejer at besøge disse destinationer inden for 12 måneder (top 10 plus Sverige og Norge)



Motiver for en fremtidig ferie

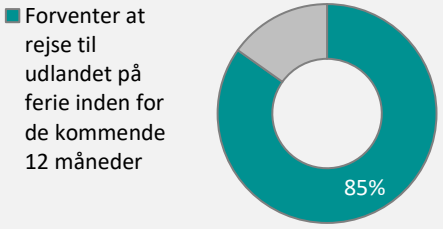


Spørgsmål: Forventer du at rejse til udlandet på en ferie med overnatning inden for de kommende 12 måneder? Gastroturist base n = 1639/ Ikke gastroturist base n = 1590
Spørgsmål: Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder? Gastroturist base n = 1309/ Ikke gastroturist base n = 694
Spørgsmål: Hvilke af følgende motiver er vigtige for dig i forhold til en fremtidig ferie? Gastroturist base n = 1273/ Ikke gastroturist base n = 647

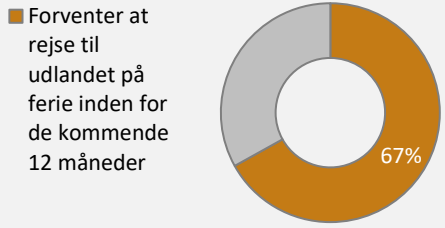
Profil af gastroturister på parferie før man har fået børn og efter børnene er flyttet hjemmefra

Andel, der forventer at rejse til udlandet på ferie inden for de kommende 12 måneder

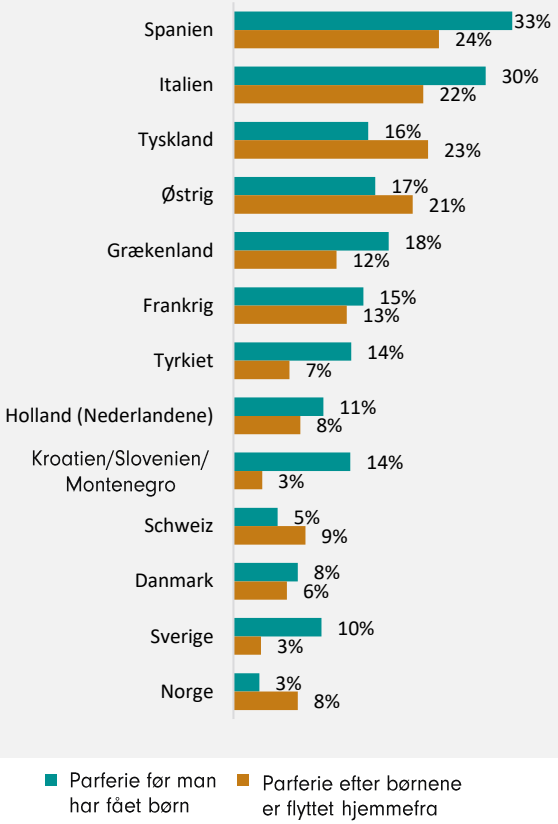
Parferie før man har fået børn



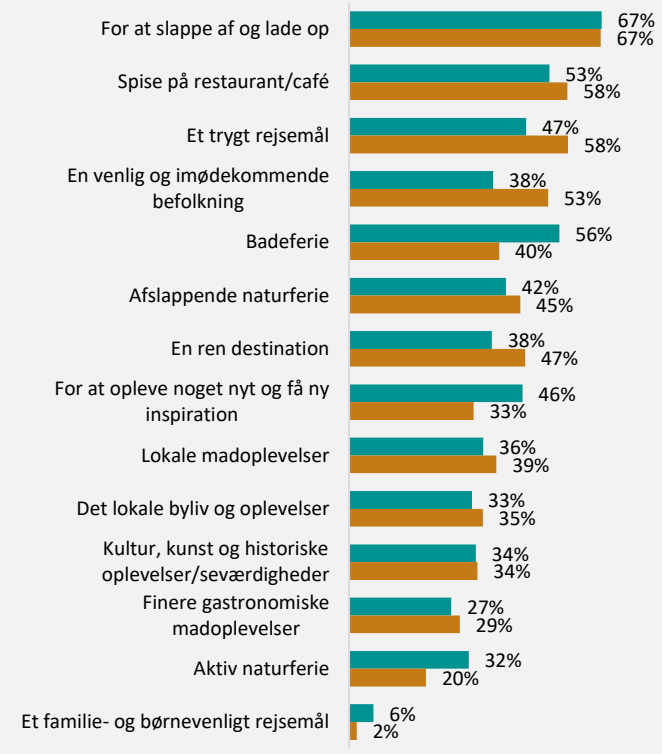
Parferie efter børnene er flyttet hjemmefra



Andel, der overvejer at besøge disse destinationer inden for 12 måneder (top 10 plus Danmark, Sverige og Norge)



Motiver for en fremtidig ferie



Spørgsmål: Forventer du at rejse til udlandet på en ferie med overnatning inden for de kommende 12 måneder? Parferie før børn base n = 185/ Parferie efter børn base n = 290
Spørgsmål: Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder? Parferie før børn base n = 156/ Parferie efter børn base n = 194
Spørgsmål: Hvilke af følgende motiver er vigtige for dig i forhold til en fremtidig ferie? Parferie før børn base n = 153/ Parferie efter børn base n = 190

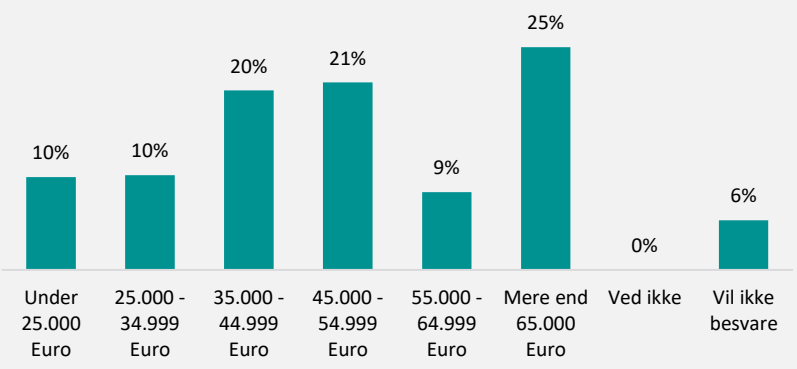
Gastroturister, der overvejer Danmark (NB lille base)

Deres kendskab til Danmark som feriedestination

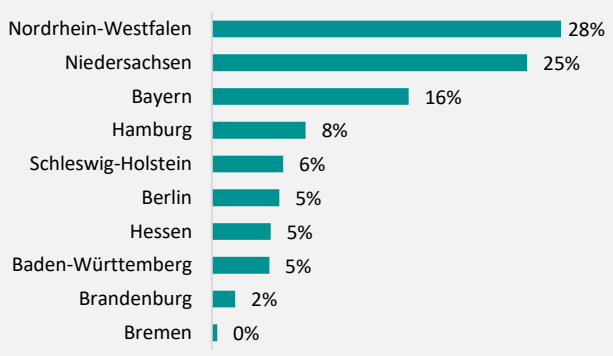
61%

Kender noget eller meget til Danmark som feriedestination

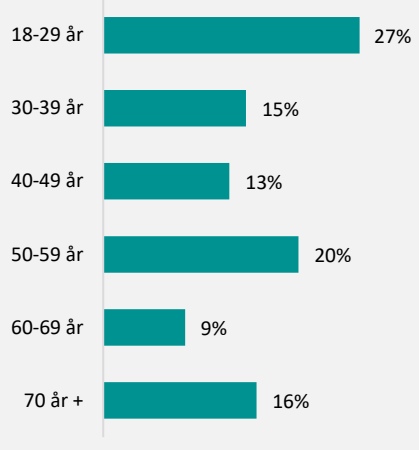
Husstandsindkomst



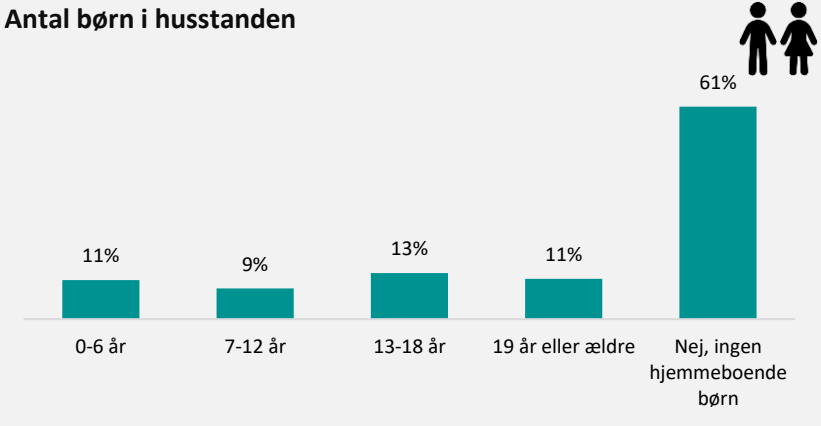
Bor i...



Aldersgrupper



Antal børn i husstanden



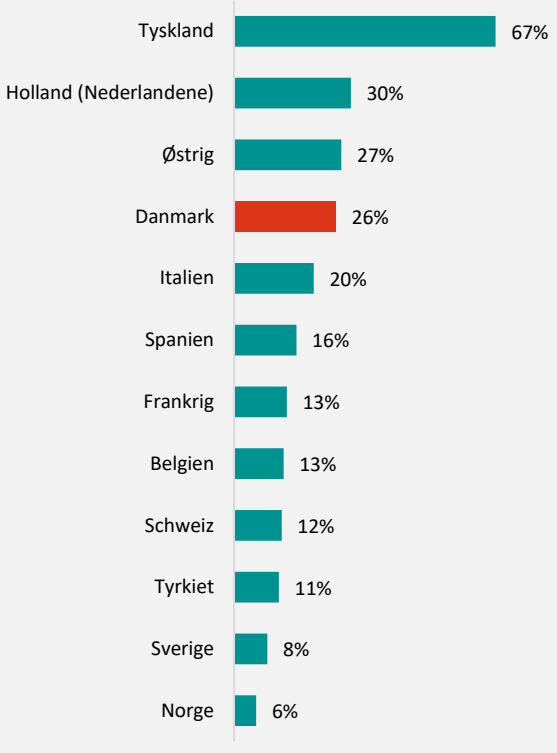
Uddannelse



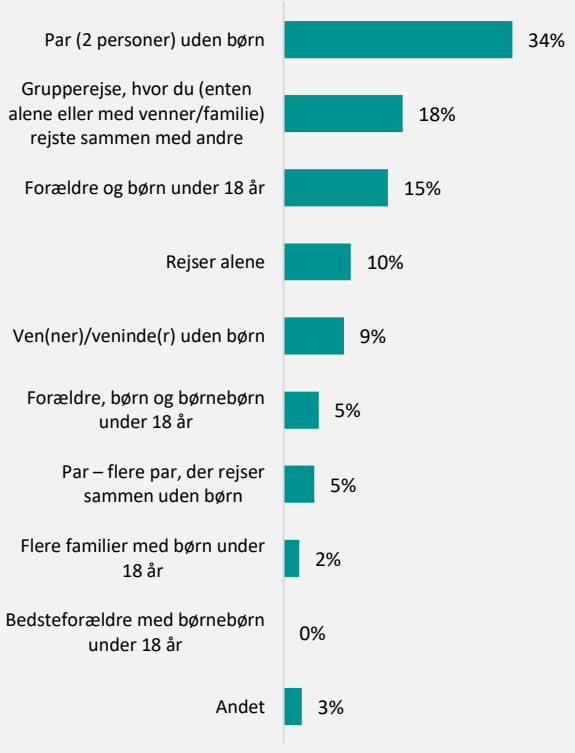
Gastroturister, der overvejer Danmark, base n = 99

Gastroturister, der overvejer Danmark – tidligere rejsemønster (NB! Lille base)

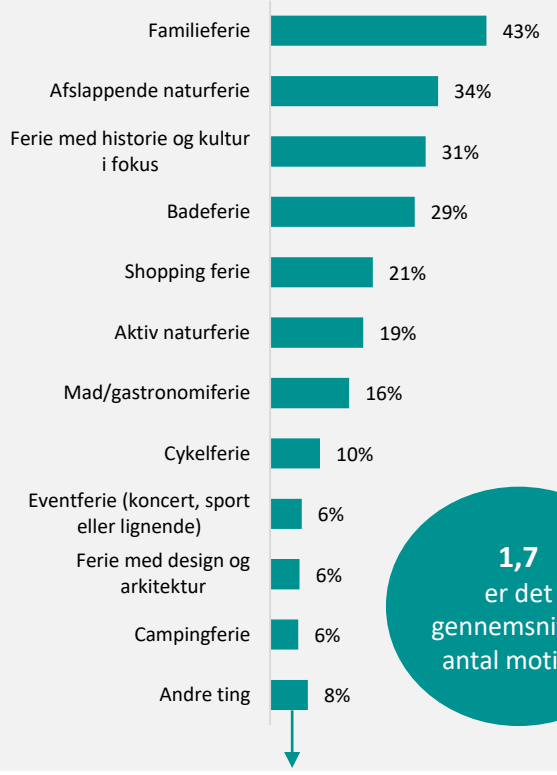
Har besøgt inden for de seneste to år
Top 10 plus Sverige og Norge



Rejsegruppe



Den primære ferie var en…
(multipelt spørgsmål)



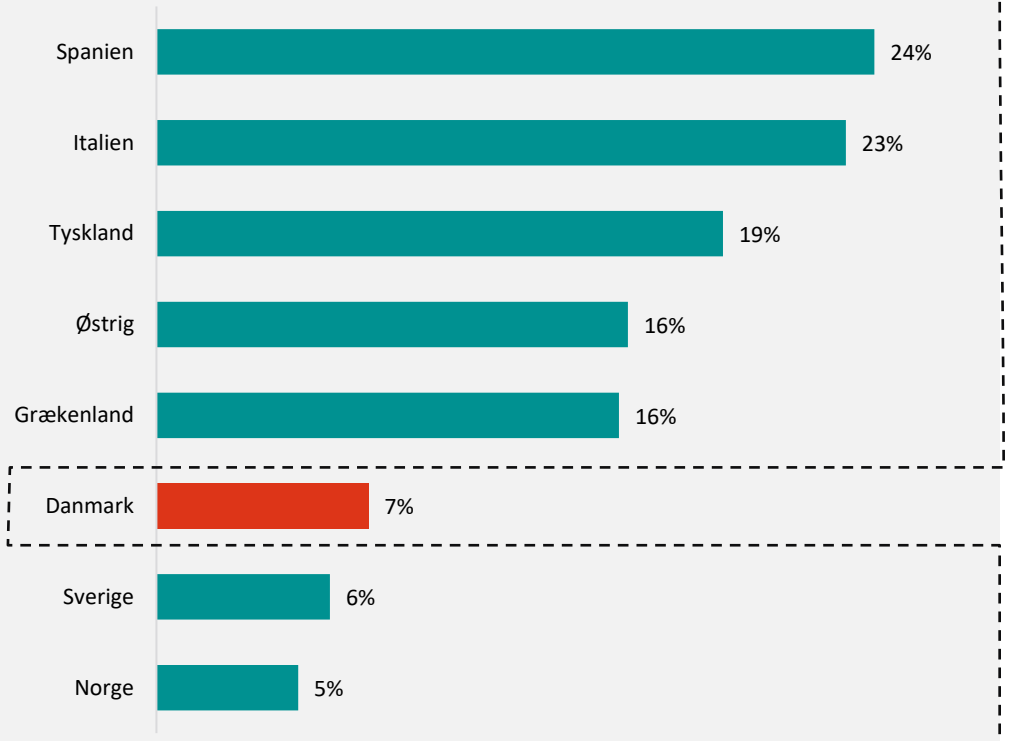
1,7 er det gennemsnitlige antal motiver

Gastroturister, der overvejer Danmark, base n = 90

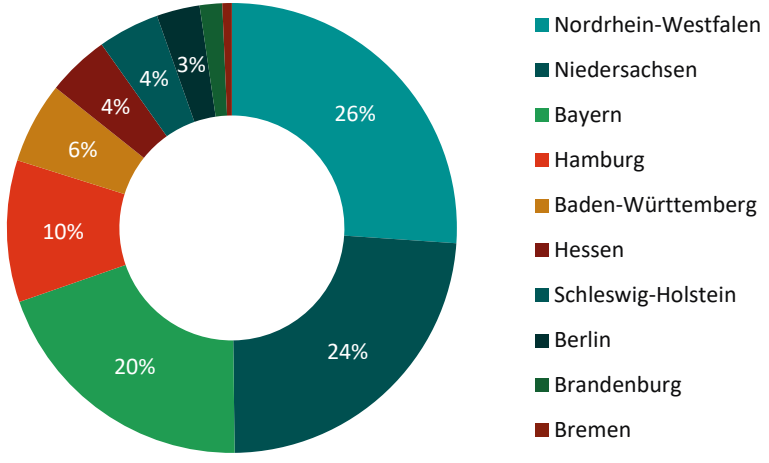
Spanien og Italien overvejes til den næste ferie blandt gastroturister

7% overvejer Danmark som deres næste ferie

Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder? Gastroturisternes top 5 + Danmark, Sverige og Norge



Hvilken bundensland bor du i? Gastroturister, der overvejer Danmark



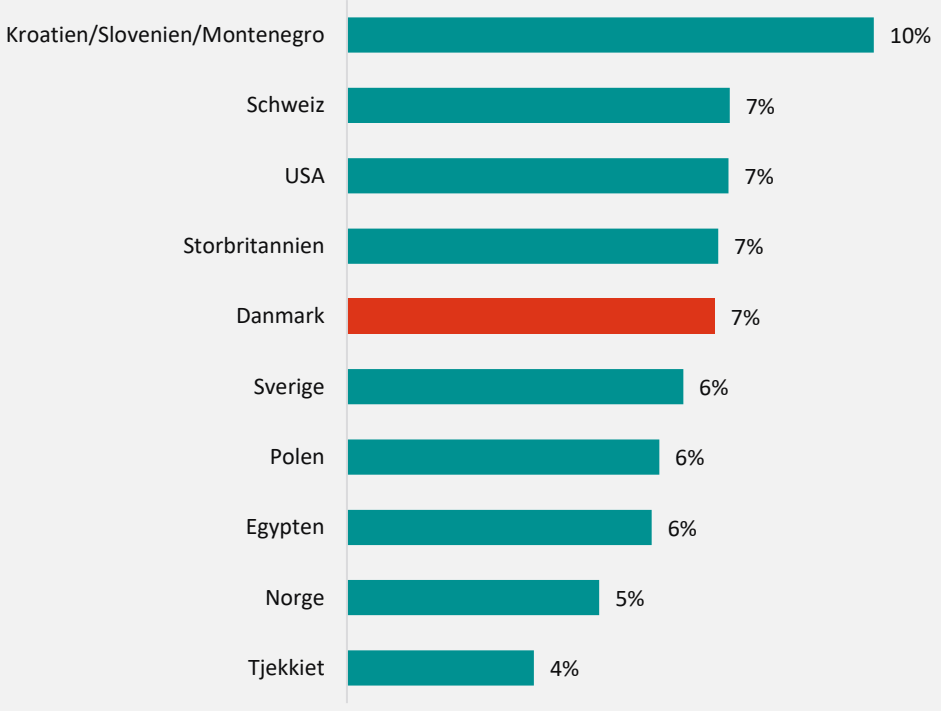
NB! Lille base (63 besvarelser)

Spørgsmål: Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder?, Gastroturister, base n = 1309

Spørgsmål: Hvilken bundensland bor du i?, Gastroturister, der overvejer Danmark, base n = 63

Gastroturisterne overvejer Danmark som feriedestination i samme grad som Schweiz, USA, Storbritannien, men i lidt højere grad end Sverige og Norge

Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder? Gastroturister



Spørgsmål: Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder?, Gastroturister, base n = 871

Stort potentiale blandt gastroturisterne i Niedersachen, Hamburg og Schleswig-Holstein

Desuden er der også et større potentiale i Bayern og Nordrhein-Westfalen, hvilket bl.a. skyldes befolkningsstørrelsen i de to delstater

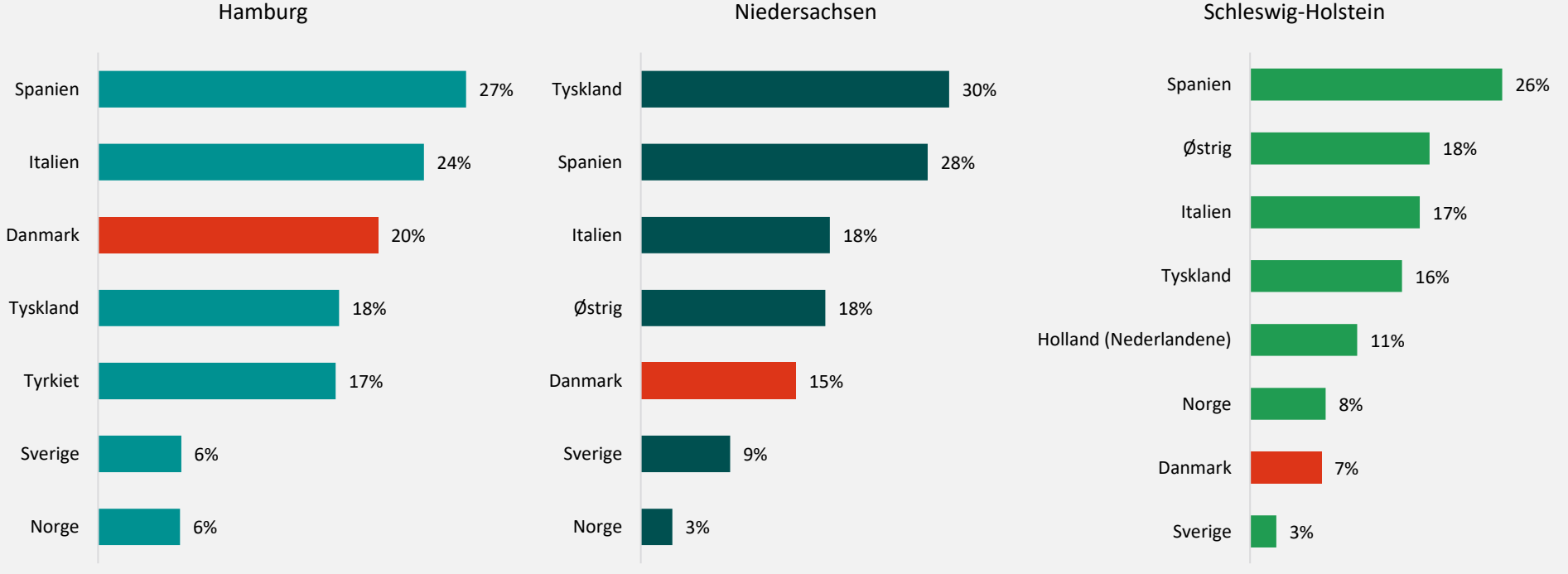
	Befolkningstal (baseret på EUROSTAT)	Andel potentielle gastroturister i delstaten	Antal potentielle gastroturister	Andel potentielle gastroturister, der forventer at rejse til udlandet	Antal potentielle gastroturister, der forventer at rejse til udlandet	Andel potentielle gastroturister, der overvejer Danmark	Antal potentielle gastroturister, der overvejer Danmark	Andel af befolkningen i delstaten, der overvejer Danmark som gastroturist
Baden-Württemberg	9.219.476	48%	4.426.719	77%	3.393.060	2%	70.595	1%
Bayern	10.961.016	45%	4.946.709	80%	3.975.389	5%	215.422	2%
Berlin	3.062.460	47%	1.436.697	76%	1.092.037	7%	79.423	3%
Brandenburg	2.123.338	56%	1.190.287	82%	975.539	4%	39.777	2%
Bremen	570.020	60%	342.047	75%	256.190	4%	10.691	2%
Hamburg	1.535.917	49%	752.434	84%	633.923	19%	119.878	**8%**
Hessen	5.232.184	48%	2.492.998	81%	2.024.150	4%	71.378	1%
Niedersachsen	6.659.827	52%	3.468.884	76%	2.635.976	17%	456.052	**7%**
Nordrhein-Westfalen	14.935.893	51%	7.606.540	83%	6.309.848	8%	481.894	3%
Schleswig-Holstein	2.431.133	52%	1.257.706	69%	868.044	12%	101.536	**4%**

base n = 3229 / Bremen base n = 61 / Brandenburg base n = 122 / Berlin base n = 269 / Baden-Württemberg base n = 447 / Bayern base n = 573 / Hessen base n = 305 / Hamburg base n = 142 / Nordrhein-Westfalen base n = 795 / Niedersachsen base n = 364 / Schleswig-Holstein base n = 151

Danmark overvejes af hver femte gastroturist i Hamburg og hver sjette gastroturist i Niedersachsen til en fremtidig ferie

7% af gastroturisterne i Schleswig-Holstein overvejer Danmark

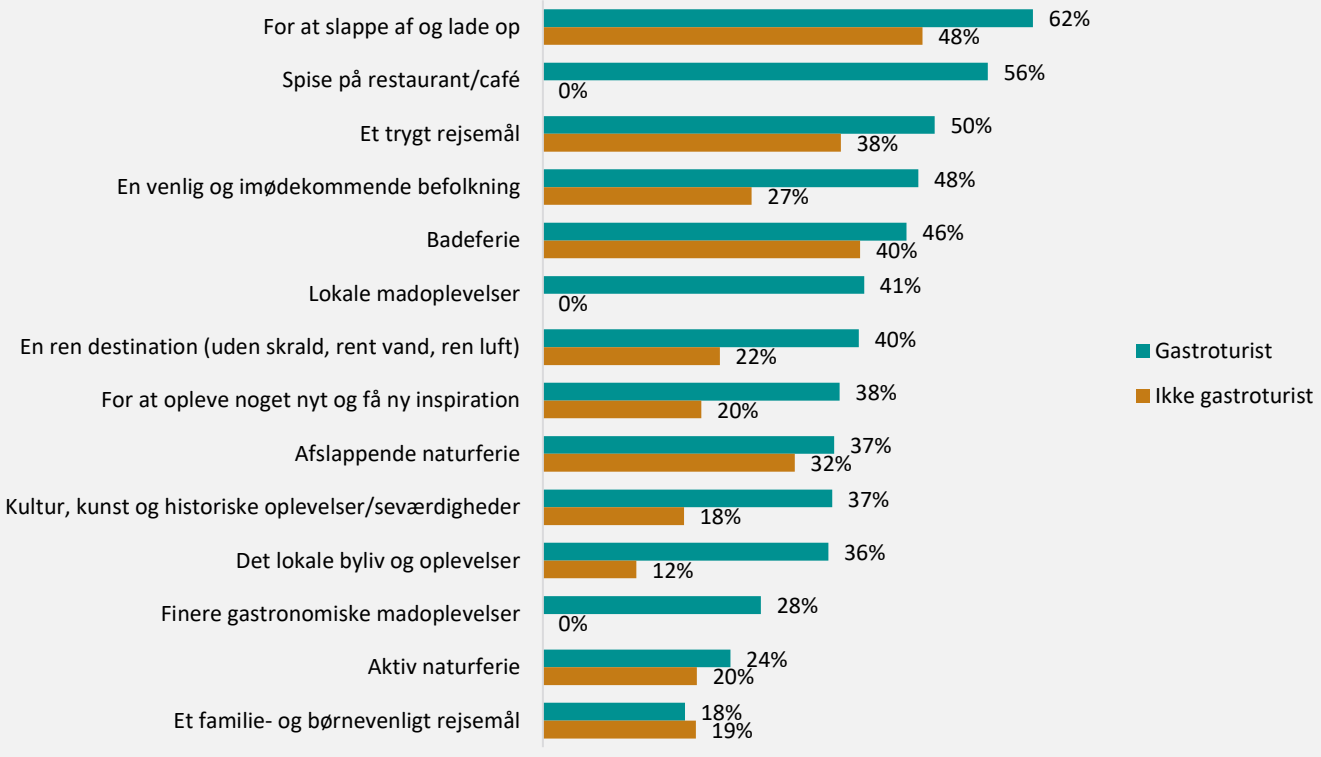
Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder?
Gastroturisternes top 5 + Danmark, Sverige og Norge



Spørgsmål: Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder? krydset med Bundesland - Hvilken bundensland bor du i?, Gastroturister i Hamburg, Niedersachsen eller Schleswig-Holstein, base n = 180

Motiver for fremtidige ferie

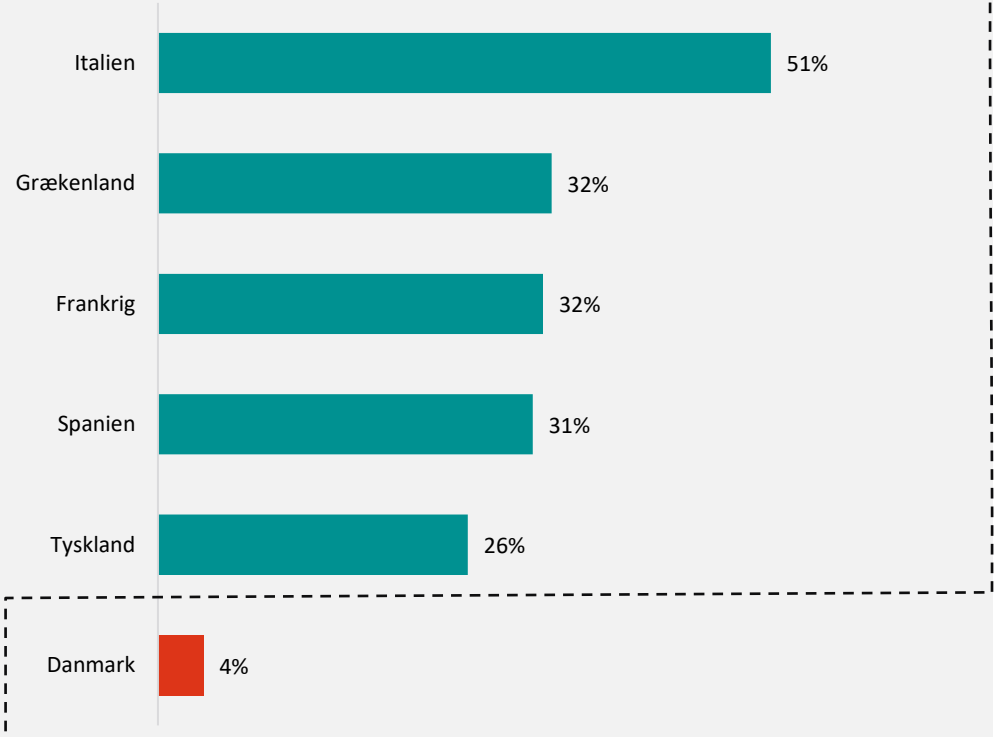
Hvilke af følgende motiver er vigtige for dig i forhold til en fremtidig ferie?



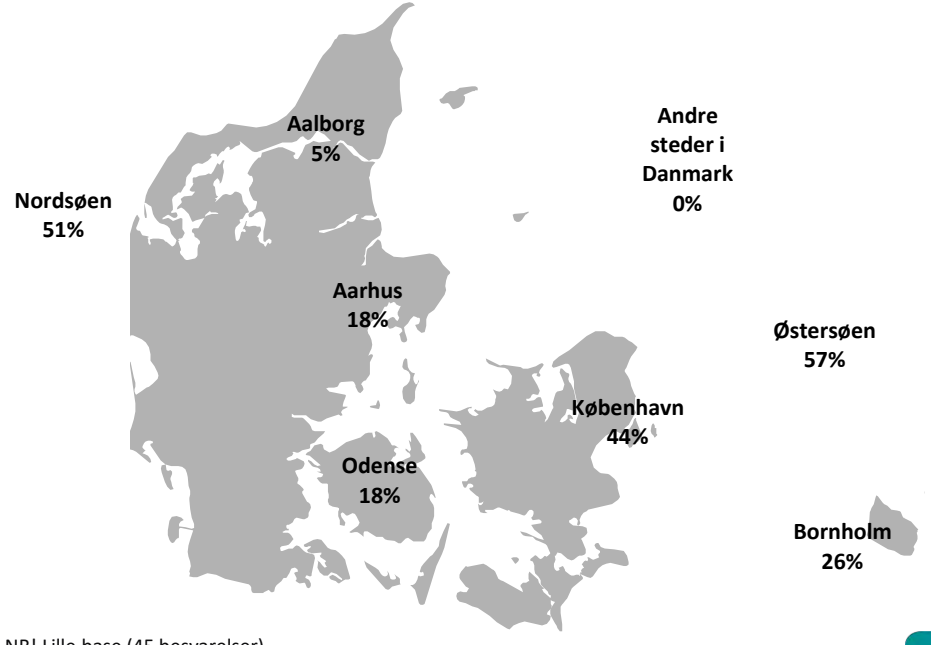
QNy - Hvilke af følgende motiver er vigtige for dig i forhold til en fremtidig ferie? krydset med Gastroturister, base n = 1920, Gastroturist base n = 1273/ Ikke gastroturist base n = 647

Det italienske køkken trækker hver anden tyske gastroturist til landet, mens Danmark er uden for top 5

Hvilke af de følgende lande vil du tage hen på en ferie, hvor maden er i fokus?
Gastroturisternes top 5 + Danmark



Hvor henne i Danmark vil du tage hen på en madferie?

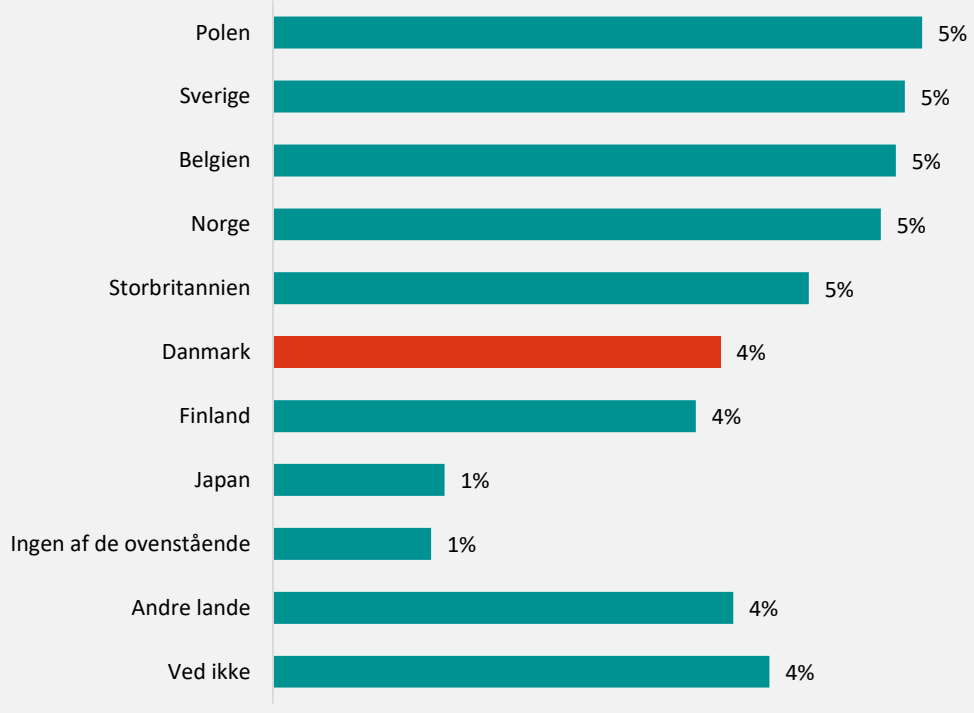


NB! Lille base (45 besvarelser)

Spørgsmål: Hvilke af de følgende lande vil du tage hen på en ferie, hvor maden er i fokus, base n = 1116
Spørgsmål: Hvor henne i Danmark vil du tage hen på en madferie?, base n = 45

Når det kommer til en fremtidig madrejse, konkurrerer Danmark med lande som Finland og Storbritannien. Sverige og Norge overvejes mere end Danmark til en madrejse

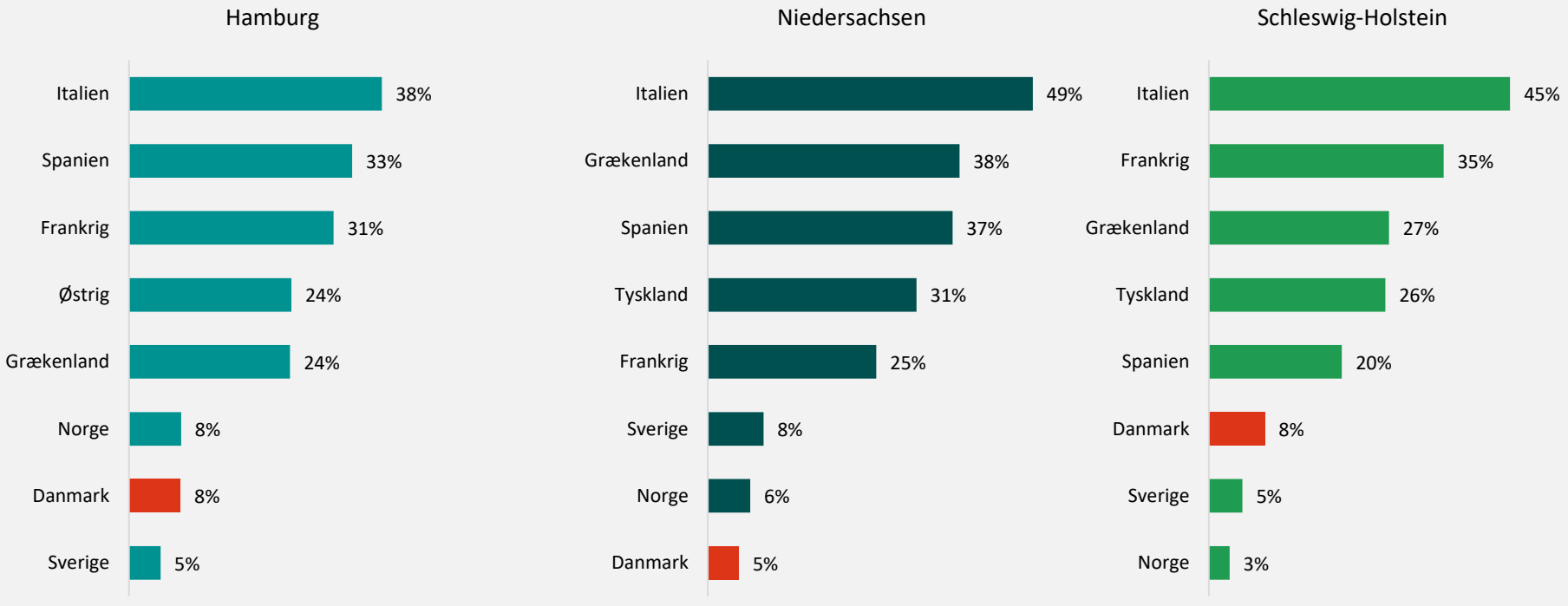
Hvilke af de følgende lande vil du tage hen på en ferie, hvor maden er i fokus?
Danmarks konkurrencefelt blandt de tyske gastroturister



Spørgsmål: Hvilke af de følgende lande vil du tage hen på en ferie, hvor maden er i fokus, base n = 1116

Gastroturisterne i Hamburg, Niedersachsen og Schleswig-Holstein overvejer Italien til en fremtidig madrejse

Hvilke destinationer overvejer du at besøge på en ferie med overnatning inden for de kommende 12 måneder?
Gastroturisternes top 5 + Danmark, Sverige og Norge

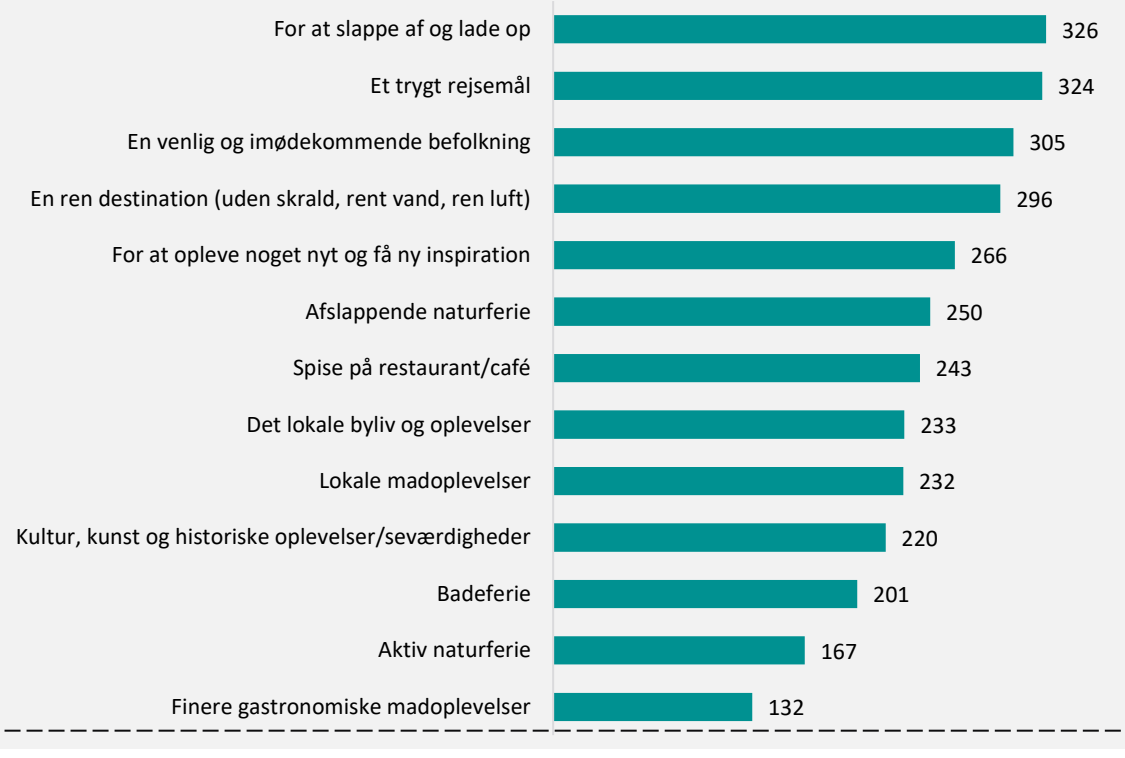


Spørgsmål: Hvilke af de følgende lande vil du tage hen på en ferie, hvor maden er i fokus krydset med Hvilken bundensland bor du i?, Gastroturister i Hamburg), Niedersachsen eller Schleswig-Holstein, base n = 243, Hamburg base n = 60/ Niedersachsen base n = 123/ Schleswig-Holstein base n = 60

Drivers for Gastroturister

Lokale madoplevelser og det at spise på restaurant er næsten dobbelt så afgørende for valget af feriedestination som finere gastronomiske madoplevelser

Hvilket af de følgende parametre er mest afgørende, og hvilket er mindst afgørende for dig, når du vælger en feriedestination?



Alle værdier under 100 har ikke nok indflydelse i forbindelse med valg af feriedestination og er derfor ikke stærke nok til at komme i betragtning i beslutningsprocessen

Note: Værdierne i grafikken er nytteværdier. De har derfor ikke nogen selvstændig betydning, men angiver styrkeforholdet mellem de enkelte faktorer
Spørgsmål: Hvilket af de følgende parametre er mest afgørende, og hvilket er mindst afgørende for dig, når du vælger en feriedestination?, base n = 1116

Tryghed og afslapning er to førstevalg, de tyske gastroturister har i forbindelse med valg af feriedestination

26% har **Et trygt rejsemål** som første prioritet, når det kommer til valg af feriedestination

22% har **For at slappe af og lade op** som første prioritet, når det kommer til valg af feriedestination

10% har **Badeferie** som første prioritet, når det kommer til valg af feriedestination

10% har **For at opleve noget nyt og få ny inspiration** som første prioritet, når det kommer til valg af feriedestination

10% har **Gastro som førstevalg…**

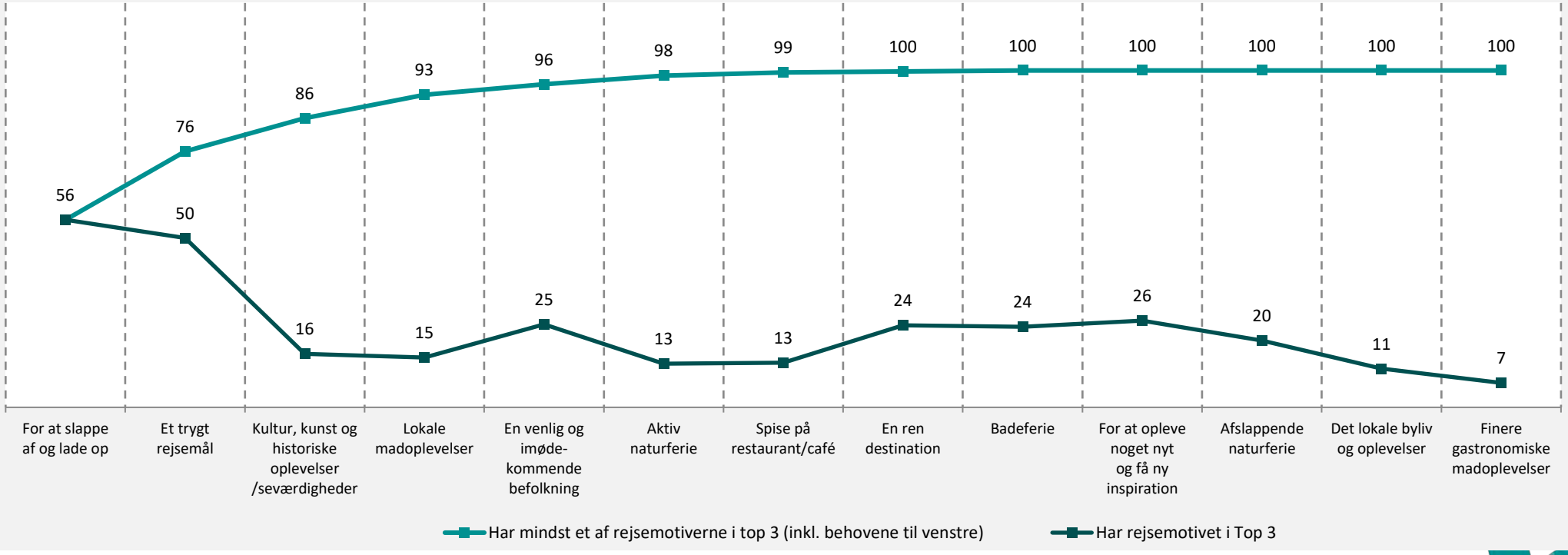
… Hvis **"Spise på restaurant/café", "Lokale madoplevelser" eller "Finere gastronomiske madoplevelser"** lægges sammen, så har **10%** af de tyske gastroturister valgt det som deres førstevalg blandt alle de listede feriemotiver, når de skal vælge en feriedestination

5% har **Kultur, kunst og historiske oplevelser/seværdigheder** som første prioritet, når det kommer til valg af feriedestination

Spørgsmål: Hvilket af de følgende parametre er mest afgørende, og hvilket er mindst afgørende for dig, når du vælger en feriedestination? First Choice, base n = 1116

For at tiltrække gastroturister, er det ikke nok at fokusere på madoplevelser – der skal også fokuseres på afslapning, tryghed og det kulturelle

Ved at inddrage de tre elementer til venstre, kan man tiltrække 86% af de tyske gastroturister



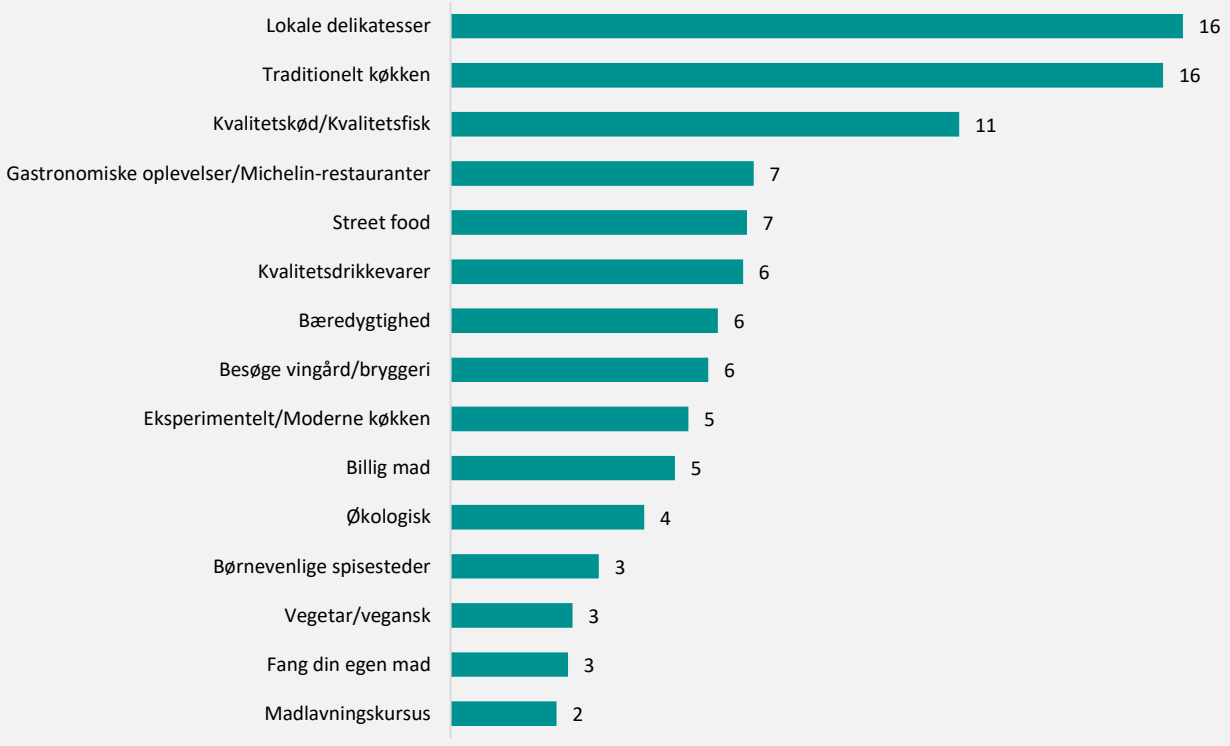
Spørgsmål: Hvilket af de følgende parametre er mest afgørende, og hvilket er mindst afgørende for dig, når du vælger en feriedestination?, base n = 1116

Associationer med gastroturisme



Lokale delikatesser og traditionelt køkken er de to ord, som forbindes mest med en madrejse og vælges ofte sammen

Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus?



Note: Værdierne i grafikken er nytteværdier. De har derfor ikke nogen selvstændig betydning, men angiver styrkeforholdet mellem de enkelte faktorer
Spørgsmål: Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus, base n = 1116

Lokale delikatesser er det flest forbinder med ferier, hvor maden er i fokus

40% forbinder **Lokale delikatesser** som det første, når det kommer til en rejse med maden i fokus

23% forbinder **Traditionelt køkken** som det første, når det kommer til en rejse med maden i fokus

6% forbinder **Gastronomiske oplevelser/Michelin-restauranter** som det første, når det kommer til en rejse med maden i fokus

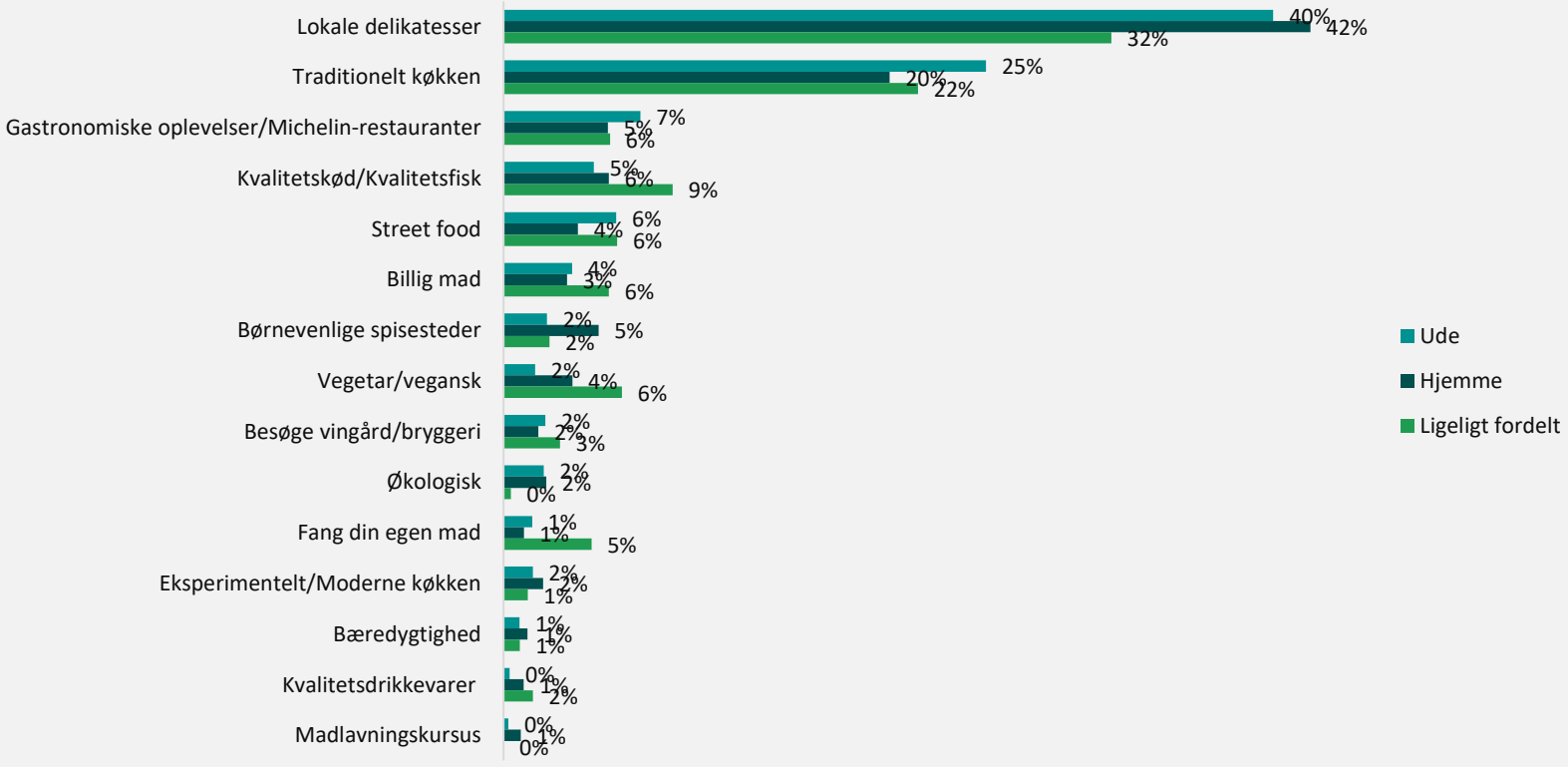
6% forbinder **Kvalitetskød/Kvalitetsfisk** som det første, når det kommer til en rejse med maden i fokus

5% forbinder **Street food** som det første, når det kommer til en rejse med maden i fokus

Spørgsmål: Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus? First Choice, base n = 1116

Lokale delikatesser forbindes med gastroturisme uanset om man primært har spist ude på restaurant eller primært hjemme på ferien

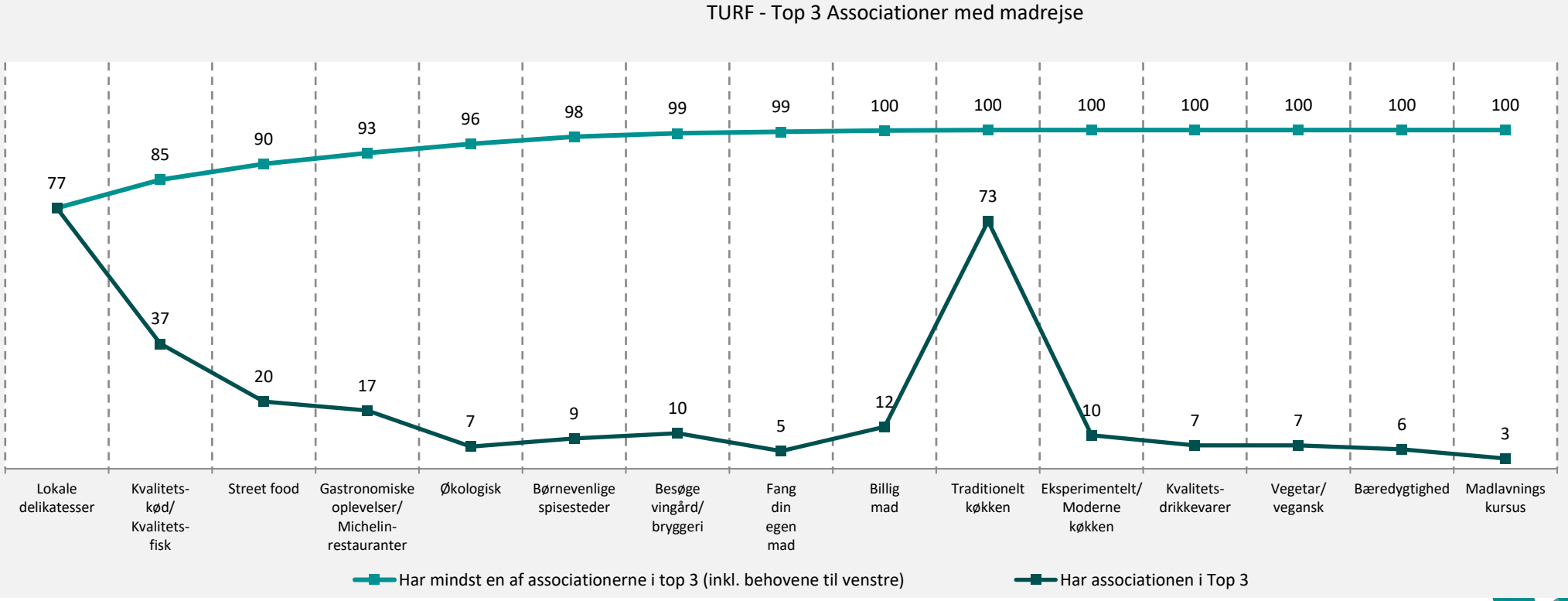
Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus? First choice



Note: data er fjernet, der hvor der på tværs af grupperne var få procenter, der havde valgt ordet som førstevalg
MaxDiff 2 First Choice krydset med Hvorvidt gastroturisten spiste primært ude eller hjemme på den primære ferie, base n = 1116

Saml en kommunikationspakke, der fokuserer på ord som Lokale delikatesser, Kvalitetskød/Kvalitetsfisk og Street food for at ramme bredt iblandt gastroturisterne

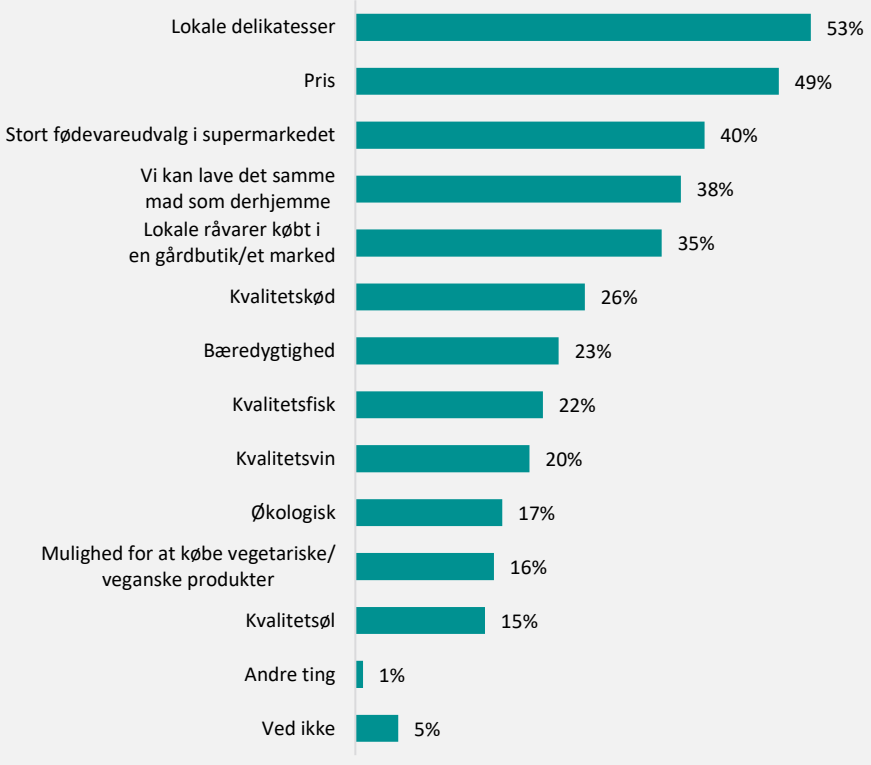
Der er en stor sammenhæng mellem lokale delikatesser og traditionelt køkken, hvilket er et udtryk for, at mange gastroturister vælger begge ord



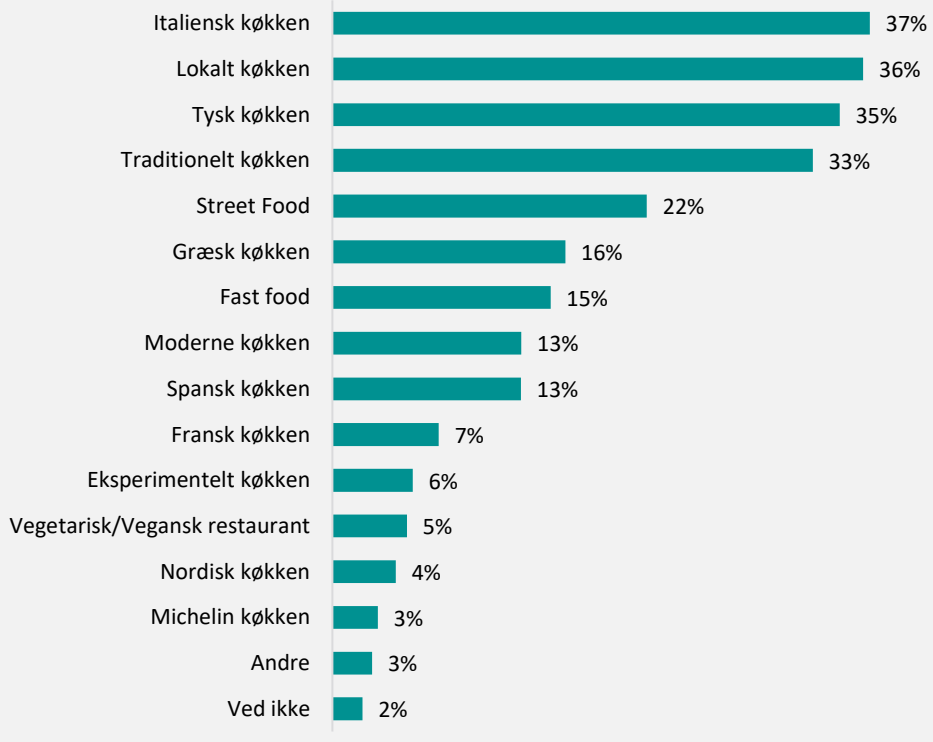
Spørgsmål: Hvilket af det følgende forbinder du mest, og hvilket forbinder du mindst med en rejse, hvor maden er i fokus, base n = 1116

Lokale delikatesser er vigtige ift madindkøb på ferien, mens italienske restauranter og restauranter med lokale køkkener er de mest besøgte på ferien

Hvad var vigtigt i forhold til madindkøb på din rejse til XX?



Hvilken type restaurant besøgte du på din rejse til XX?



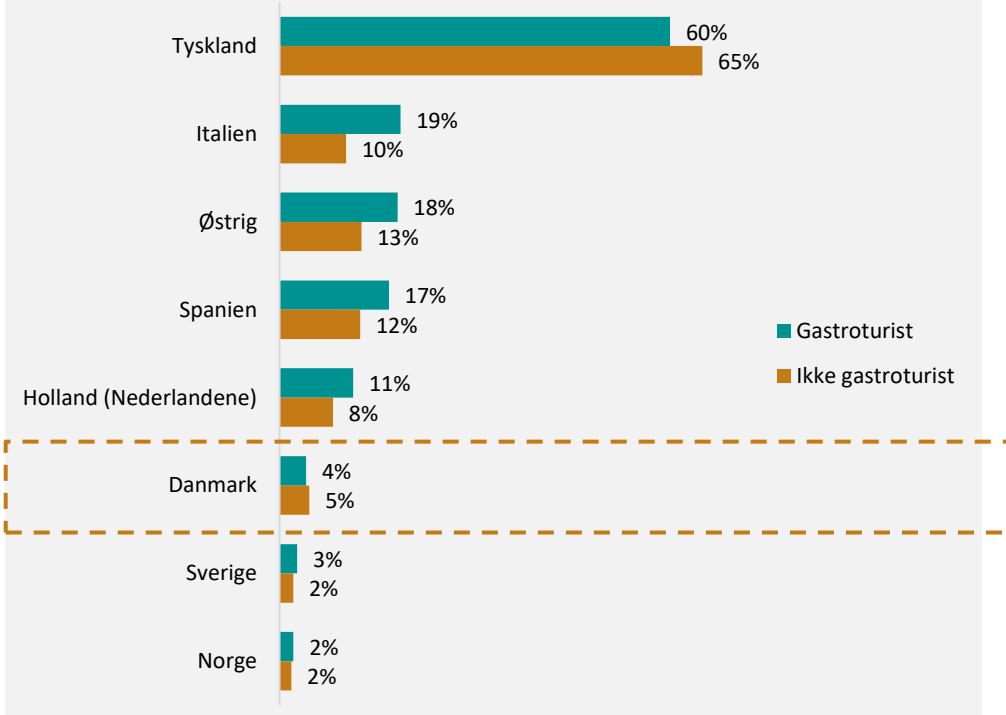
Spørgsmål: Hvad var vigtigt i forhold til madindkøb på din rejse til XX?, base n = 741
Spørgsmål: Hvilken type restaurant besøgte du på din rejse til XX?, base n = 1041

Rejseadfærd

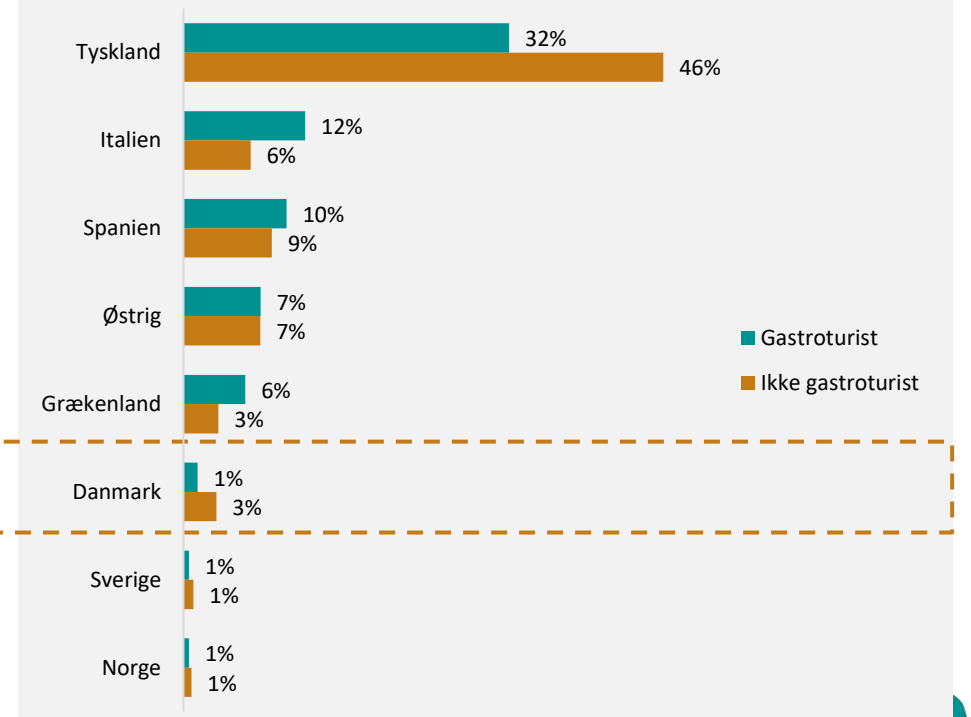


Flertallet har holdt ferie i Tyskland

Hvilke destinationer har du besøgt på en ferie indenfor de seneste to år?



Du har svaret, at du inden for de seneste to år har været på ferie med overnatning i XX. Hvilket land vil du betegne som din primære udlandsdestination?



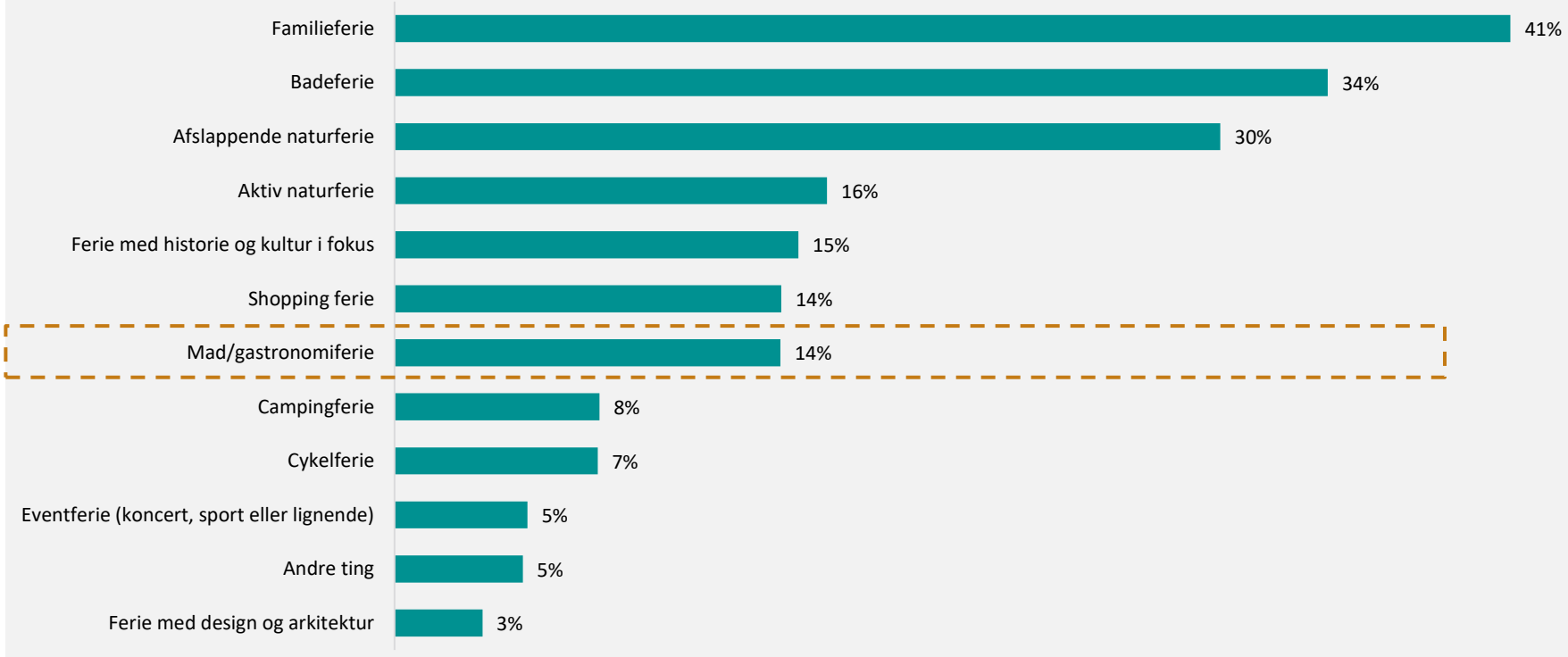
Spørgsmål: Hvilke destinationer har du besøgt på en ferie indenfor de seneste to år? krydset med Gastroturister, Gastroturist base n = 1486/ Ikke gastroturist base n = 1091

Spørgsmål: Du har svaret, at du inden for de seneste to år har været på ferie med overnatning i (Q2) Hvilket land vil du betegne som din primære udlandsdestination? krydset med Gastroturister, Gastroturist base n = 1485/ Ikke gastroturist base n = 1085 (tyskere, der har været ude at rejse mere end en gang inden for de seneste to år)

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For gastroturisterne handler ferien om andet end mad/gastronomi – det er ofte en familieferie

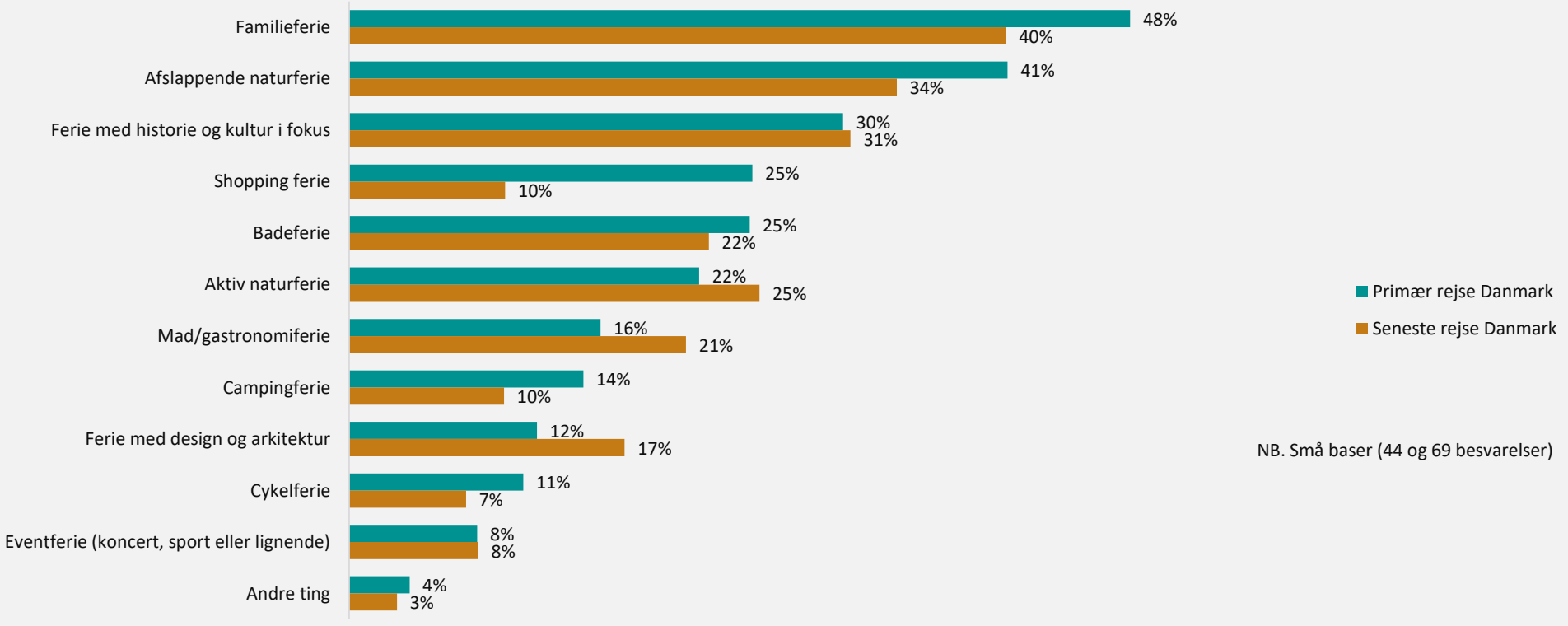
Hvilke af det følgende beskriver bedst din primære rejse? Gastroturister



Spørgsmål: Hvilke af det følgende beskriver bedst din primære rejse?, Gastroturister, base n = 1485

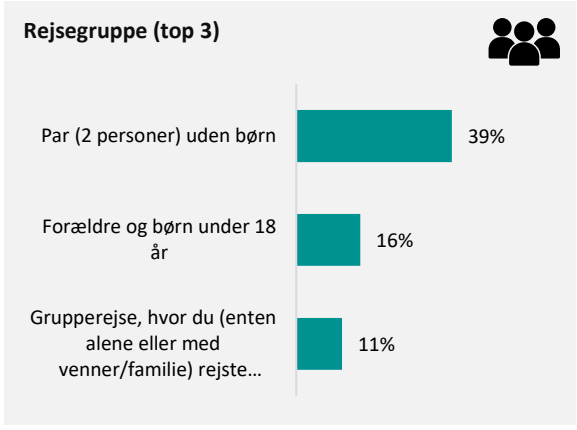
Familieferie og afslappende naturferie kendetegner gastroturisternes rejse til Danmark inden for de seneste to år

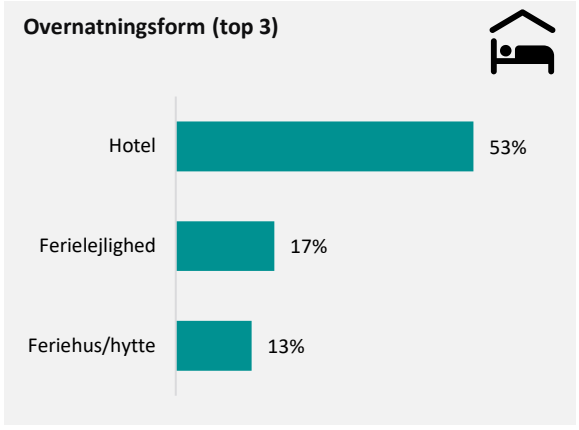
Hvilke af det følgende beskriver bedst din primære rejse?/Hvilke af det følgende beskriver bedst din seneste rejse til Danmark?

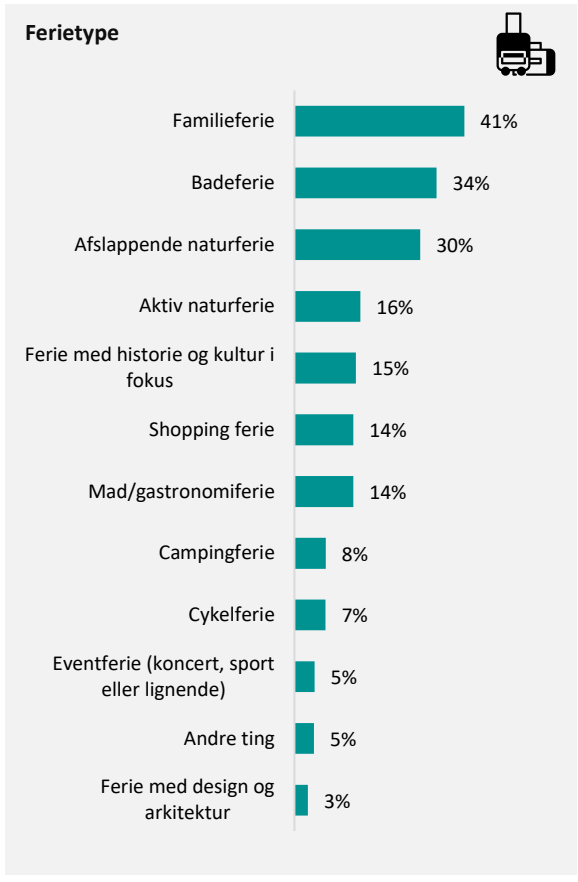


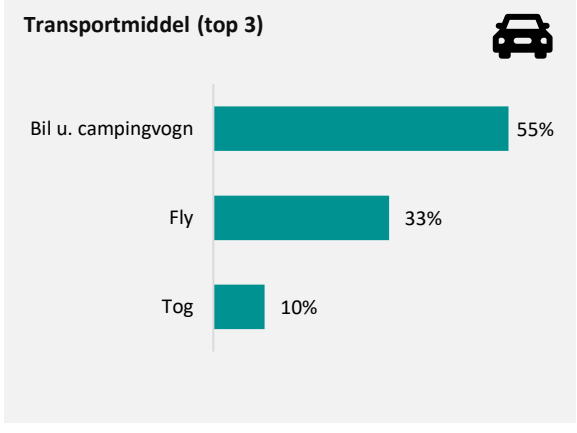
Spørgsmål: Hvilke af det følgende beskriver bedst din primære rejse?, Gastroturister, der har besøgt Danmark på en primær rejse, base n = 69
Spørgsmål: Hvilke af det følgende beskriver bedst din seneste rejse til Danmark?, Gastroturister, der har besøgt Danmark på en ikke-primær rejse, base n = 44

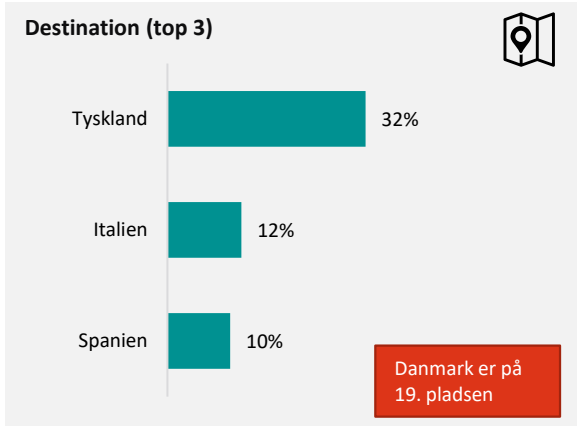
Den primære rejse blandt gastroturisterne







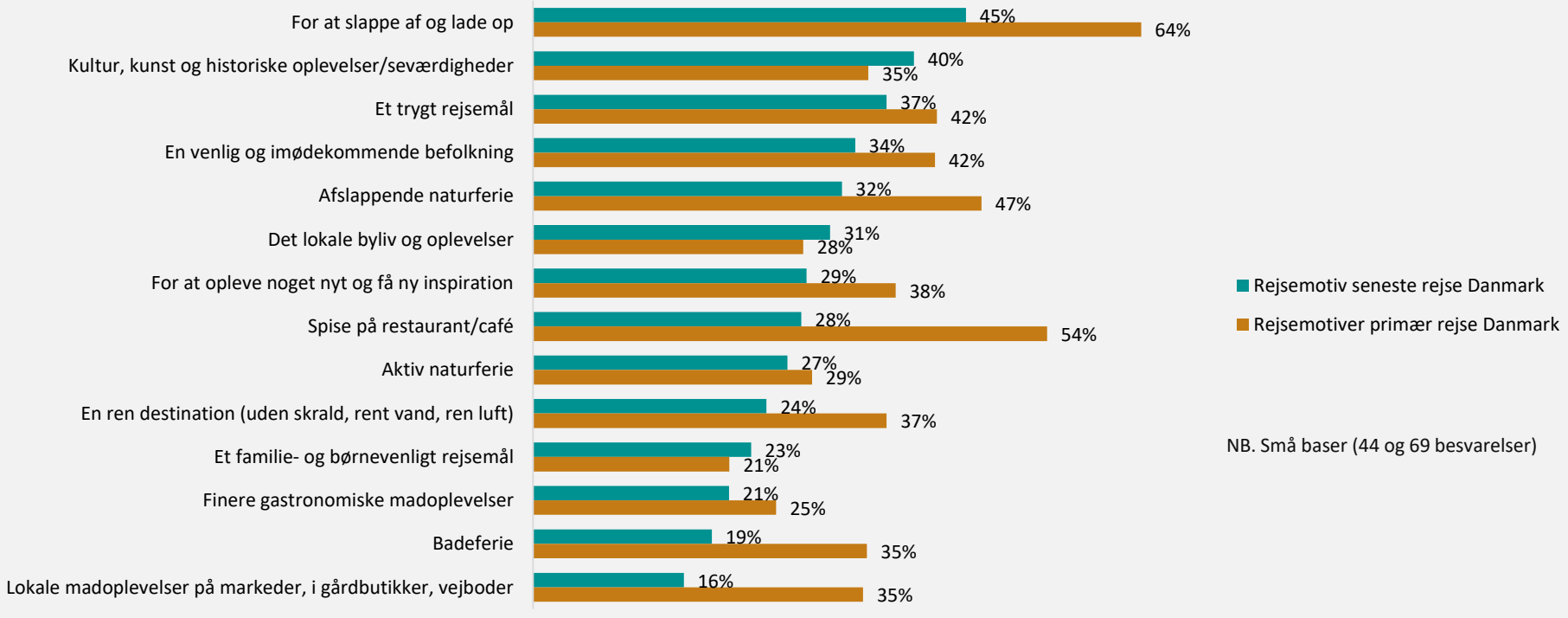




base n = 1485

Rejsemotiverne for at tage til Danmark er afslapning og for at spise på restaurant/café

Når du tænker tilbage på din rejse til XX, hvilke af følgende motiver var vigtige for dig, da du valgte destinationen? Når du tænker tilbage på din rejse til Danmark, hvilke af følgende motiver var vigtige for dig, da du valgte Danmark? Gastroturister



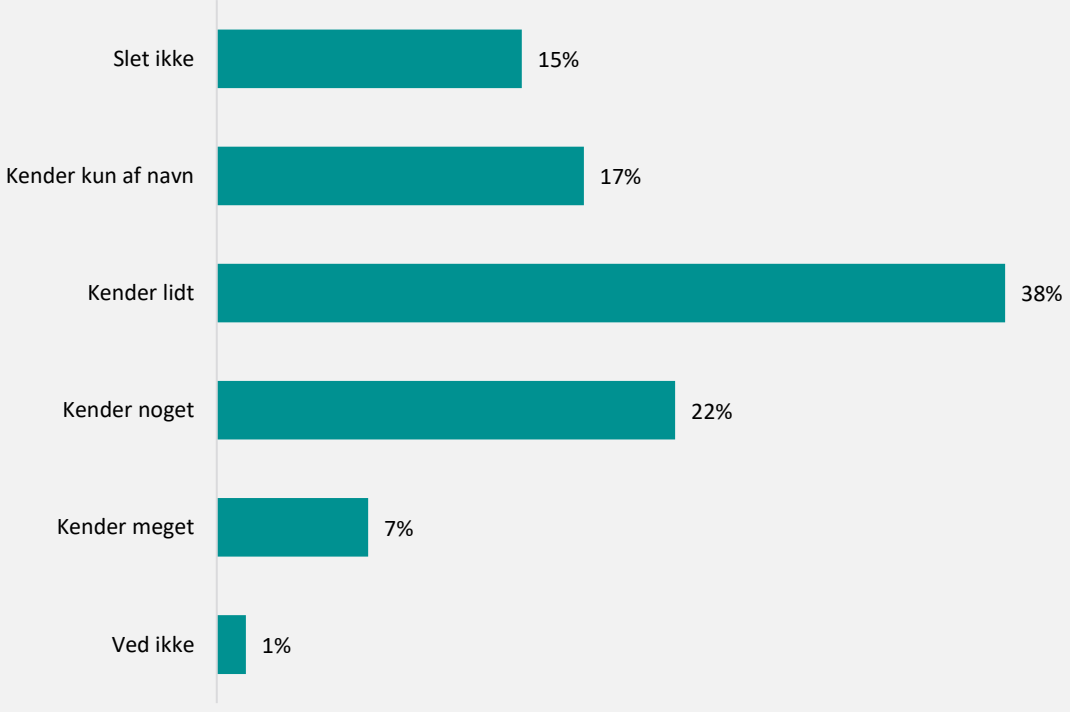
Spørgsmål: Når du tænker tilbage på din rejse til XX, hvilke af følgende motiver var vigtige for dig, da du valgte destinationen XX?, Gastroturister, der har besøgt Danmark, base n = 69
Spørgsmål: Når du tænker tilbage på din rejse til Danmark, hvilke af følgende motiver var vigtige for dig, da du valgte destinationen Danmark?, Gastroturister, base n = 44

Kendskab og interesse i Danmark og danske fødevarer



Godt hver tredje tyske gastroturist kender Danmark som feriedestination

Hvor godt kender du Danmark som feriedestination?



79%

Af dem, der har besøgt Danmark inden for de seneste to år, kender noget eller meget til Danmark som feriedestination

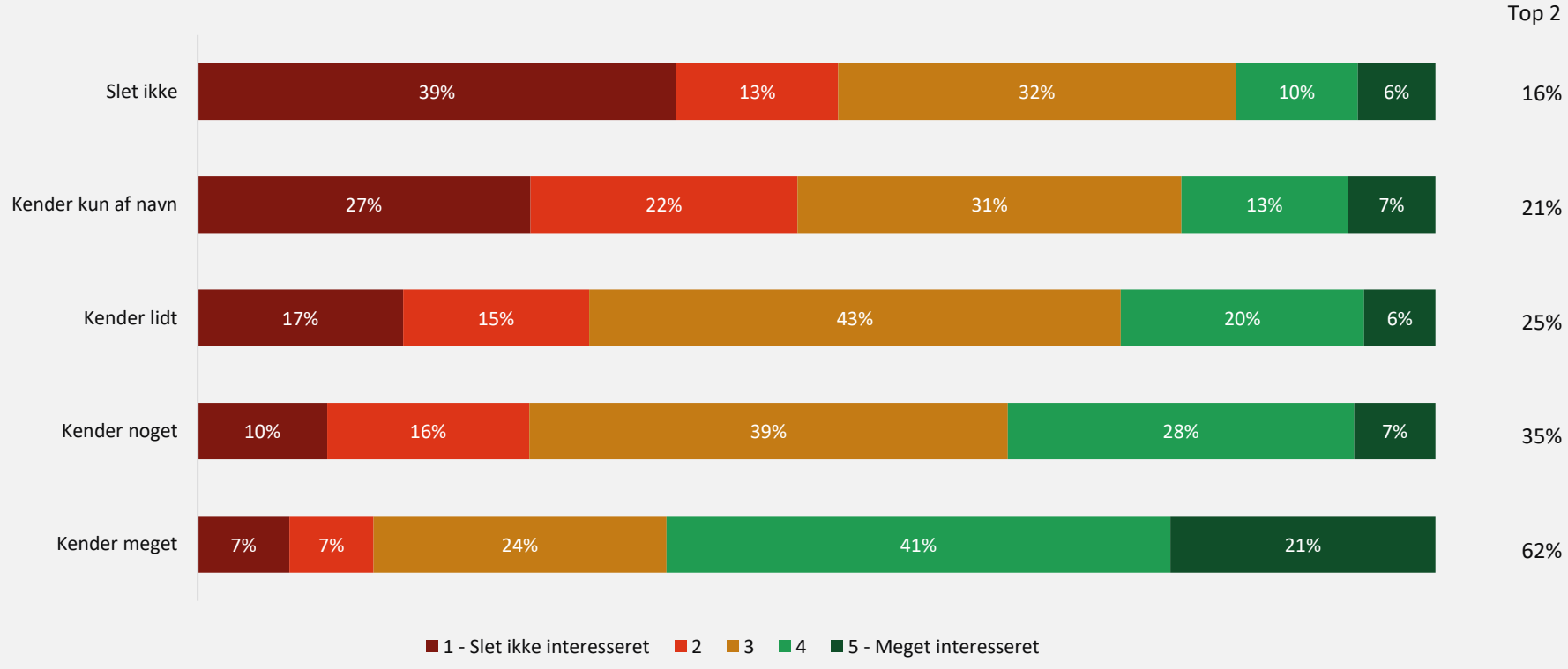
27%

Af dem, der har ikke besøgt Danmark inden for de seneste to år, kender noget eller meget til Danmark som feriedestination

Spørgsmål: Hvor godt kender du Danmark som feriedestination?, base n = 1116

Interessen for at købe danskproducerede fødevarer stiger, jo større kendskab man har til Danmark som feriedestination

Hvor interesseret er du i at købe danskproducerede fødevarer? krydset med Hvor godt kender du Danmark som feriedestination?



Spørgsmål: Hvor interesseret er du i at købe danskproducerede fødevarer? krydset med Hvor godt kender du Danmark som feriedestination?, base n = 1116, Respondenter, der har svaret "Ved ikke" i forhold til deres kendskab til Danmark som feriedestination er fjernet fra grafen, da antallet af besvarelser i denne gruppe er under 30 besvarelser.

Manglende kendskab til de danske fødevarer er den største barriere for at købe danskproducerede fødevarer, mens den primære driver er at prøve noget nyt

Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET



Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET

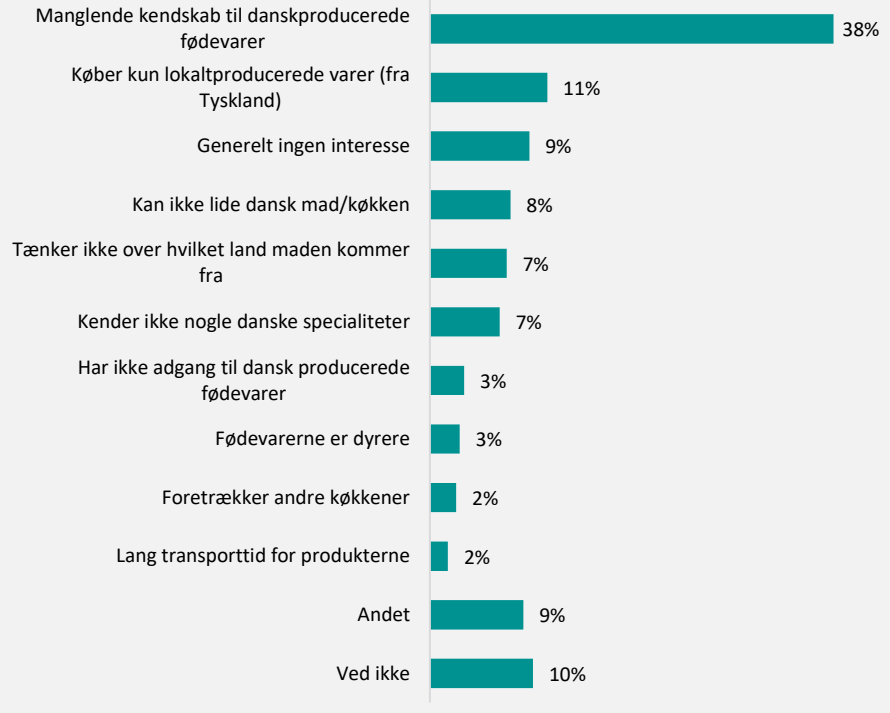


Andet er fx nysgerrighed eller en god oplevelse af Danmark

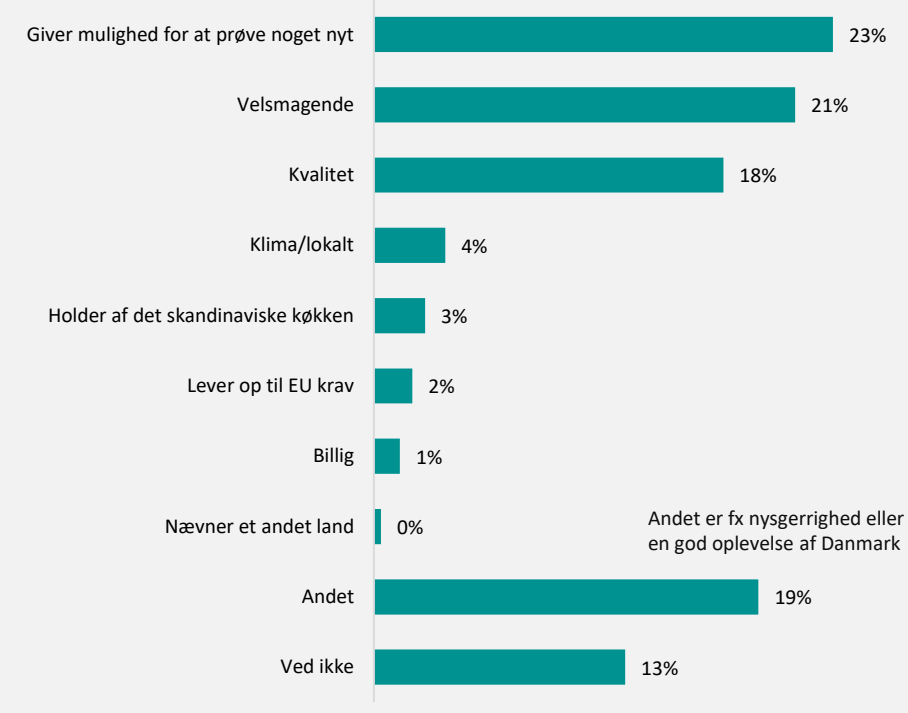
Spørgsmål: Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 449
Spørgsmål: Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 345

Årsager til interesse i danskproducerede fødevarer

Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET



Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET

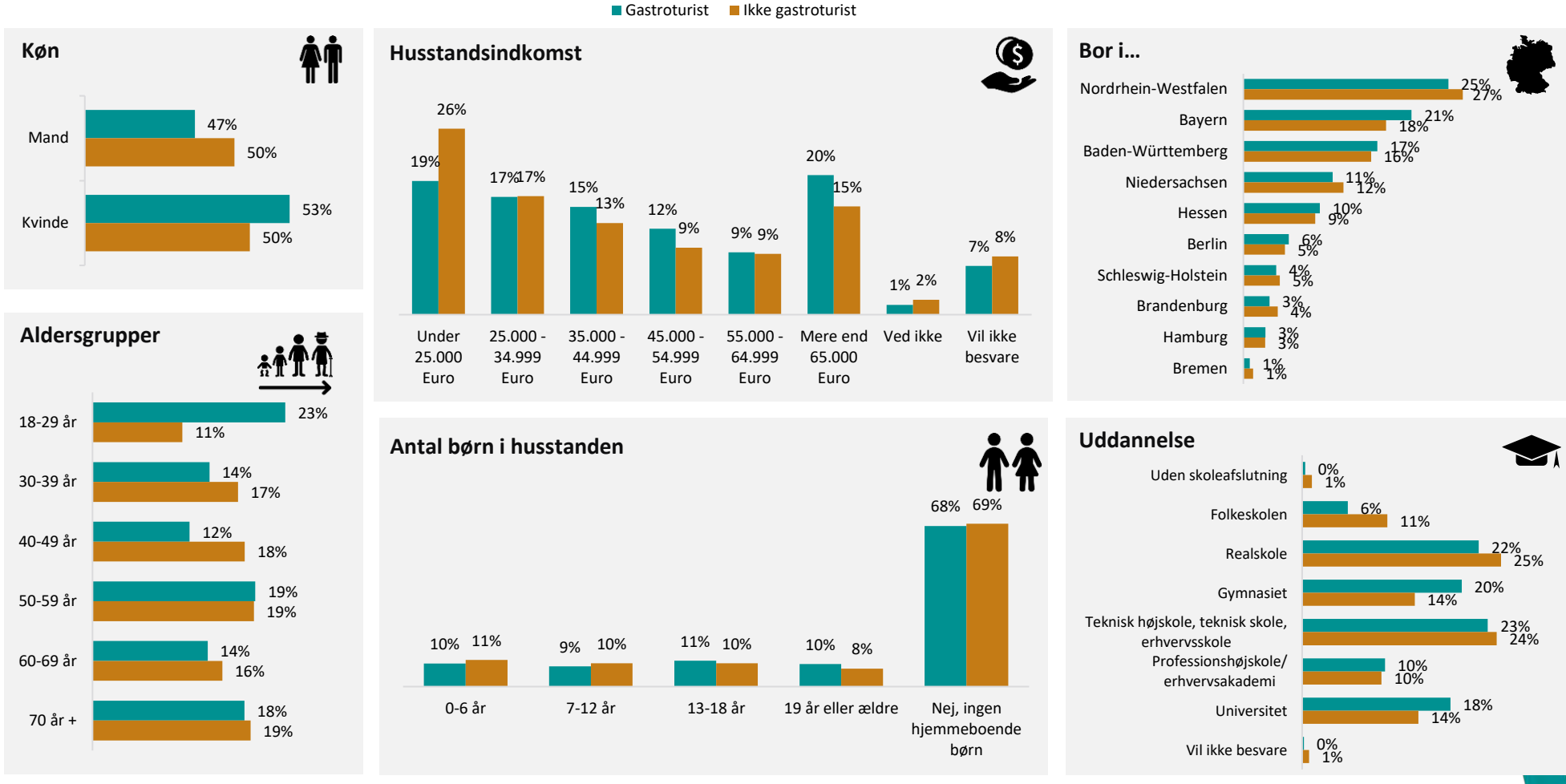


Spørgsmål: Hvorfor er du ikke interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 449
Spørgsmål: Hvorfor er du interesseret i at købe danskproducerede fødevarer? - KATEGORISERET, base n = 345

Baggrund



Demografi



base n = 3229, Gastroturist base n = 1639, Ikke gastroturist base n = 1590

Om undersøgelsen

METODE

Undersøgelsen er gennemført som online interview blandt tyskere over 18 år, der bor i Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Niedersachsen, Nordrhein-Westfalen eller Schleswig-Holstein. Undersøgelsen er gennemført i perioden 25. februar 2022 – 16. marts 2022.

MÅLGRUPPE

Gastroturisterne er defineret som de tyskere, der har "At spise på restaurant/café", "Lokale madoplevelser" eller "Finere gastronomi" som af årsagerne til, de har valgt et feriedestination.

ANTAL GENNEMFØRTE BESVARELSER

	n
Gastroturist	1.639
Ikke gastroturist	1.590

POTENTIALEBEREGNINGER

I rapporten er der steder, hvor der er blevet beregnet et potentiale i henhold til hvor tyskere i Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Niedersachsen, Nordrhein-Westfalen eller Schleswig-Holstein, der er gastroturister og hvor mange, der overvejer at tage til Danmark på gastroophold.

Beregningerne tager udgangspunkt i befolkningstallene i Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Niedersachsen, Nordrhein-Westfalen eller Schleswig-Holstein (56.731.264, EUROSTAT) pr. 1. januar 2020. Beregningerne er baseret på personer over 18 år. Det skal bemærkes, at der er en vis usikkerhed forbundet med estimaterne, hvorfor estimaterne skal læses som cirka tal.

VEJNING

Data er vejet efter køn, alder og bundesländer.

Metoden bag Maxdiff

FORMÅL

Et formål med undersøgelsen er at identificere præferencerne for de forskellige udsagn, samt hvor attraktive de er for danskerne.

Til dette benytter vi metoden MaxDiff, således at vi kan:

- Rangordne udsagnene efter præference
- Estimere styrkeforholdet imellem de enkelte udsagn
- Nedbryde resultatet på delmålgrupper for at belyse forskelle

PRINCIPPET BAG MAXDIFF

MaxDiff (Maximum Difference Scaling) er en analysemetode til at afdække valgkriterier blandt en lang række muligheder.

I MaxDiff opdeles bruttolisten med kategorier i en række mindre grupperinger på 4-6 kategorier, således at hver kategori vises i kombination med forskellige andre kategorier.

Hver gang respondenten præsenteres for en gruppering af kategorier, vælger respondenten den kategori man helst vil have og helst vil undvære.

Hver respondent ser hver kategori i minimum tre forskellige grupperinger.

Det er relativt simpelt for respondenterne at svare på spørgsmålene, men vi får nuanceret viden om præferencerne i markedet og styrkeforholdet i mellem kategorierne.

Den enkelte kategoris score forklarer, hvor stærk den givne rangering er ift. alle andre kategorier.

En score på over 100 betyder, at kategorien kvalificerer sig til at blive taget i betragtning i en valgsituation.

Jo højere tal, jo stærkere attraktivitet har kategorien.

Hvis kategori A har en score på 200 og kategori B har en score på 100, så er A dobbelt så attraktiv som B.

Hvilke Outputs giver en MaxDiff – og hvordan skal de tolkes?

MaxDiff Score

Hvor attraktivt opfattes parameteret

- MaxDiff scores giver en relativ sammenligning af styrkeforholdene på de enkelte parameter
- Et parameter, der scorer 250, er fx dobbelt så attraktivt som et parameter med en score på 125
- 100 er grænseværdien for, om et parameter overhovedet er værd at overveje eller ej
- Der er ingen øvre grænse for en score, men de enkelte scores skal altid ses relativt ift. rangeringen af de andre parameter

MaxDiff Anker

Hvor mange finder parameteret relevant

- Adspurgt direkte, finder man om det enkelte parameter er relevant eller ej
- Ankeret bruges til at definere, hvorvidt et parameter ligger over eller under grænseværdien på 100 i score

MaxDiff First Choice

Hvilket parameter synes man bedst om

- Hvilket parameter har den enkelte respondent givet den højeste score
- Et parameter kan godt få en relativt stærkt score, hvis det ofte ligger med i toppen uden at være førsteprioritet
- Omvendt kan et parameter få en gennemsnitligt score, hvis det deler vandene hos forbrugerne, og er nr. 1 hos nogle, men i bunden for andre

MaxDiff Turf

Hvor mange parameter skal inkluderes, for at dække alle

- Der er ofte overlap mellem hvilke parameter, de enkelte forbrugere har i deres individuelle top3 rangering
- I Turf eliminerer man disse overlap, og ser hvilke parameter der - udover nr. 1 – bidrager med størst marginal andel af forbrugere, der får et top3 parameter inkluderet


Wilke

Bilag 3

World Food Summit – Better Food For More People

Følgende række af bilag knytter sig til initiativet *World Food Summit – Better Food For More People* og indbefatter nedskrevne opsamlinger og afrapporteringer.

Ministeriet for Fødevarer, Landbrug og Fiskeri 2021a, The 2021 World Food Summit – Better Food for More People

Ministeriet for Fødevarer, Landbrug og Fiskeri 2021b. World Food Summit 2021 - i lyset af COVID-19

Ministeriet for Fødevarer, Landbrug og Fiskeri 2021c, Denmarks National Pathway for Food Systems Transformation

Ministeriet for Fødevarer, Landbrug og Fiskeri 2022a. Speakers at WFS22

Ministeriet for Fødevarer, Landbrug og Fiskeri 2022b, World Food Summit Concept 2019, 2021, 2022

Ministeriet for Fødevarer, Landbrug og Fiskeri 2022c. Program for WFS 2019, 2021, 2022

The 2021 World Food Summit – Better Food for More People

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The World Food Summit 2021

The Minister for Food, Agriculture and Fisheries of Denmark, Mr. Rasmus Prehn, hosted the 5th World Food Summit on the 15th of April 2021 in Copenhagen. The World Food Summit 2021 focused on how to establish pathways for game-changing innovations necessary for sustainable food system transformations. The emphasis was on game-changing innovations in the four areas of

- food loss and food waste,
- healthy and sustainable diets,
- prudent use of antimicrobials and prevention of resistance, and
- deforestation-free value chains.

The Summit looked ahead towards the 2021 UN Food Systems Summit as part of the Decade of Action to achieve the Sustainable Development Goals by 2030. By providing inputs and highlighting examples that can lead to game-changing pathways the World Food Summit 2021 seeked to contribute to the success of the UN Food Systems Summit.

National and international participants representing governments, business, academia, civil society as well as the next generation of sustainability leaders participated in the virtual Summit. The World Food Summit 2021 also provided a platform for the youth to voice their thoughts on tomorrow's food systems. Under the auspices of the World Food Summit 2021, the Danish Minister for Food, Agriculture and Fisheries also hosted a high level ministerial meeting with participating ministerial colleagues from both the global south and north. From this meeting, a joint communique was conceded. Additionally, a Danish National Food System Dialogue was convened in order to discuss the themes of the Summit further with the goal to create specific actionable pathways within each area by engaging a broad range of key national and international stakeholders.

During the 2021 Food System Summit, the following statements can be highlighted.

<u>Danish the Minister for Food Agriculture and Fisheries Rasmus Prehn</u>
Food is the number one driver of premature mortality. Globally, poor-quality diets are linked to 11 million deaths per year. The causes include malnourishment and overweight or obesity. To add to the injury, the food systems are failing the planet as well. Food now accounts for 80 per cent of land conversion and biodiversity loss. And it is contributing 20-30 per cent of global greenhouse gas emissions. And yet, so much food is lost or wasted.

Almost one billion people lack sufficient food and another billion suffer from the lack of essential nutrients in their diets. At the same time, almost two billion people in the world are now overweight or obese. Both hunger and obesity are often consequences of lack of access to enough healthy food. In a global ecosystem that is under great stress. We are pushing our own life-support systems so far that they are struggling to cope with what we ask of them.

Game-changing innovations will be critical for the profound transformation that we need to see in the global food system. And we cannot afford to wait any longer. It is time to act.

HRH Crown Prince Frederik of Denmark
Innovations are critical for the profound transformation we need to see in the global food system. We must begin to address the barriers to making the solutions workable and accessible. If we are to meet the global targets, we must pull together. Governments need to create incentives, scientists and technology experts need to innovate, the business sector needs to identify and grasp new opportunities and civil society must push even harder.
I am pleased to note that we have people working hard on the case, and I am confident that we will succeed together, and take yet another groundbreaking step towards our common goal. My message today is a personal appeal to you all – and I do so by quoting one of the world's great innovators, Mr. Thomas Edison, who famously said, "There is a way to do it better – find it!"

Flemming Møller Mortensen, Danish Minister for Development Cooperation
We want to promote resilience and climate adaptation in the poorest and most fragile developing countries in the world. Far more climate oriented development cooperation. Africa is hit harder than anywhere else when it comes to food security.

Strong partnerships are necessary to scale up action at country level. Transforming our food system is powerful way to support all 17 Sustainable development goal.

School feeding programs lead by UNICEF and World Food Programme. They address child hunger protect children's nutrition and provide powerful incentives for parents to reenroll children in school and to keep them there. This solution gives both short and long-term results that build on national ownership. A game changing solution.

Dr. Agnes Kalibata, UN Special Envoy for the 2021 UN Food Systems Summit
The UN Food Systems Summit preparation has generated more than 1500 new ideas so far. 99 countries are holding Food Systems Summit Dialogs. Let us take the conversation to everyone. Ideas are the beginning of action. Let the 2021 UN Food Systems Summit be the turning point for action. It brings the different conversations together in a coherent way. Everybody can engage and participate.

The role of the private sector is essential. They have a responsibility to engage and take part. Only through participation of all stakeholders can we succeed.

The preparation of the 2021 UN Food Systems Summit is designed so that everybody can participate and contribute. The belief in people ability to find solutions to their problems is essential for our common success in fulfilling the UN Sustainable Development Goals.

Shenggen Fan, Chair Professor, China Agricultural University
We need to look at the combination of biotechnology and digitalization. We must bundle innovations to transform the agri-food systems. It is necessary to look at Social Technical Innovations Bundling. Single

innovations are often incomplete and involve tradeoffs. Also Individual behavior matters. The message is - before we change the world let us change ourselves.

We must work together as scientists to bring coherent messages to the society. We need to covey our results in a nonprofessional language to all of society as one message that everyone can understand. As scientists, we need to understand where in the political landscape of policy and decisions making data can have an impact.

The UN Food Systems Summit can be a game-changer for all stakeholders to work together, listen, understand and build up trust in order to make change together.

Peder Tuborgh, CEO of Arla Foods
We are focusing on reducing the negative footprint of dairy production and increasing the positive impact. We need to look at the best in the business and hold the benchmark productions methods against each other and copy what the best farmers are doing in the world.

The journey of producing more with a much smaller carbon footprint, and not at the expense of animal welfare, has just begun. Arla's climate ambition is to be carbon neutral by 2050. Arla is very interested in sharing its data driven insights with politicians and academia to go through the latest knowledge, ensuring that decisions going forward will be data and science driven.

Arla recognizes that there is much more to do and wish to do so through public private partnerships seeking practical solutions based on science not sentiment – as can too often be the case.

Lana Weidgenant, Vice-Chair of Shifting to Sustainable Consumption Patterns at UN Food Systems Summit
Policies and ban on the marketing of unhealthy food to youth and children is important. So is incorporating climate in dietary guidelines.

We need three key steps:

1. Telling the truth on the climate emergency
2. Acknowledging the need for urgent large scale action including thru food systems change
3. Taking meaningful action right now

All stakeholders must and can work together. Governments and business can use their power for good and listen to science if the genuinely make the decision to do so. We do not have time to play around with greenwashing.

If you say, you are with us, you must commit to real change, to real listening to science, to real action. Serious investments from governments and business is needed. That is how you show us that you really care.

Flemming Besenbacher, Chairman of ONE\THIRD and Food Systems Champion to the 2021 UNFSS

We cannot allow food loss and waste to continue and still hope for the respect of our children and grandchildren. I am optimistic because of the way we have handled the Covid-19 pandemic. If we utilize the same investments to tackle food loss and waste, we can succeed.

I believe that the Think Tank One Third and efficient public private partnerships as tools can be game changing solutions. We need to learn from the best practices. Practices that can help offer tools and options to make countries transition to more sustainable food systems. Having the right people with the right competences and innovation is also very important.

Susan Gardner, Director for Ecosystems, UNEP
Transformational change is what is needed now on deforestation. We need to highlight a code of action to public and private finance to commit to concrete food system - transformational targets integrated in loans - if we are going to need to make changes at the necessary scale.

Three important goals are essential:

1. We need a standardized way for public and private investment tin agriculture and forest supply chains to be traced, monitored and evaluated.
2. We also need to ensure that the economic value of carbon is visualized and priced in our global economy.
3. We economic and regulatory incentive to move deforestation value chains.

Stella Kyriakides, EU-Commissioner for Health and Food Safety
Antimicrobial resistance is one of the most important topics that you may have never hear about. To fully change out food systems we need an one health approach – recognizing the interdependence of the health of humans, plants and animals and their shared environment.

We need to address it with actions on all fronts: from disease prevention control to the prudent use of antimicrobials, from waste management to access to vaccines and diagnostics. We need to do a great deal more on awareness and of course better enforcement of legislation.

The farm to fork policy seeks to ensure a fair and healthy food system and addresses AMR issue head on with at 50 per cent reduction goal in overall EU sales for farm animals and aquaculture by 2030.

Brent Loken, Moderator, wrap up
The challenges of the task that lays before us is sobering. We all have to step up on the topics we have heard about today and act. The good news is that we have time, but not much - we are running out, so we need to act now. We need a long-term commitment to these issues.

You may ask, what can I do today? You should come up with your own solutions depending on your skill set. We can all contribute. We can all make a change. We are all in it together.

The Danish the Minister for Food Agriculture and Fisheries Rasmus Prehn

I am delighted by the strong remarks from key policymakers, business leaders, civil society as well as the next generation of sustainability leaders. In particular, I am pleased to have heard a strong voice from the youth today. Youth empowerment is absolute vital to transforming the food systems.

The summit has reminded us that everyone is part of the food system, and must join in creating the change we need. Together, we must strive to reach our full potential.

Together with the outcomes of the Ministerial Meeting and the National Food Systems Summit Dialogue as well as the many side events, our learnings and discussions will provide valuable input to this year's UN Food System Summit.

I hope to see all of you in person here in Copenhagen next year for our sixth World Food Summit on the 5th and 6th of May 2022.

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The outcomes from the World Food Summit 2021 and associated events will feed into the Danish contribution to the 2021 UN Food System Summit. This includes Danish contributions to game-changers.

To view the Danish contribution to game-changers as agreed between by the Ministry of Food, Agriculture and Fisheries and the Ministry of Foreign Affairs, **please consult Appendix I.**

The HL Ministerial Meeting

Under the auspices of the World Food Summit 2021, the Minister for Food, Agriculture and Fisheries of Denmark, Mr. Rasmus Prehn, hosted a high-level ministerial meeting on the 15th of April 2021 from Copenhagen.

Participating were ministerial colleagues from 13 countries. Participating countries were Belgium, Canada, Chile, Colombia, Finland, Greece, Ireland, Kenya, New Zealand, Romania, Saudi Arabia, Spain and Denmark. The UN Special Envoy the 2021 UN Food Systems Summit, Dr. Agnes Kalibata also participated at HL Ministerial Meeting.

Out of the meeting came a Communiqué. 13 countries signed the Communiqué ahead of the meeting. The signing countries were Belgium, Ecuador, Finland, Greece, Ireland, Kenya, Latvia, the Netherlands, New Zealand, Poland, Spain, Turkey and Denmark. The HL Ministerial Meeting focused on how to establish pathways for game-changing innovations necessary for sustainable food system transformations. The emphasis was on game-changing innovations in the four areas of

- food loss and food waste,
- healthy and sustainable diets,
- prudent use of antimicrobials and prevention of resistance, and
- deforestation-free value chains.

The outcome from the discussions are now being digested. A consistent feature was that there is a need for a holistic approach to food systems, and silo thinking must be avoided. Further, participants highlighted the necessity to look at all stages in the value chain from production to consumption and involving all stakeholders where possible through public-private partnerships. Finally, there was established a need for education and higher focus on science-based data on food.

The Danish Minister for Food Agriculture and Fisheries, Mr. Rasmus Prehn framed the talks by highlighting that global challenge, we are facing. How do we bring a sustainable transformation of food systems to the core of our political decisions? The necessity for us to convene today is quite clear. Transforming food systems offers one of the single strongest opportunities to change course. Food systems are part of the problem, but also part of the solution. Rebuilding the food systems of the world enables to answer the Secretary-General's call to "build back better" from COVID-19 and to leave no one behind. This January, the new Danish climate-friendly Dietary Guidelines were launched. Working with dietary guidelines to encourage the Danish population to enjoy a healthy diet is not new. What is new is the inclusion of climate change. The Danish Government has set an ambitious goal of reducing the national Danish climate emissions with 70 percent by 2030. The new climate-friendly dietary guidelines can contribute to achieving this ambitious goal and to enhance public health in general. The guidelines stem from close cooperation between all relevant stakeholders. Involving key actors in public-private partnerships.

To view the Communiqué, **please consult Appendix II.**

The Danish National Food Systems Summit Dialogue

The Danish Convenor, Deputy Permanent Secretary for Food, Agriculture and Fisheries of Denmark, Mr. Tejs Binderup, hosted the Danish National Food Systems Dialogue on the 16th of April 2021 in Copenhagen.

The Danish National Food Systems Dialogue focused on how to establish pathways for game-changing innovations necessary for sustainable food system transformations. The emphasis was on game-changing innovations in the four areas of

- food loss and food waste,
- healthy and sustainable diets,
- prudent use of antimicrobials and prevention of resistance, and
- deforestation-free value chains.

During the following Danish National Food Systems Dialogue, pathways were established to help to identify the needed stakeholders, immediate next steps to take, barriers for the uptake of the solution and to identify creative actionable strategies to achieve this solution by 2030 and concrete commitments towards the 2021 UN Food Systems Summit.

Stakeholders specifically highlighted food-based dietary guidelines (sustainable and healthy diets), sustainable cold chains (food loss and food waste), use of surveillance data as a leaver/tool to reduce usage of antimicrobials and prevent resistance (antimicrobial resistance), and integrated supply chain approach (deforestation-free value chains) as important game-changers for transforming the food global food systems.

The outcomes from the Danish National Food Systems Summit Dialogue have been forwarded to the Secretariat through an Official Feedback Form. It will be a valuable contribution to the Danish national pathways and also of interest to the different workstreams preparing for the UN Food Systems Summit: the Action Tracks, Scientific Groups and Champions as well as for other dialogues.

The Feedback from the Dialogues is a valuable resource for practitioners, researchers and changemakers in food systems. For this reason, the contents of Feedback Forms will be accessible to all as soon as they are uploaded on the website. A synthesis for the National Dialogues is prepared by the Food Systems Summit Dialogues Support Team. Based on the Official Feedback Forms submitted by national Convenors, the syntheses provide an analysis of progressions and trends across countries. The Synthesis will be used in preparations towards the 2021 UN Food System Summit.

To view the Official Feedback Form from the Danish National Food Systems Summit Dialogue, **please consult Appendix III.**

The Side Events

During the weeks surrounding the Summit, a range of different side events were held, each highlighting specific or geographic areas of action necessary to see through transformation of the global food systems.

Side events were held within the four areas of

- food loss and food waste,
- healthy and sustainable diets,
- prudent use of antimicrobials and prevention of resistance, and
- deforestation-free value chains.

From the side events, the following can be highlighted:

HOW CAN SCIENCE WORK AS A MEDIATOR FOR CULTURAL CHANGE – LESSONS FROM DENMARK AND CHINA ON FOOD LOSS AND FOOD WASTE
The Embassy of the Kingdom of Denmark in Beijing
Monday, April 12 2021

Speakers included:
Marie Louise Flach de Neergaard, Minister Counsellor, Danish Embassy in Beijing
Carlos Watson, FAO Representative to the People's Republic of China
Thomas Prehn, Member of the Board in ONE\THIRD, Founding Partner, Sidekicker
Cheng Guangyan, Professor, PhD, Director, Chinese Academy of Agriculture Sciences

To support the WFS and the upcoming UN Food Systems Summit 2021 the sideevent organised by the Strategic Sector Cooperation at the Embassy of the Kingdom of Denmark in Beijing in joint collaboration with the Chinese Academy of Agriculture Sciences, Food and Agriculture Organization of the United Nations, including One\Third, University of Copenhagen, and World Food Programme discussed the mediation for cultural change towards sustainable consumption and production patterns. The objective was to show how science and education can mediate for cultural change via concrete examples from China and Denmark, respectively. In this, One\Third and speakers affiliated to the Strategic Sector Cooperation project explored how baselines for studies for the whole value change is important; more over how the waste hierarchy is cultural influenced. In addition, the side event brought forward how projects under multilateral institutions impact on sustainable food systems by using the Chinese practices to ensuring food security and Danish technological devises to produce more with less.

FRIDAY & FOODTURES? YOUNG MINDS SOLUTIONS TO FOOD SYSTEMS TRANSITION CHALLENGES
Young Minds Foodlab & University of Copenhagen
Monday, April 12 2021

Speakers included:
Thomas Candeal, Country Manager, International Food Waste Coalition
Mukti Ram Chapagain, Co-founder of Young Minds Lab, Giselle Mesiara,
Bent Egberg Mikkelsen, Professor, University of Copenhagen
Alessandra Pereira, Professor. UniRio, Member of SELEA network

The Fridays & Foodtures webinar was arranged by University of Copenhagen, Young Minds Foodlab (YouMiLa.dk), SmartFood Helsingborg, Rethink Food and Green Rio and Federal University of Rio de Janeiro as part of the SELEA21 program had gathered case studies from around the world where pupils and teachers at school are working with food systems challenges. And where science and digital thinking is part of the solution. The whole webinar was recorded and can be found on the UCPH video website. The slides from the meeting can be found at UCPH's OneDrive service. The meeting concluded that an international Special Interest Group is needed. The meeting also concluded that the idea of a Young Minds approach as a first step should focus on food waste mitigation and target the UN Food Systems Summit 21 Action Track 2 and as a result, a UNFSS21 International Dialogue has been created. The meeting further concluded to work towards strengthening network cooperation under the SELEA21 umbrella towards the SESAM 2021 event September 24 - 25 2021, the UN International Food Waste Mitigation Day September 29, as well as the GreenRio 2021 conference, October 14 – 16, 2021.

URBAN FOOD AND FARMING – PART OF A GREEN FUTURE FOR CITIES?
University of Copenhagen
Tuesday, April 13 2021

Speakers included:
Marie-Louise Boisen Lendal**,** CEO and Founder, Think Tank Frej
Rebecca Leigh Rutt, Assistant Professor, UCPH-IFRO
Trine Agervig Carstensen, Professor, UCPH-IGN
Jakob Magid, Associate professor, UCPH-PLEN

For decades, urbanization has been a mega trend, and now more than half of the world's population lives in towns and cities. Feeding this increasing urban population with fresh, healthy and sustainable produced food will require a huge transition of our existing food systems. At our event we discussed what the biggest challenges in this transition are, what kind of food systems and management we need for the transition and whether cities and their citizens can be key players in the solution. At the WFS 2021 side event six researchers from University of Copenhagen each gave a talk about their urban food

and farming related research and the perspectives that lie within it from an environmental, planning and economic perspective. They also presented concrete city cases and projects. International and Danish participants helped making the discussion inspiring.

MISSION-ORIENTED INNOVATION TOWARDS BETTER HEALTH AND DIETS – THE ROLE OF PUBLIC MEALS AS A DRIVER OF CHANGE: A NORDIC PERSPECTIVE ON PATHWAYS TOWARD SUSTAINABLE FOOD SYSTEM TRANSFORMATION

EIT Climate KIC, University of Copenhagen and Lund University

Wednesday, April 14 2021

Speakers included:

Bridget Emmett, Professor and Member of the EU Mission Board on Healthy Soil and Food
Kaia Engesveen, Technical Director, Multisectoral Action in Food Systems Unit at WHO
Olav Kjørven, Chief Strategy Officer, EAT Foundation
Elin Sandström, Senior Consultant, National Food Agency Sweden

Public meals is an important driver for more healthy and sustainable food system. But public plate innovation cannot be addressed as 'single point innovations'. A systemic view is needed Missions as a concept is a new way to address complexity and to create a relevant portfolio of cases. Governments at municipal, regional and national level all have important roles to play as systems innovators since they procure, prepare & serve meals to a large proportion of populations. However, the mission of public plate driven systems change cannot be accomplished without good structural conditions. Capacity building for teachers, chefs, dietitians, procurement officials and urban food systems strategists is needed. This include partnership working, support for flagship projects, better in-service training and education and fair/open access to fooddata and datadriven decisionmaking..

INDEPENDENT FOOD SYSTEM DIALOGUE: GAME CHANGERS TO TACKLE THE FOOD LOSS AND WASTE CHALLENGE

ONE\THIRD - Think Tank on Prevention of Food Loss and Food Waste

Wednesday, April 14 2021

Speakers included:

Flemming Besenbacher, Chairman of ONE\THIRD and Food System Champion to 2021 UNFSS
Wiebe Draijer, Chairman of the Managing Board, Rabobank
Eva Koffeman, UN Youth Rep for Biodiversity and Food
Martin Frick, Deputy Special Envoy to the 2021 UNFSS

ONE\THIRD hosted an Independent Food System Dialogue as a side-event to the World Food Summit 2021 on April 14, 2021, organized in close collaboration with Food Nation Denmark, Rabobank and The

Danish Agriculture and Food Council. The objective of the dialogue was to create a setting and show case selected game changing solutions with a scalable potential with the overall aim to highlight actions to accelerate food systems transformation. 90 experts were invited to highlight actions that can lead game changing solutions to be an active part in the sustainable food systems transition. These recommendations and ideas will serve as a contribution to the Food Systems Summit in September 2021.[1]

FOODDATA4GOOD: HOW OPEN & DIGITAL DATA CAN SUPPORT FOOD SYSTEMS TRANSFORMATION
FoodData4Good Think Tank & University of Copenhagen
Thursday, April 15 2021

Speakers included:
Ida Auken, Member of the Danish Parliament
Annemette Broch, Founder of Data for Good Foundation
Sandra Caldeira, Deputy Head of Unit Health in Society at European Commission
Mikael Fogelholm, Professor, University of Helsinki

Smart use of Open Food Data, consumer-generated shopping data as well as public food procurement data holds huge potentials for exploration for the benefit of health, the environment and climate. Over 80 participants from across the world and representing both academia, enterprises, governments and NGO's has signed up for the webinar. The meeting consisted of presentations from both food, agriculture and health and with speakers from Italy, the Netherlands, Denmark, Sweden and Finland discussed how digital data about food, food consumption and health could be linked to new safe and value-adding for the benefit of health, the environment and the climate, and in a way that creates value for a broad range of stakeholders. The meeting agreed that open food data, consumer-generated shopping and public food procurement data used in a right and fair manner brings a broad range of benefits for societies. It provide researchers with the opportunity to conduct research into the importance of products for the climate, health and other factors of importance to societies. It give citizens the opportunity to identify relevant information including expected shelf-life about foods based on scanning the barcode. It give citizens the opportunity to gain insight into their own food shopping patterns, and on this basis make the best decisions. And it provides opportunities for Public Kitchens contribute to and describe their initiatives in relation to green food systems transition. The full recording of the meeting as a video from the meeting can be found here. Presentations from the meeting can be seen here.

[1] https://onethird.dk/media/1265/event-summary-report.pdf

FARMERS AS AGENTS OF CHANGE IN GREENING AGRICULTURE: CHALLENGES & OPPORTUNITIES
FAO North America and the Royal Embassy of Denmark
Thursday, April 15 2021

Speakers included:
Vimlendra Sharan, Director, FAO North America
Karen Ross, Secretary, Department of Food and Agriculture, California
Martien Van Nieuwkoop, Global Director, Agriculture and Food, World Bank
Søren Søndergaard, Chairman, Danish Agriculture and Food Council

Farmers around the world play a vital role in advancing sustainable agricultural solutions. This webinar highlighted farmers as crucial partners for making agriculture more sustainable. During the webinar, the panel discussed how to provide proper incentives for farmers, and how to change the policy environment to foster a transition. Finally, the webinar highlighted how farmers in different regions of the world face varying challenges in the transition towards more sustainable and efficient agricultural solutions.

SHORT-CUTS TO A HEALTHY AND SUSTAINABLE DIET AND REDUCED USE OF ANTIBIOTICS BY USE OF MICROBIAL SOLUTIONS AND UPCYCLING OF FOOD PROCESSING SIDE-STREAMS
Lene Lange & Chr. Hansen
Monday, April 19 2021

Speakers included:
Jens Legarth, Director, Fermentation Experts
Wieke Huizing Edinger, EU Public Affairs Manager, Chr Hansen
Anne Meyer, Professor, Technical University of Denmark
Lene Lange, Director, BioEconomy

The world can contribute to reducing the threat of an antibiotic-resistance pandemic by making gut-health improving animal feed additives, a part of dietary requirements for industrial animal production. In close partnership between Private & Public R&D, use Game Changing bio-conversion technologies to upcycle food processing side-streams, hereby producing more nutritious and climate friendly food and feed. Climate friendly, due to low emission from circular use; and leaving more land for biodiversity. Public meals (in schools, public canteens, hospitals etc) can be trendsetting in serving delicious food, made from food-residues and industrial side-streams.

LINKING TECHNOLOGICAL AND SOCIAL INNOVATION TOWARDS A TRANSITION TO SUSTAINABLE FOOD

Roskilde University, Department of Social Sciences and Business

Friday, April 23 2021

Speakers included:

George Ouma, Regional Advocacy & Communication Specialist, Action Against Hunger
Agnes Kirabo, Executive Director, Food Rights Alliance
Alice Yayeri Nakku, Right2Grow Project Coordinator, World Vision Uganda
Wako Debelle Jebessa, Program and Social Accountability Specialist, World Vision Ethiopia

This event created a forum for a successful dialogue on the multi-dimensions of Food, from technology to society and the environment. International academics and businesses representatives in the panel presented and discussed new research ideas and practices towards a transition for Sustainable Food Systems. Many participants from around the world actively attended the online event and contributed with questions and comments to interesting discussions and ideas, which will lead to further research and policy recommendations towards a transition to Sustainable Food that considers and addresses all three dimensions, the economy, society and the environment.

Appendix I

Food Systems Summit: Game-Changing Solutions – Danish contributions and ideas

Healthy and sustainable diets:

Official Food-based Dietary Guidelines with focus on health and climate
In January 2021, Denmark published a new set of official food-based dietary guidelines that do not only guide people on how to eat healthier, but also on how to eat more climate-friendly. The dietary guidelines have already shown to be a game changing strategy to engage stakeholders and consumers, who are not only interested in health issues, but also issues related to food, climate and sustainability. Thereby the new guidelines have a potential to reach out far broader than traditional guidelines focusing solely on health. A game changing solution could be to incorporate a climate aspect in national dietary guidelines.

Public Procurement and Innovative Policies – organic production and consumption
Organic farming is a well-established production method that is key to sustainability and to several UN Sustainable Development Goals (e.g. protection of nature, protection of water resources from pesticides, biodiversity, avoid soil erosion, animal welfare). Public procurement and innovative policies can be an effective tool to increase organic consumption. To increase the organic consumption there is a need for a strong focus on expanding the sales channels. Denmark has successfully implemented national organic action plans based on combined push-pull strategies. A national goal of achieving 60 percent organic in all public kitchens has motivated municipalities to make a shift towards serving organic menus.

Prevention and reduction of food loss and waste:

Think Tank on prevention of food loss and food waste
In 2019, a think tank on prevention of food loss and waste was established with support from the Danish Government. The purpose is to strengthen the link between knowledge and real actions, to mobilize companies to take greater social responsibility, and together with the rest of Denmark provide a test environment for food loss and food waste interventions. The think tank aims to find sustainable solutions to prevent and reduce food loss and food waste – solutions that can serve as inspiration to the rest of the world.

Voluntary agreements
A way to put focus on food waste is to encourage food producers and retailers to join voluntary agreements on measuring and reporting food waste. Members of the agreement report their data to a neutral third part and data is published annually in progress reports.

International Standard for Food Loss and Waste
Collection of uniform data is important to identify target areas and to follow the progress towards achieving the SDG 12.3. The Danish government has therefore initiated the development of an internationally recognized, auditable (ISO) standard for measuring "food loss" and "food waste".

"Often good after" date label
Consumer confusion about the 'best before' date on food products is a major cause of food waste. Together with some of the largest food companies in Denmark, the consumer app Too Good to Go has launched the new data label "best before - often good after", indicating to consumers that the food may still be eatable even after its "best before"-date.

Nudging consumers towards behavioral change
Behavioral change consumer campaigns have a great potential to reduce household food waste. Copenhagen Municipality introduced the campaign "Food without waste" providing the citizens with simple tools to nudge them in direction of less food waste at home with effective results on household food waste.

Ingredients – extension of shelf life
Enzymes, health bacteria and cultures can help extent food products' shelf life and thus support fight against food waste. An increased focus on fermentation processes can enhance the quality and fresh flavor at or even beyond end of shelf life by helping yoghurt stay naturally fresh for longer e.g. the Danish ingredients company Chr. Hansen.

Cooling
Cooling technologies from around the world secured the development of two inventions helping banana farmers in India: Pre-cooling of the newly harvested bananas to extend their life and quality and ripening chambers to keep the bananas at the right temperature on their way to consumers. The inventions were made by the Danish company Danfoss.

Storage
Global wheat production is expected to drop by a third over the next 30 years due to the impact of climate change. Grain stored in silos has on a global level proved to be the most economical and safest way to store grain. Storing grain in silos can reduce waste of grain and seeds in the processing, handling and storage e.g. the Danish company Cimbria.

Preventing antimicrobial resistance

One Health Approach
The overall target of efforts on antimicrobial use (AMU) and antimicrobial resistance (AMR) in the food production is to ensure safe food for all and preserve effective antimicrobials for the future, in order to be able to treat human infections with antimicrobials. The aim should be to use antimicrobials prudently in

food production and focus on very low use of the critically important antimicrobials to maintain a lowest possible level of AMR in all foods. The "One Health" approach is key to achieve these targets. This interdisciplinary way of working ensures that AMR is mitigated through communication and cooperation between multiple sectors, and is highly scalable to ensure local, national and international needs.

Monitoring of antimicrobial use and resistance
Surveillance of AMU and monitoring of AMR is pivotal for gaining and sharing knowledge on the trends and impact concerning the risk posed to human health by foodborne AMR. If you do not measure it, you cannot manage it. In 1995, Denmark established DANMAP – the Danish Antimicrobial Resistance Monitoring and Research Program. In the yearly report, veterinary and human AMU is accessed in relation to the presence of AMR in food, animals and humans, which gives a more complete view of AMR. The "One Health" monitoring programme serves as an important tool when identifying areas of concern and where efficient action can be taken.

Prudent use of antimicrobials in food production
Public awareness and cooperation between authority, farmer organizations and veterinarians have been a game-changer for more prudent use of antimicrobials in food production in Denmark – and thus support less risk of AMR in food. This has resulted in the overall veterinary use of antibiotics in Denmark has been reduced by 25 pct. over the last decade. This has been achieved by high standards of herd health management, strict biosecurity measures and strong veterinarian-farmer relationship and focused attention on a holistic approach to livestock health. The Danish measures has been achieved by both national regulation and industry initiatives. The industry stopped use of anti-microbial growth promoters in advance of the total ban in 2000. National regulation prohibits veterinarians from profiting from antimicrobial sale. In 2001, Denmark launched monitoring of all prescribed medicine intended for animal use. Since 2010 an official ceiling for the use of antimicrobials in pigs has been an important lever for creating awareness among veterinarians, farmers and the public.

International Centre for Antimicrobial Resistance Solutions (ICARS)
Building on the Danish approach to fighting antimicrobial resistance, the International Centre for Antimicrobial Resistance Solutions (ICARS) is placed in Denmark to strengthen the global fight against antimicrobial resistance, with a particular focus on the challenges in low- and middle-income countries. ICARS support the translation of policies and objectives into evidence-based practices towards sustainable solutions. The solutions are communicated globally as an open source for the international network involved in the fight against antimicrobial resistance. ICARS work program is available on www.icars-global.org.

Deforestation-free value chains

Policies and partnerships

A general crosscutting element at the Food Systems Summit could be how policies can support deforestation-free agricultural commodity supply chains and incorporate standards that are in line with agreed policy objectives in the United Nations and other international bo
dies. Such objectives include climate change, conservation of critical ecosystems, energy usage and the protection of human rights and the rights of indigenous people. Solutions should be developed in cooperation between countries, and the ongoing work with the Amsterdam Declarations Partnership is an example of an ambitious cooperation on the matter.

International trade policies
Another contribution to developing and promoting ambitious new and existing standards on deforestation could be through policies and instruments related to international trade flows and supply chains, including government trade policy. Making trade policy work to address deforestation requires that multilateral, regional, bilateral and unilateral trade instruments increasingly incorporate ambitious standards of sustainability including options for regulating deforestation-free commodity trade. Taking into account WTO obligations, this could build on existing references to standards in trade agreements. Inspiration may also be found in legislative measures such as the EU Timber Regulation and voluntary certification schemes such as the FSC Standard.

Public Procurement
In addition to this, public procurement policies can contribute to create a demand for responsible and deforestation-free value chains. At consumer level and food processing industries, awareness must be nourished and translated into choices. This requires that standards for food products and feed would need to be based on transparent criteria and third party verification.

Anticipatory Action

According to the Global Humanitarian Overview 2020, 235 million people are expected to need humanitarian assistance in 2021. This is the highest figure in decades and looks even likely to increase further, because drivers like conflict, climate change and most recently COVID-19 are not fading and interact in unprecedented ways. A forward-looking humanitarian system that strengthens anticipatory humanitarian action can help save lives, and mitigate the impact of crises.

The term ‘anticipatory action’ (AA) refers to actions triggered before a crisis in order to mitigate the worst effects of the crisis, or even avoid crisis altogether. This could be spraying grasshoppers before they damage crops and create food shortages, predicting droughts and distributing drought resistant seeds or predicting floods and protecting agricultural assets or saving livestock. A key pillar of AA is the rapid and flexible allocation of financial resources.

AA constitutes an important opportunity to act in advance of disasters and crises before their impact fully unfolds and to do so more efficiently and in a more dignified fashion. Denmark is supporting the anticipation agenda – including scaling-up common efforts – and considers this the right way forward.

A system wide change to humanitarian response

There is a window of opportunity for a system-wide shift towards AA. For this to happen there is a need for contributions to the respective pooled funds, through which financing for anticipatory humanitarian action can significantly be expanded. Food System Summit is an opportunity to continue engaging on policy level to stress the need for further investment in local early warning and early action capacities, recognizing the centrality of communities and local actors in shaping the anticipatory action agenda. It is also an opportunity to widely encourage the sharing of evidence and learnings based on robust empirical data..

Multi stakeholder approach

For a system with effective forecasting and anticipation leading to fast and efficient releasing of funding requires a far wider involvement of actors than who are usually involved in humanitarian responses to food insecurity. There is a need for both humanitarian but also development actors as well as private sector. Effective prevention of impacts requires collaborative action across many domains.

School feeding

Safety net with multiple benefits

School feeding can in some developing countries serve as a targeted social safety net that provide both educational and health benefits to the most vulnerable children, thereby increasing enrollment rates, reducing absenteeism, and improving food security at the household level. School feeding addresses hunger among schoolchildren so they can learn better, thereby helping to break the inter-generational cycle of hunger, malnutrition and illiteracy. School meals have shown to increase the nutritional status of school-age children in a variety of ways. School feeding programs have the capacity to increase gender equity in access to education, which allows for gender equity across all spheres of social and economic life. School feeding programs reduce the costs of sending girls to school and allow for an increased number of girls to be send to school by their families. Furthermore, improvements in female literacy that come from increased education have been linked to declining rates of fertility, increased economic opportunities, and other markers of female empowerment.

Returning to school

Schools meals are not only vital in ensuring children's nutrition, growth and development in some developing countries, they also provide a strong incentive for children – especially girls and those from the poorest and most marginalized communities – to return to school once COVID-19 restrictions are lifted. The longer children are out of school, the greater the risk that they will drop out of education altogether. Girls face the added risk of forced transactional sex or early marriage.

Creating markets for small scale farmers

School feeding also provides an important opportunity to build the resilience of the entire community in some developing countries by acting as a market for local production by smallholder farmers. WFP is working with governments around the world to roll-out the Home-Grown School Feeding (HGSF) model,

where locally sourced food from smallholder farmers is supplied to schools. By providing a predictable market to smallholder farmers, local economies can be boosted and agricultural production stimulated. At the same time, schools can be used to teach children about nutrition and food production.

Appendix II

Communiqué

World Food Summit 2021 – Better Food for More People:

Game-changing innovations for healthy and sustainable food systems

I. Preamble

We, the Ministers of Belgium, Denmark, Ecuador, Finland, Greece, Ireland, Kenya, Latvia, the Netherlands, New Zealand, Poland, Spain, and Turkey, have met on Thursday 15 April 2021 on the occasion of the fifth World Food Summit to discuss how game-changing innovations can support transitions to healthy and sustainable food systems.

The global food system is a major driver of challenges relating to human health, climate change, biodiversity and environmental degradation. To enable resilient, affordable, safe and nutritious diets for the current and growing global population, while restoring and safeguarding our environment, we need to find innovative solutions to transform our food systems.

In the next three decades, we will need a major increase in food availability to meet the demand from a growing world population while addressing the challenges related to human health, climate change, biodiversity and environment. Game-changing innovations will be critical for the profound transformation that the global food system needs.

We hereby jointly adopt this Communiqué with the aim to contribute to the process towards the UN Food Systems Summit in 2021 by focusing on key topics that can establish pathways for game-changing innovations necessary for sustainable food systems transformations. In the context of the World Food Summit, we particularly emphasise innovations in the areas of food loss and food waste, healthy and sustainable diets, prudent use of antimicrobials and prevention of antimicrobial resistance, as well as deforestation-free value chains.

II. Call for Action

We, the Ministers of Belgium, Denmark, Ecuador, Finland, Greece, Ireland, Latvia, the Netherlands, New Zealand, Poland, Spain, and Turkey aim to utilize the potential of game-changing innovations to support transitions to healthier and more sustainable food systems by taking action within the following areas:

Food loss and food waste

Reducing food loss and food waste is essential in a world where the number of people affected by hunger has been slowly on the rise. In line with Sustainable Development Goal 12.3, actions are required globally and locally to maximize the use of the food we produce in order to halve the food loss and food waste by 2030. The introduction of technologies, innovative solutions, new ways of working and good practices to manage food quality and reduce food loss and waste are key to implementing this transformative change. Reducing food loss and waste requires the attention and actions of all, from food producers, to food supply-chain stakeholders, to food industries, retailers and consumers.

- We call on all stakeholders to implement efficient local solutions to reinforce the reduction of food loss and food waste as a cornerstone to reducing the environmental footprint of food, while boosting food and nutrition security. This includes a clear need for a substantial shift in general consumption patterns in order to tackle this global challenge.

Healthy and sustainable diets

The UN Sustainable Development Goals include ambitious goals such as food security, nutrition, climate stability, sustainable consumption and human justice and dignity. Every country is affected by malnutrition in one form or another, whether it be undernutrition, micronutrient deficiencies, or overweight and obesity, and some countries struggle with multiple issues. With crippling consequences for human health, the environment and human capabilities, these issues of malnutrition present a major impediment to achieving sustainable development.

- We call on all stakeholders to implement efficient local solutions to strengthen efforts to promote diets that are both healthy and have low environmental impacts through the support of new and holistic approaches to healthy and sustainable food consumption and production.

Prudent use of antimicrobials and prevention of resistance

Antimicrobial resistance is a great threat to health, society, and economies worldwide. Over- and misuse of antimicrobials in many aspects of food production accelerates the global threat. Simultaneously, poor infection control, and inadequate biosecurity and environmental discharge practices, have

facilitated the emergence and spread of antimicrobial resistance and contributed to the spread of diseases among and between humans, animals, plants and the environment. The consequences are evident in all countries regardless of incomes, and not least in low- and middle-income countries.

- In line with the One Health approach, we call on all stakeholders to implement efficient local solutions to prevent antimicrobial resistance in food production processes and to thus ensure safer food for all and effective antimicrobials for the future through prudent use of antimicrobials and monitoring of antimicrobial resistance.

Deforestation-free value chains

Deforestation and forest degradation is closely connected to production of agricultural commodities. Ensuring deforestation-free value chains requires action from many actors at all levels in order to ensure the benefits for biodiversity, the fight against climate change and needs of local communities and indigenous peoples dependent on forests.

- We call on all countries, in cooperation with civil society, private sector stakeholders and indigenous peoples and local communities to identify local solutions to avoid illegal and to control legal deforestation in order to ensure that the production of all agricultural commodities is undertaken responsibly with regard to deforestation.

III. Conclusion

We, the Ministers of Belgium, Denmark, Ecuador, Finland, Greece, Ireland, Kenya, Latvia, the Netherlands, New Zealand, Poland, Spain, and Turkey, have during the fifth World Food Summit in 2021 agreed to reinforce our efforts and cooperation ahead of the UN Food Systems Summit 2021 in order to support a successful summit and the transition to sustainable food systems.

Appendix III

Official Feedback Form

This document is available to give Convenors an indication of how the online Feedback Form will be structured. If you are a Convenor and are ready to submit your feedback but are not yet able to use the online Official Feedback Form, please contact the Food Systems Summit Dialogues Team at info@summitdialogues.org

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

The Official Feedback Forms has FOUR KEY SECTIONS:

1. **Participation**
2. **Principles of Engagement**
3. **Method**
4. **Dialogue Focus & Outcomes**
    a. Major Focus
    b. Key Findings
    c. Discussion Topic Outcomes
    d. Areas of Divergence

Additional information can be included as attachments which can be shared along with the Feedback Form submission. You are invited to feedback the outcomes of their Dialogues to the Food Systems Summit shortly after the Dialogue has taken place. When feeding back, please use the Official Feedback Form hosted online on the Summit Dialogues Gateway summitdialogues.org.

Dialogue Date	Friday 16 April 2021
Dialogue Title	Danish National Food Systems Summit Dialogue - Game-changing innovations for healthy and sustainable food systems.
Convened by	Tejs Binderup, Deputy Permanent Secretary, Danish Ministry for Food, Agriculture and Fisheries

Link to Dialogue event webpage on the Gateway	https://summitdialogues.org/dialogue/11119/

1. Participation

Total number of participants												
Number of participants in each age range	0-18	-	19-30	-	31-50	-	51-65	-	66-80	-	80 +	-
Number of participants by gender	Male	66	Female	62	Prefer not to say and other		0					

Number of participants in each sector			
Crops	-	Food retail	-
Fish and aquaculture	-	Food industry	-
Livestock	-	Financial services	-
Agroforestry	-	Health care	-
Environment and ecology	-	National or local government	-
Trade and commerce	-	Utilities	-
Education	-	Industrial	-
Communication	-		
Food processing	-		

Others (please list):

Academia = 20 (21%)

Civil society = 32 (33 %)

Government = 19 (20 %)

Private sector = 26 (27 %)

Number of participants from each stakeholder group

Small/medium enterprise/artisan	4	Member of Parliament	
Large national business		Local authority	
Multinational corporation	5	Government and national institution	7
Small-scale farmer		Regional Economic Community	
Medium-scale farmer		United Nations	**1**
Large-scale farmer	4	International financial institution	
Local Non-Governmental Organization		Private Foundation / Partnership / Alliance	4
International NGO	5	Consumer Group	
Indigenous people			
Science and academia	7		
Workers and Trade Union			
Others (please list):			

2. Principles of Engagement

Food Systems Summit provide an opportunity for diverse, purposeful and respectful exchanges between food systems stakeholders, at all times taking into account the Principles of Engagement of the Food Systems Summit.

Act with urgency: We recognize the utmost urgency of sustained and meaningful action at all levels to reach the respective 2030 Sustainable Development Goals.

Commit to the Summit: We commit to practice what we preach personally and professionally to contribute to the vision, objectives and the final outcomes of the Food Systems Summit.

Be respectful: Within our respective capacities and circumstances, we will promote food production and consumption policies and practices that strive to protect and improve the health and well-being of individuals, enhance resilient livelihoods and communities and promote good stewardship of natural resources, while respecting local cultures, contexts.

Recognize complexity: We recognize that food systems are complex, and are closely connected to, and significantly impact, human and animal health, land, water, climate, biodiversity, the economy and other systems, and their transformation requires a systemic approach.

Embrace multi-stakeholder inclusivity: We support inclusive multi-stakeholder processes and approaches within governments and communities that bring in diverse perspectives, including indigenous knowledge, cultural insights and science-based evidence to enable stakeholders to understand and assess potential trade-offs and to design policy options that deliver against multiple public goods across these various systems.

Complement the work of others: Recognizing that issues related to food systems are being addressed through several other global governance processes, we will seek to ensure that the Food Systems Summit aligns with, amplifies and accelerates these efforts where practicable, avoiding unnecessary duplication, while encouraging bold and innovative new thinking and approaches that deliver systems-level transformation in line with the Summit's principles and objectives.

Build trust: We will work to ensure the Summit and associated engagement process will promote trust and increase motivation to participate by being evidence-based, transparent and accessible in governance, decision-making, planning, engagement and implementation. We – from member states to private businesses to individual actors – will hold ourselves accountable for commitments made with mechanisms in place to uphold this accountability.

How did you organize the Dialogue so that the Principles were incorporated, reinforced and enhanced?	The overall focus for the Dialogue was how to establish pathways for game-changing innovations necessary for sustainable food system transformations with the purpose to contribute to the success of the 2021 UNFSS by providing input and showcasing examples that can lead to game-changing pathways. A large number of international participants representing governments, business, organisations, academia, civil society

	as well as university students representing the next generation of sustainability leaders, worked together to define actions necessary to transform the food systems. The discussion groups focussed on creating credible pathways thus recognizing the complexity of the challenges within each topic. The Miró-tool was utilized to structure the discussion enabling every participant to contribute on an equal basis. Each discussion group was chaired by a relevant external competent authority and the game-changers discussed were science and evidence based ensuring complementarity as well as trust.
How did your Dialogue reflect specific aspects of the Principles?	We sought a broad range of voices to the dialogue in order to promote an open and frank discussion. It is the general consensus that the complexity of the discussion and the challenges we face are multi-faceted and hence must be addressed from a multitude of angles. By providing the Dialogue with a large model of communication, the discussions encouraged every participant to voice their expertise and opinion on these complex matters. No matter the stakeholder, the entirety of the Dialogue was rooted in strong evidence-based and scientific understandings on the matters discussed.
Do you have advice for other Dialogue Convenors about appreciating the Principles of Engagement?	In order to fully appreciate the Principles of Engagement, we would propose to invest the appropriate amount of time on developing, not only content, but format as well. We have found that structuring the discussions appropriately has been key to the success of the Danish National Food Systems Dialogue. More specifically, the backcasting tool that was utilized during the dialogue was instrumental for the succes. Additionally, preparing participants as well as speakers properly was of equal importance to the success.

3. Method

The outcomes of a Dialogue are influenced by the method that is used.

Did you use the same method as recommended by the Convenors Reference Manual?

YES > Please move to Section 4: Dialogue Outcomes

NO > Please share more information about the method used in the comment box below.

Please consider commenting on how the event was curated as well as the reaction of participants to this curation. It may also be appropriate to comment on the facilitation in the Discussion Groups: were points of divergence and convergence both able to surface? Were all voices heard?

A backcasting exercise was used as a collaborative tool to guide the working sessions and be an aid in developing pathways-to-uptake for game-changing solutions, and to describe how selected specific game-changing solutions can be moved towards reaching its potential positive impact(s) by 2030.

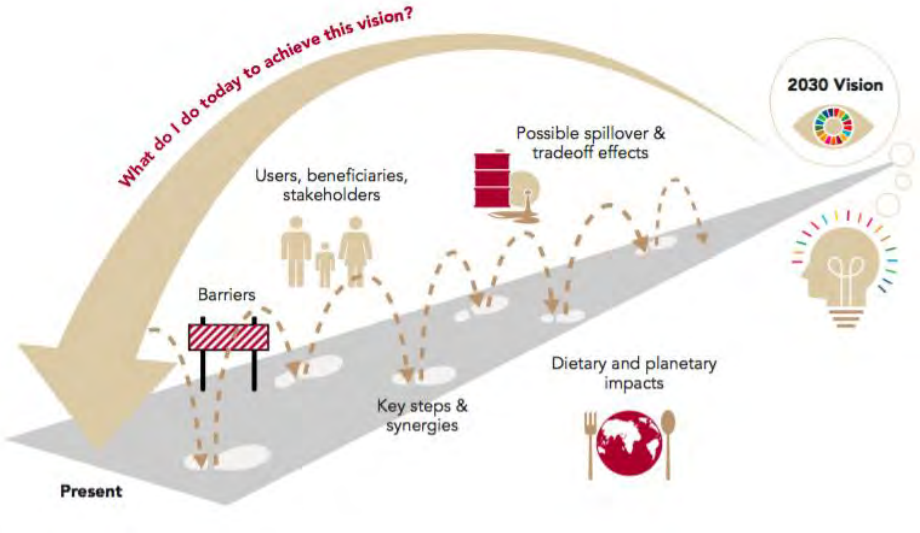


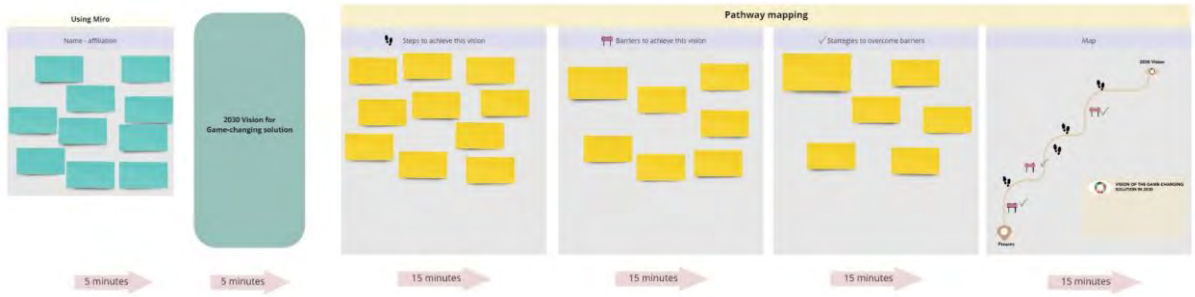
Figure 1. Backcasting exercise overview

The backcasting exercise was chosen because it is a useful method to understand the what/when/how of moving a solution towards uptake and serves as a starting point to help develop concrete actionable steps and find creative strategies to overcome barriers. The dialogue was held around four themes (sustainable and healthy diets, food loss and waste, Antimicrobial resistance and deforestation) with 2 discussion groups per theme. The vision for the ideal scenario for the game-changing solutions to be

discussed under each theme was pre-defined by the facilitators and was shared with the participants at the beginning of the working session.

After being presented with the vision, the participants were prompted to come back to the present and 1) define key steps, 2) define important barriers, 3) suggest creative approaches/resolutions to those barriers. This process was intended to help the participants to work collaboratively on creative steps and solve barriers to reach the vision. The back-casting exercise was meant as an inspiration for the facilitators on how to steer the working sessions for a concrete pathway/outcome.

Since the session was held virtually we used a Miro board to keep track of the discussions. During the discussion, participants were also encouraged to write post-its on the Miro boards to capture all voices and opinions. Each breakout group had a specific Miro board filled with the predefined 2030 vision of the game-changing solution. See example below:



4. Dialogue Focus & Outcomes

A) Major focus

Please detail the focus of your Dialogue. For example, it could be (i) a comprehensive exploration of food systems, (ii) an exploration of one of the five Action Tracks or levers of change of the Summit, (iii) examination of links between one or more of the Action Tracks and levers of change, (iv) or another specific theme.

Please describe the major focus in under 600 words.

The Danish National Food System Summit Dialogue discussed pathways to unleash the power of food to deliver progress on the SDGs through game-changing innovations by placing specific emphasis on game-changing innovations in the areas of:

- **Food loss and food waste**: One third of all food produced globally is lost or wasted in the process from production to consumption. We are producing twice the amount of food needed, while too many people are starving. Food lost and wasted accounts for an estimated 8 pct. of greenhouse gases emitted. A reduction of food loss and waste can play a significant role in reducing the environmental footprint. This requires a shift in consumption patterns and actions of all, from food producers to food supply-chain stakeholders, food industries, retailers and consumers.

- **Healthy and sustainable diets:** Malnutrition in one form or another affects every country, whether it be undernutrition, micronutrient deficiencies, or overweight and obesity and some countries are struggling with multiple issues. Food Based Dietary Guidelines (FBDGs) can be powerful drivers for healthy and sustainable food consumption and production. Private-public partnerships have the potential to support and accelerate sustainable development.

- **Prudent use of antimicrobials and prevention of resistance:** *Antimicrobial resistance is a great threat to health, society, and economies worldwide.* Over- and misuse of antimicrobials in many aspects of food production accelerates the global threat. Prevention of antimicrobial resistance is essential to ensure safe food for all and effective antimicrobials for the future. This also requires prudent use of antimicrobials in food production and monitoring of antimicrobial resistance.

- **Deforestation-free value chains:** Deforestation and forest degradation is closely connected to production of agricultural commodities. Ensuring deforestation-free value chains requires action from many actors at all levels in order to ensure the benefits for biodiversity, the fight against climate change and needs of local communities and indigenous peoples who depend on forests. Countries around the world must address illegal and legal deforestation and ensure that the production of all agricultural commodities is undertaken responsibly and deforestation-free.

Action Tracks Please tick if this entry is related to one or more of the Action Tracks		**Keywords** Please tick if this entry is related to one or more of the following keywords			
Action track #1 ensure access to safe and nutritious food for all		Finance		Governance	X
Action track #2 shift to sustainable consumption patterns	X	Policy	X	Trade-offs	
Action track #3 boost nature- positive production	X	Innovation	X	Human rights	
Action track #4 advance equitable livelihoods		Data & Evidence	X	Environment and Climate	X
Action track #5 build resilience to vulnerabilities, shocks and stress	X	Women & Youth Empowerment	X		

B) Main Findings

Please share your appreciation of the main findings (or conclusions) that emerged from your Dialogue. For example, your key findings might detail a) the need to establish new connections between certain stakeholders, b) an agreement on actions that stakeholders will take together (expressed as intentions or commitments), c) a decision to explore specific aspects of food systems in greater depth.

Please describe all of the main findings in under 800 words.

Main findings across discussion topics

It is necessary to establish strong partnerships between government, local partners, businesses, farmers and investors, and education. Multi stakeholder dialogues and needs analysis are necessary to understand motivations and needs of all stakeholders.

Multi-sector partnerships can facilitate transfer of essential know-hows and ensure stakeholder participation, commitment and co-ownership of results.

Cultural and behavioral change is a prerequisite and necessitates long-term personal, political and national commitment in order to succeed. For the necessary global impact, we need local action, regional consensus, and international commitment.

One solution cannot solve the global challenges and ensure sustainable food systems. Many different remedies need to be utilized throughout the whole global food value chain.

Main findings also included a need for a holistic approach to food systems and avoidance of silo thinking. Additionally, there is also a need for education and higher focus on science-based data on food.

Finally, concrete action points have included:

- Make the business case
- Mobilize and motivate all stakeholders
- Shared ownership of the problem up and down the supply chain
- Appropriate prioritization by governments as being key to farmer development and growth
- Giving incentives and tool

Action Tracks Please tick if this entry is related to one or more of the Action Tracks		**Keywords** Please tick if this entry is related to one or more of the following keywords			
Action track #1 ensure access to safe and nutritious food for all		Finance		Governance	X
Action track #2 shift to sustainable consumption patterns	X	Policy	X	Trade-offs	
Action track #3 boost nature- positive production	X	Innovation	X	Human rights	
Action track #4 advance equitable livelihoods		Data & Evidence	X	Environment and Climate	X
Action track #5 build resilience to vulnerabilities, shocks and stress	X	Women & Youth Empowerment	X		

C) Discussion Topic Outcomes

Please share the outcomes that relate to each Discussion Topic. The outcomes detailed here will include participants' views on actions that are urgently needed, who should take these actions, ways in which progress could be assessed, and challenges that might be anticipated as actions are implemented.

*You are welcome to feedback about a **maximum of 10 Discussion Topics.** Please describe each Discussion Topic Outcome in under 600 words.*

The game-changers and visions discussed in the eight discussion groups.

Food Loss and Food Waste

- Game-changer: Sustainable cold chains
- Vision 1: Sustainable cold chain solutions are connected, bundled and up-scaled so that food loss between farmers' fields to markets does not exceed 10 pct.
- Vision 2: Community-ran cold centres and the rise of on-demand pick-up and delivery services for farmers and aggregation centres coupled with the wide adoption of pay-as-you-go model, has transformed the perishable food industry in Sub-Saharan Africa by 2030.

Healthy and Sustainable Diets

- Game-changer: Food-based dietary guidelines
- Vision 1: Majority of Consumers are regularly enjoying nutritious and sustainable meals / foods by applying food based dietary guidelines at home.
- Vision 2: All menus in schools follow the food based dietary guidelines and school food sourcing policies follow environmentally and socially conscious principles.

Prudent use of antimicrobials and prevention of resistance

- Game-changer: Use of surveillance data as a leaver/tool to reduce usage of antimicrobials and prevent resistance
- Vision: Prudent and reduced use of antimicrobials in animals to limit human exposure to resistance through consumption of food.

Deforestation-free value chains

- Game-changer: Integrated supply chain approach
- Vision: Combining efforts at global, national and local levels to work systemically with actors that affect the production of and demand for commodities as well as the financing of their value chains has great potential to improve their sustainability.

Outcomes from the eight discussion topics are summarized below.

Sum-up from Food Loss and Waste - Team 1

Vision: Sustainable cold chain solutions are connected, bundled and up-scaled so that food loss between farmers' fields to markets does not exceed 10 percent.

Summery

1. Building on trust and interaction solutions are key - e.g. organizational structures, accountability, long-term contracts
2. Think up and down the supply chain and back (creating demand) and mobilize and motivate all stakeholders, e.g. public procurements as connecting drivers of change, increase capacity and awareness along the supply chain
3. Make the business case and measure loss and related costs and benefits, but understand whom you are measuring for, and on metrics that will drive change. If cost of reducing loss is greater than value of the loss, change will be difficult
4. Some technological breakthroughs/scale-ups are critical, particularly to ensure environmental sustainability - e.g. solar empowered cold chains, adaption of rental storage places for small scale farmers
5. Increasing access to logistics and solutions themselves especially by smaller producers and distributors -- this could be done by creatively aggregating resources and minimizing need for individual investments, e.g. maximizing collective storage, cold storage rental on small scale

Steps

Making the case / incentivizing improvements in waste reduction

- Make the business case.
- Mobilize and motivate all stakeholders
- Shared ownership of the problem up and down supply chain
- Appropriate prioritisation by governments as being key to farmer development and growth
- Giving incentives and tools

Building trust and awareness / stakeholder buy-in

- Organize farmers to bring scale to infrastructure - gaining trust, making sure to include key stakeholders (women, families)
- Work with attitude and trust toward joining new value chains
- Education, training, awareness of the benefits including economic for farmers
- Engage with women to describe need and mitigate negative impacts ón joining cold chain infrastructure
- Sector to sector collaborations/knowledge sharing across countries

Mapping logistics and benchmarking / Increasing access, capacity & communication across supply chain

- Creation of an accessible map of cold chain
- Benchmarking to know what best practice looks like

Increasing access to logistics and solutions themselves

- Access to flexible, affordable cold storage solutions - small farmers don't have capital to invest in their own cold storage necessarily (so rental by hour/day, etc. is useful)
- Logistics support for timing harvest to storage
- Vehicles supplied with cold storage capacity
- Aggregating sourcing to drive efficiency
- Support small businesses to run parts of the cold chains

Sum-up from Food Loss and Waste - Team 2

Vision on sustainable cold chain solutions: Community-ran cold centres and the rise of "uber fresh" like / on-demand pick-up and delivery services for farmers and aggregation centres coupled with the wide adoption of pay-as-you-go model has transformed the perishable food industry in Sub-Saharan Africa by 2030.

The steps: The steps to achieve this vision by 2030 were categorized into seven areas of action, each with their barriers and strategies. It is important to mention that despite being organized in a sequential way, following the logic of a value chain, the different categories are very much interlinked and mutually dependent.

The categories for action:

- Farm-level: Use of improved seeds to ensure the production of quality produce and to apply the cold chain as soon as possible.
- Implement an operational model for a functioning cold-chain: Ensure an "unbroken Cold chain" (infrastructure) from farmer to consumer.
- Design for community: Understanding the farmers' challenges and finding ways to link them with the aggregators through establishing a business/operational model for participation in community centres.
- Make perishable food more accessible to consumers: Make a plan for uptake of perishable foods that are not sold fast enough through for instance, reduced prices in local shops (too good to go)
- Digitalization: Ensure digital access for everyone and set up integrated digital solutions that create transparency in the ordering and overview of produce. Could be in the form of an app (too good to go)
- Streamline Supply Chain: Maximize the use of resources to create less steps from farmers to consumers
- Build Partnerships and Learning from existing best practices: Create trust between the different actors in the system by creating alliances or multi-stakeholder forums

Strategies:

- Development of solution preservation methods and/or processing of produce to extend shelf life where cold-chains is not possible.
- Ensure adequate storage
- introduction of cooperative models
- Transformation of knowledge about best practice from farmer to farmer - business to business - consumer to consumer.. transform storytelling - food loss= money loss food preservation=money gained
- Carry out extensive market research and have stronger focus on measuring FLW to identify where to target efforts
- Organize local people (woman!) to find solutions and Invest in digital access for all people
- low-tech low-cost local solutions
- Use of apps in order to have a better strategic integration of the cold chain
- Establish strong partnerships between government, local partners businesses, farmers and investors, education
- multi stakeholder dialogue/needs analysis to understand motivations and needs of all actors

- Multi-sector partnerships and transfer of know-how

Sum-up from Food Based Dietary guideline - Team 1

Adjusted vision: All menus in schools (nurseries to High School) across the world follow the food based dietary guidelines and school food sourcing policies follow environmentally and socially conscious principles. Ingredients for meals are sourced locally to the greatest extent, and enhanced knowledge of what healthy and sustainable diets are has led to empowering children, schools, parents, and communities to take action.
Building on comprehensive school food policy centred around school meals for children (building the children's life skills and experiences with food).

Steps: Divided into 3 areas that are addressed in a coherent/coordinated way

Procurement – local sourcing, procurement networks/officers, local farms, wider supply chains – adhere to sustainable principles and ethical treatment of supply chain workers
School Context – meals that children will enjoy, curriculum about food and sustainability, teacher trainings, training for the cooks (might be local parents or hired staff),
Community – stakeholders and places where children interact – support the experiential learning with food – how children interact with food shapes their experiences/preferences

- Parents
- Retailers
- Other community groups

Strategies

- Inclusion and consultation – localizing solutions
- Support wider shared learning – build on what is happening locally but have ways that schools can join larger networks. Local schools to cities to national to global
- Business case – who is going to pay for local meals; what type of taxes/levies might be used to support these programmes. How does school feeding support local economies (local sourcing/local farms). Global commitments for funding of school meals, by introducing a global fund for financing and a "global compact" for school meals

Sum-up from Food Based Dietary Guideline (FBDG) - Team 2

Adjusted vision: In 2030, the majority of consumers in LMIC contexts are regularly enjoying nutritious and sustainable meals/foods by applying food based dietary guidelines at home. The different steps need to be taken to reach this 2030 vision and the barriers and strategies arising can be categorised in **6 groups**.

Research consumer behaviour in the specific target context and develop setting-specific FBDGs: It is crucial to develop culturally/socially adapted and population-specific FBDGs.

Introduce the FBDGs in a comprehensive and enjoyable manner: Make the FBDGs visually attractive and easily understandable

Ensure the local availability and affordability of foods in accord with the FBDGS: Invest in the development and promotion to ensure a large variety of quality protein crops this could be enabled by introducing local production of such crops. Make sure that foods compliant with the FBDGs are the most affordable option. Strategies to enable this should still be identified.

Communicate and educate consumers to adopt FBDGs : Develop a clear and creative implementation plan! The beliefs and values need to shift: It is important to inform and inspire consumers where they decide what to eat: in food shops, restaurants etc. Educate consumers but also all the other food system actors such as doctors, nutritionists, farmers. Educate children about the FBDGs and their implications in an ethical way, but simultaneously also conduct massive behaviour change campaigns reaching all consumers. Implement the FBGGs in novel eating models such as communal eating. Educate consumers about "less consumed crops" such as legumes and collaborate with chefs. Take many diverse approaches to nudge consumers in using the FBDG. The best practices of effective nudging should be shared globally (with awareness that effectiveness may vary from one country/region to another). Avoid labelling consumers; focus on the action, not on the identity (e.g. eating a plant based/ green/vegetarian meal, not being a vegetarian/vegan etc.).

Implement policy changes and economic tools (tax and subsidies) that will facilitate the uptake of FBDGs and drive the consumer food choices: Could include taxes for ultra-processed foods or environmentally damageable foods or banning food advertising for these foods. Ensuring adequate and informative labelling around the FBDGs. Could also include subsidies for unprocessed, minimally-processed, and processed foods and foods that help mitigate climate degradation. Investigate new ways for consumers to obtain food for example centralized universal food assistance for foods classified as healthy and sustainable (vegetables, fruit, whole grains, legumes). The agricultural policies should reflect dietary guidelines

Multisectoral approach to enhance uptake of FBDGs: Strategic partnerships with all actors of the food supply chain and beyond. All sectors should follow the principles behind the FBSGs, from the farmers, food processing industry to the finance sector.

<u>Sum-up from AMR - Team 1</u>

The Vision was slightly altered, so that it included food but was not limited to food. The discussion was guided by three key elements of the map: steps, barriers and strategies to overcome barriers.

The Steps to achieving the vision: Many ideas relating to surveillance of AMR were brought forward along with others with a broader perspective and tested for viability in the group. Cultural change, targeted use of antibiotics, publicizing and sharing data, awareness and the use of AMR heroes together with use of diagnostics were brought forward as possible steps towards the reaching the vision.

The Barriers to achieving the vision: Among the discussed barriers were the lack of general knowledge of AMR, the ability to use the data available, the cost of changing behavior for producers, the risk of

creating a confrontation between villains and heroes and the availability and affordability of the necessary diagnostic tools.

The Strategies to achieve the vision: The solutions included the development of educational programs, benchmarking the use of antibiotics, supporting heroes, creating higher value products with higher profitability and more intensive data analytics and international cooperation.

The conclusion was, that there is not one solution that will remedy the risk of antimicrobial resistance. There is no golden bullet. A variety of approaches must be utilized throughout the value chain. Cultural change takes time and patience working hard on all the areas mentioned above.

Some of the key points in regards to solutions were:

- Transparency on the use of antibiotics is needed,
- Consumer awareness and thereby demand for food produced with less antibiotics is central
- More surveillance and surveillance data is necessary in order to know where to focus efforts
- Benchmarking of the use of antibiotics and publicizing best practice and profitability stories can facilitate cultural change.

Sum-up from AMR Team 2

The vison stayed the same: *Prudent and reduced use of antimicrobials in animals to limit human exposure to resistance through consumption of food.*

T**he Steps to achieving the vision:** There was agreement that everything starts with realizing that there is a problem. Benchmarking and improved surveillance practices (including monitoring of veterinary clinical bacterial pathogens) were highlighted as important nudge factors, while other steps mentioned were: bringing together stakeholders (farmers, authorities, academics) in the solution-development process, showcasing solutions to practitioners, all while describing the impact of AMR and benefits of prudent use of antimicrobials on a variety of levels (financial, farm-economy etc.).

The Barriers to achieving the vision: The barriers focused especially on the lack of clear implementation strategies for NAPs, prioritization and short- and long-term target setting, especially in LMICs where surveillance capacity is low and unsustainable, and it is difficult to enforce targets. Other barriers include that farmers and practitioners have limited understanding and data, as well as cultural barriers that slow down behavior change when not properly understood and taken into account.

The Strategies to achieving the vision: The solutions included the co-creation of sustainable national surveillance systems, paired with appropriate translation of consumption data into nudges and positive incentives for farmers who use more antimicrobials than average. Information should be spread through the channels that practitioners use (be they mobile, social platforms or local gatherings) within existing networks. AMR interventions should be measurable and context-specific, while involving sociologists, economists and other social scientists to understand what is required for behavior change.

The conclusion: Antimicrobial resistance is an issue that needs to be tackled simultaneously from different angles, while ensuring that local practitioners, industry and governments are directly involved in the process. It is essential that surveillance efforts are designed for sustainability and driven/managed by the countries. At the same time, AMR interventions should take into account the effects on practitioners and make it easy for them to adjust their antimicrobial consumption behaviors.

Sum-up from deforestation-free value chains - Team 1

The vision: Aligning and combining efforts at global, national and local levels to work systemically with actors that affect the production of and demand for commodities as well as the financing of their value chains has great potential to improve their sustainability.

Steps to achieve this vision: Clear political targets; strong EU-action to secure a level playing field, e.g. on standards; EU regulation to make consumers, producers, investors responsible (all steps in value chain); common definitions internationally, reference to AFi. Traceability of commodities; targeted dialogue between producer and consumer countries. Provide incentives for forest-rich nations to protect existing forests; provide incentives. Farmer-participative interventions that promote resource conservation and biodiversity. Reward producers for producing sustainably/responsibly. PES/compensation for producers who conserve forests; prices for products that reflect real value/sustainability aspects; hold companies and financiers financially and legally accountable for deforestation. Bring all relevant consumer markets into the discussion; change mindsets among consumers, business, finance institutions etc. Education; create anti-deforestation organ with participation of civil society.

Barriers to achieve this vision: Complexity of the issue. Many different stakeholders. Lack of systemic approach – viewing the different challenges in isolation; one-fit-all development approaches with preset theories of change that do not understand or value well enough local system dynamics and complex interests; lack of awareness and knowledge. Policy makers and other stakeholders do not prioritize deforestation as an urgent problem; lack of political leadership. Insufficient public support and lack of funding. Lack of enforcement of environmental regulation. Insufficient market regulation in producer and consumer markets; lack of willingness to agree on deforestation free standards. Perverse incentives, subsidies. Lack of incentives to conserve forests; lack of mandate, understanding and capacity from most actors to convene and facilitate genuine systemic dialogue and multistakeholder processes that handle complex and often divergent interests; consumers are used to food being too cheap. Lack of willingness to bear the costs; sustainable food systems will in short-term increase costs of products. After some time, innovation and new technology will reduce prices; deforestation needs to be addressed in a social context (poverty, land use rights, market mechanism, legislation, enforcement etc.); potential issues regarding WTO compatibility; a tax on specific deforestation products is difficult to leverage; feasibility versus impact – easy/cheap solutions do not necessarily drive change.

Strategies to reach this vision: Recognition that deforestation is key to reach SDGs and Climate goals; because of the complexity, there is a need for a systemic approach. Does not work in isolation; address overconsumption of products that drive deforestation through EU regulation and taxation; certification; public-private partnerships that can scale up best practices. Shared commitments; strong due diligence; screening for deforestation risks; change mindsets, less focus on growth; create market incentives (market access, securing resources etc.). Promote and fund sustainable agricultural systems; get “true

prices" of products that reflect real costs. Systemic embedded costs and benefits that reflect real costs; set minimum standards for banks / investors to adhere to deforestation-free commodity financing. Requires metrics to quantify "deforestation exposure" for both lending and investment portfolios; important to involve consumers. They have strong impact on production.

Pathways:

- Undertake for each target region an initial systems mapping of root causes and barriers (surfaced and hidden) - across production, demand and financing - that have prevented significant progress towards deforestation-free value chains. This analysis must also cover the impact of policies and practices from producing and trading countries.
- Convene and professionally facilitate in producing countries - at both national and subnational levels - an inclusive dialogue that focus on a) enriching and (in)validating the findings from the above system mapping and b) agreeing on key points of leverage for change, across production, demand and financing.
- Evolve this broad dialogue process into effective multi-stakeholder collaboration processes owned by national and local governments that bring together the actors "holding to keys" to these advantage points. Facilitate these processes to define joint strategies and combine efforts towards acting on these levers of changes.

<u>Sum-up from deforestation-free value chains - Team 2</u>

The vision was rearranged and simplified, so that the headline for the break-out group was the vision for discussion (Deforestation-free value chains).

The discussion was guided by three key elements in regards to ensure the vision: involvement, implementation and enforcement. The discussion touched upon all three parts of the map: steps, barriers and strategies to overcome barriers.

The Steps: E.g. getting main importers on board, use accountability framework, support and recognize industry voluntary initiatives, engage national and subnational governments.

The Barrier: E.g. opposition to change due to current profitability, lack of standards, very low consumer awareness.

The Strategies: E.g., Make expansion over degraded / low value areas financially attractive, Ensure at least full legal compliance, Create consumer awareness, More long-term agreements with producers or standard organisations to reduce financial risks, promote agroforestry, strengthen EU trade agreements (sustainability chapters)

The conclusion was clear in the sense that there is no easy solution. No easy fix. Many different tools will have to come in to play and focus will have to be at many different aspects and steps along the value chain; and it has to be a long-term perspective. Some of the key points in regards to solutions was:

- Transparency needed,
- Raise consumer awareness,
- Alternatives to expanding agricultural land have to be financially attractive (promote agroforestry, pay farmers to leave forest),

- Use standards and certification,
- Award European farmers for importing soy-free fodder,
- Engage with major traders and importers
- Use trade agreements to ensure stricter requirements for imports

Action Tracks Please tick if this entry is related to one or more of the Action Tracks		**Keywords** Please tick if this entry is related to one or more of the following keywords			
Action track #1 ensure access to safe and nutritious food for all		Finance		Governance	X
Action track #2 shift to sustainable consumption patterns	X	Policy	X	Trade-offs	
Action track #3 boost nature- positive production	X	Innovation	X	Human rights	
Action track #4 advance equitable livelihoods		Data & Evidence	X	Environment and Climate	X
Action track #5 build resilience to vulnerabilities, shocks and stress	X	Women & Youth Empowerment	X		

****please duplicate this page to add another Discussion Topic Outcome response****

D) Areas of divergence

Please share the areas of divergence that emerged during your Dialogue. An area of divergence is an issue where participants held diverse views, different opinions and/or opposing positions. For example, this might be related to a) strengths and vulnerabilities within food systems, b) areas that need further exploration, c) practices that are needed for food system sustainability, d) stakeholders whose interests should be prioritized.

Please describe all of the areas of divergence in under 800 words.

Note: Please do not attribute any views to named individuals.

Generally, there was predominantly consensus throughout the discussions at the National Food Systems Dialogue in Denmark. By far most pathways were identified in common collaboration. This was in part a result of the back-casting approach which is based on promoting and facilitating a consensus approach and fosters a constructive dialogue through specifically addressing steps, barriers and strategies to overcome the barriers. The following divergences were registered throughout the discussions in the eight breakout sessions.

On food based dietary guidelines divergence in the discussions centred on whether solutions should take a top down or bottom up approach to changing consumptions patterns. Specifically regarding whether change should be initiated through influencing changed consumer behavior or industry/production practices.

On food loss and waste, divergences were similarly centred on whether solutions should take a top-down or bottom up approach for ensuring a functional cold-chain.

On antimicrobial resistance, the different approaches to solutions were mostly discussions on focus between human and animal antimicrobial resistance as well as on whether the use of data was paramount in making action possible.

On deforestation, the differences in the debate gave diverse results on whether solutions should be found in systemic change predominantly through a holistic or a more targeted and specific approach.

Action Tracks Please tick if this entry is related to one or more of the Action Tracks		**Keywords** Please tick if this entry is related to one or more of the following keywords			
Action track #1 ensure access to safe and nutritious food for all	x	Finance		Governance	X
Action track #2 shift to sustainable consumption patterns	X	Policy	X	Trade-offs	
Action track #3 boost nature- positive production	X	Innovation	X	Human rights	
Action track #4 advance equitable livelihoods		Data & Evidence	X	Environment and Climate	X
Action track #5 build resilience to vulnerabilities, shocks and stress	X	Women & Youth Empowerment	X		

NOTAT

Ministeriet for fødevarer, landbrug og fiskeri
Fødevarestyrelsen

CIS
J.nr. 2020-91-24-00768
Ref. ANNLA/SIHMO
Den 30. november 2020

World Food Summit 2021 – i lyset af covid-19

Grundet den nuværende covid-19 situation er det usandsynligt, at World Food Summit 2021 (WFS 2021) kan afholdes d. 15.-16. april 2021 inden for den planlagte ramme med 250 internationale deltagere til et 1½-dags arrangement.

Derfor præsenteres et virtuelt scenarie, hvor WFS 2021 skaleres ned til et 2 timers virtuelt arrangement med virtuelle side events, herunder en national Food Systems Dialogue (FSD) og en High Level virtuel ministerrundbordsdiskussion.

Planlægningen og eksekvering af WFS 2021 er forankret i en projektgruppe på tværs af Departementet, Udenrigsministeriet og Fødevarestyrelsen med Fødevartestyrelsen som projektleder.

Ramme for et virtuelt WFS 2021

WFS 2021 vil næste år blive afholdt i et virtuelt format med mulighed for begrænset fysisk deltagelse af oplægsholdere, paneldeltagere og deltagere afhængig af retningslinjerne.

Topmødet vil være et 2 timers event torsdag d. 15. april kl. 13.00-15.00. Forrige års temasessioner vil blive erstattet med en national FSD, der vil finde sted fredag d. 16. april kl 13.00-15.00. Ministerens tilstedeværelse vil være væsentlig for begge events. Programmet afholdes på tidspunkter, hvor deltagere fra hele verden kan deltage bedst muligt.

Formålet med WFS er at arbejde for en transformation af verdens fødevaresystemer og dermed realisere de bæredygtige udviklingsmål (SDGs).

Der bør arbejdes på, at WFS 2021 afholdes som en optakt til FNs topmøde Food Systems Summit (FSS), der planlægges at finde sted for første gang i efteråret 2021. Dette i ambitionen om at sikre god synergi til FSS og at få inddraget de danske styrkepositioner, der pt. bliver kommunikeret via ambassaden i Rom til FSS-sekretariatet. Her tænkes særligt på madspild og fødevaretab, afskovning og ernæring.

Temaet for WFS 2021 foreslås at være *"Game-Changing Innovations for Healthy and Sustainable Food Systems"* i ambitionen om at skabe god synergi til FSS og synliggøre danske styrkepositioner.

Programelementer:

For at sikre at WFS 2021 fortsat er et interaktivt event, hvor deltagere sammen kan definere de nødvendige handlinger, der kræves for at omdanne fødevaresystemer til at blive sikre, sunde og bæredygtige, vil der i marginen af WFS 2021 blive afholdt følgende initiativer:

- WFS 2021
- High-level roundtable discussion (minister level)
- National Food Systems Dialogue
- Andre side events

Miljø- og Fødevareministeriet • Slotsholmsgade 12 • 1216 København K
Tlf. 38 14 21 42 • Fax 33 14 50 42 • CVR 12854358 • EAN 5798000862005 • mfvm@mfvm.dk • www.mfvm.dk

WFS 2021
Selve WFS-topmødet planlægges som et virtuelt 2 timers event, der vil finde sted d. 15. april kl. 13.00-15.00 på Christiansborg.

Afholdelse af topmødet vil med inspiration fra den virtuelle Madspildsdag d. 29. september 2020 tage form som et tv-indslag med den fysiske tilstedeværelse af en vært, Ministeren samt andre gæster, såsom H.K.H Kronprinsen, Flemming Besenbacher, Per Pinstrup-Andersen (Forsker), Ester Baiget (Novozymes) og andre prominente danske og/eller udenlandske deltagere med mulighed for at rejse til København på den pågældende dato.

Værten vil sørge for at introducere lokationen Christiansborg, video om årets tema, præsentationer fra udenlandske oplægsholdere samt modere en paneldebat, der kan foregå med både de fysiske deltagere samt deltagere, der deltager via en virtuel platform.

Det virtuelle set up vil blive udarbejdet i samarbejde med et produktionsselskab.

High-level roundtable discussion (minister level)
Ministeren vil forud for WFS 2021 invitere ministerkolleger til et virtuelt højniveaumøde med det formål at erfaringsudveksle og drøfte konkrete emner med relevans for årets WFS-tema. Dette meget gerne med deltagelse af Special Envoy Agnes Kalibata vedr. det forestående FSS.

Det er ambitionen at +10 ministre deltager samt evt. tilslutter sig et fælles Communiqué.

Ministerrundbordsdiskussionen vil kunne afholdes i direkte optakt til selve WFS 2021, hvormed udkommet fra rundbordsdiskussionen i form af et fælles Communique vil kunne spilles ind i WFS 2021. Ligeledes vil timingen af rundbordsdiskussionen potentielt kunne medvirke til et udvidet højniveaudeltagelse til selve WFS 2021.

National Food Systems Dialogue:
I regi af WFS 2021 har der i samarbejde med Global Alliance for Improved Nutrition Nordic (GAIN Nordic) været arbejdet på at inkludere en national FSD i margenen af WFS 2021.

Alle lande er af FN blevet opfordres til at afholde en national FSD til at kickstarte dialogen om sustainable food systems forud for FSS.

Den vurderes hensigtsmæssigt, at Danmark afholder en national FSD, som optakt til FSS i forbindelse med WFS 2021. Den nationale FSD vil kunne afholdes d. 16. april 2020 kl. 13.00-15.00, som en erstatning for de temasessioner, der har været afholdt under tidligere års WFS. Ministeren vil være vært for mødet.

Temaet for den national FSD vil kunne falde ind under en af de nævnte danske styrkepositioner madspild og fødevaretab, ernæring og afskovning.

GAIN Nordic har accepteret at gå foran med at arrangere et FSD-møde i forbindelse med WFS 2021. Det vurderes, at de gode synergier mellem formålet for WFS og FSD muliggør en værdifuld integration af FSD som et led i programmet for WFS – samt ikke mindst som optakt til FSS.

FSD er et fælles initiativ mellem følgende organisationer: EAT, Food and Land Use Coalition (FOLU), Global Alliance for Improved Nutrition (GAIN), World Economic Forum (WEF) og World Business Council for Sustainable Development (WBCSD).

En FSD fungerer som en rundbordsdiskussion med formål at samle mennesker med forskellig baggrunde for at diskutere, hvad der er nødvendigt for, at vi kan transformere vores fødevaresystemer for at sikre "sunde diæter på en sund planet" for alle.

Deltagermålgruppen er beslutningstagere fra lokale og nationale regeringer, forbrugerorganisationer samt små og store fødevareproducenter, forretningsfolk, civilsamfundsgrupper og internationale organisationer. Hensigten med dialogerne er vidensudveksling. Flere dialoger har allerede fundet sted

rundt omkring i verden. Referater fra tidligere dialoger kan findes her: https://foodsystemsdialogues.org/.

Det virtuelle set up for FSD er veletableret og tilgængeligt for GAIN Nordic.

Side events:
I margenen af WFS 2021 opfordres alle aktører til at planlægge og deltage i side events. WFS–projektgruppen og ministeriet vil ikke bistå med planlægningen af side events, men vil gerne fremme kendskabet til dem ved at gøre opmærksom på dem både i forbindelse med kommunikationen af WFS 2021 samt på hjemmesiden. Følgende side events har været på tale i forberedelserne til WFS 2021 og forhåbningen er, at disse stadig kan afholdes virtuelt og anvendes til at reklamere for World Food Summit – Better Food for More People:

- "Fighting Antimicrobial Resistance" – Arrangeret af ICARS
- "Future ingredients" - Arrangeret af Forum for Fremtidens Ingredienser
- "Sustainable consumption patterns - Food Loss and Waste" – Arrangeret af Tænketanken One/Third

Lokationer
Landstingssalen forventes anvendt til arrangementet. Dog kan det ændre sig alt afhængigt af, hvilket set up der kræves af det produktionsselskab, der udvælges til at forberede virtuelt WFS 2021.

Økonomi og finansiering
Der er afsat 1,6 mio. kr. til driftsmidler finansieret af Departementets Fødevarer & Veterinær kontorbudget samt midler til 1 årsværks projektledelse (0,6 mio. kr.), som finansieres ligeligt af DEP og FVST. Halvdelen af midlerne til årsværket er forbrugt i forbindelse med planlægningen af WFS 2020, hvilket blev finansieret af Departementet. De resterende 0,3 mio. kr., der skal anvendes til projektledelse af planlægningen af det virtuelle WFS 2021, dækkes derfor af FVST i 2021.

Dertil kommer medarbejderressourcer i Fødevarestyrelsen, Departementet og anvendelse af trækningsret i Madkulturen.

Det vurderes, at et virtuelt event vil blive mindre omkostningstungt.

Regnskab 2020 (anvendte midler til planlægning af WFS2020/2021)	
½ Årsværk til projektledelse (er brugt – finansieret af DEP)	DKK 300.000
ConferenceCare (er brugt)	DKK 51.650
I alt:	DKK 351.650

Budget 2021 –Driftsmidler excl. moms (NB: Estimerede tal, da tilbud ikke er indhentet)	
Produktionsselskab – WFS 2021	DKK 150.000
Moderator	DKK 50.000
Video – En temamæssig introduktion	DKK 50.000
Udsmykning	DKK 10.000
Lokaleleje (I tilfælde af det ikke kan afholdes i Landstingssalen)	DKK 25.000
Hjemmeside og kommunikation	DKK 15.000
I alt:	DKK 300.000

Budget 2021 – Lønmidler til projektledelse	
½ Årsværk til projektledelse (finansieres af FVST)	DKK 300.000
I alt:	DKK 300.000

Forslag til program:

Torsdag d. 15. april 2021		
[12:00-13:00]	High level meeting – expected 30-40 participants	Mødelokale, Christiansborg
13:00- 15:00	WFS 2021 Plenary - incl. registration and lunch	Landstingssalen, Christiansborg
Fredag d. 16. april 2021		
13:00-15:00	Food Systems Dialogue	Virtuelt
Uge 15 + 16		
	Side events	Virtuelt

UN FOOD SYSTEMS SUMMIT 2021

Denmark's National Pathway for Food Systems Transformation

Final draft, September 2021

Introduction

Before 2030, we need to transform our food systems to become more sustainable and greener in order to strengthen food security and be able to produce sufficient food for the still growing global population. We need climate adapted agriculture and food systems that more effectively use scarce resources and pollute less in order to improve human health and build resilience to climate shocks and pandemics.

The "Danish National Pathway for Food Systems Transformation" shows how Denmark is committed to reach concrete and scalable results and progress towards the Sustainable Development Goals and the climate goals in the Paris agreement.

The food cluster in Denmark has worked for decades to reduce its environmental impact from agricultural production. It has from 1990 until today decreased its greenhouse gas emissions by 16 percent while production volume has increased by 35 percent. The food system produces enough food to feed 15 million people and thereby provide safe and nutritious food for consumption both domestically and abroad. The value of the exports from the Danish agri-food sector was approximately 23 billion EUR in 2019 and represents 23 percent of total Danish exports of goods.

The Danish government has an objective of doubling the Danish organic area by 2030. Denmark was the first country in the world to introduce an organic logo that guarantees control by national authorities. More than ten percent of all foods sold in Denmark are organically cultivated. In a study published by the World Resources Institute in 2020, Denmark was ranked in top as a global sustainability leader in meat and dairy productions. Furthermore, Denmark was ranked number 1 in World Economic Forum's 2020 Environmental Performance Index.

A transformation of the Danish food system will contribute to the fulfilment of Denmark's ambitious climate objectives. In 2019, the Danish Parliament agreed on a national Climate Act with a legally binding target to reduce greenhouse gas emissions by 70 percent by 2030 (compared to the 1990 level). The Climate Act commits current and future climate ministers to reach net zero emissions by 2050 at the latest. Every year, the Danish Government will present Climate Action Programs with concrete political initiatives to decarbonize every sector from transport to agriculture and energy.

The Danish food system contributes directly to Sustainable Development Goals 2, 3, 12, 13, 14 and 17. However, to meet these goals, Denmark must work to overcome challenges within the food system. For example challenges with food loss and food waste, diets that are not in line with health and climate recommendations, and antimicrobial resistance that must be kept in check.

This Danish National Pathway for Food Systems Transformation reflects the Danish priorities and initiatives as of September 2021.

Danish game-changing innovations

In April 2021, Denmark hosted the World Food Summit as well as a Danish National Food Systems Summit Dialogue. Focus was on how to establish pathways for game-changing innovations that are necessary for sustainable food system transformations and progress towards the Sustainable Development Goals. Emphasis was on four game-changing innovations in the areas of:

1. Reduction of food loss and food waste:
A reduction of food loss and food waste can play a significant role in reducing the environmental footprint. This requires a shift in consumption patterns and actions of all actors across the value chain. In Denmark, public-private-partnerships and voluntary agreements, as well as new technology and nudging consumers towards behavioral change are seen as the way forward. Denmark has a national binding target to reduce food waste across all parts of the food value chain. Thereby supporting the Sustainable Development Goal 12.3 of reaching an overall reduction of food loss and food waste by 50 percent. To reach this vision, the Danish government has established a think tank (ONE/THIRD) that brings together stakeholders.

2. Healthy and sustainable diets:
Malnutrition in one form or another affects every country, whether it be undernutrition, micronutrient deficiencies, or overweight and obesity, and some countries are struggling with multiple issues. Food Based Dietary Guidelines can be a powerful driver for healthy and sustainable food consumption and production, and public-private partnerships have the potential to support and accelerate sustainable development. Denmark is paving the way towards more healthy and sustainable diets through a new set of official food-based dietary guidelines, which guide people on how to eat healthier, but also on how to reduce the climate emissions from the food system by transforming eating habits.

3. Prudent use of antimicrobials and prevention of resistance:
Antimicrobial resistance is a serious threat to health, society, and economies worldwide. Over- and misuse of antimicrobials in many aspects of food production accelerates the global threat. Prevention of antimicrobial resistance is essential to ensure safe food for all and effective antimicrobials for the future. This also requires prudent use of antimicrobials in food production and monitoring of antimicrobial resistance. Denmark advocates for a "One Health" approach as well as responsible use. Global cooperation is key to win the fight against antimicrobial resistance, and Denmark will continue to play an active role in international fora on antimicrobial resistance and antimicrobial use.

4. Deforestation-free value chains:
Approximately 80 percent of global deforestation and forest degradation is driven by the expansion of agricultural land for the production of agricultural commodities. Ensuring responsible and deforestation-free value chains requires action from many actors at all levels. Private and public stakeholders, including governments, around the world must address illegal and legal deforestation and ensure that the production of agricultural commodities is undertaken responsibly and deforestation-free. Denmark firmly believes that an integrated and cross-cutting approach is needed. This requires action from all actors along the supply chain from raw materials to dinner tables. Only then will we be able to ensure the benefits for biodiversity, climate change, ecosystems, local communities and human health in general. Denmark is committed to this agenda, and will work to ensure that by 2025, all imports of agricultural commodities such as soy and palm oil will be 100 percent responsible and deforestation-free.

Denmark's global engagement:
Denmark is supporting game-changing innovations which target fragile and conflict affected areas, such as Anticipatory Action to prevent famines, and School meal programs in developing countries. We need a shift towards anticipatory action and combine humanitarian short-term food assistance with longer-term sustainable solutions. There is a need for resilient food systems that can cope with shocks from pandemics and climate change. Anticipatory approaches to prevent famines and food insecurity are fast, efficient and provide better and more dignified support to those in need. This calls for partnerships, multi-stakeholder approach and investment in preparedness. For anticipatory action to play its role in the best possible way, it must be locally led.

Denmark is supporting World Food Programme's school meal programs in the Sahel and on the Horn of Africa. Denmark believes that providing school meals protects the most vulnerable children from hunger and malnutrition and constitutes an incentive to keep girls in school. Denmark also recognizes that scaling up school meals is also an investment in learning and human capital. Denmark actively supports the UNFSS School Meals Coalition led by Finland and France and hope to see action towards reestablishing and rolling out school feeding as a safety net in the countries hardest hit by the consequences of COVID-19.

Table 1: Danish game-changing innovations and visions towards 2030

Food Loss and Food Waste

- Game-changer: Public Private Partnerships and voluntary agreements
- *Vision: Significant reduction of food loss and food waste by all actors through a shared understanding of responsibility and willingness in the entire chain to ensure advanced efforts to achieve Sustainable Development Goal 12.3 on reduction and prevention of food loss and food waste.*

Healthy and Sustainable Diets

- Game-changer: Food-based dietary guidelines with a focus on both health and sustainability
- *Vision: Majority of consumers are regularly enjoying nutritious and sustainable meals by applying food based dietary guidelines constituting a healthy diet from a sustainable food system.*

Prudent use of antimicrobials and prevention of resistance

- Game-changer: Use of surveillance data as a leaver/tool to reduce usage of antimicrobials and prevent resistance
- *Vision: Prudent use of antimicrobials in animals to limit human exposure to antimicrobial resistance through consumption of food.*

Deforestation-free value chains

- Game-changer: Integrated supply chain approach
- *Vision: All global forest and agricultural value chains are responsible and deforestation-free, without compromising other natural ecosystems.*

Denmark's international engagement/global scale

- Game-changers: Anticipatory Action to prevent famines, and School meal programs in developing countries
- *Vision: To reduce the needs for humanitarian assistance, humanitarian actors should continue their engagement in strengthening anticipatory humanitarian action to prevent famines and food crises.*
- *Vision: Denmark sees school meals programs as key to improve nutrition for vulnerable school children and combat child hunger and malnutrition.*

Danish Pathways to reach 2030 visions

1. Food Loss and Food Waste

Vision: *Significant reduction of food loss and food waste by all actors through a shared understanding of responsibility and willingness in the entire chain to ensure advanced efforts to achieve Sustainable Development Goal 12.3 on reduction and prevention of food loss and food waste.*

Strategies to achieve the vision:

- Support civil society's battle against food loss and food waste:
  Civil society plays an important role in the fight against food loss and waste. A reduction of the food loss and waste from households is a crucial step towards an overall reduction. The Danish government has launched a recurring national food waste day on 29 September 2021. The celebration will create awareness among the population about the importance of reducing food waste and ensure the Danes' involvement in the fight against food waste. Cooperation with civil society is ongoing.
- The Food Waste Hunters 2.0:
  Initiatives like The Food Waste Hunters 2.0. where food business are offered professional assistance to reduce food waste at retail and wholesale. The assistance consists of consultants who, with advice and guidance, are to help food businesses reduce their food waste.
- Donation:
  In Denmark, donation is seen as an option when reduction is not possible. Focus is on removing legislative barriers and under the auspices of the think tank (ONE/THIRD) relevant actors have initiated work to draft guidelines for donors and recipients, containing all relevant information on donating surplus food.
- Research:
  Research has been initiated to clarify what triggers food waste in households as well as mapping of value chains for food in Denmark with a focus on the causes of waste in the product types "fruit and vegetables", "bread", "meat products" and "dairy products" across the value chain links.

Partnerships and stakeholder involvement:

- More Public Private Partnerships and enablement of new technology are important steps. A Public Private Partnership should include voluntary agreements with joint reduction targets based on the "target, measure act" approach where members will measure and reduce their food waste and report their data. This will create an understanding by each actor involved and improve evidence and data as well as demonstrate the power of a united effort against food loss and waste. Furthermore, it will promote reduction as a meaningful businesses case.
- The Danish Government has established a think tank on Prevention of Food Loss and Food Waste (ONE/THIRD). The think tank brings together research institutions, public authorities, food businesses and organizations to advance efforts to achieve Sustainable Development Goal 12.3. The think tank operates a voluntary agreement that brings together the industry and organizations across the value chain to reduce food waste in accordance with Sustainable Development Goal 12.3 from farm to fork. Many of the largest Danish food businesses, producers, retailers and catering companies has already pledged to measure and reduce their food waste and loss.

2. Food Based Dietary Guidelines

Vision: The majority of consumers are regularly enjoying nutritious and sustainable meals by applying food based dietary guidelines constituting a healthy diet from a sustainable food system.

Strategies to achieve the vision:

- Develop Food Based Dietary Guidelines:
  The Danish government has developed new Food Based Dietary Guidelines constituting a healthy diet from a sustainable food system. By following these Food Based Dietary Guidelines the climate food print of food consumption can be reduced with more than 1/3.
- Consider consumer behavior:
  It is crucial to develop culturally/socially adapted and population-specific Food Based Dietary Guidelines. Carry out research in consumer behavior in the specific target context and develop setting-specific Food Based Dietary Guidelines for meals served in kindergartens, schools, educational institutions and work places.
- Introduce the Food Based Dietary Guidelines comprehensively:
  Make the Food Based Dietary Guidelines easily understandable and applicable and visually attractive and inspiring.
- Ensure local availability and affordability:
  Invest in development and promotion to ensure a large variety of quality protein crops by introducing local production of such crops. Make sure that foods compliant with the Food Based Dietary Guidelines are available, attractive and affordable.
- Communicate and educate consumers to adopt Food Based Dietary Guidelines:
  A clear implementation plan should be developed. Educate and inspire all the food system actors, including health workers, chefs, teachers and food producers, farmers, about the Food Based Dietary Guidelines and their implications and advantages in an ethical way, but simultaneously also conduct massive behavior change campaigns reaching. Take many diverse approaches to nudge consumers in using the Food Based Dietary Guidelines. The best practices of effective nudging should be shared globally. Avoid labelling consumers; focus on the action, not on the identity.
- Promote green public food procurement:
  Invest in the development of green public food procurement. Setting minimum criteria for sustainable public food procurement.
- Consider barriers:
  Current dietary habits, including a high intake of meat as well as sweet, salty and fatty foods, and a low intake of legumes may be a major challenge. The dietary habits have to change significantly to apply to the Food Based Dietary Guidelines. Furthermore, the population do not necessarily have sufficient knowledge and practical cooking skills, e.g. with regard to legumes and other sources of plant based proteins. Finally, is availability and affordability of tasty foods compliant with the Food Based Dietary Guidelines crucial to achieve the vision. All actors across the food supply chain must work together to ensure this.

Partnerships and stakeholder involvement:

- Strategic partnerships with all actors of the food supply chain and food system should be established. All sectors should follow the principles behind the Food Based Dietary Guidelines, from the farmers, food processing industry to the finance sector.
- Sustainable eating habits in line with Food Based Dietary Guidelines should be a driver for and interlinked with an agricultural policy promoting a sustainable food system.
- Healthy food environments should be established and be based on a system approach. Efforts should be made, to initiate and support a movement of 'food environment actors', setting high ambitions and targets (across the food system) with the objective to make foods for healthy and sustainable diets the easiest and normal choice.

Antimicrobial resistance

Vision: Prudent use of antimicrobials in animals to limit human exposure to antimicrobial resistance through consumption of food

Strategies to achieve the vision:

- Work in a One Health perspective:
  Denmark's One Health Strategy against antimicrobial resistance sets the frame for the national objectives to reduce the consumption of antimicrobials and prevent resistance in relation to humans and animals. The Danish Veterinary and Food Administration's action plan for antimicrobial resistance in production animals and in food 2021-23 describes planned activities in detail.
- The Danish integrated Antimicrobial Resistance Monitoring and Research Programme (DANMAP) presents data on antimicrobial use and antimicrobial resistance, and contributes to understanding of the associations between antimicrobial use and the occurrence of antimicrobial resistance across populations. Denmark works for easy access to antimicrobial use and antimicrobial resistance data across sectors and implementation of improved methods for antimicrobial resistance surveillance. Denmark continues the close cross-sectoral cooperation between authorities, health sector, research institutions and the food industry.
- The 'Yellow Card Initiative':
  The initiative regulates the level of antimicrobial use in pig farms. Furthermore, owners of large farms are obliged to sign a veterinary advisory service contract with their herd veterinarian, owners of small farms can sign on a voluntary basis. Veterinary advisory service contracts involve frequent vet visits to the farm. The intention is to direct focus to veterinary advice and the prevention of diseases, rather than on treatment, to ensure prudent use of antimicrobials and thus minimizing antimicrobial resistance, as well as improving animal welfare. Danish veterinarians cannot profit from antimicrobial sales. This supports the focus on prevention of disease.
- Work within the EU framework:
  Healthy livestock is the basis for low consumption of antimicrobials, contributes significantly to good animal welfare and is a prerequisite for resource-efficient and sustainable production as well as good production economy. The EU Commission has set targets to reduce the use of antimicrobials in farmed animals and aquaculture by 50 percent by 2030 in the Farm to Fork strategy. Denmark aims for a continued low presence of antimicrobial resistance in food, with a specific focus on resistance towards critically important antimicrobials. Thus, Denmark strongly supports the EUs ambitious goal and aims for continued reduction of antimicrobial use for farmed animals.

Partnerships and stakeholder involvement:

- Global cooperation is key in the fight against antimicrobial resistance. Denmark will continue to play an active role in international fora (e.g. CODEX Alimentarius and OIE) on AMR and antimicrobial use. Denmark also maintains a strong collaboration with the other Nordic countries and the EU. Denmark supports specific antimicrobial resistance projects in partnership with selected low and middle-income countries.
- Denmark has taken the initiative to establish the International Centre for Antimicrobial Resistance Solutions (ICARS) to find solutions to ameliorate antimicrobial resistance in developing countries.
- Towards 2030, Denmark will continue to promote prudent and reduced use of antimicrobials in animals to limit human exposure to resistant bacteria, with emphasis on collaboration with stakeholders in the veterinary, food, human and environmental sectors, in a "One Health" approach. Denmark mitigates the risk of antimicrobial resistance through evidence-based decisions.

4. Deforestation-free value chains

Vision: All global forests and agricultural value chains are responsible and deforestation-free, without compromising other natural ecosystems.

Strategy to achieve the vision:

- The Danish Government is committed to the protection of nature and to halting deforestation and forest degradation. Deforestation and forest degradation is closely connected to the production of agricultural commodities. Therefore, in order to ensure higher biodiversity, the fight against climate change and fulfil the needs of local communities and indigenous peoples who depend on forests, we must support and promote responsible and deforestation-free value chains for agricultural commodities globally. To achieve this, we must cooperate closely with actors at all levels along the value chain, including governments from both key producer and consumer countries, the private sector and civil society.
- The Danish Government has launched a national action plan on deforestation. The action plan contains a range of initiatives that all seek to address deforestation and forest degradation resulting from the Danish import of agricultural commodities at a national, European and international level. Among these initiatives is the implementation of a deforestation-free policy for public procurements of soy and palm oil. The national action on deforestation includes an ambitious vision of ensuring 100 percent responsible and deforestation-free imports of agricultural commodities such as soy and palm oil by 2025.
- At a regional, European level, Denmark is working to ensure effective and ambitious legal and voluntary measures on deforestation in order to reduce the pressure on the world's forests, while creating a level playing field for businesses across Europe.
- The Danish Government will also work closely with its international partners, bilaterally and regionally as well as through the Amsterdam Declarations Partnership and UN-forums and conventions such as the UNFCCC and UNCBD in order to support and promote responsible and deforestation-free value chains.

Partnerships and stakeholder involvement

- Denmark firmly believes that an integrated and cross-cutting approach is needed in order to ensure responsible and deforestation-free value chains for agricultural commodities globally. This requires close collaboration with stakeholders from both the private sector and civil society.
- Therefore, the Danish Government participates in several national multi-stakeholder initiatives, including the Danish Alliance for Responsible Soy and the Danish Alliance for Responsible Palm Oil. Denmark also engages with international stakeholders through the Amsterdam Declarations Partnerships and Alliance for the Preservation of Rainforests.

Denmark's global engagement

Our world today is closely linked and we live in a time of global upheaval. The COVID-19 crisis, climate change and conflicts reverse progress and development. Poverty and inequality are on the rise. Far too many people are left behind, particularly in fragile and conflict affected areas. Both rich countries and developing countries are a long way from achieving the UN Sustainable Development Goals and fulfil the Paris Agreement's climate ambitions. Therefore, the UN Secretary-General has proclaimed that the remaining 10 years up until 2030 will be the 'Decade of Action'. International solidarity is the answer to these global challenges. We need to accelerate progress to achieve our joint goals. This is a joint responsibility, and Denmark is a strong supporter of the `Decade of Action`. Denmark plays and will continue to play a key role in international development cooperation policy, charting new paths and inspiring other and bigger countries and economies to follow.

With the new development strategy "The World We Share" the direction for Danish development cooperation for the next four years is set. Focus is on the major challenges of our time: Climate, fragility and human rights. For Denmark it is important to prevent and fight poverty and inequality, including gender inequality, conflict and fragility, displacement and irregular migration. First and foremost by creating hope and opportunities for the individual. And by supporting the building of just and resilient societies. Girls and women's rights remain a cross-cutting priority in our humanitarian work and development interventions. Denmark wants to lead the fight to stop climate change and restore balance to the planet. We must create a planet in balance with a richer and healthier natural environment. Denmark wishes to create hope and help more people better in the world's most challenging areas.

The majority of people in poor countries are engaged directly or indirectly in agriculture and food production, which are increasingly impacted by climate change. Without adaptation, climate change and the biodiversity crisis will destroy the livelihoods of many people. At the same time, the rapidly growing population in many countries puts a heavy strain on natural resources. Action needs to be taken to protect and restore nature and ecosystems such as forests, wetlands and oceans.

For Denmark it is a priority to support climate-smart agriculture and sustainable food systems, prevent food loss and food waste, promote agro-organic cultivation methods, and strengthen green value chains. This will build resilience, improve food security and generate employment. To work to ensure that agricultural goods are produced in a sustainable and healthy way in developing countries. This means, for example, without causing deforestation in producer countries that damages climate, biodiversity and social conditions. To contribute to sustainable and socially just economic recovery and green transition after the COVID-19 crisis. And to focus on creating hope and opportunities through decent jobs and green growth.

As part of our global joint responsibility, Denmark is supporting the UN Food System Summit Trust Fund to implement National Food Systems Summit Dialogues in developing countries and the development of their national pathways towards sustainable food systems. The objective of the Danish support is to achieve more sustainable and greener food systems in developing countries, and hence to give hope and development and to reduce hunger and malnutrition.

Conclusion

Denmark is committed to reach concrete and scalable results and progress towards the Sustainable Development Goals and the climate goals in the Paris agreement. The Danish National Pathway for Food Systems Transformation shows how Denmark is focusing on food waste and food loss, food based dietary guidelines, reduction of antimicrobial resistance and deforestation-free value chains in order to reach the 2030-visions. Important elements are public-private partnerships, stakeholder involvement and scientific evidence. On a global scale, Denmark also focus on anticipatory action to prevent famines and school meals in developing countries.

To reach food system transformation it is necessary to mobilize and motivate all stakeholders for collective action. Public-private partnerships has been and will continue to be a strong Danish priority. This includes strong partnerships between government, local partners, businesses, farmers and investors, and science groups. Stakeholders need to work well together for collective action.

Denmark has engaged actively in the UNFSS Action Tracks and will continue to focus on coalitions that correspond to Danish game-changing areas and priorities. In particular, Denmark will engage actively in the "Healthy Diets coalition" with a focus on food based dietary guidelines and partnerships. Other coalitions of particular relevance to Denmark is "Food is Never Waste" and "School Meals". Denmark will closely follow the development of all coalitions and consider engaging in additional ones.

This final draft version of the Danish National Pathway for Food Systems Transformation reflects the Danish priorities and initiatives as of September 2021. It will be updated towards 2030.

Speakers at the World Food Summit and Dialogue Sessions

5 May, World Food Summit



H.R.H. Crown Prince Frederik of Denmark



Rasmus Prehn
Minister for Food, Agriculture and Fisheries

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Brent Loken, moderator
Global Food Lead Scientist at WWF

Brent Loken is the Global Food Lead Scientist for WWF. In his role, Brent provides thought leadership through forward-looking research, science direction for goal setting, scientific analysis in support of strategy development, and the management of internal and external science talent to support the Global Food Practice team in advanc-ing an ambitious agenda.
Previously, Brent worked for EAT where he was a lead author on the EAT-Lancet report on Food, Planet, Health. His past research in-cludes a variety of publications ranging from subjects on food and health to orangutan terrestriality and tropical forest governance.
In addition, Brent co-founded and helped lead a progressive international school and co-founded a conservation NGO that focused on protecting rainforests and biodiversity by empowering indigenous peoples.



David Beasley
Executive Director, WFP

David Beasley is the Executive Director for the UN World Food Programme, WFP. David has great experience with leadership and communication which David is putting to use to mobilize more financial support and public awareness for the global fight against hunger. Here, David has driven great attention to WFP's work beyond emergency food assistance, pointing out how long-term development plays an important role for bringing peace and stability to troubled regions.

These efforts were recognised when the Norwegian Nobel Committee awarded WFP the 2020 Nobel Peace Prize.

David has served as Governor of the U.S. state of South Carolina from 1995 to 1999. In addition to his service, David has also taught at the Harvard University Kennedy School of Government.

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Inger Andersen
Executive Director, UNEP

Inger is the Under-Secretary-General of the United Nations and Executive Director of UNEP. Inger has great experience in international development economics, environmental sustainability, strategy and operations. Prior her role in UNEP, Inger has worked as the Director-General of the International Union for Conservation of Nature (IUCN) as well as serval different leaderships positions at the World Bank.



Joao Campari
Global Leader, Food Practice, WWF

Joao is the Global Leader of WWF's Food Practice. Joao's role is leading the Network´s efforts to enhance the sustainability of the global food system, including nature-positive production, sustainable diets and reduction of food loss and waste. Prior to his role in WWF, Joao has held technical and executive positions in multilateral and bilateral agencies (World Bank, UNDP and DFID), in the federal government of Brazil (Ministry of the Environment) and has advised national and sub-national governments (in Brazil, Argentina, Bolivia and Paraguay) on the design and implementation of regional development policies, combining socio-economic rural development with conservation.



Peter Bakker
CEO, World Business Council for Sustainable Development

For a decade (since 2012), Peter has led WBCSD based in Geneva, Switzerland. WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

Peter is a distinguished business leader who, until June 2011, served as CFO and then CEO of TNT NV, the global transport and logistics company. He has been recipient of the Clinton Global Citizen Award (2009) and the Sustainability Leadership Award (2010). Peter serves as a member of several corporate sustainability advisory boards.

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Juergen Voegele
Vice President for Sustainable Development, World Bank

Juergen Voegele, Ph.D., assumed the position of Vice President for Sustainable Development at the World Bank on April 1, 2020. In this role, he oversees the work of Global Practices and thematic groups that bring together the best expertise from across the World Bank Group and from partners, to help countries tackle their most complex challenges in the area of sustainable development. The practices and groups under his responsibility include Agriculture and Food; Climate Change; Environment, Natural Resources and Blue Economy; Environmental and Social Framework Implementation; Social Development; Urban, Disaster Risk Management, Resilience and Land; and Water.



Dr. Susan Chomba
Director of Vital Landscapes of Africa, World Resources Institute

Dr. Susan Chomba is the Director of Vital Landscapes for Africa at the World Resources Institute (WRI). She leads the institution's work on Forests, Food systems and People which includes forest landscape restoration, sustainable agriculture/food systems and thriving rural livelihoods in Africa. Susan is a scientist with over 15 years of research and development experience in Africa. She previously led the Regreening Africa Programme at CIFOR-ICRAF, whose primary objective was to restore degraded lands by scaling up proven and cost-effective technologies and practices across eight countries in Africa: Rwanda, Ethiopia, Kenya, Somalia, Niger, Ghana, Mali and Senegal. She has been instrumental in setting the agenda for landscape restoration through local, national and global platforms.



Christine Gould
CEO & Founder of Thought for Food

Christine is a global leader in agri-food-tech innovation. In 2020, Christine was invited by the UN Deputy Secretary-General to serve on the Advisory Committee for the UN Food Systems Summit. She also sits on various boards, including on reNature Foundation's Board of Advisors. Christine holds an MPA in Science and Technology Policy from Columbia University, and is the author of the book "The Change-makers Guide to Feeding the Planet" (2021).

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Luke Spajic
Plenitude Project Coordinator

Luke Spajic is a project coordinator at ENOUGH. ENOUGH is a UK-based is a biotech company that specializes in creating sustainable proteins for the future. Luke has previously been a COP26 delegate, a policy consultant at WFP and member of the leadership team for UNFSS action track 2.



Matt Homewood
CCO, Throw No More

Matt Homewood is the CCO at Throw No More and an important voice in reducing food waste. Matt's work in the fight against food waste is widely acknowledged, and Matt won a United Nations SDG prize in 2021. Further, Matt was also a part of the COP26 in Glasgow, where he presented his work at the UNFCCC's Action Hub.



Karly Kelso
Director of Ocean-based Food Initiative, EDF

Karly leads the Ocean's program work on ocean-based food systems — regenerative systems that deliver food from the sea, from wild-caught fisheries and aquaculture, in an environmentallysound manner.

Karly works to build partnerships to elevate and advocate for the recognition of ocean-based food systems contributions to global food and nutrition security, as well as ocean-based food systems serving as a critical element to enhancing resiliency in the face of climate change and other global disruptions, like the COVID-19 pandemic.

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Craig Hanson
Vice President of Food, Forests, Water and the Ocean, World Resources Institute

Craig Hanson is the Vice President of Food, Forests, Water & the Ocean at World Resources Institute. In this role, he guides programmatic strategy, catalyzes projects, and ensures a focus on results, financial development, and strong staff capacity. Craig has co-developed a number of leading initiatives. Previously at WRI, Craig managed the Green Power Market Development Group, a coalition of a dozen Fortune 500 companies that helped pioneer corporate energy markets in the United States.



Martin Frick
Director, World Food Programme Global Office Berlin

Martin Frick is a senior UN official, currently serving as Director of the Global Office UN World Food Program in Berlin. He served before as the Senior Director of UN Climate Change where he was overseeing the implementation of the Paris Agreement and the secretariat's Climate Action work. As program director for former Secretary-General Kofi Annan's Foundation, he developed the founding narrative of climate justice. He previously served as Director for Climate Change at the Food and Agriculture Organization of the United Nations. He was the German representative for human rights and humanitarian affairs at the UN General Assembly and served as the European Union's lead negotiator in the establishment of the UN Human Rights Council. As Ambassador to the international organizations based in Germany, he helped building up the UN's sustainability hub in Bonn. He holds a PhD in Law from Regensburg University and was a guest lecturer at the Hertie School of Governance in Berlin.

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Rob Vos
Director, IFPRI

Rob Vos, a national of the Netherlands, holds a Ph.D. and an M.Sc. with honors in Economics from the Free University of Amsterdam, Netherlands. He is Director of the Markets, Trade, and Institutions Division (MTID) at IFPRI since September 2017. Previously, he was Director of Agricultural Development Economics at the Food and Agriculture Organization of the United Nations (FAO), responsible for economic analysis and policy support for sustainable agricultural development and food security. In that capacity, he was responsible for FAO's flagship publications the 'State of Food Insecurity in the World (SOFI)' and the 'State of Food and Agriculture (SOFA).' Since joining FAO in 2013, he has also served as director for social protection, rural employment, and gender equality and as coordinator of FAO's strategic program for rural poverty reduction.



Martien van Nieuwkoop
Global Director, Agriculture and Food Global Practice, World Bank

Martien van Nieuwkoop was appointed Global Director for the Agriculture and Food Global Practice in the World Bank's Sustainable Development Practice Group on July 1, 2019. As Global Director, Martien provides leadership to the formulation and implementation of the Bank's strategy and knowledge in agriculture and food, oversees the operationalization of the Bank's vision on agriculture and food in regional and country programs, acts as senior spokesperson for agriculture and food Bank-wide and globally and manages the Agriculture and Food Global Practice. Before taking this position, Martien served for two years as Practice Director of the World Bank's Agriculture Global Practice, where he oversaw the

Bank's agriculture lending, portfolio and analytic work in the EastAsia Pacific, Latin-America and the Caribbean and South Asia Regions, coordinated collaboration with IFC on agribusiness, and led the Bank's global engagement on agriculture and climate change. Martien joined the World Bank in 1993 as a Young Professional and worked initially as an agriculture economist in the LatinAmerica and Caribbean Region.

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Dialogue Session: Healthy and Sustainable Diets



Dr. Afton Halloran, moderator

As an independent consultant in sustainable food systems transitions and a transdisciplinary scientist, Dr. Afton Halloran advises on issues related to food and agriculture. She works with such organizations as the World Bank, World Health Organization, Food Planet Prize Secretariat, and the Nordic Council of Ministers. She has written and co-authored multiple books and research papers on food policy and security, underutilized foods, urban agriculture, dietary shifts and gastronomy. Afton also holds a research position at the University of Copenhagen Sustainability Science Centre and is the host of the Nordic Talks podcast.



Armando F J Perez Cueto Eulert
ssor with focus on meals in professional context.
Umeå University, Sweden

Armando Perez Cueto is Professor in Food, Nutrition and Culinary Sciences at Umeå University. He has interdisciplinary education and research background in the overlap among Food Science (first degree as food technologist, and previous appointment at University of Copenhagen), Nutrition and Health (previously associate professor of Public Health Nutrition at Aalborg University), and Consumer Behaviour (previous appointments with focus on consumer behaviour studies first at Ghent University and second at University of Copenhagen).
Since 2013, he has focused on developing research for meals in professional context applying principles of behavioural economics (nudging) into healthy eating promotion and public health nutrition recommendations with emphasis on plant-based consumption. He coordinated two networks on nudging healthier eating Eligebien (GA - 1370-0005B; 2013); uCare (GA - 4070-00161B; 2014). Currently, he is Work Package leader for Plant Pro (Innovation Fund DK GA 0224-00044A; 2021); and SmartProtein (EU GA 862957, 2019) where he is preforming the next generation of nudging studies, both in lab using VR and in real life situations.
Research interest: Understanding the determinants of citizen &

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population transition towards plant-based consumption and studying behavioural interventions making this change easier.



Dr. Ana Islas Ramos
Food and Agriculture Organization of the United Nations (FAO)

Ana Islas Ramos serves as Nutrition Officer in the Food and Nutrition Division at the Food and Agriculture Organization of the United Nations (FAO) where she leads the work on the development of Food-Based Dietary Guidelines. Dr. Islas' early work experiences include positions as food technologist, childbirth educator and clinical nutritionist. After graduate degrees in nutrition education, she took care of the nutrition education component of a project developing an educational video game for tweens. Later, she worked as a researcher and consultant for the National Institute of Public Health, Mexico where she coordinated the nutrition education component of a large multi-level multi-strategy intervention to promote healthy eating and physical activity in upper elementary children in Mexico City. In 2013, Dr. Islas joined the Laurie M. Tisch Center for Food, Education and Policy at Teachers College Columbia University whose mission includes cultivating research about connections between a just, sustainable food system and healthy eating. From 2014 to 2015, she served in the expert committee for the revision of the Mexican dietary guidelines.
Dr. Islas graduated from the masters and doctoral degree programs in Nutrition Education at Teachers College, Columbia University where she worked in the development of several nutrition education curricula with behavioral approaches and a sustainability focus.

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Lise Walbom
CEO, Food Nation Denmark

Lise Walbom is the CEO of the Danish public-private partnership, Food Nation. Walbom has solid professional experience in working with both public, private and political actors in the Danish food arena. Before joining Food Nation, Walbom spent a decade working as a consultant in the food industry for the Confederation of Danish Industry, one of Denmark's largest employers' organization representing more than 10,000 Danish enterprises, and has previously worked within private consultancy focusing on innovation, productivity and strategy. Prior to that, Walbom worked in one of the largest Danish cooperatives, COOP that has 1.7 million members where she worked with involvement of Danish consumers in ethical choices. Walbom has also worked in the Danish Ministry of Food working with exports of Danish organic produce.
Lise Walbom holds a MSc in Agricultural Science from the Royal Veterinary and Agricultural University (KVL) and has a diploma degree in management focusing on strategy development and coaching.



Ashish Kumar Deo
Senior Advisor – Commercial Solutions,
Global Alliance for Improved Nutrition

Based in London, Ashish focuses on the demand creation part of the new GAIN strategy to improve quality of diets and brings over 30 years of market-ing and commercial experience to this role. Ashish spent over 20 years in private sector, starting with Procter & Gamble in India and then with Diageo in global roles in marketing, business strategy and supply chain strategy, including Procurement.
Since 2010, Ashish has been in the not-for-profit sector, initially as Commer-cial Director of the Fairtrade Foundation, an ethical labelling organisation in the UK. He has been in the nutrition sector since 2015, starting with the Chil-dren's Investment Fund Foundation (CIFF), and then moving to GAIN in May 2017.

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Sirapassorn (Milky) Sagulwiwat
Assistant Vice President,
Charoen Pokphand Foods, Thailand

For over 2 decades, she has been actively involved in agro- and food product industry, driving and promoting sustainability within food industry across 25 countries at Charoen Pokphand Foods. The Company has been a trailblazer in food security enhancement efforts, founded over 20 multi-lateral working committees, such as Global Compact Network Thailand and Thailand Supply Chain Network; also an active member in WBCSD Responsible Meat and Positive Consumption working group.



Dr. Namukolo Covic
Namukolo Covic (Zambia) is ILRI Director General's Representative to Ethiopia. From 2015 to 2021 she served as Senior Research Coordinator at IFPRI, for the CGIAR Program on Agriculture for Nutrition and Health (A4NH) and worked on projects in several countries, Ethiopia, Kenya, Nigeria, South Africa and Zambia. A multidisciplinary academic background that spans crop science and extension (BSC), animal and poultry science (PGD) and nutrition (MSc & PhD) has made her uniquely positioned to addresses dynamics of food systems transformation from different fronts. She is recognized for her ability to link diverse stakeholders on interlinkages of research, policy and program processes. She has worked extensively with the government of Ethiopia and other stakeholders including the Ethiopian Public Health Institute, the Ministry of Health, and the Ministry of Agriculture, and development agencies on different fronts of food systems and nutrition, including the development of food based dietary guidelines and their adaptation to pastoralist settings in Ethiopia; and the development of Ethiopia's food systems transformation pathway in response to Ethiopia's development needs and the United Nations Food Systems Summit process. She has supported African Union efforts on linking agriculture and nutrition in the CAADP process. She leads the Governance Working Group of an Independent Expert Group that emerged from the UNFSS that has developed a Monitoring Framework on Food Systems Transformation to guide progress on the SDG countdown to 2030.

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Dialogue Session: Food Loss and Food Waste



Jacob Ravn, moderator
CEO and Ph.d., Access2Innovation

Access2innovation is the Danish platform for innovative, sustainable, commercial solutions to the African emerging markets. Since 2007, the platform has resulted in more than 80 partnerships between companies, NGOs investors, knowledge institutions and authorities by offering networks, financing and expertise in innovation and business development in Denmark and Africa

Recently Access2innovation has initiated a number of projects targeting food systems in Africa



Mie Ole Lauritzen
Head of Business Development and Partnerships, Food Nation

Mie Lauritzen is Head of Business Development and Partnerships at Food Nation and has solid professional experience in working with both public, private and political actors in the Danish food arena.
Mie Lauritzen is Food Engineer from the Danish Royal Veterinary and Agricul- tural University and holds a diploma education in Business and Marketing from Copenhagen Business School.

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Simon Boldvig
Senior Researcher at UNEP DTU Partnership, Technical University of Denmark

Simon Bolwig research on sustainable energy, climate change, circular bioeconomy, and agro-food systems, in European countries as well as in East and West Africa. Simon Bolwig contribute to literatures on sustainability transitions, technological innovation systems, policy integration, global value chain studies, and development studies.



Gitte Dyrhagen Husager
Head of Private Sector Engagement, DanChurchAid

With an emphasis on food security Gitte Dyrhagen Husager has more than 20 yers of professional experience with SDG partnerships between NGOs and businesses, sustainability, business & human rights, corporate accountability, business development, and impact financing in developing countries and humanitarian contexts.

Key competencies include:
- Strategic leadership and team management
- Innovative NGO-business partnerships
- Stakeholder management, lobbyism & public affairs
- Network mobilisation & strategic communication
- Impact business & financing for development
- Business & human rights (CSR compliance, risk management, and human rights impact assessments)
- International experience (Southern Africa, South Asia, UN-system)

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Torben Funder-Kristensen
Head of Public and Industry Affairs, Danfoss Climate Segment

Danfoss climate segment is market in leader components for the cold chain. Board member of the Global Food Cold Chain council (GFCCC). Been author of several articles for conferences describing the cold chain and the need for more cold chain solutions to avoid food loss and waste and related climate impacts.



Magana Gikandi
Regional Innovations & Private Sector Partnerships, UN World Food Programme

Magana Gikandi has been in WFP for 3 years, based in the Regional Office in Nairobi, supporting 10 country offices in Eastern Africa. During this time, he has spearheaded various regional partnerships with the private sector supporting WFP's food systems transformations. He has also played a crucial role in setting up the WFP Regional Innovation Hub (IGNITE), a group of partners led by WFP, nurturing innovations for food security and climate resilience in Eastern Africa. Lastly, he has conceptualized, developed, managed and executed the WFP NextGen East Africa Innovators program, a program that supports young changemakers to develop food system solutions/innovations.

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Kenneth Lindharth Madsen
Head of department for Trade & Market Relations
Danish Agriculture & Food Council

Kenneth Lindharth Madsen has many years of engagement with business development relating to developing countries including on the Danish government's Council for Development Policy since 2020.



Dr. Edward Mungai
Thought Leader & Sustainability Expert board member KCIC

Dr. Edward Mungai has a multifaceted background in business advisory, entrepreneurship, sustainability and investment management within sustainable transition in Africa.

Dr. Edward Mungai has been the Chief Executive Officer of the Kenya Climate Innovation Center (CIC). CIC supports a holistic country driven approach to accelerate the development, deployment and transfer of locally relevant climate technologies to the private sector.

Dr. Edward Mungai has been working with the Danish International Investment Funds (IFU) as an Investment Manager in Copenhagen as well as in Africa where he was the head of the regional office for IFU.

Edward holds a PhD in Business and Management from

Strathmore University Business School, Kenya. He has an MBA from CBS-SIMI Executive (Copenhagen Business SchoolDenmark) and a Business Degree from Moi University, Kenya. In addition, Edward has deep knowledge in the financial markets in Africa having worked for Genesis Investment Management Limited and KPMG East Africa.

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Irene Quist Mortensen
Arla and Board member of IFU

Irene Quist Mortensen has a well proven record of working with CSR in Denmark and internationally. Since 2015, she holds the position as Senior CSR Business Partner supporting Arla's business ambitions at the international growth markets. The focus is human rights and sustainable development impacts in partnership with governments, NGO's and businesses at our growth markets in Africa, Asia, Middle East and Latin America.

Irene has international experience from a number of countries including Vietnam, Myanmar, Russia, Egypt, Sri Lanka, Estonia, Nigeria, Senegal, Saudi, Bangladesh, Dominican Republic and China. She lived in Vietnam for three years where she worked as program director for a social development program under UNHCR.



Ben Valk
Global Head Multilateral Development Banking, Rabobank International Wholesale

Ben Valk is heading RaboBanks Food and Agri Partnerships and holds extensive knowledge on financing with the food systems.



Dr. Professor Emeritus John Kuada
Aalborg University

John Kuada has two doctorate degrees – a PhD from Copenhagen Business School and Dr. Merc from Aalborg University. He has acted as Professor of International Management at the Department of Business and Management, Aalborg University in Denmark. He is author and/or editor of some 20 books on management and internationalization of firms and has written about 150 articles in refereed scholarly and professional journals on issues of enterprise development, management, marketing and cross-border inter-firm relations in Europe and Africa.

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Dialogue Session: Deforestation-free Value Chains



Peter de Koning

Director ADP Support Unit, Amsterdam Declarations Partnership

Director of Mekon Ecology Ltd, which he started in 1998. Mekon Ecology provides consultancy services to a range of governments, institutions, partnerships, and civil society organisations. Peter de Koning is director of the Support Unit of the Amsterdam Declarations Partnership on sustainable and deforestation-free agricultural commodity production and trade (cattle, cocoa, palm oil, soy) signed by nine European countries.



Tomas Anker Christensen

Climate Ambassador of Denmark at the Ministry of Foreign Affairs and the Ministry of Climate, Energy and Utilities

Tomas has more than 25 years of experience as a Danish Diplomat, including serving as Under-Secretary for Global Challenges. In this role he built a successful multi-stakeholder partnership, the Global Green Growth Forum focused on the speed and scale of the transition to a global green economy. In 2014 he played a key role in executing the UN SG's Climate Summit.

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Pham Thu Thuy
Senior Scientist at the Center for International Forestry Research (CIFOR)

Dr Pham Thu Thuy is a senior scientist who leads the Climate Change, Energy and Low-Carbon Development team at Center for International Forestry Research- World Agroforestry Center (CIFOR-ICRAF). Her research focuses on the political economy of forest governance and climate change policies, including low-emission development strategies, payment for environmental services, reducing emissions from deforestation and forest degradation, addressing the poverty-environment nexus, environmental and social justice. She has also led and coordinated global climate change research and established strong professional networks in 17 developing countries.



Bitate Uru-Eu-Wau-Wau
President of the Uru-Eu-Wau-Wau Indigenous People's Association in Brazil.

Bitaté Uru-eu-wau-wau is a 21 year old indigenous leader and photographer from the Brazilian Amazon. After founding the Jupaú Media Team, he led his community in co-producing the feature documentary The Territory, in which he is also a protagonist. Bitaté has reported on the climate negotiations at COP26 in Glasgow and is currently working on a podcast and photo series with Midia India, the largest Indigenous media collective in Brazil.



Txai Suruí
Executive Producer of feature film The Territory

Txai Suruí is a 24-year-old indigenous activist from the Amazon. She was born on the frontlines of the rainforest and raised by a family of warriors. Now, Suruí is one of the most prominent voices from the forest in the fight against climate change. She got the world's attention after a powerful speech for world leaders during COP26's opening ceremony in Glasgow, U.K

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Asbjørn Børsting
President of FEFAC

Asbjørn Børsting was elected President of FEFAC for 2020–2023. He has served as CEO of The Danish Agricultural Council and as CEO of DLG. He is currently Director of DAKOFO, the Danish Grain and Feed Trade Association and Variety Denmark – a Danish Seed Association. He's also Chairman of the Danish Bio-Economy Panel.



Alejandro O'Donnel
Director of Aapresid International Program

Alejandro O'Donnell is an agricultural engineer, farmer and consultant specializing in production systems based on no-till and precision agriculture. He is a member of Aapresid (Argentine No-till Farmers Association) and the current Director of the organization's International Program.



Lana Weidgenant
Deputy-Director of Zero Hour

Lana Weidgenant is a young activist focused on food systems and climate change. She is the deputy partnerships director for Zero Hour, an international youth-led climate justice organization, and served as youth vice-chair of shifting to sustainable consumption patterns for the 2021 UN Food Systems Summit. Lana is a Real Food Systems Youth Ambassador and a youth leader in the Act4Food Act4Change initiative.

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David Saddington
Head of International Nature Campaign COP26

David Saddington has been influencing UK & international policy by fronting a pioneering climate media campaign that reached over 3 million people. After leading education reforms to get climate change on school curricula David has pursued his own academic work studying climate science and a broad range of climate impacts from the environmental to economic, security & health implications.



Sofie Tind Nielsen
Senior Forest Advisor, WWF Denmark

From a research background in biodiversity and effects of deforestation in the tropics, STNs work led to focussing on creating an incentive to preserve forests through addressing the drivers for deforestation. Her scope of work at WWF has broadened to cover other commodities as drivers of deforestation, such as soy and palm oil and to support forest conservation project development including carbon forest projects. STN is WWF Denmark's forest focal point, acting technical lead on WWF on work on deforestation including engagement with industry, NGO colleagues, officials and researchers in Denmark and internationally.



Simon Bager
Co-founder and Chief Impact Officer at Klimate.co.

Simon Bager wrote his PhD on how companies can govern deforestation risks in their food supply chains and has worked extensively with forestry and land sector issues in the past decade. Formerly with CGIAR and COWI, he has advised both the private sector and international agencies, such as the World Bank and the European Commission, on issues around deforestation. He is the co-founder and Chief Impact Officer of Klimate.co, a platform that helps corporations achieve their net zero targets through investment in high-quality carbon removal projects.

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Roselyn Fosuah Adjei
Director of Climate Change Directorate at Forestry Commission of Ghana

Roselyn is a Natural Resources and Climate Change Specialist. She is dynamic, bold, audacious and is the youngest in her Organization's Executive Management Team. She believes pragmatic leadership has the potential to make natural climate solutions a strong pillar in averting climate change.



Daphne Hameeteman
Sustainability Lead Europe

Daphne Hameeteman assumed her role at Wilmar in February 2014. She is the Sustainability Lead in Europe and manages both sustainability teams of Wilmar and Olenex. In that role, she is responsible for implementing the No Deforestation, No Peat and No Exploitation (NDPE) policy of Wilmar International, including creating full supply chain traceability. She also focuses on the Latin American supply chain in Europe: initiator, manager and facilitator of Wilmar Smallholder Support programs.



Marcela Paranhos
Global Carbon Finance Manager, IDH

Marcela works for IDH's Landscape Finance team in Brazil since 2018 and is the Global Manager for Carbon Finance, covering Latam, Africa and South Asia. Marcela is a senior expert in sustainability, climate change, socio-environmental risk management and sustainable finance with 18 years of experience in developing low carbon projects focused on climate finance sector, decarbonization strategies and policies, corporate sustainability policies and performance assessment platforms based on material issues; and implementation of projects and programs to mitigate GHG emissions.

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Dialogue Session: Green Transition of the Global Agricultural Production



Paul Holmbeck, moderator
Director Holmbeck EcoConsult, World Board member, IFOAM Organics International

As director for Organic Denmark for 25 years, Paul played a leading role in developing ambitious Danish and European Un-ion goals and policies for growing organic farming, including Denmark's policies that won a UN Future Policy Award for up-scaling agroecology in 2018. Today, Paul advises governments, organizations and business leaders around the world on organic policy development and market strategies driving conversion to organic and agroecological farming.



Máximo Torero Cullen
Chief Economist of the Food and Agriculture Organization of the United Nations (FAO).

Dr. Máximo Torero Cullen joined the FAO in January 2019 as Assistant Director-General for the Economic and Social Development Department. Prior to joining FAO, he was the World Bank Group Executive Director for Argentina, Bolivia, Chile Paraguay, Peru and Uruguay since November 2016 and before the Bank Dr. Torero led the Division of the Markets, Trade, and Institutions at the International Food Policy Research Institute (IFPRI).

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Tim Searchinger
Senior Fellow and Technical Director, World Resources Institute

Senior Research Scholar at the Princeton School of Public and International Affairs and Senior Fellow and Technical Director of the Food Program at the World Resources Institute.

Tim Searchinger's work combines ecology, agronomy and economics to analyze the challenge of how to feed a growing world population while reducing deforestation and greenhouse gas emissions from agriculture. His publications include multiple papers in Science and Nature addressing the greenhouse implications of agriculture, bioenergy, forest protection and nitrogen pollution.



Karen Mapusua
President, IFOAM Organics International

Karen Mapusua is Vice President of IFOAM Organics International (2019) and works for the Pacific Community in agricultural development, based in Fiji and serving 22 Pacific Island states. She has a background in NGO capacity building and management and has worked in rural development in the Pacific islands region for close to 20 years with a focus on organic agriculture as a path to social and economic development. She co-founded the Pacific Organic & Ethical Trade Community (POETCom), and was extensively involved in developing the Pacific Organic Guarantee Scheme
and developing alternative forms of certification that empower farmers.

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Pekka Pesonen
Secretary-General of Copa, European farmers and Cogeca, European agri-cooperatives.

Pekka Pesonen has previously been working for the Finnish Ministry of Agriculture and Forestry as state secretary. In addition, Mr. Pesonen has professional experience in EU policy work for Finnish farmers, forest owners, and agri-forestry cooperatives. In 1990s he worked for a Finnish dairy company Valio in sales and marketing positions. Mr. Pesonen has been a member of several high-level advisory groups concerning EU policy preparation. He is an agricultural economist.



Josephine Akia Luyimbazi
Country Coordinator, PELUM Uganda

Josephine Akia is the Country Coordinator of Participatory Ecological Land Use Management (PELUM) Uganda, a national network of 66 likeminded organizations working together to promote Agroecology in Uganda. Josephine is a social scientist with over 15 years of experience working in the sustainable and green transition agricultural sectors. She is an expert and advocate for sustainable and healthy food systems and consumption, geared towards improving livelihoods of farming communities. Josephine is also working to integrate Agroecology into national, regional and global policies, plans and strategies.

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Gernot Laganda
Chief, Climate and Disaster Risk Reduction, United Nations' World Food Program (WFP).

Gernot Laganda supports WFP Country Offices and the governments they serve to understand the effects of climate change on food security, develop strategic measures to reduce climate risks in country programs, and make innovative climate finance instruments work for vulnerable communities. Gernot joined WFP from the International Fund for Agricultural Development (IFAD), where he managed the world's largest climate change adaptation program for smallholder farmers.



Million Belay
Coordinator of the Alliance for Food Sovereignty for Africa.

Million Belay is a member of the International Panel of Experts on the Sustainable of Food Systems (IPES-Food) and a founder of MELCA – Ethiopia, an indigenous NGO working on issues of agro-ecology, intergenerational learning, advocacy and livelihood improvement of local and indigenous peoples. Million has been working over two decades on the issues of intergenerational learning of bio-cultural diversity, sustainable agriculture, the right of local communities for seed and food sovereignty and forest issues. His main interest is now advocacy on food sovereignty.

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Ministry of Environment and Food of Denmark

World FOOD Summit

Better food for more people

World Food Summit 2019 – Better Food for More People:

Establishing pathways towards a healthy and sustainable food system

We live in a world where over 800 million people live in hunger, while more than 2 billion people are overweight or obese. At the same time, one in every ten people in the world fall ill after eating contaminated food, and 24% of all food produced for human consumption is wasted. These challenges must be overcome by innovative ways of improving food safety, health and diets as well as efficient resource use if we are to achieve the UN Sustainable Development Goals by 2030.

What are the concrete actions that are necessary for change? And what role should governments, international organisations, the private sector, academia and civil society play?

During the World Food Summit in August 2019, leaders from around the world gathered to discuss concrete solutions on how the global food system can respond to the UN Sustainable Development Goals. The Summit focused on the following three themes:

- Ensuring food safety and food security
- Better health and diets
- Improved resource efficiency

Key stakeholders from governments, international organisations, the private sector, academia and civil society convened during three parallel interactive sessions to address these three thematic areas. The goal was to identify key actions that will support the transition towards a healthy and sustainable food system as well as discuss the following Sustainable Development Goals: Zero Hunger (SDG2), Good Health and Well-being (SDG3), Decent Work and Economic Growth (SDG8), and Responsible Consumption and Production (SDG12).

This brief summarises the key actions identified for each theme.

#1 Ensuring Food Safety and Food Security

It is crucial to discover synergies, develop partnerships and share best practices among civil society, government and the private sector if we are to achieve food safety and food security while contributing to inclusive economic growth.

Top Key Actions for Ensuring Food Safety and Food Security

- Support and promote local production through international development policies and financial opportunities coupled with a strong local focus
- Governments should facilitate the creation of broad multi-stakeholder partnerships on safety standards, knowledge sharing, accountability, reliable data, legislation and awareness

The following actions were identified as high priority areas if governments, academia, business leaders and civil society are to contribute to the development of a healthy and sustainable food system for people and the planet:

Partnerships

- National/local governments should facilitate the development of dedicated and broad partnerships that reform the food system
- Ensure safe local production and improved local knowledge through multi-stakeholder partnerships that include community representation

Regulatory frameworks

- Create global traceability and transparency standards in the food value chain
- Develop regulations that are easy to understand and implement
- Implement an EU-wide nutritional differentiated value-added tax
- Create voluntary guidelines to encourage the adaptation of more resilient crops globally
- Create a new global forum where all stakeholders can agree upon the minimum basic standards for both food safety and food security

Awareness and empowerment

- Raise public awareness of the importance of food safety across the entire value chain
- Empower local farmers so that they can plan for the future with greater confidence and focus on local, sustainable food production

Monitoring and assessment

- Conduct effective data collection on successful food safety initiatives and the establishment of an open platform for multi-stakeholder knowledge sharing
- Create an innovative system that can monitor and measure foodborne diseases both locally and globally
- Conduct a comprehensive study on the global status of food safety

Incentives and accountability

- Ensure that all solutions engaging stakeholders in creating a more sustainable food system are market-based to ensure long-term success
- Improve food security accountability mechanisms throughout the entire value chain
- Redesign the food system to reflect the true cost of food production, including environmental/climate impacts

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#2 Better Health and Diets

To achieve a dietary shift towards sustainable and healthy diets within the planetary boundaries, all stakeholders must commit to promoting diets that consist mainly of vegetables, fruits, and wholegrain products and limited amounts of meat and sugar. During this theme session, global leaders discussed how to ensure sustainable and healthy diets that are accessible, affordable and desirable.

Top Key Actions for Better Health and Diets

- [illegible]
- [illegible]
- [illegible]

The following actions were identified as high priority areas if governments, academia, business leaders and civil society are to contribute to the development of a healthy and sustainable food system for people and planet:

Incentives and inclusivity

- Spread value and risk throughout the supply chain to incentivise coherent actions
- Employ nudging strategies and choice architecture to increase the consumption of healthy and sustainable food
- Use target-measure-act methods to stimulate peer pressure and accountability
- Include externalities in producers' costs
- Shortcut the value chain and eat more local food by making the healthy and sustainable choice the delicious and affordable one
- Prioritise inclusivity by getting all stakeholders on board to drive the change needed
- Work with procurement incentive structures
- Incentivise healthy food through the improved design of cities

Business models

- Initiate new business models and investments throughout the value chain for healthy and sustainable food
- Invest in local products and a more significant number of plant/livestock species to enhance biodiversity
- Ensure that all solutions make sense economically in order to ensure that the business community is on board
- Include retailers in the improvement of access to healthy and sustainable food
- Challenge current business models to support a quicker response to global challenges

Regulatory frameworks

- Move away from protectionism and place more emphasis on sustainable trade laws
- Use the SDGs as a guide
- Rework internal operation systems
- Ensure that both government and business alike have healthy and sustainable food as a primary goal
- Consider the power of taxation
- Make it possible to subsidise new types of production and industries rather than those that are causing the most damage

Awareness and empowerment

- Empower stakeholders throughout the food system through better communication and capacity building
- Enable placed-based actions and solutions, including in schools, shops, communities, workplaces
- Promote education and skills transfer to strengthen the consumption of healthy and sustainable food
- Strengthen the voice of consumers in regions where consumer organisations are not yet strong or do not exist
- Make farming attractive to ensure a future for food producers
- Empower consumers by enhancing the knowledge, accessibility and ability to cook and choose healthy and sustainable food
- Tailor solutions to the specific needs of the local environment
- Build intelligent and aware consumers by implementing mandatory food education classes in schools
- Shift cultural perceptions and develop new narratives about healthy diets

Engagement, knowledge sharing and communication

- Engage people on their own terms: don't tell them what to do, but instead understand where they are coming from
- Share good examples on an open-source platform that can inspire and guide people who want to make a change
- Stress and ensure the deliciousness of healthy and sustainable food
- Improve engagement on social media that reaches young people
- Build a movement to engage the workforce and offer better food and food education at workplaces
- Use food as a means of building community

#3 Improved Resource Efficiency

Synergies, partnerships and the sharing of best practices among civil society, governments and the business community are needed to ensure that there is enough food to feed the world while at the same time enable reductions in greenhouse gas emissions.

Top Key Actions for Improved Resource Efficiency

- Mitigate and transform modern food production by using new technologies and methods to reduce direct and indirect use of fossil fuels in food production and supplement with strategies for reducing the food/raw materials used in production and consumption with fewer energy-consuming alternatives
- Foster an open, fact-based dialogue that drives sustainable growth through public-private partnerships with a focus on innovation and market-based solutions
- Be careful not to single out one source of greenhouse emissions from food production and consumer consumption patterns. Instead, maintain a holistic science-based approach to select suitable interventions that can be taken by government, the private sector and civil society organisations
- Reform, late supportive legislative frameworks such as subsidies to address food waste and loss in the food production supply chain from farm to delivery at the consumer level
- Advocate enhanced citizen engagement and awareness by educating children from an early age by building on the shift towards a more nutritious and environmentally friendly diet

The following key actions were identified to help governments, academia, business leaders and civil society to continue developing a healthy and sustainable food system for people and the planet:

Awareness and education:

- Create a common public narrative about sustainability in food production
- Create a new "culture change" mindset that respects food and a consumer mindset that supports local consumption
- Re-introduce "forgotten foods" by working with chefs and other food systems stakeholders
- Educate consumers about diets, seasonal goods and geography

Regulatory frameworks, incentives and pricing

- Integrate the SDGs into regulatory implementation
- Subsidise efficiency initiatives and provide incentives
- Improve enabling environments through a more holistic approach to trade
- Develop new legislation that will make it mandatory to report and measure food waste across the value chain
- Reduce taxes on sustainable food production and increase taxes on resource-intensive food production
- Issue labelling requirements that include the cost of externalities and country of origin
- Develop economic instruments for emission-intensive food in developed countries. In developing countries, reduce post-harvest food losses and increase local farmer partnerships
- Re-direct subsidies towards sustainable development

Agrobiodiversity and agricultural transformation:

- Create a more resilient food system by advocating for diversity
- Establish a post-harvest and storage international working group
- Consider modern plant breeding techniques that can improve yields and nutrition
- Improve the integration between livestock and crops
- Re-circulate food waste as high as possible in the value chain through animal feed, biofuel production, etc.
- Develop new technologies to handle improved resource efficiency and food waste
- Improve value-chains with modern infrastructure, block-chain technologies, shorter value chains and mobile technology

Ministry of Environment and Food of Denmark

World FOOD Summit

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Pathways towards a healthy and sustainable food system

Based on the discussions held during the World Food Summit interactive sessions, it is clear that healthy and sustainable food systems will not be achieved by the involvement of one single stakeholder group. Multi-stakeholder partnerships and the employment of a wide range of context-specific actions will be essential to ensuring food safety and food security, better health and diets, and improved resource efficiency.

About World Food Summit:

Towards a healthy and sustainable global food system for people and planet

World Food Summit – Better Food for More People is an annual accelerator of the actions necessary to transform food systems to become safer, healthier, and more sustainable in response to the UN Sustainable Development Goals. The Danish Minister for Environment and Food hosts the World Food Summit – Better Food for More People to connect with leaders who are ready to act on the global food system challenges. The overall aim of the World Food Summit is to establish a platform for key policymakers, academia, business leaders and civil society to contribute to the sustainable and healthy transformation of the global food system. Key areas of focus are 1) Ensuring food safety and food security; 2) Better health and diets; and 3) Improved resource efficiency.

www.bfmp.dk #betterfood #worldfoodsummit19

Ministry of Food, Agriculture and Fisheries of Denmark

World FOOD Summit

Better food for more people

World Food Summit 2021 – Better Food for More People:

Game-changing innovations for healthy and sustainable food systems.

On the 15th and 16th of April 2021, the Danish Minister for Food, Agriculture and Fisheries will host the fifth annual World Food Summit – Better Food for More People.

The focus of the World Food Summit 2021 will be on how to establish pathways for game-changing innovations necessary for sustainable food system transformations.

The global food system is a major driver of challenges relating to human health, climate change and environmental degradation. To enable resilient, affordable, safe and nutritious diets for the current and growing global population while restoring and safeguarding our environment, we need to find innovative solutions to transform our food systems.

In the next three decades, we will need to achieve a substantial increase in food availability to meet the demand from a growing world population while finding ways to respect the need for sustainability in a broad sense[1]. Game-changing innovations will be critical for the profound transformation that we need to see in the global food system.[2]

World Food Summit – Better Food for More People is an annual accelerator of the actions necessary to transform food systems to become safer, healthier, and more sustainable in response to the UN Sustainable Development Goals. The overall aim of the World Food Summit is to establish a platform for key policymakers, academia, business leaders, and civil society to contribute to the sustainable and healthy transformation of the global food system.

This year, the World Food Summit and associated events will take place on 15-16 April 2021 and will focus on how to establish pathways for game-changing innovations necessary for sustainable food system transformations. The purpose is to contribute to the success of the UN Food Systems Summit that will take place in autumn of 2021 by providing input and showcasing examples that can lead to game-changing pathways. The World Food Summit itself takes place on 15 April and is followed by a

[1] https://ccafs.cgiar.org/media/press-release/game-changing-technologies-transform-our-food-systems
[2] https://presscloud.com/file/56/567486940762875/Herrero_et_al_43016_2020_74_OnlinePDF.pdf

national Food Systems Dialogue on 16 April. During the week leading up to the World Food Summit, a range of stakeholders will be organizing a number of Side Events.

World Food Summit 2021

At this year's World Food Summit a large number of international participants representing governments, business, organisations, academia, civil society as well as the next generation of sustainability leaders will work together to define actions necessary to transform the food systems to become safer, healthier, and more sustainable in response to the UN Sustainable Development Goals.

The World Food Summit 2021 will focus on how to establish pathways for game-changing innovations necessary for sustainable food systems transformations. Emphasis will particularly be on game-changing innovations in the areas of:

- Food loss and food waste: One third of all food produced globally is lost or wasted in the process from production to consumption. We are producing twice the amount of food needed, while too many people are starving. Food lost and wasted accounts for an estimated 8 pct. of greenhouse gases emitted. A reduction of food loss and waste can play a significant role in reducing the environmental footprint. This requires a shift in consumption patterns and actions of all, from food producers to food supply-chain stakeholders, food industries, retailers and consumers.
- Healthy and sustainable diets: Malnutrition in one form or another affects every country, whether it be undernutrition, micronutrient deficiencies, or overweight and obesity and some countries are struggling with multiple issues. Food Based Dietary Guidelines (FBDGs) can be powerful drivers for healthy and sustainable food consumption and production. Private-public partnerships have the potential to support and accelerate a sustainable development.
- Prudent use of antimicrobials and prevention of resistance: Antimicrobial resistance is a great threat to health, society, and economies worldwide. Over- and misuse of antimicrobials in many aspects of food production accelerates the global threat. Prevention of antimicrobial resistance is essential to ensure safe food for all and effective antimicrobials for the future. This also requires prudent use of antimicrobials in food production and monitoring of antimicrobial resistance.
- Deforestation-free value chains: Deforestation and forest degradation is closely connected to production of agricultural commodities. Ensuring deforestation-free value chains requires action from many actors at all levels in order to ensure the benefits for biodiversity, the fight against climate change and needs of local communities and indigenous peoples who depend on forests. Countries around the world must address illegal and legal deforestation and ensure that the production of all agricultural commodities is undertaken responsibly and deforestation-free.

With the upcoming UN Food Systems Summit 2021, it is the objective of this year's World Food Summit to contribute to achieving the Sustainable Development Goals (SDGs) by 2030. The purpose is to raise global awareness and advance global actions that transform food systems for the benefit of consumers, producers and planet.

At the World Food Summit 2021, policy makers and strategic leaders will gather to discuss:

- What are the main barriers to making game-changing innovations workable and accessible?
- How can governments, business, civil society and academia establish pathways for game-changing innovations?

The overall objective is to work towards the identification of key actions for all stakeholders, which can contribute to the acceleration of a healthy and sustainable food system with the focus on establishing pathways for game-changing innovations. This input would be a contribution to the UN Food Systems Summit.

National Food Systems Dialogue

Underpinned by an inclusive engagement process the national Food Systems Dialogue on 16 April looks to support progress on the SDGs by focusing on food loss and food waste, healthy and sustainable diets, prudent use of antimicrobials and prevention of resistance as well as deforestation-free value chains. A diverse range of stakeholders is invited to identify the most powerful ways to make food systems stronger and more equitable.

The Dialogue will be further developed in cooperation with GAIN Nordic.

Side Events

Through an array of engaging side events, the World Food Summit 2021 seeks to bring together policy makers, industry pioneers, and civil society spearheads in order to catalyze knowledge sharing to deliver solutions to drive the sustainable progress. Requests for inclusion in the list of side events related to the World Food Summit should be forwarded to the secretariat, with an indication of the date, venue, title and sponsors or organizers.

For more information

Please visit World Food Summit 2021 – Better Food for More People www.bfmp.dk or contact wfs@wfs.dk.

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World Food Summit 2022

- Transforming Global Food Systems to Combat Climate Change

On 5-6 May 2022, the Danish Minister for Food, Agriculture and Fisheries, Mr. Rasmus Prehn, will host the sixth annual World Food Summit. With a focus on combatting climate change, this year's World Food Summit will address how the global food systems affect climate change and conversely how climate change affects the global food systems.

The global food system interconnects all people, as well as past and future generations. It is both a contributor and subject to climate change. It is therefore imperative to address important global issues, identify environmentally sound solutions, and take action to build more sustainable, accountable, and equitable global food systems. The climate crisis is a global phenomenon, and efforts made to change the current trajectory by any single nation—or even continent—will be in vain if these efforts are not inclusive, enabled and matched worldwide.

The World Food Summit is an annual accelerator of actions necessary to transform food systems to become more sustainable and accountable. It raises global awareness and advances global commitments and actions that transform food systems for the benefit of consumers, producers, and the planet.

The Summit establish a global platform for key policymakers, academia, business leaders, civil society, and the next generation of sustainability leaders to identify key actions that will contribute to the green transition of global food systems.

World Food Summit 2022

This year, the World Food Summit and associated events will take place on May 5-6 2022 and focus on "Transforming the Global Food Systems to Combat Climate Change". The Summit will follow-up on commitments made at the UN Food System Summit 2021 and provide critical inputs for world leaders to incorporate into and act on at COP27 in November 2022.

As a stark reminder of the importance of ensuring stable global food systems, this year's World Food Summit is set in the midst of Russia's attack on Ukraine, which has led to a growing food crisis by disrupting current supply chains, seriously impacting the cost of production and distribution of food around the globe and pressuring commodity markets that had already hit multiyear highs.

Specifically, the World Food Summit will focus on deforestation-free value chains, food loss and food waste, healthy and sustainable diets, and the green transition of the global agricultural production.

The Summit gathers more than 250 international stakeholders from around the world who will work together to identify and define actions necessary to transform the food systems. Collectively, the stakeholders will address current as well as new and innovative pathways for actions in order to contribute to the global roadmap towards combatting climate change. Bold steps are necessary.

Thematic Focus

With the backdrop of climate change, World Food Summit 2022 focuses on defining actions in the areas of:

- Food loss and food waste: By 2050 global food production needs to increase by 70 pct., calling for a significant global demand for improved agribusiness. Developing inclusive, sustainable, and efficient food systems plays a key role in achieving the Sustainable Development Goals (SDG) and in meeting the demands from a growing world population of 8.5 billion people in 2030 and 9.8 billion in 2050. In developing countries, 40 pct. of losses occur at post-harvest and processing levels, and a recent study from Kenya shows a large loss in food production, and lists a number of options where known technologies can be adapted to meet the need. Paradoxically this does not happen even if classical economic theory would dictate that if there is demand then the private sector will bid in. The debate sets out to discuss the underlying root cause to explore ways ahead to resolve the apparent needs.

- Healthy and sustainable diets: According to estimates, changes in dietary habits can reduce food production emissions significantly. This makes the green transition towards more healthy and sustainable diets crucial in the efforts to ensure healthy, sustainable and climate-smart food production for the growing global population, while at the same time restoring and safeguarding our environment. The purpose of the dialogue session is to explore and discuss the vast potential of Food Based Dietary Guidelines and public-private partnerships as solutions that can enable the transition to healthy and sustainable diets from sustainable food systems by focusing on "local solutions to global challenges".

- Green transition of the global agricultural production: The Russian invasion of Ukraine threatens global food security, as Ukraine, Russia, and the Black Sea region are one of the world's most important areas for agricultural production and exports. The crisis has created a humanitarian catastrophe and disrupted global markets. The impact of the war is especially felt in many countries, notably in North Africa and the Middle East. At the same time, it is urgent to continue the

green transition of the global agricultural production to reduce greenhouse gas emissions and combat climate change. The Summit will explore and discuss how to continue the green transition of the global agricultural production while ensuring global food security. The discussion will touch upon dilemmas such as land used for food versus feed or biomass for energy, sustainable production systems in relation to low-input or high-input cultivation systems, and nutrient recycling and return of available nutrients to the fields.

- Deforestation-free value chains: The objective of the dialogue session is emphasizing the link between deforestation and climate change. The World Food Summit will take place approximately 6 months after COP26 and 6 months before COP27, and will in that way be a halfway mark for the process. COP26 marked a beginning of a stronger focus on the role of land-use and deforestation in the global climate-change discussion. The question towards COP27 is how do we both maintain and enhance that focus at COP27? What are the next steps in order to help signatories to deliver on the Glasgow Leaders' Declaration on Forests and Land-use? And how do we create strong platforms on which to involve the rest of society in that process?

Dialogue Sessions

Underpinned by an inclusive engagement process, the dialogue sessions on the second day of the Summit comprise diverse range of global stakeholders. These stakeholders will discuss, formulate and present the most robust and responsible solutions for the transformation of the global food systems necessary to combat climate change.

Side Events

Through a number of engaging informal side events, the World Food Summit 2022 will bring together policy makers, industry pioneers, civil society spearheads, and next generation of sustainability leaders to find solutions that drive the sustainable transformation of the global food systems to combat climate change.

Requests for inclusion in the list of side events related to the World Food Summit are to be forwarded to the secretariat, with an indication of the date, venue, title and sponsors or organizers.

For more information

Please visit our website https://wfs.dk.

Ministry of Environment and Food of Denmark

World FOOD Summit

Better food for more people

PROGRAMME

World Food Summit 2019

29-30 August

Ministry of Environment and Food of Denmark

World FOOD Summit

Better food for more people

Thursday 29 August

Plenary sessions

The National Parliament
Christiansborg, 1240 Copenhagen K

Moderator: Kimberly Flowers, Director, Global Food Security Project and Humanitarian Agenda, Center for Strategic and International Studies

11:00 - 11:30 **Registration**

11:30 - 12:30 **Light lunch, networking and group photo**

12:30 - 12:50 **Welcome by Mogens Jensen, Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation**
With the attendance of HRH The Crown Prince of Denmark

12:50 - 13:05 **The EAT Lancet report: Where are the greatest opportunities to create a more healthy, sustainable food system?**
Dr. Brent Loken, PhD, Director and Science Translation, EAT

13:05 - 13:20 **Building sustainable food systems - experiences from South Africa**
Mcebisi Skwatsha, Deputy Minister for Rural Development and Land Reform of the Republic of South Africa

13:20 - 13:35 **The entrepreneurial point of view**
Mette Lykke, CEO, Too Good To Go

13:35 - 13:50 **An academic perspective**
Manish Bapna, Executive Vice President and Managing Director, World Resources Institute

13:50 - 14:05 **Sustainable solutions in Kenya**
Andrew Tuimur, Chief Administrative Secretary - Ministry of Agriculture, Livestock, Fisheries and Irrigation, Kenya

14:05 - 14:20 **The business angle**
Pindelwa Mda, Deputy Global Head Of Public Affairs, Nestlé S.A.

14:20 - 14:50 **Break and networking**

14:50 - 15:05 **Outlook from a global champion**
Ambassador Ertharin Cousin, Distinguished Fellow, Center on Food Security and the Environment, Stanford University

15:05 - 15:20 **Potentials and possibilities – a governmental approach from the Czech Republic**
Jindrich Fialka, Deputy Minister for Food and Agriculture, Ministry of Agriculture of the Czech Republic

15:20 – 16:00 **Towards a healthy and sustainable global food system: next step**

Panel discussion with: Dr. Brent Loken, Manish Bapna, Andrew Tuimur, Pindelwa Mda, Ertharin Cousin, Jindich Fialka and Kenneth Quinn

Moderated by Kimberly Flowers

16:00 - 16:20 **Mobilizing the movement "Better Food for More People": Fostering local solutions and public-private partnerships to promote a sustainable food system**

Signatory countries to Commitments to World Food Summit present solutions

Dr. Friederike Wöhrlin, Federal Ministry of Food and Agriculture, Germany

Guido Landheer, Deputy Director General Agri International, Ministry of Agriculture, Nature and Food Quality, Netherlands

Henrik Studsgaard, Permanent Secretary, Ministry of Enviroment and Food, Denmark

16:20 - 16:30 **Building bridges - from food for thought to action**

Closing remarks by Ambassador Kenneth Quinn, President, The World Food Prize

18:30 - 22:00 **Dinner and networking at Axelborg, Vesterbrogade 4A, 1611 Copenhagen V**

Friday 30 August

Theme session: Ensuring Food Safety and Food Security

Confederation of Danish Industry (DI)
H.C. Andersens Boulevard 18, 1787 Copenhagen V

World FOOD Summit
Better food for more people

Moderator: Professor Katherine Richardson, Professor in Biological Oceanography, GLOBE Institute, and leader of Sustainability Science Centre, University of Copenhagen

08:00 - 08:45 **Registration, coffee and networking (jointly for the theme sessions)**

08:45 - 09:00 **Welcome by Leif Nielsen, Director of Danish Food and Drink Federation, DI**

09:00 - 09:10 **Welcome to theme session and setting the scene by moderator Katherine Richardson, Professor in Macro ecology, Evolution and Climate, Copenhagen University**
Introduction to the predefined pathway to ensure that key actions are defined in a common context.

09:10 - 10:20 **How to create synergies between sustainable food production, food safety and food security - presentation of best practice/frontrunners**
In this session, the presentations give perspectives on different challenges, opportunities and pathways towards synergies between sustainable food production, food safety and food security, and how economic incentives could be a key driver across sectors.

Rob Lake, Manager of Risk, Response, and Social Systems Group of the Environmental Science Business Group at Institute of Environmental Science and Research, New Zealand
Perspective on how to find a joint path forward when it comes to bridging global differences and emerging challenges, based on the latest research and findings on the burdens of disease related to food safety and security.

Birgitte Qvist-Sørensen, Secretary General, DanChurchAid
How can civil society interact and make partnerships with business and authorities?

Dr. Charles Ochodo, Deputy Director of Veterinary Services at Department of Veterinary Services, Kenya
Lesson from Kenyan authorities collaborating with multiple stakeholders to build a food safety control system in Kenya in the dairy and horticulture sector.

Tim Ørting Jørgensen, CCO/Executive Vice President, Arla International
Food safety and sustainability from a business perspective

Nantim Mullah Dadi, Deputy Director, NAFDAC
Food safety from the regulators perspective

Dr. Kazuaki Miyagishima, Director, Department of Food Safety and Zoonoses, World Health Organization
The global situation of Food security and Food safety from WHO's perspective

10:20 - 10:35 **Break and coffee**

10:35 - 11:45 **What are possible key actions needed to ensure future sustainable food production, food safety and food security across sectors?**
Interactive workshop in groups

From words to action - Introduction to interactive workshops by moderator Prof. Katherine Richardson

With inspiration from the presentations, what are possible key actions in creating synergies between sustainable food production, food safety and food security, that benefits inclusive economic growth for all in society, including business and government in future food production?

11:45 - 12:15 **How do we combine the identified key actions and work together across sectors to ensure the necessary change and implementation?**
Moderated by Prof. Katherine Richardson

What is the role of policy makers, businesses and civil society and what are the opportunities for cross-sectoral collaboration for ensuring food safety and food security in a sustainable way?

Each group presents the suggestions for key actions from the interactive workshop.

12:15 - 12:30 **Where do we go from here? Wrap up and key takeaway points by moderator Katherine Richardson**

What are the synergies of the defined key actions among civil society, government and business?

Based on these synergies, how can partnerships among civil society, government and business be a solution and what are future opportunities?

12:30 - 13:30 **Lunch and networking (jointly for the theme sessions)**

13:30 - 14:00 **New signatories sign Commitments**

14:00 - 14:45 **Panel debate on the key "takeaways" from World Food Summit 2019 with:**
Prof. Katherine Richardson - moderator on Ensuring Food Safety and Food Security theme session
Corinna Hawkes - moderator on Better Health and Diets theme session
Prof. Vaclav Smil - moderator on Improved Resource Efficiency theme session
Mogens Jensen - Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation
Carmen Masia - M.Sc.Eng. in Food Technologies and co-founder of the start up Cheese it Yourself, Technical University of Denmark (DTU)

Moderated by Kimberly Flowers

14:45 - 15:00 **Closing remarks**
Mogens Jensen, Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation

15:00 - 15:30 **Networking, drinks and refreshments**

Ministry of Environment and Food of Denmark

World FOOD Summit
Better food for more people

Friday 30 August

Theme session: Better Health and Diets

Confederation of Danish Industry (DI)
H.C. Andersens Boulevard 18, 1787 Copenhagen V

Moderator: Corinna Hawkes, Director, Centre for Food Policy, City University London

08:00 - 08:45 **Registration, coffee and networking (jointly for the theme sessions)**

08:45 - 09:00 **Welcome by Leif Nielsen, Director of Danish Food and Drink Federation, DI**

09:00 - 09:10 **Why is it important to translate our knowledge into action?**
Setting the scene by moderator Corinna Hawkes, Director, Centre for Food Policy, City University London

09:10 - 10:20 **Transition to healthy and sustainable diets – experiences from frontrunners:**

Derek Sarno, Founder of Wicked Healthy and Director of Plant-Based Innovation for Tesco UK

Michael La Cour, Managing Director, Ikea Food

David Yeung, Founder of Green Monday

Per K. Christiansen, Deputy Director General, Danish Veterinary and Food Administration

Nancy E. Roman, President and CEO of the Partnership for a Healthier America

10:20 - 10:35 **Break and coffee**

10:35 - 11:45 **How to make the sustainable and healthy diet easily accessible, affordable and desirable for people**
Interactive workshop in groups.

Dive into the future of our food system - introduction to group work by moderator Corinna Hawkes

Each group consists of participants from different sectors of society. The groups agree on 2-3 key actions, to present in plenary.

11:45 - 12:15 **How do we combine the key actions and work together across sectors to ensure the necessary dietary change?**
What is the role of policy makers, businesses and civil society and what are the opportunities for cross sectoral collaboration for reaching a healthy and sustainable food system?

Each group presents the suggestions for key actions from the co-creation workshop.

12:15 - 12:30 **Where do we go from here?**
Wrap up and key takeaway points by moderator Corinna Hawkes

12:30 - 13:30 **Lunch and networking (jointly for the theme sessions)**

13:30 - 14:00 **New signatories sign Commitments**

14:00 - 14:45 **Panel debate on the key "takeaways" from World Food Summit 2019 with:**

Prof. Katherine Richardson - moderator on Ensuring Food Safety and Food Security theme session
Corinna Hawkes - moderator on Better Health and Diets theme session
Prof. Vaclav Smil - moderator on Improved Resource Efficiency theme session
Mogens Jensen - Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation
Carmen Masia - M.Sc.Eng. in Food Technologies and co-founder of the start up Cheese it Yourself, Technical University of Denmark (DTU)

Moderated by Kimberly Flowers

14:45 - 15:00 **Closing remarks**

Mogens Jensen, Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation

15:00 - 15:30 **Networking, drinks and refreshments**

Friday 30 August

Theme session: Improved Resource Efficiency

Confederation of Danish Industry (DI)
H.C. Andersens Boulevard 18, 1787 Copenhagen V

Moderator: Professor Vaclav Smil, Distinguished Professor Emeritus, University of Manitoba

08:00 - 08:45 **Registration, coffee and networking (jointly for the theme sessions)**

08:45 - 09:00 **Welcome by Leif Nielsen, Director of Danish Food and Drink Federation, DI**

09:00 - 09:20 **Welcome to theme session and 'setting the scene' on "Improved Resource Efficiency and the Food Production Value Chain" by moderator Prof. Vaclav Smil**
"Why is it important to ensure sustainable consumption and foodstuff production patterns in the entire food supply and production supply chain"?

09:20 - 10:20 **How to move towards operational solutions implementing SDG goal no. 12?**
- by best practitioners / frontrunners:

WRAP, Marcus Gover, CEO

FAO, Anne Mottet, Senior Livestock Developer Officer, Livestock Sector and Policy Branch

P4G, Ian De Cruz, Global Director

Ellen MacArthur Foundation, Emma Chow, Lead, Food initiative at the Ellen MacArthur Foundation

India, Amit Sharma, Director (standards), FSSAI

Danfoss, Kenth Kærhøg, Head of Group Communication

Rabobank, Ben Valk, Head of Food & Agri Partnerships: "Financing Food System Transformation"

10:20 - 10:35 **Break and coffee**

10:35 - 11:45 **Interactive workshop – lead by moderator Prof. Vaclav Smil and speakers in smaller groups**

Intro to interactive workshops by moderator Prof. Vaclav Smil

Each workshop group consists of participants from different sectors of society.

Topic for discussion: "How to accelerate the sustainable transition towards ensuring SDG 12 by bringing together business, public sector and civil society in partnerships looking for solutions that contribute to a transition from linear to a circular way of utilization and re-use of resources within the food production supply chain?"

Expected outcome: Identify two-three key actions by stakeholders to move forward.

11:45 - 12:15 **How do we improve resource efficiency along the food production supply chain with the aim of achieving SDG target 12 of sustainable consumption and production patterns?**

Each workshop group, through an appointed table facilitator, presents its suggestions for key actions developed by participants during the interactive workshops to the other groups and the moderator.

12:15 - 12:30 **Where do we go from here?**
Wrap up and key takeaway points, by moderator Prof. Vaclav Smil

12:30 - 13:30 **Lunch and networking (jointly for the theme sessions)**

13:30 - 14:00 **New signatories sign Commitments**

14:00 - 14:45 **Panel debate on the key "takeaways" from World Food Summit 2019 with:**
Prof. Katherine Richardson - moderator on Ensuring Food Safety and Food Security theme session
Corinna Hawkes - moderator on Better Health and Diets theme session
Prof. Vaclav Smil - moderator on Improved Resource Efficiency theme session
Mogens Jensen - Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation
Carmen Masia - M.Sc.Eng. in Food Technologies and co-founder of the start up Cheese it Yourself, Technical University of Denmark (DTU)

Moderated by Kimberly Flowers

14:45 - 15:00 **Closing remarks**
Mogens Jensen, Danish Minister for Food, Fisheries and Equal Opportunities and Nordic Cooperation

15:00 - 15:30 **Networking, drinks and refreshments**

Ministry of Food, Agriculture and Fisheries of Denmark

World Food Summit 2021

Virtual Session on 15 April 2021 – 1-3 pm (CET)

Moderator: Brent Loken, Global Food Lead Scientist, WWF

13:00 – 13:10	Welcome by moderator Brent Loken and the Minister of Food, Agriculture and Fisheries Rasmus Prehn
13:10 – 13:15	Open remarks by HRH Crown Prince Frederik of Denmark
13:15 – 13:20	Opening video
13:20 – 13:25	Introductory remarks by Flemming Møller Mortensen, Danish Minister for Development Cooperation
13:25 – 13:35	Setting the scene: Bringing game-changing innovations into the UN Food Systems Summit 2021 Agnes Kalibata, UN Special Envoy for the 2021 UNFSS
13:35 –13:45	Game-changing innovations in research: How game-changing innovations transform our food systems Shenggen Fan, Chair Professor, China Agricultural University
13:45 – 14:00	Game-changing innovations for healthy and sustainable diets: Scaling the social impact Peder Tuborgh, CEO of Arla Foods Lana Weidgenant, Vice-Chair of Shifting to Sustainable Consumption Patterns at UN Food Systems Summit 2021
14:00 – 14:15	Game-changing innovations for preventing food loss and food waste: A sustainable approach to value chain development Flemming Besenbacher, Chairman of ONE\THIRD and Food Systems Champion to 2021 UNFSS
14:15 – 14:30	Game-changing innovations for deforestation-free value chains: A global problem with local solutions Susan Gardner, Director for Ecosystems, UNEP
14:30 – 14:45	Game-changing innovations for prudent use of antimicrobials and prevention of resistance: One Health and the global fight against resistance Stella Kyriakides, EU Commissioner for Health and Food Safety
14:45 – 14:55	Key outcomes from this year's Summit by moderator
14:55 – 15:00	Closing remarks by Minister Rasmus Prehn

For more information

Please visit World Food Summit 2021 – Better Food for More People www.bfmp.dk or contact wfs@wfs.dk.

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Danish National Food Systems Dialogue 2021

Virtual Session on 16 April 2021: 1-4 pm (CET)

Moderator: Brent Loken, Global Food Lead Scientist, WWF

13:00 – 13:10	Welcome and introduction Convenor Tejs Binderup, Deputy Permanent Secretary, Danish Ministry for Food, Agriculture and Fisheries
13:10 – 13:15	Opening video – "why we are here" WFS video
13:15 – 13:20	Welcome remarks Rasmus Prehn, Danish Minister of Food, Agriculture and Fisheries
13:20 – 13:25	"Lets engage" David Nabarro, Senior Adviser on FSS Dialogues
13:25 – 13:30	Healthy and Sustainable diets Lawrence Haddad, Executive Director, GAIN
13:30 – 13:35	Food Loss and Food Waste Michael Dunford, Regional Director, Eastern Africa, WFP
13:35 – 13:40	Prudent Use of Antimicrobials and Prevention of Resistance Dame Sally Davies, UK Special Envoy on AMR
13:40 – 13:45	Deforestation-free Value Chains Pascale Bonzom, Global Project Manager, Climate and Energy, UNDP
13:45 – 13:50	Moderator briefing – introduction to discussion points
13:50 – 14:00	Introduction to Backcasting Exercise Charlotte Pedersen, Senior Advisor, GAIN
14:00 – 15:20	Discussion sessions (groups of 10 – 1 facilitator per group) • Healthy and Sustainable Diets (Ashish Deo, GAIN / Eva Monterrosa, GAIN) • Food Loss and Waste (Andreas Hansen, WFP / Fabrice Declerck, EAT) • Prudent Use of Antimicrobials and Prevention of Resistance (Anders Dalsgaard. ICARS / Elisabeth Okholm, DVFA) • Deforestation-free Value Chains (Pascal Fabie, UNDP / TBA)
15:20 – 15:55	Feedback session by moderator and facilitators
15:55 – 16:00	Concluding remarks by convenor

For more information

Please visit World Food Summit 2021 – Better Food for More People www.bfmp.dk or contact wfs@wfs.dk.

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World Food Summit 2022

5-6 May 2022, CET

Day 1

Minister Meeting (closed session – roundtable discussion)

11:00 – 11:05	Welcome by Rasmus Prehn, Minister for Food, Agriculture and Fisheries of Denmark, introducing the roundtable discussion
11:05 – 11:09	Antti Kurvinen, Minister for Agriculture and Forestry, Finland
11:09 – 11:13	Julien Denormandie, Minister for Agriculture and Food, France
11:13 – 11:17	Kęstutis Navickas, Minister for Agriculture, Lithuania
11:17 – 11:21	Muhammad Abdur Razzaque, Minister for Agriculture (speaker), Sadhan Chandra Majumder Minister for Food, S M Rezaul Karim, Minister for Fisheries and Livestock, Bangladesh
11:21 – 11:25	Frida Krifca, Minister for Agriculture and Rural Development, Albania
11:25 – 11:29	Elisabeth Köstinger, Minister for Agriculture, Sustainability and Tourism, Austria
11:29 – 11:33	Anna-Caren Sätherberg, Minister for Rural Affairs, Sweden (NB Video)
11:33 – 11:37	Costas Kadis, Minister for Agriculture, Rural Development and Environment, Cyprus
11:37 – 11:41	Rodolfo Zea, Minister for Agriculture and Rural Development, Colombia (NB video)
11:41 – 11:45	Momchil Nekov, Deputy Minister for Agriculture, Bulgaria
11:45 – 11:49	Charlie McConalogue, Minister for Agriculture, Food and the Marine, Ireland
11:49 – 11:53	Maria do Ceu Antunes, Minister for Agriculture, Portugal (NB video)
11:53 – 11:57	Hamad Al Batshan, Deputy Minister for Research and Innovation, Ministry of Environment, Water and Agriculture, Saudi Arabia
11:57 – 12:01	Jindrich Fialka, Deputy Minister for Ministry of Agriculture, Czech Republic
12:01 – 12:05	Lawrence Angolo, Chief Administrative Secretary for Ministry of Agriculture - State Department of Livestock (Vice Minister), Kenya
12:05 – 12:09	Fernando Miranda, General Secretary for Ministry of Agriculture, Fisheries and Food, Spain
12:09 – 12:12	Sándor Farkas, Deputy Minister for Ministry of Agriculture, Hungary (NB video)
12:12 – 12:15	Closing remarks with the key outcomes by Minister Rasmus Prehn

Ministry of Food, Agriculture and Fisheries of Denmark

World FOOD Summit

Main program (open session - plenum)

Moderator:	Brent Loken, Global Food Lead Scientist, WWF
13:00 – 13:05	**Welcome remarks**
	Moderator Brent Loken
13:05 – 13:10	**Introductory address**
	Rasmus Prehn, Minister for Food, Agriculture and Fisheries of Denmark
13:10 – 13:15	**Opening address**
	His Royal Highness Crown Prince Frederik of Denmark
13:15 – 13:19	**Opening video**
13:19 – 13:27	**Setting the scene: The current state of the global food system**
	David Beasley, Executive Director, World Food Programme
13:27 – 13:35	**Transforming the Global Food Systems to Combat Climate Change**
	Inger Andersen, Executive Director, UN Environment Programme
13:35 – 13:45	**Break**
13:45 – 13:55	**Healthy and sustainable diets**
	Joao Campari, Global Leader, Food Practice, World Wide Fund for Nature
13:55 – 14:05	**Deforestation-free value chains:**
	Andrew Steer, CEO, Bezos Earth Fund
14:05 – 14:15	**Food loss and food waste**
	Peter Bakker, CEO, World Business Council for Sustainable Development
14:15 –14:25	**Green transition of the global agricultural production**
	Juergen Voegele, Vice President for Sustainable Development, World Bank
14:25 – 14:35	**Break**
14:35 – 15:20	**Thematic discussions – Panel**
	Luke Spajic, UNFSS Track 2 Leader, SDG Coordinaton
	Matt Homewood, CCO, Throw No More
	Karly Kelso, Director, Ocean-based Food Initiative, EDF

	Christine Gould, CEO, Thought For Food
	Susan Chomba, Director of Vital Landscapes for Africa, WRI
15:20 – 15:25	**Key outcomes from day 1 & bridge-building remarks to day 2**
	Moderator Brent Loken
15:25 – 15:30	**Closing remarks**
	Rasmus Prehn, Minister for Food, Agriculture and Fisheries of Denmark

Day 2

Dialogue sessions (open session - plenum)

Moderator: Brent Loken, Global Food Lead Scientist, WWF

13:00 – 13:05	**Welcome remarks**
	Moderator Brent Loken
13:05 – 13:10	**Opening remarks**
	Rasmus Prehn, Minister for Food, Agriculture and Fisheries of Denmark
13:10 – 13:30	**Setting the scene: Transformations based on science and facts**
	Craig Hanson, Vice President of Food, Forests, Water and the Ocean, WRI
	Martin Frick, Director, Global Office Berlin, World Food Programme
	Rob Vos, Director, International Food Policy Research Institute
	Martien van Nieuwkoop, Global Director, Agriculture and Food, World Bank
13:30 – 15:30	**The dialogue sessions**

Dialog 1: Healthy and Sustainable Diets (open session)

Moderator: Dr. Afton Halloran

13:30– 13:40	**Introductory Remarks**
	Moderator Dr. Afton Halloran
Part 1	***The potential of Food-Based Dietary Guidelines to support sustainable food systems – a global perspective***

13:40 – 13:50	**The urgency of changing our diets to Improve our Food Systems** Prof. Armando Cueto-Perez, University of Umeå
13:50 - 14:00	**The unleashed potential of Food-based Dietary Guidelines** Dr. Ana Islas Ramos, Food and Agricultural Organization of the United Nations
14:00 - 14:20	**Interactive Dialogue between speakers and the audience**
Part 2	***Public-Private Partnerships as an Implementation Strategy – local solutions to global challenges***
14:20 - 14:30	**Public Private Partnerships – Experiences from Denmark** Lise Walbom, CEO Food Nation Denmark
14:30 - 14:40	**Creating Demand for Healthy and Sustainable Diets and Foods in Low-income Countries** Ashish Kumar Deo, Senior Advisor - Commercial Solutions, Global Alliance for Improved Nutrition
14:40 - 14:50	**A Business Perspective on Sustainable Foods** Sirapassorn Sagulwiwat, Assistant Vice President, Charoen Pokphand Foods
14:50 - 15:10	**Interactive Dialogue between speakers and the audience**
Wrap up	
15:10 - 15:20	**How to continue our efforts for healthy and sustainable diets going forward** Dr. Namukolo Covic, Country Director at IFPRI Ethiopia and member of the Coalition of Action for Healthy Diets from Sustainable Food Systems for Children & All
15:20 - 15:30	**Closure of the session** Dr. Afton Halloran

Dialog 2: Deforestation-free value chains (open session)

Moderator: Peter De Koning, Director ADP Support Unit, Amsterdam Declarations Partnership

13:30– 13:35	**Welcome and setting the stage: How is deforestation directly linked to climate change.**

	Moderator, Peter De Koning, Director *ADP* Support Unit, Amsterdam Declarations Partnership
13:35– 13:42	**Climate and deforestation seen from a Danish perspective** Danish Climate Ambassador Tomas Anker Christensen.
13:42– 13:52	**Academia on the role of deforestation and land-use in regards to climate change** Pham Thu Thuy, Center for International Forestry Researh (CIFOR)
13:52– 14:02	**Speech from those experiencing the direct implications of deforestation: indigenous people** Bitate and Txai from the indigenous Uru Eu Wau Way people from Brazil
14:02– 14:09	**Speech from those experiencing the direct implications of deforestation: farmer** Soy farmer in Argentina (to be confirmed)
14:09 – 14:16	**Youth representative on the need to tackle deforestation** Lana Weidgenant, Deputy-Director of Zero Hour (to be confirmed) or youth ambassador to the UN (to be confirmed)
14:16 – 14:23	**Introduction to the Forest, Agriculture and Commodity Trade (FACT) Dialogue group and the broad nature outcomes from COP26** David Saddington, Head of International Nature Campaign COP26, Department for Business, Energy and Industrial Strategy (BEIS).
14:23 –14:30	**Q/A to the speakers** Facilitated by the moderator.
14:30 –15:15	**Panel debate and discussion. Answering the two questions:** **1. How do we deliver on the Glasgow Leaders Declaration?** **2. How do we ensure that the nexus between deforestation and climate change is further recognized at COP27?** Brief introduction to the participants and hereafter discussion: - Sofie Tind Nielsen, Senior Forest Advisor, WWF Denmark - Simon Bager, Specialist in Sustainable land use in supply chains - Asbjørn Børsting, DAKOFO

- Déborah Dias, Consumer Goods Forum Forest Positive Coalition of Action (to be confirmed)
- Felipe Carazo, Tropical Forest Alliance (to be confirmed)
- Roselyn Fosuah Adjei, Ghana lead within the FACT dialogue group (to be confirmed)
- Representative from International Forest Commodity Companies (to be confirmed)

15:15– 15:20 **Q/A to panel participants** Facilitated by the moderator.

15:20– 15:25 **Wrap up main points from speakers and debates**

Facilitated by the moderator.

Dialog 3: Food Loss and Food Waste (open session)

Presented by the Think Tank ONE\THIRD: The Many Faces of Reducing Food Loss and Food Waste in Africa

Moderator: Jacob Ravn, CEO and Ph.d., Access2Innovation

13:30– 13:35 **Welcome**

Moderator Jacob Ravn

13:35–13:55 **Panel debate: Tech, partnerships, organization or financing?**

Mie Ole Lauritzen, Head of Business Development and Partnerships, Food Nation

Simon Boldvig, DTU, Senior Researcher at UNEP DTU Partnership

Gitte Dyrhagen Husager, Head of Private Sector Engagement, DanChurchAid

13:55–14:15 **Panel debate: Where should the solutions come from?**

Torben Funder-Kristensen, Head of Public and Industry Affairs, Danfoss Climate Segment

Magana Gikandi, Regional Innovations & Private Sector Partnerships, UN World Food Programme

14:15–14:35 **Panel debate: Is it the divergent approaches from civil society, business and politics that is the underlying challenge?**

	Gitte Dyrhagen Husager, Head of Private Sector Engagement, DanChurchAid Kenneth Lindharth Madsen, Head of Trade & Markets, Danish Agriculture and Food Council
14:35–15:05	**Panel debate: Is the key bottle neck access to financing?** Dr. Edward Mungai, Thought Leader & Sustainability Expert board member KCIC Irene Quist Mortensen, Arla and Board member of IFU Ben Valk, Global Head Multilateral Development Banking, Rabobank International Wholesale
15:05–15:25	**One-to-one: Is lack of trust the main underlying challenge?** Dr. Professor Emeritus John Kuada
15:25–15:30	**Closing remarks and time for technical challenges** Moderator Jacob Ravn

Dialog 4: Green Transition of the Global Agricultural Production (open session)

Moderator: Paul Holmbeck, Director Holmbeck EcoConsult, World Board member IFOAM Organics International

13:30 – 13:35	**Welcome and introduction to session 1** Moderator Paul Holmbeck, Director Holmbeck EcoConsult
13:35 – 14:15	**Session 1: Key challenges and concrete solutions** Presentations from 4 speakers (8 min. each) • **Máximo Torero Cullen** (Chief Economist, FAO) • **Tim Searchinger** (Senior Fellow and Technical Director, World Resources Institute) • **Karen Mapusua** (President, IFOAM Organics International) • **Pekka Pesonen** (Secretary General, Copa-Cogeca)
14:15 – 14:20	**Sum up from session 1 and introduction to session 2** Moderator **Paul Holmbeck**, Director Holmbeck EcoConsult

14:20– 14:50	**Session 2: Key challenges and concrete solutions**
	Presentations from 3 speakers (8 min. each)
	• **Josephine Akia Luyimbazi** (Country Coordinator, PELUM Uganda)
	• **Gernot Laganda** (Chief of Climate and Disaster Risk Reduction, WFP)
	• **Million Belay** (General Coordinator, Alliance for Food Sovereignty in Africa)
14:50 – 14:55	**Sum up from session 2 and introduction to session 3**
	Moderator **Paul Holmbeck**, Director Holmbeck EcoConsult
14:55– 15:25	**Session 3: Panel debate and discussion**
	Q/A from speakers and participants
15:25– 15:30	**Wrap up and summary of the main points from speakers**
	Moderator **Paul Holmbeck**, Director Holmbeck EcoConsult

Main program (open session - plenum)

15:30 – 15:55	**Key outcomes from the dialogue sessions moderated**
	Moderator Brent Loken
	Afton Halloran, Independent Consultant in Sustainable Food Systems
	Transition
	Peter De Koning, Director, Amsterdam Declarations Partnership
	Jacob Ravn, CEO and Ph.d., Access2Innovation
	Paul Holmbeck, Director Holmbeck EcoConsult, World Board member IFOAM
15:55 – 16:00	**Closing remarks**
	Moderator Brent Loken

Bilag 4

Culinary diplomacy

Følgende række af bilag knytter sig til initiativet *Culinary diplomacy* og indbefatter individuelle evalueringer af aktiviteter.

Udenrigsministeriet 2019a, Beijing - CD grants application 2020

Udenrigsministeriet 2019b, Cairo- Evaluation. PD project proposal

Udenrigsministeriet 2019c, Istanbul - Sustainable Danish Delight 2019 - PD Fund-Evaluation

Udenrigsministeriet 2019d, Jakarta_2019

Udenrigsministeriet 2019e, New Delhi - CD application 2019

Udenrigsministeriet 2019f, Riga - Application Form 2019 - Great taste - Zero waste Latvia

Udenrigsministeriet 2019g, Shanghai - Application Form 2019

Udenrigsministeriet 2019h, Singapore, A Taste of Denmark

Udenrigsministeriet 2019i, Tallinn - Application Form 2019 - Great Taste - Zero Waste

Udenrigsministeriet 2019j, Tokyo - EVALUATION Tokyo CD event

Udenrigsministeriet 2019k, Warsaw 100 years_2019

Udenrigsministeriet 2019l, Zagreb- Application Form 2019

Udenrigsministeriet 2020a, Bangkok - Standard Application Form 2020 - PD funding BANGKOK

Udenrigsministeriet 2020b, Beijing - CD grants application 2020

Udenrigsministeriet 2020c, Beijing CD grants application 2020 organic gastronomy

Udenrigsministeriet 2020d, Brasilia - CD Standard Application Form 2020

Udenrigsministeriet 2020e, Istanbul Great Taste Zero Waste webinar CD

Udenrigsministeriet 2020f, Riyadh - CD evaluation Q4 2020

Udenrigsministeriet 2020g, Seoul - 2020 Culinary Diplomacy Funds Application

Udenrigsministeriet 2020h, Shanghai - Application Form 2020 GKL Shanghai CD

Udenrigsministeriet 2020i, Tallinn - Standard Application Form 2020

Udenrigsministeriet 2020j, Ukraine_2020

Udenrigsministeriet 2021a, Brasilia - Standard Application

Udenrigsministeriet 2021b, Beijing_2020 70 year anniversary

Udenrigsministeriet 2021c, Beijing_2021_Hotdogs 100 years

Udenrigsministeriet 2021d, Budapest Embassy 2021 – evaluation

Udenrigsministeriet 2021e, Istanbul_August 2021

Udenrigsministeriet 2021f, New York Culinary Diplomacy 2021 Gkl

Udenrigsministeriet 2021g, Pretoria - Culinary CD Application South Africa

Udenrigsministeriet 2021h, RIGA - Standard Application 2021 for CD project Great Taste Zero Waste Follow Up Event

Udenrigsministeriet 2021i, Riyadh 2021_evaluation report

Udenrigsministeriet 2021j, Rome - Report Rome - CD Standard Application 2021

Udenrigsministeriet 2021k, Shanghai Standard Application - final – 2021

Udenrigsministeriet 2021l, Tokyo_Gastro Diplomacy Application_Evaluation_29102021

Udenrigsministeriet 2021m, Vilnius_Standard Application_CD –2021

Udenrigsministeriet 2022, Gastrodiplomati 2019-2022

Application Form – CD Fund 2020

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 06.01.2020	
Name of Mission: Royal Danish Embassy in Beijing	
Title of PD/CD-activity: Danish gastronmy – sustainabilty – saving ressources and reducing waste.	
Contact Person at Mission: Hanna Liv Leanderdal, Marie Louise Flach de Neergaard	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	In 2020 the Danish Embassy in Beijing plan the event: Danish gastronomy – sustainabilty – saving ressources and reducing waste. Danish minister for Food, Mogens Jensen, will visit China during Spring 2020. Several events will be planned around this visit by the minister including the following activities: 1.Mini-seminar on linking gastronomy and sustainability including saving ressources and reducing waste. Sustainable gastronomy is not only about reducing food waste, recycling and mapping CO2 emissions. It is also about having a gastronomical mindset. As such this seminar asks the question: How can we use gastronomy to help solve global sustainability challenges, whether environmental, social or financial? The seminar will encourage dialogue between Danish and Chinese gastronomy pioneers. The participants will share their knowledge and visions on how to achieve	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines] The event was carried out with ambassador participation instead of minister online participation. This was due to the fact that the ministers participation had to be cancelled shortly before the event because of change of responisible minister in Denmark. Speakers from Denmark joined online including Selina Juul and former Noma chef David Zilber.

	global consensus and create a committed, common direction towards sustainable gastronomy. 2.Gastro-dinner on Improving Resource Efficiency and Reducing Food Loss and Waste In 2019 The Danish Embassy in Beijing launched several initiatives to encourage dialogue and rethink how people produce, consume and reduce food waste. The Sino-Danish Cooperation Platform on ressource efficiency and prevention of food loss and Food was such an initiative and was opened/ launched by the Danish Minister of Environment in Beijing in 2019. In 2020 we use this platform for new activities. A gastro-dinner for carefully selected influencers and stakeholders will be one of the initiatives.	
2. Output (Key Performance Indicators)	40 VIP participants at both events We invite some of Chinas most famous food bloggers and influencers with many million followers. We expect to reach out to 10 Chinese KOLs with aprox. 26 million followers. We expect about 10 million views on the Chinese social media platforms.	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] There are 22 physical participation at the event. Danish partcipants joined the event online due to travel restriction. One magazine and two Kols participated the event.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The events is expected to create a lot of media attention around Danish gastronomy through the embassy's media contact, social media platforms, press coverage and the participants' own interactions. Furthermore the activity will support the Sino-Danish Cooperation Platform established in 2019 on ressource efficiency and prevention of food loss and food waste.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] The event was covered on the embassy's social media platform as well as in the social media interactions of the participatns – especially the KOLs.

4. Impact *Impact is the effect you hope to obtain.*	It is expected that the acitivites will increase the general knowledge of Denmark as a green food nation and obtain support to food initiatives with social innovative purposes. We will also promote 'everyday activism' through on line campaigns where our followers are encouraged to take personal action. The activities will support and deepen the ties between the Danish and the Chinese Gastronomy scene.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] As these events were a result of continued efforts the knowledge to Danish sustainable gastronomy is increased and the focus on stop wasting food is manifested.
5. Timing	May 2020.	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines] The events was carried out on 3rd December due to VIP's schedule, travel restrictions, etc.
6. Relation to PD Priotities	CD - Gastronomi - Green DK, Creative DK	
7. Target Group/s	Chinese government officials, relevant business people, NGO's and leading Key opinion leaders.	[Actual target group – In case of deviation from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] Please check annex 1 for participants list.
8. Special Guests/VIP	The Danish minister of food and Chinese government officials. KOLs with a large amount of followers.	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.] Danish ambassador to China participated the event instead of minister. Please check annex 1 for participants list.

9. Promotion	The actitivites will be promoted on the embassies social media platforms, where campaigns around gastronomy and food waste will support the events.	[Actual promotion activities] The events was reported through embassy SoMe account and food and environment team monthly newsletter. Kols posted articles about the event on their Weibo account. Two Kols have more than 20 million followers on weibo.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	50.000 DKK	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.]
11. Overall Costs *Partial financial contribution from mission is required.*	100.000 DKK	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explaination on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] Please see annexed voucher report. The actual cost is 22953,67+715,98+2872,20: Total: 26541,85DKK
12. Co-funding	none	[Actual co-financing by third party - if applicable]

13. Local Activity Code	Unit ID: 52041 Job ID: 6853 Local Activity Code: 80171 (CD grants 2020 –DKK 50,000) Relevant account	[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.] Unit ID 52041, Job ID 6853, LAC 80171
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] 23458,15DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] More chef from Chinese catering industry can be invited in next event. The topic can be more specific, and there should be more Danish speakers in the future.

Annex 1: ***Participants list(22+2online):***

H.E. Thomas Østrup Møller, Danish Ambassador to China
Marie Louise Flach de Neergaard, Minister Counsellor
Amanda Xiang, Senior commercial officer
Krista Kristensen, ambassador chef

Selina Juul, founder of reduce food waste(online)
David Zilber, Chr, Hansen (online)
Yahui Zhang, Director-General, Department of International Cooperation, Chinese Academy of Agricultural Sciences
Li Fang, Country Director, World Resources Institute China
Xiao Sun, Director-General, Department of Multilateral Cooperation, China Chamber of International Commerce
Xiaotian Fu, Director of Food and Natural Resources, WRI China
Jiaqi Wang, Director General, Institute of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs
Guangwei Liu, Chairman, World Eatology Forum
Wang Xiaohui, senior manager, World Eatology Forum
Fengkai Wang, Director of Packaging Research, Mengniu Group

Snorri Sigurdsson, Head of China-Denmark Milk Technology Cooperation Centre
Guangyan Cheng, Research Fellow, Institute of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs
Jiapeng Li, Assistant to the President, Professor, China Meat Research Center
Wen Zi, CEO, GoalBlue
Che Wei, senior manager, Danfoss
Wang Bing, chief editor, culinary artist magazine
Zhang, Zhenxiong, chef
Liu Baoshan, chef
KoL Xiaoqiaobangzhu
KoL Daxiong

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 30.05.2019	
Name of Mission: CAIRO	
Title of PD/CD-activity: #culinarbites	
Contact Person at Mission: Dorte Zaalouk	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	Culinary Street Food Event in Downtown Cairo in partnership with the high end local foodcompany ZOOBA, Egypts new hip street food producer, taking the street food experience to the next level. Zooba will be partnering with Cok and Food Consultant Anne Hjernø (AnneMad and Anne og Anders i Mellemøsten) and Ditte Ingemann (Photographer and Food Stylist).	No deviation. One of our best events with a lot of media attention and hight turn-out of guests.
2. Output (Key Performance Indicators)	Anne and Ditte will record the process from the arrival to Cairo, the actual event and their visits around town, creating a blog and using their SoMe. Together they have 250.000 followers. The actual event will also be announced via Zoobas SoMe accounts, they have 37.000 followers on Instagram and 200.000 on Facebook.	We have received a lot of attention on SoMe. All involved, Zooba, Anne and Ditte have been active on their accounts, in particular on Instagram. Many positive comments and we have new followers. Ditsen https://www.instagram.com/ditsen/?hl=da https://www.instagram.com/stories/highlights/18013516654248972/?hl=da annemad https://www.instagram.com/annemad/?hl=da https://www.instagram.com/stories/highlights/18014408794254519/?hl=da zoobaeats

		https://www.instagram.com/zoobaeats/tagged/?hl=da
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Creating awareness about the Danish kitchen, Street Food, new kitchen, Nordic kitchen incl. sustainability and environmental issues (organic produce, no plastic, sustainable food production). Engagement on Social Media.	Great awareness. We had great talks with the guests regarding the Danish kitchen. The Ambassador gave several interviews and there was a lot of focus on Denmark in general.
4. Impact *Impact is the effect you hope to obtain.*	Showing how the home-grown and locally produced market can be used. How to use more sustainable material, i.e. recycle more.	All procuct were from the local market. Bambus cutlery and plates from Denmark. A few items were served in non organic containers but we had to compromise due to cleanliness and display. Biút all in all the presentation was organic and sustainable.
5. Timing	22 -26 November 2019	Preparations took place during the mentioned dates and the public event on 26. November.
6. Relation to PD Priotities	Green Denmark, Culinary Denmark, Digital Denmark	
7. Target Group/s	Official invitees, Relevant Ministries and Authorities, Arts and Culture Scene (officials as private), official partners, companies and their staff, (walk-ins).	Attached list of invitees.
8. Special Guests/VIP	Minister for Environment, CEOs of companies, Hotel Managers and relevant NGOs for Sustainable Development, Recycling and Home-Grown produce.	We received some regrets from higher officials. However, we believe we reach an important target group. A large variation of guests.

9. Promotion	Promoting via our SoMe channels.	We discussed the promotion lenghtly and dediced against promoting the event via SoMe. If we had, we would have received too many guests and we would not have been able to cater for them all. Our local partner has a huge amount of followers on SoMe which would have resulted in too many guests.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	50.000 DKK Budget is now at 60.000 DKK	We received 35.000 DKK from PD and the total cost for the event was 60.263,89 DKK
11. Overall Costs *Partial financial contribution from mission is required.*	The TC of the Embassy is financing the business part.	We decided to leave out the business part as there were too many TC events during the following week. It did not affect the success and the outcome of the event. We decided to create a real street food event without any business connection.
12. Co-funding	Only the Embassy	
13. Local Activity Code		[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.]
14. Amount Returned		None

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	After revising we think it has been a very economic event. An advantage of course is, that food products are relatively cheap in Egypt and that gave us a huge advantage. We were able to create a large amount of food for a small budget. The most expensive were the flights and accommodation for the 2 Danish participants. Furthermore, they shared a fee of 25.000 DKK which help a lot. As they said: they WANTED to come to Cairo and agreed to charge less than their usual fee. All local partners worked for free, all volounteers. No charge for renting a bigger kitchen, all goods at cost price. We are truly blessed with and such partners. We also made use of the good contacts we have, everyone helped and lend us thinks without charge. Great cooperation from all sides. We are extreemely satisfied with this event and we will gladly do it again. Everything fell into place. Choise of location, music, partners; a real street food event. In the future we will invite people via Whats App, email works too slow for us and we have also learned that it is better to invite on a personal level, each staff invites directly their contacts. Gives a much better turn out.

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 29 May 2019	
Name of Mission: Istanbul and Ankara	
Title of PD/CD-activity: Sustainable Danish Delight	
Contact Person at Mission: Anette Galskjøt	

PROJECT DESCRIPTION

	Application	Evaluation
1. Description of PD- and/or CD-activity	As a grand finale of TC Turkey's participation in the 5th Sustainable Food Summit in Istanbul we will organise an exquisite dinner with a top-Danish Chef in cooperation with the global organisation Chaîne des Rôtisseurs	TC Turkey organized a sustainability-oriented Danish gastronomy dinner called "Sustainable Danish Delights" on the occasions of 5th Sustainable Food Summit and World Food Day in 17th October 2019. Master Chefs from Denmark and Turkey, Christoffer Brink Faerch, Philip Scheel Gronjkaer and Soner Kesgin served unique examples of Danish-Turkish fusion to distinguished guests. Danish global brewing company Carlsberg that is well-established in Turkey offered a special tasting for participants in a networking cocktail prior the dinner. The event featured sustainable and healthy eating habits and diet while promoting Danish cuisine. Additionally, the speeches and video presentations aimed at featuring the United Nations Sustainable Development Goals for a more healthy and sustainable living, zero waste and advanced dialogue for a better and more sustainable were futured. The members of Chaines des Rotisseurs, Carlsberg, Turk Tuborg, Turkish Airlines and Sustainability Academy contributed to the event.

2. Output (Key Performance Indicators)	The dinner will be for approx. 50 selected VIPs in Turkey, who will carry the message of the sustainable Danish cusine forward. Danish and Turkish media will be invited to get maximum outreach in Turkey	The dinner was served to 70 people including VIPs from Turkey's leading food and nutrition sector, VIPs of global Danish companies established in Turkey, Directors of local and international NGOs advocating sustainable food, other Consul Generals and food critics, gourmets, columnists and influencers from Turkey. The seats were evenly distributed in order to increase the cultural exchange and to brand Denmark on each table. Media was invited.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Increased focus on Denmark as a sustainable nation – also in respect of food and nutrition. We have successfully branded Denmark as a very green nation through the SSC cooperation between the Minsitry of Energy in Ankara and Danish Energy Management and we want to leverage this also to include focus on healthy life styles. We expect to see increase in SoMe coverage as we will be able to reach a different audience through the profiling of this event. The 50 invitees are expected to become food ambassadors for Denmark going forward.	As the actual output of the event, we increased the awareness about Denmark as a sustainable nation with respect to food and nutrition thru branding Denmark with creative and healthy dishes. The cooperation between Danish and Turkish chefs, the brewing companies and the close dialogue underlined the cooperation between Danish and Turkish cultures. With the help of gourmets and food VIPs, we increased our SoMe coverage as well as the visibility of Denmark in Turkish media. The participants were highly impressed with Danish influence and Denmark's role in sustainable food at the end of the night.

4. Impact *Impact is the effect you <u>hope</u> to obtain.*	Turkey is facing a huge challenge of obesity. 11% of all children are obese and many suffer from diabetes. Novo Nordisk alone has more than 700,000 patients in Turkey. Renewed focus on healthy living combined with haute cuisine is expected to create renewed awareness on the possibility of enjoying life and being healthy at the same time – hence the title Sustainable Danish Delight!	As the actual impact of the event, many of the national newspapers in Turkey covered Sustainable Danish Delights and the collaboration between TC Turkey and Sustainable Food Summit. Besides, the event was covered by highly respected food journals. The participants promoted the sustainability and Denmark on their SoMe networks and web media and blogs and described the event as "the bridge connecting Danish sustainability with Turkey's food scene". Dirk Jacobs, Deputy Director General of Food Drink Europe expressed his will to include European beverage companies next year. Similarly, many guests expect a bigger version of the event thru including textile and furniture sectors with the title, Sustainable Danish Designs.
5. Timing	17th October 2019 following our participation in the 5th Sustainable Food Summit. This summit is organised in cooperation with Sustainability Academy, Turkey Food Industry Employers' Union, in cooperation with Turkish Ministry of Agriculture and Forestry, Food and Agriculture Organization of the United Nations. Danish Food Nation will participate along side a number of Danish companies	Sustainable Danish Delights took place on 17th October 2019 at Fairmont Quasar Aila Restaurant where the 5th Sustainable Food Summit took place whole day. TC Turkey participated in the Summit, workshops and networking side events. The Sustainable Danish Delights event is organized as a side event of the summit where the VIP attendees of the Summit were invited to have a bite of Denmark.
6. Relation to PD Priotities	CD fund application with a strong SDG focus on healthy living SDG 3, responsible consumption SDG 12 and partnerships for the goals SDG 17.	
7. Target Group/s	50 selected influencers within sustainable healthy lifestyles	Influencers within sustainable and healthy lifestyles. List of invitees attached. Also, please refer to F2 case 2019-37021.
8. Special Guests/VIP	Representatives from the Ministry of Health as well as the Ministry of Agcriculture and Forestry will be invited.	Turkish Ministry of Health and The Ministry of Agriculture and Forestry were excluded from the invitations because the representatives of ministries are avoiding participating in events with alcohol service. Since the Danish chefs paired up each dish with a glass of Danish brand wine and Carlsberg

		supported the cocktail, TC did not invited the Ministries. Rather, the VIPs of local and international NGOs, leading companies in the food sector and famous food critics in sustainability were invited to the event.
9. Promotion	The dinner will be promoted on our SoMe before, during and after the event.	The dinner was promoted on our SoMe before, during and after the event. The participants also contributed to promotion. The invited columnists helped us feature the dinner in newspapers. After the dinner, we launched a press release summarizing the dinner and featuring Denmark as a sustainable food nation. The press release with HD photographs appeared on many national media channels of Turkey including newspapers and journals.

ECONOMY

	Application	Evaluation

10. Amount	50,000 DKK Fee for Danish Chef Travel and accommodation for Danish Chef Invitations and promotional material Danish sustainable seasonal products(bought in Turkey if possible)	TC Turkey received 35,000 DKK. Expenditures are: -Venue rent: 18,505.93 DKK -Cherry wine served: 1,638 DKK -Danish chefs: 10,000 DKK -Photo book of the event: 1,627.50 DKK The total cost was 31,771.43 DKK The difference is because the plane tickets of 2 chefs were sponsored by Turkish airlines. Fairmont Quasar Hotel (the event venue) sponsored the accommodation of 2 Danish chefs. Representatives of Danish companies in Turkey paid to participate to the event. 12,050.08 DKK were collected and this amount covered the prepayment to the event venue.
11. Overall Costs *Partial financial contribution from mission is required.*	75,000 DKK The two missions intend to contribute with manpower and organisation.	12,050.08 DKK were collected from representatives of Danish companies in Turkey who wanted to participate to the event. TC Turkey also contributed with manpower to the event. All expenses are collected under DDI 1936269 for easy reference. Plus there is Rejsud settlement 62653.
12. Co-funding	We will seek sponsorships from commercial companies in Turkey and Denmark for the event.	Carlsberg/Turk Tuborg A.S. sponsored a welcome cocktail prior to the dinner. The representatives of Danish companies paid for their own participation to the event.
13. Local Activity Code		Job ID: 6853 LAC: 57305
14. Amount Returned		3,228.57 DKK

LESSONS LEARNED

	Evaluation

15. Main Lessons Learned	- Sustainable Danish Delights showed us how important for Turkey to signify collaboration between two cultures. The chefs not only created signature dishes for the VIP attendees but also presented the value of fusion and friendship as they explored the local tastes of Istanbul while presenting Danish food at its best. - TC Turkey saw that there is a public demand for the increasing visibility of sustainable Danish lifestyle in Turkey. A broader event can be planned for the future including the design sector. - There was clear and huge interest for the event. A larger-scale event can easily be organized as there is a clear demand and interest for it.

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 30/9-2019	
Name of Mission: Jakarta	
Title of PD/CD-activity: Partnership Through Food: Danish Gastronomy With Indonesian Twist	
Contact Person at Mission: Kasper Helmgaard Rask, kasras@um.dk	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	In 2020, Denmark and Indonesia are celebrating 70th year anniversary of diplomatic ties. The launch event of the anniversary will take place on 3 December 2019, next to the famous Buddhist Borobodur temple, outside the city of Yogyakarta. Key Danish participants are Her Royal Highness Crown Princess Mary and Minister for Development Cooperation, Rasmus Prehn , who will officially open the joint anniversary from Danish side. The event will take place in the evening, where the guests will see the iconic temple at sunset, after which the temple will be illuminated, setting a spectacular scene. The Embassy wants to use this special occasion to promote Denmark's world leading position in the field of sustainability from farm to fork, organic food production and gastronomy, but also to promote the Embassy's new Strategic Sector Cooperation on Food and Agriculture in Indonesia, launched on August 1st 2019. These areas are integral parts of the Danish-Indonesian Strategic Partnership and Joint Action Plan launched during the State Visit 2015 and the visit by the Danish Prime Minister in 2017 respectively.	No major deviations from original description.

	On the night of the launch event of the anniversary, a special gastronomic menu will be offered to the guests, focusing on combining the best traditions from modern Danish and Indonesian cuisine. The menu will be created by world-renowned Danish Chef, Per Thøstesen, owner of Bistro Boheme, Chef for the Danish men's national football team and award-winning author of two cookbooks on Danish and Indonesian (Balinese) cuisine, in cooperation with a local renowned chef. This chef partnership will ensure that the dinner menu consists of a mix of Danish and local ingredients and applies signature techniques of the New Nordic kitchen. This way, the dinner is also appealing to local taste-buds, more sustainable by not shipping everything in, and makes the use of the best local ingredients, focusing at the same time on minimizing food waste. The menu will be available in print at each plate. The backside of the menu will include information about Denmark's strongholds within gastronomy, sustainable food production, organic, food safety and how Denmark and Indonesia are working together on these. Roll-up posters on Danish strongholds from Food Nation will also be printed and placed at the venue to create a story telling on how these strongholds come to play in the creation of the special menu for the event. The Danish chef will arrive days in advance to prepare the menu and find the local ingredients. The SoMe team of the embassy will follow the Danish chef with a camera through the "journey" to document on video the Danish-Indonesian relations as seen through food and how food traditions, ingredients and techniques from both cuisines can create entirely new and unique food experiences.	
2. Output (Key Performance Indicators)	About 80-100 participants, including high level guests, the embassy's closest partners and other VIPs will be present. Media exposure: The Embassy aims to have the culinary diplomacy aspect mentioned in 3 articles on national media, covering the launch of the anniversary.	No deviation, about 100 guests, including high level guests, the embassy's closest partners and other VIPs. The event received lots of media

	1000 views on the SoMe video.	attention in especially Denmark, but we did not succed in having the CD aspect mentioned in Indonesian media. In terms of SoMe coverage, the embassy did a recap post of the culinary part of the anniversary launch on Instagram. During the preparations, the chef, Per Thøstesen, posted 10-30 stories daily on his Instagram (+25k followers) where his followers could follow the preparations of the event in cooperation with the Indonesian kitchen staff, including market visits, tasting sessions and from the kitchen. The embassy also reposted from these. This coverage was more valuable and reached a much larger audience than what the embassy could perform through own SoMe channels. Also, the kitchen chef of the hotel chain, Iqbal, posted videos and posts to his 3000 Instagram followers throughout the preparations.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The culinary diplomacy aspect of the event will attract the guests' attention towards Danish gastronomy and Danish strongholds within organic food production and sustainability from farm to fork, by creating a special menu for the event and by applying storytelling on Denmark's front running role in innovative, effective and	No deviation.

	sustainable food production.	
4. Impact *Impact is the effect you <u>hope</u> to obtain.*	To spark and broaden the interest in Denmark as an innovative food nation and in Danish expertise within food safety, organic food production and for the Indonesian public to see Denmark as a pioneer country in the field of gastronomy.	No deviation.
5. Timing	The event will take place on Tuesday 3 December at Borobodur, outside Yogyakarta.	Timing as planned.
6. Relation to PD Priotities	The activity relates to Green DK in relation to organic food production, food safety and sustainability.	
7. Target Group/s	- Indonesian ministers and other high-level government officials - The Embassy's partners - Other special guests	As planned.
8. Special Guests/VIP	<u>Special guests include:</u> Her Royal Highness Crown Princess Mary Minister for Development Cooperation, Rasmus Prehn The Governor of Central Java The Sultan of Yogyakarta 1-2 Indonesian ministers expected	The embassy received last-minute cancellations from the Governor of Central Java and the Sultan's daughter. List of participants attached.
9. Promotion	The event is for invited guests only. A video will be produced to document the creation of the special menu as seen from behind the scenes.	The embassy did a recap Instagram post. Also, the Indonesian kitchen chef posted a recap video on his Instagram with +3000 followers.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	<u>Overall amount applied for: 70,000 DKK</u> Fee for chef Per Thøstesen and assistant 10,000 DKK Flights and hotel for Per Thøstesen and assistant 24,000 DKK Fee for local chef 5,000 DKK Food 25,000 DKK Local transportation 3,000 DKK Print of roll-up posters 3,000 DKK	PD funds: DKK 85,000 Separate financial accounting attached.

11. Overall Costs *Partial financial contribution from mission is required.*	Estimated overall costs (culinary diplomacy part of the event only): 85,000 DKK Financial contribution from mission: 15,000 DKK: Fee for chef Per Thøstesen and assistant 10,000 DKK *(overall 20,000 DKK)* Food 5,000 DKK *(overall 30,000 DKK)*	PD funds: DKK 85,000 Overall expenses: DKK 87,015 Separate financial accounting attached.
12. Co-funding	Co-funding from: Indonesian Ministry of Foreign Affairs – rent of venue – amount TBC Slots- og Kulturstyrelsen: travel expenses and fee for Danish performers – amount TBC	Slots- og Kulturstyrelsen DKK 57.500 Other venue costs: The embassy
13. Local Activity Code		LAC: 49446 [Please state the PD JobID (6851)/CD JobID (6853) Unit id : 52141 Budget id: 11 Job id: 1
14. Amount Returned		0 DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	• SoMe coverage and exposure is often more valuable/authentic when coming from the involved parties instead of from the mission. Per Thøstesen has about five times as many IG followers as the embassy's page and his many daily stories gave much more exposure than we could have gotten any other way. • We should have made more efforts to brand the CD part of the event to local media, especially with the immense focus on HRH's participation, which took most media attention. • The DK and Indonesian chef's own SoMe coverage of their cooperation, the creation of the menu, the preparations, market visits etc. was portrayed by themselves in a much better way than what would have been possible by the embassy. When engaging people in these kinds of project – Personal SoMe presence/activity/reach/brand value could therefore also serve as an indicator – especially when planning media/SoMe coverage.

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 31st May, 2019	
Name of Mission:Embassy of Denmark in India	
Title of PD/CD-activity: CD activity- Workshop- Denmark- the leading star on the Culinary skyline	
Contact Person at Mission: Ashima Thukral, Sofie D. Crump	

PROJECT DESCRIPTION		
	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	[Short description – max. 5 lines - e.g. event, material, exhibition, conference] The Embassy wishes to organise a workshop to promote Denmark as a global player in food and gastronomy with a focus on sustainabiltity, new Nordic cuisine, food safety, and high quality food. The workshop will include a Danish chef cooking high quality Danish food and present the servings to tell stories about Danish gastronmony and food as part of public diplomacy efforts. The workshop will take place around two main events taking place in India in quarter 4: • World Food India (November)- The Danish ministerial and business delegation is expected to participate. • Tastings India Symoposium- It is a three-day seminar that aims to promoting New Nordic manifesto in India. Last year, The seminar involved participation from FSSAI, Danish Ministry of Food and Enviornment, and participation of the famous Danish	The embassy participated as a country partner in tastings symposium event that was held on 17th and 18th December 2019. • Ambassador Svane participated in the opening panel discussion on 'Making Maternal and Child Nutrition A Mass Movement', or 'Jan Andolan' Ambassador and Mr. Amitabh Kant co-chaired the Indo- Nordic Food policy Workshop. The workshop focussed on sustainable food solutions in a circular economy. Topics such as food waste, SDG2, nutrition, zero hungry were discussed. The Danish expert on Food, Line Rise Nielsen spoke in varous panel discussions on topics like- 'Making Maternal and child nutrition Matter' (day 1), creating a cicular food economy with Nordic perspective (day 2). At the 2nd Indo-Nordic Food Policy Workshop at NITI Aayog, Ambassador Svane delivered the inaugural

	Chef- Claur Meyer. The Embassy has developed strong focus to promote Denmark's food and agriculture over the last two years and aiming to even further strengthen cooperation between India and Denmark in the near future. The Indian Minister for Food and Agriculture is expected to take part in World Food Summit in Copenhagen this year. Hence, organising culinary diplomacy workshop will not only brand Denmark as a global player in gastronomy in India but will also channelize Embassy's efforts in strengthening Indo- Danish relations in the food and agricultural sector.	speech. The lead speakers at the event were Mr. Amitabh Kant, CEO, NITI Aayog; Mr. Parameswaran Iyer, Secretary, Drinking Water and Sanitation, better known as the man behind the Swachh Bharat Mission; and Mr. Pawan Agarwal, CEO of the Food Safety and Standards Authority of India (FSSAI).
2. Output (Key Performance Indicators)	[Expected output (quantifiable) – e.g. expected number of participants, number of media exposures, number of likes/views on SoMe] The seminar is expected to have 60-80 paricipants and would include stakeholders from Indian food industry, FSSAI, Indian chefs and Indian bloggers. Indian media like CNN News 18, Times of India, Hindustan times, etc., will be invited to cover the event. The worshop is expected to be covered in atleast three indian newspapers and will also have digial coverage. The worshop will be promoted on social media profiles of the following- • Indian Bloggers and influencers • Tastings India • Danish and Indian chefs	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] Media coverage received so far: Business Standard: https://www.business-standard.com/article/news-ani/ministry-of-women-and-child-development-signs-mou-with-tasting-india-symposium-119121900888_1.html ANI: http://www.punjabtribune.com/news/168517-ministry-of-women-and-child-development-signs-mou-with-tasting-india-symposium.aspx

	• Danish Embassy	
3. Outcome (Key Performance Indicators) *Outcome is the effect you <u>work</u> to obtain.*	[Expected outcome/short-term effect – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers, the change of awareness you wish to promote] The worshop will result in builidng new networks between Indian and Danish chefs and help in strengthening our exsisting strategic network with FSSAI.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] As an outcome, Embassy has become a knowledge partner for Poshan Quiz Series 2020 launched by Tasting India Symposium with the support of the Indian Union Ministry of Women and Child Development.
4. Impact *Impact is the effect you <u>hope</u> to obtain.*	[Impact/long-term effect of the outcome – e.g. better bicycle infrastructure, more recycled plastic or less violence against women] The event will lead to spreading awareness about Danish gastronomy, food safety, high quality food, concept of producing more with less, organic production to the relevant stakeholders as well as the general public. This will help in branding Denmark as a gastronomic food nation in India.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] Increased interest about Denmark's food ecosystem was clearly seen amongst the audience. Embassy has become a knowledge partner for Poshan Quiz Series 2020 launched by Tasting India Symposium with the support of the Indian Union Ministry of Women and Child Development.
5. Timing	Quarter 4, 2019	Quarter 4, 2019
6. Relation to PD Priotities	The application relates to the newly introduced Culinary Diplomacy.	
7. Target Group/s	[Expected target group – e.g. non-state actors such as the media, int. org., opinion/community	[Actual target group – In case of deviation from expected target group, please give a short

	leaders, decision-makers, NGOs, private companies, influencers, general public] • Indian food bloggers • Indian and International chefs • FSSAI • Danish companies participating in World Food India in November • Indian media to cover the event • Social media influencers (in food and agriculture)	explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] • NITI Aayog • FSSAI • Danish company- Danfoss • Indian media- business line, ANI, Hindustan Times
8. Special Guests/VIP	[Expected participation of special guests or ministers etc.] Expected high level participation from FSSAI.	High level participation in the event: Mr. Pawan Aggarwal, FSSAI Mr. Amitabh Kant, CEO, NITI Aayog [Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.]
9. Promotion	The worskhop will be promoted in the following areas in two phases- pre-worshop announcement and outcome of the workshop: • Indian newspapers • Social media profiles of food bloogers and infuencers • Chef's profiles • Embassy social media platforms and website	[Actual promotion activities] Since the event concluded on 8th December, we are waiting for media coverages. As of now we have the following coverages: Business Standard: https://www.business-standard.com/article/news-ani/ministry-of-women-and-child-development-signs-mou-with-tasting-india-symposium-

		119121900888_1.html ANI: http://www.punjabtribune.com/news/168517-ministry-of-women-and-child-development-signs-mou-with-tasting-india-symposium.aspx The event was promoted on Twitter profiles of Embassy, NITI Aayog, Tasting India.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	[Amount applied for and the budget items covered by this amount. Clear division between costs related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*.] CD grant • Airfare of the Danish chef- 6,000 DKK • Accomodation (4 days)- 4,000 DKK • Danish ingredients (purchase and import)- 10,000 DKK • Purchase of local services from local chef- 6,000 DKK • Digital communication- 7,000 DKK • Fee for Danish chef- 6,000 DKK • Rent of venue- 6,000 DKK Total: 44,000 DKK	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.] The embassy received 35.000 DKK Tentative Budget: **Particulars** / **Estimated Amount** Tastings India Line's flight ticket: 7,383 Line's accomodation: 3500 Fee to partner with tastings india: 10,000 Line's fee as a speaker: 10,000 (We are waiting for some invoices to come after

		which we will make final budget) Since the project got over two days ago and hence due to limited time to receive invoices and process them, we will send the voucher report in early January.
11. Overall Costs *Partial financial contribution from mission is required.*	The project has been done within the grant allocated. Additional funding was applied from Nordic Counicil of Ministers to organise Indo-Nordic Food Policy Workshop.	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explaination on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.]
12. Co-funding	Expected some costs to be covered by Tastings India Symposium. The cost elements yet to be decided.	[Actual co-financing by third party - if applicable]
13. Local Activity Code		LAC: 50184 Job id: 6853 [Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.]
14. Amount Returned		[Total amount of unused funds/amount returned to OKO]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)]

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 29-11-2019	
Name of Mission: RIGA	
Title of PD/CD-activity: Great taste – zero waste (working title)	
Contact Person at Mission: Flemming Stender fleste@um.dk ; Santa Pakalna santau@um.dk	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	Danish chef(s) and an expert working with sustainability/reducing food waste is invited to Latvia. 3 activities take place: a masterclass on cooking high-quality, zero-waste food, a gourmet dinner and a lecture.	In collaborations with The Latvian Association of Restaurants and Zero Waste project "Rub&Stub" from Denmark, a two-day event called a "Green Think Tank" was organized with focus on Green Thinking and Minimisation of food waste in Restaurant business.
2. Output (Key Performance Indicators)	• 200 direct participants • Exposure on nationwide TV and Radio as well as bigger newsportals • 2-4.000 SoMe views/likes • Direct engagement of relevant public authorities and businesses, restaurants, supermarkets, etc.	The event was highlighted and pre-announced on National TV and Radio, as well as on biggest newsportals, hence a rather high interest was shown not only from food professionals, but also form a regular households. Estimated more than 300 direct participants. Relevant stakeholders and public authorities, restaurant owners, chefs and teachers of culinaly schools, food suppliers, etc. were directly engaged.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	• To increase and share knowledge and best practices within the field of green/circular economy with a focus on food waste • To show the excellence of Danish chefs as forerunners in producing high-quality, delicious, zero-waste food • To facilitate networking and mutual inspiration between Danish and Baltic	In order to raise awareness of the importance of food waste subject in a wider society, in cooperation with local restaurant chefs and the two experts from Denmark – Maria Abrahamsen and Irina Bothman Nielsen, a series of events were held to share the knowledge on the most effective ways of reducing food waste in restaurant business and hoseholds. There were 3 main events: 1. "Green Think Tank" or public seminar with

	actors and stakeholders within the culinary field to the mutual benefit of all	relevant experts and stakeholders; 2. Zero waste dinner – a demonstration and presentation of seven-course menu made from a surplus food and left-over ingredients which "normaly" would be thrown away. 3. Practial workshop-masterclass on how to prepare tasty day-to day meals with a minimum- or zero waste of products. 

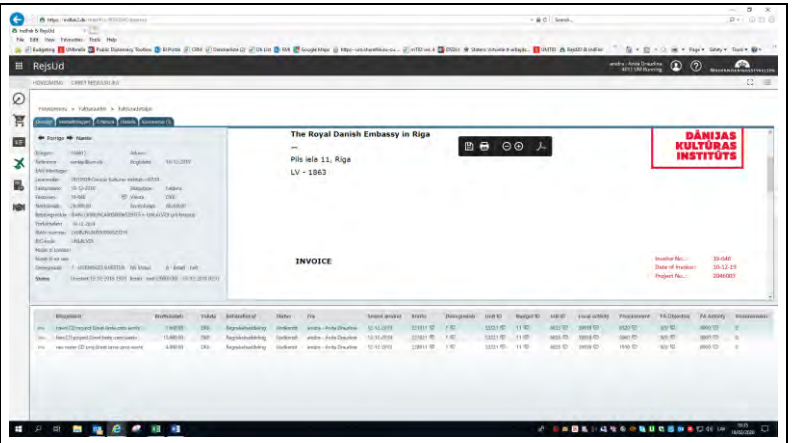
		
4. Impact *Impact is the effect you <u>hope</u> to obtain.*	• Better, more sustainable practices and solutions within the culinary industry • A greater international knowledge of Denmark as a pioneer of the zero food waste movement	A greater international knowledge of Denmark as a pioneer of the zero food waste movement was obtained as well as highlighted the impact on environment and importance of green thinking and reducing of food waste on a daily bases by showing sustainable practices and solution within the culianly industry.
5. Timing	1st quarter of 2020	3-4 February 2020
6. Relation to PD Priotities	The project relates to the Public Diplomacy priority theme 'Green Denmark' as it is a multilateral initiative bringing together experts and actors within the culinary industry in order to increase and share the knowledge of green/circular economy solutions focusing on the issues of food waste. Denmark holds a unique position within this field as we are global forerunners when it comes to innovative, creative and market-driven food waste reducing solutions and practices. Additionally, the project plays into the crosscutting theme 'Danish Multilateralism' as it directly relates to the United Nation's Sustainable Development Goal 12 'Ensure sustainable consumption and productions patterns' which states among its objectives (12.3) to "by 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses".	
7. Target Group/s	• Danish and Latvian actors and stakeholders within the culinary industry • Relevant public authorities and businesses, supermarkets, etc.	Restaurants, chefs, cooks, Latvian Association of Restaurants, Ministry of Environment and Regional Development, media such as LTV and TV3

	• Representatives from civil society organisations focused on the challenges of sustainability, food waste, climate change and circular/green economy • Media representatives • General audience interested in high-quality, gourmet food and the issues of food waste	
8. Special Guests/VIP	Representatives from local culinary/supermarket sector, incl. local celebrity chefs.	Minister of Environment and Regional Development Juris Pūce; celebrity chef Mārtiņš Sirmais and Ēriks Dreibants;  
9. Promotion	The project will be widely communicated before, during and after implementation through the different communication channels – websites, social media, etc. – of the project partners.	Facebook, Latvian Television, TV3, and other sites https://www.lsm.lv/raksts/zinas/ekonomika/cipsi-no-zivs-adas-un-vecas-rupjmaizes-restoranu-biedriba-

	Additionally, local and national media will be invited to report on the project (TV, Radio, newsportals).	aktualize-edinataju-raditoatkritumu-problemu.a347126/ https://ltv.lsm.lv/lv/raksts/04.02.2020-zero-waste-jeb-bezatkritumu-dzivesveids.id179138/ https://lat.bb.lv/raksts/sabiedriba/2020/02/03/latvijas-restoranu-biedriba-riko-zero-waste-pasakumu-ciklu http://www.leta.lv/photo/purchase?uqid=1343B0C2-5AA9-AAFF-039E-CB2AEA7463A0

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	Budget: Travel and stay: 7.600 Fees: 13.600 Raw materials/other project costs: 4.500 Total cost: 25.700 Amount applied for: 20.000	The expenses were spent according to the plan. All expenses were spent fully. Travel and stay: 7.600 Fees: 13.600 Raw materials/other project costs: 4.500 Total cost: 25.700 TOTAL: 20.000 DKK
11. Overall Costs *Partial financial contribution from mission is required.*	Total cost: 25.700 Mission's/DCI's own financial contribution (transportation, representation, etc costs)	Embassy: 20.000 CD-fund (payment of the 20.000 DKK made via IndFak); Embassy extra: 3.728 DCI: 8.351 + staff costs DCI extra: 3.728 Latvian Association of Restaurants: 11.185 (marketing); 7.457 (Danish media travel and accommodation); 8.351 Event costs,incl.food,staff,etc. TOTAL: 62.800 DKK + staff costs

		
12. Co-funding	Sponsors/other local co-financers: 5.700	The Latvian Association of Restaurants, Ministry of Environment and Regional Development, LiveRiga, Reaton, and Augļu serviss.
13. Local Activity Code		59959
14. Amount Returned		0.00

NB: The project will be carried out in cooperation with The Danish Cultural Institute and engaging relevant local partners. Similar is planned to be carried in the other Baltic countries.

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	The key of succes in this project was choosing the right partners to cooperat with. Hence, Culinary diplomacy combined with sustainability and food waste issues by bringing to the TV chefs that are well recognised in society in order to talk about the subject and showing good examples, made cooking open up to totaly different and accesible level to very wide society.

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 28 May 2019	
Name of Mission: Consulate General in Shanghai	
Title of PD/CD-activity: The power of sustainable gastronomy by Denmark	
Contact Person at Mission: Meeja Neergaard, meenee@um.dk	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	[Short description – max. 5 lines - e.g. event, material, exhibition, conference] At the Consulate General in Shanghai we are planning to organize a combined series of joint public diplomacy and culinary diplomacy events with focus on "*The power of sustianable gastronomy by Denmark*" headed by 1 or 2 top-ranking Danish chefs in the fall of 2019. The aim is to invite Danish chefs, who has a sustainable concept and approch to Danish gastronomy which can help to promote Denmark as a leading sustianabl food nation.	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines] We had to deviate from our originally plan due to it was to expensive to bring out top Danish chefs to help with promotion of Danish gastronomy. We contacted Bo Bech but his requirements was higher then our budget. We also contacted Christian Puglisi but his concept was difficult to combine with a commercial aspects which was needed to make the activities.
2. Output (Key Performance Indicators)	[Expected output (quantifiable) – e.g. expected number of participants, number of media exposures, number of likes/views on SoMe] We hope to reach an overall number on our Chinese social media platforms, local media	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] We still hope to reach 100.000-200.000 combined with Angela Yang and Li Xiang's visits to Denmark

	partners and KOLs of approx. 100.000 to 200.000 likes/views/reposts. Expected number of participants at our events is estimated to around 100-200 people depending on the budget	For our Claus Meyer and Experience Denmark events we had 120 people, due to limited space we were not able to invite more then 60 for the Claus Meyer event but could have had 30 more for the tourist event
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	[Expected outcome/short-term effect – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers, the change of awareness you wish to promote] On the short-term, by making a series of public diplomacy and culinary events will give us the opportunity to reach out to Chinese partners within the E-commerce's sector that has a strong interest in selling Danish products in China and promoting their services in Denmark, Danish and Chinese food/beverage companies, high profile KOLs/food bloggers and media, who can help with promoting Denmark as a leading sustainable food Nation. The events will hopefully also increase the numbers of new SOME followers on our Chinese platforms.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] Even though we had to change our plan, the outcome has been higher than expected due we have been able to reach more people by combining online and off line activities together. With Angela Yang's trip to Denmark we have also been able to get in contact with new potential TC clinets and broaden our network both in Denmark and China
4. Impact *Impact is the effect you hope to obtain.*	[Impact/long-term effect of the outcome – e.g. better bicycle infrastructure, more recycled plastic or less violence against women] Over the last years we have tried to incoperate Danish gastronomy into our delegation visits, commercial, and public diplomacy events. This way has given us the possibility to forming a closer partnership with China's biggests E-Commerce platforms in promoting Danish products online by using KOLs, food bloggers and media. On a long-term effect we hope by continuning using Danish gastronomy as a promotion tool to	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] To promote Denmark as gastronomy tourist destination has be very effective about the Chinese and also a good way to engage Danish food companies in China. On a long-term aspect we can still see that it's very effective to keep incoperating Danish gastronomy

	connect to new partners, stakeholders and companies, which can pave the way for more Danish companies into the Chinese market and more Chinese tourists to Denmark, and be able to draw attention towards other Danish business sectors.	and lifestyle in our activities.
5. Timing	[Expected quarter/month – and date if known] Quarter 4 in October or November.	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines] The activites were held in November and December
6. Relation to PD Priotities	[Which of the 3 priority themes does the activity relate to: Green DK, Digital DK or Creative DK? Please clarify if the application relates to the crosscutting theme Danish Multilateralism (SDGs, talks/summits, campaigns, candidatures, reforms etc.)] We want to connect the culinary diplomacy to the overall PD approch to promote Danish as a sustianble conscious nation.	
7. Target Group/s	[Expected target group – e.g. non-state actors such as the media, int. org., opinion/community leaders, decision-makers, NGOs, private companies, influencers, general public] Expected target group are public, private, opinion formers, influencers, local chefs, chef students, media, local government, grass root organizations	[Actual target group – In case of deviation from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] Our target group with these activites were travel agenices, food and lifestyle influencers, middle class families and foodies traveling to experience high level food and experiences
8. Special Guests/VIP	[Expected participation of special guests or ministers etc.] Local government officials, but no inquiry has been made yet. No official invitation has been send out to relevant Ministers	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.]No government or Ministers attended our events
9. Promotion	[Expected promotion activities]	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination

	The events will consist of master classes held by the chefs for Chinese chef students, local Chefs, food bloggers, KOLs and media A POP UP Danish restaurant where the Danish chefs creates a Danish culinary menu for the general public, companies and tourism agencies can network with their customers and stakeholders A workshop with the Danish chefs about the sustainable Danish gastromony for local government, NGO's, companies and consumers	on how and why – max. 10 lines] We had to deviate from our originally plan due to it was to expensive to bring out top Danish chefs to help with promotion of Danish gastronomy. We did do a gastronomy event with Claus Meyer, who was visting Shanghai in November and therefore less expensive. We also manage to get Dueholm (organic eggs), visit Denmark and Sønderborg municipality to co-sponsor the event where we invited 60 food KOLs, media people and travel agencies for a breakfast event where Claus Meyer talked about his New Nordic Manifest and food business. In order to get more exposure to potential Chinese travellers and focus on Danish gasstromony and the most of out the remaining funds we decieded to invite a Chinese Food and lifestyle blogger Angela Yang (Qiming Yang) to visit Denmark for 12 days in November. The trip was also a attempt to support our " Experience Denmark" brochure done by our commercial department. The brochure is a combination of facts about Denmark and advetisment from Danish companies, shops and tourist sites/place. All visa applicants (appox 15000) in Shanghai receives the brochure with their visa. The overall purpose of the trip was to combine a Danish gastronomy and tourist angle and to show Denmark from a Christmas aspect to also attract travellers to Denmark in the winter. Angela Yang visited Copenhagen, Aarhus and Sønderborg to give the trip a broader story from Denmark.

		On the 11 December we organized a Experience Denmark event together with Scandianvian Tourist Board and the Danish-Chinese travel agency Beiou 360 were 60 Chinese travel agencies, where Angela Yang also did a presentation of her trip. We have also engaged Angela Yang to make a full media report of postings, numbers of views and clicks, and to push her posting onto other Chinese travel and gastronomy platforms, presentations for travel agenices and support with articles in the new edition of Experinence Denmark brouchure in 2020. Attached is her travel programme in Denmark. To end this year's Culinary Diplomacy activities we will together with Alibaba's online shopping platform Tmal bring Ms Li Xiang a famous Chinese blogger with 24 million followers to Denmark for New Year's eve. The plan is she will attend a New Year's party at D'angleterre together with our Consul General Jakob Linulf and 300 invited guests. She will live stream from 23.00-00.00 to capture a Danish New Year's eve.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	[Amount applied for and the budget items covered by this amount. Clear division between costs related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*.] Apply for 50.000 DKK from the culinary diplomacy funds 15.000 DKK: flight ticket for 2 chef from Denmark	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.] We have in total received 45.000 DKK CD's funds 10.000 DKK in fee to Claus Meyer

	10.000 DKK: Accommendation for 2 chefs 5.000 DKK: total per diem for 2 chef 20.000 DKK: Venues, kitchen, technical equpitment rental	20.000 DKK to cover Angela Yang's trip to Denmark 10.000 DKK in service fee to Angela Yang for further promotion of Danish gastronomy 5000 DKK to cover Ms Li Xiang's New Year's eve in Copenhagen
11. Overall Costs *Partial financial contribution from mission is required.*	[Estimated total cost of the project and clear indication of the mission's own financial contribution.] Total budget 100.000 DKK. The Consulate General will not be able to financially contribute to the events, beside human resources.	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explanation on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] We have scaled the expense according to the received funds
12. Co-funding	[Expected co-financing by third party – e.g. cultural, commercial or private funding - if applicable] No third party funding has been secured yet, but the plan is to ask companies to support according to TC price guidelines, in-kind sponsorship, participation fees	[Actual co-financing by third party - if applicable] Visit Denmark co-sponsored Claus Meyer's fee of 20.000 DKK with 10.000. entrance fee and some restaurants visit and the visit to Aarhus, Sønderborg was covered
13. Local Activity Code		[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.]
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] 0 DKK will be returned

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] Our main lesson learned is that plan and ideas change and most of the time for the better To continoue with building on the gastronomy and lifestyle activites, which seems to have the Chinese attention and a good tool to promote Denmark and activites related to our commercial work as well.

Application Form – The Public Diplomacy Fund 2019/2

Date: 30.05.2019	
Name of Mission: Singapore	
Title of PD/CD-activity: A Taste of Denmark at Gardens by the Bay	
Contact Person at Mission: Magnus Mernild / magmer@um.dk	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	"Singapore: probably the World's most passionate food capital." Culinary weekend incl. exclusive evening dinner in conjuction with Nordic Christmas Display and Fair at Garden by the Bay. The Embassy has agreed to take lead on designing and planning a Danish/Nordic Christmas Fair at Gardens by the Bay over six weeks. (A Singaporean landmark and amongst the most visitied activities during in a year). As one of two main events, Danish celebrity Chef (Claus Meyers, rep. DK National Chef Team, Anita Klemensen etc) will showcase Denmark's culinary journey and serve a 'taste of Denmark' for visitors over a weekend. The culinary weekend includes large DK culinary stand, one Christmas lunch serving and one exclusive evening dinner in collaboration with Pollen – a 1* Michelin restaurant inside Gardens by the Bay's flower dome.	Slightly deviation as the culinary stand moved from Gardens by the Bay to the annual Christmas Bazar held in collaboration with the Danish Seamen's Church in Singapore. Exclusive evening dinner still held at Restaunt Pollen with Chef Jesper Danielsen and Ruben Fleig. Theme was 'a Danish culinary fairy tale' with culiary interpretations of 7 HC Andersen fairy tales, including theatrical performance of the Nightingale.
2. Output (Key Performance Indicators)	Attendance: More than 70.000 guests are expected to visit during the entire Nordic Christmas Display and Fair. During the planned culinary weekend, more than 10.000 visitors are expected. At the lunch serving itself 250 guests incl. media. Exclusive evening dinner 80 guests incl. media. Expected media outlets: Salt Magazine, Tatler, New York Times Style Magazine, Straits Times Lifestyle, Channel	65 people attended the exclusive dinner. Herein journalists from Salt Magazine, Tatler Magazine, a local food blogger and ST Lifestyle. 600 people visited the Danish culinary stand. SoMe outcome: Outreach and promotion of culinary Denmark on Gardens by the Bay's FB (1,8 million followers), Pollen's FB (18.000

	NewsAsia Lifestyle and Singaporean food bloggers. SoMe: Campaigning is expected to raise significant awareness on the Embassy's channel. Food/culinary is the by far hottest topics with the most reach in Singapore.	followers) and Embassy channels (5.500 followers)
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Positioning Denmark, and especially Copenhagen, as an inspiring food capital. Proposed Christmas activity is an extension of ongoing the narrative 'Drops of Denmark' aiming to project Denmark as a culinary first mover in Singapore. Eg. The Embassy is hosting tastings with Stauning Whisky, Mikkeller, To Øl and Amager Bryghus. Media coverage so far in leading local lifestyle magazines such as NYT, Tatler and Salt. Video and stills to use in promotional material and as DK showcase during larger events and fairs afterwards.	In addition to initial outcome expectations and substansial SoMe coverage, please see below under impact.
4. Impact *Impact is the effect you hope to obtain.*	Increase culinary tourism from Singapore to Denmark. Inspire culinary partnerships as lead up to establishment of Danish restaurant(s) and increase of export Danish produces to Singapore.	In the slipstream of the event, we have received several inquiries from Singaporean media, who either wants to cover culinary Denmark as part of media trips, and restaurant chains seeking partnerships in bringing in Denmark chefs as showcase. Overall, the impact has exceeded the expectations.
5. Timing	Between mid-November to mid-December 2019.	22 – 24 November.
6. Relation to PD Priotities	Culinary Diplomacy under the Gastro 2025.	
7. Target Group/s	Primary: Thought leaders and culinary icons. Traditional media, food bloggers and influencers. Secondary: Guests already visiting the Nordic Christmas at Gardens by the Bay i.e. the everyday food loving Singaporean and tourists.	Besides the mentioned target group, the embassy used the occasion to gather some of our most important stakeholders for an informal dialogue on future collaboration. Herein, Permanent Secretaries of the PM's Office, the Smart Nation Office and top management of Centre for Liveable Cities, Temasek and others.
8. Special Guests/VIP	Besides the Danish celebrity chef, head chefs from Singapore's leading restaurants and owner of culinary groups, such as Les	See list of invitees.

	Amis, Zen, Osvaldo Group, Garibaldi, Unlisted Collection. All major influencers and thought leaders.	
9. Promotion	[Expected promotion activities]	Promotion on Gardens by the Bay's FB (1,8 million followers), Pollen's FB (18.000 followers) and Embassy channels (5.500 followers). In addition, EDM shared by all parties to more than 3000 recipients.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	22.500 DKK	Initail amount granted: DKK 20.000 Additional funds granted: DKK 10.000 Total: DKK 30.000
11. Overall Costs *Partial financial contribution from mission is required.*	Flights + hotel for 2 nights = 9.000 Rental of equipment and misc. = 3.000 Purchase and import of ingredients day event = 11.000 Photographer and video production = 3.500 Purchase and import of ingredients evening event = 6.000 Total = 32.500	Final cost in total: DKK 25.497,57 In order to stay within budget, one of the two chefs covered his own flight expenses through restaurant in DK.
12. Co-funding	The embassy will seek sponsor and partnership with Carlsberg and Mikkeller to provide beverages for both events. We will further seek co-financing from local Michelin star restaurant to cover ingredient etc. for the evening event. Rent of event space and kitchen for day event already covered by Gardens By the Bay (8.000 DKK)	No direct co-funding, however, both Gardens by the Bay and Pollen waivered expenses and cost related to the dinner and extra perks for all guests including. guided tour of the dome, transport and marketing cost. Producers from Fynen further provided sponsored goods ie. HC Andersen chocolate, spices and coffee for handouts.
13. Local Activity Code		LAC 51246
14. Amount Returned		DKK 4.502,43

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 29-11-2019	
Name of Mission: Embassy of Denmark in Tallinn	
Title of PD/CD-activity: Great taste – zero waste (working title)	
Contact Person at Mission: Jens Christian Andersen	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	Danish chef(s) and an expert working with sustainability/reducing food waste is invited to Estonia. 3 activities take place: a masterclass on cooking high-quality, zero-waste food, a gourmet dinner and a lecture.	The Danish zero waste social enterprise Rub & Stub was invited to host a theoretical and practical masterclass in Tapa and a gourmet dinner in Tallinn under the headline 'Great Taste – Zero Waste'. This was organised with a strong focus on green thinking and the minimisation of food waste in the restaurant and food sector. The masterclass was hosted at the local pizza café Tapa Pitsakohvik, popular among soldiers, at the Bus Station in the garrison town of Tapa with the participation of kitchen professionals and Danish soldiers from the NATO eFP Battlegroup. The gourmet dinner was hosted at the restaurant Art Priori with the participation of relevant actors within the food and restaurant sector, public and political figures, Danish soldiers from the NATO eFP Battlegroup, journalists and food bloggers, etc.
2. Output (Key Performance Indicators)	• 200 direct participants • Exposure on nationwide TV and Radio as well as bigger newsportals • 2-4.000 SoMe views/likes • Direct engagement of relevant public authorities and businesses, restaurants, supermarkets, etc.	The project was covered by the newspaper Virumaa Teataja in Estonia, and a high interest was shown by food bloggers from Nami-nami food blog and Flavours of Estonia. Relevant culinary stakeholders, restaurant owners, chefs, public and political figures, representative from civil society organisation focused on food waste, etc. were directly engaged. 16.961 SoMe views/likes
3. Outcome	• To increase and share knowledge	In order to raise awareness of the importance of reducing food waste

(Key Performance Indicators) *Outcome is the effect you <u>work</u> to obtain.*	and best practices within the field of green/circular economy with a focus on food waste • To show the excellence of Danish chefs as forerunners in producing high-quality, delicious, zero-waste food • To facilitate networking and mutual inspiration between Danish and Baltic actors and stakeholders within the culinary field to the mutual benefit of all	in wider society, share knowledge on effective methods for food waste reduction, show Danish excellence in creating sustainable and deliceious food and to create new networks and mutual inspiration among Danish and Baltic actors in the culinary sector, two experts from the Danish social enterprise Rub & Stub – Maria Abrahamsen and Irina Bothman Nielsen – were invited to host two events in cooperation with local restaurants: 1. A theoretical and practical masterclass on how to prepare tasty meals with a minimum or zero waste of products. Instead of giving a lecture, the theoretical knowledge was incorporated more organically into the practical workshop. 2. A gourmet zero waste dinner with a seven course menu demonstrating that fine dining and minimal food waste can and should go together.
4. Impact *Impact is the effect you <u>hope</u> to obtain.*	• Better, more sustainable practices and solutions within the culinary industry • A greater international knowledge of Denmark as a pioneer of the zero food waste movement	A greater international knowledge of Denmark as a pioneer of the zero food waste movement was obtained, and the impact food waste has on the environment and economy and the importance of green thinking and reducing of food waste on a daily basis was highlighted. At the same time, concrete sustainable practices and solutions within the culinary industry was demonstrated.
5. Timing	1st quarter of 2020	5-6 February 2020
6. Relation to PD Priotities	The project relates to the Public Diplomacy priority theme 'Green Denmark' as it is a multilateral initiative bringing together experts and actors within the culinary industry in order to increase and share the knowledge of green/circular economy solutions focusing on the issues of food waste. Denmark holds a unique position within this field as we are global forerunners when it comes to innovative, creative and market-driven food waste reducing solutions and practices. Additionally, the project plays into the crosscutting theme 'Danish Multilateralism' as it directly relates to the United Nation's Sustainable Development Goal 12 'Ensure sustainable consumption and productions patterns' which states among its objectives (12.3) to "by 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses".	
7. Target Group/s	• Danish and Estonian actors and stakeholders within the culinary industry • Relevant public authorities and businesses, supermarkets, etc.	At the gourmet dinner, participants included local chefs, journalists and food bloggers, Danish soldiers from the NATO eFP Battlegroup, the manager of the local food bank, the Head of Agricultural Policy department at the Estonian Ministry of Agriculture, the Director for EU Affairs at the Government Office, the Danish and Swedish

	• NATO soldiers stationed in Estonia • Representatives from civil society organisations focused on the challenges of sustainability, food waste, climate change and circular/green economy • Media representatives • General audience interested in high-quality, gourmet food and the issues of food waste	Ambassadors, the Secretary General at the Estonian Ministry of Foreign Affairs and other public and political figures as well as a representative from the culinary competition Bocuse d'or and others. At the masterclass, particpants included chefs and kitchen professionals, the mayor of Tapa, Danish soldiers from the NATO eFP Battlegroup, press representatives and others.
8. Special Guests/VIP	Relevant ministers for Estonia, representatives from local culinary/supermarket sector, incl. local celebrity chefs, representatives of Danish, Estonian and other military forces.	The project included participation by: Kristel Maidre, Head of Agricultural Policy dpt, Ministry of Agriculture Margus Tsahkna, Former Minister of Defence Klen Jäärats, Director for EU Affairs, Government Office Anu Kütt, Defence League, Foreign Relations specialist Rainer Saks, MFA Secretary General Mikael Eriksson, Swedish Ambassador Riho Tell, Mayor of Tapa Paul Clayton, British Major General, eFP Major Bjarne Munk, eFP Peeter Pihel, celebrity chef at Fotografiska Margit Arndt-Kalju, Oma Maitse magazine Evelyn Kaldoja, Postimees journalist Aivar Hanson, Flavours of Estonia website Pille Petersoo, chef, Nami-nami food blog Merly Raudla, Virumaa Teataja newspaper Alina Leopard, Tapa Sõnumid As well as other local chefs, kitchen professionals and actors within the culinary field, Danish soldiers from the NATO eFP Battlegroup and others.
9. Promotion	The project will be widely communicated before, during and after implementation through the different communication channels – websites, social media, etc. – of the project	The project was communicated through the websites and social media channels of the involved partners with 16.961 SoMe views/likes in total. Furthermore, the project was covered by the newspaper Virumaa

	partners. Additionally, local and national media will be invited to report on the project.	Teataja in Estonia: https://virumaateataja.postimees.ee/6894939/juurvili-laheb-saba-ja-sarvedega-supiks The local newspaper in Tapa (see PDF attached) and Falvours of Estonia: https://www.instagram.com/stories/highlights/17938702528344388/ Interest was also shown by food bloggers from Nami-nami food blog and Oma Maitse magazine who have not published yet.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	Budget: Travel and stay: 7.600 Fees: 13.600 Raw materials/other project costs: 4.500 Total cost: 25.700 Amount applied for: 20.000	Amount received: 24.000 DKK Travel and stay: 1.022,59 DKK= ~7.624,14 Fees: 2.114,67 EUR= 15.766,40 DKK Raw materials/other project costs: 1.148,77 EUR= ~8.564,90 DKK The raw materials for two food events ended up being more costly than anticipated. The exact menus were created after the application was sent in.
11. Overall Costs *Partial financial contribution from mission is required.*	Total cost: 25.700 Mission's own financial contribution	Total cost: 4.619,99 EUR= ~31.955 DKK Mission's own financial contribution: 333,96 EUR =~2504 DKK
12. Co-funding	Sponsors/other local co-financers: 5.700	Danish Cultural Institute's contribution: 1.127,19 EUR= ~8.404 DKK Tapa Pitsakohvik contribution: drinks at the event (exact amount not known)
13. Local Activity Code		Job ID: 6853
14. Amount Returned		0 DKK

NB: The project will be carried out in cooperation with The Danish Cultural Institute and engaging relevant local partners. Similar is planned to be carried in the other Baltic countries.

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 31.05.2019 *Revised 12.11.2019*	
Name of Mission: Royal Danish Embassy, Tokyo	
Title of PD/CD-activity: Reception at the Residence in continuation of our innovative **"Designing for Health event"**	
Contact Person at Mission: Lene Mølsted Jensen	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	CD: In continuation of our innovative seminar "Designing for Health" we will organize a reception in the Residence to promote Danish design and Danish gastronomy. The tableware items bestowed the Embassy Residence by the Danish Culture Agency, including tableware from Bornholm Ceramics and Royal Copenhagen will be presented by the ambassador for the first time. The seminar is about the combination of health, design and food and will promote creative Denmark, including design and furniture as well as the combination of food and design. Thus it is a combination of Public Diplomacy, Economic Diplomacy, Culinary Diplomacy and export promotion for Danish companies especially in health and design. On food there will be a presentation on the new pride in Danish cuisine in the form of New Nordic Food and Organic and how this increased awareness is used for great focus on sustainability, climate and health among businesses, consumers and policy makers.	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines] No deviation. The topic for the seminar and the combination with the reception was a new kind of initiative and a little cutting-edge and also a test of a new concept. It succeded even better than expected and there was a lot of interest. Almost all press people stayed for the whole event (unsual in japan).

	The ambassador will give a presentation of the new dining set, which will be exhibited at the reception for the Danish companies, their Japanese customers, stakeholders and the press.	
2. Output (Key Performance Indicators)	Articles and photos in newspapers/lifestyle magazines and Social media posts. One of Japan's major PR Agency's Kyodo will make press realease and secure attentence of 10-20 media people. Embassy Twitter has 56.700 followers and will also be used for exposure. Other press invited	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] No deviation apart from nearly 40 press people from Japanese media showed up including major TV station, newspapers, industry magazines as well as design and lifestyle magazines attending the launch event, and also making individual interviews with the companies. Information on the initiative were wide spread to media prior to the event. In Japan articles etc. often take some time to show up, but there were at least immediate coverage in Japan Times, in Nihon Yugyo Houchi Shimbun, industry newspaper on oil, food oil, processed food and food and on SoMe. Our PR Agency will make a follow up on the coverage on the seminar and reception with detailed information also related to the 9 participating Danish companies.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Commercial benefits and increased customer awareness for Danish companies. New SoMe subscribers. Focus on the strongholds of the design and gastronomy scene in Denmark.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] No deviation. We are already planning a follow-up event because of the big interest in the topic.

4. Impact *Impact is the effect you hope to obtain.*	The branding and awareness of Denmark as a key country of design and gastronomy will be heightened among the Japanese consumers and media. Denmark hopefully also becoming a top destination for culinary and design tourism from Japan.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] The seminar showcased and focused mostly on the latest product developments, technologies and solutions towards the sustainable aging society but with a clear connection to how to live healthy lives in general and to prevent un-healthy lives through food and sustainability, e.g. How to use Danish design, Danish Food trends and Danish core society values to enhance the Quality of Life and to spend an active life overcoming the challenges. The story of Denmark as an important frontrunner in food trends, organic/green thinking, design etc. was told.
5. Timing	29 November 2019	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines]
6. Relation to PD Priotities	Fase one of the inauguration and use of new design items and tableware for the Embassy residence including a complete new set of dinner service from Bornholm Ceramics donated by the Danish Culture Agency. Continued active promotion of New Nordic Food which is a highly appreciated brand in Japan will help contribute to the awareness of the gastronomy scene in Denmark and Danish high quality food. The branding of Danish design and food together will enhance the positive perception and promotion of Danish lifestyle (work life balance, hygge, happiness and a green sustainable society)	
7. Target Group/s	Non-state actors such as the media, private companies, influencers and the general public	[Actual target group – In case of deviation from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] No deviation.
8. Special Guests/VIP	Focus on Danish companies in Japan and their Japanese customers. List of invitees is being drafted.	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why –

		max. 10 lines. Attach List of Invitees is a requirement.] No deviation. Focus on media and business.
9. Promotion	Press and media will be present. Networking at the event and reception. Social media.	[Actual promotion activities] No deviation. More media present than expected. Very lively reception with very positive feedback on the Danish SDG-solutions in design and food.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	CD: 30.000 DKK	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.] No deviation. See voucher report. "Gardening" in annex meaning person in charge of practical set-up of food, dinnerware, tables, removal of chairs etc. (120 people in total) and also a little help with removal of autumn leaves in the residence garden.
11. Overall Costs *Partial financial contribution from mission is required.*	CD-expenses for Reception: Purchase of food including specialities: 20.500DKK (120 people) Extra chef and local staff and waiters: 9.500DKK For Seminar Danish companies (7 confirmed, 2 in process) will pay 9.950 DKK for participating in	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explaination on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD-

	seminar including the possibility to invite customers. Economic Diplomacy Health, Tokyo will pay max 38.000 DKK for Kyodo PR and poss. interpreter. All expenses: max. 157.550DKK.	and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] No deviation. See above and voucher report for CD part.
12. Co-funding	See above: Danish companies participating together with Japanese business partners will pay a cost fee covering basic costs for arranging the seminar (TC hours). Economic Diplomacy Health, Tokyo will pay max 38.000 DKK for Kyodo PR (and poss. Interpreter if the budget allow). Help to concept and storytelling about Gastronomy will be provided by FoodNationDenmark (in kind).	[Actual co-financing by third party - if applicable] No deviation. Each DK company paid 10.000 DKK to participate.
13. Local Activity Code		[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.]
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] 30.000 DKK – 29.917,54 = 82,46 DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] • Very possitive to have venture funds for testing new ideas in a cross sector setting. • It is relatively easy to promote the DK tools for the green agenda, the SDG's etc. in Japan, because Japan and many other countries are still looking for directions and concrete tools. • This initiative – a combination of design, food, health, business and media – and the big story telling about new Danish solutions and trends was a bit of a gamble, but it succeded also because of very good team work between the Food, Design and Health teams at the Embassy. • This "trial event" had not been possible without the funding possibilities from diffenrent sources (public/private) and would not have been a success without the Japanese PR-company.

Application Form – The Public Diplomacy Fund 2019/2

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date:	
Name of Mission: Warsaw	
Title of PD/CD-activity: **"Denmark-Poland 100 years together"**	
Contact Person at Mission: Edyta Lewit/ Julie Christoffersen	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	[Short description – max. 5 lines - e.g. event, material, exhibition, conference] The Embassy will organise a conference under the theme "Healthy living in the City" to share experiences on how Danish solutions and lessons learned can contribute to different aspects of a healthy life style. It will be a combined series of PD/CD and trade-activities.	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines] The PD-activity was held in relation to the celebrations of the centenary of the Danish-Polish bilateral relations and the visit of TRH the Crown Prince Couple. It was decided - in agreement with KOM - to change the activity to a concert and reception as a culmination of the centenary celebrations. The concert was a great opportunity for promotion of Denmark in Poland, Danish and Polish cultural connections and an opportunity for networking with high level Polish stakeholders and counterparts.
2. Output (Key Performance Indicators)	[Expected output (quantifiable) – e.g. expected number of participants, number of media exposures, number of likes/views on SoMe] The conference is part of the celebrations of the centenary of the Danish-Polish bilateral relations and a visit by HRH the Crown Prince to Warsaw.	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] The concert was held in cooperation with the Danish Cultural Institute in Warsaw in "Teatr Dramatyczny" located in the iconic Palace of Culture of Science in Warsaw. TRH the Crown Prince Couple were guests of honour and around 450 people attended the concert, which was hosted by the Polish-Danish musician Czeslaw Mozil and his Danish band.

	The conference will host around 80-100 participants, bringing together important polish political stakeholders, Danish companies and has potential of very high outreach due to the royal participation. The event will partly be linked to the Novo Nordisk initiative "Cities Changing Diabetes". Other actors in the health care sector such as private companies, NGO's (patient organisations etc) as well as public actors (Danske regioner) will also be included in the event. Another part of the conference will focus on the promotion of renewable energy, energy efficiency, clean transportation (biking) and clean air. Promotion of Danish food, Danish agricultural products of high quality and the links to a healthy life will also be included in the event and to the catering of the event.	The concert itself was focusing on Danish and Polish musical connections with both Polish and Danish artists
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	[Expected outcome/short-term effect – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers, the change of awareness you wish to promote] Increasing awareness and share experiences on Danish lifestyle and solutions in different aspects: Food, architecture, transport (biking), green energy, health care, climate, environment etc..	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] The concert and reception served as a culmination of an intense visit by TRH the Crown Prince Couple and clearly underlined the close cultural and people-to-people ties between Denmark and Poland. In addition, the attendance by many Polish VIPs, including ministers, opposition, incl. the mayor of Warsaw, and civil society representatives provided an excellent opportunity for networking.

4. Impact *Impact is the effect you hope to obtain.*	[Impact/long-term effect of the outcome – e.g. better bicycle infrastructure, more recycled plastic or less violence against women] The event will contribute to increased awareness on Danish solutions and how they contribute to a healthy lifestyle in the city (and combating diabetes). Bringing together Polish stakeholders and decision makers on health, nutrition, energy and archituecture and make way for inclusion of Danish solutions. The participation by the Royal Court is expected to bring nationwide media coverage to this event.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] Promotion of Denmark in Poland and Danish-Polish relations via networking and PD and communication efforts. FB: https://www.facebook.com/AmbasadaDanii/posts/2821895997820725 11502 recivers / 3300 activities / 54 shares and post with link to the youtube https://www.youtube.com/watch?v=dsc7I_uED-E&fbclid=IwAR2Mbv4285SAgGfXWSROexZDc3P8w-JEEcxck7Ek23_ZR9DxQPJET0Qb9bM 2685 recivers / 522 activities / 36 shares Please see the attached SoMe report.
5. Timing	[Expected quarter/month – and date if known] Monday November 25th 2019	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines] Monday November 25th 2019, 17.30-21.00
6. Relation to PD Priotities	[Which of the 3 priority themes does the activity relate to: Green DK, Digital DK or Creative DK? Please clarify if the application relates to the crosscutting theme Danish Multilateralism (SDGs, talks/summits, campaigns, candidatures, reforms etc.)] The event was a unique crosscutting opportunity to celebrate 100-years anniversary of bilateral relations between Denmark and Poland and would be included as "extraordinary bilateral opportunities". The concert and reception provided an excellent platform for the promotion of both Danish-Polish relations, Danish-Polish musical links and the Danish style food.	
7. Target Group/s	[Expected target group – e.g. non-state actors such as the media, int. org., opinion/community leaders, decision-makers, NGOs, private companies, influencers, general public]	[Actual target group – In case of deviation from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] We invited about 500 guests. Among them there are representatives of other diplomatic missions, representatives of Danish businesses in

	Polish decision-makers (national and local), Polish NGO's, general public.	Poland, culture sector representatives, government, politicians and friends of Denmark in Poland.
8. Special Guests/VIP	[Expected participation of special guests or ministers etc.] DK: TRH Crown Prince Couple with accompanying delegation from Denmark including the Danish Minister of Health PL: -Mayor of Warsaw Rafał Trzaskowski -Government's Plenipotentiary for Strategic Energy Infrastructure Piotr Naimski -Parties' leaders: Adrian Zandberg from the Left, Barbara Nowacka from the Polish Initiative, -Former Senator and Minister of Health, present governor of Mazovia Viovodship Konstanty Radziwiłł	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.] A broad range of VIP's were invited. Full list is attached. The Mayor of Warsaw, members of the Polish Parliament and representatives of the Polish NGO community were introduced to the Crown Prince Couple.
9. Promotion	[Expected promotion activities] The event will be promoted via Embassy's SoMe and nationwide Polish media.	[Actual promotion activities] - Social Media coverage. We used our social media channels to get in touch with opinion leaders, journalists and the civil society to spread the main message of Royal visit in relation to celebrating the centenary of the resumption of diplomatic relations between Denmark and Poland; - National media coverage. We informed and invited all major TV-stations and press editors to participate in the visit both from Poland and from Denmark; - Cross communication. We ensured coverage through close cooperation with individual press offices, PR and communication departments, among institutions and companies participating in this project (e.g. Presidential Palace, City of Warsaw, Warsaw University, commercial sponsors);

		For a picture of the coverage, please see the attached report.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	[Amount applied for and the budget items covered by this amount. Clear division between costs related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*.] 40.000 DKK (30.000 PD and 10.000 CD)	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.] 1. The CD grant of 10.000 DKK was used for the Danish inspired catering at the concert's reception. Menu after the concert: *Cold appetizers: Shrimp and cod with egg, caviar and spicy mayonnaise; Herring with herbal cream and red onion; Smoked salmon tartare with capers, shallots and horseradish; Quail egg with cherry tomato, compressed cucumber, spicy mayonnaise and shallot; Goat cheese marinated in herbs with olive and cranberry; Pate with liver, fried champignon, cranberry and bacon chip; Roast beef with potatoes, fried onion and béarnaise sauce; Beef tartare with shrimp and seaweed caviar with curry; Classic beef tartare; Baked aubergine with olive and sun-dried tomato; Zucchini roll with arugula, balsamico and tofu;* *Hot appetizers: Mini salmon cake with tomato confiture and dill sauce; Mini turkey meatballs with sweet compressed cucumber and cranberry; Mini green pea cutlet with almond flakes and parsley sauce with lime;* *Desserts: Apple cake with macaroons, whipped*

		cream and blackcurrant; Mini cream puffs with vanilla cream, salty caramel, chocolate and fruits White chocolate truffle with blackcurrant and aquavit 2. The PD grant of 20.000 DKK was spent on the printing of banners, invitations and Danish flags, all promotional items related to the concert: 19.697 DKK. Please see the attached budget.
11. Overall Costs *Partial financial contribution from mission is required.*	[Estimated total cost of the project and clear indication of the mission's own financial contribution.] Renting of venue: 10.000 DKK Equipment for cooking: 10.000 DKK Flights and accommodation for experts/chefs: 15.000 DKK Reception/catering: 15.000 DKK Total: 50.000 DKK The Embassy will contribute by min 100 hours of preparation by the embassy staff as well as 10.000 DKK from own budget.	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explanation on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] The total cost of the visit including the concert was 413.079 DKK. The event was partly financed by "enhanced representation" on 300.000 DKK from UM and local sponsors. The embassy covered 23.862 DKK from its own frame. The attached budget shows the total costs incl. the use of PD and CD funds. Voucher reports are attached.
12. Co-funding	[Expected co-financing by third party – e.g. cultural, commercial or private funding - if applicable] Due to the current parliamentary situation, it has not been possible to reach out to potential partners. Potential contributions from participating DK companies.	[Actual co-financing by third party - if applicable] As outlined in the budget file: sponsors and enhanced representation. The expenses for the musicisian and the rent of the venue was covered by the Danish cultural Institute in Warsaw.

13. Local Activity Code		[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.] PD: 61244 CD: 61256
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] Unused PD-funds: 173,92 PLN = 243,19 DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] The centenary of the resumption of diplomatic relations between Denmark and Poland with Royal participation was a unique and great opportunity for organisations of various events, which were an investment for further cooperation between Denmark and Poland, both politically, culturally and business wise.

Application Form – Public Diplomacy Funds 2019/1

Max. 2 application per embassy - please fill out one form for each application.
Keep the application brief – max. 3 pages.

Date: 28. Nov 2018	Priority: Priority 2
Name of Mission: Royal Danish Embassy Zagreb	
Title: Smart water and Smart city sustainability	
Contact Person at Mission: Tomislav Gugo	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD Activity	In cooperation with Faculty of transport as local partner the embassy envisages an proactive narrative to show Dannish solutions in smart city infrastructure as well as water management. Based on our experiences a highly demanded topic locally. The activity would be executed with a lectures/ panel (by Danish guest lecturers (two)) at the faculty and a public event with movie projection, small exhibition and a closing reception. The event would span for three days. One for smart city infrastructure, one for water infrastructure and one for a public event with movie screening.	In the first half of the year we managed to organise first two of three stages of cooperation with Transport faculty in Zagreb by bringing Dr. Bahar Namaki Araghi, Head of Smart Mobility Center at Technical University of Denmark to faculty organised ZIRP international conference. At City of Copenhagen, Bahar was the project manager for developing the Copenhagen's first Traffic Management System, and the project manager for the C-ITS platform for developing the multi-modal ECO-driving APP. Prior to the conference Danish ambassador visited the faculty Smart water event executed as well, but not financed with PD grant at all.
2. Output (Key Performance Indicators)	Since the topic is "hot" number of media outlets are expected. Together with the faculty of transport academia, experts and student organisations ensure attendance.	As this is the first leg of our cooperation, media attention was as expected.
3. Outcome (Key Performance Indicators)	New partnerships concerning city management and academia exchange together with general	as envisaged

Outcome is the effect you work to obtain.	promotion campaign targeted to broader audience focusing on transport culture and sustainability.	
4. Impact *Impact is the effect you hope to obtain.*	Better bicycle infrastructure, more efficient transport, increased transport culture, more sustainable water management	Increased attention for Danish solutions in the field of urban path infrastructure.
5. Timing	April 2019	Visit to the faculty accured on 17th of April and the conference was held 9-10 May 2019
6. Relation to PD Framework	The green as well as digital agenda since the topic is related not only to green transition and sustainability but also the digital agenda in modern day big cities.	
7. Target Group/s	Academia, experts, opinion formers, decision-makers, influencers, general public	Christian Thorning, ambassador Tomislav Josip Mlinaric, dean, Marko Sostaric, vice-dean for international cooperation, Bahar Namaki Arahgi, DTU professor, other professors, students, experts in the field
8. Special Guests/VIP	Max two experts from Denmark	One guest - Bahar Namaki Arahgi, DTU professor
9. Promotion	SoMe and pre/during/post activity press targeting	Local media and SoMe

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	20 000,	Out of 15.000 DKK received, so far we spent 3918 KN to cover the cost of guests plane and accommodation. Other costs were covered by the faculty. We expect to have a similar cost for the last stage in September/October
11. Overall Costs	80 000,	All costs of the conference were covered by the transport faculty, University of Zagreb.
12. Co-funding	Co-funding by Faculty of transport, University of Zagreb/ City of Zagreb	
13. Local Activity Code		61444 – Culture/PD Zagreb
14. Amount Returned		[Unused funds/amount returned to OKO]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	• Excellent cooperation with academia. Continuation of approach outlined in our strategy • Sharing of best practices among academia • Willingness to pursue future cooperation on a more practical level i.e. City of Zagreb (TC potential)

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application.*
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 03/12/2020	
Name of mission: Bangkok	
Title of PD/CD-activity: Preparation and warm up to the celebration of 400 years of relations between Denmark and Thailand	
Contact person at mission: Ingrid Dahl-Madsen	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	Banners and video clips with focus on green agenda and food nation will be used in December/January as a warm-up to 2021, where we celebrate 400 years of relations between Thailand and Denmark. All products will be used again at events in 2021, e.g. Nordic Film Festival, 400 year events at the residence and with companies and other stakeholders in Thailand.	Throughout 2021, materials, products and services will be included in the various ongoing events and activities related to the celebration of 400 years of relations between Thailand and Denmark.
2. Output (Key Performance Indicators)	• A 10-15 % increase on our SOME channels in 2021. • 3-5 significant media exposures in 2021 relating to the 400 year celebration with the overarching green DK theme.	The mission will continuously monitor and evaluate KPIs throughout 2021 and conclude on the overall outputs.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	• Increased awareness in Thailand abouth the long history between DK and Thailand. • Increased awareness of DK strongholds, especially within sustainability and the green transition. • Closer cooperation between DK and Thailand on the green agenda.	The mission will continuously monitor and evaluate KPIs throughout 2021 and conclude on the overall outcomes.

4. Timing	All expenses will be accounted for in December 2021 or early January 2021.	All expenses accounted for. Final amount spent was a bit above the amount received as PD funding due to exchange rate on the day of ordering (around DKK 9.500 above the budget allocated).
5. Relation to PD Prioty Areas	The main priority theme is Green DK, but the products will also be used in 2021 with the crosscutting theme Danish Multilateralism, where we expect acitivites around the SDGs.	
6. Target Group/s	Expected target groups are as follows: general public, private companies, the media and various decision-makers.	No deviation from actual target groups expected.
7. Special Guests/VIP	• An event with Princess Maha Chakri Sirindhorn of Thailand is expected to take place early January 2021, which will be the first physical official event of the 400 year celebration. • We hope to have a Danish Minister visit Thailand in Q3 together with a trade delegation.	No deviation from actual participants and special guests expected.
8. Promotion		

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	DKK 105.000 for promotion and marketing materials and digital communication, e.g.: • Banners and Roll ups on Green DK and Food Nation as well as 400 year logo through sustainable supplier. • The Green Exhibition. • Thai subtitles on movies and movie clips relating to DK sustainability. • Fabric face masks with the 400 year logo to be used and distributed at the events planned for 2021 (as an alternative to disposable face masks. Due to COVID-19 face masks are mandatory in many places	All materials, products and services have been ordered, invoiced and accounted for and are ready to be included in the planned PD events and activities throughout 2021 as part of the celebration of the 400th year anniversary of Thai-Danish relations.

	in Thailand). • Reusable water bottles in recycled plastic.	
10. Overall Costs *Partial financial contribution from mission is required*	It is difficult to estimate as the total activity plan for the 400 year celebration is yet to be finalised. An estimate is that the mission will spend approximately DKK 200.000 on the various events in 2021.	Actual expenditure DKK 114.533,41, which is DKK 9.533,41 above the PD funding approved. This was due to the exchange rate and the quanitities when the orders for banners, face masks, etc. were made. Apart from the PD funding, the embassy has also used own spending for additional materials purchased for the celebration of the 400 year celebration and expect to have further expenses on additional activities in 2021 as well.
11. Co-funding	Depending on the activity plan and the COVID-19 development in 2021, the mission will consider whether there is a need to apply for cultural funds and/or sponsorship funding from private companies.	Throughout 2021, the mission will continuously consider whether there is a need to apply for cultural funds and/or sponsorship funding from private companies for additional activities related to the 400 year celebration.
12. Local Activity Code		PD JobID code: 6851 Local Activity Code (LAC): 47515 Unit ID Code: 52031
13. Amount Returned		No amount returned. Actual expenditure was DKK 114.533,41, which is DKK 9.533,41 above the PD funding approved.

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	Main key lessons and takeaways expected to be within: • Public diplomacy and SOME engagement • Branding and awareness • Increased cooperation • Relationship building and maintenance • All of the above within sustainability and the green transition

Application Form – CD Fund 2020

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 06.01.2020	
Name of Mission: Royal Danish Embassy in Beijing	
Title of PD/CD-activity: Danish gastronmy – sustainabilty – saving ressources and reducing waste.	
Contact Person at Mission: Hanna Liv Leanderdal, Marie Louise Flach de Neergaard	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	In 2020 the Danish Embassy in Beijing plan the event: Danish gastronomy – sustainabilty – saving ressources and reducing waste. Danish minister for Food, Mogens Jensen, will visit China during Spring 2020. Several events will be planned around this visit by the minister including the following activities: 1.Mini-seminar on linking gastronomy and sustainability including saving ressources and reducing waste. Sustainable gastronomy is not only about reducing food waste, recycling and mapping CO2 emissions. It is also about having a gastronomical mindset. As such this seminar asks the question: How can we use gastronomy to help solve global sustainability challenges, whether environmental, social or financial? The seminar will encourage dialogue between Danish and Chinese gastronomy pioneers. The participants will share their knowledge and visions on how to achieve	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines] The event was carried out with ambassador participation instead of minister online participation. This was due to the fact that the ministers participation had to be cancelled shortly before the event because of change of responisible minister in Denmark. Speakers from Denmark joined online including Selina Juul and former Noma chef David Zilber.

	global consensus and create a committed, common direction towards sustainable gastronomy. 2.Gastro-dinner on Improving Resource Efficiency and Reducing Food Loss and Waste In 2019 The Danish Embassy in Beijing launched several initiatives to encourage dialogue and rethink how people produce, consume and reduce food waste. The Sino-Danish Cooperation Platform on ressource efficiency and prevention of food loss and Food was such an initiative and was opened/ launched by the Danish Minister of Environment in Beijing in 2019. In 2020 we use this platform for new activities. A gastro-dinner for carefully selected influencers and stakeholders will be one of the initiatives.	
2. Output (Key Performance Indicators)	40 VIP participants at both events We invite some of Chinas most famous food bloggers and influencers with many million followers. We expect to reach out to 10 Chinese KOLs with aprox. 26 million followers. We expect about 10 million views on the Chinese social media platforms.	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] There are 22 physical participation at the event. Danish partcipants joined the event online due to travel restriction. One magazine and two Kols participated the event.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The events is expected to create a lot of media attention around Danish gastronomy through the embassy's media contact, social media platforms, press coverage and the participants' own interactions. Furthermore the activity will support the Sino-Danish Cooperation Platform established in 2019 on ressource efficiency and prevention of food loss and food waste.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] The event was covered on the embassy's social media platform as well as in the social media interactions of the participatns – especially the KOLs.

4. Impact *Impact is the effect you hope to obtain.*	It is expected that the acitivites will increase the general knowledge of Denmark as a green food nation and obtain support to food initiatives with social innovative purposes. We will also promote 'everyday activism' through on line campaigns where our followers are encouraged to take personal action. The activities will support and deepen the ties between the Danish and the Chinese Gastronomy scene.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] As these events were a result of continued efforts the knowledge to Danish sustainable gastronomy is increased and the focus on stop wasting food is manifested.
5. Timing	May 2020.	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines] The events was carried out on 3rd December due to VIP's schedule, travel restrictions, etc.
6. Relation to PD Priotities	CD - Gastronomi - Green DK, Creative DK	
7. Target Group/s	Chinese government officials, relevant business people, NGO's and leading Key opinion leaders.	[Actual target group – In case of deviation from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement] Please check annex 1 for participants list.
8. Special Guests/VIP	The Danish minister of food and Chinese government officials. KOLs with a large amount of followers.	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.] Danish ambassador to China participated the event instead of minister. Please check annex 1 for participants list.

9. Promotion	The actitivites will be promoted on the embassies social media platforms, where campaigns around gastronomy and food waste will support the events.	[Actual promotion activities] The events was reported through embassy SoMe account and food and environment team monthly newsletter. Kols posted articles about the event on their Weibo account. Two Kols have more than 20 million followers on weibo.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	50.000 DKK	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.]
11. Overall Costs *Partial financial contribution from mission is required.*	100.000 DKK	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explaination on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] Please see annexed voucher report. The actual cost is 22953,67+715,98+2872,20: Total: 26541,85DKK
12. Co-funding	none	[Actual co-financing by third party - if applicable]

13. Local Activity Code	Unit ID: 52041 Job ID: 6853 Local Activity Code: 80171 (CD grants 2020 –DKK 50,000) Relevant account	[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.] Unit ID 52041, Job ID 6853, LAC 80171
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] 23458,15DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] More chef from Chinese catering industry can be invited in next event. The topic can be more specific, and there should be more Danish speakers in the future.

Annex 1: ***Participants list(22+2online):***

H.E. Thomas Østrup Møller, Danish Ambassador to China
Marie Louise Flach de Neergaard, Minister Counsellor
Amanda Xiang, Senior commercial officer
Krista Kristensen, ambassador chef

Selina Juul, founder of reduce food waste(online)
David Zilber, Chr, Hansen (online)
Yahui Zhang, Director-General, Department of International Cooperation, Chinese Academy of Agricultural Sciences
Li Fang, Country Director, World Resources Institute China
Xiao Sun, Director-General, Department of Multilateral Cooperation, China Chamber of International Commerce
Xiaotian Fu, Director of Food and Natural Resources, WRI China
Jiaqi Wang, Director General, Institute of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs
Guangwei Liu, Chairman, World Eatology Forum
Wang Xiaohui, senior manager, World Eatology Forum
Fengkai Wang, Director of Packaging Research, Mengniu Group

Snorri Sigurdsson, Head of China-Denmark Milk Technology Cooperation Centre
Guangyan Cheng, Research Fellow, Institute of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs
Jiapeng Li, Assistant to the President, Professor, China Meat Research Center
Wen Zi, CEO, GoalBlue
Che Wei, senior manager, Danfoss
Wang Bing, chief editor, culinary artist magazine
Zhang, Zhenxiong, chef
Liu Baoshan, chef
KoL Xiaoqiaobangzhu
KoL Daxiong

Application Form – CD Fund 2020

Max. 1 application per embassy
Keep the application brief – max. 3 pages.

Date: 29.09.2020	
Name of Mission: Royal Danish Embassy in Beijing	
Title of PD/CD-activity: Danish gastronmy – organic gastronomy	
Contact Person at Mission: Hanna Liv Leanderdal, Marie Louise Flach de Neergaard	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	In 2020 the Danish Embassy in Beijing plan the event: Danish gastronomy experience – Danish organic eating out label. Gastro-lunch on promoting Danish organic eating out label	[In case of deviation from originally approved PD- and/or CD-activity, please give a short explaination on how and why – max. 10 lines]
2. Output (Key Performance Indicators)	40 VIP participants including media, Chinese officials, Danish association, organic certification bodies, restaurant owners, etc. We invite Chinese famous professional magazine-Culinary Artist, who publishes bi-monthly. We invite some of Chinas most famous food bloggers and influencers with many million followers. We expect to reach out to 5 Chinese KOLs with aprox. 10 million followers.	[Actual output (quantifiable) – In case of deviation from expected output, please give a short explaination on how and why – max. 10 lines] The participants are mainly Chinese officials, Danish associations, organic certification bodies and organic companies.

	We expect about 5 million views on the Chinese social media platforms.	
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The event is expected to create a platform where Chinese audience can have a better understanding of Danish gastronomy and the sustainable concept behind it through the introduction of Danish organic eating out label and its development. A lot of media attention around Danish gastronomy through the embassy's media contact, social media platforms, press coverage and the participants' own interactions.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] The event was reported through Embassy SoMe account and food and environment team newsletter.
4. Impact *Impact is the effect you hope to obtain.*	It is expected that the acitivites will increase the general knowledge of Denmark as a green food nation and obtain support to food initiatives with social innovative purposes. We will promote Danish experience on organic gastronomy, including eating out label, joint effort from government, industry assoaciation, academy, as well as private sector. The activities will support and deepen the ties between the Danish and the Chinese Gastronomy scene.	[If possible, please give a short description of the impact achieved – perhaps as a positive consequence of continuous PD/CD-efforts over time. E.g. increased demand for information on the Danish green-tech, digital knowhow or design – max. 10 lines] The event explored the possibility of cooperation on organic and Danish gastronomy with Chinese relevant authorities and organizations. The Danish gastronomy concept with organic focus was promoted through the event.
5. Timing	December 2020.	[Actual month/date – In case of deviation from expected time, please give a short explaination on how and why – max. 10 lines] The event was carried out on 16th December.
6. Relation to PD Priotities	CD - Gastronomi - Green DK, Creative DK	
7. Target Group/s	Chinese government officials, relevant business people,	[Actual target group – In case of deviation

	NGO's and leading Key opinion leaders.	from expected target group, please give a short explaination on how and why – max. 10 lines. Attached list of invitees is a requirement]
8. Special Guests/VIP	The Danish iconic figures in this sector and Chinese government officials. KOLs with a large amount of followers.	[Actual participation of special guests or ministers – In case of deviation from expected participation, please give a short explaination on how and why – max. 10 lines. Attach List of Invitees is a requirement.] Please find attached participants list below.
9. Promotion	The actitivites will be promoted on the embassies social media platforms, where campaigns around gastronomy and food waste will support the events.	[Actual promotion activities] The event was reported through Embassy SoMe account and food and environment team newsletter.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	50.000 DKK	[Actual amount received and actual use with a clear division between items of expenditure related to PD- and/or CD-grant. Please see *Guidelines for Use of Public Diplomacy Funds*. In case of deviation from expected use, please give a short explaination on how and why– max. 10 lines.]
11. Overall Costs *Partial financial contribution from mission is required.*	100.000 DKK	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and type of financing, please give short explaination on how and why– max. 10 lines. Attach Voucher Report for each individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant is a

		requirement. Please see *Guidelines for Use of Public Diplomacy Funds*.] Please see annexed voucher report. The actual cost is 3247,50+942,02+3829,60: Total: 8019,12DKK
12. Co-funding	none	[Actual co-financing by third party - if applicable]
13. Local Activity Code	Unit ID: 52041 Job ID: 6853 Local Activity Code: 80171 (CD grants 2020 –DKK 50,000) Relevant account	[Please state the JobID and the individual Local Activity Code (LAC) dedicated to the approved PD- and/or CD-grant in Navision. Please see *Guidelines for Use of Public Diplomacy Funds*.]
14. Amount Returned		[Total amount of unused funds/amount returned to OKO] 41980,88

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)]

External guests:

Mr. Liu Weijun	DG	SAMR
Ms. He Xiaoqun	DDG	SAMR
Ms. Zheng Linying	chief staff	SAMR
Ms. Yang Zehui	division director	SAMR academy
Mr. You Anjun	senior manager	China Quality Center
Mr. Xia Zhaogang	director	COFCC
Mr. Lu Zhenhui	director	WIT
Ms. Jiang Hua	senior manager	WIT
Mr. Wang Yungang	chief engineer	OFDC
Mr. Wang Wei	senior manager	OFDC
Mr. Zhang Xiangdong	chairman	organic and beyond
Mr. Zhang Youting	CEO	organic and beyond
Ms. Shi Yan	CEO	Beijing Xiaomaolv Organic Food

From embassy:
Ambassador, H.E. Thomas Østrup Møller
Minister Counsellor, Marie Louise Flach de Neergaard
Senior Commercial Officer, Amanda Xiang

xStandard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application*.
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 12/12 2019	
Name of mission: Brasilia	
Title of PD/CD-activity: Danish food culture in Brazil – sustainable and local production	
Contact person at mission: Julie Lind Madsen (julmad@um.dk) & Laura Nielsen (launie@um.dk)	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	Project: Editing and pre launch of the book "The Nordic Cuisine of Simon Lau" - the first Nordic cookbook to be edited and published in Brazil. Simon Lau is a reference in Brazil for Nordic cuisine. He has been actively involved in the dissemination of its core values, tastes and varieties through nationwide cooking classes and via television performances. In his recipes, it is crucial for Simon Lau to only use products that are available on the Brazilian market. The book introduces the reader to the classical Nordic cuisine	[In case of deviation from originally approved PD/CD-activity, please give a short explanation on how and why – max. 10 lines]
2. Output (Key Performance Indicators)	• Editing of "The Nordic Cuisine of Simon Lau" • Pre launch of the book with a video interview with Lau where he is going to explain why he decided to write the book, how he chooses ingredients. • SoMe coverage (Facebook, LinkedIn and Twitter) – 6 posts	We recorded four short movies that talk about Simon and his passion for the Nordic cousine. Two videos are focused on his story and two videos show some traditional Danish recipes. The material is being edited so we can post them on our SoMe profiles.

3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	• Create awareness about Danish cousine in Brazil • Create awareness about the importance of sustainable and local food production	We expect a good return for our posts with the videos. Videos perform really well on our SoMe profiles and the Nordic Cuisine is also a theme well received by our followers.
4. Timing	Editing of the book will me made in December and the pre launch too.	Editing of the book: Deecember Filming of the videos: December Editing: December Publishing: January
5. Relation to PD Prioty Areas		
6. Target Group/s	• General public • Food journalists and food bloggers • Danish companies	No deviation from expected target group.
7. Special Guests/VIP	Danish chef living in Brasília – Simon Lau Cederholm	The launch and all the communication about it will be online because of Covid-19.
8. Promotion	The Embassy in Brasilia and the General Consulate in São Paulo will extensively promote the book on its SoMe platform (Facebook, LinkedIn and Twitter) and website.	10 posts on SoMe about the pre launch.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.000 or dkk 50.000*	CD: 30.000 DKK • Editing of the book of "The Nordic Cuisine of Simon Lau" • Pre launch of the book with a video interview	The Embassy received 30.000 DKK. The full amount was used for paying he edition of the book and also part of the costs for filming and editing.

10. Overall Costs *Partial financial contribution from mission is required*	The overall cost of the project is DKK 30.000	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and own financing, please give short explanation on how and why– max. 5 lines.]
11. Co-funding		[Actual co-financing by third party - if applicable]
12. Local Activity Code		[Please state the PD JobID (6851)/CD JobID (6853) as well as the relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant in Navision. Please see *PD Guidelines*]
13. Amount Returned		Full amount spent

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	- Considering all the limitations we had because of Covid-19, I believe we developed a good project to put Danish Cuisine in focus. - The decision to edit and promote a book wrote by a Danish chef was an important step towards make the Danish cuisine more known locally, especially because it's the first about Nordic Cuisine published in Brazil. - Investing in short videos seems a great communication strategy for the months ahead because Brazil is only at the beginning of the "second wave".

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application*.
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 6 January 2020	
Name of mission: Istanbul	
Title of PD/CD-activity: **"How to tackle food waste - solutions from Denmark" & "Sustainable Danish Delights 2020" Webinar "Great Taste Zero Waste**- DK Inspiration for a Mindful Cuisine**" (new title for the CD activity)**	
Contact person at mission: Deniz Akkan/Anette Galskjøt	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	CD-activity: TC Turkey will organise a roundtable on "How to tackle with food waste - solutions from Denmark" followed by a "Sustainable Danish Delights" dinner prepared by a Danish masterchef to best showcase Danish gastronomy to selected members of the press and key opinion leaders of the Turkish gastronomy world. The same dinner, hosted by TC Turkey in Oct 2019, was a big success by all means. The roundtable will be organised as a partner of the WorldFood Conference which will take place in Istanbul in November, hosting participants from 45 countries.	Due to COVID-19 we have transformed the event into a digital event profiling Danish sustainable food culture, approved by the PD in Copenhagen. The webinar is part of the Nordic Talks and is called: "Great Taste Zero Waste: Nordic Inspiration for a Mindful Cuisine" which was livestreamed in 6 November 2020 from Istanbul, Ankara and Copenhagen.
2. Output (Key Performance Indicators)	The roundtable and dinner will host approx. 100 selected VIPs from Denmark and Turkey, who will experience innovative and sustainable solutions from Denmark against food waste and get an introduction to the finest Nordic cuisine. TC Turkey would like to brand Danish food supply-chain and sustainable agro business models in a creative way with commercial outputs.With these events, TC Turkey aims to provide recognition and branding for Denmark as a top gastronomy destination for a country such as Turkey who takes a lot of pride in their cuisine and gastronomy culture. National media will be invited to the event to get maximum outreach in Turkey. As the output, TC Turkey expects 30% increase in SoMe interaction and 10% increase in media coverage of Denmark in Turkish papers with positive frames (in 2019, we had almost 50 coverage on local media about the	Through our live talk/webinar we reached a wide target group from different countries and companies. There were around 155 participants watching the webinar. The event helped us showcase innovative solutions against food waste (consumer) and loss (production) from Denmark with inspirational talks and movie screenings. National media, food critics, gourmets and influencers were invited and the event itself was reffered in many platforms.

	event).	
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Increased focus on Denmark as a sustainable nation – also in respect of food and nutrition. We have successfully branded Denmark as a very green nation through the SSC cooperation between the Minsitry of Energy in Ankara and Danish Energy Management and we want to leverage this also to include focus on necessary intersection of Climate 2050 and Gastro 2025 strategies. We expect to see increase in SoMe coverage as we will be able to reach a different audience through the profiling of roundtable and culinary models against food waste. TC Turkey wishes to promote sustainable Danish solutions on food value chain which is an increasing challenge due to the effects of the climate change. We will position Denmark as a leading player on the food and agriculture and gastronomy networks in Turkey by creating new partnerships between public and private actors.	The effect of our webinar created more media coverage and awareness within the Danish sustainable food and agriculture. The live show was watched by around 155 people in Denmark, Turkey, United States, Ukraine, Germany, Austria, UK and Netherlands. As we have put the recording to our YouTube channel, there will be more people watching and getting inspired by New Nordic Cuisine which is boldly emphasized in sustainable and cooperation frames. We observed 17% increase in our SoMe followers and 34% increase in digital interaction.
4. Timing	October/November 2020	The webinar was held on November 6, 2020. The live talk was held in Istanbul, Ankara and Copenhagen.
5. Relation to PD Prioty Areas	The panelists emphasized SDGs 2 and 17. They shared their organizations' and companies' experiences and expertise regarding those SDGs with the audience.	
6. Target Group/s	• Danish and Turkish journalists and opinion leaders working on sustainability • Members of the Chaîne des Rôtisseurs, • Members of the World Gourmet Society • Members of the Food Drink Europe, • TUBITAK (Scientific and Technological Research Council of Turkey) FOSC (Food Systems and Climate) ERA-NET, • Danish IFU and PKA, • Danish Food and Agriculture Council, • Food Nation of Denmark • Private companies from DK such as Arla, Carlsberg, Chr Hansen, Novozymes, COOP, MAD, • Culinary Academy, Travel Squad, • Danish Center for Food and Agriculture (DCA), • Influencers, food critics and gourmet celebrities.	Institutions and companies which focus on sustainability, agriculture and environment participated in the webinar. This includes Novozymes, Chr. Hansen, Food Nation Denmark, Bogazici University and Embassy of Denmark in Ankara as speakers. Please see the list of participants attached.
7. Special Guests/VIP	• Danish Ambassador and Consul General will be hosting • All the EU diplomatic missions in Turkey, • VIPs of food and agro business from DK and TR, • Danish Ministry of Environment and Food, • VIPs of Danish public institions, NGOs and initiatives such as DanChurchAid, WeFood and IFU	Danny Anan, The Danish Ambassador to Turkey participated in the webinar. The Danish Consulate in Istanbul was hosting the event. Company CEOs from Denmark and Turkey were audience, as well as Turkish and Danish government officials. Please see the

		list of invitees attached.
8. Promotion	• WorldFood Istanbul is organized by London-based Hyve Events which has its own international PR agency which will be promoting the roundtable on food waste. • Carlsberg (Turk Tuborg), one of the contributors to the gastronomy dinner will be promoting the event in connection to the Creative Denmark agenda. • Two articles for Spring/Summer 2020 in Turkish media profiling the roundtable and the dinner • Weekly news on Consulate media on Fall 2020 • Articles in strategic partners' news media	The live talk was promoted on our SoMe channels before, during and after the event. The Nordic Council of Ministers and the Danish Embassy in Ankara were promoting the event as well. The live talk was filmed by a professional agency and is published on our YouTube Channel. More than 600 people watched the talk on our YouTube Channel. National media was invited by a professional PR agency. The media showed intuitive interest on our event by bringing Danish Embassy and Food Nation Denmark into tabloids, daily, weekly and monthly magazines, web portals and other channels. Please see the media monitoring report attached.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	CD: 50.000 DKK to contribute to the roundtable venue cost, experts and Danish Chefs flights and accommodation, dinner seasonal ingredients and Chefs' fees	The actual PD fund granted to us is 32.000 DKK. The 24.298,40 DKK of the fund is used for covering part of the filming agency fee for initial set-up and filming of the webinar. 7.214,40 DKK is used for part of PR agency fee. We have decided to work with the same PR agency for all over webinars. This amount is equivalent to the PR fee share for one webinar which is "Great Taste Zero Waste". Voucher Report for LAC 57319 is attached
10. Overall Costs *Partial financial contribution from mission is required*	• 25.000 DKK for roundtable on the reduction of food waste (venue, food and moderation). • 15.000 DKK for Danish chefs flights, accommodation and dinner seasonal ingredients. • 20.000 DKK for gastronomy dinner venue and menu.	The manpower for facilitating the webinar is covered by our mission (20 hrs). The moderation is realized by Bogazici University professor, no extra cost was needed. We worked with a professional filming agency

	• 10.000 DKK for promotional materials, invitations and organisational consultant to assist.	(canliyayin.com) to collect registations, to livestream, to record and to actively track Q&A module. As mentioned above the 24.298,40 DKK of the fund is used for covering part of filming agency fee. 7.214,40 DKK is used for part of PR agency fee.
11. Co-funding	The mission will seek company sponsorships to the dinner on covering dinner venue rent. If necessary, the VIP attendees will pay a minimum participation fee for gastronomy dinner to compensate the overall estimated 70.000 DKK cost. The mission will partially contribute to financing thru paying promotional materials, invitations and an organisational consultant to assist. Please note that this application is NOT for TC Istanbul's participation into the WorldFood Istanbul as Marketing/Export matters.	The participating companies (Novozymes and Chr Hansen) covered 10 hrs of manpower. The mission contributed with around 20 hrs of manpower.
12. Local Activity Code		The expense is recorded with JobID 6853 and LAC 57319
13. Amount Returned		487,20 DKK is left from the fund and this is the amount to returned.

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	- We developed skills in facilitating an online event with participants from both Ankara, Copenhagen and Istanbul. We learned about infrastructure requirements in the settings, including recording details and equipment, connection and clear communication. - The event opened up on new perspectives and debate within food waste, quality and safety in favor of Danish expertise and initiatives on sustainability in the food sector. The New Nordic Cuisine took place in national media with the headlines "Denmark is ready to help Turkish food waste and loss" and specific case studies and field successes from Denmark - TC Istanbul has observed an emerging interest for multilateral cooperation for a sustainable and brighter future in Turkey aspect as well (local newspapers showed interest in our webinar) - Turkish academia showed interest in forming alliances between Denmark and Turkey for a mindful gastronomy and research on food ingredients and social campaigns.

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application.*
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 30-09-2020	
Name of mission: Royal Danish Embassy in Riyadh	
Title of PD/CD-activity: Promotion of Danish and new Nordic cusine in Saudi Arabia	
Contact person at mission: Julie Andersen jurean@um.dk	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	New Nordic cuisine is not well-known in Saudi Arabia. The embassy would like to change that. Danish chef to visit Saudi Arabia to produce Danish/New Nordic food at an event at the Royal Danish Embassy and/or a local hotel for promotion of Denmark and Danish/Nordic cuisine.	Danish and New Nordic food was promoted in Saudi Arabia during a Danish gourmet dinner and Danish cooking class in Riyadh. Due to COVID-19 restrictions the CD activity was changed slightly from the original plan. The changes was approved by KOM.
2. Output (Key Performance Indicators)	Approximately 25-100 participants (depending on local COVID-19 restrictions), 1-3 local media coverages, promotion on 4 SoMe channels, approximately 250 likes on SoMe channels.	8 Saudi participants at the gourmet dinner, 12 Saudi participants at the Danish cooking class, the cooking class was broadcasted in Saudi TV, promoted in Arab News and on social media.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The event is a great opportunity to establish new partnerships in the food sector and promote Denmark on healthy and organic food which is in high demand. Relevant stakeholders will be invited which could lead to new business opportunities and TC related cases. Ambition to increase number of SoMe followers.	The events strengthened the embassy's relations to local news and media channels and all participants praised the events and the insights into Danish and New Nordic cuisine. Food Nation Denmark and Organic Denmark contributed with virtual inputs to talk about Denmark and food.
4. Timing	November-December 2020.	Gourmet dinner on 16 December 2020 and Danish cooking class on 17 December 2020.
5. Relation to PD Prioty Areas	The activity relates to Green DK, SDG 3 – Good health and well-being, SDG 12 – Responsible consumption and production, SDG 13 – Climate action, SDG 14 – Life below water and SDG 15 – Life on land. The activity is also in line with Saudi reform Vision 2030's focus on increasing health, healthy food, organics, and green and sustainable solutions.	
6. Target Group/s	The media, influencers, business associates,	Media (newspapers, influencers, and TV)

	general public, decision-makers.	participated.
7. Special Guests/VIP	Representatives from the Saudi Ministry of Health, representatives from the Saudi Food and Drug Authority, representatives from other ministries and/or relevant businesses and influencers/media.	Two representatives from Saudi Food and Drug Authority were present for both events.
8. Promotion	• Promotion on the embassy LinkedIn, Twitter, Instagram and Facebook. • Email and phone promotion to relevant business associates. • Ambassadorial promotion to likeminded circles. • Share on local influencer SoMe accounts e.g. Blue Abaya, DQ living, Saudi Women Stories etc. • Goodie bags with Danish delicacies.	The events were promoted in Saudi TV, newspapers and on social media channels.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	DKK 50.000	SAR 7,275 DKK 12,491.175 (calculated with exchange rate SAR 1 = DKK 1.717)
10. Overall Costs *Partial financial contribution from mission is required*	Total cost of activity approximately DKK 80,000. Mission's own financial contribution is approximately DKK 20-30,000.	DKK 12,491.175
11. Co-funding	Mission's own financial contribution is approximately DKK 20-30,000.	DKK 0
12. Local Activity Code		
13. Amount Returned		

LESSONS LEARNED

	Evaluation

	- To be filled upon presentation of accounts -
15. Main Lessons Learned	• Food events of smaller scale is possible to make successful during COVID-19. • DKK 20,000 covers more of the cost than first anticipated. DKK 20,000 was more than sufficient to cover small scale events. • Saudi Arabia has a big interest in learning more about Danish food and strongholds in organic and food in general. • One of the guests at the gourmet dinner said "we were expecting a simple Danish gourmet dinner, but instead we got so much more!" – which made us realize that it does not require large scale events or high budget events to promote Danish food successfully.

Standard Application Form – Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application*.
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: September 30, 2020	
Name of mission: Seoul	
Title of PD/CD-activity: Delicious Denmark	
Contact person at mission: Jenny Lee, seolee@um.dk	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	"Danish Hygge Christmas in Korea" CD campaign: 1. Online competition to win invitation to offline cooking class (free participation by public). 2. Offline smorrebrod class with focus on gastronomy and sustainability. (TBC: Possibly also at a department store's culture center.) 3. C**hef's c**ooking video on embassy or Danish cookbook publisher's YouTube (17,800 subscribers). If funds allow, also a collab with a Danish influencer in Korea (61,300 subscribers). 4. Online competition for posting photos of smorrebrod they made. Prizes: Danish cookbooks published in Korea, Food Nation merchandise, Danish food products, etc. (TBC)	Online campaign consisting of chef's cooking video with Christmas and traditional themes, local Danes' participation showing how to make Danish food, and a competition for locals to share event post and post their own photos of Danish food. Offline cooking class (and NOMA documentary showing) was unfortunately not possible due to COVID19. Scope of dishes were widened to include other Danish dishes as well to make the event more accessible.
2. Output (Key Performance Indicators)	10-30 participants per offline class. Anywhere between 100+ to 6000+ views, likes, etc. on Facebook, Twitter, Instagram, Naver, YouTube, etc. depending on collabs.	No offline class due to COVID. SoMe: So far there have been total 947 engagement (incl. video views, likes, comments, saves, shares, reposts, etc.) on all respective platforms of the embassy, restaurant, publisher, as

	5+ press exposure, depending on collabs.	well as on shared posts and posts uploaded by those participating in the event. Boosting post on Instagram and Facebook led to total 9,328 people reached, 188 engagements, and 88 link clicks. Press: 529 online views of press release, including 49 articles and full text shared on 131 news websites' press release page.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Short term: 50+ increase in followers. New contacts to influencers. Strengthened partnership with chef, publisher, Food Nation (TBC), Asia Society (TBC), and Danish food companies (TBC). Long term: Increased public awareness of Danish food, sustainability, and food companies.	So far there have been 135 new followers, net 74 increase in followers. New contacts to active instagram accounts that are interested in Danish food and with high number of followers, which would be useful for future -especially commercial food- events. Strengthened partnership with chef and publisher. Increased public awareness of Danish food. Due to COVID19 offline class with Asia Society was not possible. Due to lack of ministerial visit no promotion of Danish companies was included. Embassy's stock of Food Nation's merchandise was depleted.
4. Timing	Stage 1: Mid-late November Stage 2, 3: Early December Stage 4: Mid-December	Due to fluctuations in the local COVID19 situation, continuous changes in plans had to be made, until it was no longer possible to reschedule. All activities were held in December.
5. Relation to PD Prioty Areas	Culinary diplomacy	
6. Target Group/s	General public with a focus on social media users and press. Depending on collab, the below could also be added: - If collab with Asia Society & department store: Consumers with high purchasing power. - If collab with TC/Danish food companies: Korean stakeholders (their participation costs will be covered by TC/companies, not CD funds).	General public with a focus on social media users and press.
7. Special Guests/VIP	Danish influencer in Korea (TBC): https://www.youtube.com/channel/UC2a1E0E-4CV38Efpes6FDoA	Danish-Korean chef Wind Minzi Kim. Unfortunately it was not possible to get a response

	Danish-Korean chef	from the Danish influencer.
8. Promotion	Prior: Media promotion and online competition by embassy and partners. Promotion via department store on/offline brochures (TBC). After: Online promotion via event posts by embassy and participants and photo competition.	No deviation, except department store promotion was not possible due to lack of offline cooking class.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	Please see *PD Guidelines*] 50,000 DKK	30,000 DKK - production of cooking video - production promotional images - chef's fee and ingredients - boost of event post on Instagram and Facebook - professional distribution of press release and follow up report
10. Overall Costs *Partial financial contribution from mission is required*	Offline class: Est. 30,000 DKK for venue rental, food and beverages, chef fee, etc. Video: Est. 20,000 DKK for video production and possible collab with Danish influencer. Postage: Est. 570 DKK (mission) Books: Est. 4515 DKK (mission) Food Nation merchandise: ? DKK Danish food products: ? DKK Stakeholder participation: ? DKK (mission or food companies	34,420.627 DKK Mission's expected contribution of minimum 683.99 DKK for postage of sending prizes (Danish cookbooks).
11. Co-funding	Publisher: Co-funding of video and/or books (TBC). Food Nation: Sponsorship of merchandise and videos for Danish food sustainability (TBC). Danish food brands: Sponsorship of ingredients, food products, stakeholder participation (TBC). Restaurant: Co-funding of cooking class (TBC). Asia Society: Funding of cooking class at a local department store's culture center (TBC).	Publisher: 3,761.97 DKK value of cookbooks. Embassy's Food Nation merchandise had been depleted, and it was not economical to request more via diplomatic mail. Danish food brands were excluded as promotion of specific Danish companies were not possible due to lack of ministerial visit. Cooking class and documentary showing not possible due to COVID19, meaning co-funding was not possible in this aspect either.

12. Local Activity Code		CD JobID: 6853 LAC: 50714
13. Amount Returned		25.336 DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	COVID19 poses great difficulties in culinary diplomacy as it does not allow people actually cook, taste, and smell the food that is being promoted. A viral approach has proved successful, one that focuses more on the visuals and sounds of cooking (inspired by TASTY! on YouTube); the prospects of winning a prize; and engagement with local partners (chef, cookbook publisher) who's followers would have similar interests. Also engaged were the Danish and Korean fans of the K-pop band BTS, due to a recent engagement on the Ambassador's twitter that resulted in a huge spike in RTs, likes, and follows. An online, livestreamed cooking class may be considered, if logistics (ensuring fresh ingredients for participants) and sustainability (single use plastics and packaging to send ingredients) could be effectively addressed. An online documentary/movie livestreaming is technically very difficult, as fees for copyrights depend on ensuring only an agreed upon number of viewers are able to access the video only once, and on a platform that does not allow screenshots or video recording.

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application.*
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 23/1 2020	
Name of mission: Consulate General Shanghai	
Title of PD/CD-activity: CD activity; VIP events	
Contact person at mission: Meeja Neergaard, meenee@um.dk	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	[Short description – max. 5 lines - e.g. panel discussion, conference, master class, video production etc.] The Danish Minister for Food and Argiculture Mogens Jensen will visit Shanghai in mid-May 2020 to participate at BIOFACH (largest organic food exhibition in the world) and SIAL (largest food exhibition in Asia) The Consulate General would like to utilize the Minister's visit in Shanghai to continoue our food waste initiative from last year where we arranged a Zero Food waste dinner as part of a campaign with the Embassy in Beijing, Tokyo and Washington, and co-organized together with the Nordic Consulate Generals in Shanghai a two days food waste seminar, workshop and reduction of food waste challenge. The plan is to arrange a "Gastro-Food Waste" event with the Minister during the visit in Shanghai with focus on how Danish grastronomy contributes to a sustainable development by using	[In case of deviation from originally approved PD/CD-activity, please give a short explanation on how and why – max. 10 lines] Due to COVID-19 the Minister for Food and Argiculture's visit to SIAL in Shanghai in May was cancelled. We applied to use the funds for a Gastro-Food waste and Food Loss event during China International Import Expo(CIIE) in Shanghai 5-10 November 2020, where the Minister for Food and Argiculture will try to attend and visit the Danish food pavilion organized by DI, Food Nation and the Consulate General. There are 23 Danish companies from the food industry exhibiting in the pavilion. The Gastro-Food waste and Food Loss event is part of a series of side events paralle with CIIE. The event is planned for the 7th November 2020 in the evening with on focus on how Danish grastronomy contributes to a sustainable development by using gastronomy as a tool to inspire and encourage food producers, chefs and consumers to use sustianble solutions to prevent food loss and waste. This topic has become event more relevant after the local

	gastronomy as a tool to inspire and encourage food producers, chefs and consumers to use sustianble solutions to prevent food loss and waste.	government in Shanghai have launched Zero food waste in campaign in August 2020. Restaurants are encouraged not to sell more dishes per person to reduce food waste in the industry. In case the Minister is not able to travel to China due to quarantine rules then we will pre-record a message from the Minister to show during the event.
2. Output (Key Performance Indicators)	[Expected output (quantifiable) – e.g. expected number of participants, number of media exposures, number of likes/views on SoMe] Depending on the size of the venue we hope to have a minimum of 60 participants for the event. The intented target group we hope to invite are leading food influceners/KOLs, media, journalists. The event should be a platform where we can promote Danish initivaties and sustainable products, and also launch the "Sino-Danish Platform on Ressource Efficiency and Prevention of Food Loss and Food Waste" which the Embassy in Beijing launched during the visit by the Minister for Environment ih the fall 2019. We will also use our own social media platforms to promote the event	[Actual output (quantifiable). In case of deviation from expected output, please give a short explanation on how and why – max. 10 lines] We plan to invite 200 guests including the exhibiting companies and local companies from the food industry, local zero food waste NGOs, leading food influceners/KOLs, media, journalists, The event should be a platform where we can promote Danish food waste and loss and local initiatives
3. Outcome (Key Performance Indicators) *Outcome is the effect you work*	[Expected outcome/short-term effect – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers, the change of awareness you wish to promote]	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines]

to obtain.	The event will also be a way for us to strengthen our exsisting connections and partnerships and to attact new Chinese and Danish connections within the food industry	Use this event to inform about food waste and loss and a way to strengthen our exsisting connections and partnerships and to attact new Chinese and Danish connections within the food industry
4. Timing	[Expected quarter/month – date if known] One evening event between 13 to 15 May	[Actual date – In case of deviation from expected timing, please give a short explanation on how and why – max. 5 lines] 7th November 19.00-22.00 Actual date of the event: 15 December 2020
5. Relation to PD Prioty Areas	[Which of the 3 priority themes does the activity relate to: Green DK, Digital DK or Creative DK? Please clarify if the application relates to the crosscutting theme Danish Multilateralism (SDGs, talks/summits, campaigns, candidatures, reforms etc.)] CD funds: VIP event with possible participation of a Danish Minister	
6. Target Group/s	[Expected target group/s – e.g. non-state actors such as the media, int. org., opinion/community leaders, decision-makers, NGOs, private companies, influencers, general public] The target group beside influencers, KOLs and media/journalists are Danish and Chinese food companies/producers, local NGOs Zero Go Waste and BottleDream	[Actual target group/s. In case of deviation from expected target group/s, please give a short explanation on how and why – max. 10 lines. Attached list of invitees is a requirement] The target group beside influencers, KOLs and media/journalists are Danish and Chinese food companies/producers, local NGOs Zero Go Waste and BottleDream and local authorities
7. Special Guests/VIP	[Expected participation of special guests, ministers or royalty] Minister for Food and Argiculture Mogens Jensen	[Actual participation of special guests, ministers or royalty – In case of deviation from expected participation, please give a short explanation on how and why – max. 5 lines. Attach List of Invitees is a requirement.] If the Minister can't participate, we will show a speech from him on a big screen

8. Promotion	[Expected promotion activities] Promotion together with the online platforms, through our own social media platforms approx. 700.000 followers, and local media partners, and KOL's and food waste and loss NGOs	[Actual promotion activities] The event will be invitation only, but we will provide press releases and pictures for the press and media + poste about the event on our own social media platforms

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	[PD/CD grant (amount) applied for and the budget items covered by this amount. PD and CD grants cannot be combined in one application. Please see *PD Guidelines*] CD funds: 50.000 DKK to cover: 25.000: Rental of venue, print and production of relevant material, technical equipement needed for speeches and PPTs 25.000: chef and preparation of food	[Actual expenditure/budget items related to the PD/CD grant. In case of deviation from expected use, please give a short explanation on how and why– max. 10 lines. Please see *PD Guidelines*. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*] We received intotal 90.000 DKK in CD funds and 30.000 DKK in PD+light funds in total 120.000 DKK Rental of large screens to show videos and greetings from Denmark Techincal equipment: micro phones, speakers and mixerpult + technical onsite assistance Rental of venue including gasto food / drinks Graphic design layout Translation of material Online cloud platform

		Lunch boxes
10. Overall Costs *Partial financial contribution from mission is required*	[Estimated total cost of the project and clear indication of the mission's own financial contribution] At this stage we only able to contribute with a limited amount 5000 DKK	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and own financing, please give short explanation on how and why– max. 5 lines.] 250.000 DKK: Mission financial contribution 50.000 CNY
11. Co-funding	[Expected co-financing by third party – e.g. cultural, commercial or private funding - if applicable] We will try to engage Danish companies to support with food products and drinks to keep the cost down	[Actual co-financing by third party - if applicable] Acutal co-financing: L&F
12. Local Activity Code		[Please state the PD JobID (6851)/CD JobID (6853) as well as the relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant in Navision. Please see *PD Guidelines*] CD JobID 6853 PD jobID 6851 LAC 51052
13. Amount Returned		[Total amount of unused funds/amount returned to OKO]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] Due to the pandemic situation we have to divert and adjust our activites, and choose to combine PD and

	CD activity into one event. We managed to create an event with focus on food waste and lost for approx. 300 participants from the food sector. • We had to be flexible and make many adjustments in order to execute the event • For our event it was important to have relevant partners like Food Nation, State of Green and Creative Denmark to help with both content and visuals that talked about food waste and loss from a Danish context. • We tried to make the actual event as sustainable as possible, so we brought sustianble plastic, so the participants could bring home leftovers from the event. Instead of printed material and brochures we set up an online cloud with a QR code and collected all the material online, so the paricipants just had to scan the QR to get access to the brochures. We also tried to use screens instead of printed roll ups. • The key to our event was to invite specific Chinese companies within the food sector, sustainable Danish food companies, and some of China's largest E-commerece food platforms to give them the opportunity to network and learn from Danish solutions. With these learned lessons and considerations we are more prepared to be green at our next activities

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application.*
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 16 December 2019	
Name of mission: Tallinn	
Title of PD/CD-activity: VIP EVENT *"Conference on Stop of Food Waste* ***– the Danish model"***	
Contact person at mission: Jens Chr. Andersen	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	2020 Bocuse d'Or Europe will be held in Tallinn, Estonia, on 28-29 May. In the EU, around 88 million tonnes of food waste are generated annually with associated costs estimated at €143 billion. This figure is set to rise to around 126 million tonnes of food waste by the end of 2020. Wasting food is not only an ethical and economic issue but it also depletes the environment of limited natural resources. 2020 Bocuse d'Or Europe in Tallinn will be an excellent opportunity to focus on food waste and share the Danish experiences on food waste prevention with a high-level conference back-to-back to the main event with the title *"Conference on Stop of Food Waste – the Danish model".* Denmark has more initiatives against food waste in Europe than any other state – from awareness campaigns and partnerships to government subsidies for food waste projects. This is largely thanks to Stop Spild Af Mad - Stop Wasting Food – a lobby group set up by graphic designer Selina Juul. The	Due to COVID-19 situation the Bocuse d'Or was held in Tallinn (on 15-16 October after having been postponed twice) with minimum sized teams/delegations and no audience, and it was not possible to have any VIP guests and to organise a conference. As per agreement with KOM the funds were used for online interviews with well-know Danish chefs and hospitality representatives to be shown at the hospitality sector event in Tallinn on 15 November, organised by Flavours of Estonia (https://flavoursofestonia.com/) together with Estonian Sommelier Association and Estonian Bartenders Association. The event took place with limited audience present and livestream on Delfi news agency and Facebook pages. The food+drink hybrid event combined the announcement of the White Guide 2021 restaurants in Estonia, hospitality event Ideas / Flavours / Experiences and Estonian Drink Festival. There were two interviews showed at the event and five more will be added in November and December to be viewed until spring on website

	purpose of the conference will be to draw on this experience and use Denmark as a showcase. Consumers can share and receive good advice from Denmark against Food Waste on how to save more food with Danish politicians and the companies that are part of the initiative as speakers. The initiative contributes directly to achieving the United Nations' Sustainable Development goals (SDGs) of reducing food waste and securing responsible consumption and production and can also be part of Denmarks Presidency of Nordic Council of Ministers. *Main question will be: How do we limit food waste, both through centralized and resource-effective kitchen production facilities as well as in the private kitchens, with gastronomy as a fundamental driver?* Part 1 – Challenges – investigating the problems – prevention of food waste. Part 2 – Solutions - investigating opportunities to prevention of food waste. Among the suggested speakers are: Opening remarks by HRH Crown Prince Frederik of Denmark (if the event is possible to combine with his visit to Tallinn to meet the Danish NATO soldiers in Estonia) Opening speech by Minister for Food, Fisheries and Equal Opportunities and Minister for Nordic Cooperation of Denmark, Mogens Jensen Erik Bisgaard Madsen, Vice-Dean for Private and Public Sector Services, Faculty of	https://www.ideasflavoursexperiences.com/. The interviews showed on 15 November were with Mikkel Borg, founder of Mikkeller HQ Brewery, and chefs Niels Peter Pretzmann and Matas Paulinas from Farmers Circle. Later added interviews are with Pancho Cardenas (Kadeau), Trine Hahnemann (Hahnemanns Køkken), Tiffany Ng (RSVP), Mikkel Gregersen (Backyard Dining Club) and Christian Tang (Kyros & Co).

	Science, University of Copenhagen Selina Juul, founder of 'Stop Wasting Food' movement, Denmark Danish Bocuse d'Or Chefs Representative from Danish companies Danish NATO soldiers cooking on the spot	
2. Output (Key Performance Indicators)	The Embassies expects to attract at least 100 participants for the main event (conference). We expect to have at least 1 coverage in national newspapers or 1 coverage on main news portal per country. At least one article with the specific theme should be published in local media emphasizing Denmark's high profile on prevention of food waste and circular economy. The Embassies will also cover the events on Facebook.	According to the event organiser there were around 200 people at the event physically and the number online views live and from recordings was 4000 times. The interviews stay on website https://www.ideasflavoursexperiences.com/ at least until spring 2021 and may continuously be viewed.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	Expected outcome should ensure Estonian and international stakeholders support the Danish model; it should create at least 2-3 commercial leads for the Danish companies, active within prevention of food waste.	The stories, views and inspiration from Danish chefs has reached a wide range of hospitality sector players and wider audience in Estonia.
4. Timing	The activities will be executed at the same time with Bocuse d'Or 2020 – 28/29 May 2020.	15 November 2020 with interviews staying online to be viewed at least until spring 2021.
5. Relation to PD Prioty Areas	The activity relates to Green Denmark priority area and will cover several – green energy, green transition, circular economy as well as several SDG goals.	
6. Target Group/s	Consumers, participants in Bocuse d'Or and Government and local NGO's.	Chefs, restaurateurs and other players in hospitality sector and wider audience.
7. Special Guests/VIP	Government representatives, Members of the Parliament, opinion makers, Energy and	Estonian top chefs, restaurant owners, sommeliers and barmen took part of the event physically, many others

	Environment NGOs, decision makers, stakeholders from both – public and private sectors.	followed online.
8. Promotion	The events will be promoted in the social media (Facebook, Twitter) and direct mailing campaign, as well as advertisements for the main event and direct meetings with the Prime Ministers, Ministers/Vice-Ministers and other decision makers.	The whole event can be reviewed here: https://lood.delfi.ee/omamaitse/toidutrendid/vaata-jarele-kultuurikatlas-selgitatakse-valja-eesti-parim-jook-ja-antakse-restoranidele-white-guide-tiitlid It was also livestreamed on the Facebook pages: https://www.facebook.com/eestimaitsed, https://www.facebook.com/EstonianBartendersAssociation, https://www.facebook.com/Sommeljeede-Assotsiatsioon-ESA-115464978465805. The interviews can be viewed here: https://www.ideasflavoursexperiences.com/ Info about new interviews uploaded will go with weekly newsletter to the representatives of 200 restaurants and altogether 5000 people, and will be shared on Facebook https://www.facebook.com/eestimaitsed. Embassy has shared info about the event and will also share the later additions.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.00 or dkk 50.000*	50.000 DKK for the conference which will partly cover expenses for the venue but also for key note speekers (accomodation and transportation).	The budget for seven interviews and a part of technical costs was 3400 EUR (+tax).
10. Overall Costs *Partial financial contribution from mission is required*	100.000 DKK. Venue and venue assistance (Embassy's own contribution.	The Embassy started cooperating with the event in fairly late stage of organisation and thus the embassy contributed with CD funds only to add the Danish interviews and cover part of costs for technical solutions.

11. Co-funding	The Embassy will try to attract Commercial co-funding from Sponsors and Danish companies, as well as from the Nordic Council of Ministers local Office and from the Ministry of Environment.	Not known.
12. Local Activity Code		CD JobID 6853.
13. Amount Returned		None to be returned.

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)]

Standard Application Form – Public Diplomacy/Culinary Diplomacy, 2020/1

Max. two applications per mission a year - *one PD and/or one CD application.*
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 28/09/2020	
Name of mission: The Danish Embassy in Kyiv	
Title of CD-activity: Danish twist on MasterChef in Ukraine	
Contact person at mission: DHoM Anne Toft Sørensen	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	Working title: Danish Twist to MasterChef Ukraine – an exchange of flavours and ideas. Concept: Video production with the Danish Ambassador and Ukrainian celebrity chef Ievgen Klopotenko. Ievgen will be cooking a Danish dish while he and the Ambassador will discuss how the New Ukrainian kitchen is inspired by Danish gastronomic experiences from food quality and safety, sustainability, organic production and the unique Danish way of collaborating. The video production will be posted on the embassy's youtube channel and Facebook. The first 100 followers who share the video will receive a goodie bag with Danish delicacies and CD-merchandise. Although the embassy does not have an Instagram profile, Ievgen Klopotenko has app. 100.000 followers on his personal profile that we will utilize.	[In case of deviation from originally approved PD/CD-activity, please give a short explanation on how and why – max. 10 lines] The video production has been taken with the Deputy Head of Mission, Anne Toft Sørensen. Together with the chef, Ievgen Klopotenko, they were cooking a unique dish using the ingredients of a traditional Danish Christmas dinner. While cooking the deputy Head of Mission was discussing the simalaritties between New Nordic cuisine and Ievgen's percepetion of cooking, his observation on Danish cousine while he was visiting Denmark and how it inspired him.
2. Output (Key Performance Indicators)	100.000 views on SoMe. At least a 100 shares on FB.	[Actual output (quantifiable). In case of deviation from expected output, please give a short explanation on how and why – max. 10 lines] The video will be published on Embassy's Facebook and YouTube platforms on Tuesday, 15th of December.

		We have a confirmation that it will be re-posted on Ievgen's Facebook page, which is followed by 116 k users and promoted via his Instagram as well, which is followed by more than 526 k. It will be done on 15th of December.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	2-3 new partnerships with local civil society organizations and businesses. An increase of 300 subscribers to the Embassy's Facebook-page.	[Actual outcome (short term) – In case of deviation from expected outcome, please a give short explaination on how and why – max. 10 lines] We have established professional connections with the restaurant "100 Years Back In Future" and personally with the chief Ievgen Klopotenko, who is a well-known celebrity and popular culinary expert. Furthermore, we have established professional connections with the charity program Cult-Food.
4. Timing	Q4 2020	[Actual date – In case of deviation from expected timing, please give a short explanation on how and why – max. 5 lines] The date of release is December. 15th.
5. Relation to PD Prioty Areas	This project relates to both Creative DK and Green DK, because it will focus on the culinary narrative of green and clean living, food quality, sustainability and organic production.	
6. Target Group/s	The primary target group for this project is the well-educated and trendy youth in big Ukrainian cities. The project also has a charitable aspect as Ievgen work with local authorities and civil society promoting healthy food in the Ukrainian public schools.	[Actual target group/s. In case of deviation from expected target group/s, please give a short explanation on how and why – max. 10 lines. Attached list of invitees is a requirement] The target group remains the same, also in the video the Deputy Head of Mission touched upon the school project (Cult-Food), leaded by Ievgen, which aims to make food at Ukrainian schools healthier and cleaner.
7. Special Guests/VIP	Celebrity chef Ievgen Klopotenko, who is a Ukrainian chef, entrepreneur, and culinary expert. He is highly popular as a TV presenter and blogger - he has 92k followers on Facebook.	[Actual participation of special guests, ministers or royalty – In case of deviation from expected participation, please give a short explanation on how and why – max. 5 lines. Attach List of Invitees is a requirement.]

	He is a co-owner of the restaurant "100 YEARS BACK IN FUTURE", where he provides a new form of Ukrainian traditional cuisine, focusing on healthy and fresh dishes, regional and seasonal products such as seen in the New Nordic kitchen. He is promoting healthy eating habits for Ukrainians by making recipes and publishing them on social media. They are widely popular, and he is one of the most famous food bloggers in Ukraine.	The video production was made with the planned guests- Ievgen Klopotenko, celebrity chef, and the Deputy Head of Mission, Anne Toft Sørensen.
8. Promotion	The project/event will be held online, why promotion too will be online, primarily via Facebook-ads and –boosting. Furthermore, the event will be promoted by Chef Klopptenko and organizations of collaboration on their SoMe-channels.	[Actual promotion activities] Video will be posted online on Embassy's Facebook page and YouTube channel. We receied the confirmation from Chef Klopotenko that they will do a repost of video from the Embassy's Facebook page and will promote it via his Instagram.

ECONOMY

	Application		Evaluation - To be filled in upon presentation of accounts -
9. Amount *PD: dkk 40.000 or dkk 100.000* *CD: dkk 20.000 or dkk 50.000*	CD grant of dkk 45.000		[Actual expenditure/budget items related to the PD/CD grant. In case of deviation from expected use, please give a short explanation on how and why– max. 10 lines. Please see *PD Guidelines*. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*] The CD grant was DKK 40.000
10. Overall Costs *Partial financial contribution from mission is required*	Filming: 3 cameras, equipment, 2 cameramen	DKK 10.000	[Actual total cost and missions own financial contribution. In case of deviation from expected costs and own financing, please give short explanation on how and why– max. 5 lines.] The actual cost for filming and equipment got changed according to the location needs and video production; the
	Rent	DKK 13.000	
	Purchase of Danish and local raw materials	DKK 2.500	
	Video editing	DKK 1.300	
	Online promo campaign	DKK 3.200	

	100 Goody bags — DKK 20.000 Shipping of Goody bags — DKK 7.000 Printing on merchandise — DKK 3.000 Expensens - Total — DKK 60.000 Mission's financial contribution — DKK 15.000 CD Grant — DKK 45.000 Income - Total — DKK 60.000	rent and purchase of Danish and local raw materials we grouped in one category and it slightly differs from the planned cost. Shipping of Goody bags and Online promo campaign would be done after the Decmeber, 15th, when the video will be published. Filming: 3 cameras, equipment, 2 cameramen — DKK 5.852 Rent and Purchase of Danish and local raw materials — DKK 16.884 Video editing — DKK 1.576 Online promo campaign — DKK 3.200 (predicted) 100 Goody bags — DKK 25.846 Shipping of Goody bags — DKK 5.056 (predicted) Printing on merchandise — DKK 1.586 Expensens - Total — DKK 60.000 Mission's financial contribution — DKK 20.000 CD Grant — DKK 40.000 Income - Total — DKK 60.000
11. Co-funding	N/A	[Actual co-financing by third party - if applicable]
12. Local Activity Code	57687	JobID (6853, Local Activity Code (LAC) dedicated to the approved CD grant in Navision is 57687. Please see *PD Guidelines*]
13. Amount Returned	0	[Total amount of unused funds/amount returned to OKO]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	[Please describe main lessons learned (bullets)] - Video production takes a lot of preparation, therefore, video equipment, camera personell and location agreements have to be arranged in advance, what we did. This project proved that hard work before

	actual filming will provide a good result, which we see from the edited video and which we hope to achieve via the SoMe. - Cooperation with the Ukrainian celebrities seems to be fruitful regarding the SoMe and joined resources, consequently, we would like to continue promoting Danish traditions and culture in cooperation with the appropriate Ukrainian celebrities and influencers. - So far we also are very delighted with the goodie bags, which will promote Denmark and the Embassy, so if this part of the project would be received well by the audience, it can be used as a part of PD activity in the future. We established professional contacts with different Ukrainian contractors, which provide needed for making visual products services, so they can be asked to work for us again.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 29th January of 2021
Name of mission: Danish Embassy in Brasília
Title of PD- or CD-activity: Danish cuisine in focus
Contact person at mission: Jamila Tavares (jamtav@um.dk) & Mette Gjerløff (metgje@um.dk)

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	Because of the pandemic, we will focus on virtual activities: 1.1 Danish food film festival: a virtual festival with movies and documentaries that dive deep in Danish cuisine. 1.2 Danish food talks: as a part of the festival, we will have some virtual debates about how the Danish and the Nordic cuisine became famous.	As the pandemic weakened, we decided to reorganize our activities to promote face-to-face events. We held two classes on Nordic conservation techniques for gastronomy students and an event with journalists that had a menu developed by Danish chef Simon Lau.
2. Output (Key Performance Indicators) *Quantifiable*	- 100 viewers of every movie; - 100 participants of each debate; - 10 posts on SoMe	- First class at Iesb: 40 students - Second class with IFB students: 40 students - Lunch with journalists: 60 people We had 6 posts on social media about the classes and 12 news articles on local vehicules about the lunch.
3. Outcome (Key Performance Indicators) *Outcome is the short term*	Promote awareness about Danish food culture in Brazil and promoting dialogues about the cultural aspects of cooking.	[Actual outcome (short term) – In case of deviation from expected outcome, please give a very brief justification of how and why (bullits) – max. 5 lines]

effect you work to obtain.		
4. Timing	The festival will be realised in second semester.	- First class at Iesb: October 26th - Second class with IFB students: November 16th - Lunch with journalists: December 8th
5. Target Group/s	- General public - Food influencers - Specialised media - Danish companies in Brazil	We decided to focus the activities on gastronomy students and on journalists, believing that they are an audience with greater potential to disseminate the information presented at the events.
6. Keynote Speaker/s and VIP/s	- Danish filmmakers - Danish chefs, including Simon Lau to build on the last year´s CD activities	- Danish chef Simon Lau to build on the last year´s CD activities.
7. Promotion	As a virtual event, the promotion will happen mostly on SoMe, with posts in all our profiles.	The promotion happened mostly on SoMe, with posts in all our profiles and also on the profile of our partners – Iesb and IFB.
8. Strategic Partner/s	- Food Nation - Danish Film Institute	We ended up partnering with local universities and media vehicules to reach a bigger audience.
9. PD Prioty Areas	Creative DK	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	20.000 for the virtual film festival and the virtual debates.	- First class at Iesb: DKK5.632 Expenses hiring the chef and support staff, buying ingredients for the class and also masks and sanitizer. - Second class with IFB students: DKK5.632 Expenses hiring the chef and support staff, buying ingredients for the class and also masks and sanitizer.

		- Lunch with journalists: DKK7.885,50
11. Co-funding	In-kind contribution expected from strategic partners.	[Actual co-financing by third party - if applicable]
12. Amount Returned		DKK 849,50

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	The pandemic continues to be a reality in Brazil and worldwide, but the idea of promoting face-to-face activities - following all safety guidelines - had excellent results. The gastronomy students who participated in the classes were very happy to be back in a kitchen or to have face-to-face classes for the first time since joining the course. We received positive reviews from many of them, who also started following our social networks. Lunch with journalists was another very rich experience: we were able to get closer to different media outlets and we were also able to present a little about Danish culinary traditions. For 2022, I believe we are going to invest in hybrid activities - in person and virtual.

11 January 2021

Application Form – BEIJING CD Fund 2020

Max. 1 application per embassy
Keep the application brief

Date: 29.09.2020	
Name of Mission: Royal Danish Embassy in Beijing	
Title of PD/CD-activity: Danish gastronmy – sustainabilty and culture – celebrating the 70 years of diplomatic relations between the Peoples Republic of China and the Kingdom of Denmark	
Contact Person at Mission: Hanna Liv Leanderdal, Marie Louise Flach de Neergaard	

PROJECT DESCRIPTION

	Application	Evaluation - To be filled in upon presentation of accounts -
1. Description of PD- and/or CD-activity	In 2020 the Danish Embassy in Beijing plan the event: Danish gastronomy – sustainabilty and culture - celebrating the 70 years of diplomatic relations between the Peoples Republic of China and the Kingdom of Denmark. On the occasion of celebrating the 70 years of diplomatic relations between the Peoples Republic of China and the Kingdom of Denmark the Danish Embassy expects to host an event including the following activities: 1. Video speaches by selected Danish ministers 2. Signings of agreements between Chinese and Danish authorities and enterprises. Expected to be witnessed by Chinese vice foreign minister and Danish Ambassador to China. 3. Demonstration of Danish food culture at **Danish "pølsevogn"**	The described activites 1,2 and 3 was all carried out as planned.

	4. Demonstration of Danish gastronomy by Danish Embassy Chef	
2. Output (Key Performance Indicators)	200 VIP participants We invite some of Chinas key persons from government and private sector and the most famous food bloggers and influencers with many million followers. We expect to reach out to 10 Chinese KOLs with aprox. 26 million followers. We expect at least 10 million views on the Chinese social media platforms.	250 VIP guests participated in the event alongside with 7 KOLs and food bloggers. These KOLs have an average of 7 million followers each and a joint reach of close to 50 million followers.
3. Outcome (Key Performance Indicators) *Outcome is the effect you work to obtain.*	The events is expected to create a lot of media attention around Danish gastronomy through the embassy's media contact, social media platforms, press coverage and the participants' own interactions.	The embassy shares a press release with Chinese media and news agencies and shared the story and key messages on our sociale media platforms. As mentioned before 7 VIP food KOL's also shared stories on their respective platforms.
4. Impact *Impact is the effect you hope to obtain.*	It is expected that the acitivites will increase the general knowledge of Danish culinary culture as well as a green food nation and obtain support to food initiatives with social innovative purposes. We will also promote 'everyday activism' through on line campaigns where our followers are encouraged to take personal action. The activities will support and deepen the ties between the Danish and the Chinese Gastronomy scene.	Leading up to the 70-years celebration a food/foodwaste campaign contributed positively to the impression of Denmark's as leading in the area of New Nordic gastronomy, sustainability and use of locally grown vegetables. A great focus has also been on reducing food waste. The event furthermore inspired the KOLs (influencers) in collaborating with us on future campaigns in other areas, including but not

		limited to green commute and climate action.
5. Timing	November 2020.	The event was carried out on 12 November 2020.
6. Relation to PD Priotities	CD - Gastronomi - Green DK, Creative DK	
7. Target Group/s	Chinese government officials, relevant business people, NGO's and leading Key opinion leaders.	CEO's from all leading Danish Companies in China and leading partners. High level partners from provinces, provincial leaders, mayors. Chinese government officials and representatives from all relevant ministries (please see guest list). Leading KOLs: Da Xiong Shi Jun Zhan Yan Gao Qingyi Amanda Chen Yuanyuan Chen
8. Special Guests/VIP	The Chinese vice minister of foreign affairs and other Chinese government officials. Danish ministers will participate via video link. KOLs with a large amount of followers.	Please find attached a complete guest list.
9. Promotion	The actitivites will be promoted on the embassies social media platforms,.	We had two photographers present at the event. The photos were transferred in almost real time to an online platform where all guests, KOL's and media could access, download and freely share. We promoted the event at our own social media platforms.

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount	50.000 DKK	
11. Overall Costs *Partial financial contribution from mission is required.*	100.000 DKK	The Voucher Report will be forwarded shortly as a few posts are still pending in the system.
12. Co-funding	none	Co-funded by the embassy's running costs.
13. Local Activity Code	Unit ID: 52041 Job ID: 6853 Local Activity Code: 80171 (CD grants 2020 –DKK 50,000) Relevant account	Unit ID: 52041 Job ID: 6853 Local Activity Code: 80171 (CD grants 2020)
14. Amount Returned		No means returned

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
15. Main Lessons Learned	The mix between New Nordic gourmet and street food tells a complete story that both VIP guests and influencers enjoyed. It made it possible for us create storytelling around Danish food traditions, Danish gastronomy, reducing food waste and added an element of 'hygge'. In regards to organisation it was a cross team effort involving TC colleagues, Political Department, PD team and with involvement of Danish companies and stakeholders.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 27 January
Name of mission: Royal Danish Embassy in Beijing
Title of PD- or CD-activity: **Ambassador's Kitchen Club**
Contact person at mission: Marie Louise Flach de Neergaard

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	We will establish the concept of "Ambassador's Kitchen Club" and arrange 4 - 5 events all following the same concept: - The event is themed (eg: Sino-Danish relations, food waste, saving water, elder care, childrens nutrition, hygge, pork, cheese etc) - Approx. 8-12 guests including the ambassador who are engaged within the theme in different ways - The theme is introduced, the guests prepare a meal together under the supervision of the ambassadors chef, the meal is ejoyed together while discussing the theme. - Group photo Budget: ingredients, production of special aprons, other logistics: 5 x 6.000 = 30.000	Deviation from original concept: As Ambassador's Kitchen Club proved too difficult to carry out – not least due to change of ambassador, team leader and staff, a big celebration and branding of Danish Street Food was carried out in connection with the 100 Year's b-day for the Danish ' Pølsevogn'. The celebration took place at the embassy.
2. Output (Key Performance Indicators)	Embassy SoMe interaction: Increased interaction with new media partners including culinary magazines.	A movie about Danish Street food was made in coop with a Key opinion leader in dialogue with the ambassador and the EU delegation. The movie was

Quantifiable		shared widely on Chinese SoMe. The story was also shared on the Embassies SoMe and had an engagementrate of almost 14 procent, 4366 reads, 328 shares and 220 commetns. The story was shared by traditional and online media as well as invited influencers.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	To create a platform where the bilateral dialogue is conducted in an informal way while still promoting the Danish policies and strongholds. At every event 6 new contacts/commercial leads are created.	*To be filled out by the food team* [Actual outcome (short term) – In case of deviation from expected outcome, please give a very brief justification of how and why (bullits) – max. 5 lines]
4. Timing	Through out the year, eg first 2 events in Q2, 1 event in Q3 and 2 in Q4.	April 4, 2021
5. Target Group/s	All groups are invited in order to create at mix: genaral public, media, opinion leaders, decision-makers, NGOs, private companies, influencers.	No deviation
6. Keynote Speaker/s and VIP/s	Ambassador is the host at every event. Online participation of Danish Minister for Food	Ambassador host of promotion video
7. Promotion	Embassy social media	No deviation – please also see description above
8. Strategic Partner/s	Food Nation	Danish Crown
9. PD Prioty Areas	Green DK or Creative DK	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be*	30,000 dkk	*Amount spend: 9827,89 DKK* *(This will be forwarded by Dinghao Wang:* Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*]

combined in one application		
11. Co-funding	Private sponsorships of food ingredients is expected.	Danish Crown sponsored the sausages for the hotdogs.
12. Amount Returned		[Total amount of unspent funds/amount returned]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	The event was fairly straight forward which made it easy to organize and promote. The Danish Hotdog stand in the embassy yard created just the right atmosphere of 'Danish hygge'. This also resulted in great photos. The combination of food and great pictures always helps to promote an event. As such the event had a large outreach and created a satisfying amount of media coverage.

Standard Application Form – Culinary Diplomacy, 2021/1

Max. two applications per mission a year - *one PD and/or one CD application*.
Keep the application brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 28 May 2021	
Name of mission: Budapest Embassy	
Title of PD/CD-activity: Danish culinary experience	
Contact person at mission: Ádám Nitsch - adanit@um.dk	

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Description of PD/CD-activity	• Two-part project: a Danish culinary experience with special attention to food sustainability: o Two cooking classes with a Danish chef (pre-booked, with entry fee) in a local restaurant in Budapest. One class is approx. 60 minutes long, repeated once. The Embassy and our organizing partner Scandinavian House (local NGO) would team up with a local small business *Szatyorbolt*, who specialize in a farm-to-table approach. *Szatyorbolt* would provide the ingredients for the cooking classes. o A friendly cooking competition for students of *Gundel*, a secondary school focusing on vocational training in the field of hospitality. The Velux Foundations (non-profit) is sponsoring a development project of this shool – a project indedependent of the Embassy. The jury of the competition could be the Danish chef, the ambassador of Denmark and a representative of the Foundations. This would highlight Danish presence in philanthropic work	• The two cooking classes took place on 3 September 2021, as part of a bigger event Night of Nordic Culture in Budapest. • Olivier Geppel was the instructor. He runs a small restaurant Minimer and also works as a chef at Meyers, both in Copenhagen. • Both classes sold out, they ran at full capacity with 20 (2x10) people participating. • In line with the original plan, the raw materials were provided by a local small business who have a farm-to-table approach. • Deviation from the original plan: The friendly cooking competition was cancelled due to the hesitancy of the proposed host, Gundel. Unfortunately, they distanced themselves from the idea in the end.

	in Hungary. • The cooking classes are part of a bigger event called "Night of Nordic Culture" open to the public – the Nordic missions in Hungary all support one attraction/place of interest along a route in the city, walking distance from each other.	
2. Output (Key Performance Indicators)	• 35-40 people attending the cooking class • Paying guests for the cooking class -> revenue goes to our local NGO partner, Scandinavian House from the cooking class and the host restaurant • The cooking competition would provide for great PR highlighting the philanthropic work Danish companies can do in Hungary.	• Due to the capacity of the rented space, the cooking classes could house 10 people at a time. • Small but decent revenue: the event had a fairly priced entry fee, the revenue from the 20 tickets sold went to Scandinavian House to support their operation. They are a key partner to the Embassy in organizing cultural and PD events in Budapest.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	• Increasing awareness and excellence of Danish cuisine • Raising awareness on food sustainability • Raising the profile of Scandinavian House and the Danish Embassy in Budapest • 500-800 new likes on the SoMe page of the Embassy and Scandinavian House • Boost the resumé of the young Danish guest chef • Providing additional revenue for the partner restaurant, which can be a big help for them as part of a sector that is in dire condition due to the restrictions necessitated by the pandemic. • Supporting *Szatyorbolt*, a local small business focused on food sustainability.	• The cooking classes raised awareness of Danish cuisine and its eco-friendly ways of it. • Food sustainability was in the focus. • The participants, including the Danish chef, were satisfied with the event too. Olivier Geppel gained some professional experience through this. • We supported the local small business with a farm-to-table focus. • The response in social media was a bit underwhelming. The Embassy only got about 25 new followers on the Fbook page and 34 likes on the event posts. • Overall, the whole event and the entire Night of Nordic Culture were successful.
4. Timing	3 September 2021 for the Night of Nordic Culture 4 September 2021 for the *Gundel* event	As planned: 3 September 2021 (part of Night of Nordic Culture) The event with Gundel on 4 September 2021 was

		cancelled, see section 1 for explanation.
5. Target Group/s	• Media, influencers • General public, especially young to middle-aged residents of the capital region • In the aftermath, the video material would be accessible online (on Facebook and YouTube) which can potentially reach a wide audience	There is video footage of the cooking classes are now on YouTube "Sustainable Cooking with Olivier Geppel". General public, especially young to middle-aged residents of the capital region were participating in the classes.
6. Special Guests/VIP	• Young Danish chef – the exact person not yet known; it is also a good opportunity to raise their profile and gain experience • Perhaps one or two VIP guests from the political sector in the cooking class, invited by the Danish ambassador for the purpose of networking	No VIPs or special guests, the interest in the population was too big to take away spaces from them.
7. Promotion	• SoME: Nordic missions, Scandinavian House (organizing partner) • Targeted paid ad on Facebook	SoMe promotion executed sufficiently.
8. Strategic partners	Scandinavian House - local NGO focused on spreading Nordic culture in Hungary and organizing language courses in four Nordic languages The Velux Foundations in Hungary	Scandinavian House, once again, proved to be an excellent organizing partner. As the second leg of the project was cancelled, Velux did not participate.
9. PD Priority Areas	Culinary diplomacy, food sustainability, raising awareness to reducing food waste	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Amount *PD: dkk 20.000 or* *PD: dkk 10.000* *or*		Fee for Danish chef: DKK 8.000 Amount transferred to Scanidnavian House: DKK 12.000 which covered the travel costs and accomodation for the chef, rent of the venue, cost of the ingredients, promotion and professional

CD:dkk 20.000 or *CD:dkk 40.000* *PD and CD grants cannot be combined in one application*	CD – DKK 20.000 Budget: • Fee for Danish chef: 8.000 • Travel costs of Danish chef: dkk 1.500 • Accomodation for Danish chef: dkk 2.500 • Renting the venue: 2.000 – 3.000 • Cost of ingredients for the cooking class (fresh produce) dkk 2.500 • Video works and SOME-promotion (mission): dkk 2.500	recording of the cooking classes (including afterwork). See the attached IndFak payment form and the screenshot about the approval of the chef's fee (Olivier Geppel sent the invoice through *Virk*)
11. Co-funding *Partial financial contribution from mission is required*	None	None
12. Amount Returned		

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	There is strong interest in Nordic culture, including cuisine in Hungary. Budapest is a more progressive region than the rest of the country, people are very open to sustainable solutions, including reduction of foodwaste. Furthermore, they are very receptive to Nordic values and solutions. There is inherent value in promotion of Denmark through soft (not politicized) events, including CD and PD projects.

Public Diplomacy/Culinary Diplomacy

Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 11.08.2021
Name of mission: Royal Danish Consulate General in Istanbul
Title of PD- or CD-activity: Zero Waste Cooking Masterclass with Children
Contact person at mission: Thierry Hoppe, thihop@um.dk / Deniz Akkan denakk@um.dk

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	The Danish Consulate in Istanbul will organise a Zero Waste Cooking Masterclass aimed at increasing awareness of food not only from a nutritional point of view, but also as a resource that needs to be used with minimal food loss or waste. The event is planned for October 2021 in cooperation with one of the largest supermarket chains in Turkey – CarrefourSA. As a French supermarket chain it may also involve the French Consulate (and Consulate General). The activity will consist of a Danish chef cooking with a Turkish chef in the CarrefourSA kitchen engaging children (up to 20) to actively participate. The event will be shared on social media (Youtube etc.). The plan is to accompany the actual cooking with short presentations by the Consul General(s) to put into context of efforts in these countries with relation to food loss and waste. The activity will engage, entertain and inspire children to think of food as a limited resource – while also introducing issues such as food	The Danish Consulate in Istanbul organised a Great Taste Zero Waste cooking workshop aimed at increasing awareness of food not only from a nutritional point of view, but also as a resource that needs to be used with minimal food loss or waste. The event was organised on 20 October 2021 in cooperation with one of the largest supermarket chains in Turkey – CarrefourSA. The activity consisted of Dansk Gastronomisk Union national culinary team chefs Tommy Jespersen and Jesper Hedegaard cooking with famous Turkish chef Vedat Basaran in the CarrefourSA kitchen with the Consul General and the carrefourSA CEO. Due to COVID-19 risks, we excluded children's physical participation and rather targeted families with middle income to showcase affordable cooking with zero waste. We only invited local and national press (journalists and TV reporters). The event was shared on social media (Youtube, Instagram etc.) to reach a wider audience.

	security, health, sustainability and gastronomy.	
2. Output (Key Performance Indicators) *Quantifiable*	The Zero Waste Cooking Masterclass with Childen will be livestreamed, but also filmed and available long-term for a wider Turkish audience on Youtube. It will be launched and promoted to NGOs, agrifood stakeholders, public authorities, Danish companies and the Consulate's wider network. Working with one of Turkish most widely known supermarket chains is expected to lend further credibility and attention to the activity. Viewers will experience Danish values and know-how related to innovation and sustainability related to food. Food waste, healthy nutrition, recycling and sustainability in gastronomy. The project will serve to brand Denmark as a frontrunner in food and agriculture related sectors and in terms of sustainability (SDGs). As measurable output (KPI), we expect 30% increase in SoMe interaction and 10% increase in media coverage of Denmark in Turkish media.	The event itself attrached a wide media coverage. More than 15 print media published the Press Release regarding the zero waste collaboration. It generated more than 60 posts on SoMe, while more than 30 news portals online shared the story on their sites. The final video have only been available 4 days: On Instagram: The teaser and the final video has attracted 100 likes and 400 views; On Facebook: 60 likes and 8.300 views; On LinkedIn: 140 likes and 200 views; On Youtube: 540 views (only 4 days and in total of long video, teaser, media interviews etc) All channels subscriptions and engagement rate have increased 30%. Media monitoring report and all video materials are accessible here: https://um.sharefile.eu/d-s5a2b41fc99764c37b0776ab40a6111aa
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	Increased and wider focus on Denmark as a sustainable nation – expanding existing efforts into food loss and waste, healthy nutrition with afocus on children. It ties in with aims to lead a deputy minister level delegation to Denmark within food and agriculture later in the year in orer to expand bilateral and commercial cooperation in this field. To date, we have especially (and successfully) branded Denmark as a green nation through the SSC-cooperation between the Turkish Ministry of Energy and the Danish Energy Agency. We hope to leverage this to include more focus on	Increased and wider focus on Denmark as a sustainable nation – expanding existing efforts into food loss and waste. It ties in with plans to lead a deputy minister accompanied by a business delegation to Denmark within food and agriculture early next year in order to expand bilateral and commercial cooperation in this field (delayed from Q4 due to political tension). To date, we have especially (and successfully) branded Denmark as a green nation through the culinary cooperation and sustainable strategies. We observed an increase (30%) in SoMe coverage as we reached a different audience by exploiting

	necessary intersection on sustainable strategies. We expect to see an increase in SoMe coverage as we will be able to reach a different audience by exploiting digital channels and influencers with a large focus on sustainability from a childrens' perspective. We wish to increase the brand awareness of Denmark as a sustainable food nation and an inspiration for children to gain sustainable practices in everyday life.	digital channels and influencers with a large focus on sustainability from gastronomy perspective. We increased the brand awareness of Denmark as a sustainable food nation.
4. Timing	October 2021	20 October 2021
5. Target Group/s	• Children, parents, chefs, food critics and agrifood stakeholders of Danish embassy to showcase Danish solutions on sustainability • Turkish journalists and key opinion leaders working on sustainability within nutrion, exercise and democracy. • Danish – Turkish Business Network • Education NGOs and communities with sustainable agenda in Turkey • Danish companies such as Nordic Foreign Trade LTD, Quality Europe, Palsgaard, Chr Hansen, Novozymes. •	• Families, youth, food critics and agrifood stakeholders of Danish embassy to showcase Danish solutions on sustainability • Turkish journalists and key opinion leaders working on sustainability. • Danish – Turkish Business Network
6. Keynote Speaker/s and VIP/s	• Danish Consul General • (TBC) French Consul General • Danish Chef • General Managers of Danish food companies and CarrefourSA in Turkey	• Danish Consul General • CarrefourSA CEO • Dansk Gastronomisk Union (Tommy Jespersen and Jesper Hedegaard) • Turkish chef Vedat Basaran
7. Promotion	• The Consulate will work with a PR agency for promoting the event • Danish campanies and NGOs that are participating will promote the event thru their own efforts. • Weekly news on the Consulate and the	• The Consulate worked with a PR agency (Manifesto) for promoting the event • CarrefourSA, Dansk Gastronomisk Union and Turkish chef promoted the event thru their own efforts • Weekly news on the Consulate and the

	Embassy's social media thru the summer 2021 • Video production and sharing in local media	Embassy's social media thru the summer 2021 • Video production and sharing in local media
8. Strategic Partner/s	• Business partners from DK and TR on our network such as UN FAO, WRI, Sustainability Academy, Chaines de Rotissors	No strategic partners except CarrefourSA
9. PD Prioty Areas	CD fund application will relate to Creative DK and Green DK while featuring the multilateral themes such as UN SDG 2-4-11-12-16-17	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	CD: 20.000 DKK Budget Flight and hotel for the Chef: DKK 8,000 Salary for the Chef: DKK 10,000 Kitchen rental costs: DKK 10,000 PR agency: DKK 2,000 Streaming of event: DKK 5,000 Total: DKK 35,000	CD: 20.000 DKK Flight for the chefs: 8.373 DKK Accommodation for the chefs: 2.256 DKK Salary & stipendum for the chefs: 30.414 DKK (20.000 DKK of this is covered by CD Fund) Kitchen rental costs covered by CarrefourSA PR Agency costs covered by CarrefourSA Video edit production costs covered by CarrefourSA Food ingredients costs covered by CarrefourSA Voucher Report for relevant Local Activity Code (LAC) 57367 is attached.
11. Co-funding	The activity will take place in collaboration with Danish companies, CarrefourSA and (TBC) the French Consulate General for which we will seek their contribution. Abovementioned costs will be partially covered by other stakeholders. The Consulate General will partially contribute to financing thru paying for the promotional materials and service costs as well as all hours to organise the event.	CarrefourSA covered the costs associated with video production and streaming of the event. The Consulate financed the event partially by covering the costs related with accommodation and flight tickets.

12. Amount Returned		Zero

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	• Collaboration with food retailers for culinary diplomacy events increases the interaction among participants. • Danish chefs and VIPs had opportunity to explore the food industry at the first hand being in the grocery store. • Danish-Turkish culinary cooperation highlighted positive framework for the sustainability in the sector.

Public Diplomacy / Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and / or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: January 29, 2021
Name of mission: Consulate General of Denmark in New York
Title of PD- or CD-activity: *Culinary Diplomacy: Designing a Sustainable World*
Contact person at mission: Maiken Tandgaard Derno, Head of Public Diplomacy: maider@um.dk / +1 917-650-9527

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD / CD-activity	As an extension of the Consulate's 2021 strategic priorities within the fields of Climate Leadership, Green Reboot and Creative Solutions, we plan to host the following Culinary Diplomacy activity: • A high-level stakeholder networking & seminar event (in the format of breakfast, lunch or dinner) at the Consul General's Residence in the Gehry Building Penthouse during UNGA76 with focus on sustainability, design and culinary themes – if possible in connection with the PD Activity #1 Symposium on *Climate Action & Future of Cities* • This sit-down meal will comprise speaker interventions on topics such as sustainable food production, food waste, urban food deserts, food equity, food education, design for sustainable consumption, Danish gastronomic traditions and more. • The "storytelling centrepiece" of this event will be the newly acquired "New York Dinner Service" (formerly known as	*NB! Due to Covid-19 restrictions and US Travel Ban still in effect, the planned CD activities had to be split into three separate events and adapted to accommodate the availability of Minister delegations and local high-level stakeholders, as follows:* • 1) September 21st: Healthy Food Landscapes: How urban planning can incentivise healthy eating and lower carbon emissions. Virtual program w. Minister for Food & Agriculture during UNGA76 Food Systems Summit, co-hosted by the government of Columbia, Gehl Architects and Novo Nordisk A/S. • 2) September 24: Green Financing Round-Table hosted by Minister of Climate (physical event during UNGA76) • 3) November 17: Building the Circular Society: Brick by Brick (physical panel-debate and breakfast event co-hosted by

	"Washingtonstellet") curated and donated by the Danish Arts Foundation and currently being transferred as long-term loan to the NY Residence. • Engagement of local and DK chefs and/or food entrepreneurs (TBA) • Possible platform for DK Ministers, thought-leaders and CEOs participating in UNGA76	Creative Denmark, Design Pavillion, NYCxDesign and AIA – American Institute of Architecture at the Residence of Denmark in New York) *NB! Due to the US Travel Ban, it was not possible to fly in a Danish chef. Instead, a NY-based chef associated with the Norwegian Residence and with extensive knowledge of New Nordic Food and Field to Fork practices was used for the Sep 24 Round-Table Luncheon.*
2. Output (Key Performance Indicators) *Quantifiable*	• Approx. 34 high-level guests for a 2 hour meal and seminar/networking event • Minister/VIP remarks – possibility of recording speaker interventions for digital content on @DenmarkinNY and partner SoMe channels	Ad. 1) Minister participation + remarks, Top Pick listen with UN virtual sideprogram Ad 2) Minister participation + remarks, 30 High-level guests¨ Ad 3) TBA awaiting Nov 17 event execution
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	• 15+ new high-level contacts • 15+ consolidation of existing contacts/partnerships • Platform for minister and CEO engagement	All KPI's surpassed. See evaluation comments/ lessons learned below.
4. Timing	• Q3: High-level UNGA76 week in September (alternatively Q4 pending Covid situation).	The main events (No. 1+2) took place during the UNGA76 High Level week in September to align with Minister Visits and UN Sustainable Food Systems Summit. The last event (No. 3) is taking place during NYCxDesign Festival in November to align with White Paper publication by Creative Denmark
5. Target Group/s	• Dinner: High-level local and global decision-makers and thought-leaders, DK ministers and foreign government representatives, NYC government representatives, NGOs, investors/philanthropists. • Spin-off SoMe content: The general US public, the political consumer	Ad. 1) UN Sustainable Food Systems Summit stakeholders + broader public via digital content Ad. 2) Bloomberg Philanthropies, New York State Common Retirement Fund, World Economic Forum, BNY Mellon, The Rockefeller Foundation, Chevron, Clean Energy Ventures, BlackRock, Bank of America, MetLife, Rockefeller Brothers Fund, Moody's Corporation, J.P. Morgen

		Ad. 3) US and international design and architecture stakeholders + broader public via digital content
6. Keynote Speaker/s and VIP/s	DK Ministers and other high-level representatives participating in UNGA76	Minister for Climate, Minister for Food, Climate Ambassador, Consul General, Government of Columbia & CEOS
7. Promotion	• DenmarkinNY SoMe & partner channels	As planned
8. Strategic Partner/s	• BCCC – Brownsville Community Culinary Center/The Melting Pot Fondation (Claus Meyer's food training program in Brooklyn NY); NYSunWorks/The Green House Project; The Good Food Institute; Human Habitat; Danish NY-based Chef Mads Refslund; C40 network; NYC Mayors Office of International Affairs; State of Green, Food Nation, The Danish Arts Foundation; Danish Design Center, Parsons School of Design (tbc)	Ad. 1) UNGA76 Food Systems Summit, co-hosted by the government of Columbia, Gehl Architects and Novo Nordisk A/S. Ad 2) Copenhagen Infrastructure Partners, Ørsted, Ministry for Climate & Energy Ad 3) Creative Denmark, Design Pavillion, NYCxDesign and AIA – American Institute of Architecture
9. PD Prioty Areas	Green AND Creative DK	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	40.000 DKK • 10.000 DKK - Chef honoraria • 10.000 DKK – travel expenses • 10.000 DKK - raw materials (locally sources and DK foods) • 6.000 DKK - event AV-production (sound recording for SoMe use) • 4.000 DKK - PR/Boosting of original SoMe content TOTAL: 40.000 DKK	• Chef Honoraria: 5,070,96 DKK • Event staff: 10.696,56 DKK • Food / raw materials: 9.508,05 DKK • Event materials (print): 495,70 DKK • Digital event production/SoMe: 14.228,73 DKK *(NB! Digital (post)production & SoME expenses still awaiting final event on Nov 17 and invoicing by external vendor. Final postings expected approx. Dec 1st.)* TOTAL grant spent/allocated: 40.000 DKK
11. Co-funding	Co-funding by mission: Consul General entertainment expenses + special KUM-UM	In-kind Mission budget + Novo Nordisk co-funding of streaming platform and TC hours

	Cultural grant for promotion of the New York Danish Design Dinner Service	
12. Amount Returned		0,00 DKK

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	Ad. 1) Healthy Food Landscapes: Due to Covid-19 restrictions and short deadline, it was deemed best to execute the event in a virtual format. Diverse and global panel composition along with a skilled moderator secured a successful event. Two Minsters participated and both emphasized the importance of taking an interdisciplinary approach to the related topics of food systems, urban design, public health and carbon emissions. The event was listed as a "Top Pick" for UNGA76 virtual side events. Following the event, Novo Nordisk has experessed interested in renewing their collaboration with the Consulate General during UNGA77 as well as in connection with other UN summits throughout 2022. Ad. 2) Green Financing Round-Table Luncheon: CEO and COO from Crossbridge Energy, who recently invested in an energy plant in Fredericia, participated had had productive interactions with the Minister for Climate. The event format, which combined food and dialogue, help communicate the Danish stronghold in regards to energy and the green transition, which increased understanding and trust in regards to Denmark's Climate goals and overall green commitment, potentially leading to new investments ion Denmark. The event was used to establish preliminary contact with a wide range of financial stakeholders in New York, many of whom can prove valuable in the future and help further Denmark's Climate Financing agenda. Ad. 3) TBA: Awaiting Nov 17 event execution

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 28.01.2021
Name of mission: Pretoria
Title of PD- or CD-activity: Jacaranda FM – Danish Embassy Backyard Braai
Contact person at mission: Jørgen Erik Larsen

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	• Cooking event with Minister of Food & Agriculture, the Ambassador and CEOs of Danish companies • Participation of school kids of the rainbow nation • Moderated by South African cook/entertainer • In the garden of the residence with rented out-door kitchen modules (corona safe) • Adult and kid sharing one kitchen module competing against the other adults/kids pairs • Ingredients used and explained by the cook according to the pyramid of food - which is taught in Danish schools - combined with a South African herb/food ingrediens from their own culture that all adult participants are to bring	• We did not have any Ministers or CEOs of Danish companies. Instead, we had senior staff and children from Save the Children attending, promoting the Danish Embassy project with them. Further, we had the Jacaranda radio station guests and members of the Danish Embassy for a more informal engagement. This decision was made because the premise of the event changed, to rather highlight Danish-South African relations at a community level, with a distinct culinary aspect to this exchange of relations. We maintained the inclusion of about 20 children from our Save the Children SDG project,. • Instead of a cooking competition there was an array of Danish smørrebrod and South African 'braai' dishes that were both tasted and compared. • Danish food was prepared by South African Chef Nelis and Danish Embassy colleagues.
2. Output (Key Performance Indicators)	• Around 15-20 participants (if COVID-regulations allow plus 50 VIP audience)	• A total of 67 guests were invited, with attendance at around 65 people.

Quantifiable	• Selected press (1) and TV exposure (1) reaching 500.000 South Africans • Embassy Facebook likes: 500 • Respons to Twitter: 50 • LinkedIn likes: 30	• The Jacaranda FM radio station brought along their own communications team. The radio station reaches around 2 million listeners in the Gauteng area. • Jacaranda FM and the Danish Embassy combined efforts resulted in (as of 05 0ctober 2021) likes: Facebook: 844 likes Twitter: 263 likes Instagram:1603 views, 430 likes • LinkedIn was not used as a platform as it is rarely used for social events in South Africa.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	• Political: *Western countries are accused of neglecting Africa in sharing available vaccines.* To build a bridge between Denmark and South Africa and showing that "we are in this together". • Commercial: Through product placement, interviews and the presence of the CEOs of Danish companies show that Danish companies care, are responsible and will keep their investments and employees in the country (*inoffical unemployment rate is more than 50%*). • Acchieve a close collaboration and awareness of Danish competences within the Ministry of Food & Agriculture (including biomass, water and energy efficient solutions) and make an agreement with the Minister to visit Denmark with a delegation of South African farmers and food industry companies in Q4	• Commercial: Although there were no placement of Danish companies, the Danish cuisine and products were mentioned and advertised to a sizeable audience. It still maintained a commitment of Danish investment and stability in relations in South Africa. • No agreement was made for a Minister to visit Denmark to support investments in farmers and food. However, Danish cuisine was put in the spotlight encouraging audiences to engage with issues of food sustainability and the green agenda in food production.
4. Timing	March/April 2021	Actual date: 29 September 2021 due to low covid numbers and Heritage Month in South Africa.
5. Target Group/s	Main target groups are Government, general public, media, opinion/community leaders, decision-makers, NGOs, private companies,	Target groups maintained, although less targeted at government specifically.

	influencers.	
6. Keynote Speaker/s and VIP/s	High-level participation of South African Minister.	It was not deemed a priority to have high-level participation of a South African Minister, as the event would be broadcast more informally through a community-based media format.
7. Promotion	SoMe, traditional media, tv and/or radio	All promotion media platforms maintained.
8. Strategic Partner/s	Food Nation, L&F, South African Ministry of Food & Agriculture	The main partners involved were Jacaranda FM radio station and Save the Children South Africa
9. PD Prioty Areas	Creative DK.	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	• Cook/entertainer • Rental of outdoor kitchen modules • Catering • Photographer • SoMe prime placement CD DKK 40.000	Actual: DKK 20.862,66 • Transportation for Save the Children: DKK 2.913,89 • Chef Nelis/catering: DKK 17.948,77
11. Co-funding	Embassy co-funding xxx Company contribution ???	Additional embassy funding was provided for a few expenses such as transport for Save the Children participants, specific ingredients for Danish dishes, activity expenses for the children and venue cleaning expenses etc.
12. Amount Returned		[Total amount of unspent funds/amount returned]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	To make a proper evalutation of the organisation that we work with. We changed the organisation we would work with, which changed a significant focus of the project. It is a lesson that the organisation that we work with is very involved in the construction of the project.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 29.01.2021.		
Name of mission: RIGA		
Title of PD- or CD-activity: Great Taste – Zero Waste Follow-Up Event		
Contact person at mission: Anita Draudina, Santa Pakalna		
	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	• The event will follow up on the success of the Great Taste – Zero Waste project which took place in Riga in the beginning of 2020, and where the Danish social enterprise Rub & Stub hosted a practical masterclass on food waste reduction and a gourmet dining experience as well as participated in a conference on green thinking and minimising food waste. • As part of the event, a new 'Great Taste – Zero Waste Kit' will be produced and shared among the participants as well as disseminated to a wider audience. The kit will take the shape of a short graphical booklet in a digital format which will present simple tips and tricks for working sustainably and responsibly with food.	Activities were performed according to the approved budget. The additional activity – support to TV programme "Sirmais. Kulta ēdieni" on Danish cuisine could not be carried out due to covid restrictions. Instead, additionally to workshop/masterclass, in cooperation with Nordic Council of Ministers' Office in Riga, a Great Taste – Zero Waste dining experience as well as a expanded seminar with Nordic, Baltic and Polish contributors were organized. Invitees for the dining experience consisted of zero waste enthusiasts, chefs, researchers, food blogger, a representative of Environment Protection Ministry, and the activity was used both to connect key stakeholders, kickstart networking, practically show that zero food waste and high-quality food can and should go together, and as an opportunity for an informal workshop in between servings where the continued development of a Baltic Sea Region Food Waste Manifesto for restaurants and hotels in the Nordic and Baltic countries and Poland could be discussed, and input from the gathered experts could be collected and used in the further development. Seminar attendants included chefs, food waste experts, researchers and others, and this event took place both physically as well as was streamed online. The purpose of this seminar was to serve as a knowledge and experience exchange between the Nordics, the Baltics, and Poland — countries with different historical backgrounds and experiences when it comes to reducing food waste and optimal use of resources. Moreover, a landing page was created for the project which functioned especially as a communication platform for the seminar as well as aided in the

	• Additionally - promotion and informative support of Latvian TV programme "Sirmais. Kulta ēdieni"on Danish cuisine, particularly smørrebrød, filmed in July 2021 in Denmark. The project forms a part of this year's celebration of the centenary of Denmark's formal recognition of Latvia as an independent nation. The anniversary provides an occasion both to look back at Danish and Latvian culinary traditions in the last 100 years ago as well as to inspire and learn from each other going forward. History has much to teach us, particularly within food waste reduction, as Latvia has had strong traditions for optimising the use of food resources, relying on seasonally based cooking and the maximum use of ingredients.	distribution of the Zero Waste Kit. The digital and visually engaging Kit gathered knowledge, tips and tricks, recipes, quizzes, videos, etc. from the different Danish, Polish and Latvian-based expert contributors. Selected content was also remade into postcards, printed and distributed among the participants of the different Zero Waste – Great Taste activities.
2. Output (Key Performance Indicators) *Quantifiable*	**Part 1.** A workshop aimed at chefs and kitchen professionals. The focus will be on concrete methods for reducing food waste which the participants will be able to utilise in their future daily work. The masterclass will be inspired by ingredients and/or techniques used in Denmark and Latvia in the last 100 years, in this way looking back at Danish and Latvian culinary tradition	Part 1. In the workshop/masterclass, 18 kitchen professionals, restaurant chefs, cooks from Latvia, including representatives (chefs, journalists, etc.) from Estonia, Lithuania, Poland, Iceland – participated. The workshop was conducted by the chefs from the Danish social enterprise Rub & Stub and took place at the acclaimed Tris Pavari restaurant in Riga.

	as well as a forward towards a more sustainable and waste-free approach to cooking. The activity will demonstrate that high quality food and minimal food waste can and should go together. **Part 2.** will be relevant for a wider range of stakeholders and actors working within the food and restaurant sector. The participants will present and discuss best practices, possible solutions, new trends and green initiatives. The aim is to ensure that knowledge and competencies are continually shared between countries and stakeholders An important focus of the event will be the new food waste manifesto currently being developed. The Great Taste - Zero Waste Follow-up event will invite the relevant partners and push forward the development process of the manifesto.	 Part 2. The food waste seminar took place both physically as well as was streamed online. A landing page was used in the communication strategy for the event: https://www.greattastezerowaste.eu/. Here, the programme, topics and all the presenters can be found, and it is also possible to download the presentations used by the contributors.

		 The events brought together Danish, Baltic, Icelandic and Polish experts and stakeholders working in the fields of gastronomy, food, and waste reduction. Leading researchers and environmental NGO representatives from the Baltic Sea Region shared the latest findings on food consumption and food waste. Solutions were presented and shared by the EIT Food community, Danish Rub & Stub and other experts. The event concluded with culinary conversations by top chefs who focused on food waste reducton within their field and methods for reducing food waste in professional kitchens. With the inclusion of a gourmet dining experience, the work and focus on the food waste manifesto was shifted from the seminar to the dinner, both to utilise the time with the experts more efficiently and to take advantage of the comfortable sharing space of a dinner.

		
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	• Because of the present COVID-19 situation, the Danish participants (with the exception of Rub & Stub) will join the event through an online platform and, furthermore, the masterclass will be recorded and livestreamed in order to reach a larger audience and to increase the project impact. • The Kit will be shared with professionals participating in the event, as well as a broader audience through e.g. food bloggers, zero waste organisations and stores, socially sustainable festivals in Latvia, such as the conversation festival Lampa (20'000 visitors annually), schools, supermarkets, etc. • Additionally, an episode of the TV show *Sirmais. Kulta Ēdieni* (Sirmais. Cult Food) by the famous Latvian	As the COVID-19 situation allowed for it, it was luckily possible for the Great Taste – Zero Waste Masterclass and the Dining experience to take place physically, though restrictions regarding participant numbers, distance, masks, etc. had to be observed. 

	cook Martins Sirmais will be connected to the project and its themes. The show is broadcasted on Latvian National TV and has a broad audience, incl. 30 000 followers on social media channels. An episode is planned to focus on Danish cuisine, specifically the Danish *smørrebrød*, and the audience will be introduced to this popular dish, both within fine dining, street food and home cooking settings. The aspect of zero waste will be woven throughout the episode, promoting the best practices of Danish zero food waste initiatives.	  The Kit was prepared in advance and was discussed during the events (made easily assessable with printed postcards with selected content and links to the Kit), and participants were encouraged to use it in their future kitchen work. The Kit aims to be easy to use and visually engaging in order to help people make their cooking routines greener and adopt more sustainable day-to-day food practices while still having fun in the kitchen and preparing great-tasting food. Made available on the landing page, the Kit will be easily accessible and sharable, and excerpts have been communicated via social media channels. During the seminar, aside from exciting new data and shocking food waste

		facts, experts shared possible solutions and practical tips on consuming food in a more thoughtful and greener way. Participants learnt that zero waste can totally be of great taste – we just have to put in a little extra effort and creativity.
4. Timing	Q3	11-12 October 2021
5. Target Group/s	The event will bring together Nordic and Baltic experts and actors working with gastronomy, food and waste reduction and will consist of a 1-day seminar with both a practical workshop as well as presentations and discussions. The focus will be on the exchange of knowledge and experiences across borders as well as on following up on a new manifesto, which aims to ensure that chefs and kitchen professionals are given access to the right knowledge.	Danish, Icelandic, Baltic and Polish cooks, kitchen professionals and restaurant chefs, experts in gastromony, sustainability and the waste reduction field, as well as researchers and NGO representatives.
6. Keynote Speaker/s and VIP/s	Danish chefs from Rub&Stub; Latvian Minister for Environment and Regional Development	The Latvian Minister was not participating; keynote speakers at the seminar were prefessionals in food and waste reduction from Latvia, Poland, Lithuania, Denmark, Estonia and Iceland
7. Promotion	Facebook accounts of Embassy, DKI, NCM, Rub&Stub, Latvian Restaurant association; Other social media; Latvian TV will broadcast TV programme on Danish smørrebrød	Posts on the 3 events published on Social Media and other communication channels by the organizers (Embassy, Danish Cultural Institute, Nordic Council of Ministers, EIT Food). The Kit follows the structure of the week with tips, tricks, recipes, etc. for each day. This structure was replicated with a section published every day on Facebook at the week of the project activities. Personal invitations were sent out for all three activities, and the Seminar was, moreover, strongly communicated by all partners, as it was open for everyone. An agency was engaged to create the project landing page as well as visual and textual material for all to share and use in communication (financed by NCM and EIT Food). A roll-up was also created for the seminar. Key notes of the seminar will be shared with journalists https://www.facebook.com/100066869127115/posts/200679155504387/?d=n https://fb.watch/8N67aNK8Rq/

		https://www.facebook.com/262443509939/posts/10159855528794940/?d=n https://www.facebook.com/357963977604971/posts/4365064860228176/?d=n https://www.facebook.com/357963977604971/posts/4359161574151838/?d=n https://www.facebook.com/357963977604971/posts/4361973007204028/?d=n https://www.facebook.com/357963977604971/posts/4362177680516894/?d=n https://www.facebook.com/357963977604971/posts/4364872913580704/?d=n https://www.facebook.com/357963977604971/posts/4364810036920325/?d=n https://www.facebook.com/357963977604971/posts/4364887193579276/?d=n https://www.facebook.com/357963977604971/posts/4365235880211074/?d=n https://www.facebook.com/357963977604971/posts/4364916400243022/?d=n https://www.facebook.com/357963977604971/posts/4365340370200625/?d=n https://www.facebook.com/357963977604971/posts/4364937560240906/?d=n https://www.facebook.com/357963977604971/posts/4364947550239907/?d=n https://www.facebook.com/357963977604971/posts/4365064860228176/?d=n
8. Strategic Partner/s	Danish Culture Institure in Latvia Nordic Council of Minister's Office in Riga Danish chefs from restaurant Rub&Stub Latvian Restaurant Association	Danish Cultural Institutue in Estonia, Latvia and Lithuania; Nordic Council of Ministers' Office in Riga; Rub & Stub; EIT Food; Restaurant 3 Pavāri
9. PD Prioty Areas	Green DK and Creative DK.	

ECONOMY		
	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	**20,000 DKK** Planned budget: Coomunication 500 DKK Desigh of Kit 5,000 DKK Rent of venue 5,000 DKK Flights for Danish experts 3,000 DKK Hotel for Danish experts 1,500 DKK *Masterclass* Fees 10,000 DKK Raw materials 3,000 DKK Technical facilitation 6,750 DKK (2 h filming and streaming) *Seminar* Fees 5,000 DKK Technical equipment 1,500 DKK Catering 3,500 DKK TOTAL: 44,750 DKK *If additional resources found the event can be supplemented by a Zero Waste-Great taste gourmet dinner prepared by Danish chefs.* *+ 11.000 DKK (fee to chefs+raw materials)* *TOTAL: 55,750 DKK*	*[Actual expenditure/budget items related to the PD/CD grant. In case of deviation from expected use, please give a short explanation on how and why– max. 10 lines. Please see PD Guidelines. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – see below]* The total expenses of the events were much higher than expected but this was due to the high expenses to organize and stream the conference part. All these expenses were covered by Nordic Council of Ministers' Office. Costs in the frames of the CD project funds remained as planned. The only unplanned expense was to buy new return tickets for the 2 Danish chefs due to the implemented emergency situation due to the rapidly worsening COVID-19 situation in Latvia that prevented to do other planned events, and the return to Denmark had to take place earlier. Flight tickets for Danish chefs – 2,939.47 DKK Changed return flight tickets – 2,323.08 DKK Hotel – 1,610.43 DKK Masterclass honorar for 2 chefs – 10,000 DKK Printed Kit postcards – 521.90 DKK Rent of premises for Masterclass – 1,116.48 DKK Raw materials/products for Masterclass – 1,488.64 DKK Sub-TOTAL: 20,000 DKK (CD funds) Small gifts to the winners of Masterclass –

		222.89 DKK Dining experience – 6,401.15 DKK Extra cost for changed return tickets – 1,106.18 DKK Sub-TOTAL: 7,730.22 (Embasy funds) Dinner honorar for 2 chefs – 5,000 DKK Technical facilitation/straming of conference – 8,188.00 DKK Rent of premises for conference/seminar – 1,861.00 DKK Communication – 22,330.00 DKK Moderating of conference by Danish-based expert – 14,142.00 DKK Work out of visuals – 37,216.00 DKK Sub-TOTAL: 88,737.00 DKK (NCM funds) TOTAL: 116,467.00 DKK
11. Co-funding	8,000 DKK – Danish Embassy 10,000 DKK – Nordic Council of Minister's Office in Riga 6,7500 DKK – a local partner TOTAL: 24,750 DKK	8,000 DKK – Danish Embassy 88,737 DKK – Nordic Council of Ministers' Office in Riga Manpower by Danish Cultural Institute in Riga Manpower (assistance by cooks, symbolic fee for premises during Masterclass) - 3 Pavari Restaurant Travel expenses for Polish, Lithuanian and Estonian chefs and food waste experts to conference – EIT Food
12. Amount Returned		0.00 DKK

LESSONS LEARNED	
	Evaluation - To be filled upon presentation of accounts -
Main Lessons Learned	- It worked incredibly well to add an initial dinner to connect experts and stakeholders, kickstart the networking and to utilise this time for an informal workshop, allowing the experts to exchange knowledge and to gather this knowledge and their very valuable input for future activities - Fee learning activities such as the zero waste masterclass always come with the risk that participants

	will feel free to sign-up and later decide if/when they would like to attend. This risk is of course further exacerbated during the COVID-19 pandemic and constantly changing situation where the messages by governments and experts can change within hours. - Thorough communication, strong experts and moderator, well-developed programme and the option to participate online all contributed to making the seminar a great success with both many participant registrations and very active digital participants that engaged actively with the experts during Q&As.




5 Tips to Reduce Food Waste
By Madhura Rao
A third of the food grown on this planet ends up as waste and a large chunk of it comes from our homes. But the good news is that all of us can take small steps to stop this problem from getting any bigger:
1 USE RECIPE TEMPLATES
2 MAKE STOCK FROM VEGETABLE SCRAPS
3 FREEZE YOUR FOODS
4 STORE LEFTOVERS SAFELY
5 EXPLORE NEW CUISINES
ROYAL DANISH EMBASSY
Nordic Council of Ministers' Office in Latvia
eit Food
sincerely, food


GREAT TASTE - ZERO WASTE
Don't waste your aquafaba, make marshmallows instead!
By Rub & Stub
Get more tips and tricks at
https://www.greattastezerowaste.eu/


Aquafaba Marshmallows
INGREDIENTS
1 dl reduced aquafaba (boil until it has the same texture as eggwhites)
2 tsp. lemon juice
2 tsp. vanilla sugar
130g water
1 tbsp. agar agar
300g sugar
To dust the baking tray: 50g icing sugar, 50 g cornstarch, mixed.
INSTRUCTIONS
Mix icing sugar and cornstarch in a bowl.
Dust a baking tray (approx. 20 × 20 cm) with the icing sugar and cornstarch mixture, so the bottom and sides are covered.
Put the aquafaba in a mixing bowl, and mix until slightly foamy, then add the lemon juice.
Whisk until the mass is white again and forms stiff peaks. This can take up to 7-9 min.
While whisking, prepare the sugar mixture: Put water and agar agar in a small saucepan and bring to a boil. Let it cook for 3-4 minutes, stirring constantly. Add sugar and stir well. Let it simmer for another 4-6 minutes while stirring.
While whisking the aquafaba, add the hot sugar mixture. Add it little by little.
Once all the sugar is incorporated into the mass, pour it into the sugar dusted baking tray. Sift more icing sugar over the mass and let it sit.
Let it rest for a minimum of 2 hours.
Cut into bite sized pieces and dust with icing sugar, cover with chocolate or any of your favorite flavour powder.
Tip: Try adding 2 tbsp. freeze-dried raspberries or strawberries to the aquafaba when whisked into stiff peaks to get new flavors.
ROYAL DANISH EMBASSY
Nordic Council of Ministers' Office in Latvia
Food
sincerely, food

G/L Entry with dimensions

G/L Entry: Posting Date: 01-01-21..31-12-21, Global Dimension 2 Code: 53321, Shortcut Dimension 5 Code: 59972

G/L Account No.	Source Type	Source No.	Posting Date	Document No.	Description	Subcompany Code	Unit ID Code	Budget ID Code	Job ID Code	Local activity Code	Procurement Code	Grant Job ID Code	FA Objective Code	Amount
221011			30-09-2021	RU114062	156155-118265-Santa Pakalna/Flybilletter/Norwegian	1	53321	11	6853	59972	8320		920	1,241.17
221011			30-09-2021	RU114062	156155-118265-Santa Pakalna/Flyselskaber/Airbaltic	1	53321	11	6853	59972	8320		920	1,698.30
222011			18-10-2021	RU115616	69242-119977-5 gifts to winners of Masterclass 12	1	53321	11	6853	59972	8610		920	222.89
221011			18-10-2021	RU115616	69242-119977-hotel for chefs of Rub&Stub,Janis Sto	1	53321	11	6853	59972	8220		920	1,610.43
228011			18-10-2021	RU115616	69242-119977-printing of GTZW tips cards,Janis Sto	1	53321	11	6853	59972	1910		920	521.90
221011			18-10-2021	RU115876	156155-120248-Santa Pakalna/Flyselskaber/Airbaltic	1	53321	11	6853	59972	8320		920	3,429.26
228011	Vendor	U0280442	19-10-2021	KFA2114534	GTZW Masterclass raw products	1	53321	11	6853	59972	2110		920	1,488.64
227091	Vendor	U0280442	19-10-2021	KFA2114534	GTZW Masterclass rent of premises	1	53321	11	6853	59972	8020		920	1,116.48
222011	Vendor	U0280442	19-10-2021	KFA2114534	GTZW Dining experience-products,service,	1	53321	11	1	59972	8610		920	6,401.15
222011			27-10-2021	OMP21057294	repost RU115616 gifts winners MasterclassGTZW12okt	1	53321	11	6853	59972	8610		920	-222.89
222011			27-10-2021	OMP21057294	5 gifts to winners Masterclass GTZW project 12oct	1	53321	11	1	59972	8610		920	222.89
221011			27-10-2021	OMP21057295	repost RU115876 extra return tkts 2 Danish chefs	1	53321	11	6853	59972	8320		920	-3,429.26
221011			27-10-2021	OMP21057295	extra return tickets 2 Danish chefs	1	53321	11	6853	59972	8320		920	2,323.08
221011			27-10-2021	OMP21057295	extra return tickets 2 Danish chefs	1	53321	11	1	59972	8320		920	1,106.18
227021	Vendor	38102591	29-10-2021	KFA2114998	honorar 2chefs Rub&Stub,Masterclass 12.10	1	53321	11	6853	59972	5060		920	10,000.00
Total														**27,730.22**

Fast Track – Digital Exhibitions / Interactive Features – 2021

Max. one Fast Track Application per mission - PLEASE COMPLETE IN ENGLISH
Keep the application very brief – max. 1 pages.

Date: 14/12/2021
Name of mission: Royal Danish Embassy Riyadh
Title of digital exhibition/interactive features: Danish Organic Food Event
Contact person at mission: Julie Regitze Svenning Andersen jurean@um.dk

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. Activity	A Danish organic food event in collaboration with local government entities, local supermarket chains and local media. Features such as roll ups, brochures, videoes etc. from Food Nation to be used in the event. Event will promote Denmark as a leading global organic food nation.	• We received additional funding of 10,000 DKK in PD funding, which gave us a total of 20,000 DKK in PD funding and an additional 20,000 DKK in CD funding. • This meant we could expand and improve the event further. • The focus of the event was not only on organic food, but Denmark's strongholds in the food and agro sector.
2. Timing	Q4	The project was executed on 29 November 2021.
3 . Target Group	Media, decision-makers, private companies.	• Media • Local government entities • Local companies and decision makers in the food and agro sector • Danish companies in food and agro
4. PD Priority Area	Green Denmark.	
5. Grant Amount (fixed)	Fixed amount DKK 10.000 Please see *PD Guidelines* for qualified costs	• CD fund: 20,000 DKK – amount used: 13,438.94 DKK. • PD fund: 20,000 DKK – amount used: 8,871.98 DKK
6. Amount Returned		• Amount returned from the CD fund: 6,561.06 DKK • Amount returned from the PD fund: 11,128.02 DKK

LESSONS LEARNED	
	Evaluation - To be filled upon presentation of accounts -
7. Brief Evaluation	• Unfortunately we could not spend the full amount of the funding due to unforeseen issues with local delivery companies within PR and technical setup, who were unable to provide the items we were looking for. • The event was of larger scale and brought positive publicity in the local media and press. • The Danish companies present at the event benefited a lot from the event as several Danish companies entered into cooperation with local Saudi companies. • Food Nation Denmark was a great partner in creating the relevant PR material for the physical exhibitions but also for the digital exhibition of Danish strongholds in food and agriculture. • We have gained more knowledge and expertise about Danish strongholds in the food and agriculture sector. • We have gained experience in preparing and selecting relevant focus areas and design for PR material. • We have gained experience in executing a Danish food event/digital exhibition. • The event strengthened the DK-Saudi relations in food and agriculture even further.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021 – Report

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 1 December 2021
Name of mission: Danish Embassy Rome
Title of PD- or CD-activity: Promoting Danish organic food
Contact person at mission: Iben Julia Ingemann Sørensen & Sara Cervellini

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	Event at the Ambassador's residence organised in collaboration with Gambero Rosso, a leading organisation within the agri-food sector. Focus will be on Danish strongholds within sustainable and organic food. The event will entail the following activities: - Fingerfood prepared by Italian chefs with ingredients supplied by 5 Danish companies for a relevant sector specific audience and journalists. - Production of different videos from before, during and after the event with a specific focus on Danish strongholds within sustainable solutions for the food & drink sector + importance of trade exchange between Denmark & Italy. Videos to be used for promotion after the event.	Italian chefs integrated the Danish ingredients from 5 Danish food companies in typical Italian dishes, which was presented to an Italian audience, consisting of buyers, journalists and foodbloggers. Three videos were produced before and during the event that will be used in different occasions to further promote Danish strongholds.
2. Output (Key Performance Indicators)	1. Introduction of premium Danish organic foods to a selected audience from the	– 4 buyers, 3 journalists and 2 food bloggers were present at the event and introduced to

Quantifiable	sector (5 buyers, 3 journalists, 2 food bloggers). 2. High Visibility on all Gambero Rosso's platforms (press - Web- SoMe – TV channel).	Danish strongholds and individual companies. – Gambero Rosso gave high visibility to the event on all their media platforms. Their reportage on Instagram from the event resulted in 545 likes.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	1. Increased awareness of Danish Excellence in terms of organic food. Both immediately at the event itself and through the different videos, which will be difused afterwards as "knowledge pills". 2. Visibility for Danish Sustainable Food brands on the Italian market.	– The Danish brands gained good visibility and obtained important contacts to key stakeholders. – The Ambassador was interviewed on Danish policies within the sustainable food sector – Videos will be continued to be shown in different contexts.
4. Timing	25th of October 2021.	25th of October 2021
5. Target Group/s	- Italian specialised media. - Key players from the sector, including buyers.	Italian buyers, journalists and food bloggers.
6. Keynote Speaker/s and VIP/s	- Danish Ambassador. - Representative from Landbrug & Fødevarer.	Danish Ambassador and representative from Landbrug & Fødevarer.
7. Promotion	During the event, Danish excellence in organic food will be promoted. Landbrug & Fødevarer has selected the following 5 Danish companies and associations to represent organic food in the Italian market: Northern Greens, Gasa Nord Grønt, Sweet Intentions, Naturmælk and Raw Bite.	The 5 Danish companies selected by Landbrug & Fødevarer each provided ingredients that the Italian chef integrated in typical Italian dishes to show how the two can be combined.
8. Strategic Partner/s	Landbrug & Fødevarer.	Landbrug & Fødevarer and Gambero Rosso
9. PD Prioty Areas	Green Denmark – focus on Danish sustainable food production and organic food.	

ECONOMY

	Application	Evaluation

		- To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	CD grant of DKK 20,000 External production of 3-4 videos: 15,000 Fee 5 waiters: 3,000 Technical equipment for speeches: 2,000	 Funds used: DKK 18.161,41 External production of 3 videos: 16.375,04 Fee 3 waiters: 1.786,37 Contrary to what had been expected, it was not relevant to set up technical equipment for the event. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*]
11. Co-funding	The event will be co-funded by Landbrug & Fødevarer. Out of the overall budget, 37.000 DKK are commercially financed.	The event was co-funded by Landbrug & Fødevarer. Out of the overall budget, 37.000 DKK were commercially financed.
12. Amount Returned		1.838,59

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	– It's very important to have a local partner that can guarantee a high visibility to the event even after it's over. – Important that the written agreement with partner(s) contains detailed information on expected delivery in terms of press activity and other relevant output.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 1/2 2021
Name of mission: Consulate General of Denmark, Shanghai
Title of PD- or CD-activity: VIP CD activity: Sustianable Danish Gastronomy
Contact person at mission: Meeja Neergaard, meenee@um.dk

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	[Describe (each) main activity by what, where and when (bullits) – no long explanation is needed] For the 4th time the Consulate General, DI, FoodNation and L&F will co-organize a Danish food pavilion at the China International Import Expo. All the partners have a strong sustainable agenda within the Danish food sector, and the Danish food pavilion is a good platform to host a series of sustainable Gastronomy workshops with both online and live participation during the exhibition periode 5th to 10th November 2021.	[In case of deviation from originally approved PD/CD-activity, please give a very brief justification of how and why (bullits) – max. 10 lines] Deviation: • Due to 21 days of quarantine upon arrivel to China the Minister for Food, Agriculture & Fishieries was not able to join CIIE • The Minister joined online the opening of the Danish CIIE Pavilion together with DI and made a video about dietary climate guidelines, which we showed at the Danish Pavilion together with a translated white paper about dietary climate guidelines • The covid situation in China also effected the visitor registration and restrictions on bringing food into CIIE, which limited our possibility create a large scale Danish gastronomy event. • Arranged a Sustainable HYGGE Corner during a Chrismas event on 16 Dec together with Food Nation and State of Green with focus on food waste/loss and

	We would like to do the following workshops: • Gastronomy and sustainability • Good Food starts with high quality • Live cooking shows • Networking event	Green Together Experience
2. Output (Key Performance Indicators) *Quantifiable*	[Expected output (max. two) – e.g. expected number of participants, number of media exposures or number of likes/views on SoMe] We expecpt to 30-40 live particpants and by streaming the workshops online we can reach approx. 100.000 participants both Chinese and Danes We plan to work with a local media company and E-Commerce platforms to promote and stream the workshops. We will also use our own online channels	[Actual output (quantifiable). In case of deviation from expected output, please give a very brief justification of how and why (bullits) – max. 5 lines] • Due to strict access requirments to enter CIIE we were not able to host workshops offline, and in agreement with Food Nation our branding partner we decieded not to do make any online workshops, but instead doing a daily HYGGE Corner for visitors, where we talked about Danish gastronomy, sustainability, food safety • We also hosted on the opening day a Danish Gastronomy cooking show with the Chinese Celebrity online Chef Amanda (Amanda's taste) • Amanda also hosted a HYGGE Corner and visited all the participating companies which was live streamed • Leading up and during CIIE we worked with a local media company to public press releases and reached: 

Performance

		Placements	Views	Potential Reach, K
Press Release by iSpiderMedia	Grand Opening	138	9,501	10,664,272
	Warm-up Xinhua News Rewrite	138	10,181	10,579,472
	Warm-up Vikings	146	10,414	14,028,900
	Exhibitors	158	15,397	9,417,224
	Announcement to Join CIIE	159	87,529	9,387,600
Total		739	133,022	54,077,468

3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	[Expected outcome (max. two) – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers or the type of change/awareness you wish to promote] We hope to reach more protential contacts, partners and commercial leads by making a combination of onsite workshops and live streaming	[Actual outcome (short term) – In case of deviation from expected outcome, please give a very brief justification of how and why (bullits) – max. 5 lines] • Due to changes we worked closely with Food Nation on promoting Danish strengths within gastronomy, sustainability, food safety and assisted with promoting their newly launched Wechat account (Chinese SOME platform) during the HYGGE Corner • We managed to gain close to 700 followers to their Wechat account • During Amanda's livesteam we had 11.000 viewers and several thousands comments
4. Timing	[Expected Q1/Q2/Q3/Q4 – date if known] 5-10 November 2021	[Actual date – In case of deviation from expected timing, please give a very brief justification of how and why (bullits) – max. 5 lines] No changes
5. Target Group/s	[Main target groups are local non-state actors – e.g. genaral public, media, opinion/community leaders, decision-makers, NGOs, private companies, influencers. DK companies does not qualify] Target group is Chinese consumers, KOLs, Influencers, Chinese food companies	[Actual target group/s. please give a very brief justification of how and why (bullits) – max. 5 lines] • Worked with a local media company to target the food industy • Worked with celebrity chef Amanda to promote Danish gastronomy to reach Chinese consumers • Worked with KOL Angela Yang to host our HYGGE Corner • Both Amanda and Angela has been to Denmark to promote Danish gastronomy for Wonderful Copenhagen and attended the Food Summit
6. Keynote Speaker/s and VIP/s	[Expected/confirmed participation of Danish keynote speaker and/or Danish minister/royalty]	[Actual participation of Danish ministers or Danish royalty – In case of deviation from expected participation, please give a very brief justification of how and why (bullits) – max. 3 lines]

	The Minister for Food, Agriculture and Fisheries have been invited to attend the opening of the Danish Food Pavilion and be the official representative of Denmark at China International Import Expo.	• The Minister were not able to join but our Ambassador acted as Denmark's representative at CIIE
7. Promotion	[Expected promotion activities – e.g. SOME, traditional media, radio etc.] Local media company, our own SOME channels, Chinese media	[Actual promotion activities – In case of deviation from expected participation, please give a very brief justification of how and why (bullits) – max. 5 lines] • There was a lot of interest in the Danish Pavilion from the local media's side and we received large coverage
8. Strategic Partner/s	[Expected local/Danish partner – e.g. local authorities/organisations/universities/media, Nordic embassies, State of Green, Food Nation,m Creative Denmark etc.] Food Nation, DI, Creative Denmark, L&F	[Actual local/Danish partner – In case of deviation from expected participation, please give a very brief justification of how and why (bullits) – max. 5 lines] L&F was not a Pavilion Partner
9. PD Prioty Areas	[Write one priority area only: Green DK, Digital DK or Creative DK. Please write if the application also embrace Danish Multilateralism (crosscutting theme)] CD VIP	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	[Total amount applied for and main budget items in bullet form - Please see *PD Guidelines* for qualified costs] Apply for 40.000 DKK: Rental of technical equipment for online streaming Fee to media company Fee for translation Fee design of the workshops	[Actual expenditure/budget items related to the PD/CD grant. In case of deviation from expected use, please give a short explanation on how and why– max. 10 lines. Please see *PD Guidelines*. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*] • 10587 DKK was used at our Christmas event

	Networking event	on 16 December to hire Angela Yang as our host in the Sustainable HYGGE Corner + invite relevant Chinese partners and a photographer to document the event
11. Co-funding	[Expected co-financing by mission and/or third party – e.g. cultural, commercial or private/sponsorships - if applicable] Not confirmed yet: DI	[Actual co-financing by third party - if applicable] In agreement with DI our activites was part of the Danish CIIE Pavilion, and they paid for the media company
12. Amount Returned		[Total amount of unspent funds/amount returned]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	[Describe main lessons learned (bullets) – max. 10 lines] • Pandamic situation is still challenging when planning large events • Always have a plan B • Be flexible • Focus on reaching the local partners, consumers and media than trying to fit in webinars with Danish participants

Gastro Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: 29th October 2021
Name of mission: Tokyo
Title of PD- or CD-activity: Gastro Diplomacy
Contact person at mission: Miho Matsumoto, Senior Commercial Officer, Food & Agriculture

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. PD/CD-activity	[Describe (each) main activity by what, where and when (bullits) – no long explanation is needed] ● Danish Gastronomy events at the Denmark Pavilion Tokyo 2020 Olympics and Paralympics. ● Exposure for classic Danish culinary products an Danish fields of strength within food at the pavilion such as Danish hotdog by way of traditional hot dog stand, pastries, seafood, beer, soft drinks and organic/plant based food products. ● Where – Courtyard of the Royal. Danish Embassy in Tokyo.	● For the pavilion a Danish Hot Dog stand was imported in order also to promote the 100 year anniversary of the Danish Hot Dog stand. ● The Embassy developed, translated and printed material in order to promote Danish key areas of competence within the culinary and food areas. ● Particular products highlighted other than hot dogs included organic juices, energy bars and pita bread, plant based chicken products, Danish pastry, and high end beer products.
2. Output (Key Performance Indicators) *Quantifiable*	[Expected output (max. two) – e.g. expected number of participants, number of media exposures or number of likes/views on SoMe] ● The pavilion in the embassy courtyard will be open to the Japanese public everyday during the Olympics and Paralympics. A large number of visitors are expected especially	● Total 13-15,000 members of the Japanese public visited the pavilion during the 30 days of the Olympics and Paralympics. VIP visitors at the pavilion included 2 Danish Ministers (Rasmus Prehn and Ane Halsboe-Jørgensen) and one Japanese Minister (Taro Kono). Furthermore, mayors for Olympic host cities and other community leaders were present.

	during weekends. ● Embassy Food Portal site and other Embassy official SoMe platform (FB, LinkedIn, Instagram, Twitter).	The Danish Olympic Team also visited the pavilion on the last day of the games to enjoy, Hot Dogs, Cocio's, Organic juices and beer. ● The activities related to the pavilion resulted in 6 articles in newspapers and magazines, 78 individual web activities, and 7 event bank events.These engagements were converted to an advertisement value of JPY 30,297,711 equivalent to about 1,7 mio. DKK. The opening ceremony was livestreamed on YouTube.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	[Expected outcome (max. two) – e.g. number of new contacts/partnerships/commercial leads, increase in number of SoMe subscribers or the type of change/awareness you wish to promote] ● Entertainment for guests at the Pavilion. ● Promoting Danish gastronomy. ● Generating further interests in Danish gastronomy from the guests as well as business partners and media.	● The food and gastronomy related activities of the pavilion significantly raised the interest in the pavilion and in Danish food and drink from the Japanese public. ● The presence of the hot dog stand was a stand out hit amongst visitors and has led to the embassy acquiring a hot dog stand on a permanent basis.
4. Timing	[Expected Q1/Q2/Q3/Q4 – date if known] ● 22nd July – 8th August 2021 (Olympics) ● 24th August – 5th September (Paralympics)	● 23nd July – 8th August 2021 (Olympics) ● 24th August – 5th September (Paralympics)
5. Target Group/s	[Main target groups are local non-state actors – e.g. genaral public, media, opinion/community leaders, decision-makers, NGOs, private companies, influencers. DK companies does not qualify] ● Guests and visitors to the Denmark pavilion including business people, general public, and media.	● General public including especially families ● Business people, albeit in smaller numbers than expected due to the fact that a covid-19 state of emergency was in place and extended throughout the duration of activities. ● VIP's from both Denmark and Japan ● Representatives from the National Olympic Committee of Denmark (DIF) ● Danish athletes following the completion of their Olympic participation.
6. Keynote Speaker/s and VIP/s	[Expected/confirmed participation of Danish keynote speaker and/or Danish minister/royalty] ● HRH the Crown Prince of Denmark ● Minister of Culture	● HRH Crown Prince Frederik ● Mr. Lars Sandahl, CEO, Confederation of Danish Industry ● Mr. Brian Mikkelsen, CEO Danish Chamber of Commerce

		• Mr. Taro Kono, Minister of Administrative Reform of Japan • Ms. Anne Arhnung, CEO Danish Agriculture and Food Council • Mr. Kengo Kuma, Architect • Minister of Culture Ms Joy Morgensen • Minister of Food, Agriculture and Fisheries • Mr. Søren Simonsen, Chef de Mission of the Danish Olympic Team • Ms. Cathrine Dufour, Danish olympic athlete
7. Promotion	[Expected promotion activities – e.g. SOME, traditional media, radio etc.] • Through pavilion PR Company. • Embassy official SOME platform (FB, LinkedIn, Instagram, Twitter) and Food Portal site.	• Shinto Tsushin Co., Ltd. Was chosen as the PR and media partner • Embassy SoMe platforms used extensively • Embassy homepage and Food Portal used
8. Strategic Partner/s	[Expected local/Danish partner – e.g. local authorities/organisations/universities/media, Nordic embassies, State of Green, Food Nation, Creative Denmark etc.] • Visit Denmark, Food Nation, State of Green, DI, DE and other partner companies.	• VisitDenmark, • Food Nation • State of Green • Creative Denmark • Healthcare Denmark • DI, • DE, • L&F • Private Danish Pavilion partner companies • Tokai University
9. PD Prioty Areas	• Creative DK	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000	[Total amount applied for and main budget items in bullet form - Please see *PD Guidelines* for qualified costs]	[Actual expenditure/budget items related to the PD/CD grant. In case of deviation from expected use, please give a short explanation on how and

or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	• Gastro Diplomacy (DKK 20,000)	why– max. 10 lines. Please see *PD Guidelines*. Attach Voucher Report for relevant Local Activity Code (LAC) dedicated to the approved PD/CD grant is a requirement – *see below*]
11. Co-funding	[Expected co-financing by mission and/or third party – e.g. cultural, commercial or private/sponsorships - if applicable] A number of private companies will co-sponsor but those funds go only to pavilion construction activities.	[Actual co-financing by third party - if applicable]
12. Amount Returned		[Total amount of unspent funds/amount returned]

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	Danish Gastronomy events at the Denmark Pavilion Tokyo 2020 Olympics and Paralympics were very successful for selling and promoting Danish Hot Dogs, Danish pastrires, Organic juices and Cocio chocolate milk, Danish brand beers, and Danish brand plantbased meat products which are very unique to the Japanese audience. Pavilion generated a lot of repeat customers for Danish food, which also has led to Embassy's participation in another local food culture festival in November 2021.

Public Diplomacy/Culinary Diplomacy
Standard Application Form 2021

Max. two applications per mission a year - *one PD and/or one CD application. Remember separate applications*
Application must be precise and brief – max. 3 pages. PLEASE COMPLETE IN ENGLISH

Date: January 2021
Name of mission: Vilnius
Title of CD-activity: VIP event: Zero Waste and Danish Food Presentation at Street Level
Contact person at mission: Jakob Greve Kromann/Dalia Merkeviciene

	Application - Please complete in English -	Implementation - To be completed upon presentation of accounts -
1. CD-activity	In 2021, Denmark and Lithuania will celebrate two important anniversaries: both 100/30 years of (re)establishment of diplomatic relations. The Embassy will use this opportunity to further highlight Danish presence in the Baltics and promote Danish values, including the Danish culinary narative and experiences in circular production and food waste prevention. A CD event will take place in connection with a (Royal) High Level visit (exact timing expected tbc soon) and the opening of the Golden Age Art exhibition at The Lithuanian National Museum of Art (in coop. with Statens Museum for Kunst). The CD event will feature the concept of Nordic cuisine and "how do we limit food waste, both through resource effective kitchen production facilities with gastronomy as a fundamental driver". The event will comprise: o An open air masterclass, drawing on Denmark's experiences in food waste	No deviation from what was planned.

	prevention, followed by food-tasting reception presenting Danish recent culinary developments and accomplishments ("Nordic Cuisine") with focus on sustainable practices, circular models of food production and healthy, high quality local products; o Supporting PD events and promotion in local media; o The event will be arranged in continuation of the zero-waste project Green Tables, implemented in cooperation with the Danish Cultural Institute and Nordic Council of Ministers in Vilnius. This project has identified public (Vilnius city) and private partners (including local Danish restaurants/food producers), media and local chefs. This project has also focus on developing a Baltic cuisine, which draws on experience and inspiration from the Nordic Cuisine.	
2. Output (Key Performance Indicators) *Quantifiable*	The Embassy expects to attract more than 200 partcipants, to have coverages in national newspapers, television and internet media. At least one article with the specific theme published in local media emphasizing Denmark's high profile on food waste prevention and circular economy. The Embassy will also cover the event on FB and Twitter and wants to reach +2000 users.	There were 187 participants to the event. As the event took place outside, and it was a cold and windy day, we were glad to get so close to the 200 participants goal. The event was covered by a national televison station, and a magazine had a 2-page story of HRH The Crown Princess and the event. The embassy covered the event on Facebook, and the post reached 1.818 users.
3. Outcome (Key Performance Indicators) *Outcome is the short term effect you work to obtain.*	Expected outcome should ensure interest in and support for the Danish model; it should create leads for Danish companies, active within circular economy and prevention of food waste.	The outcome was that the Danish model was presented and gained interest among a broader audience, both at the event itself and through the marketing efforts. There were great exchanges of ideas from both contries on how to prevent foodwaste and promote circular economy and food production, including through the Danish-owned company Farmers circle.

4. Timing	Septemper 2021	1/10-2021, during the visit of HRH Crown Princess Mary to Vilnius.
5. Target Group/s	Lithuanian decision makers, representatives from the President's Office, Governmental, Cultural Institutions, NGO's, Business Community (both food producers and restaurants).	Our actual target groups were: Lithuanian decision makers, Ministries, NGO's, Business community (both Danish companies in general, and Lithuanian food producers), Lithuanian Food bloggers. We focused our invitations to people who worked ether with food directly or to those who worked with sustainability and the green agenda. We also invited food bloggers, to inspire them to write about the event and the Danish approach.
6. Keynote Speaker/s and VIP/s	Leading chefs and entreneurs with the presence of Danish (Royalties) Ministers and their Lithuanian counterparts	HRH Crown Princess Mary and Minister for Development and Nordic Cooperation Flemming Møller Mortensen. From the Lithuanian side, the Mayor of Vilnius attented.
7. Promotion	The event will be promoted in social media, direct mailing campaign and advertisements/posters in town as well as meetings with the Prime Minister, Ministers, public and private decision makers	The event was promoted on the embassy's Facebook page, and by direct email invitations. The ambassador talked about the event with the mayor of Vilnius and with private sector decision makers. There were advertisements/posters about the event at the venue in Vilnius city. The event was also advertised online on BNS (Baltic News Service).
8. Strategic Partner/s	Vilnius Municipality, Ministry of Economy, Danish-owned food hall Senator's Passage, organic farm Farmers Circle, sustainable food campaigner and blogger Nida Degutiene, Danish Cultural Institute in Estonia, Latvia and Lithuania	Danish-owned food hall Senator's Passage and Danish- owned organic farm, Farmers Circle.
9. PD Prioty Areas	The event relates to Green Denmark priority area	

ECONOMY

	Application	Evaluation - To be filled in upon presentation of accounts -
10. Grant Amount (fixed) PD: dkk 20.000 or CD: dkk 20.00 or dkk 40.000 *PD and CD grants cannot be combined in one application*	DKK 40.000 The amount will cover: ✓ Promotion and marketing, ✓ Venue and logistic assistance, ✓ Purchase of Danish and local raw materials, ✓ Compensation for Danish chef, ✓ Services of local caterer and kitchen staff	We were granted 20.000 The grand was used on: ✓ Venue and logistic assistance, ✓ Purchase of Danish and local raw materials, ✓ Compensation for Danish chef, ✓ Services of local caterer and kitchen staff
11. Co-funding	The Embassy has already attracted commercial co-funding sponsors and Danish companies, and will approach Vilnius Municipality	The event was co-founded by the Danish-owned foodhall Senators Passage with 12.500 DKK
12. Amount Returned		DKK 0

LESSONS LEARNED

	Evaluation - To be filled upon presentation of accounts -
13. Main Lessons Learned	- Valuable experience on how to cooperate with fine dining resturants about sustainability and reducing waste of food, as these are – within the Nordic Cuisine – already actively working with this. - Valuable experience on how to engage with bloggers and use them proactively in our promotion work.

Gastrodiplomati - SPK 2019 – 2022

Fremstød:	UM sagsnummer:	Side:
1. Erhvervsfremstød til Island 2021 m. off. deltagelse	2020-18629 (tilskud) 2020-15114 (ANA nr)	2
2. Off. fremstød til Tyskland 2021 – Statsbesøg	2021-22254 (tilskud) 2021-23457 (generelt)	4
3. Off. virtuelt fremstød til Nederlandene 2020 – KP	2021-30607 (tilskud)	6
4. Off. fremstød til Frankrig 2019 – KPP	2019-22948 (tilskud) 2019-16712	7
5. Off. fremstød til Sydkorea 2019 – KPP	2019-7902 (tilskud)	9
6. Off. fremstød til Argentina 2019 – Statsbesøg	2018-40776 (tilskud)	11

1. Evaluering af gastrodiplomati indsats i Island (Reykjavik) 2021

Baggrund
Den 12.-13. oktober 2021 stod H.K.H. Kronprinsen, ledsaget af udenrigsministeren, i spidsen for et dansk erhvervsfremstød i Island med fokus på grønne løsninger inden for energisektoren. Ti danske og grønlandske virksomheder og erhvervsorganisationer deltog.
Besøget i Island var det første fysiske erhvervsfremstød med deltagelse fra Kronprinsen siden Covid-19 pandemien begyndte, og hovedformålet var at styrke det kommercielle og innovative samarbejde om fremtidens grønne energiløsninger mellem Island og Danmark og dermed understøtte til regeringens målsætning om Danmark som et grønt foregangsland.
Det var en prioritet at benytte erhvervsfremstødet til at styrke kvalitetsstemplingen og fortællingen om danske fødevarer og dansk madkultur gennem gastrodiplomati.
Ambassaden indgik således et samarbejde mellem Hotel- og Restaurantskolen / Copenhagen Hospitality College i København og Hotel- og Restaurantskolen i Island. Hver skole stillede med to talentfulde kokkeelever og deres faglærer. I samarbejde stod de for bespisningen ved erhvervsfremstødets afsluttende reception med deltagelse af H.K.H. Kronprinsen, H.E. Islands præsident og 100 danske og islandske ministre og højniveau repræsentanter.
I umiddelbar forlængelse af erhvervsfremstødet evalueredes indsatsen med alle involverede parter på dansk og islandsk side.

Overordnet vurdering
Såvel erhvervsfremstødet i sin helhed som gastrodiplomati indsatsen i form af den afsluttende reception var en stor succes. Dette blev bekræftet af alle involverede i planlægning og eksekvering.
Kongehusets deltagere, Islands præsident, danske, islandske, færøske og grønlandske ministre samt toppen af dansk og islandsk erhvervsliv oplevede et gastro event, som brandede Danmark som fødevarenation, der producerer kvalitetsfødevarer og som har en gastronomisk kulturel talentbase ud over det sædvanlige. Afslutningen på erhvervsfremstødet fik således et tydeligt dansk gastronomisk kvalitetspræg.

Erfaringer
Givet pandemien blev det først relativt sent afklaret, at erhvervsfremstødet med sikkerhed blev til noget, og at DI kunne mønstre et hensigtsmæssigt antal deltagende medlemsvirksomheder til fremstødet. Først halvanden måned før erhvervsdelegationens ankomst havde vi en afklaring og kunne iværksætte planlægningen. Her var det godt, at relationerne var gode og konceptet var udtænkt i god tid.
Dog medførte det en usikkerhed omkring estimering af budgettet, da gastronomiske leverancer skulle bestilles og ske med fly til Island med kort varsel.
Derfor var det afgørende at have kontrakter og aftaler på plads tidligt i processen. Ambassaden tilknyttede en lokal kokkekonsulent - en kendt Islandsk kok med kontakterne i orden og erfaringen til at bistå de danske kokke og kokkeelever under deres besøg og på dagen for gastro eventet – da ambassaden var travlt beskæftiget med eksekveringen af selve erhvervsfremstødet herunder særligt H.K.H. Kronprinsens og UM'ens deltagelse i fremstødet.

Synlighed Gastro eventen fik bred synlighed via dets ophæng til erhvervsfremstødet med særlig den kongelige deltagelse og VIP-deltagelsen som blikfang. At ambassaden før og under arrangementet fik

taget billeder af en professionel fotograf, lavet bred SoMe med opslag, storries og delinger fra VIPs gav et godt fundament for, at receptionen blev talk of the town i Islands hovedstad den aften.
H.K.H. Kronprinsen åbnede med en tale og Islands præsident kvitterede med en tale efterfulgt at den danske og islandske udenrigsminister. Ambassadøren afsluttede talerækken og bandt deres bidrag sammen med det gastrodiplomatiske perspektiv, som således var det altoverskyggende tema receptionen igennem.
Billeder vedlagt.

Samarbejdsparter Ambassaden samarbejdede med Hotel- og Restaurantskolen i København samt den islandske pendant i Reykjavik, som stillede køkkenfaciliteter til rådighed i planlægningsfasen og bistod med fremskaffelsen af de få råvarer, som ikke kunne importeres fra Danmark.

2. Brug af gastrodiplomati-midler ifm, statsbesøget til Tyskland (Berlin) 2021

D. 10. -13. november 2021 blev der afholdt Statsbesøg til Tyskland. Hendes Majestæt Dronningen ledsages af Hans Kongelige Højhed Krinprinsen, samt Udenrigsministeren, Sundhedsministeren, Minister for fødevarer, landbrug og fiskeri og Kulturministeren.
Som en central del ifm statsbesøget indgår et officielt fremstød med den overordnede overskrift "Together for a Sustainable Future" Her var deltagelse af mere end 50 danske virksomheder inden for bl.a. sektorsporet Bæredygtige Fødevarer.

Business Lunch 11/11 – Statsbesøg
Gastrodiplomati-midlerne blev benyttet i forbindelse med Business Conference Day d. 11. november, hvor der var deltagelse af 300 danske og tyske stakeholders på højt niveau.
Målet for businesslunchen var at finde en upcoming, dansk køkkenchef som også har tilknytning til Tyskland, her især Berlin. En kok som kender til begge madkulturer, men som også er kendt for tænke bæredygtighed ind i sine menuer, da hovedteamet for statsbesøget var bæredygtighed og overskriften "Together for a Sustainable Future".
Kokken til businesslunchen var den danske køkkenchef og iværksætter Frederik Bille Brahe, 38 år. Han står bag restauranterne Atelier September og Apollo Bar i København og har i 2020 startet sit første udenlandske eventyr i Berlin, med bageriet Sofi. Med bageriet håber han, at de måske kan være med til at skabe en voksende bageriscene i Berlin. Andre restauranter i Berlin vil følge efter. Bille Brahes mad kategoriseres som "New Nordic" og han har især fokus på bæredygtighed, lokale råvarer og naturen.

Den menu som Bille Brahe udviklede til businesslunchen afspejlede både den danske traditionelle madkultur, samt nye ideer og inspiration fra det tyske køkken, som køkkenchef Claus Beckmann fra event location Kosmos bidrog til. Frederik Bille Brahes hovedfokus var at bruge lokale råvarer, servere enkelte og grønne, bæredygtige retter, som forholder sig til konteksten af businesslunchen samt statsbesøget og dermed invitere de deltagende gæster til en ny oplevelse af klassisk catering mad.
Derudover blev der i pauserne serveret dansk bagværk.
Regnskab:

Udarbejdelse af menu, tilberedning, etc. dansk kok og dansk teamc, samt indkøb af råvarer i DK:	DKK: 111.536,25
Indkøb af danske og lokale råvarer, arbejdstid lokalt kokketeam:	DKK: 132.063,95
Danske kardemommesnurrer og croissanter:	DKK: 13.888,42
I alt:	**DKK: 257.488,62**

Læring:
Hovedparten af gæsterne var meget begejstrede for menuen og den smagfulde præsentation. Efter besøget har der været bemærkninger om manglende præsentation af de deltagende fødevarevirksomheder, hvis' produkter kunne have været inkluderet i højere grad i menuen. Dette er en læring, der i høj grad vil blive taget med videre til fremtidige fremstød.
En stor grund til dette var manglende tid. Der var i starten udfordringer med kommunikationen mellem ambassaden og kokken, hvilket gjorde tiden knap da menuen blev modtaget, og de rette stakeholders blev ikke konsulteret. Til fremtidige besøg bør arbejdet med gastro-midlerne starte meget tidligt i processen, og menu samt koncept bør tages i høring i fødevaresporet / arrangørkredsen inden det godkendes.

Som arrangør/ambassade bør man desuden være opmærksom på udfordringer ved at bringe danske/eksterne kokke i spil. Mange venues har egen catering og er tilbageholdende overfor udefrakommende. I Berlin var corona-situationen en yderligere faktor til at venues meget nødigt ville blande kokke-teams og personale generelt.

3. Brug af gastrodiplomati-midler ifm. virtuelt erhvervsfremstød til Nederlandene (Haag) 2020

Baggrund:
Det virtuelle eksportfremstød opstod efter to forgæves forsøg på at planlægge et egentlig eksportfremstød til Nederlandene – først i forsommeren 2020 og siden i efteråret. Begge gange måtte besøget aflyses på et sent tidspunkt i forløbet pga. Covid-19. Det var således nødvendigt på meget kort tid at udvikle et nyt koncept for fremstødet, som samtidig kunne lede frem mod et fysisk fremstød når situationen tillader det.

Som en del af det nye koncept – og som erstatning for den planlagte frokost og officielle "grand dinner" - blev det besluttet at sende de vigtigste deltagere fra begge lande en "goodie box". Æsken indeholdt danske produkter, som på hver sin måde bidrager til en klimavenlig udvikling og bæredygtige løsninger. På den måde spillede æsken sammen med arrangementets fokus, som netop var "Green Transition" – altså klimavenlige løsninger og bæredygtighed. Samme narrativ var udgangspunktet for planlægningen af frokost og grand dinner.

Goodie boxen var en form for pilotprojekt, hvor vi på en ny og anderledes måde forsøgte at sætte fokus på danske styrkepositioner på fødevareområdet i fht. særligt bæredygtige og klimavenlige produkter. Sammen med produkterne var der vedlagt en QR-kode, som førte til arrangementets webplatform, hvor alle produkterne blev præsenteret med en lille fortælling om, hvordan netop de produkter bidrager til grøn udvikling.

Æskerne blev fordelt til de betalende danske virksomheder og til NL gæster og talere (dog ikke publikum uden aktiv rolle). En håndfuld resterende æsker blev fordelt til nøgle samarbejdspartnere på NL side, som har spillet en afgørende rolle for at vi med så kort frist har kunnet planlægge et arrangement med deltagelse på meget højt niveau fra NL side.

Vi har oplevet positiv respons fra modtagerne af goodie boxene. Æskerne blev set som en sjov måde at skabe opmærksomhed om vores arrangement, ligesom særligt de NL modtagere var meget glade for at modtage en erkendtlighed for den tid og indsats de lagde som talere, panelister og aktive bidragsydere i arrangementet. Det er vores klare vurdering, at æskerne har bidraget til at løfte det samlede arrangement fra blot at være "endnu et webinar" til at være et professionelt gennemført arrangement, som i høj grad har bidraget til at sætte Danmark og danske løsninger – herunder på fødevareområdet - på landkortet. Samtidig vil æskerne gøre vores arrangement mere mindeværdigt. Det vil være nyttigt når vi formodentligt til næste år skal planlægge et fysisk besøg. Vi vil ved den lejlighed bygge videre på æskernes narrativ om Danmark som et land med klimavenlige og bæredygtige fødevarer og fødevareprodukter af eksklusiv kvalitet.

4. USE OF GASTRONOMY FUNDS FOR ROYAL VISIT IN FRANCE OCTOBER 2019

In October 2019, TRH Crown Prince Frederik and Crown Princess Mary headed a business delegation of 50 companies within the healthcare and energy sectors on a 2-day visit to Paris. France has a very strong gastronomic heritage and a somewhat conservative attitude to gastronomy. The visit had many large events with high-level participation and extensive press coverage. Hence, it was the perfect occasion for introducing Danish gastronomy to a high-level French audience.

Given the conservatism in France, many catering companies still adhere to traditional French cuisine, and finding local gastronomy operators that were able to offer a *cuisine* that is New Nordic was difficult. Grand Chemin, however, showed interest in learning about New Nordic Cuisin and the Embassy chose to work together with them and Andreas Møller, the Danish Michelin star chef of the restaurant Copenhague at the Danish House on the Champs-Elysées. Together, Embassy staff worked together with Mr. Møller and Grand Chemin to develop the following:

- For the Grand Dinner (290 participants of which around 180 were Frenchmen), Andreas Møller developed a special 3-course menu that could be adapted to the working conditions of a catering company – and at the venue where there were very limited kitchen facilities. After the menu had been tested and decided upon, Andreas worked closely with the head chef of the catering company to get to the right dish on a larger scale
- For the Grand Opening buffet (350 participants of which around 200 were Frenchmen), the Embassy in cooperation with Andreas selected those of the dishes on the catering company's existing menu that had the New Nordic Cuisine DNA (vegetables, Nordic raw materials, etc) . Furthermore, Andreas Møller developed a couple of "signature dishes" for the buffet. He also worked with the catering company to prepare true Danish "smørrebrød" – kartoffelmad, æggemad and roastbeef - with rye bread imported from Denmark.
- For the welcome coffee and coffee breaks of the conferences on the first day, the catering company had taken care to offer fruit, cereals, etc. together with the coffee – something which is almost unheard of in connection with coffee breaks in France.
- One thing with today's Danish gastronomy that sets it apart is the attention that the chefs pay to aesthetics, The Embassy therefore also worked with the catering company to ensure that the table setting, tableware, etc. reflected modern Danish gastronomy. A mood board was sent to the catering company – see attached – and they selected plates, linen, napkins, etc. that were in accordance with the style of this board
- The use of disposable plastic dining ware was reduced to a bare minimum (for when the delegations were on the go).

Food Nation contributed to story-telling at the Grand Opening buffet with small fact sheets on Danish food and gastronomy. The link to Danish food was further accentuated by the promotion of the restaurant Copenhague at the Maison du Danemark.

For certain raw materials, it was important that they were Danish. Andreas Møller thus bought certain Danish products via his normal supplier, the catering company ensured that the pork was Danish and organic and rye bread was fetched in Denmark.

Overall, the initiative cost 200,000 DKK. This money was used to pay Andreas Møller as consultant, to buy Danish products and to pay the catering company's expenses linked to adapting their menu and to developing new dishes especially for this event.

Overall, this approach to having Danish gastronomy on the agenda proved very successful. Participants were very impressed with the quality and nature of the food and decoration. The catering company even mentioned that it was considering incorporating "smørrebrød" on its menu. So two goals that are a prerequisite to obtaining the funds – *"Denmark achieving considerable branding as a food nation with high quality food products and a gastronomic culture reflecting a modern, relaxed and active life style*" and *"An export promotion campaign with dining occasions that reflect the quality of Danish food"* – were fully met.

Lessons learned:

- Timing: Decide early in the process on whether you can and want to cooperate with a local Danish chef (see below) or the Danish chef national team coming from Denmark. Agree early in the process on the budget, including reward for consultancy hours.
- Local anchorage: The combination of a (modern and rewarded) local Danish chef and a local catering company was essential to the success of the project. The Danish chef knew how everything works in France, where the challenges would lie in using local vs. Danish products. The catering company could help with sourcing the special requests that we had.
- A dedicated local catering company: It is very important that the catering company is prepared to invest in and understand what Danish food culture stands for. We also benefitted greatly from having chosen a catering company that was familiar with the venue of the grand dinner and could negotiate and plan in detail directly with the venue. Finally it was an advantage for us that the catering company offered "the whole package" so we could limit the number of partners to work with. Grand Chemin did an amazing job in that respect.
- Food Nation: Given the methodology, the possibility of having Food Nation facilitating the cooperation with the Danish chef national team was not relevant for the Embassy. Collaboration instead focused on information and inspirational material and concrete facts about Denmark for small tablecards that were put up on the tables.

5. Evaluering af gastrodiplmatisk indsats i Sydkorea (Seoul) 2019

Evaluering af den gastrodiplomatiske indsats under det officielle fremstød til Sydkorea blev afholdt d. 24. juni 2019. Fra ambassaden deltog ambassadør Thomas Lehmann og handelschef Rasmus Bjørnø. Fra Kokkelandsholdet CEO Morten Andersen og Casper Bøgeskov, fra SPK Marit Hvithamar Rystrøm, Vibeke Sandholm Pedersen og Sisse Norman Canguilhem.
Der var generel enighed om en meget succesfuld gastrodiplomatisk indsats i form af en business lunch og grand dinner for hhv. 350 og 440 mennesker. Der var stor ros til både Kokkelandsholdet og personalet på Hotel Shilla, hvis indsats havde resulteret i et meget professionelt og velafviklet arrangement.
Ambassaden takkede for indsatsen og understregede, at Kokkelandsholdets deltagelse kastede stjernedrys over hele besøget og er et stærkt brand for Danmark. Fra de deltagende virksomheder havde man ligeledes modtaget meget positiv feedback på de to arrangementer.
Kokkelandsholdet takkede ligeledes for et godt samarbejde og en fantastisk oplevelse. Både ambassaden og Hotel Shilla havde leveret en enestående indsats, der havde medført, at arrangementerne løb rigtig fint af stablen. Man takkede for den store fleksibilitet Kokkelandsholdet havde udvist, trods et langt større antal deltagere end forventet.
Der var enighed om, at følgende lessons learned kan være nyttige ift. fremtidige gastronomiske indsatser:

Logistik
Fordel at fastlægge menuen tidligst muligt i forløbet, for på den måde også at fastlægge evt. leverancer, der skal fragtes fra Danmark. Der havde været 3 gange transport, hvilket ikke var optimalt. Fremadrettet kan logistikken ift. transport og import med fordel ligge forankret på ambassaden uden deltagelse fra Kokkelandsholdet, da deres spidskompetencer ikke ligger her.
Hvis der er virksomheder, der giver sponsorater, kan man med fordel også bede dem levere via deres lokale distributør. Når menuen planlægges, kan det ligeledes være en fordel at benytte flest mulige råvarer, der allerede er på det pågældende marked (også danske), for på den måde at undgå for meget transport ift. til hele klimadagsordnen. Man kan udvælge enkelte elementer der transporteres, som ikke kan anskaffes på anden vis.

Standardkontrakt
Ambassaden og Kokkelandsholdet har i fællesskab udarbejdet en standardkontrakt på baggrund af Udenrigsministeriets formater. Denne kan med fordel benyttes fremadrettet, da det har krævet en del tid at få den tilrettet, så den passer alle parter. Det anbefales, at der tilføjes tekst om forplejning ift. statens generelle regler. Arbejdet med gastrodiplomati vil fremadrettet blive decentraliseret til repræsentationerne, og det er derfor Kokkelandsholdet, der skal sørge for, at formatet bliver ført videre.

Synlighed
Der kan med fordel formuleres en bredere storytelling ifm. Kokkelandsholdets præsentationer, hvor referencer til fx SDGerne, madspild, bæredygtighed og andet indgår.
Endvidere ønsker Kokkelandsholdet mere synlighed skriftligt i form af logo på fx backdrop og powerpoints, som kan bruges til SoMe.
For at synliggøre den tilberedte mad i en bredere kreds, kunne Kokkelandsholdet fremover sende de billeder, de tager til pressekontakten på ambassaden, som kan sørge for de bliver lagt op i den samlede feed.

Samarbejdspartner
Alle var enige om, at man i Shilla havde en meget professionel samarbejdspartner, hvilket er helt centralt ifm. arbejdsforhold og logistik og afvikling. Der var en god dialog mellem Shilla og Kokkelandsholdet og Shilla fremstod som meget professionelle. Det var en meget positiv tilgang til samarbejdet fra begge sider, hvilket var medvirkende til det meget flotte resultat.

Planlægning
I forbindelse med den konkrete planlægning af f.eks. cooking show, kan kokkelandsholdets deltagelse i forberedelsesmøder med fordel reduceres til de områder, der specifikt omhandler menuen.
Den 25. juni havde Foodnation, ved Mia Ole Lauritzen og Marianne Riisbøll og SPK ved Marit Hvithamar Rystrøm og Sisse Norman Canguilhem en telefonisk evalueringssamtale.
Foodnation var overordnet meget tilfredse med afviklingen.
Business lunch havde fungeret rigtig godt med filmen, maden havde været rigtig indbydende og veltilberedt og der var nok. Man kunne overveje fremadrettet at have 'story telling' ved hver lille ret i buffeten, så gæsterne kan orientere sig i retterne og samtidig få noget dansk gastronomisk historie. Foodnation nævnte, at belysning i lokalet var ikke optimal (hvilket ligger uden for arrangørkredsens indflydelse) og at der ikke var helt nok plads ved bordene.
Man kunne også overveje at lave retterne mindre, hvilket også ville gøre dem nemmere at spise.
Grand Dinner
Foodnation var også positive ift. grand dinner, hvor forret og dessert blev fremhævet som særligt vellykkede. Man så derimod gerne, at de to andre retter havde været pyntet mere.
SPK understregede, at man ift. at der var tale om servering for 440 gæster var meget positive over den meget flotte afvikling og det var vigtigt at holde sig for øje, hvilket form for arrangement der var tale om. Det blev ligeledes drøftet, at man med fordel kunne have en bredere story telling hvor fx SDG'erne også indgik og samtidig bruge skærmene til at have food facts kørerende under fx middagen.

6. Mødenoter – evaluering herunder ”lessons learned” fra gastro-diplomati indsatsen ifm. statsbesøget til Argentina (Buenos Aires) 18.-19. marts 2019

Baggrund:
Den 1. april blev der gennemført en evaluering med deltagelse af SPK, Ambassaden i Buenos Aires, kokkelandsholdet og Food Nation af den første gastro-diplomatiske indsats, der fandt sted under statsbesøget til Argentina den 18.-19. marts. Denne indsats indgår som en del af en større statsfinansieret satsning på kulinarisk diplomati ifm. officielle besøg og andre aktiviteter på de danske diplomatiske repræsentationer.
Det ønskedes, at benytte statsbesøget til at styrke kvalitetsstemplingen og ”brandingen” af danske fødevarer og den danske madkultur gennem gastrodiplomati. Der blev således indgået et samarbejde med kokkelandsholdet, om at sende 4 kokke til Argentina, der sammen med lokale partnere prægede bespisningen under besøget med danske retter ifm. følgende ”events”:
I) Networking dinner med royal deltagelse den 18. marts på Yatch Club Argentina med deltagelse af ca. 200 personer heraf ca. 100 argentinere.
II) Business Conference i CCK centret i Buenos Aires med royal deltagelse samt deltagelse af ca. 250 personer heraf ca. 150 argentinere herunder ministre og forretningsfolk.
III) Bidrag til kanapes, dessert samt flødeboller til kaffen under returmiddagen med Hendes Majestæt Dronningen som vært med deltagelse af ca. 300 personer heraf ca. 200 argentinere omfattende ministre og forretningsfolk.

Food Nation bidragede med ”story telling” omkring den gastronomiske fortælling om Danmark gennem udarbejdelsen af materiale på engelsk og spansk som flyers, roll-ups mv, som understøttede branding indsatsen og fortællingen om Danmark et fødevareproducerende land med en stærk kulinarisk kultur.
Indsatsen kostede ca. 180.000 kr, heraf gik størstedelen til rejse og ophold af de 4 kokke.
Bevillingen til besøget gik først igennem ca. 2 uger forud for besøget. Således måtte såvel ambassaden som kokkelandsholdet og Food Nation gennemføre indsatsen med en uhyre kort forberedelsestid.

Overordnet vurdering:
Der var under evalueringen enighed om, at kokkelandsholdet og Food Nation ifm. statsbesøget til Argentina bidragede til at give et dansk kulinarisk kvalitetsislæt under bespisningerne samt at kokkelandholdet havde været meget omstillingsparate og leveret nogle gode produkter, på trods af meget vanskelige omstændigheder.
De opstillede mål for indsatsen, nemlig; 1) Danmark vil opnå en betydelig branding som en fødevarenation, der producerer kvalitetsfødevarer samt har en gastronomisk kultur, der er forbundet med en moderne, uformel og aktiv nordisk livstil, og 2) De gastrodiplomatiske indsatser vil bidrage til at fremstødet vil få et dansk kvalitetspræg under bespisningerne, blev begge opnået.

Kokkelandsholdet understregede dog, at deres arbejde var blevet vanskeliggjort af særligt tre forhold; den korte forberedelsestid pga. den sene godkendelse af midlerne, de mange restriktioner som de argentinske samarbejdspartnere satte op for brugen af køkkenfaciliteterne i CCK (på trods af ambassadens mange forsøg på at få ophævet disse restriktioner), samt et vanskeligt samarbejde med den lokale cater-virksomhed, der var hyret til at tage sig af servering, drikkevarer samt dele af bespisningen under netværksreceptionen.

"Lessons Learned":
Denne første gastrodiplomati event blev, som tidligere nævnt, gennemført under særlige omstændigheder, grundet den korte tidsfrist fra godkendelsen af midlerne til gennemførelsen af statsbesøget samt de meget restriktive forhold, som de argentinske samarbejdspartnere opsatte for brugen af køkkenet i konferencecentret under erhvervskonferencen.
"Lessons learned" som kan bruges fremadrettede fra denne første gastrodiplomati indsats ifm. et officielt besøg er som følger:

1. Grundig forberedelse, herunder tidlig ankomst af kokkene, er nødvendigt. Da der ofte, særligt i lande i andre kulturkredse, kan opstå uventede situationer, er det vigtigt at kokkene, eller som minimum en af kokkene, forud for selve gennemførelsen af besøget har opbygget nogen kendskab til kulturen, er familiær med de konference steder / køkkener, hvor begivenhederne skal finde sted og at kokkene har identificeret indkøbsmuligheder mv. for at kunne gennemføre deres arbejde. Således anbefales det, at kokkene sender en person på "fortrop" mhp. at forberede arbejdet for resten af teamet, der vil ankomme tættere på besøgets gennemførelse.

2. Vigtigt at etablere et samarbejde med en stedkendt lokal konsulent / kok. Allerede tidligt i forløbet, er der behov for assistance til at bidrage med indkøb af lokale råvarer, mulige importtilladelser, dialog med hotel / catere, tjenere samt evt. finde køkkenfaciliteter og bistå med at forklare mulige kulturforskelle. Der vil som oftest være meget begrænsede ressourcer på en ambassade under et officielt besøg, og det er derfor vigtigt at tilrejsende kokke mv. er i stand til at operere selvstændigt, da det ikke er muligt for ambassaderne at afsætte mange ressourcer tæt på og under besøget til at assistere kokke mv. Kokkelandsholdet har oplyst, at de igennem World Chefs har adgang til et netværk af kokke og kokkeforeninger i over 100 lande, der ville kunne assistere.

3. Sikre gnidningsfrit samarbejde mellem kokkelandsholdet og catere / betjeningspersonale. Det er vigtigt at etablere kontakt mellem catere og den lokale konsulent / kokkene forud for besøget, mhp. at sikre et konstruktivt samarbejde, samt sikre at der er den nødvendige service til servering etc. Kokkelandsholdet har foreslået, at de udarbejder en liste over, hvad der skal stilles til rådighed i forbindelse med de forskellige arrangementer.

4. Styrke "branding indsatsen" ved at give kokkelandholdet mere synlighed. Dette kan gøres ved fx at invitere kokkene ind under bespisningerne, så alle gæster får information over hvem der har stået for maden. Kokkelandsholdet foreslår, at de ved stående receptioner,

5. f.eks. kan stå ved buffet, hvor maden udleveres til tjenerne af kokkene. Kokkene kan også bære en del af maden rundt, f. eks. ved afslutningen, hvor de søde elementer bæres rundt. Ved større middage kan en af kokkene præsentere maden/menuen ved middagens begyndelse og alle kan kaldes ind efterfølgende. Dog vil returmiddage, der er mere formelle arrangementer ikke altid kunne bruges som en platform, til branding.

6. Tættere samarbejde mellem Food Nation og kokkelandsholdet omkring "branding". Disse to partnere bør tidlig i forløbet indgå i en dialog om, hvordan man tilrettelægger branding indsatsen ift. menu samt de planlagte events.

7. Serveringen bør foregå af bæredygtig service. Såfremt der skal gøres brug af engangsservice bør dette være af fx bambus og ikke plastik mhp. at understøtte "brandingen" af Danmark som et grønt og bæredygtig land.

8. Ambassaden bør forud for kokkelandsholdets ankomst undersøge krav til forsikringer, sanitære godkendelser / certifikater etc. Kokkelandsholdet har en erhvervsforsikring, der dækker alle deltagende fra kokkelandsholdet og de vil selv stå for rejseforsikring. Alle kokke har et/eller kan få fremstillet "hygiejnebevis" fra Fødevarestyrelsen som bevis på, at de er uddannede til at håndtere fødevarer. I nogle tilfælde vil efterlevelse af lokale regler (herunder arbejdstilladelse!) kunne ordnes gennem en "Note Verbal" i andre tilfælde vil det kræve kreative løsninger og tillægsforsikringer.

9. SPK bør undersøge om der bør indgås en mere formel kontrakt med kokkelandsholdet / andre danske service udbydere under fremtidige gastrodiplomati aktiviteter. For Argentina foreligger en skriftlig e-mail korrespondance omkring samarbejdet, herunder budget og arbejdsbetingelser mellem ambassaden / SPK og kokkelandsholdet (herunder at de afholdte udgifter refunderes på baggrund af bilag). SPK vil undersøge om der under fremtidige gastro-diplomati aktiviteter er behov for at udarbejde en mere formel kontrakt, herunder mhp. at sikre efterlevelse af udbudsregler, da et fortsat samarbejde med medføre, at der være tale om beløb, der akkumuleret vil overstige 250.000 kr.

10. Nyttigt at ambassaden videreformidler billeder fra konferencecenter og køkkener. Både Food Nation og kokkelandholdet efterlyste, at de tidligt i forløbet kunne have modtaget flere billeder af hhv. konferencestedet og køkkener, da denne viden er vigtig for at kunne forberede deres arbejde. En nøjagtig beskrivelse af arrangementet, forventninger til resultatet af samme samt en så nøjagtig beskrivelse af lokationen som muligt, anses for at være en stor hjælp i planlægningen ligesom kokkelandsholdet bør afsætte ressourcer til gennemgang heraf.

Der opfordres til, at fremtidige gastro-diplomatiske indsatser tager disse "lessons learned" i betragtning under planlægningen og gennemførelsen af aktiviteterne.

Bilag 5

Eksportfremme – alliancer og forenkling

Der findes ingen bilag som knytter sig til initiativet *Eksportfremme – alliancer og forenkling*

Bilag 6

Gastronomisk rejsehold

Følgende række af bilag knytter sig til initiativet *Gastronomisk rejsehold* og indbefatter afrapporteringer og interne evalueringer.

FOOD 2020, Det Gastronomiske Rejsehold, afrapportering

FOOD 2021, Det Gastronomiske Rejsehold, afrapportering

FOOD 2022a, Afholdte rejsehold pr. 30.3.2022

FOOD 2022b, Evaluering af det gastronomiske rejsehold

FOOD 2022c, Deltagerudtalelser pr. 30.3.2022

DET GASTRONOMISKE REJSEHOLD

Afrapportering 2020

Introduktion

Det Gastronomiske Rejsehold har i år afviklet 49 forskelligartede forløb med god spredning i hele landet. Under forløbene har Rejseholdet bistået med udvikling af bedre madoplevelser på udvalgte destinationer, samt bidraget til, at lokale ildsjæle uddannes til at udvikle og udbygge deres forretning med nye madoplevelser til turister.

Afrapporteringen for 2020 indeholder følgende:

1. To artikler til brug på Liv & Land hjemmesiden
2. Fire korte casehistorier fra udvalgte forløb.
3. Dataindsamling med resultaterne fra den kvantitative undersøgelse af tilfredsheden med forløbene.
4. Bilag 1 med oversigt over de afholdte aktiviteter for 2020.
5. Bilag 2 med udvalg af pressedækningen af Rejseholdet 2020.

ARTIKLER TIL LIV & LAND

Udvikling af den gastronomiske scene i Karrebæksminde

Food Organisation of Denmark (FOOD) er med hjælp fra Erhvervsministeriet rundt i hele Danmark med Det Gastronomiske Rejsehold, for at hjælpe og inspirere spisesteder til at optimere deres forretning og tænke mere lokalt.

Baggrund
Udviklingen på den danske gastronomiscene har i efterhånden en årrække været meget i fokus i både udland og indland. Det er en branche i vækst, der godt nok er hårdt ramt af krisen, men som fremover forventes fortsat at skabe rigtigt mange arbejdspladser. Men det er ikke alle steder den gastronomiske udvikling kan stå på mål med væksten. Den udfordring har Erhvervsministeriet i samarbejde med Food Organisation of Denmark taget op med initiativet Det Gastronomiske Rejsehold.

Formålet er at bistå med udvikling af bedre madoplevelser på udvalgte destinationer, samt at opfordre lokale ildsjæle til at udvikle og udbygge deres forretning med nye madoplevelser til turister. Rejseholdet består helt konkret af en projektmedarbejder fra FOOD, der kan hjælpe stederne med kommunikation og struktur på spisestedet, og en kok på michelin-niveau der kan give inspiration til lækre retter og arbejdsgange i køkkenet. Det er meget forskelligt, hvad spisestederne ønsker at få kigget på, men fælles for dem alle er ambitionen om at styrke gastronomien.

Et besøg fra rejseholdet varer 2-3 dage. Hvert forløb tager afsæt i det enkelte spisesteds situation. Derfor er det forskelligt fra sted til sted, hvad der bruges mest tid på. Det kan for eksempel være:

- Ny inspiration.
- Udvikle menukortet f.eks. med lokale råvarer, med retter som egner sig til udeservering, og med et løft af måltidernes kvalitet.
- Forbedre arbejdsgange i køkkenet.

I januar var Det Gastronomiske Rejsehold ude hos Kenneth Rasmussen, der ejer restauranten Kanalkroen i Karrebæksminde på Sjælland. Kanalkroen er en smukt beliggende sommerrestaurant med udsigt til kanalen, hvor der serveres smørrebrød og klassiske danske retter til frokost og aften. Kenneth havde efterspurgt et nyt tvist på menuen, hvor især inspirationen til de vegetariske optioner var en hård nød at knække, og generelt en nyere tilgang til nogle af retterne. Her var kokken Christoffer Brink, som tidligere har været på madklubbens flagskibsrestaurant FRANK, samt arbejdet på Michelinrestauranterne Geranium og Henne Kirkeby Kro, ude og prøve at give det indspark Kenneth havde efterspurgt.

Effekt
Hen over de to dage blev der arbejdet intensivt med en bred vifte af forslag til kortet. Udover selve retterne, blev der også talt en del om at få lavet endnu flere af elementerne fra bunden, og der blev lagt en plan for, hvordan man kunne komme derhen.
Især Christoffers forslag til en vegetarburger samt en grøn pastaret, blev der taget godt imod, af Kenneth selv, såvel som personalet der også var med til både at smage og bedømme resultatet.
"Det er altid rart, at få nye øjne på det man går og laver hver dag, så man lige får hanket op i tingene og sørget for at få givet det hele en saltvandsindsprøjtning af inspiration." siger Kenneth Rasmussen.

Effekterne af besøg fra Det Gastronomiske Rejsehold har været flere. FOOD har senere fulgt op med Kenneth, som stadig er meget glad for det indspark der blev givet til menukortet, hvoraf flere elementer og arbejdsgange er blevet implementeret: "Besøget af FOOD og Christoffer affødte nogle rigtig gode nye initiativer for os, nogle har vi fået implementeret, andre arbejder vi stadig på," udtaler Kenneth Rasmussen. I år har Coronaepidemien været en ekstra udfordring for mange restauranter, Kanalkroen inklusiv, men den individuelle sparring sikrede at Kanalkroen fik præcis den hjælp, der var nødvendig i Kenneths situation, hvilket er essentielt for at inspirationen og sparringen forankres i hverdagen.
Ud over det rent gastronomiske, drejede samtalerne hen over gryderne sig om, hvordan man skærer et koncept rigtigt til, priser på menuen, de rette kommunikationskanaler og flere andre elementer, som også er essentielle for at drive restaurationer. Kenneth Rasmussen udtalte da også i evalueringssamtalen, at han sagtens kunne se potentiale i at gøre brug af Rejseholdets igen, men med mere fokus på andre elementer end kun det gastronomiske.

Mulighed for at tilmelde sig et forløb
Det er muligt at tilmelde sig et forløb med det Gastronomiske Rejsehold. Kontakt projektleder Ida Maria Kampmann på idamaria@thefoodproject.dk.
Du kan læse mere om det Gastronomiske Rejsehold her:
https://www.thefoodproject.dk/projekter/det-gastronomiske-rejsehold/
Indsatsen omkring Det Gastronomiske Rejsehold har FOOD udfoldet og udviklet med stor succes til store dele af landet det sidste år og projektet skal fortsætte til udgangen af 2022.

FAKTA OM PROJEKTET
Projektet løber fra 2019 - 2022. Målet er at gennemføre:

- Mindst 40 forløb årligt med spisesteder i hele landet.
- Forløb med i alt 25 oplevelsesdestinationer i hele landet

ARTIKLER TIL LIV & LAND

Et gastronomisk løft til Gjerrild Vandrehjem

Food Organisation of Denmark (FOOD) er med hjælp fra Erhvervsministeriet rundt i hele Danmark med Det Gastronomiske Rejsehold, for at hjælpe og inspirere spisesteder til at optimere deres forretning og tænke mere lokalt.

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- Forbedre arbejdsgange i køkkenet.

I november måned var Rejseholdet på besøg hos Gjerrild Vandrehjem på Djursland hos Miranda Rossau Rasmussen. Her var der især fokus på, hvordan man kunne omstrukturere sommerbuffeten, og på den måde optimere både indtjening og reducere madspildet. Undervejs i forløbet blev der også talt igennem, hvordan man på en hensigtsmæssig måde kunne stramme konceptet for stedet op – både så gæsten forstår det bedre og så værten selv har mere kontrol over det.

Effekt

Tidligere køkkenchef på Bistro Boheme i København, Pernille Vejrum, var med ude med Rejseholdet og foreslog nogle retter der var nemme at gå til, lavet med simple råvarer samt retter der er bæredygtige ift. genbrug af madvarer. Hen over de to dage blev der blandt andet lavet:

- Braiseret kalvespidsbryst med kartoffelpure, syltede selleri, peberrod og friterede løgringe.
- Confiterede kyllingelår med nye kartofler, agurk i mormor dressing og grøn salat.
- Stegt laks med spinat a la creme.

Undervejs i køkkenet gav Pernille også gode tips til f.eks. opbevaring, opbygning af menuen og opbakning af retterne, både til den travle sommersæson og til den noget mere stille vintersæson.

Det centrale fokus for det Gastronomiske Rejsehold er altid at se på menukortet og de råvarer der bruges, men ofte drejer stedernes problematikker sig også om helt andre ting såsom en usikkerhed omkring konceptudvikling, logistikken ved at få lokale råvarer eller de kommunikative indsatser, både fysisk og online. For Miranda handlede det f.eks. også meget om at finde en balance mellem at være værtinde og kok, og få kommunikeret menu og koncept bedre, blandt andet gennem maden.
Miranda Rasmussen var efterfølgende meget glad for de tiltag Pernille og FOOD havde præsenteret hende for, og udtalte at det alt sammen er noget der skal arbejdes videre med at implementere i den kommende sommersæson.

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CASEHISTORIER

De gennemførte forløb for 2020 har næsten uden undtagelse været stærkt påvirket af Coronaepidemien, men trods mange forskelligartede udfordringer, har der overordnet været god respons på tilfredsheden med forløbene og positive resultater.

På bagkant af forløbene udformer Rejseholdet en handlingsplan for de tiltag, der er blevet arbejdet med, så de enkelte steder har noget konkret at arbejde videre med umiddelbart efter forløbets afslutning.

Handlingsplanen er et godt værktøj for de deltagende virksomheder at arbejde ud fra, og en god måde for FOOD at følge fremdriften, når der følges op på forløbene efter seks måneder.

Groft, Odder

August 2020 – Theis Brydegaard

Over sommeren tog Torben fra madkonceptet Groft fat i FOOD, da han gerne vil have indput til sin nystartede virksomhed i Odder. Med Torbens egne ord, manglede han ikke de madtekniske evner eller viden om brugen af lokale fødevarer. Han havde derimod brug for hjælp til at stille skarpt på konceptet og få fokuseret sin energi de rigtige steder. Dagene bød derfor på en god snak om, hvilke prioriteringer man skal gøre sig i et koncept, samt inspiration til hvordan havens mange råvarer kunne komme endnu mere i spil. Det blev bl.a. til fermenteringer, salte med krydderurter, stegte sild og retter til det nye koncept "Middag hos Groft".

Som afslutning på dagene, har FOOD i samarbejde med Torben udarbejdet nye tekster til hjemmesiden og er kommet med forslag til en bedre kundeoplevelse af siden, ved at tilknytte de sociale medier mere.

Efterfølgende kan man se at Torben har gjort brug af mange af tiltagene, og især på den kommunikative front virkelig har taget FOODs indput til sig.







CASEHISTORIER

The Eatery, Blåvand

Januar 2020 – Nicolas Min Jørgensen

Mette Høj kontaktede os, da hun skulle overtage en cafe i Blåvand; en cafe med over 100 numre på menukortet og et spisested, hvor frituregryden havde en central plads i køkkenet.
Det eksisterende menukort var kødbåret og uden egentlig vision og retning og indeholdt alt fra china-box og mexicansk burger til klassisk stjerneskud og wienerschnitzel. Mette Høj efterspurgte hjælp til udlugning i menukort og til at udvikle nye retter til kortet. I bund og grund handlede det om, at Mette havde brug for den sparring og den bekræftelse, der skulle til, før hun turde tage springet og sammensætte et menukort, der bygger på smag, grønt og nytænkning.

Beslutningen om at omlægge cafeens koncept og menukort var en stor beslutning, eftersom stedet forinden havde kørt med høj indtjening. Stedet var en rigtig crowd-pleaser, og klientellet bar præg af gengangere med klare forventninger til, hvad der skulle ligge på tallerkenen.

Til gengæld efterspurgte køkkenpersonalet udfordringer og færre arbejdsgange, og Blåvand skreg på en grøn og moderne udstikker, der kunne bespise de lokale og turister, der efterspørger mere en pommes og remoulade. På menukortet finder man nu retter som øllebrød, Sol over Blåvand, avokadomad og gedeostsalat men samtidig også klassikere som bøfsandwich og schnitzel men i nyfortolkede udgaver.

The Eatery har fået en positiv modtagelse, men har som nystartet spisested naturligvis været hårdt mærket af Corona-krisen.

Tjek gerne The Eatery ud på Facebook, så får i en fornemmelse af konceptet: https://www.facebook.com/TheEateryBlaavand/

Søg samtidig gerne på Cafe Pia, der er navnet på det foregående koncept, så fornemmer man hurtigt den store ændring.





CASEHISTORIER

Cafe Vin & Brød, Sakskøbing

September - Theis Brydegaard

Vin & Brød er en nystartet cafe i bymidten i Maribo der, efter en travl sommer, efterspurgte sparring omkring mulige forbedringer af arbejdsgange, indskærpet menuen, samt bedre ledelse og drift.

Der var helt klart en træthed ovenpå en overvældende sæson, men bestemt også et åbent sind for, hvordan man kunne gøre tingene anderledes.

Der blev straks taget fat på at arbejde med kundeflowet og indretningen af butikken, så det både blev mere arbejdsvenligt samt mere indbydende for gæster.

Køkkenchefen efterspurgte gode løsninger og inspiration til menuen. Tidligere køkkenchef på Kadeau, Theis Brydegaard, fik givet en nogle af retterne på menuen en opgradering, samt taget en god snak om, hvordan man kunne gøre brug af flere af de lokale råvarer og køre en mere effektiv service i et koncept baseret primært på ung-arbejdere.

Blandt de nye retter fik vi blandt andet lokal pasta fra Fejø og en ny anretning af tapasbrættet på bordet.

Ind imellem madlavningen blev der også taget en god snak med lederen omkring, hvordan man bedre håndterer ledelsesopgaven samt motiverer de unge.

På bagkanten af forløbet hørte vi at restaurantlederen var blevet fyret, men at køkkenchefen har brugt en markant del af de tiltag FOOD kom med.





CASEHISTORIER

Medborgerhuset på Samsø

Oktober - Nicolas Min Jørgensen

Medborgerhuset i Tranebjerg har en todelt funktion som cafe, hvor en del lokale ældre hver dag samles, og varetager forsamlingshus' opgaver ved at leje lokaler ud til både Ældresagen og private selskaber.

Rejseholdets opgave blev her, at hjælpe holdet af frivillige med også at være Samsøs visitkort for lokale råvarer og hjemmelavet mad. Vi fik arbejdet med at indføre syltedage og bagedage, hvor der syltes lokale grøntsager og frugter, som kan bruges på menuen såsom rødkål, rødbeder eller æblemos.

Derudover fik vi talt om at de dage kunne fungere som en platform for at rekruttere andre frivillige, ved at invitere folk fra lokalområdet ind til sylte/bagedage f.eks. ved hjælp af skilte i den lokale brugs og lignende.

Ift. styringen af både cafe og udlejningslokaler, fik vi talt os frem til, at det er vigtigt at dem der har en holdning også må tage ansvar, ellers er der for mange kokke om sovsen.

I forlængelse af forløbet lavede FOOD også en fællesmiddag for de tilknyttede ved Medborgerhuset, som et bud på, hvordan man også kunne gøre mere for at samle lokalsamfundet og igen sørge for at servere lokale og hjemmelavede produkter.













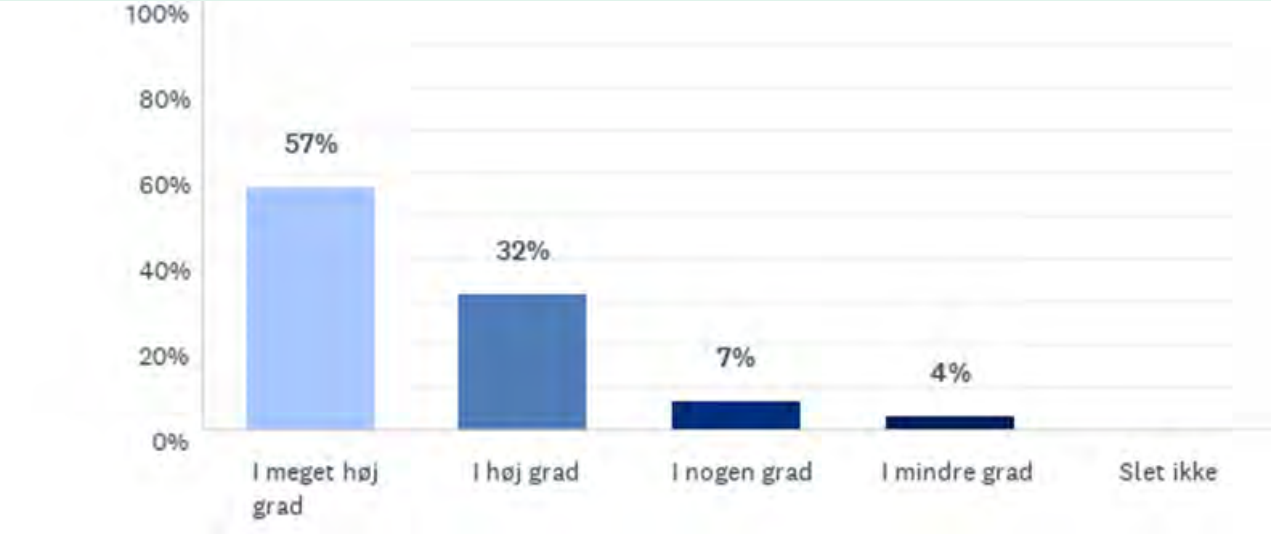
DATAINDSAMLING

Som afslutning på dagen udfylder de deltagende virksomheder en kort kvantitativ undersøgelse, der omhandler tilfredsheden med forløbet.

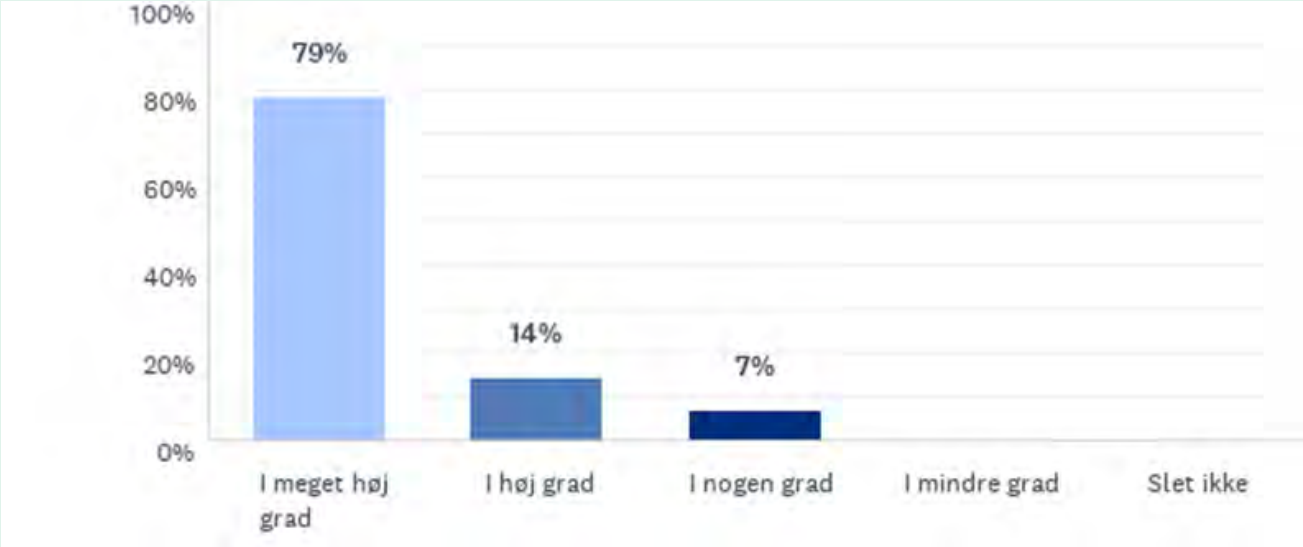
Der spørges ind til både planlægning, køkkendage og overordnet forretningsudvikling.

Det ses af nedenstående at tilfredsheden er stor, især med det gastronomiske løft på køkkendagene.

HVOR TILFREDS HAR DU VÆRET MED PLANLÆGNINGEN AF FORLØBET?

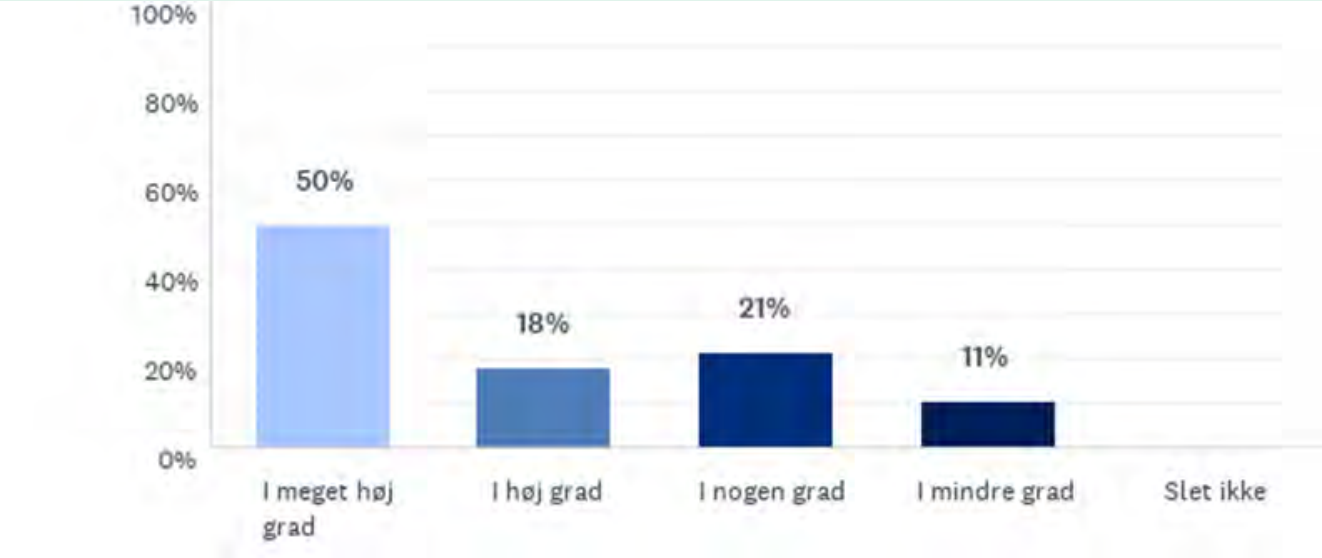


HVOR TILFREDS HAR DU VÆRET MED SELVE KØKKENDAGENE, MADLAVNINGEN, KOKKEN ETC.?



DATAINDSAMLING

I HVOR HØJ GRAD HAR FORLØBET SKABT KONKRET VÆRDI FOR DIN FORRETNING?



Udvalgte kommentarer fra evalueringerne

"Et meget givende forløb som har sat fokus på vores øget vores styrker og forbedret vores svaghed. Vi kan kun anbefale virksomheder at kaste sig ud i et sådan forløb. Vi er meget glade og tilfredse."

"Vi har været igennem et inspirerende forløb, hvor vi fik meget ud af dagene. Vi vil gå i gang med at implementer de nye retter og den ny inspiration."

"Supert oplæg - guld værd! Mange tak!"

"Kunne være skønt at få besøg igen, da det har sat mange tanker i gang - og der helt sikkert kommer flere, når dagene har 'sat sig'."

REFLEKSIONER

Formålet med Det Gastronomiske Rejsehold er at hæve det gastronomiske niveau og primært arbejde med det mad- og smagstekniske.

I mange tilfælde har virksomhederne dog brug for sparring på mange andre områder også.

Restaurationer er på en og samme tid en kompleks og simpel virksomhed, hvor de enkelte funktioner er så tæt forbundne, at det er nødvendigt med en stram styring for at få det til at glide i en travl hverdag.

Vi oplever, at en del af deltagerne efterspørger sparring og udvikling på andre områder, hvoraf nedenstående er de mest fremtrædende.

Konceptudvikling

Tit har spisestederne startet en forretning uden nødvendigvis at have en klar idé om, hvad de gerne vil med stedet. Derfor er det ofte svært for dem at tage fravalg idet de aldrig har taget et egentlig tilvalg om, hvad de gerne vil være og stå for.

Mange kunne have brug for en snak om de generelle værdier og principper for forretningsførelsen. Det kan føre til øget sikkerhed omkring egne evner samt et lettere koncept at kommunikere til deres gæster.

Kundeoplevelsen i kommunikation fra A-Z

I forlængelse af samtalen om konceptet får man ofte også et indblik i måden, hvorpå virksomheden kommunikerer til deres gæster. Eller i høj grad, hvor stor en mangel på viden om samme der er.

Den kommunikative indsats fordeler sig på tre områder:

- Digitalt i form af at have de gode billeder af stedet og maden. Kommunikere og setup af hjemmeside og sociale medier. Heri ligger også at man bedre får formidlet de budskaber forretningen bygger på, om det er socialøkonomisk ansvar, lokal forankring, dansk mad, eller beskrive når der bruges lokale råvarer.
- Fysisk i form af skiltning, menukort, og ikke mindst den måde kunden mødes af den fysiske kommunikation på, så man er sikker på det er synligt for kunden.
- Indretning af stedet som en understøttelse af de to ovenstående kommunikative indsatser.

REFLEKSIONER

Lokale producenter

Mange spisesteder er i udgangspunktet interesseret i at bruge flere lokale råvarer.
De bremses dog ofte af tre parametre:

- Begrænset viden om, hvad området tilbyder, samt hvilke producenter der er til stede i området.
- Prisen, mange oplever det fordyrer deres produkt, og kan ikke se de får noget særligt ud af det.
- Logistikken omkring at anskaffe varerne er ofte mere besværlig end bestillinger hos grossister.

Bæredygtighed / den grønne agenda

Flere spisesteder, især i de større byer, udviser et ønske om at tilpasse sig en mere bæredygtig og grøn agenda. Især det plantebaserede er et segment der optager mange, og ude i landet er de også opmærksomme på nødvendigheden i at tilbyde alternativer.

Her er begrænsningen for spisesteder ofte mangel på viden om, hvad der egentlig er bæredygtigt for den specifikke forretning, samt en mangel på teknisk og gastronomisk viden om tilberedninger og tilsmagning af retter baseret på grøntsager.

OVERSIGT OVER AFHOLDTE FORLØB

Deltagende virksomheder	Startdato	Oplevelsesdestination
Agrofertil International	30-04-2020	
Cafe Holmen	11-11-2020	
Cafe Incita	19-11-2020	
Cafe Marina	09-11-2020	
Café Teske	19-02-2020	
Fiskeri- og Søfartsmuseet Esbjerg	28-09-2020	X
Folkets Madhus	13-10-2020	
Gershøj Kro	05-10-2020	
Gjerrild Vandrehotel	02-11-2020	X
Groft	17-07-2020	
Hanstholm Madbar	02-03-2020	
Hideaway Vingård	07-12-2020	
Kanalkroen	09-01-2020	
Kesses Hus	25-11-2020	
Knuthenborg Safaripark	12-03-2020	X
Lulus Cafe i Kerteminde	05-02-2020	
Mad & Ro ved Stevns Fyr	23-11-2020	
Mangholm	22-10-2020	
Marina Furesøbad	10-02-2020	
Medborgerhuset Samsø	29-10-2020	
Michael Schulz	04-12-2020	
Museum Horsens	16-03-2020	X
Museum Lolland-Falster	13-07-2020	X
Naturkraft	13-03-2020	X
Nordfreds	02-11-2020	
Oldfruen	06-10-2020	
Pandekagebilen	16-11-2020	
Pasta Principiato	23-09-2020	
Pension Stenvang	20-04-2020	
Quistgaarden	04-12-2020	
Restaurant Bølgen	23-11-2020	
Restaurant Isværket	27-01-2020	
Restaurant Luna	05-10-2020	
Restaurant Løkken Badehotel	03-02-2020	
Restaurant Piano Bar	07-09-2020	
Ringkøbing Skjern Kulturcenter	21-01-2020	X
Rum og Rooms	22-04-2020	
Skallerup Seaside Resort	21-09-2020	X
Skarø Is	16-09-2020	
Skaarupøre Vingaard	10-12-2020	
Stenbjerg Kro	24-02-2020	
Surt & Sødt	19-10-2020	
Søllestedgård	13-07-2020	
Tante Tut & Onkel E	19-04-2020	
Tempus	10-09-2020	
The Eatery	13-01-2020	
Thorlin Spisested	17-01-2020	
Ved Vejen - Anholt	28-04-2020	
Vin og Brød	21-09-2020	
Gennemførte forløb i alt 2020	**49**	Inkl. 8 oplevelsesdestinationer

PRESSEDÆKNING

Vedlagt er udvalget af pressehistorier lokale medier samt Facebook opslag. De lokale medier er vigtige i arbejdet med både at markedsføre det pågældende spisested og de forandringer de tager ansvar for, samt som en indirekte opfordring til andre spisesteder til at melde sig.

TV2 Nyhederne var med hos Det Gamle Røgeri i Thisted i januar ca. 17 min inde: https://play.tv2.dk/programmer/nyheder/serier/nyhederne/23-januar-18-nyhederne-209776/



PRESSEDÆKNING

Gjerrild Vandrehjem
4 dage ·

Må lige dele nogle lækkerier med jer 😋
Har nemlig haft besøg af det gastronomiske rejsehold! 😃
2 dage i køkkenet med dygtige Pernille der gav masser af inspiration og energi 🙏
Mange nye ideer til gode spiseoplevelser i 2021 😍



Thyborøn Hotel
5 dage ·

De sidste par dage har vores køkkenteam haft besøg af Pernille Vejrum fra Det gastronomiske rejsehold, som er kommet med gode tips, tricks og input.

I dag var der en lille workshop i køkkenet hvor der blev arbejdet, kreeret, snakket og ikke mindst smagt 😌

Her er et lille udpluk af dagens retter - hvad synes i? - for vi er vilde med det!

#Detgastronomiskerejsehold #RestaurantBølgen #ThyborønHotel #Thefoodproject



Gang i gryderne på Quistgården: Det Gastronomiske Rejsehold kom forbi

MADLØFT: Der var kog i gryderne, da Det Gastronomiske Rejsehold kom til Spjellerrup. De to dage bød på inspiration, sparring og nye idéer på menuen på Quistgården.

Af Kim Palm



Der var gang i gryderne, da tidligere køkkenchef på Bistro la Boheme, Pernille Vejrup kom på besøg på Quistgården, hvor Anne Grethe Pagh fik masser af ny inspiration til næste sæson. *Fotos: Privat*

SPJELLERUP: Helt derude, hvor asfalten er sluppet op, der driver Anne Grethe og Henrik Pagh en luksus bed and breakfast med konferrence, welness og økologisk morgenmad på menuen.

Men der manglede lige det sidste - nemlig muligheden for også at servere lækre hjemmelavede middagsretter til cykelturister og andet feriefolk, der finder vej til Quistgården for enden af Vestervej, hvor der er udsigt til sø, fjord og skov.

Derfor har værtsparret gjort brug af Det Gastronomiske Rejsehold - hvor nationens gastronomiske eksperter giver gode råd og ny inspiration til spisesteder og restauranter over hele landet.

Dynamiske damer

To dage blev det til og der blev kogt, stegt og syltet i den helt store stil, da tidligere køkkenchef på Bistro Boheme i København, Pernille Vejrum og projektleder Ida Marie Kampmann fra rejseholdet lagde vejen forbi idyllen i udkanten af Spjellerup.

- Hold da op. Det var godt nok et par dynamiske damer, vi fik besøg af og de kom med en masse gode idéer, siger Anne Grethe Pagh efter to dage med gang i gryderne på Quistgården, hvor der blev lavet kalvefrikassé og andre velsmagende retter, lige til at fryse ned, så maden er klar til opvarmning, når gæsterne kommer.

- Vi bor jo herude, hvor der er langt til nærmeste købmand, så indtil nu har vi rådet vores gæster til at købe ind i enten Karrebæksminde, Menstrup eller Bisserup inden de kom for at overnatte. Men nu vil vi være i stand til selv at tilbyde gæsterne en menu baseret på økologiske og lokalt forankrede råvarer, siger Anne Grethe Pagh.

Et af de mange gode fif fra Det Gastronomiske Rejsehold lød kort og godt: Keep it simple.

- Det skal være sjovt at lave mad, og det skal også være enkelt. Hellere få udvalgte retter end et stort menukort. Det er noget af det vi har lært efter besøget, siger Anne Grethe Pagh efter en sæson, der har budt på masser af aflysninger af welness og konferrenceophold, men også en lind strøm af danske sommerturister på bed and breakfast i Spjellerup.

Tilbud til alle

Det er ikke kun værtsparret på Quistgården, der kan gøre brug af Det Gastromiske Rejsehold. Tilbuddet gælder alle landets spisesteder - også i de dele af Danmark, hvor der ikke bliver uddelt MIchelin-stjerner.

Bag projektet om et gratis besøg af nogle af landets bedste kokke og madeksperter, står organisationen Food Organisation of Denmark. Og her glæder direktør Pelle Øby Andersen sig over, at gastronomien uden for de store byer også får et løft.

- Dansk gastronomi har buldret derudad i mange år, og særligt de større byer er løbet med overskrifterne. Men der sker også rigtig mange spændende ting på spisestederne ude i landet. Det er vigtigt, at vi hele tiden fornyer os og styrker kvaliteten, og det er netop det, der er pointen med Det Gastronomiske Rejsehold, siger Pelle Øby Andersen.

Rykker ud i hele landet

-Restaurationsbranchen er en af de brancher med mindst efteruddannelse. Kokkene har ganske enkelt ikke tid, de har travlt med at drive deres restaurant. Med Det Gastronomiske Rejsehold kan vi rykke ud til spisestederne og hjælpe dem der, hvor de er, og tage fat i lige præcis de udfordringer, de har. Vi kommer ikke for at lære dem at lave pincet-mad eller fortælle dem, hvordan de skal gøre. Vi kommer for at inspirere dem. Alle kan lide god mad uanset om det er i Næstved eller på en Michelin-restaurant i København", afslutter Pelle Øby Andersen.

Det Gastronomiske Rejsehold løber frem til udgangen af 2022. Projektet er støttet af Erhvervsministeriet, og det er gratis for virksomhederne at deltage. Indtil videre har over 80 virksomheder haft besøg af Det Gastronomiske Rejsehold.



Keep it simple, lød et af mange god fif fra Pernille Vejrup fra Det Gastronomiske Rejsehold.



Værsgo. Det ser slet ikke tosset ud.

LOKALAVISEN LEMVIG



Stjernestøv over menukortet på Restaurant Isværket i Lemvig

Af Lars Kamstrup, kamp@folkebladetlemvig.dk 11. februar 2020 kl. 08:32

Restaurant Isværket fik sparring af Michelin-kokken René Mammen, som i forvejen har tæt tilknytning til Lemvig

Lemvig: Kokken Jesper Klitgaard er sammen med kæresten Sofie Mollerup Andersen kommet rigtig langt med den transformation, der er sket på Isværket fra at være et bowlingcenter til i dag at være kendt for Restaurant Isværket med mad af høj kvalitet. De er kommet rigtig godt fra start med både gæster i restauranten og selskaber, og nu skal det flyve endnu højere.

Derfor har Jesper Klitgaard fået stjernestøv fra en kok med Michelin-stjerne til at komme med gode råd og sparring til at komme et skridt videre og gøre spisekortet endnu bedere på vej i en udvikling, der skal trække endnu flere spisende gæster til restauranten på havnekanten.

Michelin-kokken har endda tilknytning til Lemvig. Rene Mammen har Substans i Århus, som har en Michelin-stjerne at forsvare, når restauranten snart genåbner i nye lokaler på havnen i Århus. Rene Mammen er gift med Louise Mammen, hvis mor, Karin Mammen, nu bor i Lemvig efter at have boet i Nørre Nissum.

- Med en svigermor i byen kender jeg den udmærket og har derfor også et indtryk af den mad, man kan få. I forbindelse med at jeg skulle her til Restaurant Isværket, var jeg her for at spise aftnen før, og da kunne jeg hurtigt konstatere, at det ikke er smagen, jeg skal komme med bidrag til. Den er bare i orden, og det har jeg fået bekræftet ved at være her i de to dage, sagde René Mammen, efter han og Jesper Klitgaard havde arbejdet med en havtaske med løgsalat og en sovs baseret på Vesterhavsost.

Heldigvis er det en af en journalists privilegier at kunne få smagsprøver...

Jesper Klitgaard havde taget imod tilbudet for at få feedback af en kendt kok til at gøre spisekortet endnu mere interessant.

- I første omgang var jeg ikke interesseret i at få en kok på besøg, da jeg ikke skulle have nogen til at komme og vurdere min mad. Men da jeg hørte, hvem det var, og at jeg kan bruge det til inspiration, og at det ikke bare ville være en, der kritiserede og var bedrevidende, så sagde jeg ja. Og det har jeg været glad for. Det har været virkelig godt, siger Jesper Klitgaard.

Helt afgørende er det, at René Mammen har bakket ham op i, at han udmærket kan udfordre sine gæster ved at tage mere ansvar for, hvad det er, de vil vælge at spise.

- Selvfølgelig vil der fortsat være et spisekort, hvor man kan vælge. Men mit mål er, at jeg vil lave en menu, hvor det er mig, der bestemmer, hvad der serveres, og gæsterne så vil få en oplevelse ved at få noget, de ikke selv har bestemt. Efter besøget af René er det min plan, at det vil jeg starte på i weekenderne, hvor der er flest gæster, siger Jesper Klitgaard.

René Mammen har fuld tiltro til, at det sagtens kan gå i Lemvig. Det er ikke blot i større byer, der er gæster til det.

- Man stoler på kokkens faglighed, og det kan de roligt gøre her. Det gør, at man vælger at spise en menu med flere retter og dermed flere smagsindtryk. Retterne er måske ikke så store, som man ellers vil forvente af en hovedret. Men til gengæld mætter veltillavet mad af gode råstoffer godt, siger René Mammen, som jo bruger konceptet i sin restaurant, som jo altså for nogle år siden blev belønnet med en

Michelin-stjerne, som han har beholdt, og som han også forventer, han kan beholde, når han starter i de nye lokaler.

Jesper Klitgaard er meget tilfreds med at have haft besøg af en kapacitet, som han kun kan have respekt for efter de resultater, René Mammen har bevist.

- Som kok har man naturligvis sine egne idéer til, hvad man gerne vil. Men det er inspirerende og godt at få input fra en anden, som ved, hvad det drejer sig om. Og det er rart at have en kontakt, som man også senere kan kontakte, hvis der er et eller andet, man gerne vil have vendt med en anden, inden man tager beslutning om, hvordan ens egen restaurant skal køre. Det har jeg fået her. Nu glæder jeg mig til at føre mine planer videre, siger Jesper Klitgaard.



Afgørelsen er taget: 10. klasse flyttes til gymnasiet

Side 3

TORSDAG
26.11.2020



Har man ret til at blive klogere eller skal ejeren bare blive ved længe nok...

Side 9

Lemvig
Folkebladet

FOLKEBLADETLEMVIG.DK 154. ÅRGANG ■ NR. 331 ■ UGE 48 ■ KR. 18,00

Vestjysk Bank fusionerer: Flytter hovedsædet fra Lemvig

Vestjysk Bank fusionerer med Den Jyske Sparekasse - 80 medarbejdere flyttes til nyt hovedsæde i Herning. **Side 11**



Thyborøn-restaurant fik inspiration af rejsehold

Side 8-9



Efter 12 år: Flemming Gade Nielsen stopper som formand

Side 22



Ungarsk psykolog trængte til forandring - er i Nørre Nissum

Side 4-5



'De røde' løb tør for kræfter i nederlag

Side 21



Skønne dage ved Assens havn

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Rejsehold på besøg på Bølgen

Restaurant Bølgen vil servere noget, du ikke kan få andre steder i byen. Tirsdag blev køkkenet inspireret af "Det Gastronomiske Rejsehold"

Benny Gade
gade@folkebladetlemvig.dk

THYBORØN: - Sådan ville jeg servere den, siger Pernille Vejrum, og sætter en tallerken med muslinger på stålbordet.

Kort forinden har hun hældt muslingesuppen direkte fra gryden op i en dyb tallerken, pyntet med et par farvestrålende, røde cherrytomater samt frisk grønt dild på toppen.

Det er måske ikke så overraskende, når det bliver skrevet, men det er en måde at gøre det på, og vide lidt om det. Pernille Vejrum er en del af Det Grastronomiske Rejsehold finansieret af Erhvervsministeriet, der rejser rundt og inspirerer spisesteder til at høje kvaliteten af deres menukort og opnå bedre priser. Hun har gennem 13 år været ansat på en restaurant i København, og i seks år bestyrede hun som køkkenchef et køkken med 25 ansatte.

Køkkenet skal drives

På restaurant Bølgen er de blot tre denne dag, hvor kurset er rykket ind i køkkenet.

- Jeg troede egentligt, jeg skulle her til Thyborøn og lære dem at lave mad, men det skulle jeg slet ikke. Det kan de faktisk godt finde ud af, så i stedet er meget af tiden gået med at diskutere, hvordan et køkken drives. De kan godt allerede nu gå i gang med at finde dem, der skal ansættes til sommer, siger hun.

De tre i køkkenet på Restaurant Bølgen er alle ansatte i løbet af i år. Roald Johansen skal fungere som køkkenchef, men han tiltrådte først omkring september.

- Så vi er et ret nyt køkkenteam, så vi skal finde en retning, som restauranten skal drives på. Og det skal være lækker og ærlig mad,og det skal være ting, du ikke finder andre steder i byen, forklarer han.

Menukortet

Det vil sige, at personalet har brugt den første dag på at diskutere, hvilken form for restaurant, man ønsker at drive. Det skal ikke være frituremad som på havnen, det skal heller ikke være buffet, for det koncept anvendes allerede andre steder. Restaurant Bølgen skal have et menukort, hvor retterne kan vælges, og det skal samtidigt være kvalitet.

> Jeg troede egentligt, jeg skulle her til Thyborøn og lære dem at lave mad, men det skulle jeg slet ikke. Det kan de faktisk godt finde ud af
>
> **PERNILLE VEJRUM, KOK OG INSPIRATOR**

Denne tirsdag eftermiddag er alle i gang med at svinge gryder i køkkenet. De prøver nye retter af, som er lette og hurtige at fremstille, selv om en restaurant med plads til 150 sultne gæster (uden for coronasæsonen) skal holdes mæt. Og i Thyborøn er en stor del af menukortet selvfølglig med fisk - også retter, som restauranten har haft svært med at få succes med.

Østers eller ej

- Vi havde østers på menuen i sommer, men det var ingen succes. Ingen af os havde erfaring i at arbejde med østers, og vi brugte meget tid på at åbne dem, fortæller Ida Petersen, der er kok i restauranten.

Med Pernille Vejrum tog udfordringen op og viste, hvordan en østers åbnes, og hvordan de let kan tilberedes på forskellig vis. Ikke bare på den traditionelle rå facon. De kan både friteres og gratineres. Retterne blev fremstillet og prøvesmagt, og der var roser fra restauranten til de nye menuforslag som måske alligevel får en chance mere.

Vi skal være modige

Generelt har det lokale køkken fået flere ideer til at ændre på både menukort og portionsstørrelser.

- Og så har vi lært, vi skal være mere modige. Vi skal stole på, hvad vi kan her i køkkenet i forhold til hvad folk ønsker, siger Ida Petersen.

Der bliver kræset omkring flere ting, mens avisen er på besøg. En simpel sildeanretning. Blåmuslinger med hvidløg, chili, ingefær og bacon. Måske en lun hummersalat med crouton, der kan anvendes som både forret eller hovedret.

- Vi har også tidligere på dagen lavet en omelet. Den var et hit, siger Pernille Vejrum.

- Ja, den er væk, siger Roald Johansen med henvisning til, at alle naturligvis må prøvesmage de retter, der bliver tryllet frem i køkkenet. Og omeletten fik ikke lov at overleve længe.





Roald Johansen og Ida Petersen fotograferer retten med muslinge for at huske, hvordan den blev serveret. Foto: Morten Stricker

Tiden vil vise ....

Pernille Vejrum er ikke overrasket over, hvad køkkenet på Restaurant Bølgen er i stand til at trylle frem.

- Når vi kommer rundt, skal vi nogle gange blot bekræfte dem i, at det er godt, hvad de laver. Her på stedet skal jeg ikke lære dem at lave mad, så her har vi brugt mere tid på at snakke om, hvad de vil med restauranten, siger hun.

Resultatet må man de kommende uger og måneder finde på spisekortet og på tallerkerne i restauranten.



Alle mand er i sving i køkkenet, hvor der bliver tryllet med gryderne. Foto: Morten Stricker

FAKTA

DET GASTRONOMISKE REJSEHOLD

Det Gastronomiske Rejsehold, der er finansieret af Erhvervsministeriet, handler om at løfte spiseoplevelsen hos lokale spisesteder. Mere konkret er formålet med projektet at sikre:

- Højere kvalitet i spiseoplevelsen og deraf mulighed for bedre priser og/eller øget salg.

- Afsætning af flere lokale fødevarer til lokale spisesteder. Det skaber mere autentiske oplevelser, små lokale producenter får øget afsætning og turisterne tager hjem som ambassadører for danske fødevarer.

- Nye oplevelsesprodukter som kurser, ture, foredrag med videre baseret på mad og gastronomi.

Projektet løber fra 2019 til 2022 med mindst 40 forløb årligt med spisesteder i hele landet.

Rejseholdet drives af Food Organisation of Denmark (FOOD) og består af en række danske topkokke og en gruppe kommunikations-og projektfaglige mennesker med indgående kendskab til restaurations-og fødevarebranchen.



Det er det her forfaldne hus, der skal erstattes af nye byggegrunde, hvis lokalplanen går igennem. Foto er fra 2017, så udseendet kan være anderledes i dag. Arkivfoto

Skarp politisk strid om byggegrunde ved Tannebækvej

Venstre stemte høring af lokalplanforslag for Tannebækvej igennem sammen med Dansk Folkeparti - alle øvrige var imod

Lars Kamstrup
kamp@folkebladetlemvig.dk

LEMVIG: Aftnens skarpeste debat med størst uenighed kom, da et flertal bestående af Venstre og Dansk Folkepartis 13 medlemmer sendte et lokalplanforslag i høring, som åbner op for nye byggegrunde på Tannebækvej.

Imod var de øvrige partier med i alt otte stemmer, som overordnet set ville udskyde sagen, til der skal laves en samlet lokalplan for området, når Lemvig Renseanlæg inden længe fjernes og åbner op for et nyt attraktivt boligområde.

Netop af den grund ville et tidligere teknisk udvalg ikke lave en lokalplan for dette lille område. Men der er kommet nye signaler i dette udvalg, hvor Venstre-flertallet nu mener, der er lavet et fornuftigt forslag.

> Det kan være godt med en lang sagsbehandling, da man så får vendt tingene, og man kan blive klogere
>
> **BENT GRAVERSEN (V)**

Ejeren havde givet sig

SF-kritikken fra Arne Noe gik på, at bare ejeren er blevet ved længe nok, så har han fået sin vilje. Og han var stødt over, at ejeren hele tiden har været imod, der kom en offentlig sti ned til stranden, som politikerne ville have. Lige op til byrådsmødet havde han så alligevel givet sig og sagt til udvalgsformand Steffen Damsgaard, at der kunne tinglyses en ret til, at offentligheden fik adgang.

- Det kommer så her dagen før byrådsmødet, efter sagen er udvalgsbehandlet, sagde Arne Noe.

- Ja, det er relevant for sagen, at det nu vil blive tinglyst, at der er offentlig adgang, så det skulle med i sagsbehandlingen, svarede Steffen Damsgaard.

Man bliver klogere

Både hos ham og partifællen Bent Graversen var der en erkendelse af, der tidligere har været nogle krav, som ikke er der nu.

- Det kan være godt med en lang sagsbehandling, da man så får vendt tingene, og man kan blive klogere, sagde Bent Graversen, da han forsvarede lokalplanforslaget.

- Det er en afrunding af det eksisterende byområde ved Tannebækvej. Så kommer der et helt nyt og anderledes område, hvor renseanlægget ligger, sagde han og bakkede dermed sin udvalgsformand op, efter han havde brugt samme argumentation i sin fremlægning.

Hvorfor ikke vente lidt mere

Netop det var SF og socialdemokraterne uenige i.

- Vi har ventet så længe med denne lokalplan. Hvorfor så ikke vente lidt mere, så vi får renseanlægget med, spurgte Ole Byskov (S).

Det mente for eksempel Gunnar Lisby Kjær (V) ikke, man skulle.

- Udvalget skal have ros for at fremme dette forslag, der giver attraktive byggegrunde. Så kommer der senere noget helt andet på renseanlæggets grund, og det er godt, der er forskelligt at vælge imellem, sagde han.

Hårdt til formanden

Arne Noe gik i sin sagsfremstilling hårdt til udvalgsformanden, da han gennemgik et mærkværdigt sagsforløb, hvor man tidligere gik ind for, der skulle være en adskillelse mellem den bygning, der skal ligge ud til vandet, og et højvandsværn. At huset skulle trækkes væk fra stranden, og der skulle være en kote på 2,5 meter. Det er nu ændret helt, og koten er på 3,5 meter.

- Nu er det en stor klods, der ligger ud til vandet, og som vil ødelægge det for de byggegrunde, der kommer på renseanlæggets grund, mente han.

Arne Noe kritiserede udvalgsformanden for det, han ladte for "en skammelig sammenblanding af forvaltning og politisk beslutning", da man af bilagsakterne kunne se, at de var stilet direkte til formanden og ikke forvaltningen, og at formanden havde udtrykt over for administrationen, at der muligvis tegnede sig et andet politisk syn på sagen, end der havde været ved en tidligere behandling i udvalget.

- Det er naturligt, man henvender sig til mig som formand, og så inddrager jeg naturligvis forvaltningen, svarede Steffen Damsgaard.

Modsat mente Arne Noe, at det er et demokratisk problem, at et nej ikke behøver at være et nej, når der er en, der kender det politiske system i kommunen.

Men nu er den langvarige sag så endt i en offentlig høring, hvor alle kan komme med input til, om det er en god eller dårlig ide at udforme disse byggegrunde, som det nu foreløbigt er endt med.



Michelinkok Anita Klemensen var to dage på hjemmebanen med det Gastronomiske Rejsehold for at give Vivi Lynge og Det Gamle Røgeri inspiration og nye idéer. Foto: Ole Iversen

D. 24 januar 2020 - kl 11:24 - Opdateret d. 27 januar 2020 - kl 09:07

MICHELIN-KOKKEN LAGDE VEJEN FORBI

Ole Iversen

Det Gamle Røgeri havde besøg af det Gastronomiske Rejsehold med Anita Klemensen i spidsen

THISTED: Mange kokke i køkkenet plejer normalt ikke at betyde at maden bliver bedre. Men det var præcis tilfældet, da Det Gamle Røgeri havde besøg af det Gastronomiske Rejsehold med Michelin-kokken Anita Klemensen i spidsen.

Da røgen havde lagt sig efter de to dage, stod der nye spændende og smukke retter på bordet: en kæmpe fisketartelet fyldt med cremet torsk, pyntet med stenbiderrogn, karse og ristede kerner. Men også en planke med tre spændende nye smørrebrød og fish & chips i ny udgave. En fiskeburger fik også en ny twist.

Indehaver Vivi Lynge havde fået tilbuddet om at få en Michelin-kok med følge på besøg, for at give sit spisested en gastronomisk håndsrækning.

En mulighed for at udvikle retter, få inspiration og ad den vej få flere glade kunder i restauranten.

Det var da også en glad Vivi Lynge, der kunne se tilbage på to spændende og lange dage i køkkenet sammen med Michelin-kok Anita Klemensen, projektleder Ida Maria Kampmann og Pelle Andersen, direktør FOOD (The Food Organisation Of Denmark).

- Det har bare været fantastisk. Spændende, givende og meget inspirerende. Og det bedste er, at jeg har fået hjælp til helt nye retter som skal på vores spisekort. Og så af en Michelinkok, fortæller Vivi Lynge.

- Anita Klemmesen er dygtig og vildt god til at lære fra sig. Hun kan en masse med at udnytte råvarerne på overraskende måder, og gøre det til en spændende ny del af retterne. Bruge ristede knoldselleristykker, æble, peberrod, stenbiderrogn, ristede græskarkerner og boghvede på helt , for mig, nye måder, fortæller Vivi Lynge, og fortsætter:
- Det giver altså retterne en fantastisk ekstra smagsoplevelse.

For Anita Klemensen har det også været et par spændende dage på hjemmebanen i Thisted, hvor hun har overnattet hos sine forældre.

- Thy har bare så mange gode råvarer. Noget som jeg synes thyboerne nogen gange glemmer. Derfor har det været dejligt at kunne hjælpe et i forvejen populært sted, med at skabe noget endnu bedre, og tænke råvarerne ind som et udgangspunkt. Give retterne lidt mere kant og struktur. Men på en enkelt måde der passer til Det Gamle Røgeri. Det er jo ikke mit sted. Derfor har det været en meget anderledes måde for mig at arbejde på - men spændende, lyder det fra stjernekokken, der er på vej til igen at få sit eget sted: Studenterkilden i Dyrehaven, der åbner i starten af dette år og som måske er mest kendt fra filmen ”Blinkende lygter” .

De ny retter hos Det Gamle Røgeri kommer i nærmeste fremtid på husets spisekort. Både som faste retter, men også som weekend og dagsretter.

DET GASTRONOMISKE REJSEHOLD

Afrapportering 2021

Introduktion

Det Gastronomiske Rejsehold har i år afviklet 46 forskelligartede forløb med god spredning i hele landet. Under forløbene har Rejseholdet bistået med udvikling af bedre madoplevelser på udvalgte destinationer, samt bidraget til, at lokale ildsjæle uddannes til at udvikle og udbygge deres forretning med nye madoplevelser til turister.

Afrapporteringen for 20211indeholder følgende:

1. Seks casehistorier fra udvalgte forløb.
2. Dataindsamling med resultaterne fra den kvantitative undersøgelse af tilfredsheden med forløbene.
3. Oversigt over de afholdte aktiviteter for 2021.
4. Udvalg af pressedækningen af Rejseholdet 202

CASEHISTORIER

De gennemførte forløb for 2021 har i vidt omfang, især i første halvår, været påvirket af Coronaepidemien, men trods mange forskelligartede udfordringer, har der overordnet været god respons på tilfredsheden med forløbene og positive resultater.

Herunder cases på et repræsentativt udsnit af rejsehold, med forskelligartede både forretninger og resultater.

På bagkant af forløbene har Rejseholdet udformet en handlingsplan for de tiltag, der er blevet arbejdet med, så de enkelte steder har noget konkret at arbejde videre med umiddelbart efter forløbets afslutning.

Her ved udgangen af året er virksomhederne blevet ringet op og handlingsplanen var her et godt værktøj for FOOD for at følge fremdriften med tiltagene.

Hotel Rødding

April, Pernille Vejrum

Hotel Rødding, som ligger i Vejen, er en klassisk dansk restaurant, med en hyggelig krostue og mad ud af huset. De har for nyligt udvidet med en lidt pænere afdeling hvor de gere vil servere andet end klassisk kromad, så de to dage med Rejseholdet blev brugt på at udfordre ejeren Jan på udformningen af dette.

Der blev smagt på mange nye ting, blandt andet jordskokkesuppe med bacon, æble og jordskokkechips, stegte kammuslinger på en variation af ærter og grønne asparges og ravioli fyldt med svampe, lagt på skorzonerrødder serveret med en svampeconsommé.
Fokus var at få givet de gamle rutiner noget nyt inspiration, for både at fastholde de nye unge kræfter i personalet der var kommet til samt generelt at udvikle sig.
Jan skriver efterfølgende at forløbet ”har været med til at "vække" kokkene til at være mere kreative og givet dem fornyet lyst til at være med til at skabe tingene”.





CASEHISTORIER

WestJysk Smag

Marts, Pernille Vejrum
Dorte og Benny er et engageret ægtepar, der for nyligt har omlagt deres liv ved at overtage WestJyst smag. De går meget op i at bruge ting fra naturen til deres eddiker og likører, så Benny er selv er ude og samle til ind til at lave blandt andet brandnældeeddike og mælkebøtteeddike. De havde et ønske om at finde måder at få aktiveret disse produkter i deres menukort samt at lave lette retter til at servere for de campister der ofte kommer til Finderup og omegn.

På den baggrund blev der i forløbet blandt andet lavet både, friskbagt foccacia med olivenolie, sprød salat med ærtepure parmesan og rugbrødschips, lufttørrede skinke med hjemmelavet pickles, rørt rygeost a la westjysk med grønsager fra lokalområdet samt bygotto med urter fra marken.
I alle retterne blev et eller flere af deres egne produkter aktiveret, og forløbet blev derfor både en måde for dem selv at bruge deres ting, samt en salgskanal.
Efter seks måneder talte FOOD med dem for at høre deres erfaringer og responsen var meget positiv: ”Vi fik rigtig meget ud af de to dage, hvor vores ønsker til retterne blev medtaget i beslutning om, hvilke retter der skulle laves dagen efter. Med Pernilles hjælp i køkkenet lærte vi teknikker, som vi efterfølgende har brugt, når vi tilbereder retterne.”

I spørgsmålet om, hvordan der var arbejdet videre med retterne sagde Dorte ”Vi har videreudviklet på retterne, så vi nu har endnu flere retter, med udgangspunkt i årstidens frugt og grønt. Og at få udleveret opskrifter på det vi lavede, har været guld værd – vi er jo glemsomme! Vi kan kun anbefale projektet.”











CASEHISTORIER

Ambassaden Fanø

April, Pernille Vejrum
Restaurant Ambassaden er et spisested der ligger i hovedgaden på Fanø og drives på 16. år af Mads og hans kone Pia. Mads står primært i køkkenet og er bedst trænet i de klassiske retter og mente ikke selv at han er særlig god til a' la carte. Derfor blev dagene brugt på at lave et sortiment af nye retter der både kunne holde kvaliteten, men også var overkommelige at køre i service.
Det indebar blandt andet østers naturelles med rødvinsvinaigrette og tabasco, kantarel a' la creme toast med pocheret æg, ærtesupper med røget bacon, ærter, croutoner og pisket creme fraiche samt oksecarpaccio med revet comté, citron og olivenolie.

En del af forløbet handlede også om at få Mads og Pia til igen at tage stilling til, hvad de egentlig lavede som spisested og hvor de gerne ville hen. Mads blev efterfølgende adspurgt og udtalte at "kombinationer af vi gerne ville vise vi kunne godt lave mad og samtidigt havde besøg af en vi har respekt for, gav en god følelse."

Retterne er efterfølgende blevet brugt flittigt for som Mads siger: "Selvom man nogle gange godt kan falde i den gamle suppegryde, så er Pernilles råd alligevel med som den usynlige smagsdommer og derfor fortsættes der også med at bruge vejledningen."





CASEHISTORIER

Ømands Burger

April, Pernille Vejrum

Allan har ejet røgeriet Ømands i fem år, hvor han laver bacon af høj kvalitet, der primært blev solgt til restauranter, men oplevede også god interesse fra private. I 2020 opstod konceptet Ømands Burger, lige oven i Coronapandemien, som er en bacon-baseret burgerrestaurant, med et godt fundament i Haderslev og omegn.

Ved Rejseholdets besøg i april 2021, var der et ønske fra Allan om at få større sammenhæng mellem røgeriet og restauranten. Hen over de to dage gik snakken i mange afkroge og der var rig plads til at få udviklet på konceptet og komme med nye innovative ideer. Der blev både arbejdet med fine råvarer som trøfler og caviar, talt om leverandører samt opbakning. Som den store madentutiast var Allan med på det meste, og vi fik talt os frem til et opgraderet koncept som havde fokus på de luksuriøse elementer.

I denne proces fik navnet også en tur, og Allan er nu gået over til at hedde Ømands Gastrolounge.

Herunder ses et udvalg af de retterne der blev eksperimenteret med i løbet af de to dage:

- Dampet blåmuslinger med røget bacon, fennikel og urter, hertil en hvidløgs mayo
- Svampe a la creme med pocheret æg på toast, urter og syltede rødløg
- Egg benedic med revet trøffel
- Sardiner med ristet brød, tomat salsa, grillede citron og peber mayo







CASEHISTORIER

NIOR Bistro

November, Pernille Vejrum

Yderst på Juelsminde Havn & Marina finder man Bistro Noir, liggende med en smuk udsigt til vandet. Her har den ligget i over 30 år, og har gennem alle årene været ejet af Pernille. Sidste år kom kokken Marie, som har arbejdet for stedet i 12 år, med som medejer, og så var det tid til at få gentænkt konceptet. Under coronanedlukningen renoverede de lokalerne og gav bistroen et nyt navn - NIOR bistro. Udover navneændringen var Pernille og Marie også enige om, at det kvalitetsløft der var lagt for dagen med renoveringen også skulle afspejle sig i menukortet. De har tidligere kørt med det klassiske turistkort -friture, og det skulle være slut nu.

På Rejseholdets første dag blev der derfor brugt til på at tale om hvilket koncept den ”nye” restaurant skulle have. Her blev det besluttet at målgruppen skulle være 40+, meget fisk, men der skulle også være noget til dem der ikke spiser fisk og vegetarerne, og børnemenuer blev droppet. Vi fik lavet alt fra bunden, og kom igennem en masse grundteknikker, der fortsat benyttes.
Her et udpluk af retterne:

Østers med vinaigrette
Confiterede Andelår med confiterede løg, æble og rødbeder hertil sennep/honning.
Kartoffel-croquettes med lufttørret skinke Vesterhavsost og kr ydderurt-mayo.








CASEHISTORIER

Byasgaard Camping

November, Pernille Vejrum

I naturområdet Kongernes Nordsjælland mellem Hundested og Frederiksværk ligger Byaasgaard Camping, som drives af ægteparret Signe og Kenneth, der overtog stedet 1. januar 2020. Fra den lille cafe og kiosk sælges der en masse produkter fra Halsnæs Spisekammer, produkter som ejerne gerne ville bruge mere aktivt i små retter og snack som campisterne efterspørger for at støtte lokalsamfundet. Efter et coronaudfordret første år, var de klar til at få ny inspiration til netop at udvikle på disse retter. Gåpåmodet mangler der ikke, Signe og Kenneth er praktiske gør det selv typer, som sætter en ære i at være servicemindede og lægger vægt på at tage et socialt ansvar i samfundet.
Det første vi skulle arbejde ud fra var, at det er unge mennesker der er med til at køre stedet, så det skulle være noget der var let for alle. Da ingen af dem er køkkenuddannede blev der også arbejdet med hvordan man får forberedt sig bedst muligt til en travl uge, så man ikke hele tiden var bagud.

Derfor blev der taget udgangspunkt i lette anretninger der var nemme at bakke op til og at kunne eksekveres af de fleste.

Æggemadden: Æg - krydderurtemayo - brøndkarse – ærter – radiser
Spegepølsemadder: Spegepølse – dijonmayo -ristede skalotteløg - brøndkarse- radiser
Kartoffelmadden: Kartofler – krydderurtemayo – syltede rødløg – masser af krydderurter
Aspargesmadden: Friskost – grillede asparges – radiser – krydderurter
<u>Lette anretninger:</u>
Sardiner med ristet brød, tomat salsa, grillede citron og krydderurtemayo
Tre slags oste fra den lokale gedeostproducent Tothaven med kompot og knækbrød
Sandwich med hvid skimmelost fra Tothaven, spegepølse og dijon







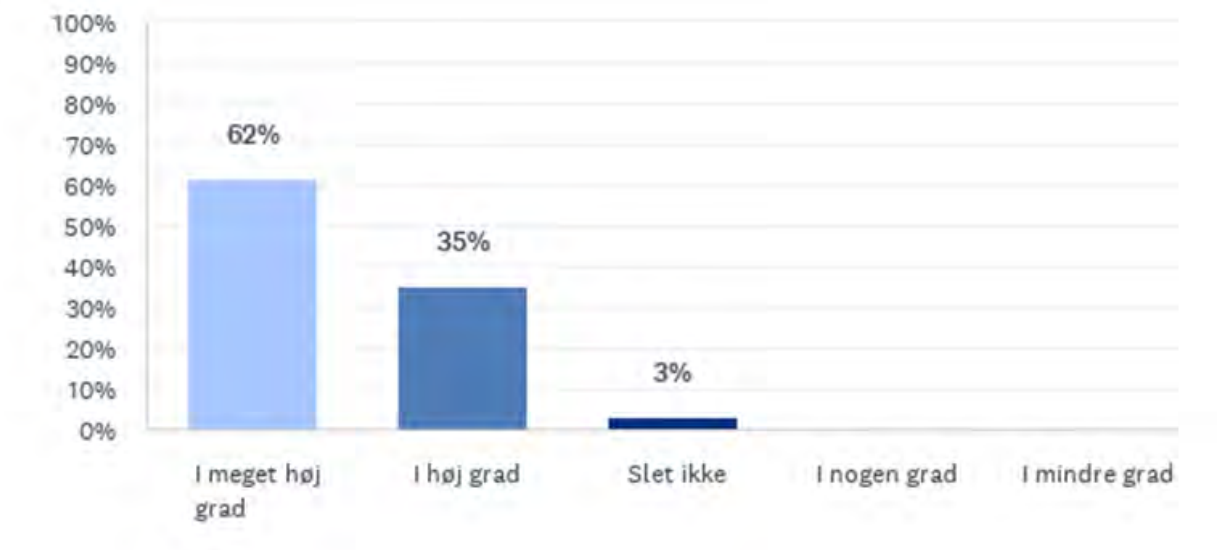
DATAINDSAMLING

Som afslutning på dagen udfylder de deltagende virksomheder en kort kvantitativ undersøgelse, der omhandler tilfredsheden med forløbet.

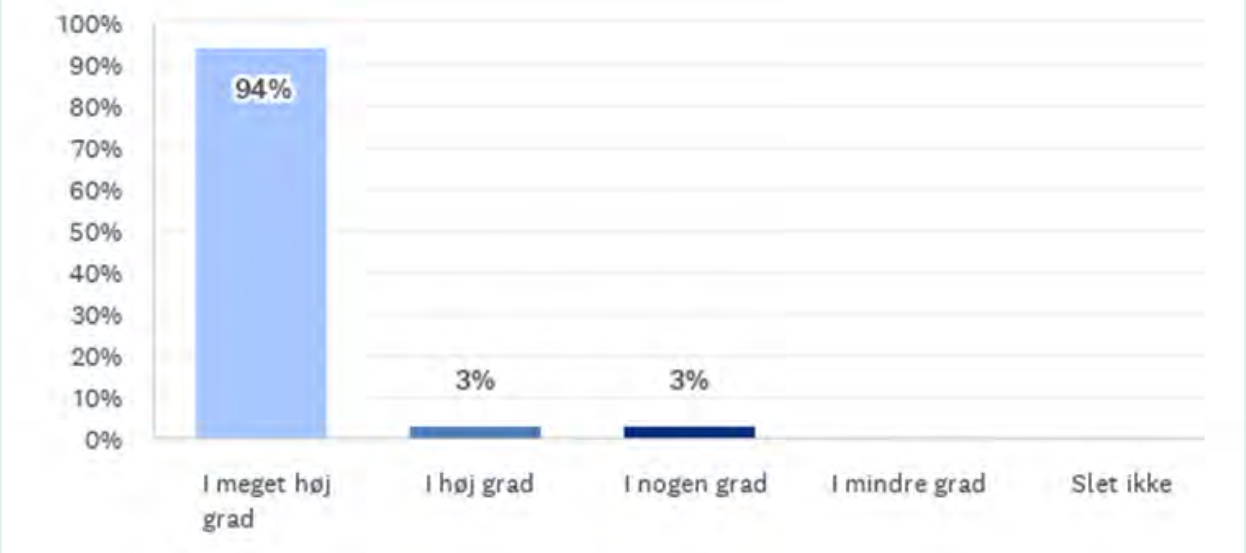
Der spørges ind til både planlægning, køkkendage og overordnet forretningsudvikling.

Det ses af nedenstående at tilfredsheden er stor, især med det gastronomiske løft på køkkendagene.

HVOR TILFREDSE HAR I VÆRET MED FORBEREDELSEN AF FORLØBET?

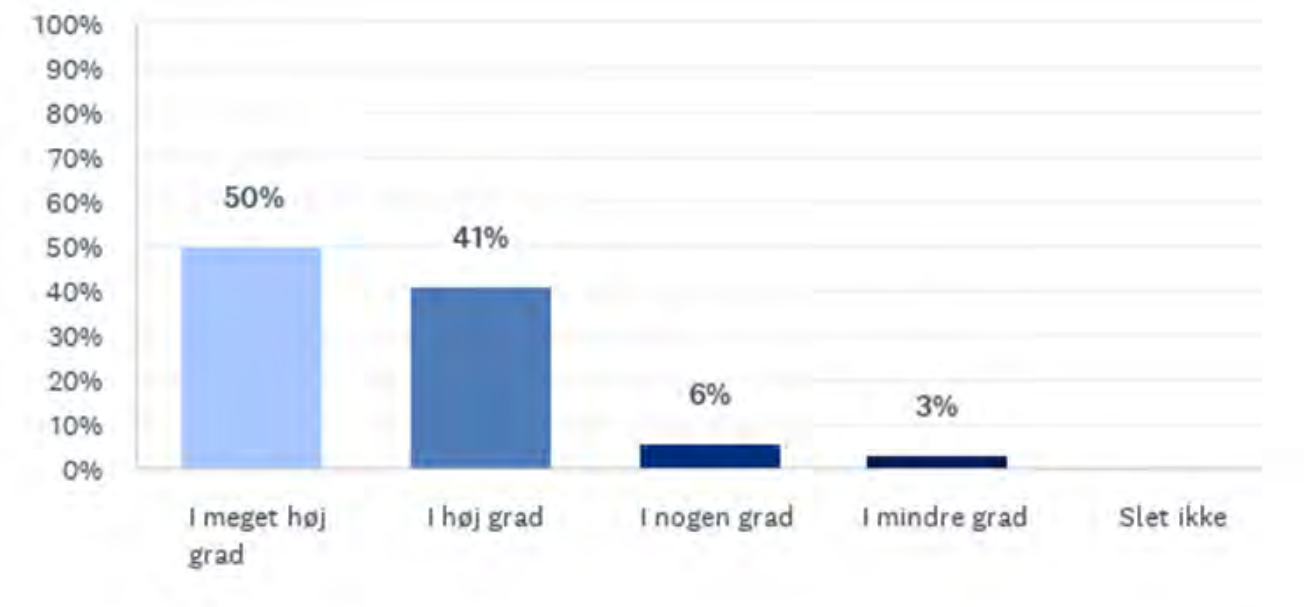


HVOR TILFREDSE HAR I VÆRET MED SELVE KØKKENDAGENE, MADLAVNINGEN, KOKKEN ETC.?



DATAINDSAMLING

I HVOR HØJ GRAD HAR FORLØBET SKABT KONKRET VÆRDI FOR DIN FORRETNING?



Udvalgte kommentarer fra evalueringerne

"Et rigtig godt projekt, som jjeg synes flere burde gøre brug af. Nicolas var rigtig godt forberedt, og kom med en masse gode ideer, samt en enorm erfaring som han gerne delte ud af."

"Super godt forløb. Vi var meget glade for den hjælp Nicholas kunne give os. Vi er i fuld gang med at kører de nye tiltag i vores vinbar."

"Tak til Anita og Ida Maria for nogle spændende dage - masser af udfordring på mit koncept og nogle gode spark videre til et mere effektivt køkken i sæsonen."

""Det gav fornyet energi til personalet"

"Fantastisk besøg af Pernille, med gode og realistiske ideer. Vi glæder os til at komme i gang selv."

"Tak for et inspirerende forløb. Pernille formåede at ramme ind i præcis de punkter, vi har brug for sparring til. Yderst professionelt og dygtigt kørt. "

REFLEKSIONER

Formålet med Det Gastronomiske Rejsehold er at hæve det gastronomiske niveau og primært arbejde med det mad og smagstekniske. I mange tilfælde har spisestederne dog brug for sparring på mange andre områder også. Da restaurationer på en og samme tid en kompleks og simpel virksomhed, hvor de enkelte funktioner er så tæt forbundne, er det derfor for Rejseholdet også nødvendigt at kunne arbejde med en bredere pallette af kompetenceudvikling.
De områder vi oplever den største efterspørgsel er

Lokale producenter

Mange spisesteder er i udgangspunktet interesseret i at bruge flere lokale råvarer. De bremses dog ofte af tre parametre:
- Begrænset viden om, hvad området tilbyder, samt hvilke producenter der er til stede i området.
- Prisen, mange oplever det fordyrer deres produkt, og kan ikke se de får noget særligt ud af det.
- Logistikken omkring at anskaffe varerne er ofte mere besværlig end bestillinger hos grossister.

Bæredygtighed og den grønne agenda

Flere spisesteder, især i de større byer, udviser et ønske om at tilpasse sig en mere bæredygtig og grøn agenda. Især det plantebaserede kundesegment optager mange da der er en støt stigende efterspørgsel efter grønne alternativer.

Her er begrænsningen for spisesteder ofte mangel på viden om, hvad der egentlig er bæredygtigt for den specifikke forretning, hvor det er muligt at få fat i lokalt producerede varer samt en mangel på teknisk og gastronomisk viden om tilberedninger og tilsmagning af retter baseret på grøntsager.

REFLEKSIONER

Konceptudvikling

Tit har spisestederne startet en forretning uden nødvendigvis at have en klar idé om, hvad de gerne vil med stedet. Derfor er det ofte svært for dem at tage fravalg idet de aldrig har taget et egentlig tilvalg om, hvad de gerne vil være og stå for.

Mange kunne have brug for en snak om de generelle værdier og principper for forretningsførelsen. Det kan føre til øget sikkerhed omkring egne evner samt et lettere koncept at kommunikere til deres gæster.

Kundeoplevelsen i kommunikation fra A-Z

I forlængelse af samtalen om konceptet får man ofte også et indblik i måden, hvorpå virksomheden kommunikerer til deres gæster. Eller i høj grad, hvor stor en mangel på viden om samme der er.
Den kommunikative indsats fordeler sig på tre områder:

- Digitalt i form af at have de gode billeder af stedet og maden. Kommunikere og setup af hjemmeside og sociale medier. Heri ligger også at man bedre får formidlet de budskaber forretningen bygger på, om det er socialøkonomisk ansvar, lokal forankring, dansk mad, eller beskrive når der bruges lokale råvarer.

- Fysisk i form af skiltning, menukort, og ikke mindst den måde kunden mødes af den fysiske kommunikation på, så man er sikker på det er synligt for kunden.

- Indretning af stedet som en understøttelse af de to ovenstående kommunikative indsatser.

OVERSIGT OVER AFHOLDTE FORLØB

Deltagende virksomheder	Startdato	Oplevelsesdestinatio
Hundested Sandskulpturfestival	01-02-2021	x
Rum og Rooms	08-02-2021	
Gæstgiveri Bregninge	08-02-2021	
Den Gamle Købmandsgård	10-02-2021	
The Monica	10-02-2021	
Pinnebergheim	22-02-2021	
Almas Terrasse	22-02-2021	
Skrøbelev Gods	25-02-2021	
Postgaarden	01-03-2021	
Brasseriebåden	01-03-2021	
Byens Gårdbutik Svendborg	02-03-2021	
Samsted	08-03-2021	
Kaos	08-03-2021	
Fru Hvass	08-03-2021	
Vilcon Hotel & Konferencegaard	11-03-2021	
Madselskabet	15-03-2021	
Det Vilde Køkken	16-03-2021	
Maarbjerggaard	18-03-2021	
Ambasaden Fanø	22-03-2021	
Vilhelmsborg Kro	22-03-2021	
Westjysk Smag	24-03-2021	
Jyderup Præstegård	29-03-2021	
Ømands Burger	06-04-2021	
Nordsøen Oceanarium	08-04-2021	x
Hotel Rødding	08-04-2021	
Hellevad Vandmølle	09-04-2021	x
Restaurant Mellem Jyder	12-04-2021	
Holm's	14-04-2021	
Sommerland Sjælland	26-04-2021	x
Cafe Solvogn	28-04-2021	
Guldkroen	03-05-2021	
Voddersminde	06-05-2021	
Restaurant Najaden	10-05-2021	
Larsens Plads	17-05-2021	
Engvang Frugtplantage	25-05-2021	
Restaurant Phønix	01-06-2021	
Koks 25	14-06-2021	
Den Gyldne Hane	28-09-2021	
Restaurant Børsenbar	25-10-2021	
Rartsted	01-11-2021	
Restaurant Topholt&Andersen	01-11-2021	
Mellma	03-11-2021	
Byaasgaard Camping	11-11-2021	
NIOR	15-11-2021	
Juelsminde Fisk	19-11-2021	
Holm´s Røgeri & Restaurant	29-11-2021	
Gennemførte i alt	46	Inkl. 3 oplevelsesdestinationer

PRESSEDÆKNING

Vedlagt er udvalget af pressehistorier fra både lokale og nationale medier. De lokale medier er vigtige i arbejdet med både at markedsføre det pågældende spisested og de forandringer de tager ansvar for, samt som en indirekte opfordring til andre spisesteder til at melde sig.

Pressedækningen i 2021 har dog i mange tilfælde været begrænset af corona, idet det var et fåtal af stederne der under nedlukningen var interesseret i at have en udviklingshistorie ud.

Til gengæld har der været god respons på de sociale medier.



PRESSEDÆKNING

FANØ UGEBLAD

UPARTISK – UPOLITISK – AVERTISSEMENTSTIDENDE

Eftertryk kun tilladt med kildeangivelse.

Nr. 11 | Redaktion: G. Vind og D. Hembo, ansv. Trykt i Fanø Bogtrykkeri ApS Willemoesvej 7, 6720 Fanø | Torsdag d. 25. marts 2021 | Telefon: 75 16 20 53 Mail: post@fanougeblad.dk www.fanougeblad.dk | 123. årgang

NATIONALPARK VADEHAVET

MURERMESTER AUT. KLOAKMESTERBENT
HALDAN ApS
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Hverdagen i en anderledes tid:

Sult – når maven eller hjernen rumler …

Ordet sult kan fortolkes på mange forskellige måder; man kan sulte efter mad, viden, sejr eller kontakt. Lige for tiden taler vi rigtig meget om »hudsult« – Coronapandemien har for nogle mennesker betydet isolation i større eller mindre grad, og de tørster derfor efter menneskelig kontakt.

Tekst og foto: GV



Den sult det kommer til at dreje sig om i denne artikel, er imidlertid en anden form for sult. Jeg har sat kok og medejer af Restaurant Ambassaden, Mads Olsen Lindquist, stævne en torsdag formiddag i restauranten, hvor han vil fortælle mig om sin egen sult. Det er sulten efter at lære, sulten efter mere viden og sulten efter altid at blive dygtigere, selvom det er i en anderledes, Corona-ramt verden.

Mads Olsen Lindquist driver Restaurant Ambassaden med sin hustru, Pia Lindquist. De kom til Fanø i 2005 med deres to døtre Hannah og Sarah efter 4 år i Bramming, hvor de startede catering og drev Sejstrup Forsamlingshus. Pia er oprindeligt fysioterapeut men droppede sit erhverv i 2005, og gik »all in« i restauranten på Fanø. Mads er udlært kok og tjener og har nyligt ansat Mads Bergmann, der også er udlært fra restauranten i Hovedgaden 57.

»Jeg har nok altid haft det ligesom Bubber – en eller anden dag så bliver det afsløret, at jeg overhovedet ikke kan noget. En slags panikangst selvom jeg har 2 svendebreve, både som kok og tjener og været i branchen i over 30 år med succes«, siger Mads og fortsætter; »men det er helt sikkert også ydmygheden, der driver mig og tvinger mig til hele tiden at være ivrig og nysgerrig på at dygtiggøre mig og følge med udviklingen«, fortsætter han.

Efter nedlukning på nedlukning, nytænkning, »Gourmetpakker« og »take away« menuer det sidste år, er turen nu kommet til at prøve et af »Food Organisations of Denmark's« udviklings tilbud. Mads har tilmeldt sig selv og ny-udlærte Mads Bergmann til dette spændende projekt, der løber over 2 dage i restauranten i Hovedgaden på Fanø. Restaurant Ambassaden får mulighed for at udvikle og sparre med en stjernekok fra FOOD (Food Organisation of Denmark). Titlen på projektet er »Det Gastronomiske Rejsehold« og det er en håndsrækning til danske spisesteder, der ønsker inspiration og vejledning til at udvikle og løfte spiseoplevelsen. Rejseholdet handler om at bakke op om det enkelte spisested med faglig sparring og inspiration til udvikling i alt fra menukort og arbejdsgange til indretningsråd og markedsføring.

Rejseholdet drives af Food Organisation of Denmark (FOOD) og består af en række danske topkokke og en gruppe kommunikations- og projektfaglige memmesker med indgående kendskab til restaurations- og fødevarebranchen.

FOOD arbejder med fremtidens madscene, der skal styrke madbranchen efter et coronaplaget forår. Som et led i projektet skræddersyes forløb for små og mellemstore fødevareproducenter samt spisesteder i hele landet, hvor der tilbydes sparring og rådgivning på de udfordringer, der er opstået i kølvandet af corona. Projektet er støttet af EU's Socialfond, og udføres som et samarbejde mellem Hotel- og Restaurantskolen i København og Food Organisation of Denmark.

»Corona-pandemien medførte en kæmpe »flodbølge af mennesker på Fanø i sommeren 2020 og det var nærmest som stormfloden i 1981, hvor især øens spisesteder blev fuldstændig lammet. Vi var overhovedet ikke gearet til den invasion, og da bølgen lagde sig, brugte jeg tid på at tænke over hvordan vi fremtidssikrer os. Som ved alle katastrofer gælder det jo om at overleve, lære og kigge andre veje. Jeg ved også godt at der er masser af andre utroligt dygtige, top-professionelle kokke og spisesteder både omkring – og på Fanø. Vi er kollegaer, og der skal gerne være plads til flere. Konkurrence er godt og motiverende for alle, det skaber udvikling, men derfor er det også vigtigt at følge med og dygtiggøre sig«, siger Mads.

Forud for projekt »Det Gastronmiske Rejsehold« ligger en tilmelding og flere interviews, både over telefonen og på mail, så den kok, der kommer og sparrer med de to Mads'er fra Ambassaden er bedst muligt klædt på, og kan bruge tiden optimalt. »Det er en slags Masterclass for kokke, og det bliver et intenst forløb i køkkenet«, siger Mads. »Du må godt skrive at jeg nok er lidt »starstruck« – vi er nemlig så heldige at det er Pernille Vejrum, der kommer fra Bistro Boheme som skal udvikle med os«, stor-smiler Mads.

»Livet er én lang læringsprocess og vi kan altid blive dygtigere og lære af de personer, der kan mere end os selv«, slutter Mads.



Teamet på Restaurant Ambassaden havde besøg af stjernekok og rådgiver, Pernille Vejrum (i midten). Hun er flankeret af Pia og Mads. Til højre for Pernille står nyligt udlærte Mads Bergmann og sidste skud på stammen kokkeelev Mikail Gultekin.

Fakta om FOOD:

I FOOD arbejdes der for at at udvikle Fødevaredanmark, så maden bliver en vej til vækst, udvikling og oplevelser. Gennem madoplevelser, formidling og udvikling af projekter til gavn for hele værdikæden i fødevarebranchen. FOOD fungerer som sekretariat for Europæisk Gastronomiregion (Region Midtjylland) i samarbejde med Business Region Aarhus, Business Region MidtVest og Institut of Meals.



Ændret deadline

Pga. påsken, udkommer Fanø Ugeblad onsdag d. 31. marts.
Deadline til dette blad er fredag d. 26. marts.

Fanø Strandgalleri åbner igen

Så kom vi dertil at Mette har givet grønt lys til at bl.a. gallerier må åbne igen med begrænset besøgende. Og det er vi i Fanø Strandgalleri meget, meget glade for.

Det betyder, at vi, som vi plejer, kan starte vores sæson til påske. Vi slår dørene op den 27. marts kl 14.

Vi er i år heldige igen at kunne byde velkommen tilbage til Kristen Sørensen med sin finurlige pianoart. Og ligeledes velkommen tilbage til Inken Meinertz, som maler billeder, men som også gerne udtrykker sig på/med andre materialer. Velkommen til begge. Således er vi i år 13 kunstnere i Fanø Strandgalleri.

Derudover ser vi frem til at fejre galleriets 10 års fødselsdag. Helt præcist er det den 2. juli, men det vender vi tilbage til senere.

Åbningen i år bliver som sagt med de restriktioner som myndighederne har udstukket. Dem vil vi nøje følge, men samtidig vil vi gøre alt for at I gæster skal føle jer velkomne – og vi glæder os meget til at se alle både gamle kendinge såvel som nye.

Fanø Strandgalleri, Kirkevejen 39, Rindby, 6720 Fanø

Historien fra Pælebjerg

Historien fra sidste nummer af Fanø Ugeblad om Pælebjerg kom uheldigvis til at stå lidt uforløst og uden sammenhæng.

Vi havde her på redaktionen fået en opringning fra en af vore læsere, der havde hørt noget om, at der på Pælebjerget har stået en pæl, hvorpå der var skrevet en tekst. Han mente, at en tysk mand havde skrevet på pælen. Mere vidste han ikke, derfor ville han gerne vide, om vore læsere kendte noget til den historie. I håb om at Per Hofman Hansen kunne hjælpe os, kontaktede vi ham. Han havde heller aldrig hørt om den historie. Det nærmeste han kunne komme det, var de gamle historier om skelsætningen i 1741 – og det var i den sammenhæng, det lille resumé herom skulle ses.

Vi beklager den manglende sammenhæng!

Dorte og Gedske, Fanø Ugeblad



PRESSEDÆKNING



Lille gårdrestaurant vil til at lave sin egen ost

Ostemester Kurt Holm Sørensen går på pension og får tid til at udvide sin gårdbutik vest for Holsted St. med flere åbningstimer og et osteri. I forvejen brygger han sit eget øl og laver sin egen is.

Steen Rasmussen
SRA@jv.dk

HOLSTED: Efter snart fem måneders ufrivillig nedlukning er der igen gang i gryderne i køkkenet i Voddersminde Gårdbutik på Hejrskovvej lidt vest for Holsted St. Og nu kommer der for alvor til at ske noget.

Indehaver Kurt Holm Sørensen har hele tiden passet sit arbejde som ostemester på mejeriskolen i Odense og som udgangspunkt kun haft åbent i restaurationen fredag og lørdag, men til sommer går han på pension. Det betyder, at han får al sin tid til rådighed til at servicere gæsterne i gårdbutikken derhjemme og også tid til at udvide sortimentet.

Gennem nogle år har han foruden mad - fortrinsvis tilberedt af egnens råvarer - fremstillet sin egen is og bygget sin egen øl, og nu er planen at begynde at lave sin egen ost. Hvad ville være mere naturligt for en mejerist med speciale i netop ost.

En begyndelse

- Jeg har købt et ostekar, og det er da det første skridt mod en produktion, konstaterer restauratøren. Han vil satse på en Maribo-ost, som langt de fleste godt kan lide.

- Osten er én nyhed. En anden ting er, at jeg får overskud til at holde lidt mere åbent, men det bliver ikke hver dag, og det bliver ikke sådan, at man bare kan komme og forvente, at vi står parat med hovedret og dessert.

- Man skal, som vi hele tiden har gjort det, bestille bord på forhånd. Madspild er det værste, jeg ved, så jeg tilbereder kun mad efter ordrer. Til gengæld kan man så få alt det at spise, man har lyst til.

Kurt Holm Sørensen har netop haft besøg af kokken Pernille Vejrum fra Det gastronomiske Rejsehold til en snak om driften, og hvordan den eventuelt kan suppleres. Hun var overrasket over, hvor godt og solidt man spiser for en beskeden pris på Voddersminde.

Sørensen forklarer, at han ikke driver restaurant for at blive velhavende, men fordi han ganske enkelt godt kan lide at hygge om sine gæster og få en god og munter snak, og det afspejles på prisniveauet.

- Det kan da godt være, priserne skal hæves med en daler, men indtil videre holder jeg fast i den nuværende takst.



Kan det blive mere hyggeligt! Der er plads til et dusin gæster i selve restaurationen og flere i bryggeriet ude bagved. Desuden er der opstillet et telt. Foto: Steen Rasmussen



En god snak med kunderne er Kurt Holm Sørensens livsret. Foto: Steen Rasmussen

Indehaver af Voddersminde i Holsted Kurt Holm Sørensen med en af sine mange specialoste. Planen er selv at begynde at lave ost i løbet af nogle måneder. Pernille Vejrum fra Det gastronomiske Rejsehold har været på besøg for som en anden Gordon Ramsay at kigge restauratøren over skulderen og komme med frisk inspiration. Foto: Steen Rasmussen

> Madspild er det værste, jeg ved, så jeg tilbereder kun mad efter ordre. Til gengæld kan man så få alt det at spise, man har lyst til.
>
> KURT HOLM SØRENSEN



Voddersmindes hjemmelavede is. Foto: Steen Rasmussen

PRESSEDÆKNING

UDVIKLINGVEJEN
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DK-6630 Rødding
Tlf. 73 84 85 00
info@udviklingvejen.dk
www.udviklingvejen.dk

April 2021

Kreativt køkkenløft



Hotel Røddings kokkeelev Sif Buhl bliver af gæstekok Pernille Vejrum fra det Gastronomiske Rejsehold sat i gang med nye slags tilbehør til kendte klassikere på Hotel Rødding. Fotokilde: Hotel Rødding.

Hotel Rødding har brugt lukkeperiode til udvikling. Det Gastronomiske Rejsehold på besøg.

Jan Tygesen, der ejer Hotel Rødding, havde inviteret en kok fra Det Gastronomiske Rejsehold på besøg i køkkenet i sidste uge. Formålet var at udfordre hotellets mangeårige menukort.

"*Ja, vi var alle lidt spændte på, hvad sådan en københavnerkok ville ryste op med. Vi kender vores gæster og deres madsmag godt, og vi har meget rutineret personale i køkkenet*", fortæller Jan.

"*Men vores fordomme blev bestemt gjort til skamme, for kokken Pernille Vejrum havde mange relevante ting med, og havde en god evne til at dumpe ind i køkkenet og var meget praktisk anlagt. Og Pernille viste os, hvordan man også kan gøre tingene, og satte garniture sammen – både råvaremæssigt og tilberedningsmæssigt – som vi ikke selv ville være kommet på. Så ny kreativitet – jo, tak, det fik vi*", siger Jan med et stort smil på.

Det Gastronomiske Rejsehold er en håndsrækning til danske spisesteder, der ønsker inspiration og vejledning til at udvikle og løfte spiseoplevelsen. Spisestedet får besøg i to dage, hvor der arbejdes praktisk i køkkenet. Udbyttet hos Hotel Rødding forventer Jan vil være større kreativitet til samme økonomi og samme portionsstørrelser.



"*Vi glæder os usigeligt til at præsentere de nye retter til vores gæster i krostue og restaurant på Hotel Rødding efter den 6. maj*", siger Jan Tygesen. Fotokilde JV.

MERE OM

Læs mere om Hotel Rødding
her www.hotelroedding.dk

DET GASTRONOMISKE REJSEHOLD

Rejseholdet handler om at bakke det enkelte spisested med faglig sparring og inspiration til udvikling i alt fra menukort og arbejdsgange til indretningsråd og markedsføring. Det Gastronomiske Rejsehold drives af Food Organisation of Denmark (FOOD) og består af en række danske topkokke og en gruppe kommunikations-og projektfaglige med indgående kendskab til restaurations-og fødevarebranchen.

HOTEL RØDDING
- en eventyrlig oplevelse

PRESSEDÆKNING

Engvang Frugt og specialiteter
1 dag ·

Tirsdag og onsdag i sidste uge havde vi besøg af det🌱 @gastronomiske rejsehold
Ideen var at få nye inspiration til vores lille cafe.
Vi fik bla. inspiration til 🌱
"4 madder du aldrig glemmer "🍓

🍓Æg -tomat med ALT det bedst
Urtemayo og grønt,ramsløg
Salt og dehydreret tomater
60kr

🍓kartoffelmad med bacon,
2slags løg,urtemayo og bacon
60kr

🍓Røget mørbrad med grøntsags
Bearnaise-mayo,asparges og
Pocheret æg.
65kr

🍓Varmrøget laks med
Asparges,urtemayo,radiser og
Grønt.

For at smage disse herligheder skal det, på nuværende tidspunkt bestilles.
Vi tager imod bestillinger til lørdag og søndag
Og skal have din bestilling SENEST fredag kl.12.00.
SEND EN BESKED PÅ FB ,bestillingen er først registeret når vi har svaret tilbage.
Team Engvang!





Synes godt om fra **whisky_mbp** og **andre**

westjysksmag 🌺Vi løfter sløret for kommende nyhed 🌺

Snart får du mulighed for servering af lækre smagfulde småretter, som naturligvis er tilberedt med vores egen eddike. Hertil finder vi de likører, som passer til i smag.

Vi har haft besøg af Pernille fra det gastronomiske rejsehold, der også er køkkenchef ved Boheme, som har givet os nogle gode fif.

Vi glæder os helt vildt 😍

Deltagende virksomheder	År forløbet tæller	Type	By
Annes Gademad	2019	Catering	
Bryggeriet Apollo	2019	Drikkevarer	
Butchers Manifesto	2019	Produktion	
Willumsen Museet	2019	Oplevelsesdestination	
Slangerup Fritidscenter	2019	Andet	
Stammershalle Badehotel	2019	Hotel	
Thunø Kro	2019	Kro	Thunø
Café Kajkanten	2019	Cafe	
Hereford Herning	2019	Restaurant	Herning
Hereford Skive	2019	Restaurant	Skive
Hotel Grenaa-Havlund	2019	Hotel	
Restaurant Kattegat	2019	Restaurant	
Sostrup Slot	2019	Oplevelsesdestination	
Strandtangen	2019	Restaurant	
Mandøpigen	2019	Café	
Svanholm	2019	Cafe	
Fiskeri- og Søfartsmuseet	2019	Oplevelsesdestination	
Givskud Zoo	2019	Oplevelsesdestination	
Hereford Aarhus	2019	Restaurant	Aarhus
Værftet	2019	Oplevelsesdestination	Struer
Café Seaside, Thyborøn	2019	Cafe	Thyborøn
Dig og mig, Skive	2019	Cafe	
Gothenborg	2019	Cafe	
Humlum Kro	2019	Kro	Humlum
Ferdinands Bøfhus	2019	Restaurant	Ringsted
Ansager Musikhotel	2019	Hotel	
Marten Røgeri og Fiskerestaura	2019	Butik	Karrebæksminde
Brummersgaard	2019	Cafe	
Smålandshavet (var med sidste	2019	Kursuscenter	Karrebæksminde
Skelby Forsamlingshus	2019	Forsamlingshus	Skelby
Ferdinands Bøfhus 2.0	2019	Restaurant	Ringsted
Theilgaarden	2019	Festlokaler	Køge
Cafe SommerSild - Skarø	2019	Restaurant	Skarø
Cafe Kræs	2019	Cafe	Ringkøbing
Restaurant Fjorden	2019	Restaurant	Karrebæksminde
Restaurant Ö	2019	Restaurant	
Femø Kro	2019	Kro	Femø
Det Gamle Røgeri	2019	Restaurant	Thisted
Kanalkroen	2020	Kro	Karrebæksminde
The Eatery	2020	Cafe	Blåvand
Thorlin Spisested	2020	Restaurant	
Ringkøbing Skjern Kulturcenter	2020	Oplevelsesdestination	Ringkøbing
Restaurant Isværket	2020	Restaurant	Lemvig
Restaurant Løkken Badehotel	2020	Badehotel	Løkken
Lulus Cafe i Kerteminde	2020	Cafe	Kerteminde
Marina Furesøbad	2020	Restaurant	Snekkersten
Café Teske	2020	Cafe	Ringkøbing
Stenbjerg Kro	2020	Restaurant	Stenbjerg
Hanstholm Madbar	2020	Restaurant	Hanstholm

Knuthenborg Safaripark	2020	Oplevelsesdestination	
Naturkraft	2020	Oplevelsesdestination	Ringkøbing
Museum Horsens	2020	Oplevelsesdestination	Horsens
Tante Tut & Onkel E	2020	Restaurant	Samsø
Pension Stenvang	2020	Pensionat	
Rum og Rooms	2020	Hotel	Samsø
Ved Vejen - Anholt	2020	Restaurant	Anholt
Agrofertil International	2020	Restaurant	
Museum Lolland-Falster	2020	Oplevelsesdestination	Nykøbing Falster
Søllestedgård	2020	Restaurant	
Groft	2020	Catering	Odder
Restaurant Piano Bar	2020	Restaurant	Herning
Tempus	2020	Restaurant	Maribo
Skarø Is	2020	Producent	Skarø
Skallerup Seaside Resort	2020	Oplevelsesdestination	
Vin og Brød - Maribo	2020	Cafe	Maribo
Pasta Principiato	2020	Producent	Fejø
Fiskeri- og Søfartsmuseet Esbje	2020	Oplevelsesdestination	Esbjerg
Restaurant Luna	2020	Restaurant	Lemvig
Gershøj Kro	2020	Restaurant	Lejre
Oldfruen	2020	Restaurant	
Folkets Madhus	2020	Producent	København
Surt & Sødt	2020	Restaurant	Nakskov
Mangholm	2020	Cafe	Hillerød
Medborgerhuset Samsø	2020	Andet	Samsø
Gjerrild Gæstehus	2020	Oplevelsesdestination	
Nordfreds	2020	Cafe	Odense
Cafe Marina	2020	Restaurant	Hvide Sande
Cafe Holmen	2020	Cafe	Nykøbing Mors
Pandekagebilen	2020	Selskaber og catering	Odder
Cafe Incita	2020	Cafe	København
Restaurant Bølgen	2020	Restaurant	Thyborøn
Mad & Ro ved Stevns Fyr	2020	Cafe	Stevns
Kesses Hus	2020	Cafe	Klitmøller
Michael Schulz	2020	Andet	
Quistgaarden	2020	Restaurant	Næstved
Hideaway Vingård	2020	Cafe	Fejø
Skaarupøre Vingaard	2020	Cafe	Skårup
Hundested Sandskulpturfestiva	2021	Oplevelsesdestination	Hundested
Rum og Rooms	2021	Hotel	Samsø
Gæstgiveri Bregninge	2021	Gæstgiveri	Ærø
Den Gamle Købmandsgård	2021	Café	Samsø
The Monica	2021	Hotel	Ærø
Almas Terrasse	2021	Restaurant	Klampenborg
Pinnebergheim	2021	Cafe/vandrehjem	Haderslev
Skrøbelev Gods	2021	Restaurant	Rudkøbing
Postgaarden	2021	Hotel	Holsted
Brasseriebåden	2021	Restaurant	Svendborg
Byens Gårdbutik Svendborg	2021	Cafe	Svendborg
Fru Hvass	2021	Restaurant	Samsø

Samsted	2021	Restaurant	Middelfart
Kaos	2021	Restaurant	Rudkøbing
Vilcon Hotel & Konferencegaar	2021	Hotel	Slagelse
Madselskabet	2021	Butik og cafe	Silkeborg
Det Vilde Køkken	2021	Cafe	Klint
Maarbjerggaard	2021	Cafe	Nakke, nykøbing Sjælland
Vilhelmsborg Kro	2021	Kro	Lemvig
Ambasaden Fanø	2021	Restaurant	Fanø
Westjysk Smag	2021	Andet	Finderup
Jyderup Præstegård	2021	Cafe	Jyderup
Ømands Burger	2021	Café	Haderslev
Hotel Rødding	2021	Restaurant	Vejen
Nordsøen Oceanarium	2021	Oplevelsesdestination	Hirtshals
Hellevad Vandmølle	2021	Oplevelsesdestination	Hellevad
Restaurant Mellem Jyder	2021	Restaurant	Ebeltoft
Holm's	2021	Restaurant	Middelfart
Sommerland Sjælland	2021	Oplevelsesdestination	Nørre Asmindrup
Cafe Solvogn	2021	Restaurant	Højby
Guldkroen	2021	Restaurant	Middelfart
Voddersminde	2021	Cafe	Vejen
Restaurant Najaden	2021	Restaurant	Gedser
Larsens Plads	2021	Restaurant	Marielyst
Engvang Frugtplantage	2021	Cafe	Strøby
Restaurant Phønix	2021	Restaurant	Holstebro
Koks 25	2021	Restaurant	Skælskør
Den Gyldne Hane	2021	Restaurant	Odden
Restaurant Børsenbar	2021	Restaurant	svendborg
Restaurant Topholt&Andersen	2021	Restaurant	Hjørring
Rartsted	2021	Restaurant	Løkken
Mellma	2021	Restaurant	løkken
Byaasgaard Camping	2021	Cafe	Hundested
NIOR	2021	Restaurant	juelsminde
Juelsminde Fisk	2021	fiskebustik	juelsminde
Holm´s Røgeri & Restaurant	2021	Restaurant	Rømø
Mette-maries køkken	2022	Restaurant	Sorø
Bork Vikingefyr	2022	Oplevelsesdestination	Ringkøbing
Fahl Kro	2022	Oplevelsesdestination	Ringkøbing
Lyngvig Fyr	2022	Oplevelsesdestination	Ringkøbing
Vadehavscentret	2022	Oplevelsesdestination	Ribe
Gl. Brydegaard	2022	Restaurant	
Gjorslev Gods	2022		
Martins mad og vin	2022	Restaurant	Frederiksværk
Svendborg Hotel	2022	Restaurant	Svendborg
Hotel Skibelund Krat	2022	Restaurant	Vejen
Ørnberg vinvogn	2022	Cafe	sjællands odde
Ærø Bryggeri	2022	Café	
Hotel Faaborg Fjord	2022	Hotel	Faaborg
Det Økologiske Folkekøkken	2022	Restaurant	København
Restaurant Havtorn	2022	Restaurant	ulfborg
Aabenraa Slagteren	2022	Slagter	Aabenraa

Restaurant Omø Perlen	2022	Restaurant	Omø
Havnens Café & Isbar	2022	Cafe	juelsminde

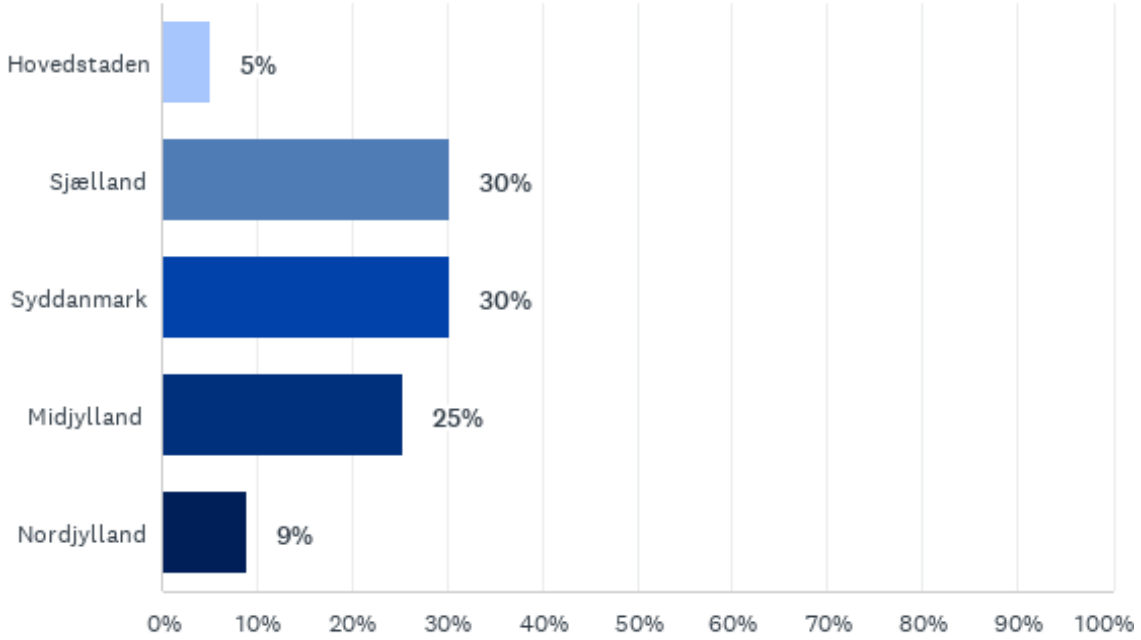
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Evaluering af Det Gastronomiske Rejsehold

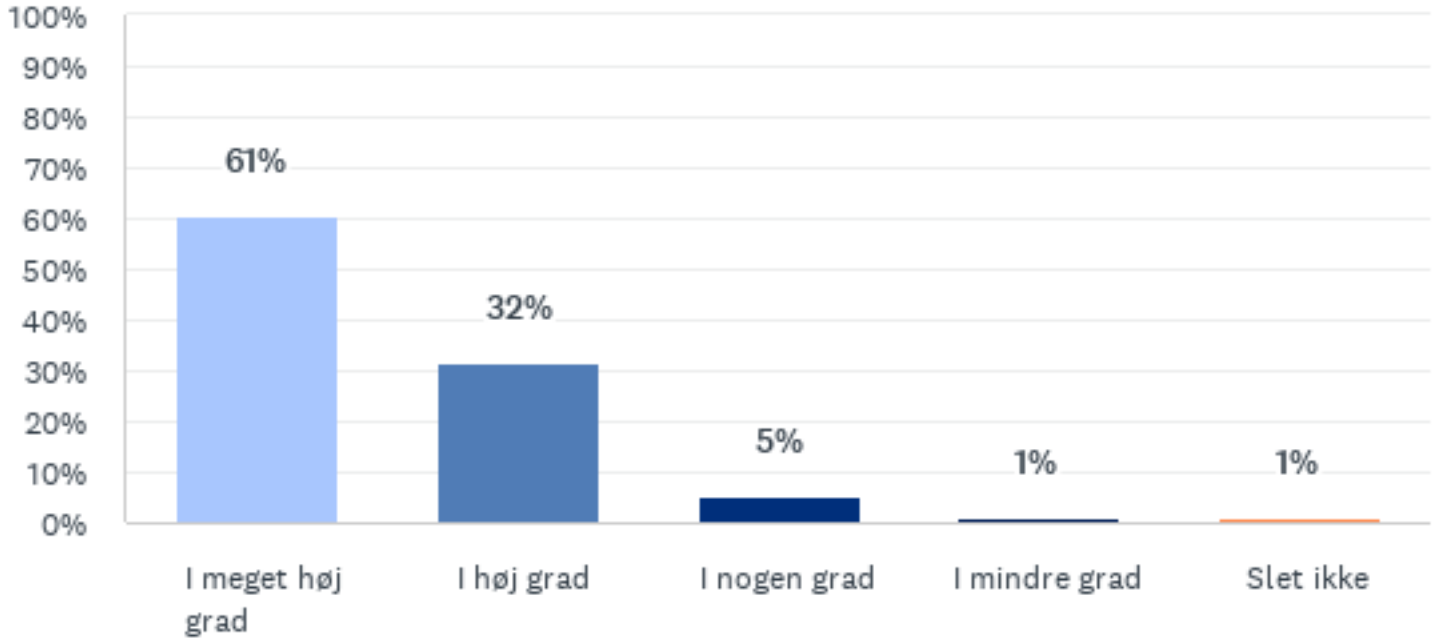
28. marts 2022

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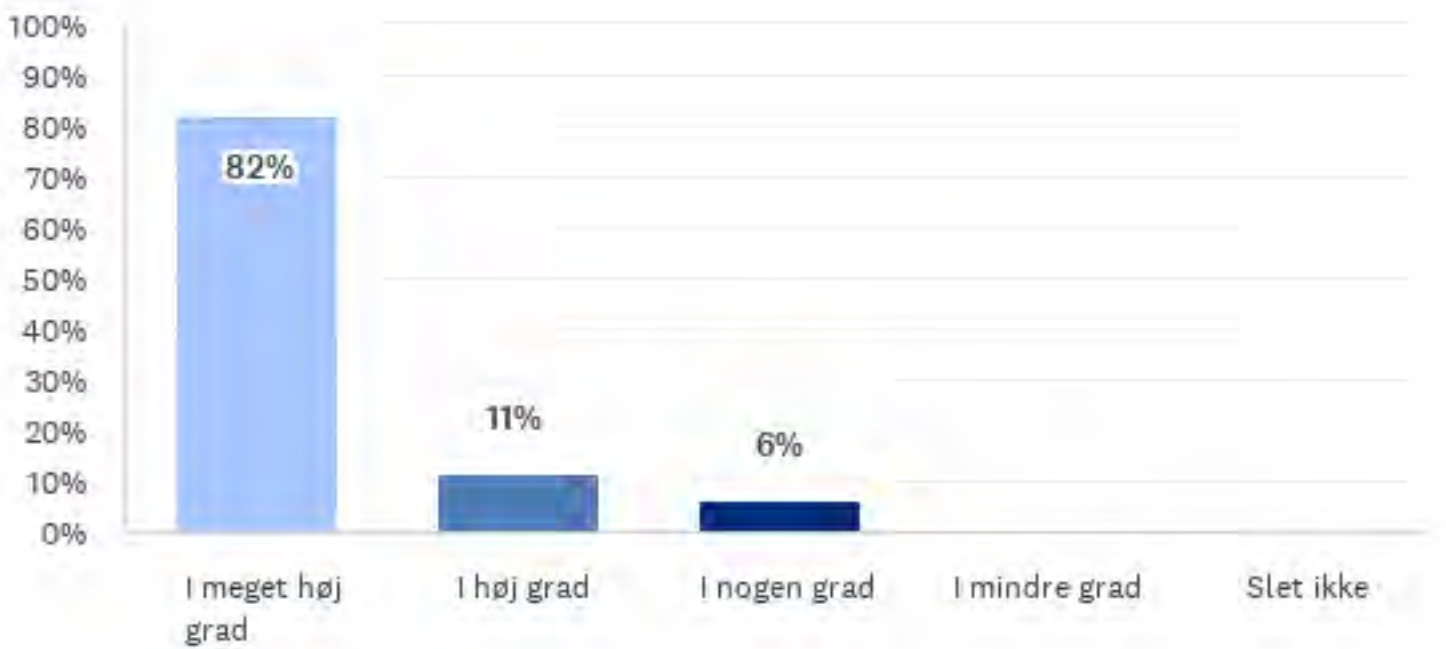
Sp. 2: Region


Hovedstaden
5%
Sjælland
30%
Syddanmark
30%
Midjylland
25%
Nordjylland
9%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

Sp. 3: Hvor tilfreds har du været med planlægningen af forløbet?

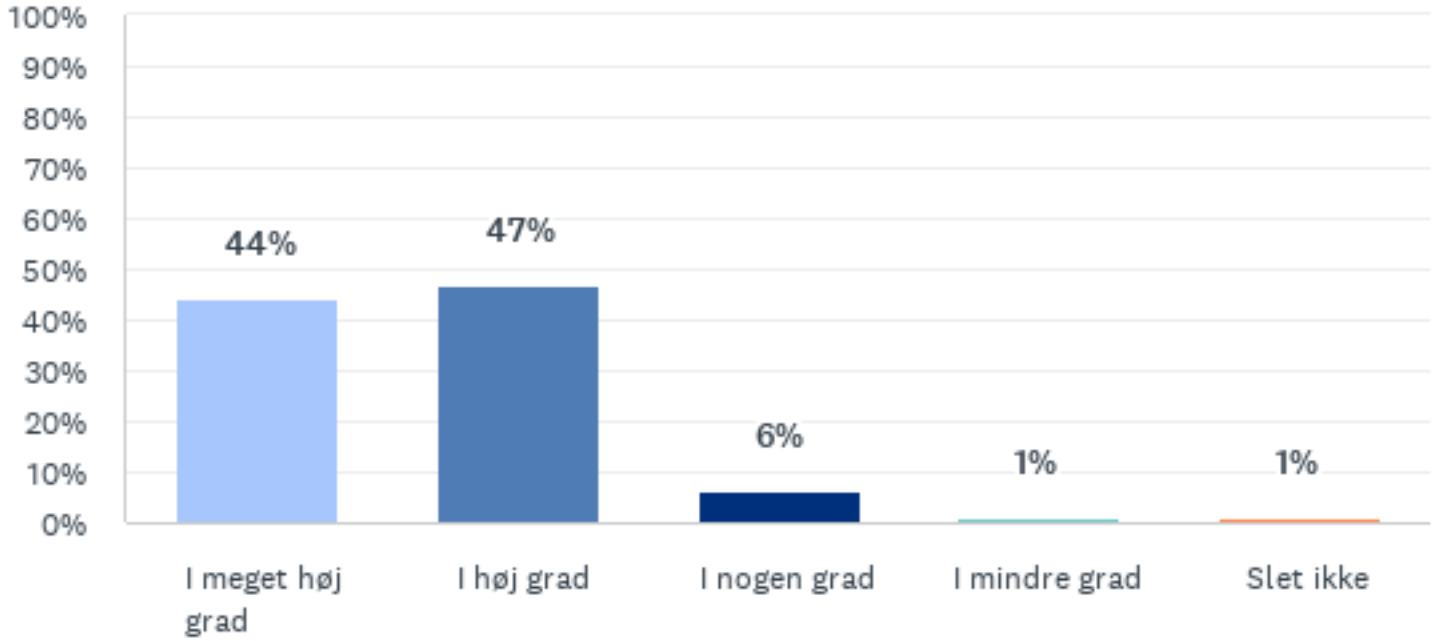


Sp. 4: Hvor tilfreds har du været med selve køkkendagene, madlavningen, kokken etc.?



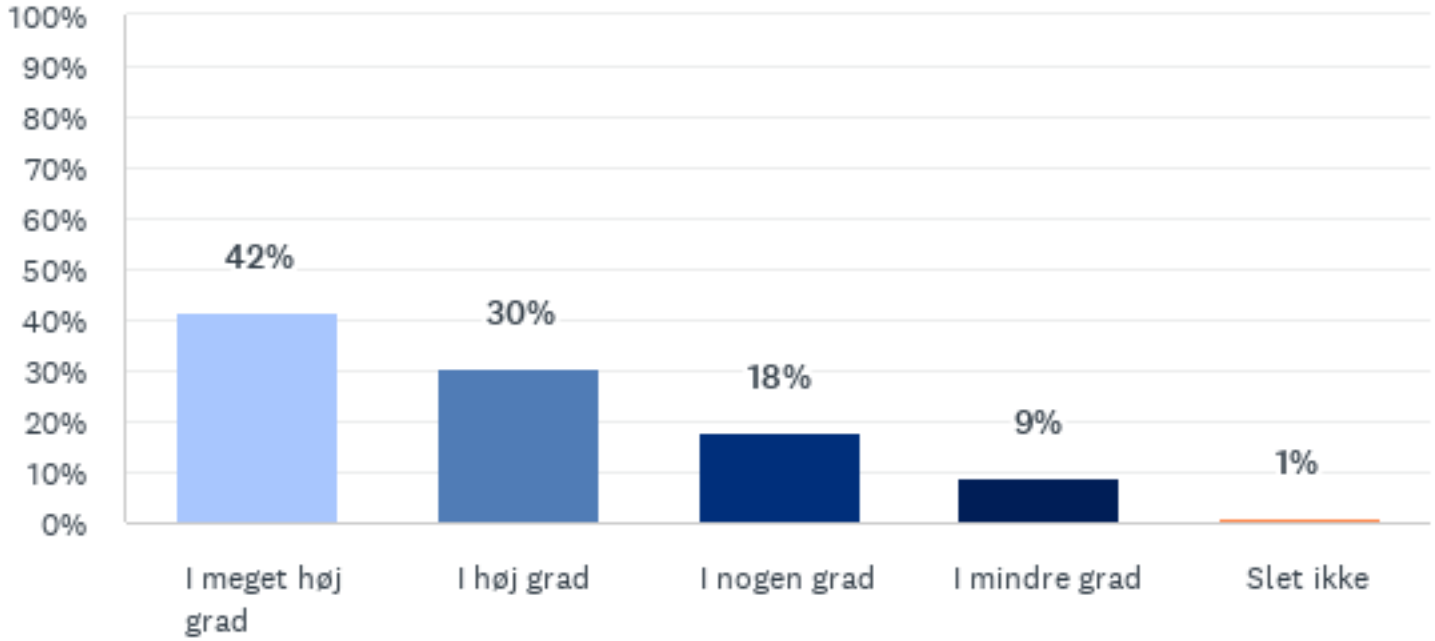
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Sp. 5: I hvor høj grad har forløbet givet dig/jer udvikling omkring koncepter og kommunikation?



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Sp. 6: I hvor høj grad har forløbet skabt konkret værdi for din forretning?



Da vi har været hjemsendt pga Corona, og stadig er delvis hjemsendt, har der været minimal med tid og overskud til at komme videre med de ting vi arbejdede med sammen med rejseholdet.
Det er jo så nyt at det er vanskeligt at sige hvad det vil betyde efter den kommende sæson

det gav fornyet energi til personalet
Det har været en meget god oplevelse, som har taget udgangspunkt i vores hverdag og behov. Vi oplever derfor, at det vil blive let at omsætte i praksis.

Det har været fantastisk at få sparring på køkkenrutiner og opvaskerutiner. Man kan nemt stirre sig blind på sine egne vaner og rutiner. Stort stort tak herfra. I kunne overveje at tilbyde det til iværksættere der ikke er kommet i gang endnu med deres drømme. Måske det kunne gøre at succesraten for overlevelse kunne højnes allerede fra opstarten, ved at få en professionel sparring på om ideen er gangbar og konkret hjælp.
Det har været helt perfekt. Tusind tak
Det perfekte tilbud på det allerbedste tidspunkt. Dette besøg er af afgørende betydning for min Cafès fremtid. Tusind tak!
En bedre planlægning og forberedelse havde nok givet mere værdi
Et meget givende forløb som har sat fokus på vores øget vores styrker og forbedret vores svaghed. Vi kan kun anbefale virksomheder at kaste sig ud i et sådan forløb. Vi er meget glade og tilfredse.
et par rigtige dejlige "damer " der var her
Et rigtig godt projekt, som jeg synes flere burde gøre brug af. Nicolas var rigtig godt forberedt, og kom med en masse gode ideer, samt en enorm erfaring som han gerne delte ud af.
Fantastisk besøg af Pernille, med gode og realistiske ideer. Vi glæder os til at komme i gang selv.
Fantastisk inspirerende og lærerige dage

Fantastisk med faglig sparring og diskussion af vores koncept. Meget brugbart med feed back og diskussion af udviklingsmuligheder. Dejligt med konkret værktøj.
for meget miskommunikation og ændringer af konceptet fra oprindeligt aftalt koncept og idegrundlag gjorde konceptet umuligt at gennemføre og meget lidt kombatibelt med vores øvrige virke
God sparring og gode input til videreudvikling af vores koncept, altid godt at få en udefra med, som giver ud af gode tips og ideer mm.

Godt forløb og nogle inspirerende dage. Manglede lidt interesse fra Nicolas i vores mad og forretning - der var meget fokus på det han kom med og det der var planlagt. Vi skulle have holdt lukket begge dage og ikke kun den første - kunder gav uro og dermed kom der til at mangle noget kommunikation undervejs.
Har fået en helt anden tilgang til det grønne /vegetariske køkken og har brugt de gode ideer jeg fik.. 👍👍👍👍👍
Har været med til at "vække" kokkene til at være mere kreative og givet dem fornyet lyst til at være med til at skabe tingene .
har været super - men kunne have lyst til at få et opfølgende/videre udviklingsforløb, hvor der tages hul på udvikling af et større koncept/menu'er
Jeg er super tilfreds. Syntes at jeg fik meget mere ud af det denne gang, fordi jeg viste lidt mere om hvad der skulle ske.

Jeg synes det er et superflot tilbud og jeg synes jeg blev mødt på det niveau, vi nu er. Tak for det!
Jeg vil takke Pernille for nogle inspirerende dage i køkkenet 👩‍🍳👑
Kunne være skønt at få besøg igen, da det har sat mange tanker i gang - og der helt sikkert kommer flere, når dagene "har sat sig"

Mange tak for nogle fantastiske dage. Jeg lærte så meget på en god positiv måde.
Meget inspirerende dag med en dygtig og kompetent kok.
Mere tid ville være super
Pernille har været god til at ruske op i en og man har kunnet sparret med en kollega med samme baggrund.
Pernille Vejrum er en meget kompetent og givende person som har givet mig lige hvad jeg havde brug for. Jeg håber meget på at kunne have den luksus at blive superviseret af Pernille en anden gang.Kæmpe tak.
Rejseholdet var super gode og gav os en masse modspil. Og det ka vi li' :-)
Super godt forløb. Vi var meget glade for den hjælp Nicholas kunne give os. Vi er i fuld gang med at kører de nye tiltag i vores vinbar.
supert oplæg - guld værd..! Mange tak!

synes det har været en fed måde at hjælpe restauranter på og det har haft stor mening for os og kan godt se nogle af de ideer som pernille og ida maria har kommet med.
Tak for et inspirerende forløb. Pernille formåede at ramme ind i præcis de punkter, vi har brug for sparring til. Yderst professionelt og dygtigt kørt.

Tak til Anita og Ida Marie for nogle spændende dage - masser af udfordring på mit koncept og nogle gode spark videre til et mere effektivt køkken i sæsonen.

Ud over den fine inspiration har det i høj grad givet mig modet til at turde udfordre mit eget køkken. Jeg ville dog ønske jeg havde haft lidt mere tid tid i køkkenet uden for meget virvar af pressen, men jo ubetaleligt i den sidste ende. Med hensyn til spørgsmål 6 har førnævnte jo allerede haft en værdi men ift. om det vil kunne ses på bundlinjen har vi det til gode til efter sæsonen
Vi er i delvist nedlukket, så vi kan ikke mærke effekten af noget endnu
Vi har haft 2 meget inspirerende dage med Ida Kampmann og Anita Klemmensen som har fokuseret på organisation og strukturering af arbejdsgange. VI håber at kunne følge op med 2 dages praktik i køkkenet.
Vi har været igennem et inspirerende forløb, hvor vi fik meget ud af dagene. Vi vil gå i gang med at implementer de nye retter og den ny inspiration.

Vi var utrolig glade for de inputs og idéer Theis og Ida Marie kom med, de var lyttende og engagerede og satte sig ind i problematikkerne og udfordringerne vi havde :-) Vi har haft det i tankerne med vores fremtidige planlægninger af menu osv... Så en stor tak fra os virkelig nogen gode dage
Vores forløb med Rasmus har været særdeles lærerigt og inspirerende og han formåede til fulde at konvertere de forskellige processer til netop vores behov, og tage udgangspunkt i vores fysiske forhold, råvarer og tidsplaner.