

## Production & Processing



Level of difficulty: **Medium**  
Level of impact: **High**

# Climate Friendly Public Canteens

The public canteens serve thousand of people food everyday, thus they play an instrumental role in changing the food behaviour among the citizens.

### Ingredients:

- Training & workshops
- Set baseline
- Awards & Events
- Communication
- Network platform

### Activities:

Building sustainable cooking competence, conducting baseline data and develop sustainable food profile.

# Production & Processing

## Learnings

- Central facilitation is key to ensure fast and effective competence building
- Build up for events like 'Climate Friendly Food days/weeks/month' drive great motivation
- Communication is important to lower the barriers and build understanding
- Rewards and celebration drive motivation and engagement
- Management commitment and expectation setting is important





## Urban Gardens

Urban gardens are important venues for educational purposes, they foster public health, cultivate food communities and green spaces in the city

### Ingredients:

- Mapping urban gardens
- Allocated locations
- Events & workshops

### Activities:

Support and examine 'key successfactors' of current urban gardens concepts.

# Production & Processing

## Learnings

- Urban gardens are managed by and depended on a strong community
- Urban gardens can flourish when there is a key person driving them, but fall into disuse quickly when that driving force leaves
- Urban gardens are great for knowledge and community building



## Production & Processing



Level of difficulty: **Medium**  
Level of impact: **Medium**

# School Garden Competition

To educate children about sustainable and healthy food behaviour and how to grow their own food

### Ingredients:

- Education material
- Course for science & cooking teachers
- Smart gardens kits
- Awards

### Activities:

Educate teachers in sustainable food practice and new production techniques, develop supporting education material and arrange school garden competition.

# Production & Processing

## Learnings

- For long term impact 'sustainable food practice' needs to be reinforced in the national school curriculum
- Important to ensure management commitment and allocation of resources
- Develop educational material with external experts
- Teachers have limited resources for new projects, thus deliver a 'plug and play' concept.
- Competitions and prizes are great to drive interest and motivation





## Forest Library

To create a forest-based Library of Foraged Foods and Practices to support citizens to gain knowledge about what grows locally; what can be foraged from forest, field and fjord; how to connect to, respect and engage with nature; sharing knowledge in more-than-human exchange.

### Ingredients:

- The forest
- Food
- Local knowledge & expertise from the community, the ecosystem, municipal and educational interests

### Activities:

We formed a steering committee and held a walk-and-talk to introduce the SC to the forest  
Held a foraged dinner, to negotiate a collective vision for the library.  
Co-created stakeholder mapping and power relations and consolidated the vision and articulated an implementation plan .

# Production & Processing

## Learnings

- There was a lot of enthusiasm, but no local ownership.
- Local ownership is necessary for cultural initiatives to take root.



## Distribution



Level of difficulty: **Medium**  
Level of impact: **High**

# Farmers Market

Connect producers and consumers; facilitate access to local, fresh and sustainably produced produce

### Ingredients:

- Local producers
- Market square (or other city space)
- Stalls (tables & gazebos)
- Signposts & seasonal atmosphere

### Activities:

Support local market association; accompany Annual General Meetings and strategy development; promote market through communication and materials; facilitate relationship to municipality

# Distribution

## Learnings

- While the efforts required to support local farmer markets are not actually great, the difficulties in having an impact can be very high (as was for us) when there is no critical mass of local producers: a very small market does not attract customers, and so becomes unviable for the producers;
- Communication is crucial, the better the network and stronger the communication channels, the more effective the turnout of both producers and consumers;
- It may be advantageous to concentrate on less frequent market days at first (e.g. seasonal markets that become small festive events in order to attract interest and a community around the market)



## Distribution



Level of difficulty: Low

Level of impact: Low

# Catalogue of local farmers

Increase awareness of local produced food and promote local farmers.

### Ingredients:

- Mapping
- Information gathering
- Catalogue

### Activities:

Map local food producers and develop guide for where to buy local and sustainable food.

# Distribution

## Learnings

- As the municipality is challenged to promote commercial initiatives, the ownership of catalogue needs to be placed elsewhere, where they can push the communication of it.
- It takes great resources to create and streamline storytelling for all the different producers.
- Continuously updating of catalogue is important as new and existing producers 'come and go'.



## Distribution



Level of difficulty: **Medium**

Level of impact: **Low**

# Food Festival

Promote local and sustainable food and engage the citizens in sustainable food activities.

### Ingredients:

- Local food tastings
- Food stalls
- Seasonal recipes
- Talks
- 'Sustainability hero' award

### Activities:

Arrange yearly sustainability event centered around food in collaboration with local food actors.

# Distribution

## Learnings

- It requires many resources and local food producers to arrange a festival.
- Food tastings and cooking events are very popular.
- Creating recipes with chefs can make the instructions quite advance.



## Distribution



Level of difficulty: High

Level of impact: High

# Local and Fairtrade municipal procurement

Increase demand for local and sustainable food and promote Fairtrade conditions.

### Ingredients:

- National SKI procurement agreements
- Sustainable food "wish list" for vendors
- Data (CO<sub>2</sub>)
- Trial action for 'fruit' category

### Activities:

Develop recommendations for how the municipal procurement can become more ethical and sustainable.

# Distribution

## Learnings

- It is difficult and takes time to change national procurement agreements (which usually runs for 4 years).
- Local procurement (from many different producers) is very resource demanding.
- The 'distribution' of local produced food often seems to be the key 'challenge' to solve.



# Consumption



Level of difficulty: **Medium**

Level of impact: **Medium**

## Food Lab

Create a venue for public discussion, social events, workshops and festivals to engage diverse publics with the problematics of food system transformation in Kolding.

### Ingredients:

- A building
- A kitchen, workshop space, exhibition space and garden
- Expert facilitators
- Good communication channels

### Activities:

Hands-on workshops  
Envisioning workshops  
Educational visits and talks online and in-person cooking courses  
Stakeholder events

# Consumption

## Learnings

- Visibility and accessibility are key
- Running a 'storefront venue' requires excellent public outreach
- Local ownership is key
- Co-location with like-minded organisations helps visibility and engagement.



## Consumption



Level of difficulty: **Medium**

Level of impact: **Medium**

# Food Hub – Sustainability House

Inform, inspire and engage citizens and other actors in the municipality in the sustainable food agenda.

### Ingredients:

- Visible & easy to access location
- Exhibition & events
- Staff

### Activities:

Opening a Sustainability House with an integrated Food Hub, where we can communicate and disseminate the sustainable food agenda and arrange events.

# Consumption

## Learnings

- Visibility and easy accessibility is key to evoke interest and drive visits.
- The Sustainability House has proven very successful in terms number of visits and citizens engagement.
- The job of running a 'storefront venue' vs a job in the administration is very different and it is important to have resources to engage with the visitors and update the exhibition area.



## Consumption



Level of difficulty: **Low**

Level of impact: **Low**

# Promote sustainable consumption among citizens

Empower citizens to more sustainable food practise.

### Ingredients:

- Workshops & talks
- Community dinners
- Sustainability House & Food Lab
- Inspiration material:  
Recipes, National nutrition advices, Seasonal food poster, Catalogue of local producers

### Activities:

Arrange cooking events and community dinners, develop and push communication which can educate and inspire a more sustainable food practice.

# Consumption

## Learnings

- Recipes and food tastings are great tools for inspiration.
- Knowledge and inspiration doesn't drive behavioural change in itself.
- Social tipping points are important to drive change in food behaviour.



# Consumption



Level of difficulty: **Medium**  
Level of impact: **High**

## Food Card

Ensure food for everyone (and reduce food waste).

### Ingredients:

- Allocated location
- Distribution model
- Food storage facility
- Volunteers

### Activities:

Support and connect local food organisations in order to maximize reach, food rescue and recruit volunteers.

# Consumption

## Learnings

- Voluntary communities are the driving forces behind 'food help organisations'
- Food regulations from the Danish Food Agency makes it difficult to rescue surplus food beyond fruit, vegetables and bread.
- Lack of data makes it difficult to identify the true need of 'food help'.
- The large supermarket chains are still hesitant to hand out their surplus food to food organisations.



## Waste



Level of difficulty: **Medium**  
Level of impact: **High**

# Reduce Food Waste

Educate and inspire citizens for how to reduce food waste.

### Ingredients:

- Celebrate National Food Waste Day
- Dumpster Dinners
- Recipes
- Events

### Activities:

Arrange different food waste events with focus on the food waste generated and how to reduce it.

# Waste

## Learnings

- 'Cooking with leftovers workshops' are easy ways to engage and inspire people.
- Easy recipes can inspire people to take action.
- Food waste data/statistics are so striking that they can be leveraged to much effect by surprising people and animating them to action.



## Waste



Level of difficulty: **High**  
Level of impact: **High**

# Food Waste Management Public Canteens

Reduce food waste in the public canteens.

### Ingredients:

- Baseline data & system
- Transparent food waste bins
- App and scale

### Activities:

Collect data to identify the food waste level and drivers in the public canteens. Facilitate workshops and develop inspiration material for how to reduce the food waste.

# Waste

## Learnings

- It is rather complex to measure food waste throughout the entire 'production' process in the canteens.
- Manually food waste registration increase motivation and makes the staff relate much more to the food waste generated.
- Transparent bins a great to easy showcase the 'waste of the day'.
- Data and targets (awards) are great to raise motivation and attention.



## Waste



Level of difficulty: **Medium**

Level of impact: **Medium**

# Organic Waste sorting and collecting

Reduce food waste and leverage food waste for bio fuel.

### Ingredients:

- Organic 'green' bins
- Communication material
- New trucks and bins with bio waste container.

### Activities:

Implementing 'green' (organic) bins in all households, educating the citizens how to sort their food waste and setting up the distribution for collecting the bio waste for bio fuel.

# Waste

## Learnings

- Supplying green organic bins to the households is key to change waste sorting behaviour.
- It is costly to change waste system, trucks etc.
- Turning organic waste into bio waste brings value 'up stream' but it doesn't decrease the initial food waste generated .



## Waste



Level of difficulty: **High**  
Level of impact: **High**

# Upcycling food waste in new value chains

Reduce food waste and develop new value chains.

### Ingredients:

- Workshops
- Local food companies
- Local food actors
- Product development
- Product and business development

### Activities:

Arrange workshops to identify local surplus food items, develop ideas for new upcycling opportunities, and match potential 'surplus suppliers' with new value chains.

# Waste

## Learnings

- With a limited number of local food producers/producing companies little 'surplus ingredients' have been identified.
- Distribution is often the biggest challenge to solve.



## Governance



Level of difficulty: **Low**  
Level of impact: **Medium**

# Municipal Steering Group

To build internal commitment and knowledge.

### Ingredients:

- Project anchoring
- Political influence
- Decision authority
- Ressource allocation
- 4x annual meetings

### Activities:

Establish cross functional steering group of directors and managers from the different administrations.

# Governance

## Learnings

- Top level - cross functional governance structure is key to ensure internal commitment and resources.
- Top level governance structure is important to ensure political anchoring.



## Governance



Level of difficulty: **Medium**  
Level of impact: **Medium**

# Food Council

To engage local food actors in the transformation and to establish an advisory board of food experts to guide and influence at political and society level.

### Ingredients:

- Representation from entire food system
- 4x annual meetings
- Workshops & site visits

### Activities:

Recruit members, establish food council and collaborate on the development of the first food strategy for Kolding.

# Governance

## Learnings

- Key to raise the importance of the sustainable food transformation  
–Key to build political interest and bridge to city council.
- Bringing together local food actors and expertise ensures great strategic knowledge and political attention.
- Instrumental to ensure city council anchoring (for bottom process)



## Governance



Level of difficulty: **High**  
Level of impact: **High**

# Food Strategy

Formalise commitment of diverse stakeholders to a sustainable food system.

### Ingredients:

- Workshops
- Research
- Leadership
- Political will

### Activities:

Workshops; interviews; public meetings; drafting and redrafting;

# Governance

## Learnings

- Committed leadership is crucial
- Participatory process builds legitimacy and improves the outcome
- Learning from other places and similar experiences helps clarify what is at stake and how to go about it
- Understanding of relevant municipal processes to enable anchoring of strategy in political ecosystem increases effectiveness



## Governance



Level of difficulty: **Medium**  
Level of impact: **Medium**

# Food position

To drive and facilitate the food strategy implementation.

### Ingredients:

- Sustainability Secretariat
- Food Strategy implementation
- Partnership management
- Food Council facilitator

### Activities:

Develop action plans and drive food system transformation initiatives, facilitate the food council and partnership management.

# Governance

## Learnings

- Food position is key to continuously drive food system change.
- Central anchoring of food position is important to drive a broad agenda.

