

Case Descriptions of the Local Innovation Partnership in Hamburg, Germany

Context

Local Innovation Partnership (LIP) in Hamburg, Germany

The LIP consists of the FoodCluster Hamburg (a municipal actor) and the FoodWorks Association. Together, they are collaborating on the Future Food Campus (FFC), a vision of a regenerative & circular food facility for Hamburg. The FFC facility brings food production systems (e.g. precision fermentation, cultivated meat, vertical farming) together and makes them interoperable to increase overall energy efficiency, attain circularity and make indoor food production a pillar of regional sustainable food manufacturing. FFC aims to provide a climate positive production system which will help reach the city's carbon neutrality goals as well as provide hyperlocal nutrition for the citizens of the city. Under the umbrella of the FoodCluster, the FFC and other innovative initiatives shall strengthen the city's position as a sustainable foodhub.

Why

Future food technologies are growing globally as an environmentally impactful way to reverse the damage from climate change:

- In the future they will require facilities for scaling up their products and thus the LIP Hamburg aim to provide a climate-positive production system for their purposes, which will also support the cities CO₂ neutrality goals as well as provide hyperlocal nutrition for the citizens of the city.
- The Food Cluster Hamburg report proved the food industry is facing enormous changes, not only in Hamburg. The food industry is actually facing even more serious transformation processes that are often overlooked.
- In addition to increasing technological convergence and the changing framework conditions to which the players in Hamburg's food industry are exposed, there are twelve relevant megatrends that are increasingly responsible for these transformations for the Hamburg food industry.

- The Food Cluster wants to be able to initiate and implement innovations more quickly, to face the transformation conditions more successfully and thus increase their competitiveness, also through regional production and resilient supply chains.

What

The Future Food Campus (FFC) is working **to create a future food facility for the city of Hamburg**, which will be run on a circular, regenerative production system.

Its goal is to combine engineering systems (e.g. precision fermentation, cultivated meat & fish, vertical farming) under one roof and make them interoperable to increase overall energy efficiency, counteract conventional GHG emissions and make indoor food production a reliable pillar of Europe's sustainable food production.

To foster activities of the food business in Hamburg, the Authority for Economy and Innovation searched for an organising structure which is driven by the idea that the three following aspects of sustainability have to be taken into account at any time with the same meaning for all decisions: „people (work), profit (business) and planet (climate)“. Based on the experience of already existing clusters in Hamburg it was decided to implement a FoodCluster in the City.

Who

Project Partners

- [City of Hamburg](#)
- [FoodWorks e.V.](#)

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Associated Organisations

- Association for Vertical Farming
- Project Together
- Farm Food Climate Challenge
- Gut Haide-Hof

Other Stakeholders

- Chamber of Commerce Hamburg
- IFB Hamburg
- Carbon Cycle



Piloting plan of the components and concepts of the **KISMET Enabling Programme for Sustainable Food Environments**

1 | Governance, integration, participation

Co-creation model for developing food strategy

Identifying relevant actors to implement a food strategy and proper financial and/or policy support.

Actions:

- Build a political network for the Future Food Cluster Hamburg.
- Based on the Food Cluster Hamburg cluster study- identify relevant players from the fields of: Economy, Environment, Education, Finance.
- Coordinate of individual meetings with the respective stakeholders. Information about the project and illustration of relevance.
- Set up a roundtable with all stakeholders where all partners present their contribution as part of an overall presentation.
- Build up a scientific network that looks into the "Circular Economy" topic from different angles and carries out research on feasible collaborative partners thereof.
- Coworking space could be part of the toolbox.

2 | Demand-side (drivers for sustainable consumption)

Campaigning for consumers on sustainable food choices

Develop an annual communication highlight event – Hamburg will have a new Food Festival in 2023 (OPEN MOUTH)

Actions:

- Promoting start-ups in the fields of precision fermentation, cultivated meat, regenerative farming, sublimation processes, vertical farming, mycelium-based foods etc.
- Food Festival – Open Mouth 2023 – shall be a sustainable Festival which makes visitors curious about new tastes
- Informing the wider public of the reality that "Food is the Best Fix for Climate Change!"
- Community building on the topic of food system transformation, regenerative practices, and circular economy models.
- Finding a marketing and branding narrative to engage citizens positively toward change.
- Promote the platform through social media on a national and international (KISMET region) and later to a global audience.

3 | Supply-side (drivers for sustainable production)

Development plan for quadruple helix network activities

Setting up a quadruple helix network with partners from the public administration, companies, society and science for implementing new innovations in the food sector faster and more efficient

Quadruple helix networks are proven as innovation drivers and pacemakers. How can a city become a new food hotspot?

Actions:

- Invite groups of society, companies, science and the public sector to work on a innovate food products and to become a new food hotspot (from Hamburg but also from other cities)
- There has to be an understanding of founding for the quadruple helix network – finance is important for the realization of the network (costs for meetings, initiations and employees)
- Political support is essential for the success of the cluster network.

Piloting plan of the components and concepts of the **KISMET Enabling Programme for Sustainable Food Environments**

1 | Governance, integration, participation

Early-stage financial support of the new food innovations and business ideas

Identifying relevant actors to implement a food strategy and proper financial and/or policy support.

Actions:

- Build a political network for the Future Food Campus Hamburg.
- Identify relevant players from the fields of: Economy, Environment, Education, Finance
- Coordinate of individual meetings with the respective stakeholders. Information about the project and illustration of relevance
- Set up a roundtable with all stakeholders where all partners present their contribution as part of an overall presentation.
- Build up a scientific network that looks into the "Circular Economy" topic from different angles and carries out research on feasible collaborative partners thereof

2 | Demand-side (drivers for sustainable consumption)

Campaigning for consumers on sustainable food choices (especially to young people)

Develop an annual communication highlight event - 2023 Future Food virtual Exhibition as an interactive edutainment format for the young target group and a kick-off event with policy makers and industry leaders.

Actions:

- Promoting start-ups in the fields of precision fermentation, cultivated meat, regenerative farming, sublimation processes, vertical farming, mycelium-based foods etc.
- Informing the wider public of the reality that "Food is the Best Fix for Climate Change!"
- Community building on the topic of food system transformation, regenerative practices, and circular economy models.
- Finding a marketing and branding narrative to engage citizens positively toward change.
- Promote the platform through social media on a national and international (KISMET region) and later to a global audience.

3 | Supply-side (drivers for sustainable production)

Financial support of the new food innovations

Network meetings between both city stakeholders and the municipal companies from the waste, energy, water and land management as well as commercial industrial companies to involve them in the project.

Setting up topic-specific roundtable discussions in which their objectives and requirements for an FFC in the various areas (vertical farming, precision fermentation, but also energy and land requirements, etc.) are clarified

Actions:

- Identification of the right and open companies (from Hamburg but also from other cities)
- Implementation of the roundtables
- Follow up in individual meetings