

Case Descriptions of the Local Innovation Partnership in **Vejle, Denmark**

Context

Local Innovation Partnership (LIP) in Vejle, Denmark

Vejle is a city of 55.000 located in the south of Denmark. Vejle Municipality is a local government for the area, which has a total of 115.000 inhabitants. The municipality is prosperous and with a positive growth. Vejle is a logistic centre and has industrial stronghold in food production environment and green-tech.

Around 20% of all private employment in Vejle is related to food production. The area has both agricultural production as well as food processing, logistics and specialized storage and ample food service. Food related industries such as food packaging and process equipment are also present.

Vejle has a tradition for public-private collaboration with regards to creating local innovation ecosystems with special focus on the strongholds. Environments for circular economy and more plantbased and closed loop food production are on the drawing board with special attention to profile, design and testing facilities for these areas. The collaboration between local start-ups, established companies, the Dandy business park investors and the municipal departments must be further developed and the exploration of opportunities, synergies, collaboration models will be at the core of this pilot.

Why

- Both Culinary Institute by Vejle Erhverv and Food Innovation Center are already working in a food innovation hub with start-ups and more established producers who works circular with plant-based food. In addition, Culinary Institute is working with chefs and food professional and facilitate citizen-oriented activities.

KISMET makes the way we work with companies more sustainable by focusing on circular economy and furthermore establish a unique network across the Baltic Sea Region Emilie Mikkelsen (Food Innovation Center)

- With KISMET we want to work more strategic with these activity to bind it all together and explore further aspects of using our food innovation hub to change food production and food habits, so they become more circular and climate friendly.
- This includes exploring new possibilities of circular food production, supporting existing activities, and developing a strategic framework.

What

The purpose is to use our food innovation hub to increase plant-rich meals by:

- cooperating with chefs, food and nutrition professionals to create tasteful plant-rich meals.
- supporting local food producers to work circular with plant-based products.
- inspiring locals to eat more plant-rich meals.

Who

Project Partners

- Culinary Institute by VejleErhverv
- Food Innovation Center

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Stakeholders

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“KISMET allows us to work for a more sustainable “food future” by setting a strategic path on how to strengthen plant-rich consumption and production by including both the demand-side and production-side of our local food system.”

Anne Mette Ravn Nielsen (Vejle Municipality)



Piloting the KISMET project's

Enabling Programme for Sustainable Food Environments

1 | Governance, integration, participation

Co-creation model for developing food strategy

Writing a food strategy, focusing on increasing plant rich meals in Vejle, that aligns with Vejle's Climate Plan 2020-2050. Municipal food and nutrition professional, local chefs and local food producers will figure as relevant actors in the strategy. The strategy will i.a. focus on:

- Promoting local food producers who can contribute to a more plant-rich diet.
- Improving municipal food and nutrition professionals' competencies to make tasteful plant-rich meals.
- Making taste a central element in the journey to more plant-rich meals and plant-based food production.
- Improving existing innovation collaboration.
- Taking more ambitious steps to work together with knowledge partners and companies.

Strategy for developing local food chain for decision-makers

In our LIP we are (among other activities) working with a new food strategy that involves all relevant actors around food – inclusive strengthening the connection between local production side and local demand side.

- Map the plant-focused production in our local area.
- Explore good cases of places (other municipalities – e.g. Södertälje) who succeeds in having a short local value chain.
- Investigate our possibilities (and political support) for using the municipality as a strong demand side for local products.

2 | Demand-side (drivers for sustainable consumption)

Campaigning for consumers on sustainable food choices

We want to help municipal food and nutrition professionals feel confident in serving tasteful plant-rich meals that is suited for their guests – and their leaders support them in their journey for more plant-rich meals.

Make a how-to guide exemplifying the strategy with practical tools and case examples of how to engage relevant stakeholders as key players, e.g:

- Citizens in Vejle Municipality (e.g. through pop-up events throughout the municipality and recipe contests)
- School children
- Chefs from local restaurants
- Food and nutrition professionals
- Local food producers.

Changing the behavior of the consumer

We want to strengthen the local food production by promoting the products and explain what's-in-it-for-me for local consumers. Create webinars or learning videos with plant-based circular producers focusing on how to create tasteful plant-rich meals.

- Mapping relevant food producers of climate friendly food.
- Inviting them to participate in a cookbook focusing on climate friendly and local food.

3 | Supply-side (drivers for sustainable production)

Development plan for quadruple helix network activities

We see a quadruple helix model as a key method to make a change by engaging relevant actors from the four aspects to strengthen the food ecosystem in Vejle. It also plays well together with the strategy development plan in our LIP.

- Mapping relevant actors within governance, businesses, academia, and the public.
- Identifying a goal or vision that is shared between the different actors.
- Writing a framework for network/partnership
- Inviting and engaging actors to participate in developing a food strategy and co-creating a cookbook
- Creating a partnership model.

Platform of plant-based producers for retail

- We need to take more ambitious steps to make the plant-focused products visible and make some platform, wherefrom it is easy to create an overview of the possibilities in the plant-based sector and how to succeed.
- Mapping and showcasing available local producers of plant-based food and/or climate friendly food, that can be purchased by public institution and/or local consumer.