

**REFRAME Workshop in Ringsted, Denmark, 2-4 May, 2018**

**Wednesday, 2 May**

A total of 23 conference participants met in the morning at Sørup Manor and at 11 o’clock left on the optional pre-tour to Sejerø. The tour included a ferry trip where a presentation of the island and the company Sejerø-gæs A/S was made. Free-ranging geese and ducks is an iconic production of the island, and the products are sold at premium prices by Coop Denmark among others and have been exported to a number of countries as well. Reflections were made on the importance of coherence in local communities and how to develop this. The visitors saw the abattoir “without walls” and were informed about R&D activities of the company.

**Thursday, 3 May**

The day began with an official and warm welcome byLaurids Siig Christensen, Smagen af Danmark, coordinating beneficiary of Denmark, dedicating the workshop to “coherence” and asking everyone to bear this in mind.Hiltje van der Wal, Reframe Project Manager, Municipality of Groningen, started the programme. She is looking forward to build on the great work that has been achieved so far. She just ended on the major change in the project.After the introduction all participants gave a short presentation of them selves.

**Co-operation on Solving Regulatory Affairs of SME Food Production**

Mads Illum Hansen introduced how the organisation of “FødevareDanmark” helps solve regulatory affairs of SME food producers. Following, Henrik Holst from FødevareDanmark introduced FOODMATRIX/smagdanmark.com – a digital marketing platform and logistics solution. He explained the concept, the process and challenges they have been working on for instance in relation to packaging. Torsten Buhl, also from FødevareDanmark, explained the procurement regulations and his experiences in relation to this from a Danish perspective. He informed about the work they have done in relation to trying to change these regulations and what challenge the regulations can be for food related SMEs. The presentation ended with a question to all participants about their experience in relation to the subject, which gave good discussion on how to be creative in interpreting the regulations. It was suggested to write a handbook on in how local production can be favoured in compliance with procurement regulation.

**Communication**

Laila Dam from VIFU gave a presentation on the communication initiatives they have been working on lately, the challenges that they have encountered and the communication activities planned for the future. In relation to challenges, the dissemination of press releases was mentioned, which is why it is necessary that all partners do an effort in relation to the dissemination nationally and regionally to achieve as much press coverage as possible. In order to be able to produce communication materials it is important that the communication team receives input from partners. Therefor, all partners are encouraged to remember to send news and results. Dorte Storper from VIFU pointed out that it is important to always use the logo on every document, presentation – use the roll-up at meetings etc. Without logo the funding for your activities and hours used for the activities can be rejected! Please read the rules in Basecamp. Luchiena Lanjouw, Municipality of Groningen gave a presentation on the status on on-line media used in the project: website, Facebook, MailChimp. In relation to this the following facts were listed:

* Status Website: 40 news items and 951 page views in April.
* Newsletter: 120 recipients. Approximately 50 % open the newsletter.
* Facebook: 82 followers
* Future Activities: Newsletters, 2 posts in the ORC

Finally, Luchiena encouraged all to remember to share the posts on facebook etc.

**Crowd Funding**

Nicolai Jæpelt from Coop presented Crowd funding – new opportunities in the food landscape.

COOP is the largest retailer in Denmark. COOP is owned by the end-users who are members of the COOP organization. 700.000 Danish consumers have downloaded COOP APP.

There are two different crowd-funding tools, where you purchase their goods prior to development or you can buy a share of a loan. Both tools are based on consumers funding food production. An example which was mentioned was Thise Diary, who have initiated a grass milk project with a higher percentage of fat (4%) – and of course from cows fed by grass and 10% more expensive than normal (ecological) milk. So far COOP Crowd funding has raised 10.5 mill DKK and 30 projects are funded since April 2017.

Westerkwatier has a loan-fund that has already partly funded 3 entrepreneurs. The funding is paid from entrepreneur to entrepreneur. Both cases could be adapted in other regions. Sweden and the Netherlands are interested to hear more since they have COOP organizations as well.

Hiltje van der Wal presented the Dutch initiatives, namely City Deal and the Dutch Cuisine. City Deal’s objective is to strengthen the Dutch food system together with the private sector, knowledge institutes and societal organisations. There are four themes which they work on: 1) Sustainable and economical feasible food system; 2) Regional food systems and reinforcing local food chains; 3) Health, awareness and social inclusiveness; 4) Administrative innovation.

The initiative called Dutch Cuisine works towards making catering and restaurants more healthy and sustainable. This entails working with change on five aspects, namely, culture (in season), health (80% vegetal), nature (no additives, no waste), quality (organic) and value (Dutch and future proof). Examples of activities that are arranged in connection with this initiative include presentations and lectures, show cooking and culinary routes.

**Business Model for Cooperation**

The Regional cooperativeWesterkwartier, told about a large-scale analysis performed partly by students, who mapped the important issues for SMEs in their regional food chain. The knowledge about enterprises in the region resulted in the conclusion that reframing public services could not solve the structural difficulties in the regional food chain. However, through the analysis other possibilities emerged such as interest from a large investment fund. In addition, the Reframe project got a lot of publicity in the region. Furthermore, a regional “food factory”, a beef-cooperative is in the planning along with an upgrade of education and regional food communication strategy.

**The Flemish Experience**

Gaël Staelens explained that tasty, local of course is the Belgium version of REFRAME, because REFRAME is not easy to relate to for SMEs. The goal is to set up a local short food chain. East and west Flanders is where the project is focused. All SME’s in the region are welcome to participate.

The Flemish Reframe partners shared their progress and challenges. The most important challenges are creating awareness with large-scale consumers (institutional kitchens), organizing regional logistics and the inclusion of other focus groups and different categories of customers.    
One distributor is in contact with 25 producers, who are interested in a new distribution system delivering food from local food producers to the institutional kitchens in the region.

Local meals and recipes are available on a website for the kitchens to use for inspiration.

It’s focused on local specialties for institutional kitchens, and distribution platforms. They make it possible for SMEs and institutional kitchens to talk to each other. They facilitate that, educate, etc.

They asked all partners for input on the following matters:

* Creating awareness with large scale consumers
* Organizing regional logistics
* The inclusion of other focus groups

**Regional Development in the Oldenburg Wesermarsch Region**

The developments of an Internet platform for food brokerage of local products, product placement of local products are just some of the activities that are taking place in the Oldenburg Wesermarsch Region.

There have been several REFRAME activities in progress, for instance:

* Regional development strategy for Westermarsch County
* Operational program defining value chain for local products.
* Establishing a transnational learning laboratory
* National panel conference
* Regional product marketing initiative, establishing a funding system for micro finance modules for SME’s and local initiatives.

In the beginning of June an answer is expected on this project.

**Collaboration with Market Players to Increase Sales and Production of Locally Produced Food**

Nicklas Lundberg, Cecilia Faktus and Camilla Freitag from Sweden informed that there is a high demand for local food in Sweden both end consumers and institutions. In Sweden, many grocery stores are run as individual units where the shopkeepers can decide themselves, which products they want to have in the store. In relation to this, they can help the stores in finding the appropriate producers. They work directly with producers, grocery stores, and consumer associations. Taste of West Sweden help restaurants to find local producers.

ICA MAXI, the biggest of the grocery stores in Sweden, wants to have local producers products. They want to increase the range the amount of local products.

Their role is to be the bridge between the stores and producers. They do that by organising farm visits for the stores, mini-fairs for stores to find suitable producers, etc. A question that was asked is, what is local food and how close does it has to be, to be local.

A platform has been created which makes it easier for Ica stores to order local products. The stores can see what local products there are in the area. It is an ordering system.

A presentation on REKO-rings a finish concept was also given. It is run on Facebook and driven by consumers, it is voluntary. It is a platform where producers and customers can meet. Time and place of exchange is stated, the products are prepaid. The biggest ring has about 8000 members. The consumers and producers physically meet. The producers sell everything, which means that there is no waste. REFRAMEs role in this project is to counsel for instance about how to create a Facebook group, should it be closed and issues like that.

**White Paper**

Hein Braaksma, Municipality of Groningen gave a presentation on the white paper that was written and made available on BaseCamp. It is about food from a government perspective – economy, health, rural and environment.

Food is an interesting method of preventing diseases and obesity. Obesity is a social phenomenon, which means that there are some challenges. A two track approach:

1. More focus on food within curative care and in prevention programmes.
2. Progress innovation - to make healthy, regionally produced food available in the social domain.

There was a discussion on the term “healthy food”. It was suggested that “a balanced diet” would be a good definition in relation to healthy food, as it is important to bear in mind that local food is not always healthy food. A challenge is that the consumers and producers have very little influence. The purchaser has much power.

New solutions/ chances:

* different optimum in food chain
* shared responsibility
* working towards access
* contribution to sustainability

There is a need for a more integrated approach, where five policy tracks have been formulated.

Towards white paper 2.0 – challenges are finding innovative entrepreneurs, forms of cooperation, logistics and retail.

A suggestion was to identify future trends because it is easier to grow a business within a trend.

**Regional Food Policy and the Social Domain**

Jorne Visser explained that poverty is a problem in Groningen and that the REFRAME project opened a new door in the municipality, it has started discussions about healthy aging and education of children. An initiative in Groningen is called Food waste, which is a food bank with an urban food garden. They are working on expanding the food bank. There is a stigma associated to the food bank because you have to be poor enough to be to have access. Due to this the term “Food waste” is used as a means to brand the food bank positively and thereby they are working on making it more accessible.

A food-sharing app within the city is being developed, where food can be shared or bought. Eliminating food waste from the supermarkets is also worked on by lowering the price of the products that are near the expiration date.

Other initiatives are:

* Networking function: network creator for everyone who is involved with food, here collaborations are established.
* Free café where everything is for free – unlike the food bank this is not stigmatised, on the contrary, it is very successful.
* Green pepper award
* Apple party – an annual event where local producers make apple ciders and such

**Sharing Knowledge on Education Approaches**

A short presentation about the new vocational education Food, Life & Innovation at Terra, Groningen & Westerkwartier was given by Stein van Berkel.

Terra MBO - a new education, with a new structure. The education seeks to accommodate the following points:

* Where does the food come from
* The influence on health
* The world of food is changing
* New jobs arise but knowledge is lacking

The aim is to provide the student with a broad knowledge within the world of nutrition, provide information and give advice.

The content of the new education is 3 worlds: Food, Life and Innovation. The education has 5 themes. All themes will be on-going themes and not just one theme at the time. The curriculum is not fully designed because the world is changing rapidly. The education is based on cases, which means different teachers and different cases every year. There are mandatory courses such as Dutch, which also will be based on the cases. Education is a joint responsibility and therefore the contribution of cases will come from education, healthcare, suppliers and producers.

**Friday, 4 May**

**The Paris Convention on Reduction of CO2 Emission by 2030**

Starting the morning session, Rasmus Blædel Larsen, Anthropologist & PhD, independent analyst and blogger talked about decarbonizing the agricultural sector – challenges and opportunities.

The effort-sharing proposal in EU was accepted in December 2017. Now it is up to each partner nation to fulfil the obligations in the effort-sharing regulations (ERS). Large numbers for the reduction-goals but cower lower ambitions since other CO2 reduction activities (e.g. windmills) can compensate for the agricultural lack of dilution.

The direction for the EU policy in agriculture is addressing how to insure farmers against extreme weather conditions instead of rewarding farmers that are acting progressively and innovatively to climate changes. Optimism for the climate change policy lays in the public and regional action supported by research.

**Presentation of a Baltic Sea Food InterReg Project**

All though it is another EU project they are our “colleagues” creating new and better frames for SME food producers. Silja Lehtpuu, Project Coordinator, Estonia gave a presentation of the project, which is targeting logistics and distribution. It is about getting products from local farmers to restaurants and local farm-shops targeting tourists (and local citizens) creating business models B2B in rural area.  
The focus of the project is primarily on non-technological solutions but also mapping Internet solutions such as Facebook groups and existing e-platforms like www.smagdanmark.com

You can find a link for the website here: <https://projects.interreg-baltic.eu/projects/baltic-sea-food-131.html>

The project’s experiences and deliveries for instants new business models can be shared with the Reframe partners. Silja’s contract information: [silja.lehtpuu@gravitas.ee](mailto:silja.lehtpuu@gravitas.ee)

**Status and use of the Online Resource Center (ORC)**

Kristina Anderback, WP4 leader and Luchiena Lanjouw, Municipality of Groningen made a presentation about the ORC. We are the main target group and other groups working in the same way in Europa, but it's not the SME's. Each pilot region is to deliver 15 to 20 reports. So far 23 reports have been uploaded, and five are to come. It is important that we can trace back the contributions to the project, i.e. articles in ORC. It was stressed that the ORC cannot be the main tool for the collaboration between the parties within Reframe. The real learning has to take place during meetings and in sessions like this conference. There was a discussion about how the ORC has been used so far and how it can be optimized. Only few had used the ORC and therefor it was suggested that an update of the latest entries in the ORC should be included in the newsletter. Other suggestions concerning communication were to promote the website’s url at any event that you have in your own organisation and that the website could be improved by including reflective articles on the subject

It is important to have a place to post content about what we have learned from each other so far. It is not always obvious how partners (or other related SME's) have been inspired by a story of another partner. To make what we are learning from each other more visible Luchiena will put every best practice in Basecamp + instruction + template for making the Best Practice. We agree that each partner will comment on at least five best practices, showing what they have learned or adopted from the best practice in question. On Basecamp, an updated list of all Best Practices that have been published and those that are still to be expected will be uploaded.

Relevant videos can be sent to the communications team, which can be subtitled and published on our own website and Facebook page. Note: we need the original text (the script) to be able to translate it.

**A Business Case of an Island Community Food Infrastructure - the Læsø Case**

Laurids Christensen gave a presentation on the first mapping exercise completed and how sustainable food is about adapting food production. Laurids was telling about the isle of Laesoe (Læsø), which has a very flat landscape and marshland frequently flooded by sea. This was used for salt production and has now developed into a wellness centre were the waste salt can be used. With 1.800 inhabitants there are 150.000 tourists every year. It is a municipality of its own. Average age is 52 years, which is fairly old. On the island there is an iconic salt flake production (82 tons in 2017) as well as an iconic lobster fishery and fishery in general. In spite of this, very few local producers can live from the local market. There is also seaweed, which is the fasted growing specialty product in Denmark. On the island there is cattle, 13 smaller producers, there is a large local market (especially for the tourists in summer). Challenges are the expensive transportation, high average age and lack of qualified labour, limited culture of collaboration, small companies are not up-scaled and there are no slaughterhouses. They don't have pride in the locally produced food and there is no municipal food strategy (except for the salt and lobsters). The project has resulted in the establishment of a food and new products on the local market. A municipal strategy has been formulated for food and branding of local products.

Alone on the business case of cattle produced, slaughtered, processed and sold to consumers there was an accumulated additional community value: 1,5 million euro.

**Signature Food Production**

Søren Espersen, Kulturlandskab.dk, connected the Reframe and SalFar project in a presentation about Signature food production – adaptive production, a driver of tourism and rural development. He presented the synergy between rural development and eco-innovation using the coastal areas in Denmark as examples.

One example is the Lamb from the Wadden Sea in southwest Denmark and salt-tolerant plants from coastal areas where some of them have potentials to be cultivated and used for commercial production and used for specific food production. Another example is “Wilde sausages”. Here they are using local raw materials in special products reflecting the local area and creating a local food identity for the tourists and citizens.

**Project Management Issues**

Hein Braaksma, Co-ordinator of REFRAME project explained the project changes.

In the third report the partners can chose if they want to submit a financial report, but activities must be uploaded for the period: 1 October 2017 to 31 March 2018.

We must be more observant about state-aid self-declaration when we approach specific enterprises in the project.

Leo Hellinga, Finance Manager REFRAME informed about the shared costs where Model 3 (from the Fact sheet) is chosen. An invoice will be sent to each partner for their share of the shared costs and the amount will be withdrawn in the next payment. The proof of payment was mentioned as a potential problem – Leo will look into it.

The end date of the Reframe project is 30 November 2019 – but the budget is the same.

**Concluding Remarks**  
The next meeting in autumn 2018 could be in Gothenburg date: 14-16 November 2018, spring 2019 in Oldenburg and end conference in Groningen.

Laurids ended the conference thanking the partners and participant for attending.

Hiltje thanked Laurids for a well-organized meeting and the hospitality at the Sejerø excursion.