**Minutes from Reframe Partner Conference in Skövde,**

**West Sweden 14-16 November 2018**

**WEDNESDAY 14 NOVEMBER – a day with focus on sustainability**

**Presentation of best practises within sustainable food chains at Wendelsberg**Kristina opened the REFRAME partner conference by bidding everyone a warm welcome to Skövde after which Hein gave a short introduction to the correlation between the project and the theme of the day and how food is an important part of the challenge of climate change as this sector has a great impact on the climate. Hein suggested that the perspective of sustainability can give extra urgency to the development of new food frames, and thus helps to build stronger regional coalitions.

**The food sectors impact on greenhouse emissions, Jennifer Davies, Research Institutes of Sweden** Jennifer from RISE, which is a large research institute that is present across the whole Sweden gave a presentation on the importance of the environmental impact on the earth. She pointed out that It is not enough to recycle materials, we need to change how we produce things and how we consume things. As an example Jennifer mentioned that in Sweden the greenhouse gas emissions per person & year, caused by consumption is 8-10 tons in total. There are threecomponents to work on: total impact= amount of products \* impact/amount of product.

Jennifer explained what the climate impact from the food chain is. For example: Farming causes a great impact especially in relation to meet, whereas packaging causes more impact when it comes to salad.

The main greenhouse gas emission types in relation to food production are emissions from digestion system grazing animals = methane, nitrous gas and carbon dioxide = emissions from fossil fuels.

Biodiversity is also an important factor in relation to the impact of food production on the climate. This relates to among other things preserving stocks – we should eat a greater variety of fish so that we do not over fish.

Good things to focus on in order to lower climate impact is to 1) reduce food waste, 2) higher proportion of vegetables on the plate, 3) choose meat and fish from sustainable production systems in smaller amounts than today, 4) enjoy the season’s fields grown vegetables, 5) avoid transported by air and finally 6) avoid vegetables form greenhouses heated by fossil fuels.

The presentation generated some discussion on what we should eat and how much. A higher ecosystem is also an interesting subject in relation to the discussion.

**Best practise policy: ”Climate 2030” a political initiative in West Sweden to mobilise for change, Jennifer Davies, Research Institutes of Sweden**Jennifer moved on to give a presentation the political initiative “Climate 2030”. The politicians in West Sweden have agreed to this initiative together with the authorities in the region. The goal is to reduce the greenhouse gas emissions in Västra Götaland by 80% until 2030 compared to 1990-year level. The politicians believe that the initiative creates a lot of opportunities e.g. concerning jobs. There are 4 focus areas, where one is “climate smart and healthy food” (reduce food waste, sustainable farm practices, more vegetarian on the plate). Jennifer explained how they are working on this focus area in practice.

Examples she mentioned were 1) spreading good examples e.g. among hotel chains (using smaller plates), 2) web training for kitchen staff so that they can understand the impact of food on the climate. What can we do and what is my role? 3) field trips – solar energy used at farms, 4) climate committee, who are ambassadors, 5) companies can sign up

**Best practise: “Haus Berne” by Jörg Wilke on behalf of Diakonisches Werk Oldenburg**Jörg gave a presentation on behalf of Diakonisches Werk Oldenburg. The project area currently includes Wesermarsch, Ammerland, Stadt Oldenburg, Friesland and they plan to extend the project area in future. Jörg explained the plans concerning Haus Berne, which include: 1) reconstruction and business development, 2) launch of Café MitMensch, a place that offer job opportunities for people who otherwise have little chance, such as people with disabilities, 3) launch of „Tante Emma Laden (Retro)“ a kind of Mom-and-pop store – where you can buy regional products, 4) launch of Knowledge Transfer Centre for students from University Oldenburg / Hanzehogeschool Groningen NL, 5) launch of “innovation bridge“ together with Westerkwartier.

In 2018 they have among other things planned to develop an internet platform for food brokerage of local products, continue the reconstruction and business development for “Haus Berne”, replace old products with new regional products in an improved packaging layout and better handling package size (Hofmilich for elderly people centres at Oldenburg), set up of an own refrigeration car.

**Best practise policy: Adapting climate change by processing regional food chains, Jörg Wilke, Landkreis Wesermarsch**Jörg also presented a best practice from Wesermarsch County. An Integrated strategy and interdisciplinary concepts are used where several plans are integrated, such as climate adaption plan, regional development plan, rural development plan. Within long-time regional food processing experience several pilot projects have been initiated i.e. BMVI project „mobility and supplier services for households “. There is also focus on regional food specialities (ox & lamb) and participatory strategies for civil society engagement.

Currently, they are working on a new integrated business development concept and action plan for processing sustainable regional products – as a surplus value focussing on carbon footprint, Individualized Mapping for public, semi-public kitchens at social entrepreneurship institutions. How can bigger kitchens manage to get more local products? In relation to this some of the goals are to improve transport solutions and to find more local consumers.

The expected result is to implement a smart specialization strategy for Wesermarsch County reducing CO² emissions by improving transport solutions and logistics (i.e. City Logistics) and identifying reliable local and institutional consumers (B2B contracting based on SDG criteria)

The expected results beyond REFRAME are among others to establish a transnational learning laboratory network of best practitioners, relaunch the regional product marketing initiative „Taste of Heimat“ ox and lamb specialities + others, develop a funding guide for micro finance modules helping SMEs and local initiatives for food processing

**Best practise policy: Groningen on participation and sustainable food, Maurie Mutsaers, Gemeente Groningen**Maurie gave a presentation on how the Municipality of Groningen is trying to stimulate private individuals and companies to adapt a sustainable behaviour. A part of this task is creating awareness about the problem. Monika explained different aspects of the process of inspiring people to adapt a sustainable behaviour, what the challenges are, reasoning, attitude, barriers, etc. It is not enough to just inform people – the social component is of great importance as well as the focus on individual benefits.

Monika told about a case they have been working on in an area in Groningen, where there are many challenges e.g. poverty. In this area they have more than 70 initiatives of vegetable gardens throughout the city. This has been a success as the focus has been on the benefit for the people. Another project is the “Tiny food-forests”, which has also been successful.

The communication tools used are a website and an application, which shows you how you can make your own vegetable garden. Maurie stresses that you should think more about behaviour to motivate people to change their behaviour.

**Discussion about learnings**Following Maurie’s presentation a discussion on what we have learned from the presentations from today was initiated by Hein.

Particularly inspiring were:

* Instruction film for kitchens on how to reduce food waste
* A sustainable way to warm green houses
* Tiny food forest could go together with an educational programme, environment and health
* How to involve and inspire people, how can we focus on the communication – how can we move people through communication to action
* The relative facts about the different food sectors. Making it possible for companies to survive that are based on a sustainable concept
* Food battle as a fun way to reduce food waste

Topics for new ORC items were identified, for which one of the participants will take the lead and others will contribute.

Topics for the ORC/ transnational learning:

* Monika: ideas for Wesermarsch climate change program for employees, real estate and housing companies, training for people in institutional kitchens – for the ORC she would like to write.
* Beautiful farming, Flanders (Saskia, Anneleen, Frans, Kristina/Camilla, Jennifer)
  + Heating of greenhouses / Vegetables
* Food education children – focus on children (Maurie, Jörg, Saskia, Camilla F)
* Climate 2030 (Jörg, Kristina, Cecilia, Hiltje)
* Communication to inspire to action and change (Maurie, Laila, Dorte)
* Regional food companies as change agents incorporate a couple of cases (Laurids, Hiltje)
* Social inclusion in food production (Maarten, Saskia, Hiltje/Luchiena)
* Food waste “Food battle” (Luchiena, Jennifer via Kristina)

After the discussions it was time for lunch where the Belgium team was awarded a cake for being the ones who had delivered most best practices to the ORC during the last 3 months. Anneleen and Saskia were so kind to share the prise with the rest of the REFRAME partners.

**Best practise SSS: Lantfisk, Diana Olsson Waage, sustainable locally produced fish delicacies (aquaponics)** After the lovely lunch the owner of Lantfisk, Diana, gave a presentation about the company and the idea behind it. Her products are healthy, climate friendly & farmed in Sweden. The production is based on a sustainable circular concept for farming fish and other food.

The firm was originally named Green Fish (2003), which turned into Lantfisk, when Diana bought the company in 2014. Consumers are paying more for less right now. There are many disadvantages with fish farming, such as parasite, genes. We need to take responsibility, however some of the advantages of fish farming is that it is controlled. Circular food systems – one kilo of feed turns into one kilo of fish. The concept is that product can be a substitute for tuna and meet – it can be put on the grill, it is scalable and innovative. The challenge is to sell something to customers that they are not asking for. They have provided selling support, do a lot of branding and they have changed the name, which was Afrikansk Ålmal (African Eelmal) to Klaring, which goes with other fish names such as herring. The circular use of fish has been used forever in the east, where fish were put on the fields to eat parasites. These fish can grow on vegetarian feed. They do not have any emission at all, the water is not warmed up, they clean the water with bacteria.

In 4 years, they have reduced the need for electricity enormously, now they only use green energy. They use vegetarian feed. 40 annual ton is produced on a yearly basis. The capacity is 46. They need to build the market. In Sweden they consume 11% fish per year. 75% is imported. Only 5 % is farmed in Sweden. People want to eat more fish. They are developing a Sushi topping product. Tuna is often used for this where people are concerned with parasites, which you do not have to worry about with Klaring. Today they are mainly selling their products to Choice (Hotel chain), City gross (to consumers), Coop, ICA, some restaurants – it is a slow process. Klaring is a Catfish.

It is an ethic fish – it is more than organic; however, it is not categorised as organic. They need help to communicate with consumers.

Diana’s presentation followed by a common discussion about how the food sector can reduce their impact in terms of greenhouse emissions, and success factors for implementing food policies and mobilise for change. After the discussion it was time to leave Wendelsberg and go by bus to Skövde.

**Swedish Christmas “Fika” baking session at Mattias Mat and site visit at REKO-ring Skövde**In the afternoon a baking session was arranged, where everyone was to make genuine Swedish Christmas Fika. The participants baked two types of fika; “Saffransbullar” (Safran buns) “pepparkakor” (pepper cakes). It was a very cosy activity which everyone seemed to enjoy.

Followingly, a group of people went to see REKO-ring in Skövde - a large parking space where many small producers were parked with their cars full of products while consumers walked around to pick up the products they had ordered. It was quite fascinating, and the partners had the chance to talk to many of the producers and ask questions about how REKO-ring works. We also had the chance to talk to the volunteers who manage the REKO-ring Facebook page. They informed that there had been approx. 500 consumers who had purchased goods that evening. After 45 minutes the producers packed their cars again and the consumers left.

The first day of the partner conference ended with a nice dinner at Mattias Mat, which is a restaurant that focuses on making meals of locally produced products.

**THURSDAY 15NOVEMBER – a day with focus on project results and market demand**

**Internal workshop to review the results within the project, at Hotel Scandic Billingen**In the morning Hein gave an introduction to the parallel workshops, the background, purpose and goals. Before the participants started working on each of their objectives, an icebreaker was arranged, where the groups were to compete on building the highest tower out of spaghetti and marshmallows. After 10 minutes it was clear that group 1 had won.

The participants continued in the parallel workshops until noon in which they discussed results, best practises and transnational learning according to the objectives of REFRAME.

Notes form the workshops will be uploaded to BaseCamp.

**Discussion on the outcome of the workshops**After lunch Hein presented the outcome of their workshop (group 1) which has resulted in several new overall descriptions, such as new ways of ownership, food as a tool for integration. The discussions were based on the existing best practices but also on other examples from the regions. They also discussed format for the results.

Dorte and Luchiena presented the outcome of their workshop (group 2). They have worked with the similarities and differences of the best practices. They narrowed their talk down to two issues. One of these issues was food agencies – what is importance in relation to building food agencies.

Hiltje and Laila presented the work of their workshop (group 3) which was a new best practice about guidelines on making policy.

As a conclusion the workshops were very productive and therefore, they might be repeated in the next meeting.

**Best practise: Regional beef cooperative – from community to cooperative by Frans Traa and Maarten Groeneveld, Gebiedscoöperatie Westerkwartier** Maarten explained about the background of the regional beef cooperative. The dairy farmers experience a challenging time and a wish to meet regional demand.

He gave some insight to the demand and the approach of the beef cooperative. They are in the founding face. The beef cooperative has values such as animal welfare, environmental friendly, regional resources, safety and transparency, socially inclusive chain, profitable cooperative business. In the first three months the farmer owns the cows and after that the cooperative owns the cows. The project has long term perspectives (see the presentation).

Beef as nature production was discussed as the cows maintain the land by eating the grass. How to start up a cooperative was also mentioned as an idea for a possible new best practice. There is much legislation and legal challenges related to the project. Phosphate legislation, ownership and registration cows, land, winter stable – they are still working on this and students are doing research on these questions. The next step is to found the cooperative.

**Best practise SE: Collaboration for a sizable regional B2B food market**

Gisela Pinto, project leader from ICA Sweden gave a presentation on how the Swedish food chain ICA meet the increased demand of regionally produced food with new collaborative solutions. Gisela gave a short introduction about ICA, which has existed for 100 years already and is the largest grocery retailer in Sweden. Their vision is to make every day a little easier. ICA consists of independent retailers working together. There are 1.300 ICA stores. Their business model looks like this: ICA Sweden + independent retailer = a strong, locally customised customer offering. ICA Maxi is one of the four profiles they have.

ICA support stores to grow locally. Since 2014 ICA has a collaboration with LRF, a federation of Swedish farmers. The main goal is to increase the number of Swedish products in the stores. It has been successful, there has been an increase from 50% up to 90% right now. From 2017 it should be more local and thereby help the small producers to grow. They have developed different kinds of labels such as Det bäst från trakten (the best form the neighbourhood).

Maxi West have set up a common vision for the whole group (15 stores), they have set common goals, which are to increase sales of local products, customer satisfaction and number of producers. Furthermore, they have made an activity plan for marketing, sales activity, improving relations with suppliers, information for the staff etc. and introduced a brand. The goals for Maxi West 2018 is to increase sales of local products with 10% (sales in Q1-Q3 = 21%) and increase customer satisfaction + 1 (it has increased with +1,6 points)

They have developed a number of unique regional brands (for meat for example). An online portal for local suppliers where stores are connected with local suppliers has been developed.

Challenges for the small producer delivering to ICA by Sofia Kvist, AkSe Gårdsprodukter.

Sofia is a teacher during daytime and a producer of carrots during weekends and evenings together with her husband. They started in 2016. At first, they delivered to one ICA store and then every year some stores are added. Today they deliver to 15 stores.

It is very nice to deliver to ICA stores, they are (mostly) very grateful for it. Last year they became members of the ICA orderportal. Only five stores of the 15 want to use it. Sofia spends 6 hours delivering to all 15 stores, she does this twice a week, which means that se spend 12 hours per week delivering to stores.

Sometimes it is a problem if stores have a discount offer - then they can’t supply enough to the stores. ICA is not the only customer, they also deliver to a little grocery store and a few little shops. The carrots are washed and packed (1 and 2 kg. and crates of 15 kilos). The season is from the beginning of August until it is too cold. They deliver fresh produce every week, they do not store it.

They are able to influence where the product is displayed in the store. They are combined with other local products in the supermarkets ('Season Market'). They use storytelling about the producer in the shop. A few times a year Sofia is present in the shop to promote her product (e.g. demonstration of carrot cake). It is important to meet the producers behind the products. 45% of the paid price in the supermarket is for the producer.

Activities within REFRAME to support the B2B food market by Kristina Anderback, Nicklas Lundberg and Cecilia Faktus  
They initiated cooperation between the food chain ICA Maxi and Regional Food Deal. Activities related to the work has among other things been counselling services to the grocery stores and being a part of the discussion, where they take the perspective of the producers (in which trust is one of the most important thing). Furthermore, they have offered counselling services to SMEs and helped them understand what demands they have to meet. In addition, they have offered services to strengthen the SMEs market communication e.g. in cooperation with some designers/advertising bureaus where one example is the carrot producer who got some help with the design of a new logo and new bags. After redesigned the sales have been better. Agrovast is collecting the results from the situation before and after. There are also roll-up banners and posters that stores can use to display.

The companies involved who get support from this project must write a self-declaration – there can be an issue concerning the state aid, and other partners can follow the example. Get in contact with Hein and he will help with it.

Other activities within REFRAME that are arranged to support the B2B food market are mini fairs. Three fairs have been arranged with about 35-40 SMEs and 20-25 grocery stores represented at each fair. It is an effective and enjoyable meeting place for purchasers and suppliers. Follow-up work is very important here! In addition, they arrange farm visits with the purpose to build new relations and deepen their understanding for the local producers. Furthermore, they arrange food halls in the stores where they set up a complete kitchen and prepare special food with a different theme within the food chain City Gross (Christmas meatballs for example).

Based on their work more ICA Maxi stores have joined the common marketing concept and also stores within ICA Kvantum have developed their own common marketing concept for local food. They expect their cooperation with City Gross to expand and include additional stores. To be able to continue the work they have applied for funding from the National Rural Development Programme.

After the presentations we went for a site visit at ICA Maxi where the store owner and manager showed us how they display local products in the store and what they do to highlight that the products are local. An example of how they highlight local products is by placing three local products that fit together in a stand for a month. This month it was eggs, honey and flour which was a baking theme. The store owner explained that this worked very well.

Following the visit at ICA Maxi, we went see a start up company within indoor vertical cultivation of microgreens called NORDAMARK. The owner of the company, Michael Skaret, showed us around on the premises so where we could see how the microgreens are cultivated. The business idea to supply as many people as possible with locally produced, high quality microgreens without pesticides, all year round locally. By using indoor vertical production units, they can reduce the use of freshwater and maintain high hygiene. Michael explained that the microgreens grow quickly - between 7 to 20 days depending on the variety and climate. They also have a high concentration of vitamins and antioxidants. He sells the microgreens to restaurants. He grows different types of micro green plants such as radish and broccoli.

In the evening we enjoyed a lovely 3 course dinner at the restaurant called “Den Lilla Krogen” that uses local products. Eddy, the chef and owner of the restaurant told us about how he works and that he for instance collaborates with a local brewery that has made a beer especially for them - even the plates and bowls are locally produced.

**FRIDAY 16NOVEMBER – a day with focus on successful communication at Bjertorps castle**

On the last day of the partner conference we went to Bjertorps castle. Here Stephen Rowe, the chef from the Bjertorp Castle gave a small introduction to the house and told about have they work with local food products in their restaurant. They mainly use local products, if it is not possible, they look at Swedish products and only if that’s not possible they are either looking in the Nordic countries and after that they look internationally. They have their own herb and vegetable garden, honey bees, flowers, etc. and are using that I the kitchen. The kitchen is inspired by the traditional Swedish kitchen. They have approx. 35 local producers supplying their kitchen. They have close contact to the farmers and they plan their menus according to the products that are available from the local producers. A low amount of waste and sustainability are important factors in the kitchen production as well. Local and sustainable products are more important than organic – and the close contact with the producers secure the quality. The dream is to expand their own food production at the estate – a greenhouse etc. The chefs and different restaurants who are interested in local cooking have a network where and how to get local products.

**Workshop external communication by Laila Dam and Luchiena Lanjouw from the communication team**Luchiena and Laila lead the communication workshop in the beautiful surroundings at Bjertorp Slott. The focus is on producing material for the external communication. In the communication team Luchiena and Laila have different roles. Luchiena is responsible for the external online-communication channels (website, newsletter, Facebook). Laila is responsible for traditional communication materials (press releases, printed materials and the like) and the internal newsletter. Luchiena listed the communication objectives. Two objectives are behind schedule: 1) Stakeholder contribution and interest in the ORC, 2) Matchmaking site.

How are the partners of REFRAME currently spreading the word?

* **Kristina**: Seminar and network events, newsletters – the ORC is not mentioned in the communication today. Would like some more interesting best practice case which are interesting for the stakeholders.
* **Hiltje**: Events like “Green Pepper Award”. ORC is introduced to students and schools where they can gain more information about the project and the results. Chain table is a good target group for the ORC as well.
* **Maarten**: Facebook and homepage. They always use the REFRAME logo and refer to the ORC.
* **Jörg**: First step is to upload best practices in the ORC - 4 new in 2018. Second step is meeting with the internal partners in Germany and cooperating with Westerkwartier so that they can get inspiration and learn some tricks.
* **Hein**: The reaction from the EU office is that the REFRAME project are seriously behind when it comes to communication and mutual learning. **Every partner should take on the responsibility in the communication challenge. If not the payment from EU is in danger.**

The communication objectives could be divided between the partners so that they know exactly what is expected from them. For instant each partner must make 4 videos during the next months where you should **always remember the REFRAME logo!** Luchiena and Laila will send an email to each partner including expectations and good tricks to achieve more users/views etc.

Tips and tricks were presented, such as 1) use you iPad for easy subscription to the newsletter. Just open the page where people are to write their name and make it easy for them to subscribe. 2) use your own and your organizations Facebook sites, 3) on your website please make a page dedicated to REFRAME and link to the project website as much as possible, 4) on social media please use #REFRAME and link directly to the REFRAM homepage.

Laila and Luchiena have made an online guide with information about this.

**Project management issues by Hein Braaksma**The third report was submitted in June – there were two rounds of questions from the North Sea Region office and they had some comments. They expect more transnational learning, more communication, collaboration with other projects, and pointed out that the output library is empty. Hein explained about adding attachments and chosen if they should be public or not under evidence in the OMS which is tied to the output library.

Forth report is a full report on objectives, outputs, results and deliverables. Hein is concerned about the fact that the average turnover is increased with 5 % for SMEs participating in an RCA. This will take effort to keep track of. Hein expects the partners to fill in information about regional management and communication deliverables.  
  
Deadlines:

* 1 December: financial and progress reports by beneficiaries. Signatures by FLC & AS asap.
* 20 December overall financial and progress reports by lead beneficiary.

Kristina mentions that they might have a problem with their FLC as they say that they have 3 months. Not many have at this point started their reports.

Shared costs were discussed and Hein stated that it is impossible to change the way we do shared costs.  
  
**Project extension**  
Hein asked if the partners were interested in extending the project and explained what it involved. It is a minor change if the project period alone is extended. If we ask for an additional budget it will be a major project change – 50% co-financing by NSR, not every beneficiary needs to apply for extra funding.

With additional funds the objectives stay the same, but we need to do something extra. Hein needs to know how the partners present feel about a project extension. The NSR would like us to spend all the money we have. The extension would probably be for one year. Dorte said on behalf of Laurids that they would like to extend the project period with extra funding. Westerkwatier is of the same opinion. Belgium will need more money. Hiltje thinks that it would be a good idea to extend the project, for Groningen she does not know yet, she will have to discuss this.

Partners in favour of an extension: SAD, Westerkvatier, Groningen maybe extension but maybe not extra budget. Diakonie – extension with extra budget, Belgium extension and extra budget. Hein will send an email about the process in the following week and there will be arranged an extra meeting for them that want extra budget.

**Reframe and sustainability a continuance of the ideas for best practices form Wednesday.**   
The discussion from Wednesday about ideas for best practices was continued. It was decided that one of the persons should take the lead in each suggestion for best practices.

* Jörg: Reframe and landscape protection – food practitioners and landscape protection, Jörg, Maurie, Monika, Maarten
* Luchiena: Branding
* Regional foods in the supermarkets, Hiltje, Kristina, Anneleen

There can be several activities in one best practice.

* Cecilia: Cooperative, Cecilia, Maarten, Jörg
* Local alternatives for spices including cultivation, Hein, Saskia, Laurids
* Food agencies Luchiena lead
* Food policy, Laila and Hiltje
* Beautiful farming, Anneleen lead
* Food education for children, Maurie lead
* Climate 2030, Kristina and Cecilia
* Communication to inspire action to change, Maurie lead
* Change agents, Laurids (Cecilia, Anneleen)
* Social inclusion in food production, Maarten lead, (Diakonie)
* Food waste, Luchiena lead

**Deadline**  
5 new items per region  
10 December one item form each region  
A cake for the first new item according to the standards, and one for the most inspiring item. Mid-February there is a cake for the most inspiring item.

The rest of the best practices should be online mid-February.

**Next time we will meet in Germany in May 2019, a date will shortly be found.**