

# Open call from New Nordic Food for Nordic cooperation projects on sustainability with children/young as target groups

Application deadline: 2022.09.30 – 23.59 CEST

Application amount: max. 500.000 DKK/project

With this call, the steering group for [New Nordic Food](#) wants to gather the forces that exist in the Nordic food culture movement and engage people, organisations, including Food Clusters, institutions and companies across the Nordic countries. There will be a particular emphasis on project applications being able to further develop the ideas about Nordic food and its future significance, strengthen networks and new co-operation opportunities between the Nordic countries, disseminate knowledge and have a long-term effect. The purpose is also to strengthen networking at a strategic level among central Nordic institutions.

## Focus area

With this call, the steering group for New Nordic Food wishes to support projects and activities that fall within the framework of the [Kitchen Manifesto](#) and the current Nordic Nutrition Recommendations with sustainability as the overarching theme.

The project must support and promote sustainable eating habits, and the focus can be, for example, the promotion of locally produced and organic food, gastronomic values, foreign food culture and traditional dishes/products or reducing food waste. The project can identify and test or disseminate best practices to promote interest in sustainable eating habits.

The target group of the project must be children and young people between 12-20 years, e.g. at institutions such as schools, high schools, boarding schools, folk high schools, food schools, vocational schools or similar in the Nordic countries.

All ideas, collaborations and projects that meet the goals and criteria are welcome to apply, however, there is a particularly interest for applications in the following areas:

- Public food, such as school food
- Sustainable development and communication about Nordic food culture and Nordic diet
- Sustainable meal tourism with a special focus on meals for children / young people

## Application criteria

- A minimum of three partners from three different countries in the Nordic region\* must be represented in the application
- Neither gender should have less than 40% representation in funded projects
- Maximum amount applied for: 500,000 DKK
- Co-financing must be at least 50% of the total budget (in kind contributions such as working hours can be included)
- Project period: maximum 2 years (January 2023 - December 2024)
- The application should include a plan for how to integrate participants to avoid gender inequalities and how to involve the young generation
- Deadline for submitting the project application is 30<sup>th</sup> of September 2022, at 23.59 CEST.

## Project outcomes

The project is expected to contribute to the development of the Nordic food culture as well as a strengthened network collaboration and branding efforts. The project can take many forms, including events, network meetings, communication campaigns, testing of new concepts, exchange of students, etc. However, all projects must aim to mobilize and have a long-term effect, and not just single events.

## Communication and reporting

Projects must report on progress and challenges every six months to the steering group for New Nordic Food. Projects must produce and disseminate information from the project on relevant online platforms and (preferably) participate in relevant discussions in the Nordic countries about food culture. Use the hashtag #nordicfood.

## Application process and schedule

- Fill in the [application form](#) and submit it to [nkj@slu.se](mailto:nkj@slu.se) no later than 30<sup>th</sup> of September 2022, at 23.59 CEST.
- The language of the application must be Danish, Swedish, Norwegian or English.
- The steering group for New Nordic Food will evaluate the applications and select those to be financed. The decision on financing will be communicated no later than 1<sup>th</sup> of November 2022.
- The NKJ secretariat is responsible for contract and administration regarding the project.
- Project start-up: January 2023
- Project completion: no later than 31 December 2024

## Contact

For questions, please contact Anna Meisner Jensen, project coordinator at the NKJ secretariat, [nkj@slu.se](mailto:nkj@slu.se)

\* The Nordic region is defined as Denmark, Finland, Iceland, Norway, Sweden and the autonomous areas of the Faroe Islands, Greenland and Åland Islands

## Selection criteria

All projects will be evaluated according to the following criteria:

- Nordic value
  - The project should aim at cross-sectoral co-operation, building new networks across the Nordic countries and involving target groups.
- Creativity
  - The project should aim at being innovative and create new ideas about the transformative power of food, cultural change and New Nordic Food.
- Co-financing
  - Projects with significant co-financing will be prioritised. Co-financing can take the form of in-kind contributions such as working hours.
- Skills of project participants
  - Project participants must document their experience in the field.
- Communication plan
  - The project must take into account communication about activities and strive to expand the story of New Nordic Food through a diversified use of media platforms.
- Handover plan
  - The project must consider how e.g. networks created in the project will be able to become self-sustaining after the end of the project.

## About New Nordic Food

A core of Nordic cooperation is to promote the Nordic food culture and sustainable food systems. New Nordic Food took its starting point in the Nordic Kitchen Manifesto, which was formulated by 12 Nordic chefs back in 2004 and was summarized in ten points on purity, season, ethics, health, sustainability and quality. From the very beginning, one of the main ideas was to engage as many people as possible in the work of defining Nordic cuisine and its ambitions. Now the Nordic countries want to strengthen their position as pioneers in sustainable and healthy food systems further.

The goal is to develop the concept of New Nordic Food into a lifestyle that benefits nature, people and the Nordic society as a whole. The purpose of the New Nordic Food program is to initiate, facilitate and coordinate activities based on the manifesto for New Nordic Food. The New Nordic Food program is funded by the Nordic Council of Ministers and administered by the Nordic Joint Committee for Agricultural and Food Research (NKJ).

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