

» matlust.eu



# Södertälje municipality -

## A living lab for sustainable food systems

*Sara Jervfors, Head of Diet Unit /Head of project MatLust 2019-09-20*



EUROPEISK  
UNIONEN  
Europeiska  
regionala  
utvecklingsföret



destination  
**södertälje**



# Background

**1930:ies** The first organic/biodynamic farms in Södertälje, Järna district Sweden

**1958** Research on food quality and farming systems starts in Järna, Sweden

**2001** Political decision in Södertälje to use food purchase as a tool for the environmental work

**2003-06** *BERAS 1*, research project in the Baltic sea region. (EU-funded)



# A political decision

in Södertälje 2001

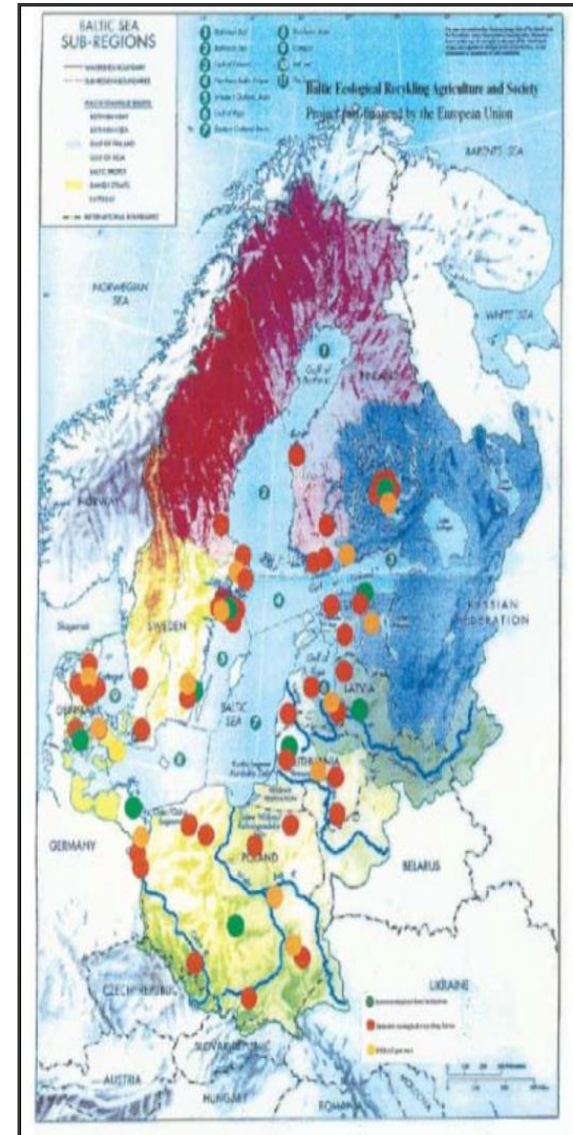


*Use food purchase  
as a tool for the  
environmental work.  
( 10 millionUSd/year)*



# BERAS 1 Pilot Study 2003-2006

- Pilot studies from 48 farms in the Baltic Sea Region.
- Ecological recycling agriculture (ERA) to reduce nutrient input to the Baltic Sea.



# BERAS Implementation 2010-2013

Creating Sustainable Food Societies involving three levels:

- Academic
- Public
- Private

24 partners in 9 countries,  
35 associates in 11 countries.





# **Diet for a Green Planet**

A concept developed in  
the BERAS Implementation project in  
cooperation with Diet Unit, Södertälje.

# Diet for a Green Planet

## Criteria:

- Tasty and healthy food
- Organic products, preferably from ecological regenerative agriculture
- Locally produced according to season
- Less meat, fish and eggs, more vegetables, legumes and whole grain
- Reduced waste and leftover food



# Diet Unit, Södertälje:

- Kindergartens
- Primary schools
- Secondary schools
- Institutions for elderly people
- 23000 portions/day
- 3,3 million portions/year
- Foodbudget ( inkl. 7 other municipalities) : 15 million Euro/year

# Södertälje

- ✓ A success story
- ✓ A success concept
- ✓ A role model
- ✓ A living lab

# A process for change

Political decision 19 years ago :

- Adjust the diet to a sustainable development.
- Use purchasing of food as a tool for a better environment .

2006 – Diet policy and investing in complete kitchens.

2010 – Implementation of Diet for a Green Planet starts.

# **No extra money in the budget!**

Reducing leftover food:

- Not buying readymade or semi-prepared food
- At least one graduated chef at each kitchen
- Training of all staff
- Complete kitchen at all units
- Get the pupils with you

## Implementing with no extra money...

- Food according to season = cheaper products.
- Less meat = less quantity of expensive products.
- Whole grain and good vegetables satisfy better.
- More organic = more expensive, but compensated by the other measures.

# SÖDERTÄLJE SCIENCE PARK



» matlust.eu



# MatLust 2015-2021

Sustainable, profitable and growing food enterprises in the Stockholm region.

Södertälje as a regional node for sustainable food at Södertälje Science Park.





## Sustainable food



- ✓ **Node for sustainable food production**
- ✓ **Environmentally conscious companies**
- ✓ **Södertälje has a long tradition and award winning public meals.**

# Test bed



Develop and test existing or new sustainable products in the public kitchens in cooperation with the MatLust.





BILD: UNDER TALLARNA



BILD: UNDER TALLARNA



BILD: UNDER TALLARNA

**UNDER TALLARNA** är ett odlingskooperativ som arrenderar kommunal mark.

Här produceras livsmedel på ett hållbart sätt.

Läs mer: [undertallarna.se](http://undertallarna.se)



BILD: JORDAN LANE



BILD: EKO ODLARNA I TELJE



BILD: JORDAN LANE



BILD: JORDAN LANE

**EKO ODLARNA I TELJE** är ett Socialt Företag där grönsaker odlas ekologiskt.

Grundidén med Ekoodlarna i Telje är att odla ekologiskt på mark som annars inte utnyttjas och arbetskraften ska bestå av människor som har svårt att komma in på arbetsmarknaden.

Besöka EKO ODLARNA - Gärtunavägen 9, Södertälje

# AGRI-URBAN

INNOVATION, INSPIRATION & IDEAS

# FARMING STRATEGY

LAND ACCESS - PLANNING PROCESSES, PERMITS, CONTRACTS

STADEN LANDET

# MATLUST

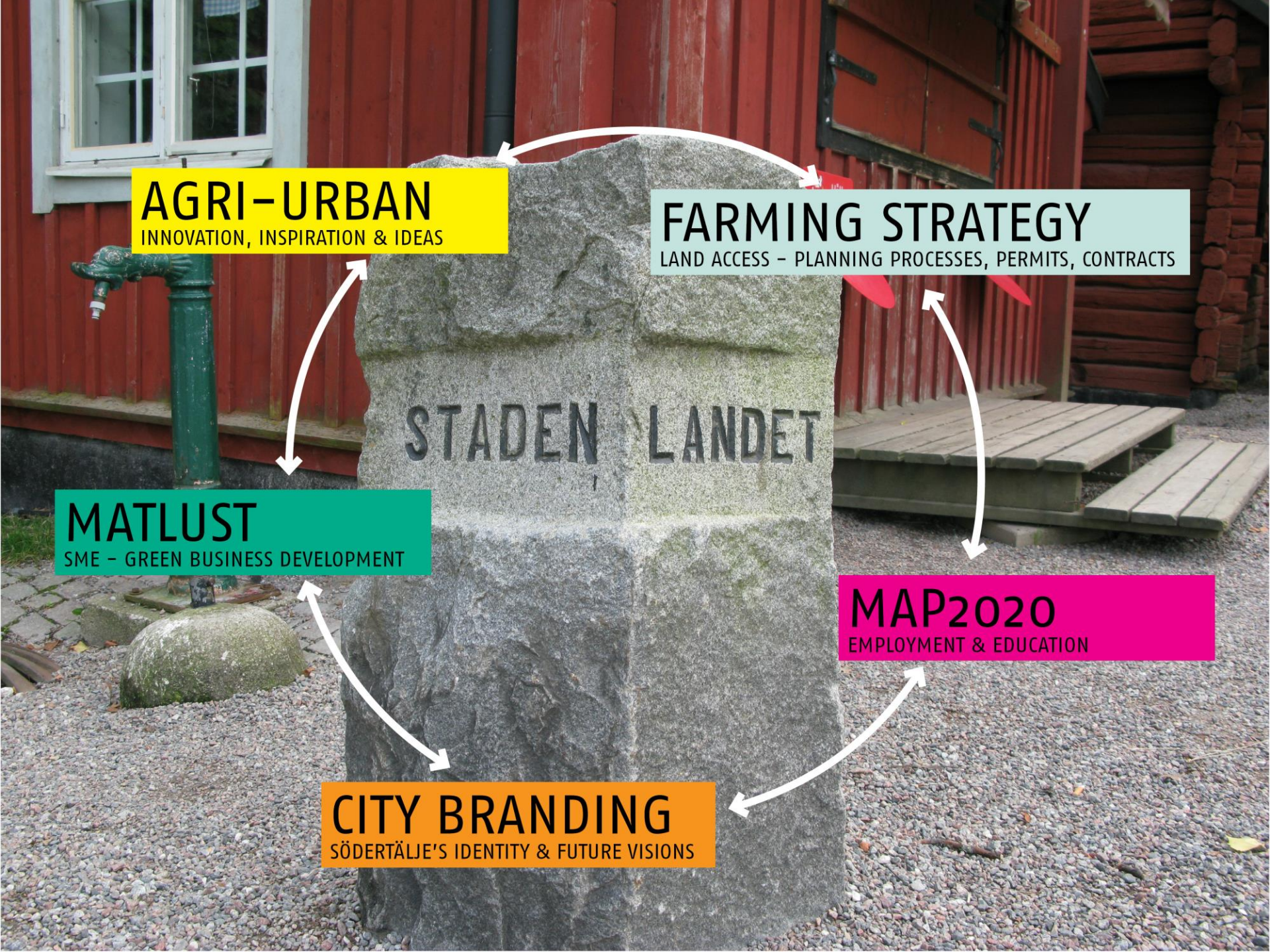
SME - GREEN BUSINESS DEVELOPMENT

# MAP2020

EMPLOYMENT & EDUCATION

# CITY BRANDING

SÖDERTÄLJE'S IDENTITY & FUTURE VISIONS



» matlust.eu



# MatLust 2015-2021

For a sustainable, profitable and viable food  
industry in the Stockholm region  
2015-2021



# How?

**Inkubator - support in 4 areas ( free of charge):**

## **COMPETENCE NETWORK**

digital solutions, packaging and public procurements

## **DEVELOPMENT PROGRAMS**

business development, innovation, sustainability and process development (lean).

## **PRODUCT DEVELOPMENT**

- > MatLusts testbed
- > Packaging –idéconcepts och prototypes.
- > Innovation Award Matverk Stockholm

## **KNOWLEDGE & INSPIRATION**

Relevant scientific research, seminars, fairs, konferences, breakfastmeetings, workshops etc.

# What does the business get out of MatLust?

## Networking and valuable contacts



# What does the business get out of MatLust?

**Experts and programs to develop and strengthen companies**



# Community area Research & Innovation

- Business in collaboration with the public sector
- The public meals as a Testbed
- New sustainable food innovations



# södertälje rullen



**The future's sustainable food concept**

# södertälje rullen



Gräärtsfalafel

Hönssouvlaki

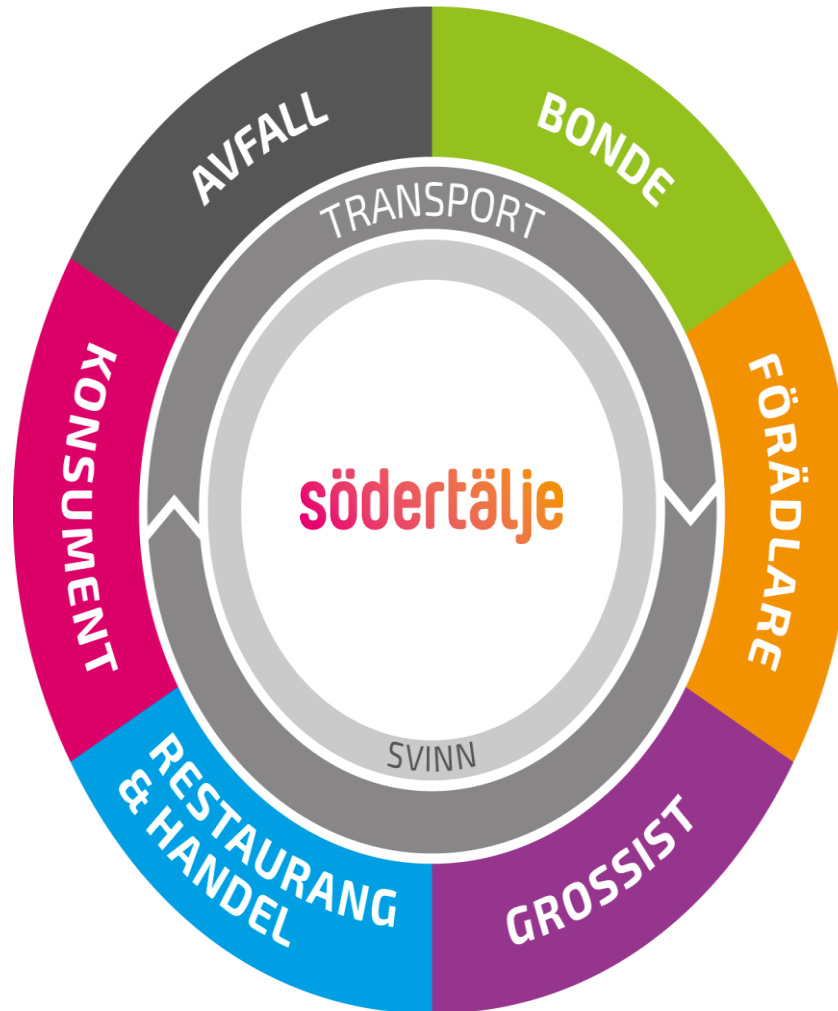
SurdegsPita

New innovative foods of Swedish raw materials with an immigrant food culture

# Global goals - SDG



# A sustainable flow from soil – table – soil!



Cooperation  
Business & public sector



# södertälje rullen

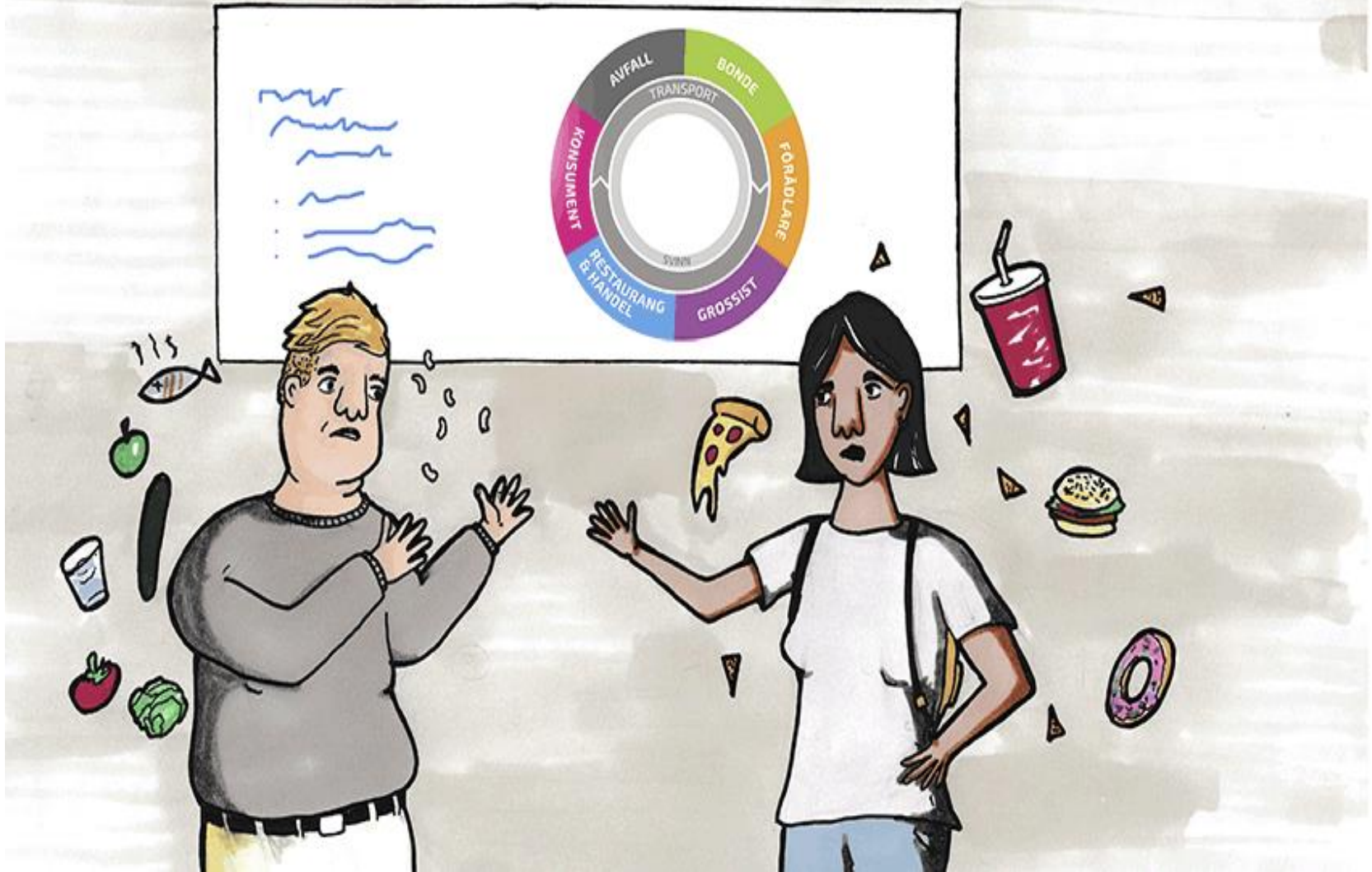
(Södertälje roll)

**Supertasty! Healthy! Planetfriendly!**

- Innovative foods
- MatLust & entrepreneurs & masterchef Mathias Dahlgren
- Served in all school & and canteens for employees
- Connected to the education Globala målen, Civics/Science, Domestic Science



# How does the food affect me and the planet?





# Gråärtsfalafel



# Testbed Public Kitchen



Develop and test a brand new sustainable product in the public kitchen

# södertälje rullen



Gräärtsfalafel

Hönssouvlaki

SurdegsPita

Companies: Nordisk råvara, Grekiska kolgrillsbaren, Il forno della Pita och Saltå Kvarn

# Matverk-Stockholm Innovation competition



» [matlust.eu](http://matlust.eu)



MatLust

# Tack! Thanks!

[www.matlust.eu](http://www.matlust.eu)

Facebook: [matlust](https://www.facebook.com/matlust)

[sara.jervfors@sodertalje.se](mailto:sara.jervfors@sodertalje.se)



EUROPEISKA  
UNIONEN  
Europeiska  
regionala  
utvecklingsfonden



destination  
**södertälje**



Södertälje  
kommun



SÖDERTÄLJE  
SCIENCE  
PARK

