

Annual report **Reformaten**

2020 - 2021

The board's report

The board for the non profit association Reformaten, organisation number 802531-62012 is hereby declaring the annual report for the broken financial year 20.08.04-21.08.04. Where nothing else is stated, amounts are given in whole SEK. The association is seated in Stockholm and was registered with the acts adopted 20.08.04. The acts were edited 20.09.25.

Reformaten is a politically and religiously independent association with the goal to promote an evidence based change of the food system to the benefit of human health and the health of the planet. We look at the food system from a holistic perspective from production to consumption, with focus on the ecological and the social aspects. By engaging actors that directly work within the food system we create a united platform to apply political pressure. We are striving to engage the general public and create a wide opinion in favour of system change.

Focus for the first business year has been to build relations to people, organisations and authorities that directly work within the food system and with food. Throughout the year a deeper understanding of the association's needs has been reached and the purpose and goal for the association has been defined.

The board needs to have at least five but not more than seven members including the president. The board will consist of a Chairman, a deputy chair, a secretary and a treasurer. The chairman will be appointed at the annual meeting, other assignments will be appointed by the board at a statutory meeting. The board can co-opt non voting members to the board meetings.

The authority to sign for the firm is appointed to the chairman, the treasurer or two other members of the board collectively.

The board has during autumn held 11 meetings where protocols have been applied as well as continuing communication on several matters. No remuneration has been given to the members of the board. The board has decided not to engage any members for the first year.

Operation

Reformaten has a partially working board. During the year three interns have been active and we have engaged around 100 volunteers.

Quarterly conference's

Reformaten has conducted four live-streamed quarterly conferences from attractive places in Stockholm's inner city (Nightclub Tradgarden, The south theatre's winter garden at Mosebacke, Olgas ancestral home at Kungsholmen, Brillo Tavern at Stureplan) where we have engaged actors directly involved with the food system. We are doing this to create visibility for the matter, build relations and to mediate information as well as educate. The purpose has also been to promote collaborations and understanding for each others work. The topics discussed at the different conferences have been "Why do we have to talk about food?", "Positive tax subsidies and how we urgently can support small and medium sized producers", "How does the food affect the earth, the producer, the consumer and the health of society?" as well as "Is there political support for a system change?". The conferences lasted between 3-10 hours.

The participants included representatives from authorities like the Swedish food agency, the public health authority and the board of agriculture, but also musicians and actresses like Lena Endre and Petra Marklund. Other partakers are famous food creators like Zeina Mourtada and Siri Barje, chefs like Sebastian Boudet and Paul Svensson, producers Like Gunnar Rundgren and Joel Holmdahl. Journalists, authors, other organisations like Swedish consumers, Heart-lung foundation, WWF, FIAN Sweden, Swedish perishables and finally scientists like Line Gordon and Elin Roos et al. Complete lists of attendance are available as attachments.

Around 50 volunteers have helped with planning and implementation of the talks at the conferences as well as communications.

Food talk at Tradgarden

During spring and early summer 2021 Reformaten conducted a seven week long collaboration with Stockholms largest outside nightclub Tradgarden under the concept name Melllangarden. Each week a different chef was invited to cook food for the guests. The directions for the chefs was "Diet for a green planet" a concept that is centred around locally produced seasonal food (preferably from biodynamic farms). Each Friday a curated talk between four people connected to the primary commodity (The chef, the producer, expert and influencer) were live-streamed. The talks were called "Matprat" and were created in partnership with MatLust, The organization We don't have time and the foundation Biodynamic products. All programs, guidelines, foods and recordings are available on our website.

In anticipation of UN Food System Summit, New York, September 2021

24.03.21. Regional dialog arranged by Matlust, Sodertalje municipality and the Ministry of Enterprise and Innovation. Olga was invited as one of three speakers highlighting the importance of widespread public support for a research-based reformation of the food system.

01.06.21. Independent dialog arranged by Reformaten and WWF Sweden Youth to discuss “Young peoples voices for the food system”. Invited to the conversation were youth organisations, scientists, environmental organisations et al.

23.06.21. Regional dialog arranged by the Nordic Council of Ministers “ Food systems from the Nordic perspective”. Olga was one of the Swedes invited amongst 100 other participants from the Nordic countries including ministers, scientists, authorities and organisations.

Co-actions with schools

During the autumn 2020 Reformaten, Lindkopings university and the Climate-psychologists collaborated on communication of messages related to the climate and the food system.

During spring 2021 a student group from IBM business school conducted their master thesis around the public places that intend to open. The work was constructed by quantitative and qualitative interviews, analyses and a final report.

Reformaten collaborated with Hyper Island in a learning partnership where student groups created “user journeys”, target groups etc.

Media

Reformaten’s president Olga Gronvall Lund appeared in several podcasts and interviews, amongst others SVT morgonstund, SR Radio, The magazine Syre, Supermiljobloggen and the Food Pharmacy-podcast.

Reformatens first food barometer - Make it easy to eat right!

During the spring Reformaten together with Klara Peterson from Mid Sweden University conducted a survey aimed at the different parliamentary parties named “Reformatens first food barometer- Make it easy to eat right” with a 100% response rate.

The survey was based on the scientific publication “Instruments for sustainable food consumption- An evaluation of knowledge and ways forward” published by SLU future of food. The report presents 17 real ways in how to create tangible shifts in the food system including pricing, information campaigns, labelling and and bans.

The survey commenced by asking each parliamentary group to state whether their party would set clear goals to enable sustainable food consumption that fall in line with already agreed environmental and climate goals. According to the survey 50% of the parliamentary parties considered this important. Complete survey results are available on our website.

Selection of other conferences Reformaten have attended and created panel discussions within.

05.06.21. Jarvaveckan “Our unsustainable eating” Olga participated in the panel led by Karin Signhild “Kakan” Hermansson with other partakers Like Gustav Johansson (Javligt Gott) and Zeina Mourtada.

04.06.21. Sweden Food Tech, Big Meet. Reformaten arranged for one hour of the program together with Johan Hjarpe and invited Copenhagens Mayor of culture and leisure Franciska Rosenkilde who also is the leader of the Alternative political party, the topic for the hour was Reformaten and Stockholm learns from Copenhagens food strategy.

15.04.21. Gather Club House Festival. Reformaten conducted an hour of the program with a discussion around “sustainability and international food cultures” highlighting how diversity in food culture influences our desire for a more sustainable food system.

28.04.21. GetReadyforCOP26 -The bridge by Altitude. Olga opened “Food Track” with Dr Zitouni Ould-Dada the current deputy head of the climate and environmental department at the Food and Agricultural Organization (FAO) in Rome.

Additional information

Reformaten has been elected to the Swedish food agencies action group for non profit organisations working towards sustainable food consumption during 2021-2022.

The communication agency “Familjen” has supported Reformaten with adjustment to the corporate identity as well as work on the website.

Reformaten was one of ten ideas that was nominated to the innovation programme 100% Circular by WHITE GUIDE.

Continuing work

District kitchen - An educational and co-working public kitchen

During the year Olga and designer Johan Hjerpe have together with a working group initiated the development of a future operation that's intended to be opened at an indefinite place during Reformatens second working year. In the summer 2021 this project was selected for the global acceleration program “The Food Systems Game Changers Lab” arranged in collaboration with EAT, IDEO, The Rockefeller Foundation and Thought for food.

List of participants from all conversations

Conference 1

Olga Grönvall Lund
Marika Berglind Ekman
Maria Monciu
Alex Brekke
Elin Röö
Katarina Luhr
Anna Lindelöw Mannheimer
Johannes Cullberg
Sébastien Boudet
Beatrice Rindevall
Jens Persson
Fabian & Rune Kalf Hansen

Anton Järild och Charlotte Bladh André
Jonas Bane
Victor Ramos
Anette Olovborn
Johan Hjerpe
Mambona Bojang och Herman
Rasmuson
Johan Gottberg
Lena Endre och Rosanna Endre
Adrià Lorenzo
Terje Erik Garberg
Daniel Holst & Josep Castanyer Alonso
Kira Linnenbrink
Niki Sjölund

Kata Nylén
Paul Svensson
Elin Aronsen Beis
Siri Barje
Zeina Mourtada
Göran Svartengren
George Herlitz
Anna Richert
Line Gordon
Oscar Målevik
Petra Marklund

Conference 2

Olga Grönvall Lund
Jonas Bane
Joel Holmdahl
Gunnar Rundgren
Elin Rydström
Ulrika Backlund
Anna Lindelöw Mannheimer
Susann Ask
Kata Nylén
Sébastien Boudet
Mats-Eric Nilsson

Follow-up conversations:

Anna Pedersen
Jon Möller
Eva Sundberg

Conference 3

Olga Grönvall Lund
Tove Björklund
Amanda Carapi Sjölin
Åsa Brugård Konde
Gustav Johansson
Kata Nylén
Rebecca Öhnfeldt
Per Anders Lugn
Märta Jansdotter Aguirre
Hanna Dahlström
Håkan Jonsson
John Gerhard
Frida Hylander
Mattias Finndin
Pia Lindeskog
Per Styregård
Flynn Smedman

Conference 4

Elin Rööf
Klara Peterson
Pia Lindeskog
Anna-Karin Quetel
Zeina Mourtada
Patricia Eustachio Colombo
Sara Jervfors
Jan Bertoft
Anette Jansson
Karin Brynell

Food talk

Jonathan Kasche
Emil Grönlund
Ann-Helen Meyer Von Bremen
Gustav Johansson
Erika Olsson
Göran Svartengren
Håkan Fällman
Sigrid Agenäs
Per Risberg
Thomas Eidefors
Johan Gottberg
Karolina Wilczynska
Anna Richert
Jimmy Gou
Gustaf Almqvist
Rolf Nilsson
Malin Söderström
Viola Bergström
Gurgin Bakircioglu
Kerstin Fredlund
Sally Voltaire
Thomas Björklund
Gunnar Backman
Sara Jervfors
Rune & Fabian Kalf-Hansen