

**Annual Report**

**Reformaten**

**2023-2024**

# Report of the Board of Directors

The Board of the non-profit association Reformaten, organisation number 802531-6012, hereby submits the following annual report for the broken financial year: 23.07.01 - 24.06.30. Unless otherwise stated, all amounts are shown in full SEK.

Reformaten is a non-partisan and non-religious organisation that aims to accelerate a science-based transformation of the food system for the health of people and the planet. We look at the food system from a holistic perspective; from production to consumption with a focus on the ecological and social aspects. By mobilising actors directly involved in the food system, we create a common platform for policy advocacy. We aim to increase public engagement and build a broad public opinion in favour of systemic change.

The Board held 8 minuted meetings during the year, and was in continuous contact on several issues. No fees were paid for Board work during the year. The Board has decided not to accept any members during the coming year.

During the fourth year of operation, Reformaten has focused on further developing the business model and testing various activities within the framework of the Neighbourhood kitchen (Stadsdelskök). These activities include events, training, lectures and workshops. The project aims to create a new type of community space that combines food and knowledge and promotes the health of people, animals and nature. Reformaten has also secured several applications with a particular focus on food environments in different contexts.

In December 2023, Monica Carlsson and Matthias Karthäuser were elected to the Board.

## Economy

In 2024, Reformaten submitted several applications and won several of them.

We have received two additional grants from Vinnova: one of SEK 322,000 to implement the project "The First Meal" (Första måltiden); and one of SEK 499,775 to implement the project "Action Map". We are the project owner of both projects and distribute the money to other project parties.

We have also chosen to resume cooperation with SIANI and The Hunger Project to organise an event around World Hunger Day, budgeted at SEK 60,000.

During the autumn, we will also be part of a dialogue project together with Chalmers (University of Technology), funded by Mistra. This project will involve Pelle, who will

be supervised by Chalmers during the project. Reformaten will be compensated for a half-time position and these funds will go, in full, towards Pelle's salary. In addition to this, Mission: Food Environment (see above) continues until 2025.

In addition, a number of lectures and training courses have been organised as part of Reformaten's fixed business activities. These have generated small amounts for running costs and have also covered some of the Secretary-General's salary.

## Activities

Reformaten's operations moved from the office in Söderhallarna at 3, Medborgarplatsen, to larger premises at 170, Åsögatan. The organisation consists of an office with project staff, a partly operational board and volunteers.

## Projects & Initiatives

### Neighbourhood Kitchen (Stadsdelskök)

The Vinnova-funded project "Neighbourhood kitchen – A new infrastructure and inclusive meeting space for people and food", ended in June 2023. In the autumn of 2023, work began on business development around Neighbourhood kitchens through a series of meetings with various experts. In Spring 2024 different business areas, such as selling events, workshops and courses were tested. The aim is to establish new places in society where food takes on a new role in the lives of individuals as well as in the structures of communities and cities, to promote sustainable and healthy food production and consumption.

# The Food Barometer

The Food Barometer 4.0 was conducted in collaboration with the Swedish Heart-Lung Foundation, the Swedish Cancer Society and WWF, and was based on the Public Health Agency of Sweden and the Swedish National Food Agency's assignment from the government to develop proposals for national goals, action areas and indicators for sustainable and healthy food consumption. The report was released in March 2024 during an event at Stadsgårdsterminalen where several panels and meals saw participation from actors in public, private and research sectors. One particular panel discussion on the results of the barometer included representatives from all parliamentary parties.

## Education - Quality in soils through restaurants

Last year, Reformaten developed a two-day training programme for restaurants. The training aims to educate owners and managers on the role of restaurants in the transition of the food system, which can lead to a positive impact on soils and ecosystems and make it easier for guests to eat right.

The third round of this programme took place in the Autumn of 2023 in Växjö and was aimed at restaurants from the surrounding area. Funding came from the municipality, Destination Småland, Länsförsäkringar Kronoberg and the restaurants themselves. Among the lecturers were Elmar from Solmarka Gård, Morgan from PM & Vänner, Sébastien Boudet, Flemming from Stedsans in the Woods and Cecilia Tompson from Linköping University.

## The Hunger Project & SIANI

Ahead of World Hunger Day 2024 on 16 October, Reformaten is partnering with The Hunger Project Sweden and SIANI. With funding from the partners, Reformaten will produce a publication that highlights examples of people and initiatives that work for food system transformation. The project has the working title 'Food Revolution' and includes, among other things, an event at Husby Gård in October of the next financial year, which is aimed at young leaders, including all spokespersons for political party youth factions as participants.

# Food Environment Sthlm

During the financial year, Reformaten acted as a local partner to the Shared Green Deal, an EU-funded Horizon project. As part of the Shared Green Deal's 'Sustainable Food System' cluster, Reformaten has been exploring how the Food Environment section of the Farm to Fork strategy can be applied at the local level. At the same time, other European organisations have been exploring other elements of Farm to Fork with constant information and knowledge exchange to strengthen the Commission's policy work.

Together with the Dutch research centre DRIFT, Reformaten developed a method to collect data on how future EU policies can be realised. Reformaten invited around 30 stakeholders who are in various ways active in, affected by, or exposed to urban food environments to a series of four meetings. Among the network's actors are urban planners, artists, restaurant owners, research funders, students and policy advisors, to name a few.

The first meeting at Tensta Konsthall aimed to map out how Stockholm's food environments look. The second meeting at Mötesplats Mariatorget aimed to create a vision for what we want the city's future food environments to look like. The third meeting at Reformaten's premises aimed to identify which steps the network can focus on to get closer to our vision. Reformaten presented the process and insights during a Shared Green Deal webinar, the fourth meeting, with around 200 participants. In the Spring, Olga and Pelle travelled to Italy to participate in the project closure together with the consortium and other local partners.

The meeting's conclusions were presented at Reformaten's office as a vision and nine pathways during a policy dialogue which was attended by key stakeholders of the city's upcoming food strategy. Reformaten continues to act for a strong food environment focus in the strategy.

## Mission: Food Environment

Mission: Food Environment is a Vinnova-funded project that began in November 2023. It is one of eight national platforms aiming to create system-innovation for a sustainable and competitive food system.

Reformaten is collaborating with Organic Sweden, WWF and Södertälje municipality. The platform, called "Food environments driving system transformation", works towards the mission: "In 2033, Sweden's public food environments secure the needs of people, society and nature".

During the financial year, two major workshops were held with various stakeholders. In Stockholm during a half-day in March, the platform gathered nearly 40 actors who are in various ways affected by, working with or researching food environments to identify obstacles and enablers for a sustainable and healthy food environment. In Malmö. During a half-day in June, the platform gathered nearly 40 more key actors relating to the food environment to identify various desirable scenarios in the sustainable and healthy food environment, and how we get there.

Through Mission: Food Environment, Reformaten has also been granted two more projects by Vinnova: the "Social Food Environments" installation and the "Action Map" database.

## **Social Food Environments**

The installation Social Food Environments is a Vinnova-funded project that aims to create an interactive dining experience in an installation that visualises a future where food environments are community-led and promote the health of people, animals and nature. The project started in May 2024 and is a collaboration with designer Johan Hjerpe and architectural firm Boys Don't Cry. The concept is that the installation can be moved to different locations to facilitate the transition of food environments and promote discussions on how this can be realised. The first installation of the work will take place during Copenhagen Cooking in August 2024.

## **Action Map**

"Action Map" is a Vinnova-funded project that aims to build a platform that maps and makes visible locations, policy implementation and ongoing research to transform food environments globally. The project started in May 2024 and is carried out in collaboration with the agency The Apartment. The platform will be launched in November 2024.

# Mistra Sustainable Consumption

In Spring 2024, Reformaten, with Pelle Bengtsberg as project manager, wins the tender for a dialogue project centred around new research from Mistra Sustainable Consumption regarding tax shifts on foods. Over eleven months, starting in September 2024, Reformaten will run the dialogue on the results of policy research. The aim is that through opinion-forming and political advocacy, economic policy tools concerning sustainable and healthy food consumption currently proposed by research, be introduced in reality.

## Event

In spring 2024, Reformaten is developing an event concept called “Pleasure with benefits” (Nöje med nytta), where companies can book an event that includes a chef, a wine importer and an inspiring lecture on food, sustainability and health. The aim is to raise companies' interest in these issues and increase the production and consumption of sustainably produced ingredients. The concept is being trialled at PwC and in the music industry in collaboration with Ray 17.

During spring, Reformaten organises a workshop with the multinational company Danone to understand the willingness to change and raise the level of knowledge of the company's management team. The workshop is organised in collaboration with the Hong Kong-based company Innovation is Everywhere.

In June 2024, Reformaten implements a collaboration with Järva district administration. The collaboration includes oatmeal workshops held in Rinkeby, Tensta, Husby and Spånga. The aim is to offer the district's residents a sustainable and healthy food activity during the summer. The project is carried out in collaboration with Ghana Food Movement and will continue into the next financial year.

Reformaten organises several meetings with volunteers at the new office on Åsögatan. These meetings are organised in collaboration with the Ghana Food Movement, among others.

Reformaten receives funding from the Södermalm district administration to organise a summer activity for the citizens of the district. The activity will start in May 2024 but will take place in September of the next financial year during a Food Festival in Södermalm.

# Lectures

Reformaten have broadened their lecture activities and reached a wider audience. During the year, they have participated as lecturers or on panels at various events. These include events organised by the Swedish Cancer Society, Linnaeus University in Växjö, the Greenhouse Festival in Stockholm, the Small Giant Impact Tour in Stockholm, the release of the Food Bank Report at the City Museum, the Future of Food in the Meat Packing District (Slakthusområdet) and the release of the Policy Report at the Nobel Museum, organised by the Nordic Council of Ministers. They have also lectured internationally, including at the University of Gastronomic Sciences in Pollenzo, Italy, where Reformaten was invited to give a lecture to the students, at Spanocchia in Tuscany and at the opening of the Madland festival in Copenhagen.

# Advocacy and engagement

Reformaten has actively participated in the Swedish Food Agency's collaboration group with non-profit organisations, which includes partners such as the Swedish Heart-Lung Foundation, WWF - World Wildlife Fund, the Swedish Asthma and Allergy Association, the Swedish Cancer Society, The Swedish Association for Senior Citizens, Swedish Consumers, UNICEF Sweden, the Swedish Sports Confederation and the Swedish Society for Nature Conservation.

In addition, Reformaten is involved in the advisory group of national committees for food research at Formas. This group involves representatives from industry, industry organisations, researchers and authorities.

Reformaten has also been an active voice at roundtables on environmental programmes and food policies at City Hall in Stockholm.

Reformaten was invited to Parliament by the Green Party and Alice Bah Kuhnke ahead of the EU elections, alongside a number of established food stakeholders.

Reformaten has actively participated in various rounds of referral, including for the Government's mission for sustainable and healthy food consumption, where the importance of organic production was requested by the organisation.

Reformaten has been selected as one of two NGOs (one in Africa and one in the EU) to be part of the Steering Committee of the Centre of Excellence Research on Food Environment for the Promotion of Health. This centre is part of the African-European Clusters of Excellence programme, led by ARUA and The Guild. The cluster is led by Jane Battersby at the University of Cape Town, South Africa, and Meena Daivadanam at Uppsala University, Sweden. The main partners include Amos Laar from the University of Ghana, Ghana; David Guwatudde and Juliet Kiguli from Makerere University School of Public Health, Uganda; and Graeme Young from the University of Glasgow, UK. In the run-up to the European elections, Reformaten runs a campaign called "Vote with your stomach" to highlight the positions of the different parties on issues related to the transformation of the food system. The campaign shows how Swedish politicians are part of European party groups and how these groups voted on food issues during the last parliamentary term.

## Media & awards

Reformaten has participated in various media forums and podcasts, including a live broadcast on the public service Sweden Radio P1 Talkshow, a front page and major feature in the Norwegian newspaper Sunnhetsbladet and participation in the Slow Food international podcast. These media appearances have given Reformaten's efforts wide visibility.

In the spring of 2024, Olga is nominated for Future Promise of the Year by the Swedish Marketing Association. The other categories are Marketing Manager of the Year, Disruptor of the Year and Brand Journey of the Year.