

# Annual Report

# Reformaten

2024-2025

## The Board's Report

The Board of the non-profit association Reformaten, organisation number 802531-6012, hereby presents the following annual report for the split financial year 1 July 2024 – 30 June 2025. Unless otherwise stated, all amounts are reported in whole Swedish kronor.

Reformaten is a politically and religiously independent organisation with the goal of accelerating a research-based transition of the food system for the health of humans, animals, and the planet. We view the food system from a holistic perspective, from production to consumption, with a focus on ecological, social, and economic aspects. By mobilising actors directly working with the food system, we create a shared platform for advocacy, public education, and systemic change.

During the financial year, the Board held 9 documented/minuted meetings and maintained ongoing contact regarding several matters. No remuneration has been paid for the board work.

## Finance

During the year, Reformaten was granted several project funds from, among others, Vinnova, the Formas PLATE research centre, Mistra, Infranode, and the Postcode Foundation (Postkodstiftelsen).

In addition, lectures, training courses, and events have generated income for the organisation. These activities have both helped cover ongoing costs and enhanced Reformaten's visibility.

We have not prioritised monthly donors or donations.

A large part of Reformaten's funding is project-based. A key focus has therefore been to strengthen long-term financial sustainability by establishing new business activities, testing new revenue models, and strengthening the internal organisation.

During the year, we switched to the auditing firm Forvis Mazars to improve and develop the audit process within the organisation. The first reporting with them will take place during the coming financial year.

## Operations

Reformaten's office staff during the year consisted of:

- Olga Grönvall Lund – Secretary General
- Pelle Bengtsberg – Head of Advocacy
- Magdalena Worrman – Operations Developer and Volunteer Coordinator (employed)

In addition, we had temporary project staff and volunteers. The office worked closely with the board, project partners, interns, and volunteers.

During the year, the organisation particularly focused on:

- running the externally funded projects (listed below)
- developing clearer roles and responsibilities within Team Reformaten
- developing volunteer frameworks
- launching a national food system state of emergency

## Projects & Initiatives

During the operating year, Reformaten carried out and participated in the following projects and initiatives:

**Mission Food Environment (Mission Matmiljö)**– A national platform working to ensure that by 2033, Sweden's public food environments reflect the needs of people, society, and nature. Reformaten, WWF Sweden, Organic Sweden, and MatLust Development Node are the initiators of the innovation platform and hub, financed by Vinnova.

**Thriving Foodscape** – A school collaboration examining how we can create food environments that promote young people's well-being, strengthen local cooperation, and drive public health by engaging young people. Run by Reformaten, WWF Sweden, MatLust Development Node, and Ronnaskolan, financed by Vinnova.

**ActionMap** – An international database of policies and research contributing to sustainable and healthy food environments, presented as a user-friendly open-source website. Vinnova financed the development.

**Action Hub at Eden** – A feasibility study investigating the need and function of a new socially vital resource in the form of a public kitchen and research arena. Run by Reformaten, the City of Malmö, Region Skåne, and the future lab SALLY EY Doberman. Funded by Vinnova.

**PLATE Research Centre** – A national research centre for resilient meals through interdisciplinary research with 20 key stakeholders from the public sector, business, and civil society, aiming to identify barriers, opportunities, and solutions. Financed by Formas.

**Team Reformaten – Win Health** – A two-year project launched in 2025. The project builds a foundational organisational structure, with efficient processes and an activity strategy that mobilises actors to advance positive food systems. During the year, the focus was on process development, building an active volunteer organisation, and developing advisory groups (researchers and farmers). Funded by the Postcode Foundation (Postkodstiftelsen).

**Conversations on Food Tax Switching** – Research communication and dialogue on economic policy instruments as a key element in the food system transition. Run by Reformaten in collaboration with and funded by the interdisciplinary research programme Mistra Sustainable Consumption.

**The Food Shift (Matskiftet)** – A campaign to elevate and strengthen young people’s voices in the food system transition, including a significant event at Husby Gård in collaboration with MOMENTUM Fryshuset, SIANI, and The Hunger Project Sweden. SIANI and The Hunger Project Sweden funded the campaign.

**People’s Food COP** – A local peripheral event to the global UN Food COP in Qatar, gathering the demands of young people for a just food system transformation. The event was carried out in collaboration with Afrikagrupperna, La Via Campesina, and Det Gror i Betongen.

**Collaboration with Järva District Administration** – Together with Ghana Food Movement, Reformaten conducted activities in local public squares in the Järva area during the summer to highlight everyone’s right to sustainable and healthy food. The Järva District Administration funded the activities.

**Food Environment Conference** – A major conference at Rosendal’s Garden on the theme of food environments, with selected key stakeholders, to launch ActionMap, present the Food Tax Switching report, and conduct idea generation. The conference was organised in collaboration with Mission Food Environment and Mistra Sustainable Consumption, and was financed by Vinnova.

**Restaurant Course: “Quality of the Earth through Restaurants”** – Conducted in two rounds.

Additionally, several lectures were commissioned by institutions such as the Nordic Museum, the Government of Åland, Infranode, Jacy’z Hotel & Resort, and others.

## Advocacy & Engagement

During the year, Reformaten participated in numerous debates, panel discussions, and consultation processes. The organisation has been an active voice in Swedish public debate, including opinion pieces in Svenska Dagbladet and Altinget, features in ETC and Syre, and participation on Swedish Radio and in various podcasts.

Networks in which Reformaten remained actively involved include the Swedish Food Agency's collaboration group with non-profit organisations on sustainable food consumption in Sweden. At a global level, Reformaten has, through Olga Grönvall Lund, been represented in the steering committee of the Food Environment Actions for the Promotion of Health Cluster of Research Excellence.

Reformaten also actively participated in the European network Good Food Good Farming, including attending the annual assembly in Brussels to vote on priorities and participate in training. During spring, it was announced that the Formas advisory group to the National Committee for Food Research, where Reformaten has been a leading formative voice, will be restructured and in the future will consist solely of industry and business representatives.

Political forums in which Reformaten has played a leading role include the European Parliament's Climate Pact. At the Nordic Public Health Conference, Reformaten delivered a programme on food environments in close collaboration with, among others, the Public Health Agency of Sweden, the Nordic Council of Ministers, and the Nordic Cancer Union.

During Järva Week, Reformaten, together with Järva School and Nordregio, presented the food environment mapping carried out with school students in Järva, along with associated policy recommendations.

## Challenges

The political climate in Sweden has changed over the year. The current government has reduced support for non-profit organisations and limited civil society's influence in advisory roles, while shifting focus towards industry and trade. This has made it more difficult for Reformaten to carry out influence work via government agencies.

A central challenge for Reformaten going forward is to strengthen long-term funding by using resources not tied solely to specific projects. For this purpose, a key priority is to secure financing from monthly donors and philanthropists.