Kolding: understanding Kolding's food culture

High Priority

Talks are great for knowledge sharing and inspiration and hands-on and tastings experiences are more effective to break down barriers and changing behaviour.

To build awareness takes time - changing behavior takes even longer. Inviting people in for "hands-on" cooking and tasting events seem to be one of the most effective ways to inspire and change behavior - both with the citizens and the canteens.

The cooking night was an artistic intervention that acted as a platform to sit with the citizens of Kolding and begin to discuss our local food system, making them aware of information they did not know

It has been really interesting to gain knowledge on the Food Culture of Kolding. Not only does this provide a baseline of the current food culture, it has also gives insights as "eye openers" for both citizens and stakeholders. The insights provide a understanding of the starting point

Talk at Annual Meeting in super market (Super Brugsen), 15 people attended

Talk with Soroptimist Group: Food Insecurity, 25 people attended

Talk at UC Syd nutrition class: Fusilli & Future Food Presentation, 10 people attended

Brought Fusilli into play during large events: Tour de France, Global Sustainability Goal day

Cold Festival: Future Food Talk with blind tasting, 35 people attended

The Hague University: Fusilli and Future Food presentation (80 ppl)

Decided to start building larger communities with residents around food activities

Cooking classes with canteens and involvement of the users of the canteens

Cooking night with canteens was successful which has inspired and motivated them to experiment with new plant based recipes and ingredients.

Baseline study to understand food behavior of the citizens of Kolding, over 1900 participated

Facilitated a workshop (fully booked) for the citizens focusing on building knowledge about sustainable food behavior and how to cook sustainable food at a low cost

Leverage any opportunity to talk about a more sustainable food system and the reasons why, as it starts with awareness and understanding; more people know about Fusilli and reach out for more knowledge

it is an important part of the learning and engagement process to know the city's starting point and food culture, to know where to start and what needs to be addressed

How to **engage citizens** and create transparency while they believe they eat healthy and don't understand the importance of changing **food behavior?**

How can we evoke interest, build knowledge, and **change behavior** around **climate-friendly food** among citizens while **price** is the deciding factor?

Low Priority

PHASE 1: PREPARATION
2022

PHASE 2: ACTION IMPLEMENTION
2023