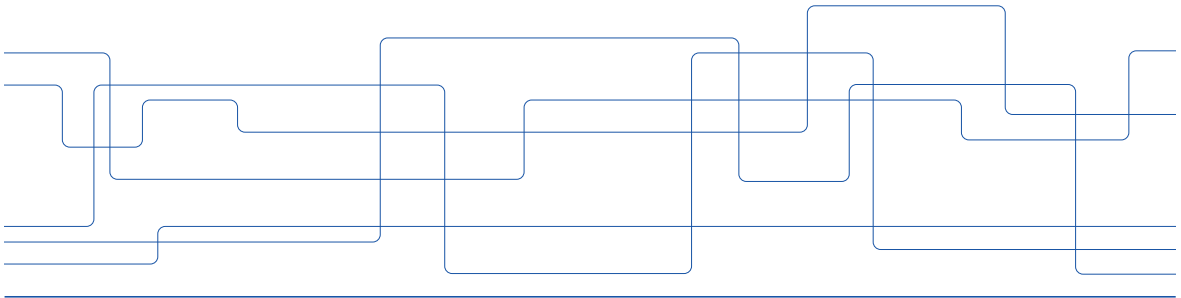




KTH Food Sustainability Network

23 January, 2020



Agenda

9.00 Welcome to KTH - *Göran Finnveden & Johanna Strömgren*

- KTH Food Sustainability Network – *Rebecka Milestad & Francisco Vilaplana*
- Sweden Food Arena – *Marie Gidlund*
- Sweden Food Tech – *Federico Ronca*
- MatLust – *Helena Nordlund*

10.15-10.45 Mingle and exhibition

10.45-11.45 Matchmaking

11.50-12.50 Lunch and mingle

12.50-13.00 Summary



Practicals



2020-01-24

3

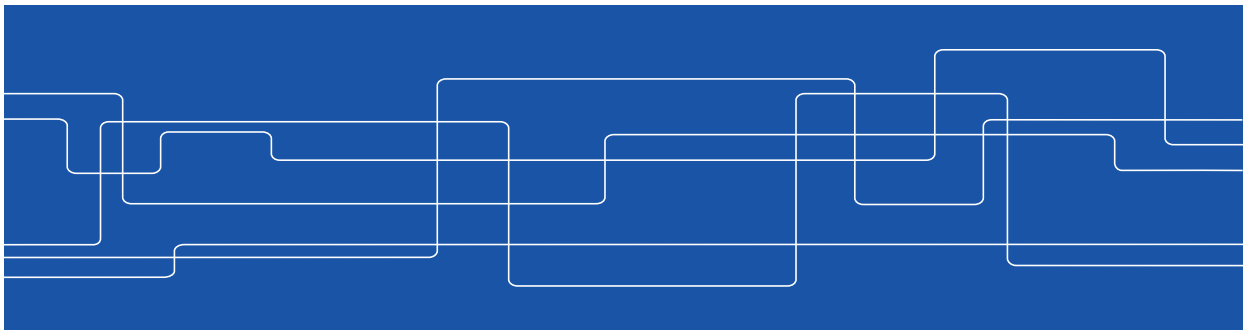


KTH Food Sustainability Network

OpenLab, KTH Campus

23 January 2020, 09.00-13.00

Rebecka Milestad and Francisco Vilaplana





KTH Food Sustainability Network

Need for a Network at KTH

- **Food sustainability** constitutes one of the main challenges that our society is currently facing, ensuring the food chain supply in terms of quality, security, safety, and affordability.
- **Food production** has a strong environmental impact on climate change, biodiversity, water and soil quality. Additionally, addressing the impact of food **on nutrition and well-being** is fundamental in terms of public health.
- Historically, KTH lacks **educational programs** in food science and technology or nutrition sciences, as they exist in other Swedish universities.
- **Scattered education and research** within different schools and institutions
- KTH has **excellent conditions** with respect to education and research in environmental technology, sustainability, chemistry and materials science, and biotechnology, which can be **directly applied to food systems and food technology**.



KTH Food Sustainability

Strategies

- Establish and consolidate a common platform within food system research under a common and visible stamp "**KTH Food Sustainability**".
- The research platform should **integrate and expand the existing efforts at KTH**:
 - Sustainable food production and consumption,
 - Functional food products and health,
 - Logistics and digitalisation, and
 - Food security and circular processes (zero food waste).
- **KTH** is well-placed to **contribute to research in food systems** in Sweden: integrating food issues within existing research infrastructures and creating new constellations.
- **Great potential synergies**
- An interdisciplinary and disciplinary focus on the **entire food chain** to solve societal challenges



KTH Food Sustainability

Vision:

To engage and align the **education, research and outreach at KTH** towards a resource efficient and fair food system encompassing the entire value chain, resulting in **sustainable food systems and products** with positive impact on **good health and well-being**.

Mission:

- Stimulating **sustainable food systems** in terms of **production and consumption across the whole value chain**.
- **Reducing food waste** and establishing **food processes** within the **circular economy**
- Developing **functional foods** with tailored **properties** and improved **health and well-being**.



On KTH.se

◀ Miljö och hållbar utveckling

Samverkan och nätverk

Samarbeten och nätverk

Akademiska hus

Fossilfritt Sverige

ISCN - International Sustainable Campus Network

IVL Svenska Miljöinstitutet

KTH Food Sustainability Network

KTH Life Cycle Network

KTH Network on CDSMS

KTH Smart Sustainable Cities

NSCN - Nordic Sustainable Campus Network

SDSN Northern Europe

Stockholm Environment Institute, SEI

KTH Food Sustainability Network

KTH Food Sustainability Network engages and aligns the education, research and outreach at KTH towards a resource efficient and fair food system which encompasses the entire value chain, resulting in sustainable food systems and products with positive impact on good health and well-being.

The overall aim is to consolidate the network KTH Food Sustainability as a visible research, educational and outreach platform integrating the currently scattered efforts at KTH. Four areas of interest have been identified related to the current food sustainability challenges: Sustainable Food Production and Consumption, Food Protection and Safety, Food Quality and Health, and Food Processes and Waste Management. The network will provide an arena for stimulating discussions, cooperation and development within KTH, and to promote external collaboration and knowledge exchange with other universities, organisations and food companies.

[Follow this link for more information about the KTH Food Sustainability Network](#)

Contact



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STRATEGISKA
HÅLLBARHETSSTUDIER



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Universitetslektor, avd. chef
franvil@kth.se
087909939
Profil

GLYKOVETENSKAP

<https://www.kth.se/om/miljo-hallbar-utveckling/mhunatverk/kth-food-sustainability-network-1.929605>

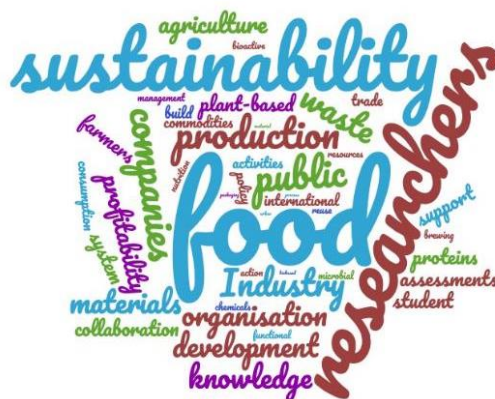


Activities

- KTH Food Sustainability event 2019
- Matchmaking event today!
- Participation in Food Science Sweden conference 13 Nov 2019
- Report about educational programs in Europe on "Sustainable food systems"
- Participation in The European Federation of Food Science and Technology (EFFOST) 12 – 14 November 2019 (Rotterdam, Netherlands)
- Apply for funding for continuation of the network
- 1-2 more workshops during 2020
- Suggest activities to us!



Topics for today's workshop





Overall goal

A competitive food chain where total **food production is increasing**, while at the same time achieving relevant national **environmental goals** creating growth and **employment** and contributing to **sustainable development** throughout the country.

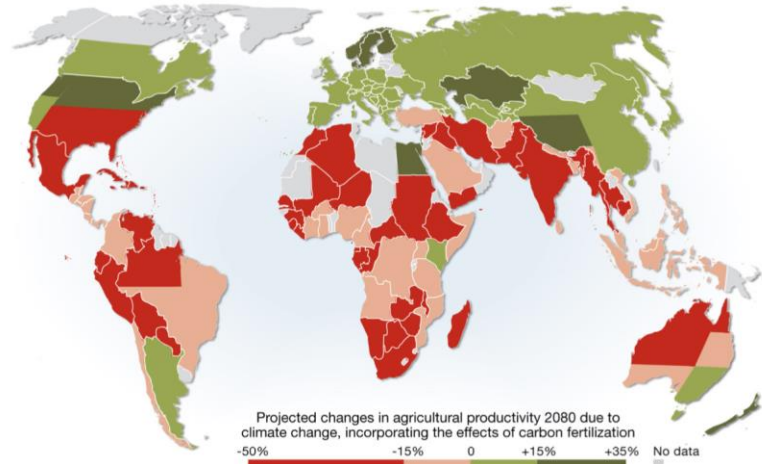


Government Offices of Sweden

Ministry of Enterprise and Innovation



Threat and possibility



RESOURCE: Food for Tomorrow's consumer.
(European Technology Platform)

SWEDEN
FOOD
ARENA®

2 Ledare Politisk redaktör: PM Nilsson, 08-573 650 98. E-post: ledare@di.se
Ledarskribenter: Lotta Engzell-Larsson, Tobias Wikström, Arvid Åhlund (wik).

VINNARE. På fredagen valdes Martin Moses, verksam vid restaurang SK Mat & Människor i Göteborg, till Årets kock. Matintresset i Sverige skapar en ny väg av entreprenörer. FOTO: AMANDA LINDGREN

Sverige är ett matland – dags att dra nytta av det






Ledare **lördag 14/9** lar så många och populära program; exempelvis Kockarnas kamp, Sveriges vnesta mästerkock. Tinas mat. New ”Kocktävlingarna” kedjor och prestigefulla hotell, men försäljningen har stått stilla sedan 2015 och de lyckas inte göra vinst.

SWEDEN
FOOD
ARENA®

Sweden is an innovative country

- Food industry has great potential

Bloombergs innovation ranking (Europe)

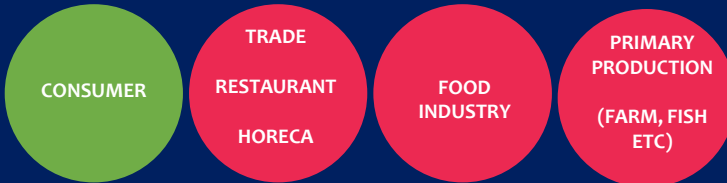
- 1  Sweden
- 2  Germany
- 3  Switzerland
- 4  Finland
- 5  Denmark
- 6  France
- 7  Austria
- 8  Ireland
- 9  Belgium
- 10  Norway
- 11  Netherlands
- 12  Great Britain
- 13  Italy
- 14  Poland

Food related innovation ranking

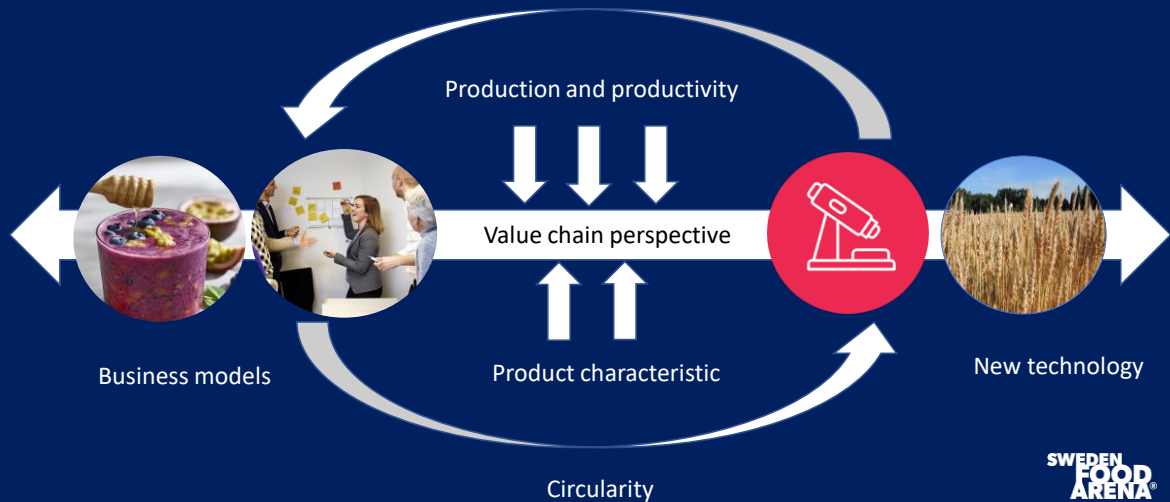
- 1  Netherlands
- 2  Ireland
- 3  Switzerland
- 4  Norway
- 5  Denmark
- 6  Iceland
- 7  Belgium
- 8  Finland
- 9  France
- 10  Great Britain
- 11  Austria
- 12  Slovenia
- 13  Spain
- 14  Sweden



The Arena includes the whole food chain



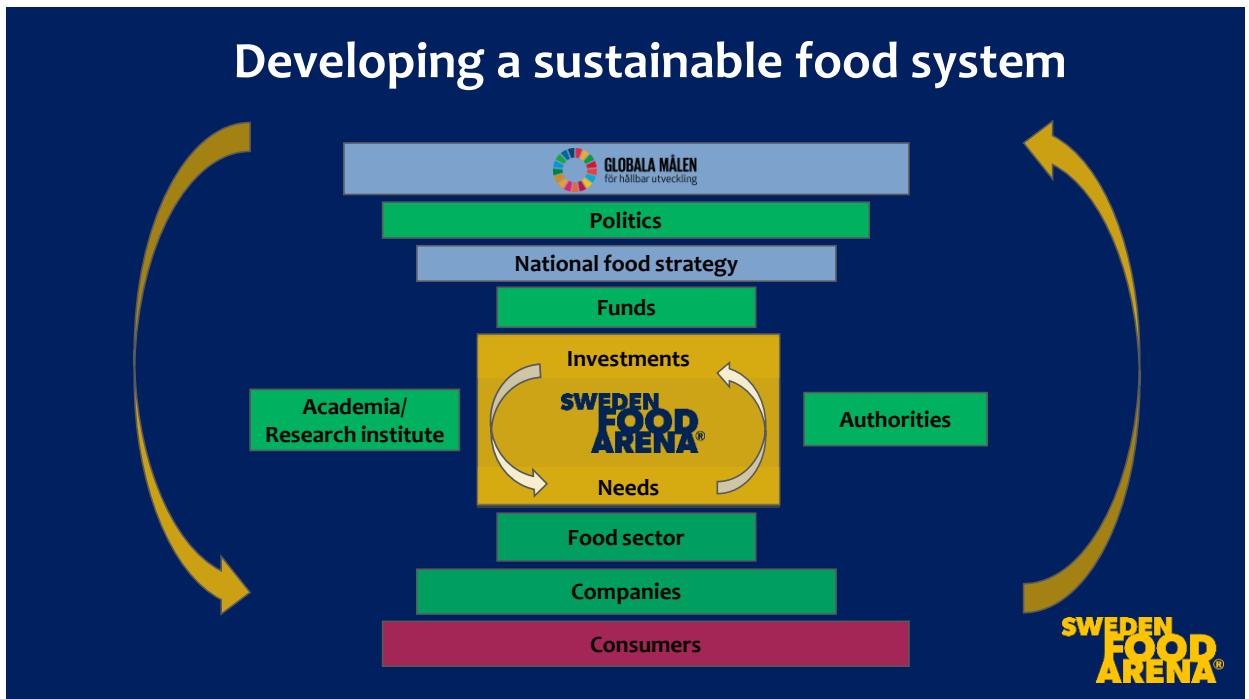
System perspective + interdisciplinary research



Vision and goals 2030



”Missions”



Why should Sweden invest?

- Countryside
- Good food
- Growth
- Less impact on the environment
- Increased export
- Healthier people
- Less vulnerable

More jobs
50 000 new to 2030

SWEDEN FOOD ARENA®

The infographic features a central red circle with the text 'More jobs 50 000 new to 2030'. Surrounding this are seven smaller red circles, each containing a benefit: 'Countryside', 'Good food', 'Growth', 'Less impact on the environment', 'Increased export', 'Healthier people', and 'Less vulnerable'. The background is a dark, top-down view of several bowls of food, including what appears to be a salad and a bowl with red onions and tomatoes. The 'SWEDEN FOOD ARENA®' logo is in the bottom right corner.

SWEDEN FOODTECH

THE FOOD INDUSTRY IS ENORMOUS

THE LARGEST SECTOR ON THE PLANET

FOOD IS 20% OF GLOBAL GDP

\$15 000 000 000 000

*Investopedia

THE IMPACT IS ENORMOUS

**IT'S A DYSFUNCTIONAL AND
UNSUSTAINABLE SYSTEM**



FOOD INDUSTRY'S CHALLENGES

- ✓ **FEEDING** A GROWING POPULATION
- ✓ **LOWERING** NEGATIVE EFFECTS ON ENVIRONMENT
- ✓ **LESSENING** INDUSTRIAL MEAT AND DAIRY CONSUMPTION
- ✓ **REDUCING** WASTE AMOUNTS
- ✓ **IMPROVING** HEALTH WORLDWIDE
- ✓ **PROMOTING** GLOBAL INNOVATION



FOODTECH IS AN ECOSYSTEM MADE OF ALL THE AGRI-FOOD ENTREPRENEURS AND STARTUPS (FROM PRODUCTION TO DISTRIBUTION) INNOVATING ON THE PRODUCTS, DISTRIBUTION, MARKETING OR BUSINESS MODEL.



GENERATE A RADICAL CHANGE

- ✓ **ATTRACT** THE BEST TECH TALENTS INTO FOOD
- ✓ **BUILD** A STRONG INNOVATION ECOSYSTEM
- ✓ **SUPPORT** THE FOODTECH ENTREPRENEURS
- ✓ **INVEST MORE** IN FOOD INNOVATION
- ✓ **MOVE TOWARDS** AN OPEN INNOVATION MODEL
- ✓ **DIGITALIZE** THE FOOD INDUSTRY

SWEDEN FOODTECH

[ABOUT](#) [ADVISORY](#) [COMMUNITY](#) [STOCKHOLM FOODTECH COMPANIES](#) [SMAKA](#) [EVENT SPACE](#)



We accelerate innovation for the future of food.

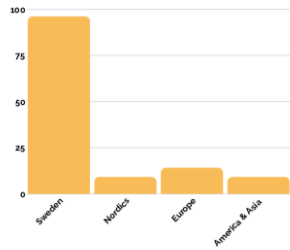
We help entrepreneurs reach their full potential, providing our corporate partners with our expertise in open innovation and emerging technologies; assisting partner VCs with their portfolio startups; promoting the Sweden Foodtech scene at home and abroad through events and conferences. We open doors - locally and around the world. Our ambition is to build the next generation food-system based on tech, data, sustainability and health.

FOODTECH VILLAGE

powered by Sweden Foodtech

152 MEMBERS

In a bit more than one year of activities, the Foodtech Village got **152 startups or projects sign-ups**. Some of them consist of teams, others only of single entrepreneurs. The majority is based in **Stockholm, Sweden**.



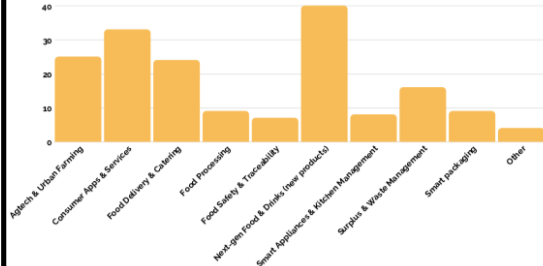
LOCATION

75% of the members are based in **Sweden**, mainly in the city of Stockholm. The Foodtech Village also reached some far away countries like China, India, Russia, South Korea and Haiti, but the other members are mainly from the **Nordic Countries** (Finland, Norway and Iceland) and **Europe** including Italy, France, Austria, Netherlands and UK.

SUB-INDUSTRIES

The Foodtech Village Community welcomes **any kind of startups or projects** working within **food innovation**, from the production side to the customer services. The majority of the members (almost 23%) are focused on the **development of new food products**, mainly vegan alternatives

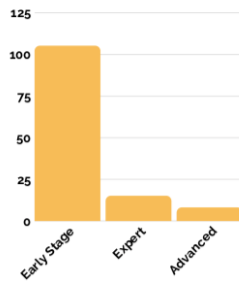
and **next-gen foods** (i.e. insects food and meal substitutes). The 19% of them is working on **Consumer Apps & Services**, promoting healthy nutrition and lifestyle. **Food Delivery & Catering** and **Urban Farming & Agtech** get both 15% of the cake, followed by **Zero-Waste** solutions (10%).



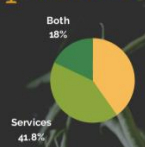
DEVELOPMENT STAGE

The Community is mainly made of **early-stage startups or entrepreneurs** exploring, validating and developing new business opportunities. Less than 20% of the members consider their project **Advanced** (6,3%) or **Expert** (11,7%) staying at the criteria:

- Early Stage**
 - Revenue: < 1M SEK (100.000 €)
 - Investments: < 1M SEK (100.000 €)
 - Team: < 5 people
- Expert**
 - Revenue: 1M – 2,5M SEK (100.000€ – 250.000€)
 - Investments: 1M – 2,5M SEK (100.000€ – 250.000€)
 - Team: 5-15 people
- Advanced**
 - Revenue: > 2,5M SEK (100.000 – 250.000€)
 - Investments: > 2,5M SEK (100.000€ – 250.000€)
 - Team: > 15 people



PRODUCT VS SERVICE



The distribution of companies working with products or services.

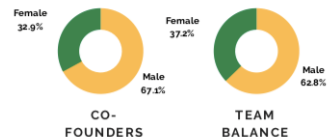
FOOD - TO - TECH



A % scale from 'food company' (1) to 'tech company' (5) of each business.

GENDER

The community has a very **active female dimension**: women are definitely among the most dynamic founders and players within the Foodtech Village initiatives. **25%** of the startups are actually founded by only female co-founders.



45% of the startups has a one or more female as a co-founder.



Stockholm, Good Food City.

Foodtech is set to bring about the disruption of the current food ecosystem via technology and innovation. Places with a high degree of health-consciousness, sustainability, change-mindedness and technological maturity are set to lead the way. As one such place, Stockholm is a fantastic home to the burgeoning foodtech sector. We are fully committed to building a strong foodtech hub and supporting the City of Stockholm to become the "Good Food City".

[READ MORE](#)

Stockholm The Capital of Scandinavia

Invest Stockholm is the official investment promotion agency of Stockholm. Together with them, we have mapped and listed all the foodtech startups that are based in Stockholm. Please contact us if you would like to get more information about the **Stockholm Foodtech Ecosystem** and explore collaboration and investment opportunities.

Are you a foodtech startup in Stockholm and you are not listed yet? Please email federico@swedenfoodtech.com

Are you interested in investment and collaboration opportunities? Please email irena.lundberg@stockholm.se



AB Gastronova

AB Gastronova develops new plant-based proteins and food alternatives, on the B2C market with the brand "VegMe".

[Website](#)



Agronomics Scandinavia AB

Agronomics offers information and communication services for the agricultural commodity market.

[Website](#)



Analog & Tech

Analog & Tech provides marketing solutions for food companies, recommending appropriate technologies to strengthen the connection between products and customers.

[Website](#)



Aqua Gustus / Amisa AB

Aqua Gustus is a water flavoring product enriched with vitamins. Vegan, no added sugar, sweeteners or other additives.





[Website](#)

Stockholm
The Capital of Scandinavia


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 <p>AB Gastronova AB Gastronova develops new plant-based proteins and food alternatives; on the B2C market with the brand "VegMe".</p> <p>Website</p>	 <p>Agronomics Scandinavia AB Agronomics offers information and communication services for the agricultural commodity market.</p> <p>Website</p>
 <p>Analog & Tech Analog & Tech provides marketing solutions for food companies, recommending appropriate technologies to strengthen the connection between products and costumers.</p> <p>Website</p>	 <p>Aqua Gustus / Amisa AB Aqua Gustus is a water flavoring product enriched with vitamins. Vegan, no added sugar, sweeteners or other additives.</p> <p>Website</p>





smakagoodfoodfestival Segui già






355 post 4.128 follower 979 profili seguiti

Smaka På Stockholm
There is a new festival coming 2020. #smakagoodfoodfestival
Welcome 🌟🌟



THE PARTICULAR BLOOMER WE ARE LOOKING FOR NOW

Each Bloomer is unique and one is not like the other, however, to be eligible for our Bloomer Accelerator program, all applicants need to share these traits:

-  You are a **Foodtech*** startup, or **another tech startup**, with a digital/technical **solution relevant for the food system**.
-  Your company should have a positive **sustainability impact mission** at your core business
-  You should have reached an **MVP or early PoC stage** in your development
-  The solution you are working on should be applicable to the **Swedish market**
-  The solution should be feasible to **pilot through Coop** in Sweden, at some point

**Your tech solution could impact and/or involve food products, although products/CPGs should not be in the core, at least not for this first program, in order to secure synergies between our participants. Feel free to submit interest and get in contact with Coop, Norrskan and Sweden Foodtech, as we are keen to help you even if your current offering does not fit these specific program criteria. Reach out directly to hello@bloomeraccelerator.com or to any of our core team members (find each person's email in the Contacts section).*

Application deadline: Feb 14th

www.bloomeraccelerator.com



SWEDEN: THE FOODTECH VALLEY

- ✓ URBAN
- ✓ INNOVATIVE
- ✓ SUSTAINABLE
- ✓ HEALT-FREAKS
- ✓ CHANGE-MINDED
- ✓ STRONG FOOD ETHICS
- ✓ ... AMAZING TECH SECTOR!



◀ **SILICON VALLEY**
GLOBAL TECH DOMINANS

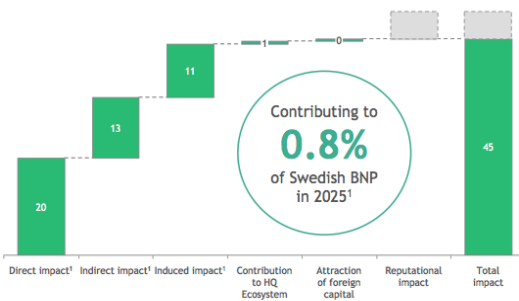
◀ **SWEDEN & NORDICS**
GLOBAL FOODTECH DOMINANS

THE OPPORTUNITIES ARE ENORMOUS



When including ripple effects, FoodTech estimated to contribute to 45 bnSEK, or 0,8% of GDP in 2025

Total economic impact when including ripple effects in 2025 (BSEK)



Selected industries direct share of Swedish GDP²

Education	0.96%
Pulp and paper	0.83%
Steel and metal works	0.67%
Airline	0.22%
Textile manufacturing	0.11%

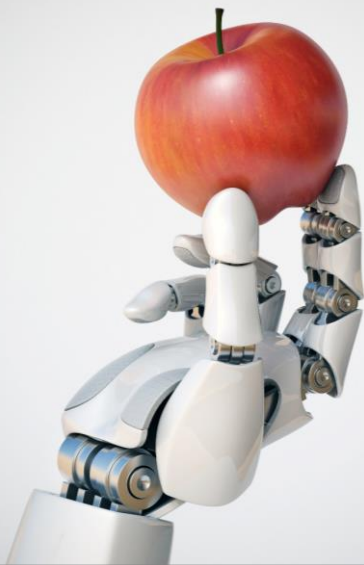
¹ Including multiplier effects (induced and indirect effects). ² Each industry's revenue contribution to GDP in 2015, however not including multiplier effects
Source: SCS, BCG Analysis

AND WHAT ABOUT THE SCIENTISTS?

WE NEED MORE SCIENTISTS INTO FOOD



 AG-TECH	 FOOD PROCESSING	 CONSUMER APPS	 FOOD DELIVERY
 SMART APPLIANCE & KITCHEN	 NEXT-GEN FOOD & DRINKS	 FOOD SAFETY	 SURPLUS & WASTE



SWEDEN FOODTECH

LET'S STAY IN TOUCH!

FEDERICO RONCA

FEDERICO@SWEDENFOODTECH.COM

www.swedenfoodtech.com

Södertälje municipality

*A living lab for
sustainable food systems*

Helena Nordlund, Project Manager MatLust,
Södertälje municipality

Diet for a Green Planet – criteria

- Tasty and healthy food
- Organic products
- Less animal products, more vegetables, legumes and whole grain
- Locally produced according to season
- Reducing leftover food



Södertälje as a municipality that promote sustainable food production

- 13.000 portions = approx 15% of the total amount of municipality citizens eat Diet for a green planet public meals every day.
- Multiple awards: White Guide junior, bl.a: *Årets skolmatskommun, Årets måltidschef, Årets skolmatsrestaurang, Årets Mälardarling, Årets djurvänligaste kommun mf l.*
- 2012-14: Leader project: *Södertälje Närodlat.*
- 2014-15: URBACT projekt: *Diet for a Green Planet*, best practice transfer.
- 2015-18: URBACT projekt: Agri-Urban, action planning project
- 2015-20: Regionalfondsprojekt(ERDF) *Matlust*, näringslivsprojekt för SME.
- 2016-18: Municipal cultivation strategy
- 2018: Pollination plane
- 2018-20: Food supply strategy



Project MatLust 2015-2021

Objectives

- Sustainable, profitable and growing food enterprises in the Stockholm region
- Södertälje as a regional node for sustainable food at Södertälje Science Park



The food industry in the region is growing with profitable and sustainable companies



Network

Development programs

Product development



Testbed – Public Kitchen Swedish ingredients – new products



Sustainable volume targets for the municipality

Replace	Product	Target volume 2019	% increase from 2018
Rice/bulgur	Whole barley Whole wheat , Riceoat	10 ton	+ 70%
	Rice	20 ton	- 30%
Chicken	Hen	10 ton	+ 80%
	Chicken	25 ton	- 30%



About 150 companies has participated or participate in Matlusts development program since its start in 2015/16.





Mingle and exhibition

10.15-10.45 Mingle and exhibition

The purpose of networking:

- *New contacts*
- *New knowledge*
- *New innovative ideas*
- *Possibilities to new businesses*



Matchmaking

10.45-11.45 Matchmaking

The themes in line with the topics you submitted before this day:

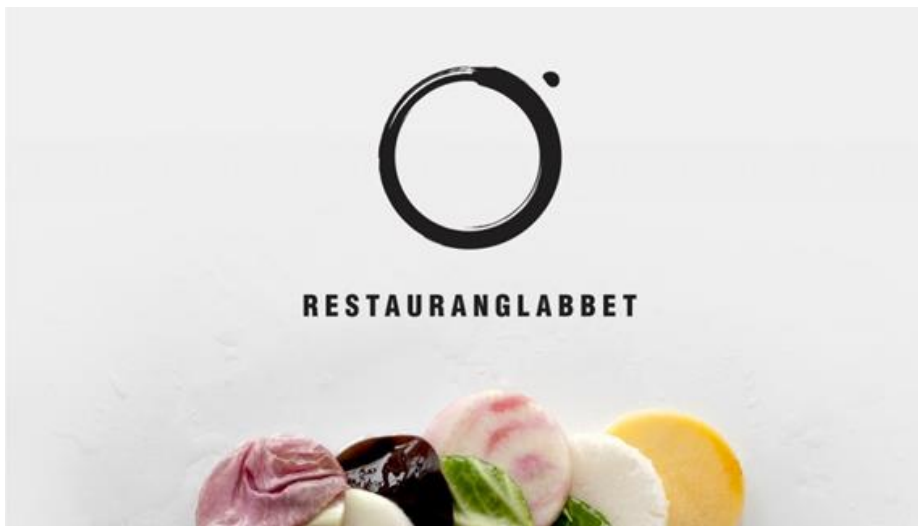
1. *Sustainable production and consumption*
2. *Logistics*
3. *Digitalisation*
4. *Functional food products*
5. *Health*
6. *Waste*
7. *Circular processes*
8. *Food security*

2020-01-24

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Lunch and mingle



2020-01-24

62



Summary

