



MEYERS





AGENDA

1. A brief background
2. The Copenhagen Model -
The strategy
3. The Copenhagen model -
Implementation

About Meyers

Meyers Madhus is the consultant partner of the food strategy and implementation in the municipality of Copenhagen

Trine Ring Olesen – Senior Project Manager

- *15 years experience of sustainability change and implementation of change projects*
- *The Copenhagen model*
- *Experience of implementing parts of the Copenhagen model in 12 municipalities all over Denmark*



MEYERS

I STORE TRÆK

STEDER

67 kantiner
4 bagerier
5 restauranter

Hovedkontor

Dampfærgevej

Produktionskøkkener

**Kattegatvej, Hedegårdsvej,
Sletvej og Jernholmen**

Kurser, teambuilding og rådgivning

Meyers Madhus

Vores foodtruck
Lille Meyer

MENNESKER

1.200

medarbejdere

heraf 895 fuldtidsansatte

MÅLTIDER

40.000

daglige måltider



25.000

daglige måltider i kantinerne

600.000

færdigretter årligt

3.000
daglige grønne
måltider

9.000
daglige måltider i
frokostordninger

200.000
restaurant- og
cafégæster årligt

34.000
jule- og nytårs-
menuer årligt

FESTIVALER

15
store kulturelle
begivenheder er vi
årligt tilstede ved

25.000
flæskestegssandwich
sælges årligt på
Roskilde Festival

APPLE FLOWER NORTHSIDE
ROSKILDE FESTIVAL
VERDENS BEDSTE JYLLANDSTUR
FRUGTFESTIVALEN MADENS FOLKEMØDE
VERDENS BEDSTE SKOVTUR

EVENTS OG TEAMBUILDING

+100
virksomheds-events
årligt

7.000
teambuildinggæster
årligt

BAGERI

300.000

solgte kanelnurrer årligt



1.400 tons

økologisk korn dyrket i
samarbejde med danske bønder

MADKURSER

7.500
voksne årligt

12.000
børn årligt



Vores mest populære kursus

Bagekursus

DIGITALT

4.058.051

besøgende på meyers.dk i 2021

KOGEBØGER

25.000

bøger solgt årligt

RÅDGIVNING

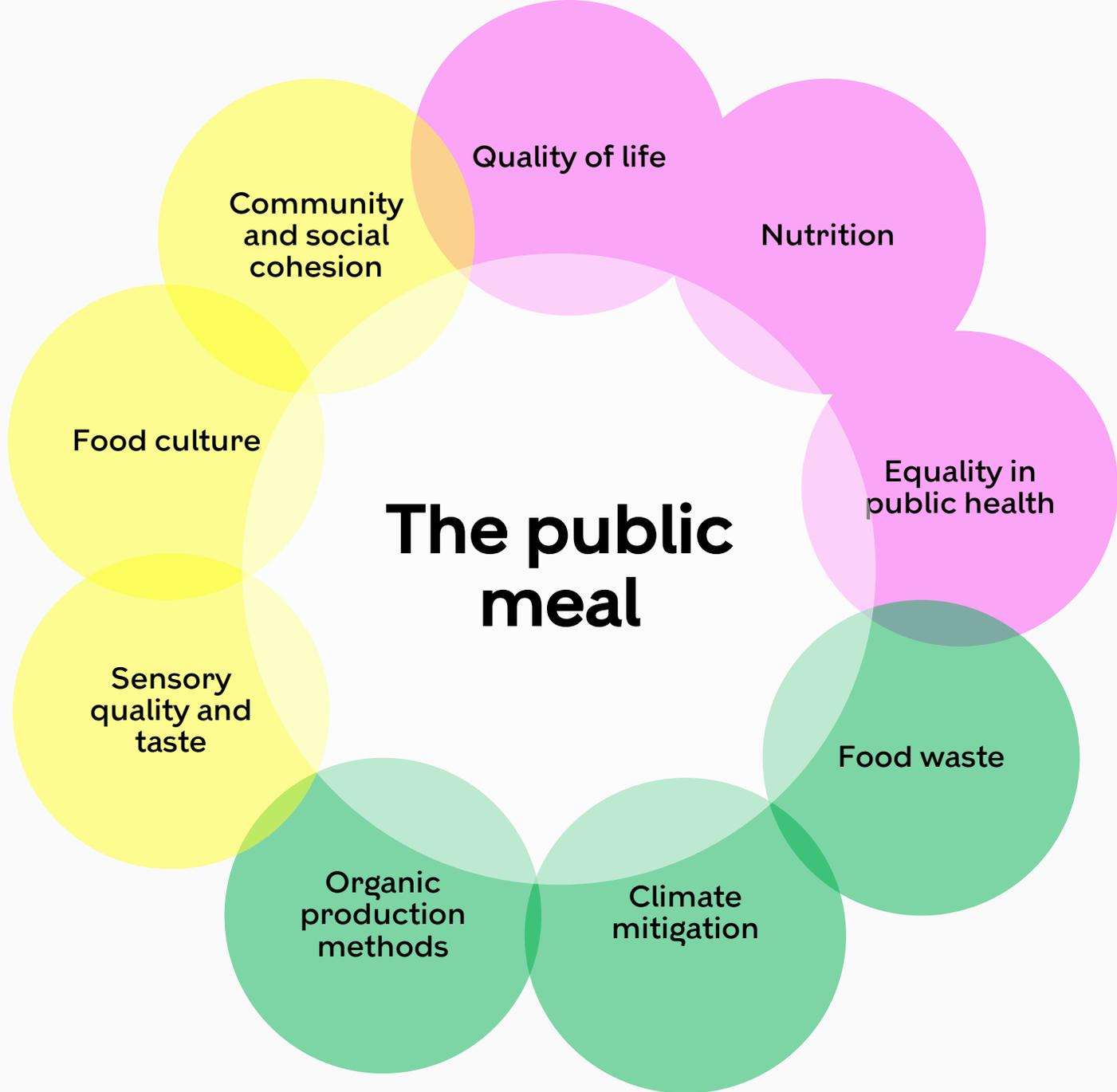
Vi hjælper over **1.000**
offentlige køkkener med bæredygtige
måltider, velsmag og værtskab

A brief Background



For over 20 years the City of Copenhagen has invested in good quality public food





The public meal

Quality of life

Nutrition

Equality in public health

Food waste

Climate mitigation

Organic production methods

Sensory quality and taste

Food culture

Community and social cohesion

City of Copenhagen

Public meals in Copenhagen

70.000 meals daily

1000+ kitchen units

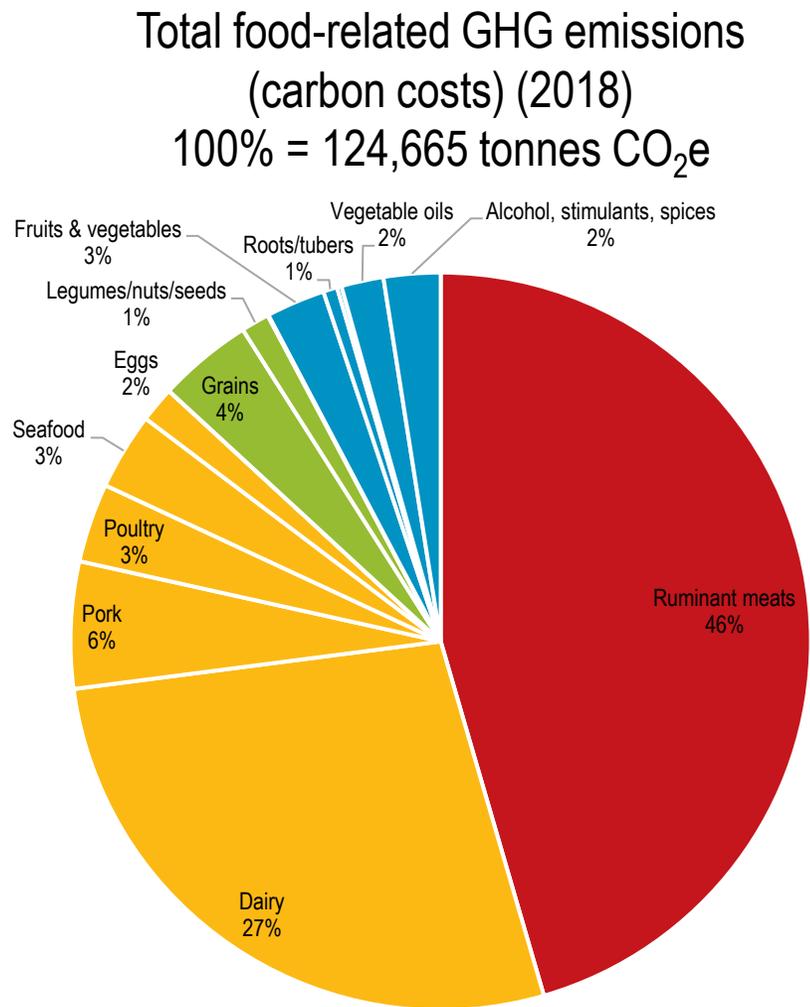
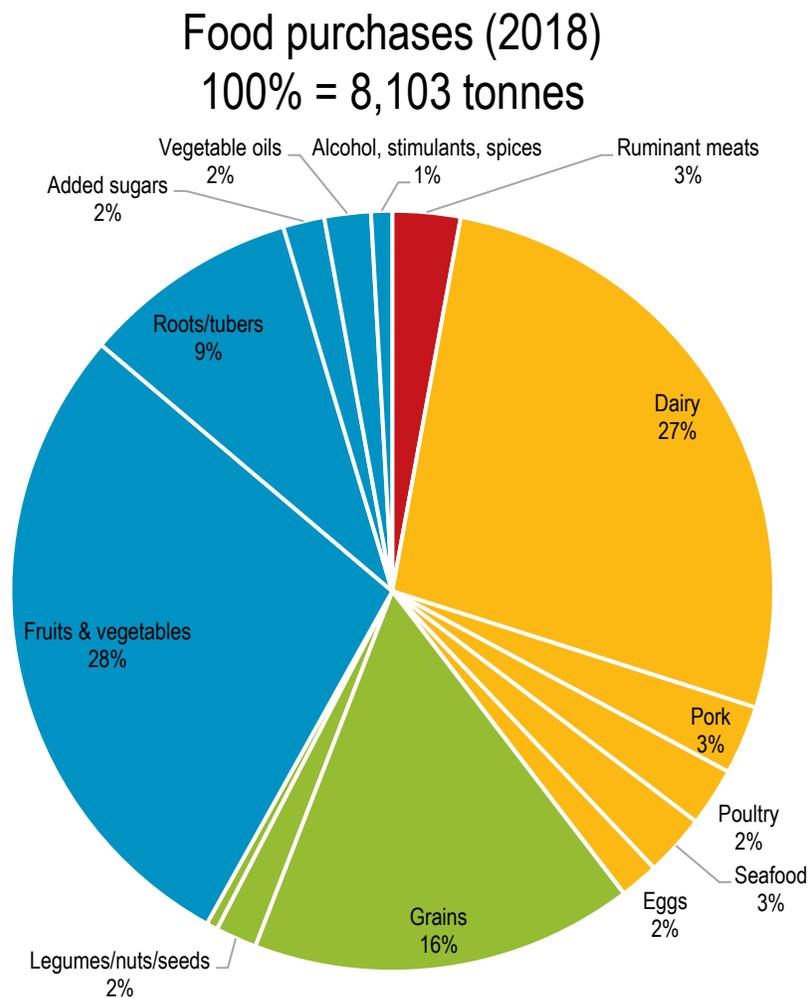
1750 kitchen workers

10.000 tonnes yearly

Approx. 44 mio. USD yearly



The next challenge: reducing our climate footprint



- Beef and lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

Source: Purchase data provided by member. Emission factors from Poore and Nemecek (2018) (agricultural supply chain) and Searchinger et al. (2018) (carbon opportunity costs).

The Copenhagen Model - The Strategy



Evolution of food policy in Copenhagen

2001

Target of 75% organic food in public meals in Copenhagen

2006

Target of 90% organic food in public meals in Copenhagen

2019

- The first Food Strategy launched, gathering all food policies in one strategy.
- Copenhagen signs the C40 Good Food Cities Declaration (now Accelerator)
- Joins WRI Cool Food Pledge

2026

Climate Action Plan 2035: goals and targets for reducing emissions from city consumption

2002-

1st food quality training program

2009-2015

2nd food quality training program

2016-2020

3rd food quality training program

2021-2024

4th food quality training program

2020-2023

Funding for implementation of the Food Strategy (~2.5 mio EUR)

Fixed funding for the food quality work (~1.4 mio EUR yearly)

Vision:

Copenhagen represents sustainable meals that combine health, taste and climate-responsibility. The City of Copenhagen wishes to promote food literacy, strengthen social communities and ensure that Copenhagen becomes a green, healthy and vital food city that is closely interlinked with its regional food system for the benefit of all its residents – and serves as an inspiration for the rest of the world.

The Food Strategy has five overall themes

1. Provide correct nutrition and promote health
2. Taste, quality and food appreciation in focus
3. Sustainable and climate-responsible meals
4. Strengthen social communities, food culture and food literacy
5. Promote Copenhagen as a healthy, green and vital food city - *for all Copenhageners*



Sustainability goals

Reduce the climate footprint from public meals by 25 % by 2025 (2018 baseline) - measured in CO2 emissions per kg. food procured

All institutions should purchase at least 90 percent organic food - and those who can should be registered with the government certification for organic kitchens

Reducing food waste by 50% in 2030 (2022 baseline)- *the first 15% to be reduced by 2025.*





The Copenhagen Model - Implementation

How do we implement?

1. **Setting clear goals and targets**
2. **The municipality provide the means and support to implement the targets**
3. **Measure and follow up on progress**
4. **Create ownership and motivation amongst everyone who is part of implementing the strategy**

Meyers Madhus

Copenhagen's Municipality's Food & Meal Consultancy
2020-2024

Madliv København

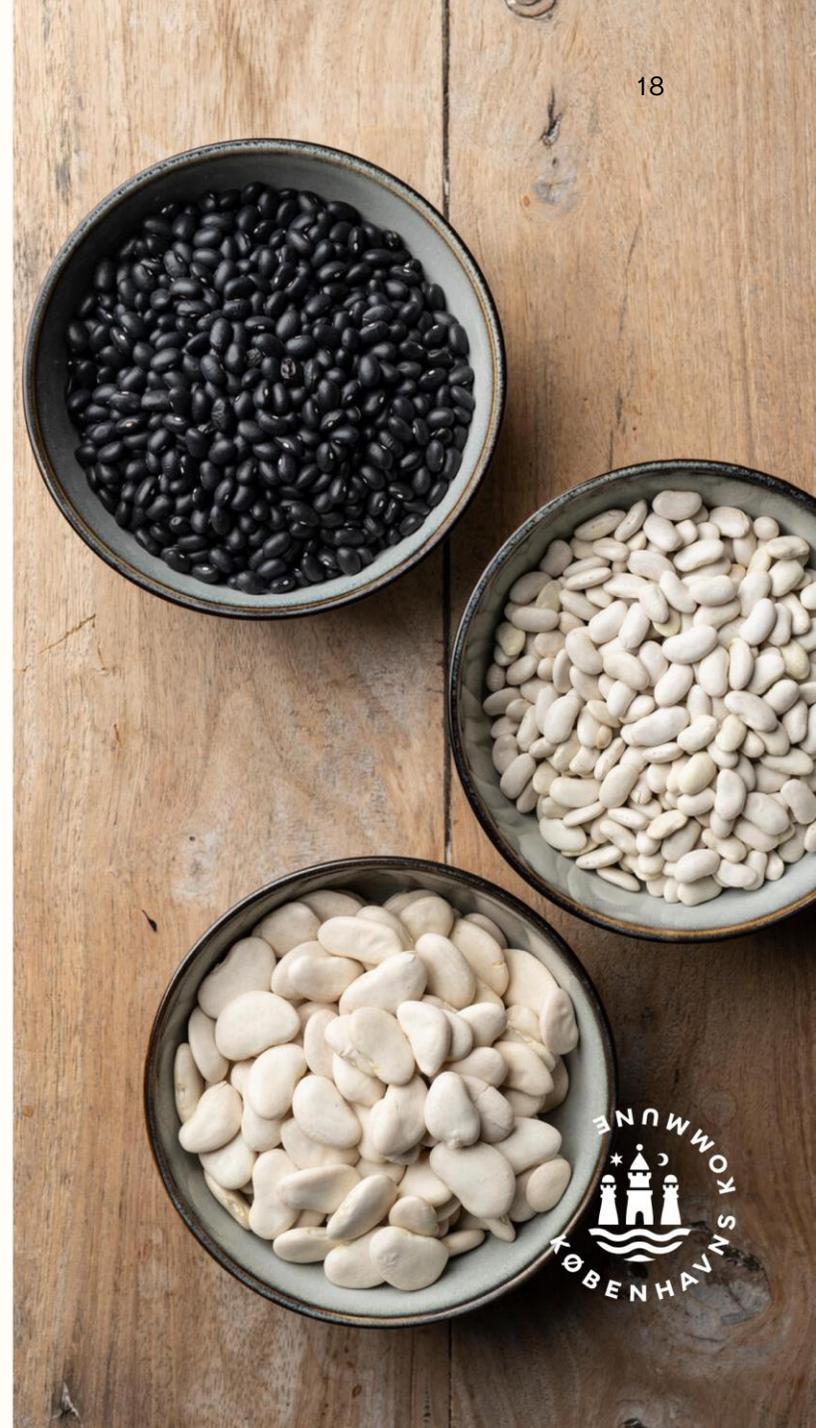
Food and Meal Consultancy
in CPH municipality
2020-2024



Madliv København

Food and Meal Consultancy 2020-2024

- Counselling Program for each institution of a 3-, 6- or 12-months with tailored subjects and a permanently connected gastronomic consultant
- Courses in Meyers Madhus that qualify and inspire to nutritional efforts, climate and ecological readjustments, citizen involvement, the pedagogical part in a meal, etc. etc.
- Inspirational materials, e.g. a book that inspires and provides guidelines for Copenhagen's Municipality's Food and Meal Strategy
- 1000 climate-friendly recipes across target groups and institution types
- Celebrations and events



Madliv København

Consultancy is supporting change within:

- Climate and nutrition
- Organic food purchasing with existing budget
- Higher Food Quality - Taste, craft and seasonality
- Nutrition
- Food waste
- Social communities
- Kitchen operation and workflow
- Strengthened interdisciplinary collaboration



Madliv København

Consultant course

Organic adjustment within the same budget – and in combination with climate

- Homecooked meals – finished and semi-finished foods are more expensive
- Cook seasonal food – it gives higher availability of organic produce
- Use meat with care – choose light meat types, cheap cuts and less meat
- Use other protein sources – e.g. legumes, nuts, lentils and fish
- Reduce food waste – it gives you the space to buy more organic produce and helps the climate
- Shop consciously – know your budget and shopping data



Klimaaftryk (kilo CO2-e pr. kilo fødevarer)

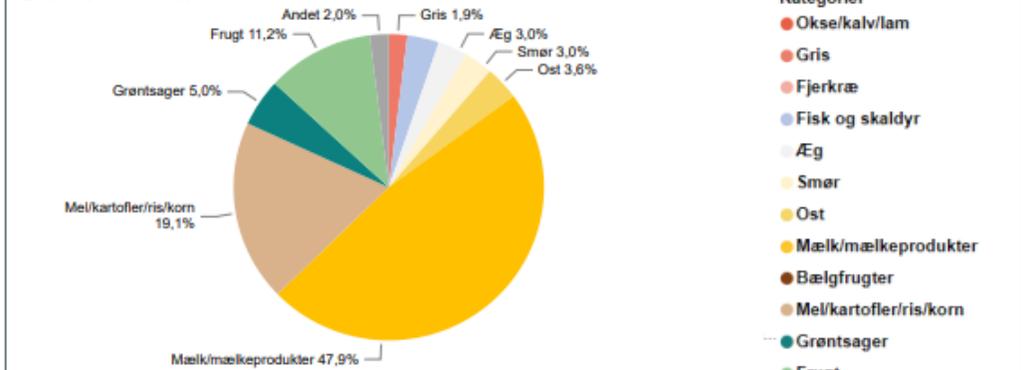
Gennemsnit for plejehjem med modtagekøkken i 2018	Jeres gennemsnit jan 2023 - mar 2023	Mål for plejehjem med modtagekøkken inden 2025
13,9	11,0	10,4

Klimaaftryk (kilo CO2-e pr. kilo fødevarer) pr. måned

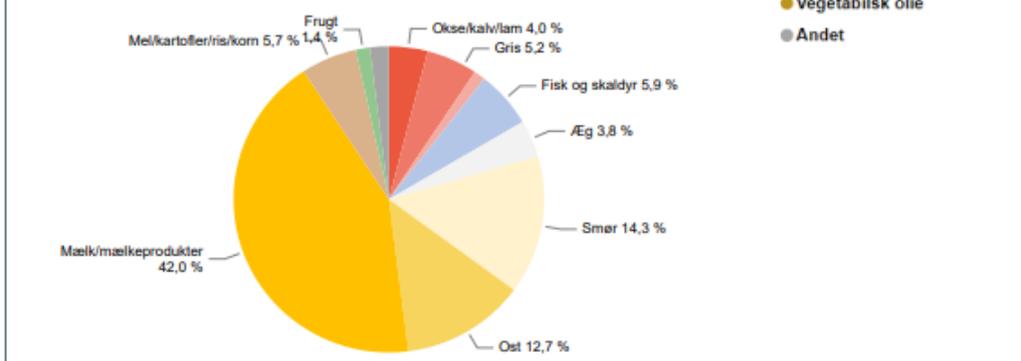


jan 2023 - mar 2023

Fødevarer i alt: 4.805 kilo

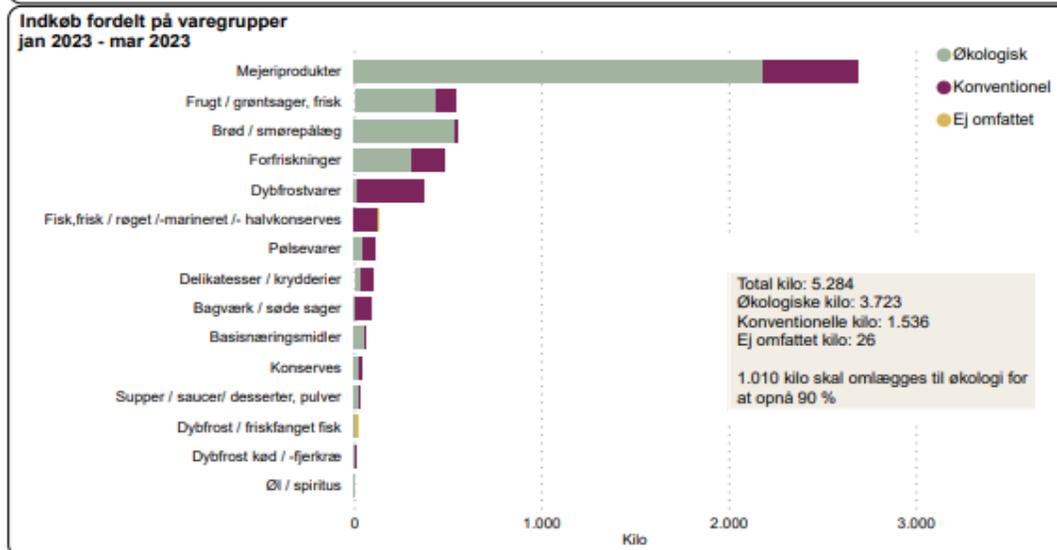
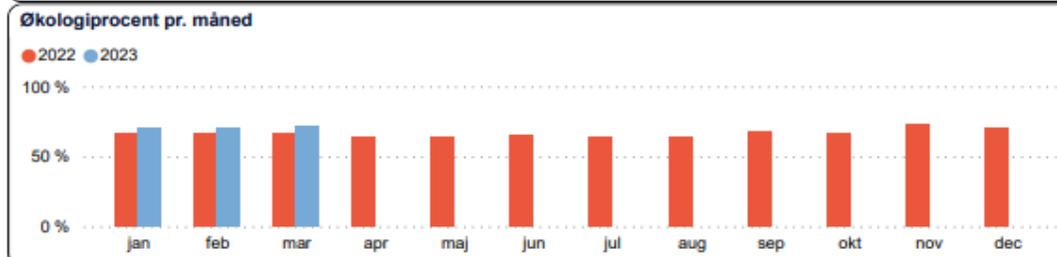


Fødevarer i alt: 53.048 kilo CO2-e



Kunden.: 20014233

Økologiprocent		
2022	jan 2023 - mar 2023	Målsætning
67 %	71 %	90 %



Konventionelt indkøb med flest kilo

Varenummer	Vare	Konventionelle kilo	Kroner
34446539	Skælsker Blandet saft kunstigt sødet 1 til 4 (7410005050) 12 x 1 l.	175	4.887
12941650	Frost Lyst sandwichbrød, 6 x 900 g (80122)	144	5.174
18193565	Arla Pro Protino Plus drik med hindbær 8,8%, 250 ml (433074)	112	9.457
18193527	Arla Pro Protino Plus drik med citron og vanille 8,8%, 250 ml (433072)	109	9.182
18193596	Arla Pro Protino Plus drik med blåbær 8,8%, 250 ml (433089)	108	9.090
14959936	Arla Foodservice Protino dessert med æble og kanel 7,8%, 80 g (46697)	60	5.349
16287501	Arla Foodservice Protino dessert med rabarber, 80 g (63922)	58	5.234
16000278	Clementiner Nadorcott KL 1 Spanien, stk.	29	591
16854550	Coronet Guldmix blandede småkager, 500 g (514)	24	1.645
18556216	Skipper Sild Marinerede sild i bidder, 3 kg (149000)	24	480
18573602	Skipper Sild Kryddersild i bidder, 3 kg (219037)	24	504
Total		891	52.458

Developing science-based dietary guidelines for different target groups

- Translating our climate targets into dietary guidelines, together with the Danish National Food Institute and our culinary advisor Meyers Madhus



Pejlemærker

1000 climate friendly recipes and counting

MEYERS
MADHUS

KLIMAAFTRYK

1,2 kg CO₂e
per portion

3,4 kg CO₂e
per kg



Læs mere



BØRNEHAVE

EFTERÅR

Udskriv opskrift

Kornotto med svampe,
edamamebønner og stegte
persillerødder



Celebrating achievements to create ownership and motivation



The rest of the city

- Engaging the rest of the city to be part of our journey
– engaging private actors and inspiring citizens through events and campaigns
- Requirements for events hosted/supported by the city
- Grønne Måltidsfællesskaber - grønt marked, fødevarebanken
- City-wide campaign and various events to inspire our citizens
- *(-> New Climate Action Plan and likely a new goal for reducing CO2 emissions from food consumption in the entire city by 50% in 2035)*

Thank you

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Feel free to reach out.