



KESTÄVÄ
RUOKAHÄME
(SUSTAINABLE HÄME
FOOD PROJECT)
1.1.2022-31.12.2023

Project presentation

Updated 5.12.2022

HAMK | Bio
HÄMEEN AMMATTIKORKEAKOULU
HÄME UNIVERSITY OF APPLIED SCIENCES
RESEARCH UNIT

ProAgria
Etelä-Suomi


MAA- JA
KOTITALOUSNAISET
ETELÄ-SUOMI



BACKGROUND OF THE PROJECT IDEA

- The food system of the future must respond to the challenges posed by climate change, ageing and digitalisation.
- The global economy has proved vulnerable due to the COVID-19 and now Ukraine war. It has made the importance of local food production even more important.
- A sustainable food system is the future.
- Finnish Innovation Fund's (Sitra) defines sustainable food system;

Food produced in a sustainable food system promotes health, and its production and consumption take place while conserving natural resources and using them optimally and recycling them. This promotes the circular economy and creates added value and profitability for the entire food system.

TARGET OF THE PROJECT

The aim is to increase

- Awareness and knowledge of the principles of sustainable development and responsibility
 - Support to disseminate companies of their sustainable actions
 - Help them to find networks
 - Assist in launching the necessary development actions.
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- Target group of the project (beneficiaries) are micro, small and medium-sized enterprises in the food sector in the Kanta-Häme and Päijät-Häme regions.

METHOD OF IMPLEMENTATION OF THE PROJECT

- The cross-cutting themes of the measures are the sustainable food system and cooperation between actors of food sector.
- Researched knowledge and competence are presented on a concrete level and in ways so that it can be utilized directly in business activities.
- The activities focus on companies that have the will and readiness to take things forward in their own operations or together with other companies.
- The implementation method is pre-designed themes in which sustainable food production is highlighted from different perspectives. The themes are implemented in different ways, usually they begin with a briefing and a group compilation, which is continued with 2-3 meetings. Companies can participate in the themes that interest them.
- For all interested parties, there is also a Sustainable Food Häme (Kestävä RuokaHäme) Teams group. It is intended for the exchange of information and networking.
- Participation is free.

PROJECT PROMOTERS AND FUNDING

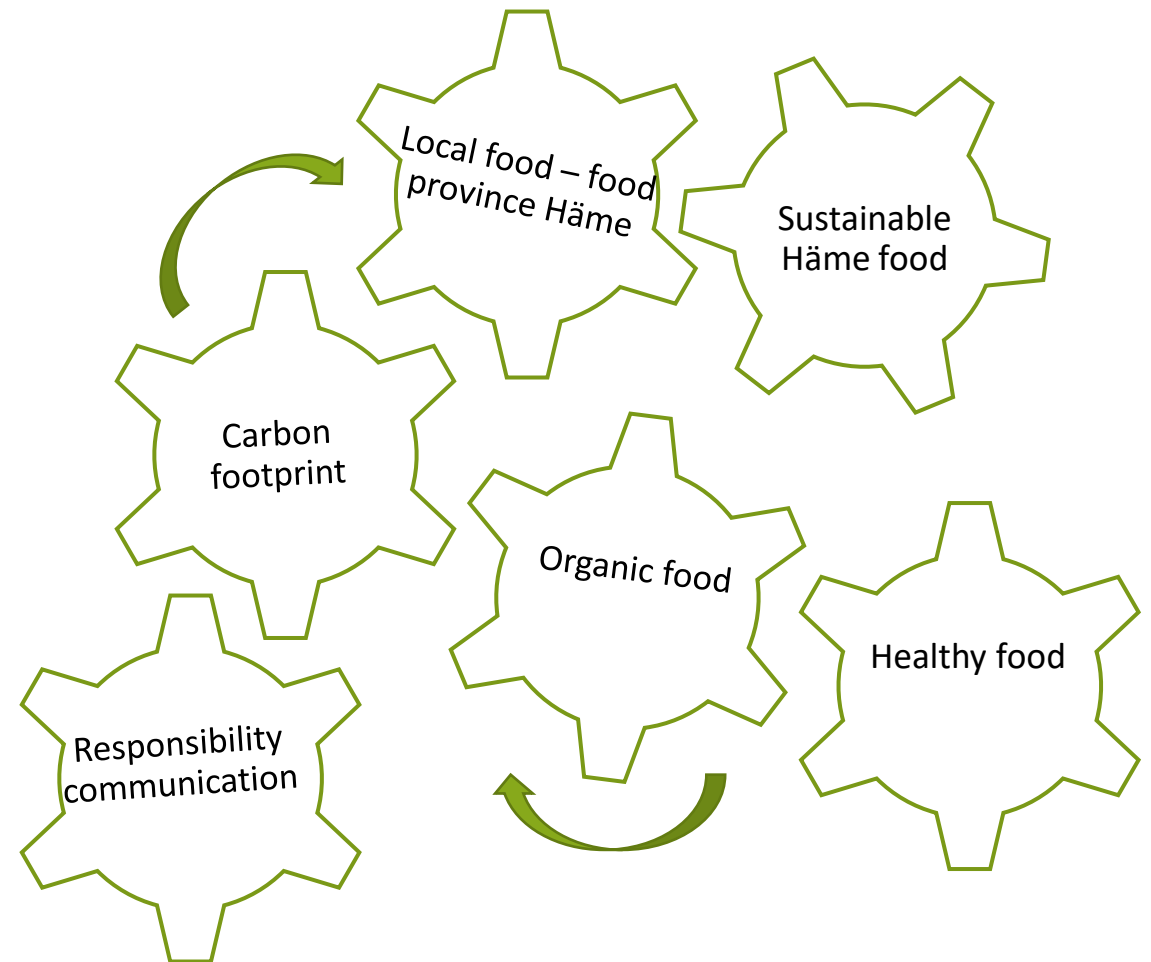


The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

- The project implements the Rural Development Programme for Mainland Finland 2014-2020 (transition period 2021-2022) and is funded by the Häme Centre for Economic Development, Transport and the Environment (100%) from the EU's Rural Development Fund. (https://agriculture.ec.europa.eu/common-agricultural-policy/rural-development_en)
- The amount of funding is 180 760 €.
- The project is implemented by Häme University of Applied Sciences and its research center [HAMK Bio](#) and [ProAgria](#) Southern Finland Association which is a Finnish expert organization offering a wide range of advisory services for region's farms and rural enterprises.

THEMES FOR SUSTAINABLE FOOD PRODUCTION IN THE PROJECT

1. Local food production as a means of strengthening the food province of Häme and its identity
2. Sustainable Häme food – the many opportunities of internationalisation and highlighting one's own expertise on that
3. Transition to carbon-neutral business and awareness of the process in food industry business operations
4. Sustainability reporting and corporate responsibility communication
5. Transition to organic food production
6. Food nutrition and consumer well-being from the entrepreneur's point of view



DESCRIPTIONS OF THE THEMES

(COMPANIES AND STUDENT OF HÄME UNIVERSITY OF APPLIED SCIENCES COOPERATION IN
THEMES 2, 3 AND 4)

1. LOCAL FOOD PRODUCTION AS A MEANS OF STRENGTHENING THE FOOD PROVINCE AND ITS IDENTITY



Content: Strengthening one's own food story as part of Häme food culture. Standing out and specializing in business, e.g., artisanal food, EU quality schemes for agricultural products. Cooperation networks with other companies.



Implementations: Webinars, workshops, theme groups



Benefits: Increased customer understanding. Development of own products and activities. New networks and cooperation with other actors. Increased awareness and visibility.



Dates: 2022 - 2023

2. SUSTAINABLE HÄME FOOD – THE MANY OPPORTUNITIES OF INTERNATIONALISATION AND HIGHLIGHTING ONE'S OWN EXPERTISE ON THAT



Content: The many opportunities of sustainable business and internationalization. Help in presenting your own activities internationally.



Implementation: Lectures, workshop, getting to know international students and companies, student-company cooperation



Benefits: Expertise in presenting your own operations to international customers. Information on different ways of working and being visible internationally. Visibility e.g. with the help of students. New international contacts.



Dates: March 2022 - October 2022

3. TRANSITION TO CARBON-NEUTRAL BUSINESS AND AWARENESS OF THE PROCESS IN FOOD INDUSTRY BUSINESS OPERATIONS



Content: Carbon footprint calculation as part of life cycle thinking. The company's own measures to reduce the environmental impact. Industry players and service providers



Implementation: Webinars, mapping of information needs in student-company cooperation, workshop



Benefits: Prerequisites for the transition to carbon neutral operations for the company. Understanding of the carbon footprint calculation process and the information needs. Information about service providers and costs.



Dates: 2023

4. SUSTAINABILITY REPORTING AND CORPORATE RESPONSIBILITY COMMUNICATION



Content: UN Sustainable Development Goals (SDGs), information needs for environmental reporting and its planning, consumer understanding, responsible communication and its different ways



Implementation: student-company cooperation



Benefits for companies: Models for highlighting responsible operations, company-specific responsibility plan in student-company cooperation



Dates: Autumn 2022 - Spring 2023

5. TRANSITION TO ORGANIC FOOD PROCESSING



Content: Demand and supply of organic products, consumer and retail perspective, transition to organic food production as a process, organic control and labelling



Implementation: Two webinars, small group activities



Benefits: Expertise, information and networks to support the transition to organic processing, how to develop business in the transition to organic farming.



Dates: 2023

6. FOOD NUTRITION AND CONSUMER WELL-BEING FROM THE ENTREPRENEUR'S POINT OF VIEW



Content: Promoting a healthy and good diet. Activating and guiding companies so that they know how to utilize the nutritional quality of the product in communication and marketing. Food as part of consumer well-being and health, nutritional content and nutritional quality of food.



Implementation: Mini-seminar, two workshops

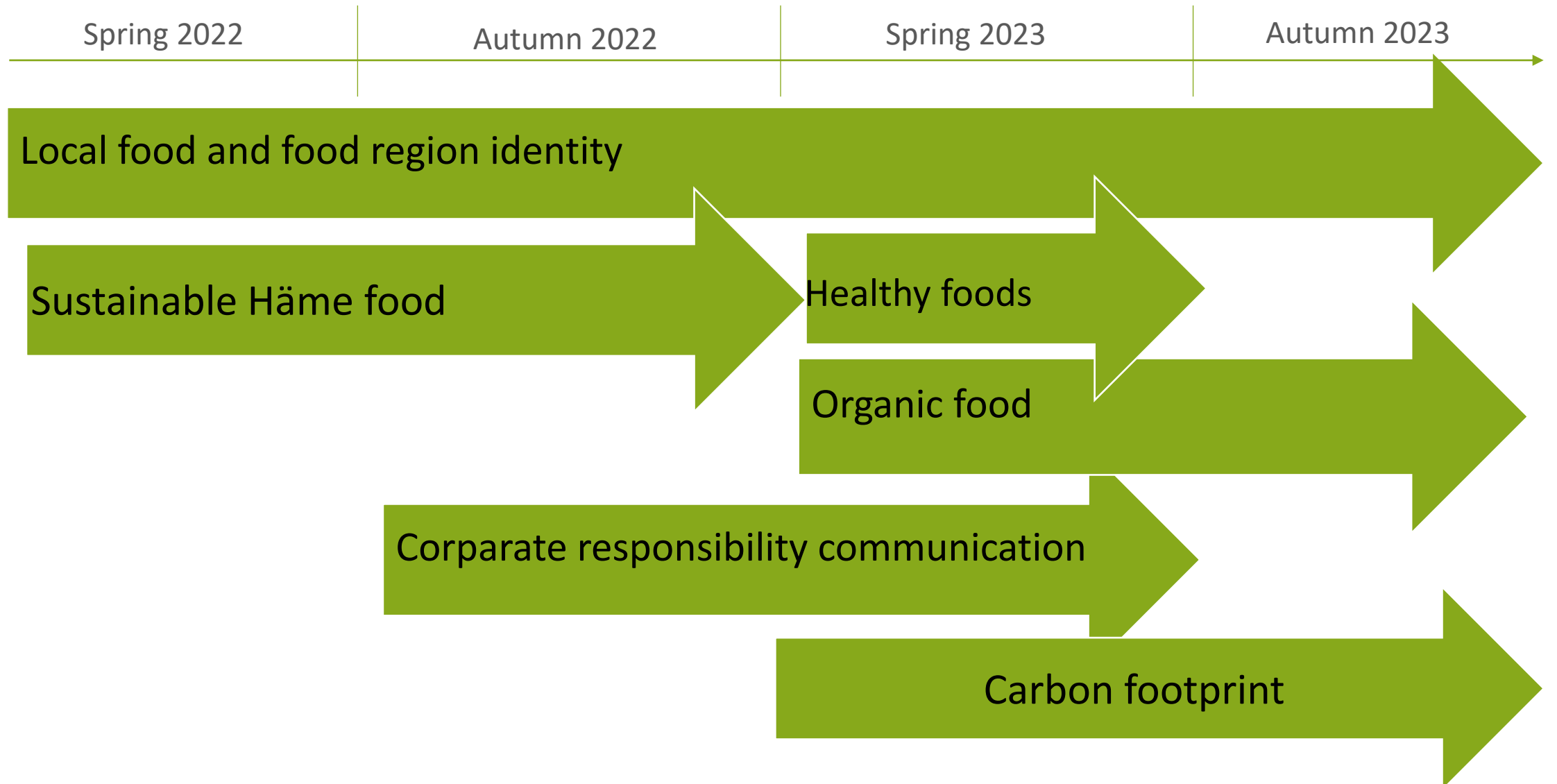


Benefits: Understanding the nutritional arguments of one's own food, new perspectives on product development for both existing and new product development.



Date: Spring 2023

THEMES AND SCHEDULES



CONTACTS

Häme University of Applied Sciences
/Hämeen ammattikorkeakoulu (HAMK)

Sanna Lento

p. 040 509 6443

Sanna.Lento@hamk.fi

www.hamk.fi/kestävaruokahäme

#kestävaruokahäme

ProAgria Southern Finland
Association/

ProAgria Etelä-Suomi ry

Tuula Repo

p. 040 588 0958

Tuula.Repo@proagria.fi



LINKS

- <https://kasvuahameessa.fi/> Kasvua Hämeessä (Growth in Häme) The website tells about current issues, news, events, activities and research in the food sector in Kanta-Häme and Päijät-Häme (mostly in finnish).
 - <https://kasvuahameessa.fi/avoimet-maatilat-briefly-in-english/> Open farm festival concept and list of company infos in english
- <https://aitojamakuja.fi/en/local-food/> The national local food co-ordination project has own web page for finnish local food; Aitoja makuja (True flavours). Including company search service, guides for entrepreneurs, events, news etc.
- <https://www.businessfinland.fi/en/do-business-with-finland/explore-key-industries/food-and-beverages> Food from Finland - international web page for business