

Food, Football & Foodprints

Abstract: Large scale sport event play an important role in the media landscape of today. But also the externalities attracts attention including the environment and the surroundings in which the sports events take place. This paper take a closer look at the food part of events. It uses the upcoming sports event in Brazil as the point of departure and discusses the opportunity related to the possible greening of these events. The paper argues that food at events are important in the branding of sports event since food is beginning to play an more important role in the experience of an event and in the media landscape. Events and other large scale catering has the potential to drive the development of organic food & farming. The paper underline the making Brazilain sport event a “green food and meal experience” is a huge task because expectations are high and since previous events had set a high standard. Therefore international cooperation is necessary. The paper therefore suggest a transatlantic platform for cooperating on this issue between Brazil, Germany and Denmark since all countries have important core competencies. The paper address some of the important challenges relate to the greening of large scale event food service including education & training, certification & food traceability labeling and policy instruments & regulation

Bent Egberg Mikkelsen, Food, People & Design,



*BRAZILIAN FAMILY FARMING SEMINAR:
Brazilian Social Footprint*

Nürnberg, Holiday Inn, February 16, 2010



Why is food at events important?

- Food starts to play a lead role in the experience of an event

- Events and other large scale catering has the potential to drive the development of organic food & farming

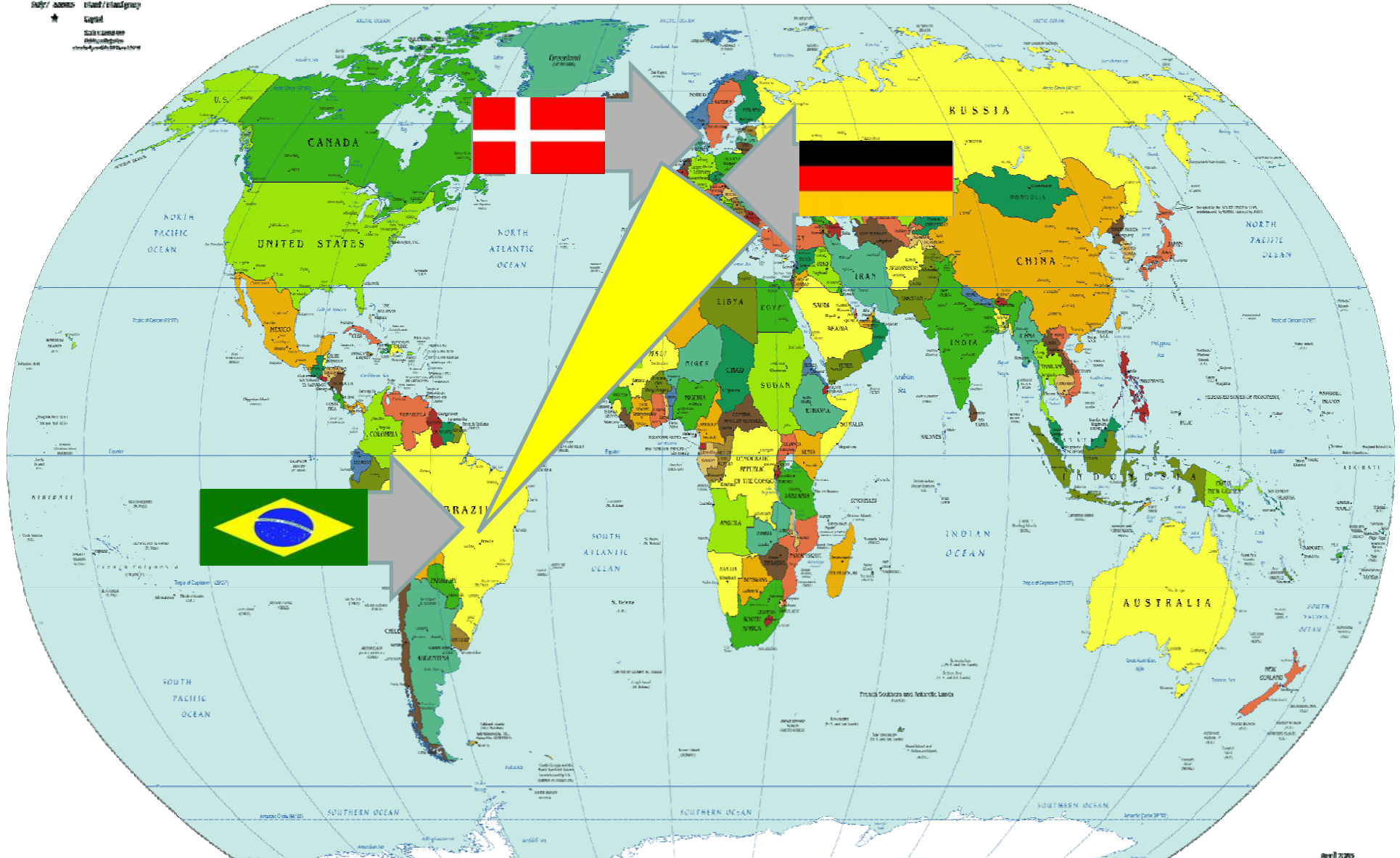
What is TRANSFORM?

Transatlantic platform for
Sustainable Food Redesign of
Megaevents

Political Map of the World, April 2006

A trilateral platform

ATTACHED Independent state
BORDER Depending on area of special sovereignty
DASHED / dotted line / dashed gray line / gray line
★ Capital
Scale 1:200,000,000
Projection: Robinson
Created by: World Atlas



Tasks: Knowledge transfer

- Education & training
- Certification & labelling
- Traceability in practice & IKT
- Policy instruments & regulation
- Short chain sustainable food systems development

When?

- To begin March 1 in 2010
- Be evaluated February 2011
- With a targeted continuation 2011-2014.

Platform activities

- Workshops. Sao Paulo at the BioFach América Latina 2010 in early November.
- Matchmaking European – Brazilian partners
- Equipment suppliers with organic sector
- Caterers with organic/sustainable food suppliers
- Organising committees with organic associations

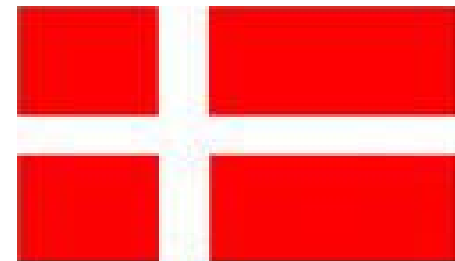
Core competencies Brazil

- Contribute with know-how and experience in making local food systems work
- Including strengthening local community - school cooperation
- Know-how on Organic Family Food and Farming



Core competencies Denmark

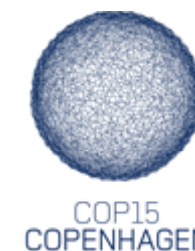
- Large scale organic supply chains
- Labelling Gold Silver Bronze
- Traceability
- Intelligent POS solutions
- Policy & regulation



Core competencies Germany

- Training
 - Kitchen
 - Waiters
- Certification





Thanks for you attention



New European Green Event Network EGEN 2010

*Thematic group:
Food and Waste, Sport events and Music festivals*

*2010-02-20, 9:00-12:00
Meetingpoint: Danish Stand,
Rinfach Messezentrum 90471 Nürnberg*

