

nourish eu
Healthy & Creative Food Regions

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“Developing Educational Tools for Healthy & Creative Food Regions”

- Training
- Applied Learning Opportunities
- Healthy Food Regional Partnerships

“Healthy food and innovation in the food sector is a key issue”

Four Strategic Healthy Food Regional Partnerships have been formed in:

Our Goal

The Nourish EU project (Developing Educational Tools for Healthy and Creative Food Regions) is an Erasmus+ funded project to support Healthy & Creative Food Regions in Northern Ireland/UK, Ireland, Bulgaria and Hungary.

Through setting up four local Strategic Partnerships, we are working to encourage food SMEs to innovate / orchestrate change in the development, production and marketing of 'healthier food'. This responds to market opportunities arising from two closely-related challenges facing the EU - obesity and food poverty.

Why focus on this topic?

Consumer appetite for healthier foods is heightening as a result of increased emphasis on rising obesity and media profiling.

Our Approach and Key Activities

Nourish EU Regional Partnerships

By developing a network of Nourish EU partnerships, we have the potential to deliver several benefits to the population and agrifood businesses at regional level. Nourish EU Partnerships convene the key players in food policy and food production on a regional level to commit to develop new approaches and key actions to assist SME food enterprises across the EU to innovate to develop healthier, affordable food and new food distribution channels.

Training

Open educational resources, focusing on teaching owners and employees how to implement greater innovation and creativity in their food business.

- Innovating New Healthy Foods for the Obesity Crisis
- Creativity in Food New Product Development - ethical sourcing and eco nutrition
- How to 'lean and green' food services
- Marketing - getting the healthy message out
- Distribution channels for healthy food
- Innovating for more affordable and healthy foods
- Paradox of food poverty & food waste (policy makers)
- Hungry for change – toolkit for regional response

Applied Learning Opportunities

Nourish EU works closely with employers to provide industry based learning through short and practical learning placements with a healthy food and innovation theme.

Nourish EU Regional Partnership Toolkit

This is a best practice, action and resource based planning toolkit for development of regional strategic partnerships throughout Europe. It is a step by step guide to mobilising key stakeholders of regional food supply influencers, trainers & educators, food SMEs and bodies representing the unemployed and socially excluded to create an innovative Healthy Regional Food Economy.



🇬🇧 Healthy Food Partnership in the Region of Craigavon, Northern Ireland/UK

The NI/UK partnership concentrates primarily on food industry stakeholders from the private sector, ranging from micro and SME businesses to large, even multinational businesses. To ensure cross sector collaboration representatives from other enterprise agencies, local authority, food banks and VET schools take part in the partnership. They have used the Nourish EU partnership structure to explore the potential for greater cooperation and innovation between local food companies and food banks.

🇮🇪 Healthy Food Partnership in the Upper Shannon Erne Region, Ireland

The Irish partnership has been facilitated by the strategic regional economy project - the Upper Shannon Erne Future Economy project -USEFE - (counties Cavan, Leitrim, Longford and Roscommon) which is working to maximize the region's economic potential based on its key advantages, capacities and opportunities. Food is a priority focus in the region and Nourish EU is assisting USEFE to transform the area into an innovative, healthy and creative food region.

🇧🇬 Healthy Food Partnership, Bulgaria

In Bulgaria the three main stakeholders which influence food production include central Government, trade bodies and educational institutions. The creation of the Healthy Food partnership in Bulgaria started with bilateral meetings with well known scientists, representatives of food safety organizations and business support agencies. They have used the Nourish EU partnership structure to explore the support that healthy food producers can avail of and discuss the way forward to cater for their training needs.

🇮🇪 Healthy Food Partnership, Hungary

The Hungarian Partnership highlights the educational aspects of healthy food and involved the main stakeholders from VET and higher education of food processing. They brought the Nourish EU project to 'OMEK', the biggest agriculture and food exhibition in Central-Europe. Over 5 days they shared the key benefits of Nourish EU with some of the 2000 attendees. They used the opportunities to run Nourish EU project presentations and an intense but very effective set of strategic partnership meetings.

“Effective strategies to reduce obesity are likely to incorporate many small changes implemented over a long time period by many stakeholders”

“There is no single 'magic bullet' to reduce obesity”

“Major obstacles food SME's face are lack of finance, human resources and new technologies”

“The consumption of industrially processed, energy-dense foods is constantly increasing”



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