



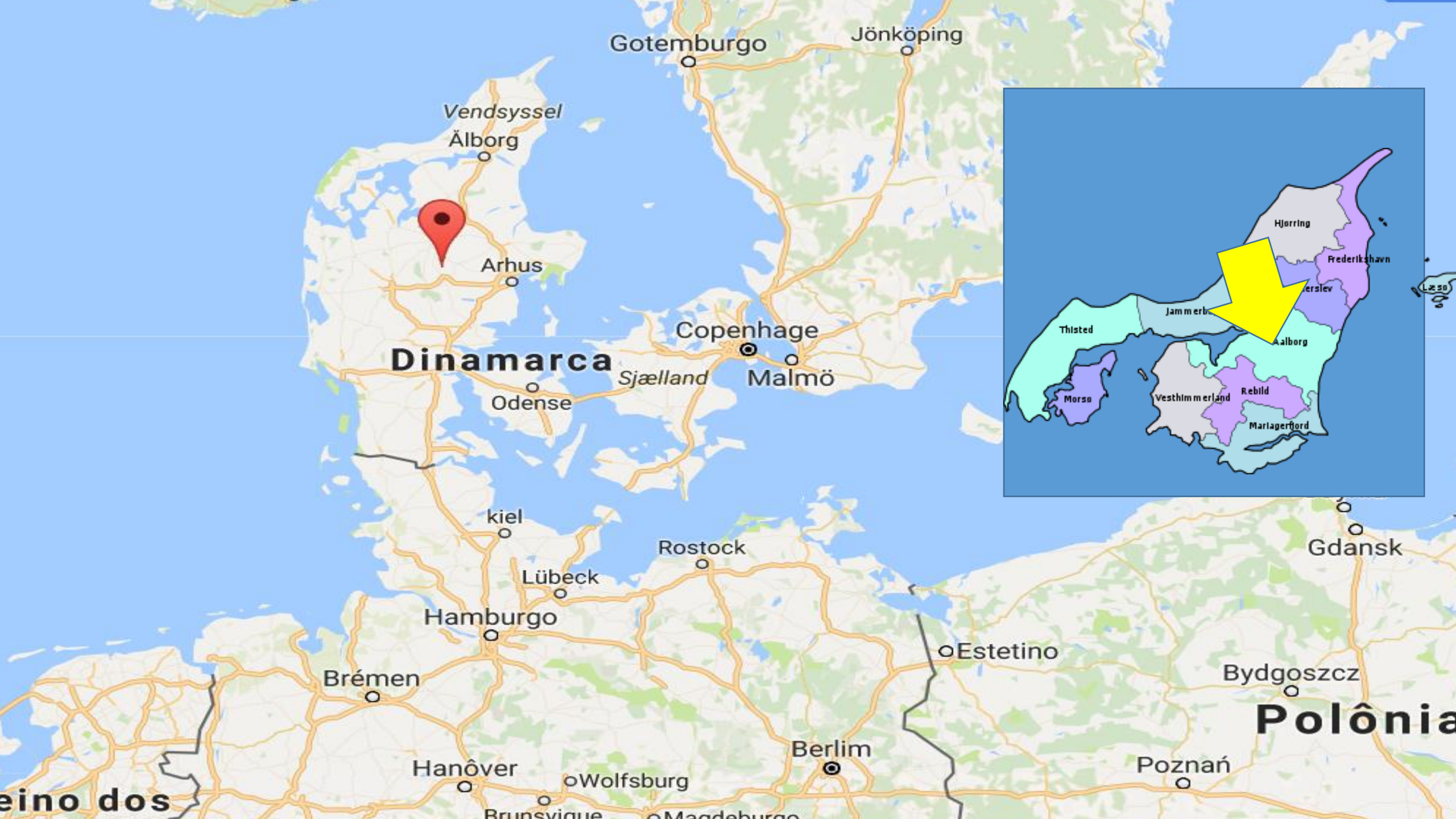
# **Sustainable food & farming**

**Adding value to local food economies  
identity and identity**



**Bent Egberg Mikkelsen**  
**Green Rio May 10, 2017**

**More info at [www.capfoods.aau.dk](http://www.capfoods.aau.dk)**



# What is it to be an Eating City

## elements of urban food identity creation

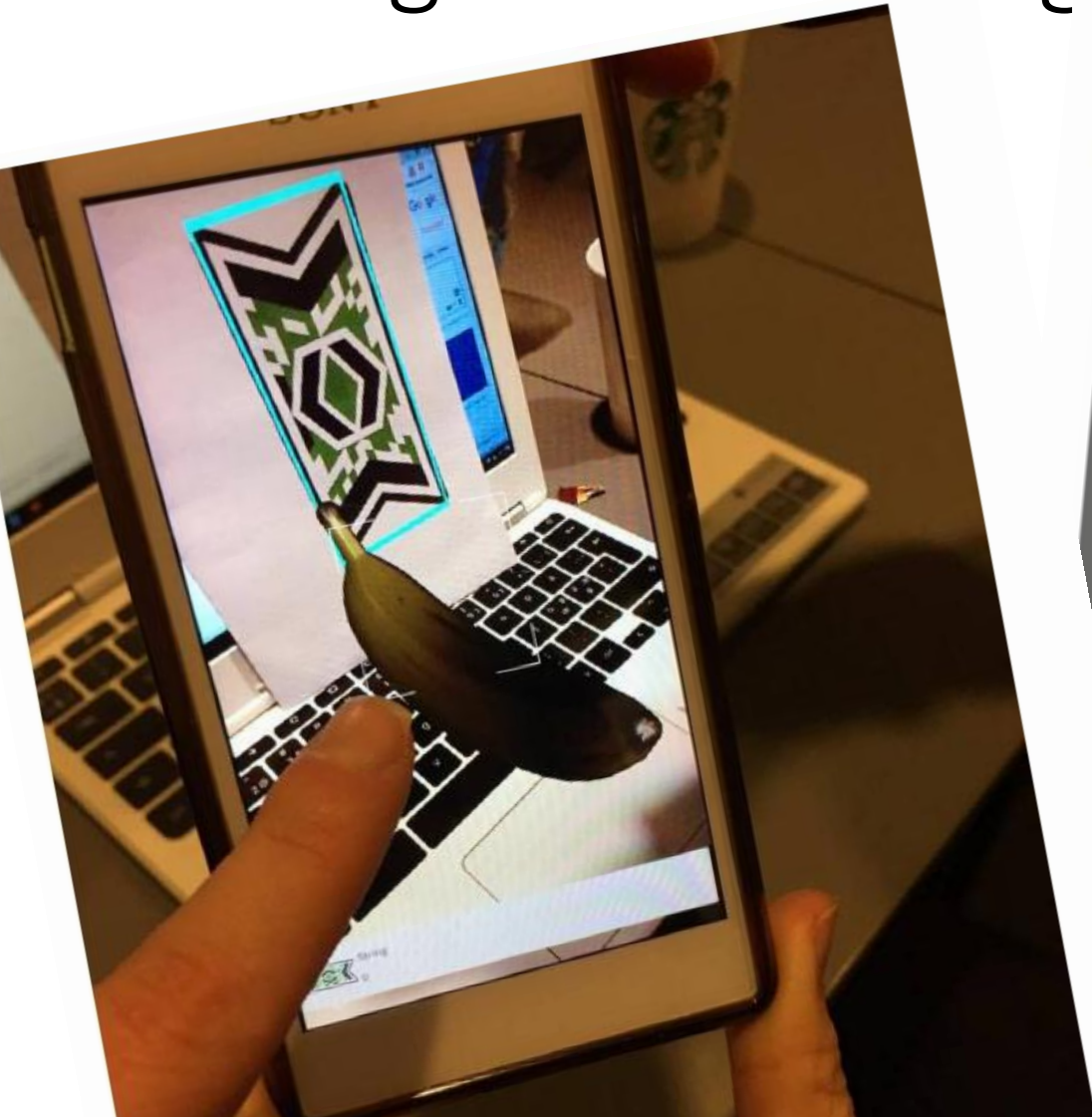
- **School food**
- **Street Food**
- **Public procurement**
- FoodExperimentarium
- Urban gardening & aquaponics
- Farmers Market
- Food Markets
- Michelin stars
- Local brands
- **Digital strategies**
- Education
- Cross level education cooperation
- Entrepreneurship support
- Urban food policies
- Municipal/regional support
- Food sector cooperation
- Knowledge center support

# Why school food

- Unhealthy eating patterns are spreading
- School is an learning arena
- Students are the consumers of tomorrow
- Eating habits and good health tracks into adulthood
- That's why school food is high on the European policy agenda



# Gamifying Food at School using Virtual & Augmented Reality



Read more at <http://www.capfoods.aau.dk/technical/FoodScapeLab/>

# What is the value proposition?

- Safe & traceable
- Authentic
- Its part of the Eating City
- "its got a story to tell"

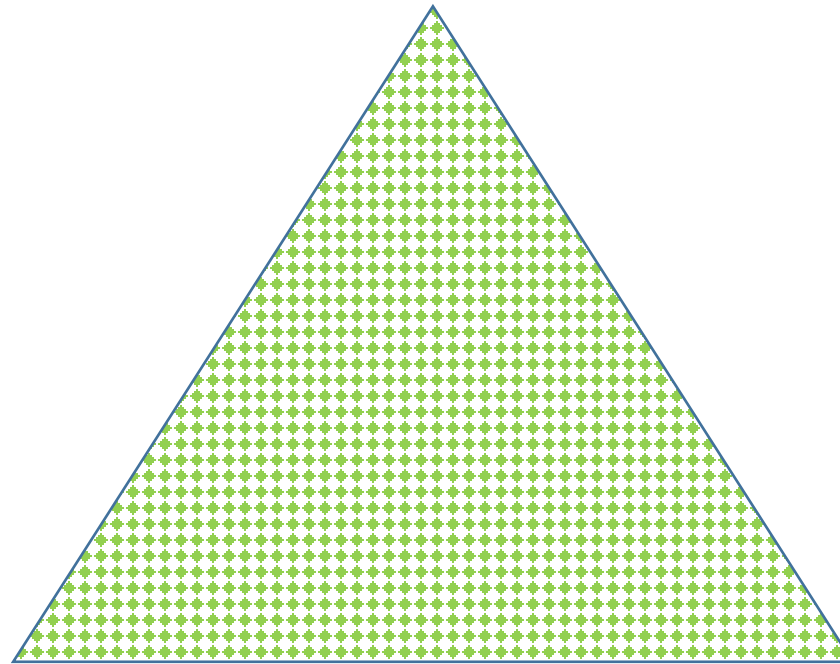
# Aalborg Foodscapes Identity Project



# Developing Digital strategies

Locally

**eBroker**



**Farmer**

**Local outlet**

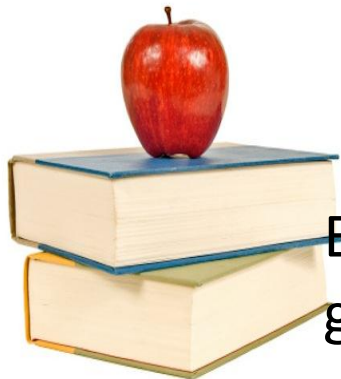
# What can we do

- Short term training courses
- Guest lecturing
- On site project participation
- Project evaluation
- Prototype development

# How we work Aalborg University

Powered by evidence & partnering with food economy

Research/evaluation - AAU



Education,  
graduate/doctoral



Innovation,  
The public & alimenteurs

# Thanks for your attention

- [bemi@dcm.aau.dk](mailto:bemi@dcm.aau.dk), 25 38 43 66
- Personal web site: <http://personprofil.aau.dk/119690?lang=en>
- Linked in: <http://dk.linkedin.com/pub/bent-egberg-mikkelsen/7/713/13b>
- ResearchGate: [http://www.researchgate.net/profile/Bent Mikkelsen](http://www.researchgate.net/profile/Bent_Mikkelsen)
- Instagram: [@bentegberg](https://www.instagram.com/bentegberg)
- Web: [capfoods.aau.dk](http://capfoods.aau.dk)
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