



RETHINKING
GOOD FOOD

— INTRODUCTION —

Son Altesse Royale le Prince Consort Henrik de Danemark, Protecteur de la ville d'Aarhus / Région Centre du Danemark - Région européenne de la Gastronomie 2017.

En posant notre candidature pour être nommée Région européenne de la Gastronomie en 2017 notre but est d'obtenir une répercussion locale et mondiale. Nous souhaitons promouvoir une culture alimentaire solide et nous efforcer d'obtenir de meilleurs produits échangés avec d'autres régions européennes.

Il est important pour le développement mondial d'avoir accès à des aliments sains et savoureux. Le Danemark figure depuis des années en tête des nations productrices et innovatrices du secteur agroalimentaire, avec une active industrie autour de la ville d'Aarhus et dans la Région Centre du Danemark.

Depuis novembre 2004 où 12 de nos chefs ont présenté le Manifeste pour la Nouvelle Cuisine Nordique (New Nordic Kitchen Manifesto), la culture gastronomique au Danemark et dans les pays nordiques a gagné une renommée internationale. Ce manifeste a déclenché une renaissance du patrimoine culinaire nordique et incité nos cuisiniers et nos producteurs à soutenir les comestibles autochtones. Un de nos restaurants danois s'est plusieurs fois vu couronné meilleur restaurant du monde et nos chefs nordiques brillent au Bocuse d'Or. Les retombées vont bien au-delà des dîners pour gourmets. Nous avons découvert le potentiel de l'art culinaire nordique et nous apprécions mieux la cuisine des autres régions du monde.

Cette initiative dont je suis heureux d'être le protecteur permettra de poursuivre l'évolution de la gastronomie nordique sur la scène internationale. Le programme proposé sera source d'inspiration pour un large public et fera connaître une cuisine saine et savoureuse teintée de nouvelle gastronomie. J'espère qu'il sera le catalyseur pour honorer les producteurs locaux, les



traditions culinaires, l'intérêt porté aux aliments par des nouvelles générations et pour valoriser nos réunions autour d'une table.

La ville d'Aarhus, et la Région Centre du Danemark, a été nommée Capitale européenne de la Culture en 2017 avec pour thème Repenser. Sa nomination en tant que Région européenne de la Gastronomie ajouterait une dimension intéressante en invitant à repenser notre alimentation et la gastronomie à travers les arts et la culture. Repenser le monde à travers les aliments n'est pas uniquement introduire de meilleurs produits. Nous devons développer des liens plus solides entre l'industrie alimentaire, l'éducation, le tourisme et la santé. Une nomination de Région européenne de la Gastronomie contribuerait au développement d'une fructueuse collaboration entre les régions européennes intéressées à l'art culinaire.

His Royal Highness The Prince Consort Henrik of Denmark, Patron of Aarhus / Central Denmark Region – European Region of Gastronomy 2017.

This application to become European Region of Gastronomy in 2017 is about making an impact, both locally and globally. It is about nurturing a sustainable food culture and striving for better produce in collaboration with other regions around Europe.

Access to healthy and delicious food has become an important factor for global development. For several years, Denmark has been among the leading nations in production and innovation within food, with much of this industry based around the city of Aarhus in the Central Denmark Region.

Since November 2004, when 12 chefs created the New Nordic Kitchen Manifesto, gastronomic culture in Denmark and the Nordic region has blossomed and gained international recognition. The manifesto triggered a re-discovery of Nordic culinary heritage and prompted chefs and producers

to champion indigenous ingredients. A restaurant in Denmark has repeatedly been crowned the best in the world, and Nordic chefs have competed successfully in the Bocuse d'Or competition, but the effects resonate far beyond fine dining. People have rediscovered the fertile potential for great experiences in Nordic food, and there is an increasing appreciation for quality food from other parts of the world.

I am pleased to be patron for an initiative that will foster further development of Nordic gastronomy in an international context. The proposed programme will generate inspiration for people everywhere and provide access to tasty and healthy food gained from new gastronomic insights. I hope the award can be a catalyst for awareness of local producers, for celebrating culinary traditions, for stimulating interest in food among new generations, and for highlighting the social aspect of gathering around the dinner table.

Aarhus – together with the entire Central Denmark Region – has been selected European Capital of Culture in 2017 under the theme 'Rethink'. The European Region of Gastronomy award would provide an interesting dimension when rethinking food and gastronomy through arts and culture. Rethinking the world through food is not just about better food products. We need to develop stronger ties between the food industry, education, tourism and health in a sustainable way. The European Region of Gastronomy award can contribute to this development in a fruitful collaboration between strong European food regions.

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— RETHINKING — **GOOD FOOD**

A sustainable food culture for the future and the pursuit of deliciousness. Those are the guiding principles which fuel our bid for becoming European Region of Gastronomy in 2017. Whatever challenges we encounter in the quest for better production methods and a better environment, we have to create good food which is attractive and delicious, which leaves the fewest scars on the planet, and brings us together: In restaurants, in the workplace, in public and in our homes.

We want to rethink the world through food, through all aspects of production, economy, culture and society. Sustainability is not just about cultivating greener technologies and future-proofing production. It's also about the economy of food and creating better jobs; creating better lives for people.

This ERG 2017 application is a joint bid from the Central Denmark Region and the City of Aarhus. The region, which stretches from the cold waters of the west coast to the bountiful fields in the heartland of the country, is the epicentre of food production and research in Denmark.

The food industry alone in central Denmark is responsible for more than a tenth of the country's total export across all sectors, and the region is a global leader in championing food innovation. As the country's second largest city, Aarhus is a strong regional hub for education and culture; a place that integrates the higher echelons of gastronomy with local producers and big industries.





Our aim is for ERG 2017 to boost the synergy that already exists among a creative cluster of businesses, producers and chefs. We want to raise the region's international profile and increase European collaboration within gastronomy.

In this bid book we outline projects and events that celebrate the region's produce and traditions, while also exploring European cross-collaboration and research into sustainable food production. We want to engage the public through good food and gather friends and strangers around the dining table.

From revitalising culinary traditions in a small harbour town to setting up a shared science lab for the industry, each initiative will contribute to the aspiration of a healthier food culture for the future. A healthier food culture for the region, its farmers, small businesses, chefs, students, families and elderly. And also with a global agenda. We want to challenge conventional habits and mobilise a new generation through taste, nourishment and education.

Food production and agriculture account for approximately a third of global greenhouse gas emissions and 70% of the world's water usage.¹ This is one of the most serious challenges we face as a global society.

We can't solve challenges of this magnitude easily, but in small incremental steps we can begin to rethink the world through food where this makes an impact on the environment, the economy and the social fabric.

Who knows where the spark will come from. Perhaps from a young school-girl submitting her idea in a design competition that invites children to create food-related inventions? From the small farmer who opens a shop so he can sell directly to the local community? From an urban farming project, or from the exchange of ideas that takes place at a community dinner where neighbours gather to eat?

We are proud to submit our region as a candidate for this title. We want food to be a question of identity for the people who live here. That is how we will be able to generate the sense of responsibility and drive that can get us to the point where food makes a difference to our future. Where people start to rethink the world through taste and sustainability.

And where people — as they always have — gather around the table for good food.





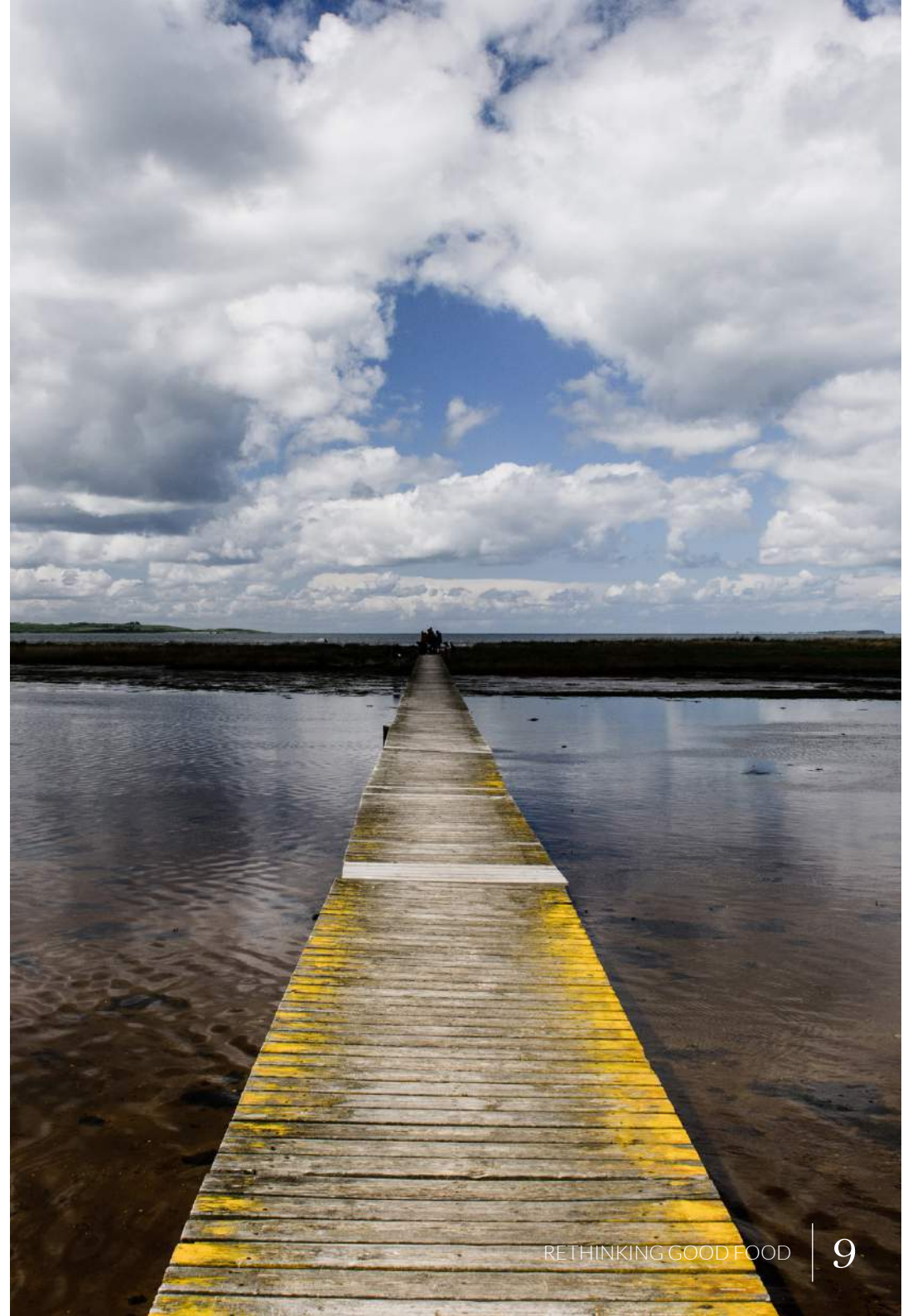
ORGANISING BODY AND — MAIN PARTNERS —

The European Region of Gastronomy candidature for Central Denmark and Aarhus is the result of a strong partnership between public authorities, private companies and educational institutions. There is already a fertile and collaborative environment across the region and the ERG title would be an opportunity to cement this alliance and extend it to international participation. Here are the key partners in our bid:

Central Denmark Region is one of the five administrative regions in Denmark. As well as having responsibility for healthcare services, it coordinates regional development in areas such as business, environment and tourism. As part of the Danish government's growth plan, food production has been designated as a key focus area for the Central Denmark Region.

This has resulted in the formation of the Danish Food Cluster, a membership organisation for industry, research and public authorities. Its aim is to ensure the competitiveness of the Danish food industry and to promote global leadership in the provision of high-quality, healthy, and sustainable products.

The government commitment to the Central Denmark Region is the result of long-term business development work. Since 2010, close to 2000 businesses - including large cooperations and SMEs - have taken part in activities such as the Danish Food Cluster to further this agenda. The overall ambition is to create growth and jobs in the region by supporting the food industry's capacity for innovation.





City of Aarhus is the largest local government body in the Central Denmark Region. 325.000 people live in Aarhus and 1.2 million live in the wider Business Region Aarhus. During the last 10 years, Aarhus has been one of the fastest developing growth centres in northern Europe, and its university consistently features among the world's top 100 in several rankings. This provides good access to R&D knowledge and labour of high international standards for businesses.

One of the core business areas in Aarhus is food development and production, with Business Region Aarhus having one of the highest concentrations of knowledge workers within the food industry. Aarhus has been chosen as the Danish representative for the international Delicé Food Network, which includes 23 city regions from around the world who share a platform where they meet and exchange ideas within gastronomy and culinary development. In 2015, the Michelin Guide expanded to include Aarhus, handing out three stars to restaurants in the city.

Aarhus Capital of Culture 2017 Working together with all 19 municipalities in the Central Denmark Region, Aarhus has been appointed European Capital of Culture in 2017. The programme will be anchored in Aarhus but events and projects will take place in all corners of the region. With the ERG bid being another joint effort between the region and the municipalities, this is a unique opportunity to work closely together on two major European initiatives. Resources can be pooled together for event production and organisation, and the synergy will help boost media coverage and a strong public profile.

The common denominator between European Region of Gastronomy and the European Capital of Culture is an ambition to inspire citizen participation and to create sustainable solutions with a long-term effect for the region. Food will be integrated - in new and inventive ways - in many of the cultural projects for 2017 as it underpins the idea of fuelling partnerships and engaging audiences.

While benefiting from cross-pollination with culture events, the ERG will stand as an independent initiative with a clear strategy of strengthening the region and its profile within gastronomy, research and food production.

Education The Department of Food Science at the University of Aarhus is a sparring partner for many of the research activities taking place within the region's food industry. The Department is focused on delivering impact for society through research and education on sustainable production, as well as partnering companies to translate gastronomic trends into new food experiences.

The culinary department at Aarhus Tech, a vocational school working closely together with the local business community, is already a key partner during events and festivals where students cook the meals. The school's involvement will be central to many of the projects we aim to roll out in 2017.

FOOD The ERG 2017 bid will be managed by the Food Organisation of Denmark (FOOD), a non-profit organisation dedicated to furthering the experience of Nordic food and nature. FOOD works closely with chefs and restaurants in the region, and for the last three years it has produced a large-scale public festival in Aarhus. FOOD is a partnership supported by private and public funds, such as the Ministry of Business and Growth, the Ministry of Food and Agriculture, the Danish fishing industry, culinary schools and national trade organisations.

Arla Central Denmark's major food companies, who are among the market leaders in Europe, will be active partners in the ERG projects. This includes Arla, Scandinavia's biggest dairy company, who is taking a leading role in setting up collaborative efforts for the industry within science and research. Arla is a cooperative owned by 12,500 farmers, and it has launched a flagship gourmet brand, Unika, to create innovative dairy products for restaurants and the home kitchen.





CRAFTING GOURMET CHEESE FOR THE FUTURE

A barrel of craft beer. A bottle of Japanese yuzu. Butter that has been fermenting for two years. At Unika's cheese lab, outside Skanderborg in central Denmark, the ingredients don't match that of a normal dairy. Neither is the overwhelming smell in the cold storage rooms. The small round cheeses with a dusting of grey fungus on top have an intense aroma of forest mushroom and sharp salmiak. Some of the cheeses have been resting for months, others have been injected with beer or yuzu and left to mature.

Unika is the gourmet label launched by dairy giant Arla. While Arla puts milk, butter and cheese on the everyday dining tables of most Danes, the company was struggling to win over the hearts and minds of chefs. Arla listened to these gastronomic voices and invested in a brand that would explore inventive approaches to cheese-making. They collaborated with restaurants and chefs to elevate cheese from the pre-dessert trolley to an integral component in main dishes. Heading up the lab in Skanderborg - situated within one of Arla's major dairies - is Mads Østergaard-Clausen, a food scientist with an inquisitive mind and a punk attitude. He works together with some of Denmark's top restaurants, coffee roasters and brewers to discover new flavours and ideas. "This is atypical for a big organisation," says Mads. "We are here to increase diversity in dairy. If we don't do it, nobody else will. Arla sees it as an obligation."

In 2012, Unika opened its first shop, located in Copenhagen's central food market, and another is set to follow in 2015. The plan is for Unika products to feature prominently in the dining events planned for ERG 2017.



WHO IS OUR — AUDIENCE? —

The projects we present for the European Region of Gastronomy target a diverse range of groups. While some events, such as the communal dinners, lend themselves to a wider audience, we also want to mobilise specific demographics. We want to involve school children by promoting food as a crucial part of the curriculum, to feed their curiosity from an early age and let them get hands-on experiences with cooking and ingredients.

Our projects for young adults - including Food Maker - try to address apathy and disfranchisement by championing enthusiastic youths to take charge and pass on cooking knowledge to their peers. We will target tourists and the local tourism industry by invigorating the countryside and seaside towns through food as a source of culture, community, identity and experience. The food industry and education sector will also be among our core interest groups, with a wide range of research initiatives planned for 2017.

MEETING THE ERG AIMS — AND OBJECTIVES —

Gastronomy should be a means for better quality of life, for creating cultural understanding, for knowledge sharing, for immersive experiences and for innovation. In the Central Denmark Region we want this ambition to influence all aspects of public life and the private sector. Participation is the key ingredient we need in order for this to succeed.

The ERG title is not a shopfront window to promote an elitist menu or agenda for the initiated few. This is a catalyst to raise awareness of local food producers, to rekindle culinary traditions and to stimulate interests among a new generation of budding farmers, chefs, scientists and food writers - and among all citizens across the region. Rethinking the world through good food means more than cheaper organic apples in the supermarket; it's about solidifying the links between health, education, tourism, industry and politics.

From the fishermen in the fjords to the gastronomic wunderkinds in the zeitgeist-defining restaurants, the Central Denmark Region and Aarhus have the diversity and culinary framework to support the aims and objectives of the ERG bid. In 2013, the food industry and agriculture in Denmark were responsible for 25% of all Danish export, close to €21bn. The Central Denmark Region accounts for 40% of this figure.²

Local government funding for food-based programmes has increased over the last 10 years, and major companies - such as dairy cooperative Arla and meat producer Danish Crown - are investing in research facilities where they pool together their talents with SMEs, scientists and students.



” TINY DENMARK
IS AN AGRICULTURAL SUPERPOWER. ”

– The Economist



A 2013 study of innovation in the European food sector - commissioned by the Dutch Ministry of Economic Affairs - ranked Denmark number one among eight nations including Germany and the Netherlands.³

It's vital that the ERG year becomes a vehicle for European collaboration and that we involve the other regions in many aspects of our programme. We want to learn from our partner regions, both in terms of knowledge-sharing in the food industry but also how they are able to integrate gastronomy with tourism and marketing.

On an organisational level, we should exchange ideas throughout planning and evaluation to learn from each other what projects truly engage the public and the industry. There are also lots of shared gastronomic references with the other regions which we would like to explore; from the culinary ingenuity of Catalonia to the celebration of indigenous food products in Lombardy.

After all, the foundation for industry innovation lies in the soil and waters of the region. It lies with the fishermen, farmers and butchers who have plied their trade for generations, the chefs and cooks who carry a repository of recipes and traditions, and the brilliant young minds who dare to challenge conventional wisdoms of what a meal or product should taste and look like.

During the last decade, the world's gastronomic spotlight turned to Denmark. The advent of the new Nordic kitchen galvanised the restaurant scene and drew the world's media attention, but traditional Danish food culture sometimes gets painted in a polarising light as nothing but meat and gravy.

The Central Denmark Region has a larder that defies such a crude view. From the cold water fish caught on the west coast to the world-class native oysters in the nutrient-rich Limfjord. From the free-range organic pork grazing in the central farmland to ingenious artisan cheeses being conjured up in the dairy labs. We want to champion these ingredients, hail diversity and challenge the status quo of a homogenised, mono-cultured food scene.

These ingredients resonate with chefs in the award-winning restaurants across Scandinavia, even if the Central Denmark Region is a destination much less travelled by visitors from abroad. One of the ERG 2017 objectives is to stimulate growth in tourism. While many gastro-tourists have been seduced by the world-conquering restaurants in Copenhagen, the knock-on effect is starting to show in our region.

In 2015 Michelin expanded its restaurant guide to include Aarhus: Three restaurants in the city were each handed one star by the prestigious French publication and a further two places were highlighted as Bib Gourmand destinations, places that offer 'good cooking at moderate prices', according to the guide.

"The new wave of Scandinavian kitchens has really raised the bar in this part of the world," said Rebecca Burr, editor of Michelin's Nordic Cities Guide. "Aarhus is a vibrant city with a diverse gastronomy."

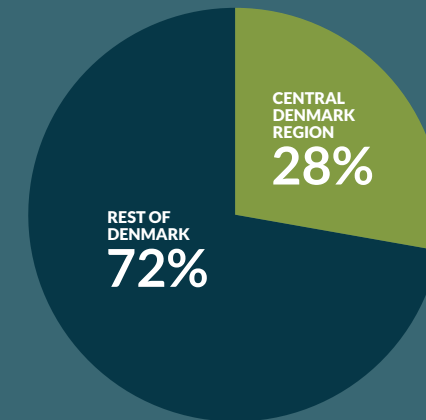
The awards are a huge boost for the restaurant scene in the region. Our aim for 2017 is to build on this success by fostering a fertile environment where talented young chefs will choose central Denmark to live out their culinary ambitions.

THE FOOD INDUSTRY IN DENMARK

Denmark has a strong food industry, which accounts for 25% of the country's total export, and the Central Denmark Region plays a pivotal role. These graphics show the scale of the region's contribution to the national food industry.*

EMPLOYMENT

Total number of jobs in Denmark's food industry: 135.600



INDUSTRY TURNOVER

Total food industry sales: €75bn



EXPORT

Total food industry export: €21bn



* Source: Statistics Denmark, dst.dk

ORGANIC DENMARK

The logo is recognised by 97% of Danes: a red O with a slash through it and a crown in the centre. It's the government-sanctioned stamp of approval for organic food products. Ø for *økologi* – organic.

Denmark has a long tradition of organic farming. Thanks to focused cooperation between farmers, organisations and politicians there is now a high degree of control and credibility for the marketing of organic produce. There is an ambition to advance this agenda, both in terms of production and in the public kitchens.

The national aim for 2020 is to double the organically cultivated area in Denmark from the 2007 level, and from 2015-2018 the government will allocate almost €8m for the public sector to increase the percentage of organic products used in their meals. This will also have a huge impact in the Central Denmark Region which has a target of 60% organic food in public kitchens by 2020.

The last stage of the project, sponsored by the Danish Ministry for Food and Agriculture, will run from 2015 until 2017 and involve 109 public institutions, 133 kitchens, 359 cooks and 80 kitchen managers.⁴



Food culture is also a crucial factor in creating loyalty and satisfaction among holiday visitors in the Central Denmark Region. Many people travel to the west coast for pristine beaches and summer houses or to Aarhus for its cultural heritage and vibrant city life, but access to good food is a key parameter for satisfaction and retention.

Good food helps boost the region's image among tourists. Rather than finding processed food in supermarkets and fat-fried fish on the peer, tourists passing through a city market should discover delicious local produce and meals that inspire them to taste the flavours of the region.

We believe there is a lot to offer and taste here. We are keen to share this with the rest of Europe and to use the ERG candidature as a springboard for development, knowledge-sharing and collaboration across borders.

THEMES — AND — PROJECTS

We need to tackle good food culture from several angles. From programmes that challenge the industry to work smarter, to platforms that allow innovation among small businesses, to large-scale public events. On the following pages we outline some of the projects, events and research plans that will support our aims and objectives throughout 2017. This list is not exhaustive and many of these activities are currently in development stage. Some take place in Aarhus and some are specific to the coastline or countryside. The aim is to turn most of these ideas into flexible templates that can be applied to both large and small communities.

— EUROPEAN — **CROSS-COLLABORATION**

GLOBAL FOOD CHALLENGE KICKS OFF IN CENTRAL DENMARK

Denmark is a global leader in the food industry. This position demands that we also take charge in helping to create solutions that tackle global issues around food production and sustainability. The Global Food Challenge, which is set to kick off in Denmark in 2015, is an initiative that will facilitate debates, events, awards, workshops and media engagement concerning the major challenges we face in our strive to produce healthy, sustainable food for as many people as possible around the world.

The project will be centered around an annual Global Food Summit where stakeholders pinpoint the agenda and interest areas for the coming year. The idea is inspired by events such as the World Economic Forum in Davos where business leaders, scientists and politicians have an independent forum in which to deal with an interdependent global issue.

EUROPEAN FOOD VENTURE FORUM

Creating a synergy between entrepreneurs, science, industry and investors is essential for a knowledge-driven economy in the European food sector. This annual forum in Aarhus offers a platform for pan-European networking in the food sector. About 30 international companies are selected to present at the forum. They are picked by a selection committee who will assess the companies on the basis of their business potential, technology merit, competitive position, investment interest and team experience. The forum has previously hosted companies representing sectors including eco-innovation, health-targeted food, waste management and food safety.





SILICON VALLEY FOR THE FOOD INDUSTRY

Changes to our everyday food culture won't come from TV shows or glitzy magazine spreads. They come from a food industry willing to collaborate across business interest and borders to develop better and more sustainable produce. With Agro Food Park, located north of Aarhus, Denmark's central region has the facility to achieve this ambition.

Agro Food Park is a place where large corporations join forces with start-ups, scientists and the education sector to look at ways of creating smarter production methods for a healthier food culture. SMEs gain a window of opportunity they wouldn't normally have access to and major market players reap the rewards of innovation. One of the hubs which facilitate this collaboration is Danish Food Cluster, an organisation for businesses and research institutions whose members currently account for 75% of Denmark's food industry turnover.

Agro Food park currently houses 50 businesses and close to 1000 staff, and the plan for 2017 is to widen the network, hopefully also to include participants from the other ERG regions. Among the partners is Agrotech, a company that transforms science into business through knowledge-based consultancy, technological services and innovation within environment and food.

EUROPEAN HOT-DOG CHAMPIONSHIPS

A major part of the New Nordic kitchen revolution has been the rediscovery and exploration of our culinary heritage - and part of that heritage is the hot-dog. It's a Danish classic as well as a European common denominator. Some may think of it as just fast-food, but we want to salute the hot-dog.

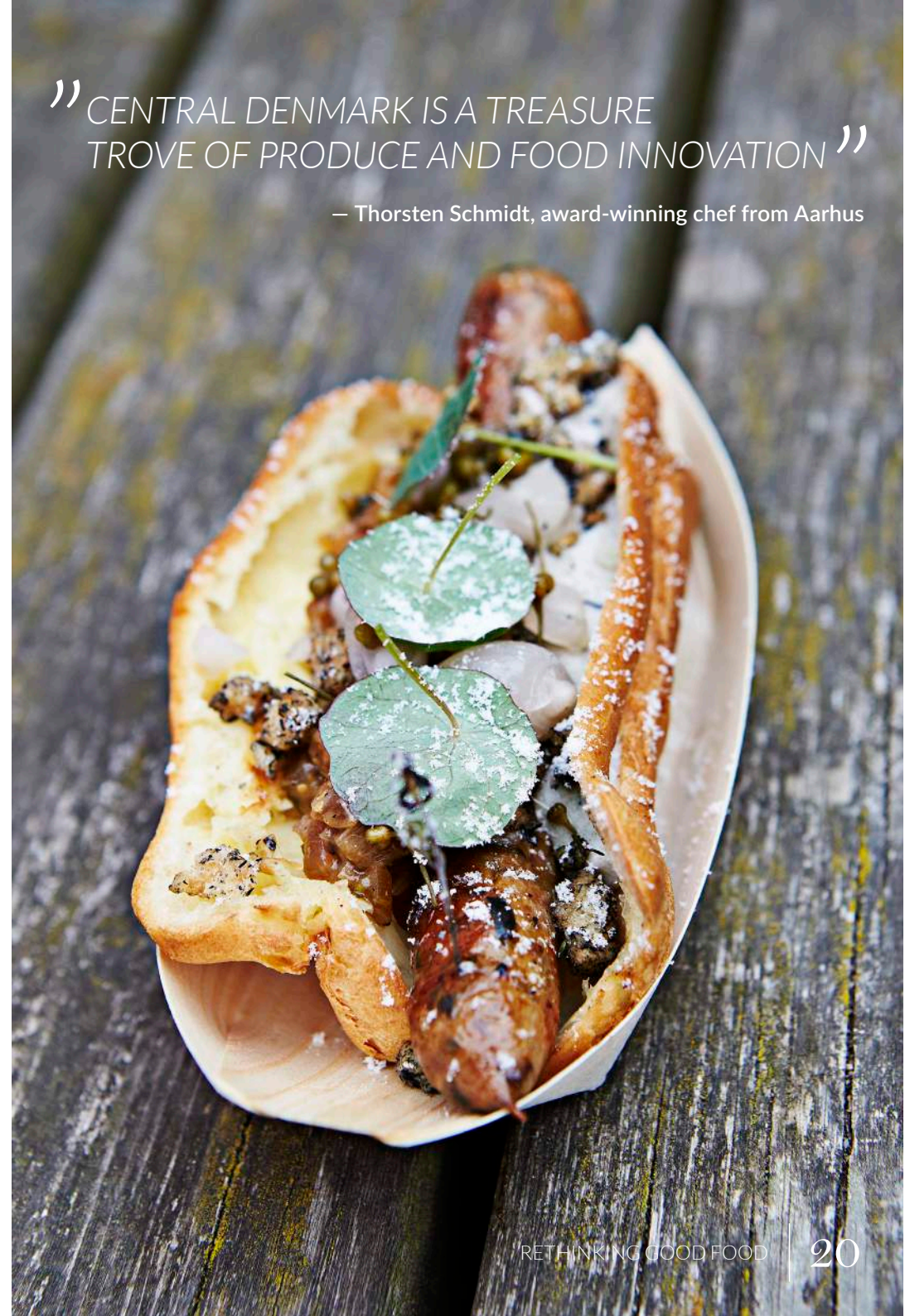
For the past three years, Denmark's national hot-dog championships has seen some of the country's finest chefs - as well as regular hot-dog stall owners - compete for the coveted title, elevating a culinary staple to an expression of gastronomic creativity.

The tongue is firmly in the cheek but the competition serves an important purpose. It highlights a debate about quality, produce, taste and enjoyment, even when it comes to fast-food and everyday dining.

In 2017 we hope to launch a European version of the competition along with the other ERG regions. We want to do this as a way of exploring the intangible heritage of gastronomy through something very tangible, and as a way of linking different aspects of European food culture through a shared frame of reference.

”CENTRAL DENMARK IS A TREASURE TROVE OF PRODUCE AND FOOD INNOVATION”

— Thorsten Schmidt, award-winning chef from Aarhus



— CITIZEN — INCLUSION

FEEDING A CITY: THE GREAT COMMUNAL MEAL

Sharing food with other people is one of the three cornerstones in what Brillat-Savarin - the celebrated French gastronome - described as the perfect meal. That sense of sharing and participation is central to our role as European Region of Gastronomy. In 2017, we aim to host the biggest dinner party in the history of Denmark. Taking place over the course of a week, 25,000 people will sit down together for a communal meal. The dinner will be the very public manifestation of our ambition for the ERG year.

People will gather around long dining tables and the various kitchen stations supplying the food will reflect the diversity of the ERG programme. Education will also play a central part, with the guests being informed about the context both before, during and after the meal. Our aim is for local vocational schools to help with the food production, and we would like to involve other ERG regions by inviting them to host some of the kitchens that cater the event.

FOOD FESTIVAL

Since 2012 the Food Organisation of Denmark has hosted and produced an annual festival which takes place in Aarhus during the summer. With more than 30,000 visitors each year - along with 300 food entrepreneurs, farmers and chefs - this is one of the largest food festivals in the Nordic region and an important event for producers and the public to come together. The ambition has been to create a public space where people meet the farmers, fishermen, brewers and chefs who are making a real change in our food culture.





The FOOD festival has hosted cooking workshops with chefs from The River Cottage in the UK, bakery lessons with New Nordic kitchen pioneer Claus Meyer, the national gourmet hot-dog championships, talks hosted by the people behind Noma's MAD symposium, beer tastings, wine courses and many other activities that offer practical involvement as well as a forum for pushing the debate. In 2017, to coincide with the ERG year, we want to further rethink food experiences in the public sphere and enhance the international aspect of the festival.

SHADOW PLAY: DINNER PARTY WITH A CULTURAL VIEW

Olafur Eliasson's kaleidoscopic walkway, Your Rainbow Panorama, crowns the ARoS art museum in Aarhus and has become a trademark for the city. As part of the European Capital of Culture programme, Aarhus 2017 has invited Denmark's national theatre to produce a 360° shadow play that will take place within the panoramic rainbow.

Eliasson's rainbow can be seen from many of the city's houses and apartments. The idea is to integrate these apartments as re-thought audience seats and invite 1,000 homes to host dinner parties for national and international guests before the play. The hosts will be provided with a package containing ingredients from local producers. They are then invited to follow a live radio cookery show which will broadcast recipes for a meal that ties in with the theme of the play.

We want this to be a multi-sensory collaboration between people. From sharing recipes and advice during the radio show to cooking the meal together and enjoying it with friends and strangers. This will take place in the context of a very public cultural event.

VIBRANT LIFE AND TASTES BY THE FJORD

Limfjorden, the body of water that runs across northern Jutland, is an area full of culinary gems due to its unique location. As part of ERG 2017, we want to promote this region through events, festivals and the producers who are championing local ingredients of the very highest calibre.

This includes farmer Martin Dåsbjerg who produces organic Danish ducks, the craft beer brewery on the island of Fur, oysters and mussels from the fjord, and the small restaurants who serve locally sourced charcuterie and free-range meat.

In early summer, the annual shellfish festival will take place in the town of Nykøbing, where crowds gather on the harbour for tastings, dining, music and demonstrations. The Sans (sensory) festival in Struer is the biggest food fair in north-western Jutland and brings together producers from across the region. For tourists who want a first-hand account of what a real Limfjorden meal constitutes, the Dine with Danes project allows visitors to book dinner in the homes of local families.

VIEWING AND TASTING VIKING HISTORY

Aarhus 2017 will present the first ever theatre production of *The Long Ships*, the classic Swedish novel that documents the adventures of Vikings in the late 10th century. The open-air event, staged in collaboration with the Royal Danish Theatre, is set to take place on the roof of the new Moesgaard Museum, and we want each performance to kick off with a food event inspired by traditions and meals from this period.

Some of the local customs and cooking methods used in our region today - from pickling fish to flavouring spirits with herbs - can be traced back to the Viking age, and this cultural partnership through food and theatre will be a forum in which to retrace a culinary heritage.





FOOD MAKER: ENGAGING YOUNG PEOPLE

Food Maker is more than just a dining event. It is the start of a new movement among young people to promote better cooking, better health and better quality of life among their peers. Rather than targeting this demographic with scaremongering campaigns, Food Maker reaches out to those young people who have the ambition to change and define their lives.

These spirited individuals will become frontrunners in a campaign to mobilise others who have become unengaged, insecure or vulnerable. The frontrunners will pass on their cookery knowledge and take the lead in co-creation among the wider group.

Food Maker is partly financed by the Nordea Foundation and the organisers will facilitate the tools, guidance and physical framework to bring the project to life. The ideas and the practical execution - whether they are communal dinners, supper clubs, garden communities or pop-ups - are all up to the participants.

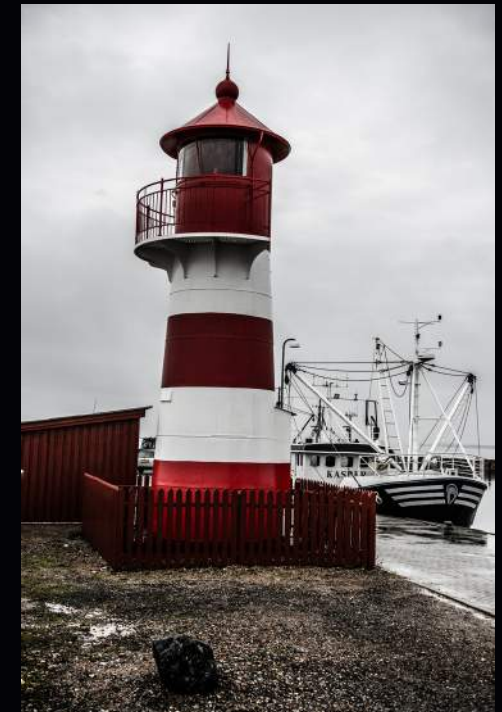
The project initially aims to target people between the ages of 16-24 who have left home but have yet to start a family. Food Maker will launch in Aarhus, and the ambition is to create a scalable model that can be introduced throughout Denmark.

SHELLFISH HAVEN AT MOTHER NATURE'S MERCY

The L929 Mitchokon, a small light-blue wooden fishing boat, has been loaded with freshly caught Limfjord oysters for more than 100 years. The Limfjord is a long inlet that separates the northernmost tip of Jutland from the rest of the peninsula, and its shallow water is where you find the famous Danish native oysters. The fjord is also home to mussels, crabs and lobsters, but the native oyster is the jewel. Limfjorden has the largest population of wild native oysters in the world. The round native shells have an elegant surface and the plump flesh is juicy, yet firm, and with a nutty mineral flavour.

For the last 20 years, the fishermen on board the L929 Mitchokon have been twin brothers Svend and Herluf Bonde. They run the shellfish company Glyngøre which is named after the harbour town where their business is based. Inside the red wooden warehouses, Svend and Herluf wash the oysters in large basins with a constant flow of fresh fjord water before packing them for sale. Most of the oysters are exported to southern Europe but Glyngøre has a trusted fan base of Danish chefs. One of the many Michelin-starred places that feature their native oysters is Noma in Copenhagen, voted the world's best restaurants and widely seen as the most significant global gastronomic trailblazer in recent years. Svend is a longtime board member of the Danish shellfish union and has campaigned to get MSC certification for the original European oyster in Limfjorden.

As a fisherman and salesman he is still dictated by mother nature. Oyster stocks fluctuate wildly according to temperature; in 2010, two-thirds of the oysters died during the freezing winter. After a couple of warm summers things are looking up. The oyster stock is returning and the fishermen are working hard to create the best possible conditions. Svend is fiercely passionate about the oysters and cherishes his time on the old ship. "You can't run this kind of business from an office chair," says Svend, "you have to get out on the water yourself and feel the oysters with your hands."





— EDUCATION —

FUTURE FOODIES: A CULINARY CURRICULUM

Taking its cue from a children's summer camp organised by dairy company Arla, Future Foodies is a programme that brings together school children to boost their kitchen skills, curiosity and knowledge about healthy eating.

The way to a better food culture starts with the children. It starts with simple ideas such as teaching them the name of ingredients, letting them taste different produce and allowing them to have fun while cooking together.

The project aims to work with school children in their early teens, and the courses should be integrated into the curriculum as part of the science-based subjects. We will work closely with local schools, Arla and the Ministry for Food and Agriculture to develop an inspiring and engaging course plan that has the potential to be rolled out to schools across the Central Denmark region and the rest of the country.

GASTRONOMIC PLAYGROUND FOR YOUNG CHEFS

Gastronomisk Undergrund - gastronomic underground - is a creative network that invites young chefs to unleash their experimental ideas without worrying about head chef's orders or daily menu planning.

The project is supported by the company Agrotech and organises about three dinners each year with some of the 75 chefs attached to the network. The menus are inventive and impulsive, tickets sell like hot cakes, and all proceeds go to charity.

Besides benefitting from the social and collaborative aspect of the network, Gastronomisk Undergrund provides the chefs with freedom to play, to question conventions and to test new methods. There is also a direct link to the food industry, which provides some of the cutting-edge products that the chefs find new ways of incorporating into dishes.

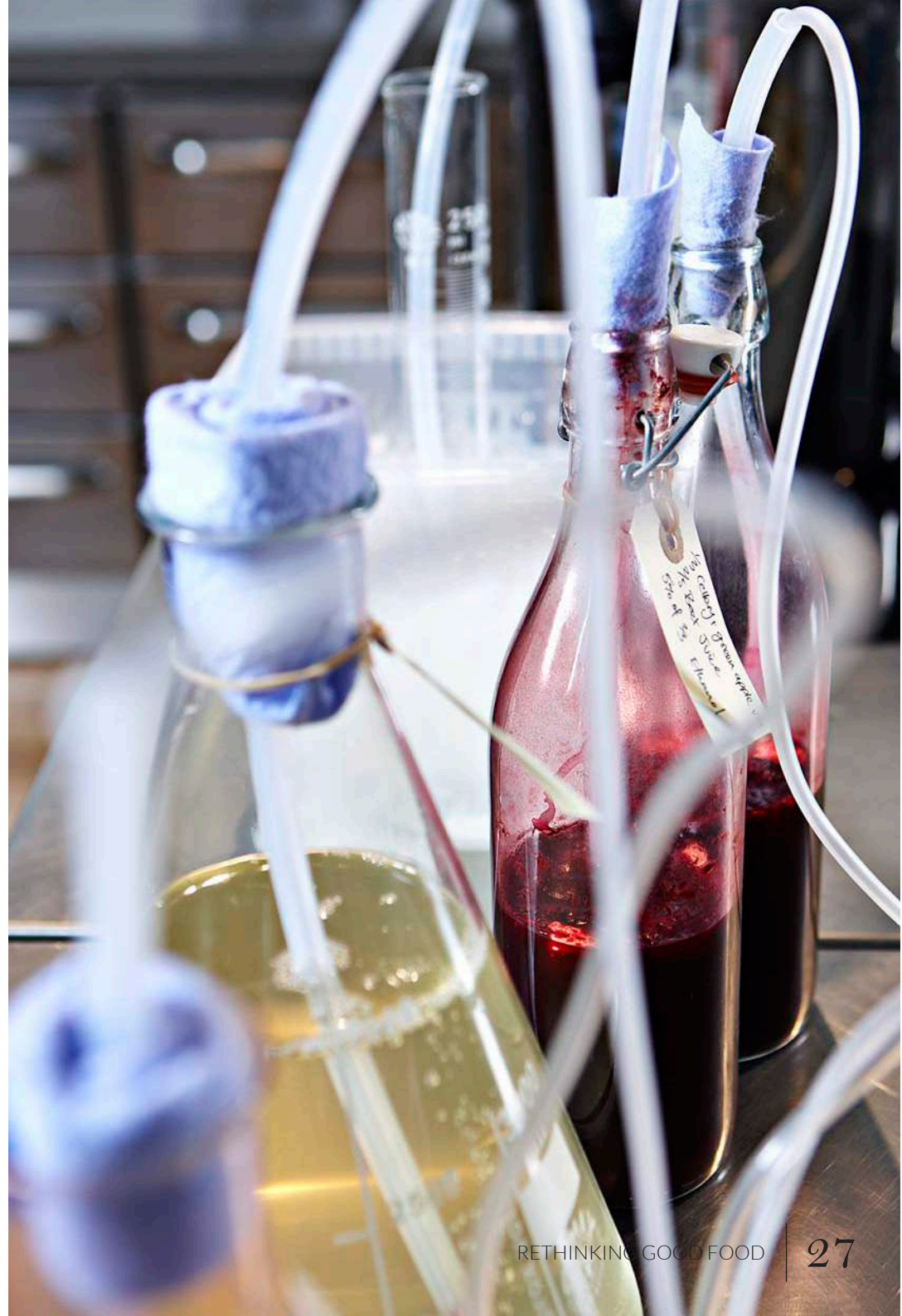
With 2017 in mind, we want to expand the project to include other ERG regions. We would like to invite chefs from across Europe to participate in the Danish events and potentially expand the concept so the gastronomic underground can take root in other countries.

ENGINEERING IN FOOD TECHNOLOGY

In 2017, Aarhus University expects to launch a new Bachelor of Engineering in Food Technology. It will attract young talented students into the space of 'biology hits steel', creating a unique opportunity to gain an applied education that will underpin their career in the food industry.

This programme - an open collaboration between the Aarhus School of Engineering and Department of Food Science - is strongly endorsed by industry partners, and it is expected that food companies will directly support the education through pilot projects, case studies, guest lectures, networking and internships.

The plan is for Aarhus University to be an active member in a suite of regional initiatives that connect society, students and companies in the pursuit of quality, trustworthy, differentiated and unique foods. Furthermore, the Department of Food Science has recently affiliated a professor from Oxford University, Charles Spence, a renowned expert on the psychology of food experiences.





INDEX DESIGN AWARD FOR KIDS

If children are our future then let them design it. That is the premise behind this project which invites thousands of school children from all over central Denmark to contribute their design ideas and concepts to a competition that will culminate in 2017 with an award ceremony and exhibition.

The competition will be launched and curated by Index, a Danish non-profit organisation whose annual design award is the biggest in the world. Just like the Index flagship award - which has seen several food-related inventions make the shortlist, including a kitchen-table grasshopper harvester - food will be a central theme for the young designers.

In each year leading up to 2017, school children will be tasked with finding solutions to a common community problem, including challenges for a sustainable food culture. The exhibition in 2017 will see the children's ideas turned into a model village of the future world they aspire to live in. We would also like to explore the potential for inviting children from the other ERG regions to contribute to the awards and exhibition.

SUSTAINABILITY — AND — LEGACY

CATASTROPHIC MEAL

Sustainability is an easy buzzword amid our everyday food conveniences and well-stocked super markets. We want to flip the script and imagine a world where food scarcity and hunger are the reality for most people. What do we turn to when our reliable sources - dairy, grain, prime meat cuts - have been exhausted and we find ourselves in a state of catastrophe? Can you cook a quality meal from what would normally be rejected as scrap and junk?

Our ambition for this dinner is to work with an internationally renowned chef from the Danish restaurant scene. The launch event would take place in the Central Denmark Region, but the idea is for the project to travel abroad to major cities - also within the ERG network. This is not a showcase of new Nordic culinary prowess; it's a thought-provoking event that will push the debate on issues such as sustainability and biodiversity.

TASTE OF THE CITY: LARGE-SCALE URBAN GARDENING

Rethinking the world through food also means rethinking public spaces through food. We want to make the green city spaces edible. The public should use the outdoors to plant fruit trees, berry bushes, herbs and vegetables. Even on the rock solid concrete of an inner city square, elevated wooden planters can be a patch for the industrious urban gardener.



” WHAT WE DID IN 2014 WAS GATHERING IDEAS AND INSPIRATION. WE LEARNED A LOT FROM IT AND WERE VERY HAPPY TO BE PART OF THIS. THE PLACE WAS PACKED EVERY DAY. WE WOULD LOVE TO TAKE PART IF YOU ARE DOING A SIMILAR PROJECT AGAIN. ”

— Karina Steffensen, Bjarnes Fish



The physical spaces can be anything from urban parks to roadsides and residential areas. The project, which is co-sponsored by the Nordea Foundation, should also have a strong digital platform. This could include QR codes located near the plants, an app to guide you to the nearest gardening spot, and a social online forum where ideas, recipes, videos and gardening tips can be shared.

QUALITY CATCH: FISH POP-UP ON THE HARBOUR

Some of the villages and harbours along the Danish coasts have access to the greatest fish in the country, but local fishmongers have a tendency to deep-fry their catch to death and serve it with soggy fries and little joy. By hosting a series of pop-up restaurants on harbour fronts and beaches we want to showcase that quality maritime ingredients can generate growth for local businesses and create better gastronomic experiences for tourists in these areas.

This project has been piloted in various locations with promising results, both in terms of local engagement but also by boosting income for the participating businesses. By feeding on the learnings from the pilot events, we want to create a model that can be rolled out across the region. The idea is for experienced chefs to work with local fishermen and businesses to create menus that reflect indigenous food culture and also encourage audience participation.

OYSTER SAFARI: NATIVE MOLLUSCS MAGIC

The native oyster found in the mineral-rich waters of the Limfjord in northern Jutland can lay claim to being the greatest of its kind in Europe - if not the world. It's an ingredient we should treasure and treat with respect. By inviting people to take part in oyster safaris - where they pick, eat and cook the oysters - we want to celebrate a regional delicacy so that it remains a vibrant ingredient for future chefs and home cooks.

While the oyster safaris will be limited to a certain number of participants, the project is part of a wider ambition to preserve and promote the culinary legacy of the oysters. Currently, the majority of oysters are exported to southern European so there is also the potential for inviting media from other ERG regions to join the safari trips.

LOCAL COOKING COMPETITION: PRIZE FOR PRODUCE

This is not about finding master chefs; this is about finding masterful local ingredients. Local Cooking is a competition where restaurants in the region battle to create dishes exclusively from local produce. They must accompany their cooking with storytelling about the ingredients, their historical context and their environmental footprint.

The project should give prominence to regional restaurants and show how they utilise the nature and produce surrounding them. We want to strengthen the link between restaurants, the education sector, tourism and the food industry, while also stimulating interest among the local population.

REVITALISING COAST AND COUNTRYSIDE DINING

The gastronomic revolution that has taken place in Denmark is not confined to metropolitan areas. We want to engage and revitalise those parts of the region - the coast areas and villages - which currently produce some of the country's finest ingredients, but which don't have the restaurants where they can showcase this to a local audience.





Though a series of dinners in unlikely locations - from churches to abandoned military bunkers - we want to explore the produce and traditions typical of the area where the events take place. A team of travelling chefs will work with producers and historians to compose a menu that promotes produce from the local area.

— ECONOMIC — **PROVISION**

The European Region of Gastronomy project in Aarhus / Central Denmark Region is financed by a wide range of partners. This includes the Central Denmark Region, local municipalities, private businesses and foundations, and non-profit organisations such as the Food Organisation of Denmark. To support the financing, some public events will have significant income from ticket sales and user contributions.

At this stage we have allocated funding for approximately 75% of the budget, coming from both private and public partners. We have initiated the comprehensive task of securing the remaining funds. Leading up to 2017, we expect to develop new ideas and projects that will shape the programme for ERG 2017.

In the unlikely case that we are not able to secure the budgeted funds, we may have to cancel or alter individual events.

*all numbers in €

BUDGET

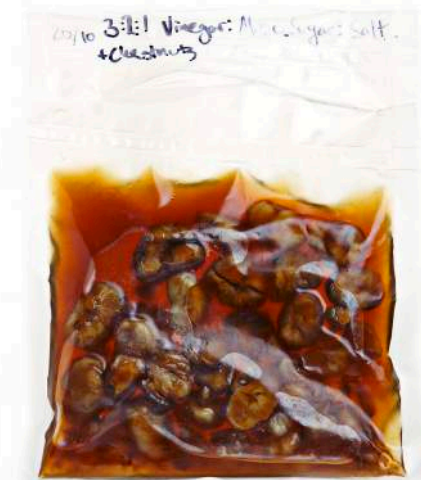
	2015	2016	2017	TOTAL	ORGANISATION
ERG SECRETARIAT					
European Capital of Culture Aarhus 2017	26,667	26,667	26,667	80,000	}
City of Aarhus	26,667	26,667	26,667	80,000	
Central Denmark Region	26,667	26,667	26,667	80,000	
Food Organisation of Denmark	26,667	26,667	26,667	80,000	
Secretariat total	106,667	106,667	106,667	320,000	
CROSS-COLLABORATION					
European Food Venture Forum	45,000	45,000	45,000	135,000	Europe Unlimited / Future Food Innovation Agro Food Park FOOD Danish Food Cluster
A Silicon Valley for food production	-	-	-	-	
European hot-dog championships	-	13,333	13,333	26,667	
The Global Food Challenge	tbd	tbd	tbd	tbd	
Cross-collaboration total	45,000	58,333	58,333	161,667	
CITIZEN INCLUSION					
Making young people care about food	693,333	623,333	662,667	1,979,333	City of Aarhus FOOD FOOD European Capital of Culture Aarhus 2017/FOOD European Capital of Culture Aarhus 2017/FOOD tbd
Feeding a city: the great communal meal	-	-	333,333	333,333	
FOOD festival	1,066,667	1,066,667	1,066,667	3,200,000	
Shadow play: dinner party with a cultural view	-	26,667	133,333	160,000	
Viewing and tasting Viking history	tbd	tbd	tbd	tbd	
Celebrating the culinary Limfjord	tbd	tbd	tbd	tbd	
Citizen inclusion total	1,760,000	1,716,667	2,196,000	5,672,667	
EDUCATION					
Future foodies: a culinary curriculum	-	100,000	266,667	366,667	FOOD Aarhus University INDEX AgroTech
Engineering in food technology	100,000	150,000	150,000	400,000	
Index design award for kids	tbd	tbd	tbd	tbd	
Gastronomic playground for young chefs	20,000	20,000	20,000	60,000	
Education total	120,000	270,000	436,667	706,667	
SUSTAINABILITY AND LEGACY					
Catastrophic meal	-	13,333	26,667	40,000	FOOD City of Aarhus FOOD FOOD FOOD FOOD
Taste of the city: urban gardening	676,667	960,000	1,200,000	2,836,667	
Quality catch: a fishy pop-up on the harbour	13,333	13,333	13,333	40,000	
Oyster safari - molluscs magic in the fjord	26,667	26,667	26,667	80,000	
Local Cooking competition: prize for produce	40,000	40,000	40,000	120,000	
Revitalising coast and countryside dining	-	13,333	13,333	26,667	
Sustainability and legacy total	756,667	1,066,667	1,320,000	3,143,333	
TOTAL	2,623,333	3,173,333	4,072,667	10,004,333	

MARKETING — AND — COMMUNICATIONS PLAN

To drive interest leading up to and during 2017, we will rely on what is already an extensive network of media outlets in Denmark and around the world. The Food Organisation of Denmark (FOOD) currently assists journalists from some of the world's most acclaimed media groups - including the New York Times, the Guardian and the BBC - in reporting about new Nordic food culture.

FOOD arranges press trips, organises events and facilitates contacts in order to further the reach and coverage of Danish gastronomy. This is an invaluable resource for the ERG marketing plan and we will be working closely with contacts from this database during the next couple of years.

We will also be marketing the ERG events through all our partner channels. This includes Aarhus European Capital of Culture 2017, Visit Denmark - the national tourist organisation - and the Danish Foreign Office. Working together with these partners and each of the municipalities in the region, we will map out a content calendar to promote events and projects, and we will target content to the most effective local media outlets.





We also aim to set up press trips for local and international journalists, including representatives from other ERG regions, both for large-scale events and festivals, but also for the projects that have a strong element of European cross-collaboration.

We already have an established network of social and digital channels which have the traction and traffic necessary for them to become important drivers in the run-up to ERG 2017. If the finances fall into place, we would like to allocate a marketing budget - both for offline and digital - to specifically promote ERG activities.

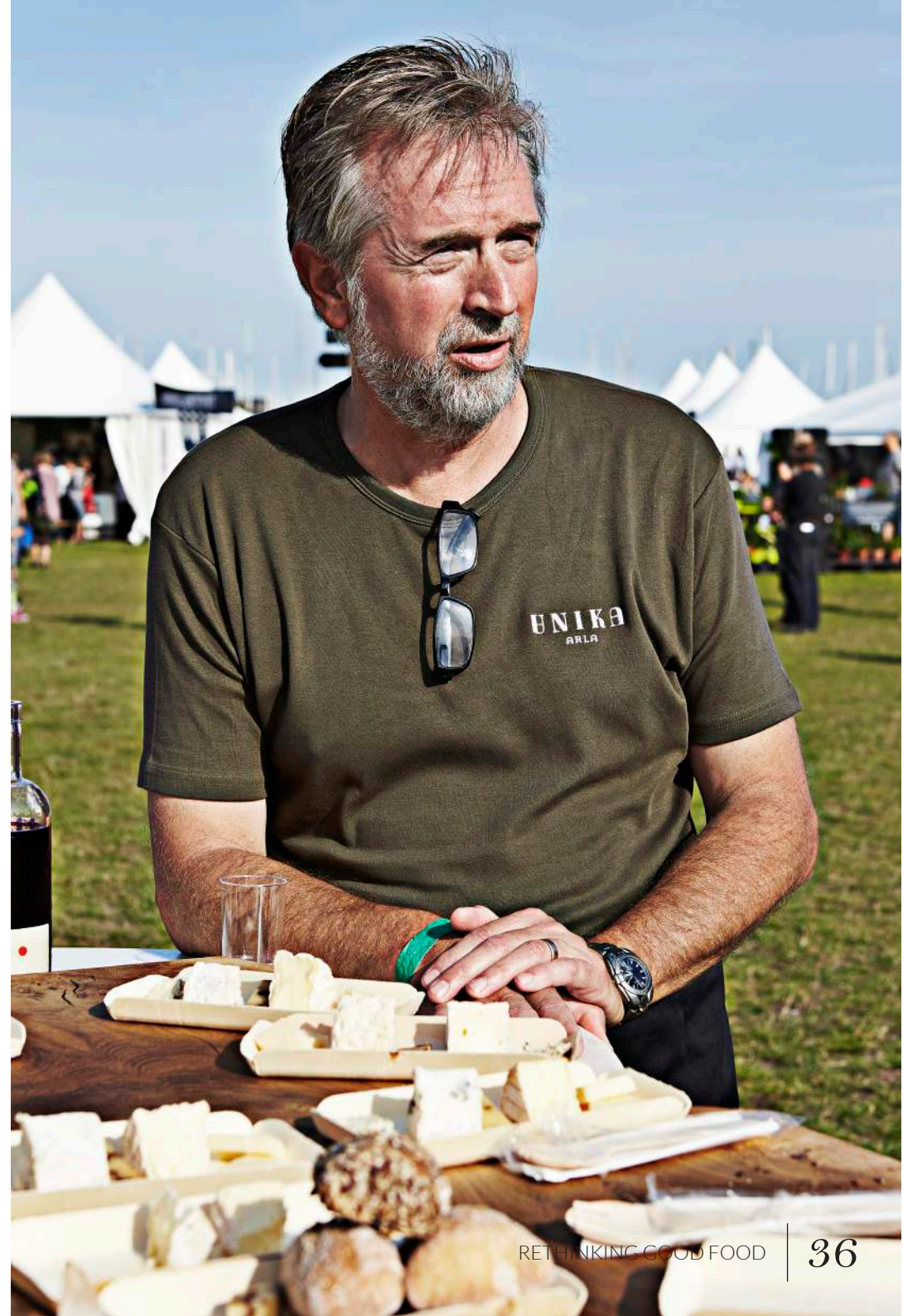
— EVALUATION — **PROGRAMME**

The Aarhus / Central Denmark Region bid is funded by public authorities and private stakeholders. We want the evaluation to be effective, methodical and focused on long-term results for the participating partners, the region and our European associates.

We will analyse each event from a quantitative perspective, gathering demographic data from the attendees, closely monitoring finances and measuring the impact of media and public relations. Through questionnaires, interviews and social media interaction, we will gather testimonials and determine qualitative indicators such as motivation and satisfaction among participants.

Besides monitoring data and collating qualitative feedback, we want to host workshops with ERG partners to evaluate the results. This is important in order to find solutions that will make similar projects more effective in the future - both in Denmark and the rest of Europe.

By hosting the European Region of Gastronomy, we are pooling together several activities that have a common goal of promoting food culture. This is a target area for the region which has only really been established in the last 10 years so we need to be highly strategic and critical in the evaluation process: where do we see the highest level of participation; what has the biggest impact; where are guests willing to pay to take part; what provides value for money for our private and public partners.





As outlined in this bid book, ERG brings together projects that cross over into the cultural sphere and the education sector. It's important that we evaluate this interaction and find out where it benefits our collaborators on a financial and organisational level. By pinpointing these successes and deficiencies, we will hopefully be able to determine an effective method for rolling out some of the ERG initiatives to other parts of the region and across our borders.

This also applies to our European partners. One of the overarching success criteria for the ERG is collaboration, knowledge-sharing and future development with a European perspective. The evaluation process therefore needs to ask extensive questions about what learnings have been shared with the other regions and what impact this will have. This may range from exchanging practical experiences of how to stage a food festival to evaluating how research projects have helped inspire innovation in the food industry.

It's crucial that we also have an independent evaluation process in order to guarantee the highest degree of validity and credibility in our results. We are currently exploring to what extent the university and other research facilities might be able to assist in a thematic evaluation of the overall ERG programme.

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Photo by Claes Bech Poulsen on page 18-19, 27, 34-35.



CITY OF AARHUS



AARHUS UNIVERSITY

AgroTech*



FOOD ORGANISATION OF DENMARK

