

# WORKSHOP 3 REPORT



30TH OF  
OCTOBER  
2019



# ABOUT THE WORKSHOP

The third and final workshop in step 1 organized by FAI was hosted by Stockholm University in Kista at the Department of Computer and Systems Sciences. The idea for this workshop was after much deliberation and analysis in the project team to take one of the ideas that showed most promise and examine and explore that in order to finalize the result of this step 1 funding project. This event was coordinated and organized by Ming who took us through a series of activities. Each activity designed to deepen the understanding and make the thoughts and the idea more and more clear and visible.

The steps we went through were as follows:

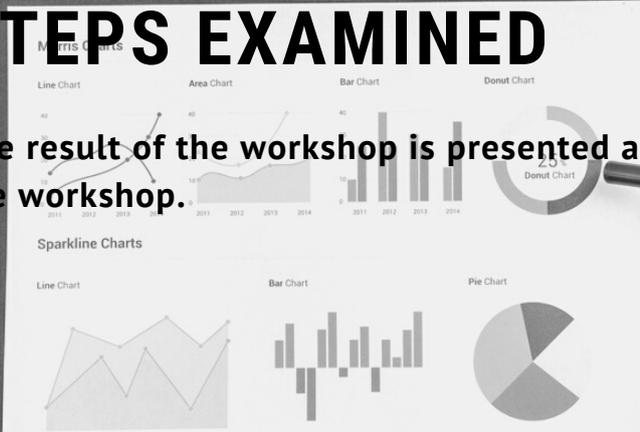
Step 1 - What are the actors and what can they gain from the proposed system?

Step 2 - What do we mean by system, what are the components and structure?

These areas and questions served as the driving force during the workshop and we used drawings, modeling activities and discussions in order to find solutions and reach the needed result.

# RESULTS: THE VARIOUS STEPS EXAMINED

The result of the workshop is presented as a list of questions that came up during the workshop.



The result of each step in the process will be presented and discussed below:

## *Step 1 - Who are key actors and what can they gain from the proposed system*

### **Small scale farmers**

Promote their market share in the system.

Reduce logistics cost

Encouraged to produce local food people can trust

### **Large scale farmers**

Sustainable production can become economically feasible

Competitive prices with greater understanding

Good practices will promote long term economic sustainability and good use of land

Possibility to showcase high quality swedish produce and motivate a higher price

Support in production planning

### **Fish farmers**

Possibility to showcase high quality local fish

Benchmark products against others (Öring vs. Tilapia)

### **Food processors**

Help with focusing on "good" food items

Get information out to consumer to warrant a higher price for good quality

### **Packaging**

Enable a new market for packaging and labeling

Show the forefront and allow packaging to be a part of the solution more clearly

### **Wholesaler**

Reduce food loses and waste

Help in focusing on the "good" products

### **Retail and home delivery**

A way to strengthen and promote and protect its brand as a responsible player

Increase credibility in own brands such as Garant etc.

Increased transparency as a way of managing risks

Self-regulation before the government legislates

Sustainability work increases company attractiveness when hiring and increasing the number of sustainable alternatives in stores

### **Caterer**

Competitive advantage and a future requirement

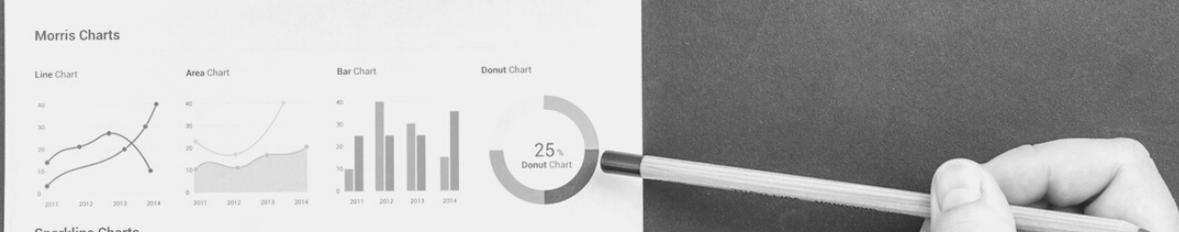
Highlighting sustainable alternatives and sustainability work

### **Consumer**

Easier to be a customer and make conscious choices

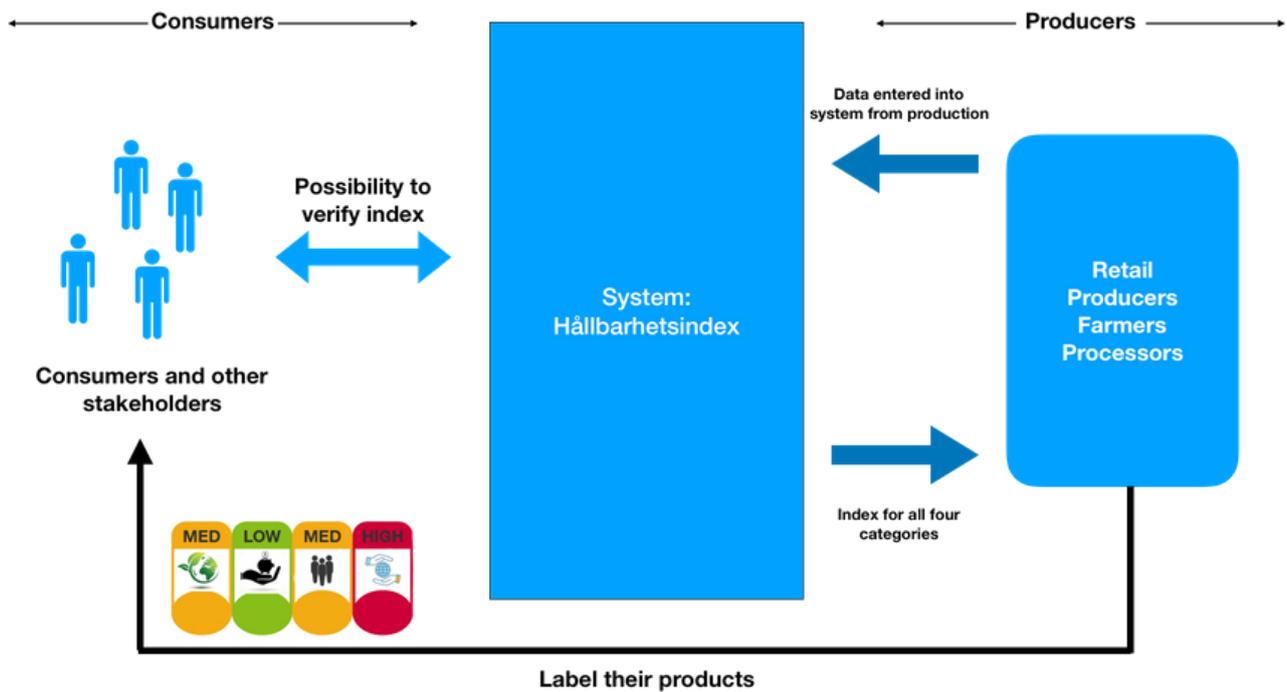
Increased willingness to contribute and actually do the right thing from a sustainability perspective

Increase confidence in the food sector and the raw materials and foods that consumers buy



Step 2 - What do we mean by system, what are the components and structure?

In this step we divided into groups and was asked to visualize what a system could look like



Final result showing the components and structure of the system being envisioned.

This workshop left us with a solid idea, well defined problem and a clear path forward into step 2 and 3 of the Vinnova project. All other activities in the project led up to this result and we as a team are very happy and look forward to the continued work.