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www.northsearegion.eu/reframe/

Reframe

Towards a Regional Food Frame



Reframe

Project focus

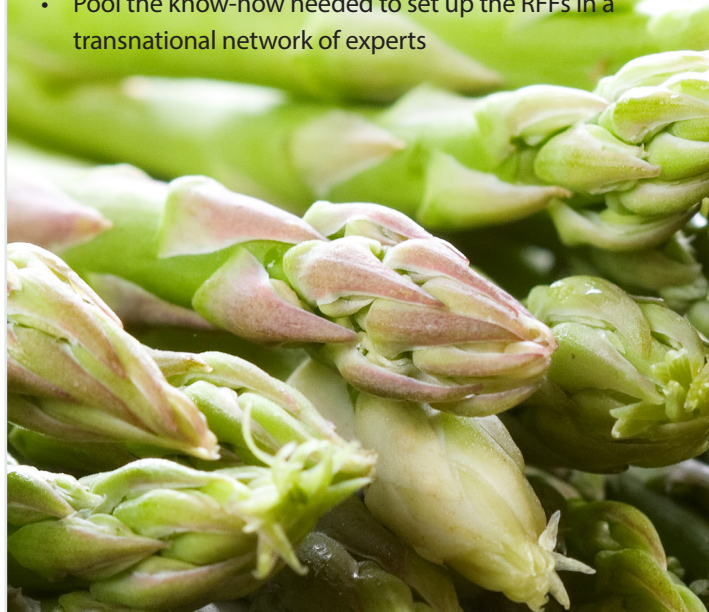
The objectives of the REFRAME project are to develop/re-establish local infrastructures of food production, food processing, food consumption and profiling of rural communities. In the project, we refer to this as RFF's (Regional Food Frames). The potential benefits are many, among which can be mentioned:

- Increase in rural communities of economic value added in the many steps from field to fork
- Increase in local occupation and in-migration of highly qualified individuals
- Diversification of food qualities based on production adapted to local conditions and traditions
- Development of principles of more sustainable food production

The partners of the project establish regional living laboratories to demonstrate the economical feasibility of the REFRAME approach in regional communities. We develop methods to solve bottlenecks and principles to stimulate establishment of these local infrastructures. In addition, we will present and communicate the regional benefits and principles developed to stimulate this approach of regional development to the rest of the world.

Objectives

- Set up a living lab consisting of 5 regional pilots
- Demonstrate the Regional Food Frame as an effective set of measures to scale up and accommodate urban food demands and regional supplies
- Collect data that will reveal the regions' own strengths and resources to match food demand and supply
- Provide a support infrastructure for food related SMEs to develop and implement their smart specialization strategies in food chains in the urban-rural axis
- Set up a transnational learning lab in support of skill development and training of all stakeholders
- Pool the know-how needed to set up the RFFs in a transnational network of experts



Progress

Since the project was initiated in 2014 great progress has been made. Here are a few examples:

- REFRAME has succeeded in influencing several large-scale consumers to commit to adopting a more regional food frame, including a large supermarket chain and a municipality.
- In Sweden 300 registered SMEs can be seen as a form of "Regional Supply Proposition". Through a joint platform the 300 regional SMEs are marketed via a website, at mini fairs, inspirational activities, in sales binders etc.
- In both Flanders and Sweden REFRAME has succeeded in stimulating large-scale distributors to include more regional suppliers.
- Regional networks have been established among food related SMEs, where new smart specialization strategies are shared as well as best practices. This has so far resulted in the development of 14 smart specialisations and support measures for food related SMEs.

