

Rethink - Redesign - Imagine - then Act

Food waste management in tourism - Webinar 10th of June 2024







Chef, Entrepreneur, Speaker,  
International Expert IGCAT  
Dr.h.c in Creative Gastronomy

“Fia Gulliksson is a mix between  
IKEA’s Ingvar Kamprad & Pippi  
Longstocking”

Carli Ratcliff, Monocle





# Passionate Potato

40 years of of empirical and evidence-based research.







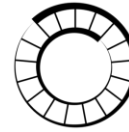
Food In Action AB have since year 2000 designed and produced more than 25 GOOD\* FOOD and TOURISM systems, ie. companies, products and services with the "potato method".  
The monetary gains and revenue create new systems.

\*taste, health, sustainability, culture



# Potato method starts with awareness

Leave the world in a better  
shape to my children...



**INNER DEVELOPMENT GOALS**  
Transformational Skills for Sustainable Development

<https://innerdevelopmentgoals.org/>

**29k**

<https://29k.org>



...than it was given to me by my parents..







# 1. Core value

## Passionate Potato

Good, Clean, Fair,  
Limitless, Down to earth  
Rooted, Local and immigrant

Core Values

“Spec-tator”?  
Couch potato?  
Not if you want to change the world  
Always keep your eyes peeled





## 2. Get your priorities right - dare to take responsibility!

Green, circular, community, health aspects

Social and cultural aspects

Money aspect







### 3. ACT as a CIA Agent

Create, Imagine , Act  
Challenge, Innovate, Agitate  
Collaborate, Implement, Assist  
Courage, Intelligence, Awareness  
Celebrate, Inspire, Affiliate







Find your team, focus equality, equity and cross-cultural, dream the story/vision and act!







# Attract conscious travellers and foodies

Spend, Care and Communicate more







👍 Synes godt om

73 tusind personer synes godt om dette. Vær den første af vennerne.



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# Nordic examples - Raising awareness

## [Stop Wasting Food](#)

### Denmark's largest movement against food waste

READ MORE

BBC

The Guardian

Deutsche Welle

Independent

National Geographic

EL PAÍS

The Huffington Post

Economist

# Nordic examples - Raising awareness

## [The Resq Club](#)

**The more you eat, the  
more you save.**

Our 50% discount on regular prices saves you money and not needing to cook saves you time. And yeah, the fact that you also save the food from ending up in the trash saves the world.

Get the app



**You are two minutes away from a delicious meal**



# Nordic examples - Providing Guidance

## [From-waste-to-taste](#)

STAY UPDATED ON NEWS  
AND EVENTS

[Subscribe to newsletter](#)

## From waste to taste

*Food loss and waste is a global challenge where 1/3 of all produce is wasted. The question is how do we reduce food loss and waste in a sustainable way? Perhaps by using surplus goods from the food industry for tasty stock.*

### NEWSLETTER

Stay updated on news, events and business opportunities in the Danish food cluster.

# Nordic examples - Providing Guidance

[The national policy on waste reduction of Iceland](#)

## Together against waste

A policy on waste reduction in accordance with the ideology of the circular economy

About





# Nordic examples - Showcasing Best Practices

[Too Good To Go](#)

A background image of a smiling woman with long dark hair and glasses, wearing a dark top with a light-colored pattern.

## SAVE GOOD FOOD FROM GOING TO WASTE

DOWNLOAD THE APP →

SIGN UP YOUR BUSINESS →

# Karma - Save food with a tap

Karmalicious AB

4,5★

7,93 tn recensioner ⓘ

500 tn+

Nedladdningar



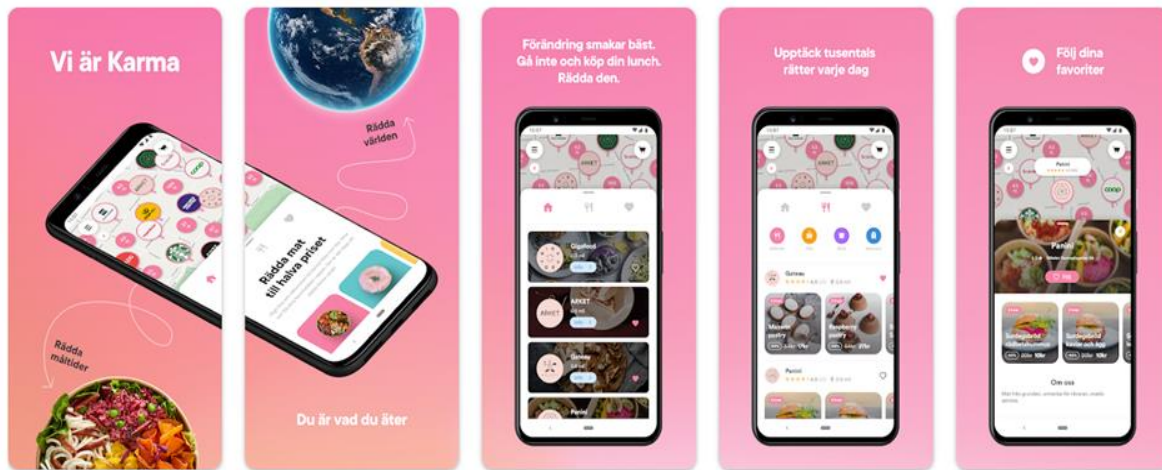
PEGI 3 ⓘ

K

Insta

## Nordic examples - Showcasing Best Practices

[KARMA life](#)



Appsupport ▾

Liknande appar →



Surrey Walks  
Local Walks



ResQ Club  
ResQ Club  
4,7★



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RUB & STUB

# WE STRIVE FOR A FUTURE WITH ZERO FOOD WASTE AND MORE SUSTAINABLE SOLUTIONS

Nordic examples - Integrating Circular Economy Practices

[Rub & Stub](#)





## Nordic examples - Integrating Circular Economy Practices

[Nolla – a restaurant where great food goes hand in hand with sustainability.](#)

Welcome to Nolla - a restaurant where great food goes  
hand in hand with sustainability.





# Circular Gastronomy

Nordic examples - Innovation prize & platform

<https://circulargastronomy.se/en/>

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A close-up, warm-toned photograph of a honeycomb structure, with the hexagonal cells creating a repeating geometric pattern. The lighting is soft and golden, giving it a textured, organic feel.

Want a dead or sustainable future?  
Be the change you want to see in the world!

If you don't try to constantly improve yourself and try your best - who will?







Turn shit into good compost!  
To get there spells together!

Thank you - find me here @fiagulliksson  
[www.foodinaction.se](http://www.foodinaction.se)