



THE SEARCH FOR THE ULTIMATE FOOD CHAIN

People are on the top of the food chain. We consume a lot and food production has a big impact on the environment. What do you like to eat? How can you eat your favorite foods with a minimal environmental impact on the local and global scale? Is it locally produced? CO₂ compensated? Vegan? Zero waste?

Look around and chat with people inside food business. There is much to learn here. What thoughts and ideas will you take home with you? What makes an impact on you?

Analyze local food related service providers with this tool. The aim is to ...

- 1. Find already existing ecological solutions,**
- 2. Find environmental challenges to solve,**
- 3. Find the most valuable branding.**

Company 1: Name _____

1. Main ecological solution.	2. Challenges still unsolved.	3. How is the branding and marketing?

Company 2: Name _____

1. Main ecological solution.	2. Challenges still unsolved.	3. How is the branding and marketing?

Team Task Cofoco and Reffen

Company 3: Name _____

1. Main ecological solution.	2. Challenges still unsolved.	3. How is the branding and marketing?

Company 4: Name _____

1. Main ecological solution.	2. Challenges still unsolved.	3. How is the branding and marketing?

Notes (for further use and discussion):
