

A COMMUNICATIONS STRATEGY FOR NEW NORDIC FOOD II (NNF II)

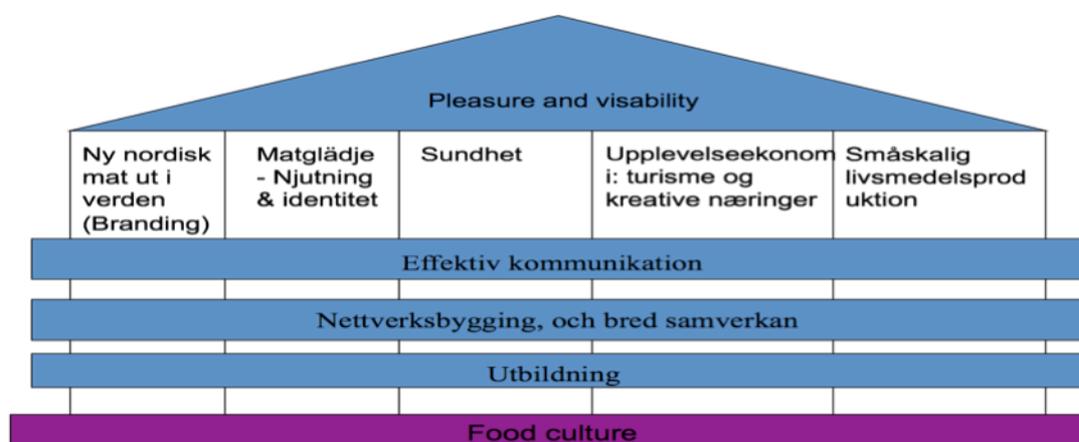
This document presents the second version of NNM's communication strategy. This strategy has been developed by a subsidiary committee within New Nordic Food's Working Group and discussed and revised through the steering group as well as a second meeting in the working group. During the process they conducted a workshop with the Oslo office of the Norwegian communications bureau Geelmuyden Kiese. The work has been headed by Melita Ringvold Hasle, who is a member of NNF II's Working Group. The other members of the Working Group have been Einar Risvik, Pauliina Munukka, Johan Andersson-Anell and Magnus Gröntoft.

The communications strategy is used as an instrument to facilitate the selection and design of campaigns that function well together. The strategy is intended to represent a starting point for campaigns funded both by NNF II and by globalisation funds linked to "New Nordic Food and branding", in collaboration with KreaNord. Communications are a key tool in the New Nordic Food II programme, and special emphasis is given in the framework programme to the strategic planning of communications activities in the form of time-limited campaigns:

"New Nordic Food II – the programme shall advance and reinforce the brand "New Nordic Food", and raise the level of awareness about how the movement can evolve.

The aim is to carry out a series of campaigns, each of which will provide inspiration for the implementation of additional initiatives in the relevant sectors in the Nordic Countries. Beyond this, our aim is to apply the New Nordic Food concept in a branding context"

The picture below depicts the thematic subdivision of NNF II, decided on by the Steering Committee.



The programme is built on the Nordic Cuisine Manifesto written in 2004. The manifesto states the basic principles behind the concept of New Nordic Food. These principles are used as the basic guidelines also for this strategy. The manifesto in its entirety can be found from: <http://nynordiskmad.org/ny-nordisk-mad/koeksmanifestet/>

Definition of New Nordic Food:

New Nordic Food should promote the use and diversity of Nordic regional ingredients, develop a new Nordic cuisine and create a common Nordic food culture that reflects the qualities of our region – purity, simplicity, security and ethics.

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THE PROGRAMME'S VISION, MISSION, CORE IDEA, TOOLS AND GUARANTEES

Vision: "We will make Nordic cuisine as well-known as other big cuisines of the world."

Mission: "We will bring the Kitchen manifesto to life by giving Nordic food culture a place on the global stage and increase pride and identity connected to our food"

Core idea: "NNF II is a programme designed to revitalise and promote Nordic food culture"

Guarantees – the New Nordic Food Programme will:

"Participate in providing tasty and healthy food for children and young people"

"Make a contribution towards increasing our knowledge of the New Nordic cuisine"

"Stimulate innovation in Nordic food culture"

"Make smart use of Nordic resources" (benefits to the Nordic countries)

We will do this by:

Promoting visibility by showcasing examples of the content of NNF

Give the communication substance by practical examples.

Influencing decision-makers in order to promote a New Nordic Food culture

Promoting collaboration and creating networks

Creating a sense of enjoyment of food and pride in NNF

Key elements of the strategy



TARGET GROUPS

Communicators (the media, associations, social networks, opinion makers):

Networks, individuals and organisations which can participate in the "dissemination" of the ideas behind New Nordic Food constitute a high priority target group. By focusing our campaigns on this target group, the initiative can be extended and revitalised without incurring major costs. This also underpins the fundamental New Nordic Food idea that no-one "owns" the concept, and supports our "from the bottom up" approach.

Children and young people: We will address this target group using campaigns aimed at parents, teachers and decision-makers in schools, the outside school hours organisations (SFO), and school catering purchasers.

Decision-makers: Employees at our embassies, ministries and the larger municipalities that organise entertainment for dignitaries, etc. The aim here is to promote a "public food diplomacy" where we express our pride in serving local foods, rather than French cuisine, at entertainment events.

The experience sector (tourism and creative businesses): The national authorities' sector organisations in the fields of tourism and creative businesses.

Chefs: This target group will often coincide with trendsetters and opinion-makers, but chefs also constitute a target group in themselves which can influence changes in Nordic attitudes and habits in relation to food.

CAMPAIGNS

The steering committee has decided on the following campaigns for NNF II:

New Nordic Food/New Nordic Diet in the World - Branding: With globalisation, the core topic for Nordic collaboration is international presence for all sectors. As the Nordic countries have more medals in Bocus D'Or than France and Belgium together, gastronomy has become a central theme for development in the countries. Pride in local food has become trendy. This is strongly supported by the increasing knowledge that Nordic cuisine also is healthy and has maintained the positive characteristics during the last 50 years, supported with high intake of healthy fruits, vegetables, berries, fish and coarse grain foods

Food Pleasure- Enjoyment and identity: Pleasure derived from our own foods has become a source to a more mature and secure food identity in the Nordic countries. Food has become an integral part of socialisation, with improved economic status and with the wish to revitalise traditional food cultures as a source for inspiration, pleasure and joy. In mature cultures food is an integral part of the culture; in the Nordic countries this transition has an important presence right now.

Healthiness: Health has always been one of the most important common values in Nordic collaboration. According to data from FAO, we have maintained much of our health focus

during the last 50 years in our diets. And if anything, most changes we have done to our diet have been towards the positive, with increased fruit and vegetable intake. Our relatively high fish consumption has been maintained, also the high fibre content from cereals, while energy from sugar and simple carbohydrates is a bit too high for a modern lifestyle. New Nordic Food aims at maintaining and promoting an even more positive diet based on our favourable raw materials and traditions.

Experience Economy/Tourism and Creative Industries: Modern tourism is an integrated experience, where local food culture is an important ingredient. One travels only to a place of great scenery once, if the food is not good. To get a person to want to come back, food must be up to standard. In the experience-based economy that is evolving right now, food has become an experience in itself: it is a topic of conversation, and there are stories related to food origin and history. This valuation of tradition is becoming an integral part of modern eating. Now the interest in our own foods is blossoming, and this interest can be expanded to the tourist industry.

Small Scale Food Production: Sparsely populated communities are typical of the Nordic countries. . The degree of centralisation is limited and as a consequence jobs are needed everywhere. Characteristic of the food industry is small units built to service local communities with foods. As transportation was long and time-consuming and preservation possibilities limited, food production needed to be close to where people lived. Now in a modern society distance is no longer a problem. With the sparsely populated structure still intact it has become a political goal to utilise local/regional food culture as a source for employment while at the same time to create values beyond work for the rural regions of the Nordic countries.

COMMUNICATION ACTIVITIES:

List will be fulfilled after the steering group's discussion on the proposed activities.

Projects

//Comment from Magnus:Det nya programmet bör inte utlysa allmänna projektansökningar. I stället används pengarna till riktade insatser, i linje med kommunikationsstrategin. Förslagen kan komma från styr- eller referensgrupperna. organisation. Dessa initiativ är normalt mindre utredningar, seminarier, kommunikationsuppdrag, etc., som inte bör vara längre än 6(?) månader. För större initiativ ansvarar NICE.

Alla initiativ skall användas i NNM's kommunikation och det skall vid starten vara väl definierade med mål, innehåll samt även hur arbetet skall utvärderas.¹ The communication resources used in each project are decided on project-specifically. //

STAKEHOLDERS

There are many organisations and individuals with a stake in New Nordic Food. This is one of the programme's unique advantages, and we will put it to good use. By involving the initiative's many supporters and ambassadors, as well as our own "owners", the programme will reach far and wide and promote change. Thus an important part of New Nordic Food II's communications strategy is to be aware of which stakeholders we can inspire and involve in the programme. The following is a list of such stakeholders, divided into internal (stakeholders participating in the NNF II work) and external.

Internal stakeholders:

Fodevareministeriet (Denmark)
Meyers Madhus (Denmark)
Jord- och skogsbruksministeriet (Finland)
Centralförbundet för lantbruksproducenter och skogsägare (Finland)
Departementet for Erhverv og arbejdsmarked (Greenland)
Ministry of Trade and Industry (Faroe Islands)
Ministry of Fisheries and Agriculture (Iceland)
Innovation Norge
Fiskeri- og kystdepartementet (Norge)
Nofima (Norge)
Jordbruksverket (Sverige)
Landsbyggsdepartement (Sverige)
Ålands landbyggscentrum
NICe
NordGen

External stakeholders:

Taste schools (Sapere) - Arja Lyytikäinen
Föreningens Nordens Förbund
Nordisk Samarbeteskommité för Hushållningsupvisning
Opus
Skolmatens vänner
Slow Food
Föräldrar - skolor
Annika...
Nordbok - nordisk samarbete för barn och unga

COMMUNICATION GUIDELINES

To raise the level of awareness of the New Nordic Food concept, and to advance and strengthen the concept so that more people become familiar with it and take pride in NNF. The aim of this is that in the long-term they will make use of their own local food culture and ingredients.

Communications guideline 1:

We will send a clear message of what New Nordic Food is all about

In all our communications and campaigns we will make sure of:

DEEPER AWARENESS – We shall work to make the concept involving ingredients combined with experiences linked to New Nordic Food well-known among the selected target groups.

CLARITY – We shall promote the undeviating characteristics of New Nordic Food in all our communications: New Nordic Food is simple, fresh, and pure. We have an egalitarian culture, and a food culture that is revitalised by innovation and involvement from the bottom up. We shall focus on promoting sharing and diversity as the unique features of New Nordic Food.

RELEVANCE – The campaigns and communications initiatives will be developed in such a way as to make them comprehensible to the target groups and relevant to their members in their everyday lives and work.

ATTRACTIVENESS – The campaigns and communications initiatives shall trigger an appetite for Nordic collaboration and the utilisation of all that New Nordic Food has to offer.

DIFFERENTIATION – The campaigns and communications initiatives will identify the lasting and unique advantages of selecting New Nordic Food.

Communications guideline 2: We will tell the good stories:

New Nordic Food’s campaigns and communications initiatives will focus on telling stories that illustrate and exemplify the content and basic values inherent in New Nordic Food, as set out in the New Nordic Food manifesto. The campaigns will use the “storytelling tactic” in situations where such stories serve to place New Nordic Food in opposition to unhealthy food; a popular movement that delivers Nordic and sustainable values.

In this situation, we will focus in particular on the promotion of the enjoyment of food, innovation and pride.

Communications guideline 3: We will deliver what we promise and make it easy to utilise New Nordic Food

Practice follows theory. This means that New Nordic Food’s campaigns will adhere to the principles set out in New Nordic Food’s food manifesto, and make it easier for the target groups to do the same.

The new Nordic Food Programme will develop good examples and templates that make it easy to make use of Nordic Food.

PLAN OF ACTIONS

The different communications campaigns will be collected in the following table. But campaign leaders will in addition need to fill in table number 2 that asks campaign leader to tick in for how the activity answers to the key elements

	Campaign	Target Group	Main message	Channels used	Responsibilities & partners	Schedule
Action 1						
Action 2						

Theme for the campaign:	Target group	Key message	How does it visualize the results of NNM?	Does it influence decision makers?	Describe how it creates networks and further cooperation	How does the activities support pride and joy over Nordic food culture?	Could others do the same? Easy to multiply?	How can the activity stimulate innovation	How is Nordic added value created through the activity?
Activities	Activity one								
	Activity two								
