

Blå mat Kick-off  
 Blue Foods Education  
*Building a Conscious Sustainable Hospitality Industry*

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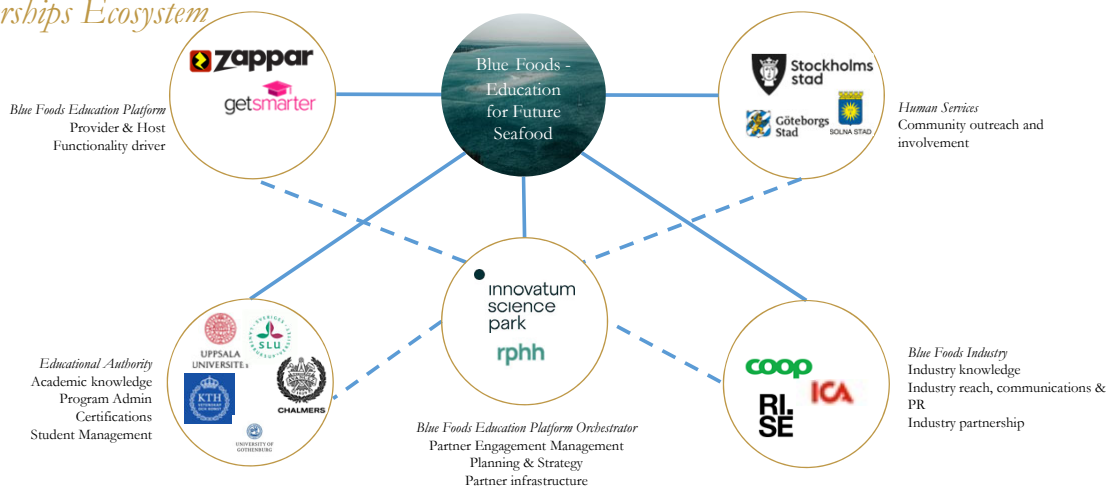
Mattis Bergquist- Chief Sustainability COOP Sweden



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*Blue Foods Education  
 Partnerships Ecosystem*



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*Needs based  
retailer education*

What is meant by “sustainably produced seafood”?

Product knowledge for the industry, with a focus on the retailers/hospitality?

What are the environmental, social, governance (ESG) impacts of Blue Foods?

How does Blue Food regenerate ocean life?

How will the education address regeneration (carbon-block and conservation) and therefore the increase of marine-plant and aquatic life?

How do we protect the ocean and the waters from the same developments as mass farming e.g. reef-protection?

What is a Blue Foods systems approach e.g. partners in supply chain?

How to cook, create great taste?

How can we inspire people to eat more varied species and help them make sustainable choices?

How can we as a store work for a more sustainable assortment?

Etc...

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*Quick fire –  
groups of 3*

When was the last time you tried to cook a new “seafood” and why did you try it? Would you try again?

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*Academia, industry &  
entertainment*



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