

# STAY RELEVANT

## CASE COMPETITION

### VIRKSOMHED:

#### **VIRKSOMHEDENS NAVN OG ADRESSE**

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#### **VIRKSOMHEDSBESKRIVELSE**

<p><b>Local Flavours: Hyper-Local Food Practices Driving Competitiveness and Sustainability in Nordic Tourism</b></p> <p>THEMES: FOOD, TOURISM, SUSTAINABILITY, COMPETITIVENESS &amp; COLLABORTION</p> <p>The Nordic tourism industry has a desire to strengthen its competitive and sustainable position. Food is one of the areas that has the potential to make the local and sustainable experience very tangible. Across the Nordic Region, tourism stakeholders express a need for strengthening hyper local food practices since hyper-local food practices can both tangibly showcase the local culinary heritage and culture of a destination, whilst strengthen an environmental responsibility.</p> <p>Hyper-localised food practices are referred to here as sourcing, producing, and consuming food within a small geographic area. This approach prioritises local and sustainable food systems, reducing the environmental impact associated with long-distance transportation and supporting the economic viability of nearby farms and food producers – thereby giving back to the local community. However, this interest in hyper-local food practices also goes hand in hand with concerns about high economic expenses.</p>
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## Challenge

We are inviting exploration into how hyper-localized food practices can offer a competitive, economic, and sustainable advantage while remaining deeply rooted in their local context, yet adaptable for scalability across other regions within the Nordic area.

- *How to make an entire destination prioritise local produce and local producers?*
- *How can we use local food and local produce in solving challenges of seasonality in tourism?*
- *How can we minimize the cost for the individual business of prioritising local producers and local produce?*

