



A sustainable and profitable food industry in the Stockholm region



MatLust is a five year EU project with the purpose of promoting a growing and sustainable food industry in the Stockholm region. MatLust offers professional development programs, networking opportunities and other support to small and medium-sized businesses. All free of charge.

MatLust is part of a major venture on Södertälje Science Park, which will make Södertälje a regional competence center and meeting venue for sustainable food.

About MatLust

› matlust.eu

TAKING PART IN MATLUST

Taking part in **MatLust's** activities is free of charge. We target small and medium-sized businesses (SME*) in the food industry – mainly in processing, retailing and meal services but also in related areas. Geographically we focus on the Stockholm region, mostly its southern parts. However, up to 10 % of the participating businesses may be located in other regions.

SUPPORT FROM MATLUST IS FREE OF CHARGE:

- **NETWORKS** focusing on different themes such as digital solutions, packaging, lab tests or process development. In these networks, businesses with similar challenges and possibilities meet. The network participants play an important role as co-creators. We at MatLust facilitate, organize and invite experts in respective fields.
- **PROFESSIONAL DEVELOPMENT PROGRAMS** to strengthen businesses' competitiveness. We offer programs in business development, innovation development (how to introduce a product/service to the market), sustainability (focus on scientific research) and process development (lean).
- **PRODUCT DEVELOPMENT.** Companies can have their products or raw ingredients tested by professional chefs, participate in the food innovation contest Matverk Stockholm – or get support in developing new packaging solutions.
- **KNOW-HOW AND INSPIRATION.** MatLust offers relevant exposure in trade shows, conferences etc. We supply information about the latest scientific findings in food and sustainability. We also offer know-how and guidance regarding the application and rules and regulations in public procurement, as well as plenty of opportunities for information and inspiration.

WHY MATLUST?

Food and its way from farm to fork accounts for about 40 % of our total climate impact. However, more and more people choose food that is environmentally friendly, locally produced, in season, healthy, vegetarian, free from pesticides, energy efficient etc. And the food industry keeps getting better at offering products that meet these demands.

In the food industry there are many small and medium-sized businesses. The purpose of MatLust is

FACTS ABOUT MATLUST

- **Purpose:** A sustainable and profitable food industry in the Stockholm region.
- **Target group:** Small and medium-sized businesses (SME*) within the food industry.
- **Aim:** Increase growth and work opportunities in the target group.
- **Geographical restriction:** The Stockholm region and up to 10 % participating businesses from other regions.
- **Timeframe:** September 2015 – December 2020.
- **Budget:** SEK 57 million for the entire project period. 50 % (SEK 28,5 million) provided by ERDF, the European Regional Development Fund, the rest is provided by Södertälje municipality and co-financiers.
- **Project owner:** Destination Södertälje within Södertälje municipality.
- **Partners:** KTH Royal Institute of Technology, Acturum/Biovation Park, Saltå Kvarn.
- **Web:** matlust.eu
- **Facebook:** facebook.com/projektmatlust
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to create growth, work opportunities, innovations and more sustainability in these businesses.

SÖDERTÄLJE, A ROLE MODEL

MatLust has its starting point in Södertälje municipality's award winning work with sustainable public meals and a long tradition of sustainable food production. Several renowned businesses are located in Södertälje, e.g. Saltå Kvarn and Lantmännen Cerealia. Many small food businesses form the widely recognized "eco cluster" in Järna.

Through BERAS International and 60 years of scientific research on sustainable agriculture great know-how has been acquired and valuable national and international networks have been built.

MatLust is part of a venture on Södertälje Science Park, which will make Södertälje a centre for know-how and creativity in food and sustainability – and a meeting place for representatives from industry, academy, education, public sector and civil society.

*An SME employs fewer than 250 persons and has an annual turnover not exceeding 50 million EUR.