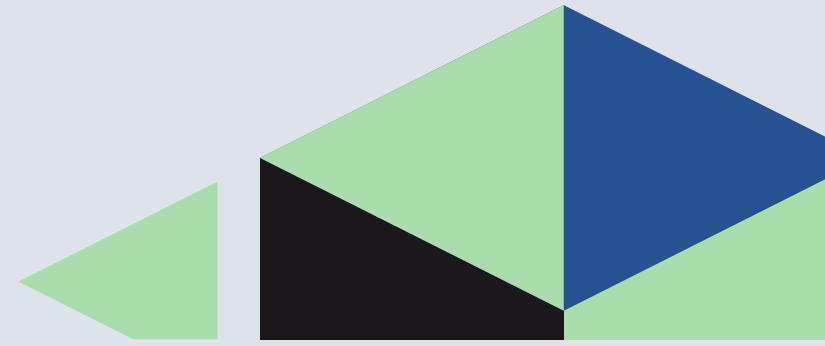


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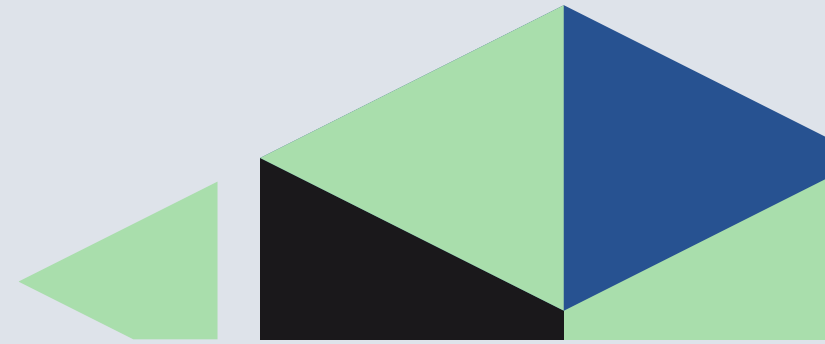
Fødevarer

Signe Skovby Ahm, Aarhus Kommune



DOKK1

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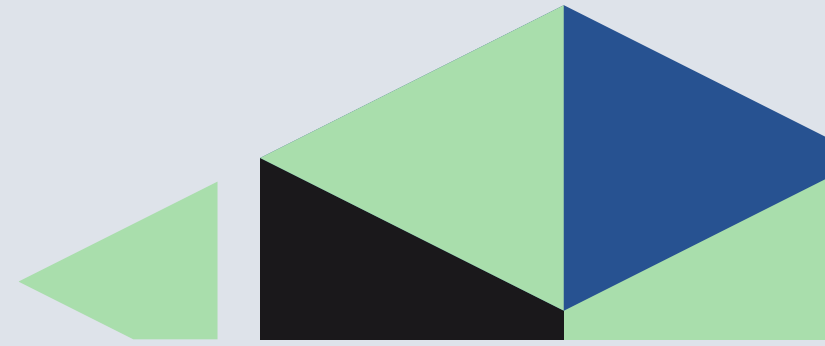


- Upcycled Food, Jessica Aschemann-Witzel (AU)
- ORIGINAL, Randi Friis Hansen
- Mariendal - et borgerstøttet regenerativt landbrug, Pernille Kallehave (AU)
- *Living Labs, Agroøkologi (Martin Hvarregaard Thorsøe, AU)*



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UPCYCLED FOOD JOURNEY



MAPP CENTRE – RESEARCH ON VALUE CREATION
IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

2023

JESSICA ASCHEMANN-WITZEL
PROF. DR. HABIL.



WHAT IS UPCYCLED FOOD?

Upcycled food in an **alternative** use sense – avoiding food waste through rescuing food from wastage.

Upcycled food in a **novel** use sense – avoiding food waste through broadening the food resources.



MORE AT

Search "AU Upcycling Skanderborg 2022" or <https://www.youtube.com/watch?v=a9EgaNhmq0k>



AU Upcycling Skanderborg 2022



PlantPro contributes to accelerating an **efficient green consumer behaviour transition** towards more plant-rich diets and reduced food waste.

We aim to fill a knowledge gap on factors that drive consumer behaviour change towards more sustainable plant-rich diets and upcycled foods and greater acceptance of sustainable food technologies.

 **Innovationsfonden**

AARHUS UNIVERSITY: [HTTPS://WWW.AU.DK/EN/](https://www.au.dk/en/)

AARHUS BSS: [HTTP://BSS.AU.DK/EN/](http://bss.au.dk/en/)

DEPARTMENT OF MANAGEMENT [HTTPS://MGMT.AU.DK/](https://mgmt.au.dk/)

MAPP CENTRE: [HTTP://WWW.MAPP.AU.DK](http://www.mapp.au.dk)



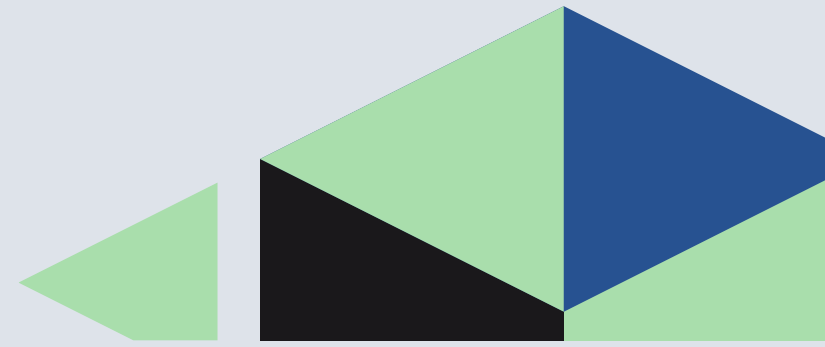
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MARIENDAL – ET BORGERSTØTTET, REGENERATIVT LANDBRUG



DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

CITIZEN SCIENCE I MIDTEN
21 AUGUST 2023

PERNILLE KALLEHAVE
ADVISOR





Mariendal pilotprojekt 2023-2024

Mål

at afprøve og dokumentere potentialet for CO2 reduktion ved anvendelse af regenerative dyrkningsmetoder af landbrugsjord hos Peters Gartneri, Aarhus syd

Partnere

Aarhus Kommune – Teknik og Miljø

Foreningen for Økologisk Jordbrugssamvirke – FØJS

Peters Gartneri

Teknologisk Institut

Aarhus Universitet



Hvordan organiseres samarbejdet mellem 200 borgere (FØJS) og forskerne?

Brobygger på AU (mig)

Etablering af videnskabelige følgegruppe

Borgerne kilde til data f.eks. EU SoilValues projektet på AU AGRO

Borgerne inddrages i test og dokumentation

Løbende formidling via

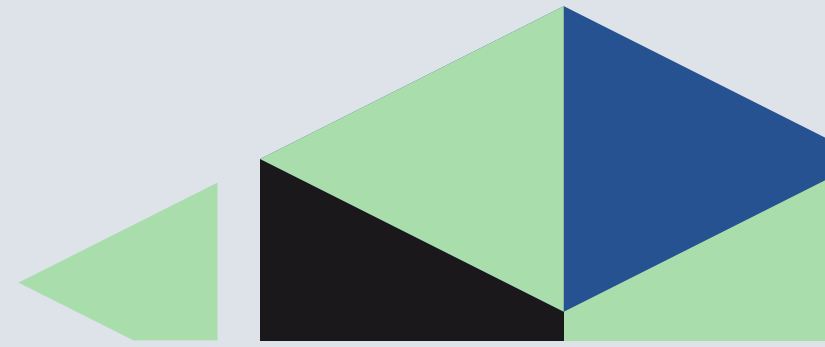
- markvandring
- integreret i kurset “Fra Muld til Mad”
- videodokumentation, web og sociale medier
- foredrag, festival.





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