



Ny Nordisk Mat II

Midway evaluation

CMA Research AB

January 2013



nynordiskmad

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Summary of the results

Planned activities are carried out and projects are clearly defined

The majority of the respondents from the groups Project Managers and Work group find the activities planned by Ny Nordisk Mat to be carried out. They also consider the projects financed by Ny Nordisk Mat to be clearly defined.

However, only a few agree with the statement that they have enough time/resources to complete their part of the work within Ny Nordisk Mat in a satisfying way.

The program is on a good way to reach its goals

The answers of the questions regarding NNM's goals indicates that the program is on a good way to reach them. Many find the program to be a great way to collaborate and expand their network.

Need of information in different languages

Three of four respondents have visited NNM's website during the last six months. The majority of the respondents find the information on the website and the informational letters to be interesting.

Even though the majority of the respondents find the informational letters and the information on NNM's website interesting, many would like to see them being translated into English and other Nordic languages in addition to Danish and Norwegian.

Furthermore, many find the information on NNM's Facebook site to be interesting, but the site itself could become better if Ny Nordisk Mat posted more pictures as well as materials in different languages.

Conclusions

There is a common perception where promoting the region is seen as an overarching goal. To reach that goal we need to work together, share ideas, experiences and information and inspire each other to strengthen the Nordic identity. In this lies the strengths of Ny Nordisk Mat. Ny Nordisk Mat works as a stage where representatives can meet to expand their network, discuss different issues and participate in various projects.

However, some aspects of the program have potential for improvement. The programs general communication could become more clearly and better reach out to the public and raise awareness amongst ordinary people. Some respondents find the program to be a bit too focused on the professionals operating the food market and that the common people are being overlooked. Another issue seems to be that the program is much more known amongst public and private actors in Denmark and Norway compared to Sweden.

Furthermore, the available information from Ny Nordisk Mat is often only written in Danish or Norwegian. The people from other Nordic countries who are lacking knowledge of those languages have therefore a difficulty taking part of the information. This problem can easily be solved by also publishing information in English. This would not only help people from other Nordic countries to take part of the information, but it would also make the information from Ny Nordisk Mat more accessible to people all over the world.

Overall, the respondents believe the program Ny Nordisk Mat to be a fruitful collaboration and the majority would gladly see an continuation of the program. Many respondents points out the importance of working together, hence one respondent comments – “*Together we stand strong*”.

Information about the evaluation

Background and purpose

The Swedish Board of Agriculture, who is the managing authority for the program Ny Nordisk Mat II, and wanted to conduct a midway evaluation of the program. The purpose of the evaluation is to investigate how NNM II has worked, its results, and provide suggestions for improvement and for the next two years.

Method

The first stage of the study was a pre-study to become familiarised with NNM and to better understand how the programs goals, objectives, and activities are structured. This is of importance when developing a questionnaire and to more effectively identify the target group for the study.

A web based questionnaire was sent out to 962 persons that subscribes to the e-mail newsletter. 180 e-mail addresses were inactive and two persons answered that they didn't want to participate. Facebook users, that are members in NNM's Facebook group, have also been able to answer the web based questionnaire. In all, we have got **122** web answers and **58** Facebook answers. Two reminders were sent out to the respondents that did not complete the questionnaire in time.

The response rate on the telephone conducted part of the survey is 72 % (**67** responses). Seven of the numbers on the list given to us from NNM could not be used because of different circumstances (person long-term sick etc.).

The questionnaire

The questionnaire consists of the areas: *General Questions, Program Goals, The Work related to Ny Nordisk Mat and its Projects, Effects and Usefulness, Information and communication and Overall View and Ideas for Development*. The questionnaire is available in Swedish and English.

The respondents have also been given the opportunity to answer open-ended questions about the programs concept, activities, strengths etc. throughout the survey. All comments and replies to the open-ended questions can be found in the appendix.

Realisation

The survey was conducted by CMA Research AB during the period December 2012 – January 2013.

For more information, please visit www.cmaresearch.se.

Project manager at CMA: Johanna Svanberg. Responsible for analysis and reporting: Denis Zgela.

Contact person at the Swedish Board of Agriculture: Magnus Gröntoft.

Information about the evaluation

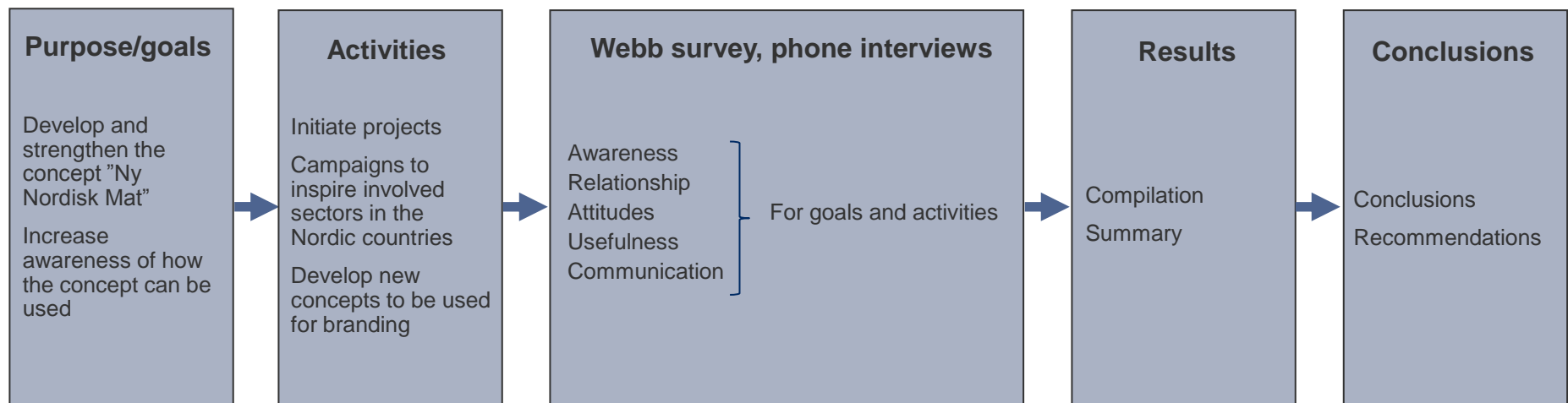
Approach

In order to evaluate the program NNM and identify areas of improvement we have used the model illustrated below.

In the pre-study we have analysed documentation from the program, to find out what the **purpose** and **goals** of the program are, and what **activities** the program has initiated to achieve those goals.

In the data collection (a combination of a web survey and telephone interviews) we followed up how the **purpose** and **goals** are fulfilled, as well as how the activities are perceived by participants and stakeholders.

The results of the survey are used to identify areas that could be improved as well as strengths to preserve.



Information about the evaluation

Approach

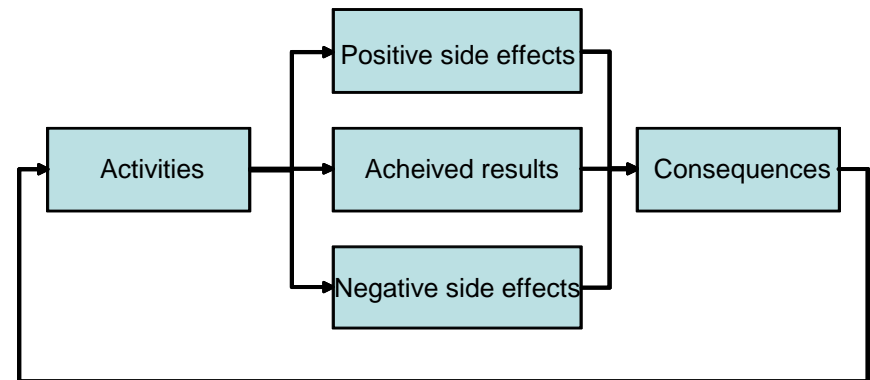
Case Study

The evaluation has been done as a *case study*. The focus of a case study is not to be able to make statistic generalisations about the target population, but rather to find cases that will give information and understanding of the participants perception of the program and its activities.

In this case the target population of the evaluation is complex and difficult to identify, and some groups are difficult to contact, meaning that a cross-sectional survey is an unrealistic approach.

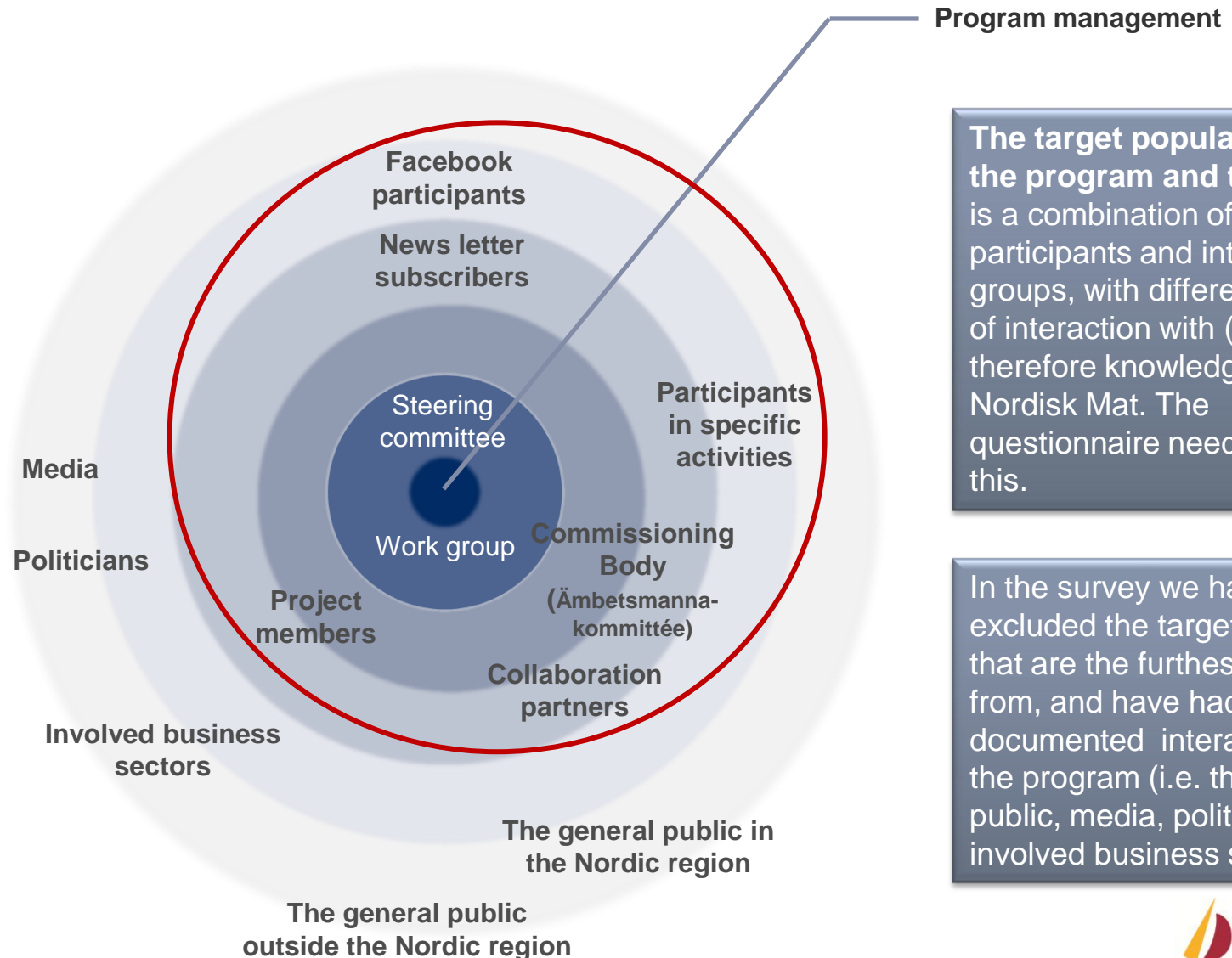
In this particular case the Swedish Board of Agriculture would like to see whether the goals of the program are achieved through the current activities, and identify possible adjustments/improvements for the remaining duration of the program. A case study is a very suitable method to answer this type of questions.

Our method of evaluation can be illustrated by the figure below. Using this model will illustrate the activities in the program, the results and effects as well as consequences of those activities. The advantage of the model is that side effects (positive or negative) will be identified.



Information about the evaluation

Target population of the evaluation survey



The target population of the program and the survey is a combination of participants and interest groups, with different levels of interaction with (and therefore knowledge of) Ny Nordisk Mat. The questionnaire needs to reflect this.

In the survey we have excluded the target groups that are the furthest away from, and have had no documented interaction with the program (i.e. the general public, media, politicians, involved business sectors).

Information about the respondents

Interest groups	Counts	Share
Work Group	5	22%
Steering Committee	7	30%
Project Managers	5	22%
Commissioning Body	6	26%

Participants	Counts	Share
Project Members	14	6%
Target Group	30	13%
Facebook Participants	58	26%
Web Participants	122	54%

Definitions of the participant groups

Interest groups – People that are part of the management/are stakeholders of Ny Nordisk Mat II

Work group (*arbetsgrupp*) – Members of the work group of Ny Nordisk Mat II

Steering committee (*styrgrupp*) – Members of the steering committee of Ny Nordisk Mat II

Project managers (*projektledare*) – Project managers of projects within Ny Nordisk Mat II

Commissioning body (*uppdragsgivare*) – Members of Ämbetsmannakomitten för Jordbruk EK-FJLS

Participants – people that have come in touch with/worked with Ny Nordisk Mat II in various ways but are not stakeholders/part of the project management

Project members (*projektmedlemmar*) – Participants of projects within Ny Nordisk Mat II

Target group (*målgrupp*) – People that have participated in activities arranged by projects within Ny Nordisk Mat II

Facebook participants – People that have “liked” the Facebook page of Ny Nordisk Mat II

Web participants – People that subscribes to the e-mail newsletter sent out regularly by Ny Nordisk Mat II

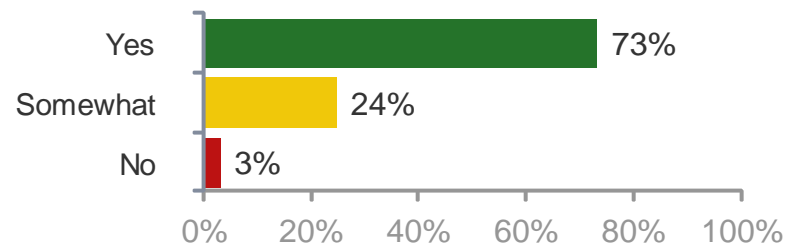
The program in general

The majority of the respondents are familiar with the program Ny Nordisk Mat. Only three percent (seven persons) of the respondents claim that they are not familiar with the program.

Most of those that claim not to be familiar with the program belong to the Facebook participants group.

The respondents have somewhat different opinions of the meaning of NNM's concept. However, many believe that the concept involves the use of local food ingredients and the introduction of Nordic food both to the world and to the Nordic people. Some respondents also believe that one part of the concept is to spread Nordic food traditions and commodities, especially in the public sector.

Are you familiar with the program Ny Nordisk Mat?



Number of respondents: All the 247 respondents.

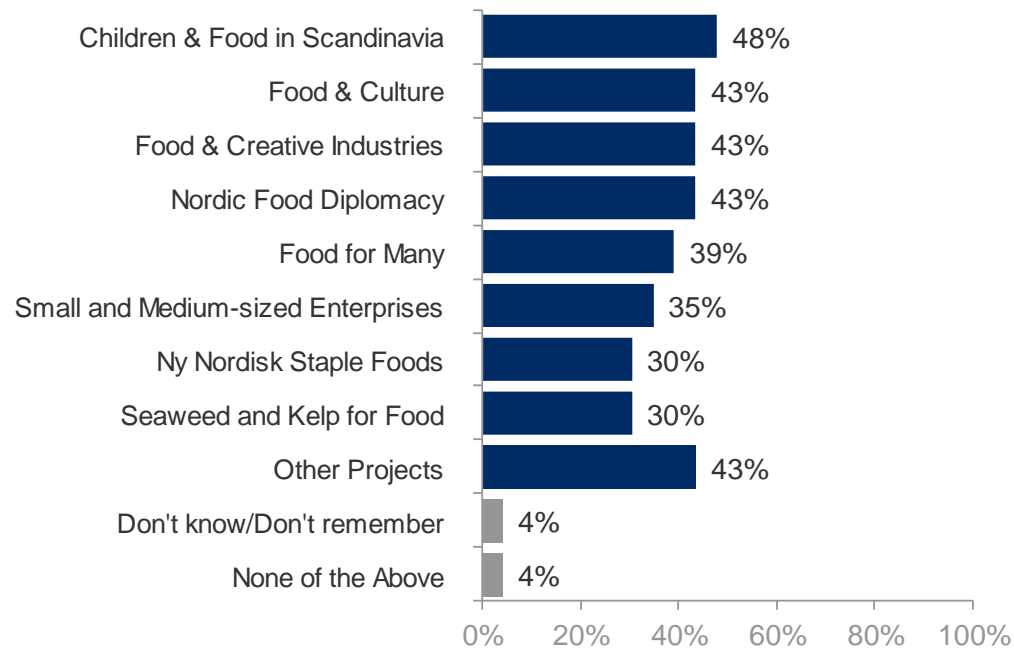
The program in general

Projects

Many participants have come in contact with Ny Nordisk Mat through their work or through various food networks. Some participants have been introduced to the program thanks to the Internet and other media.

Within Ny Nordisk Mat, a relatively large number of respondents from the interest groups have come in contact with the projects *Children & Food in Scandinavia*, *Food & Culture*, *Food & Creative Industries*, *Nordic Food Diplomacy* and *Food for Many*.

What project, or projects, within Ny Nordisk Mat have you come in contact with?*



* Please note that the sum of the chart may exceed 100 percent, as the respondents had the opportunity to give more than one answer.

* Number of respondents: 23 respondents from the groups Project Managers, Steering Committee, Work Group and Commissioning Body.

Program goals

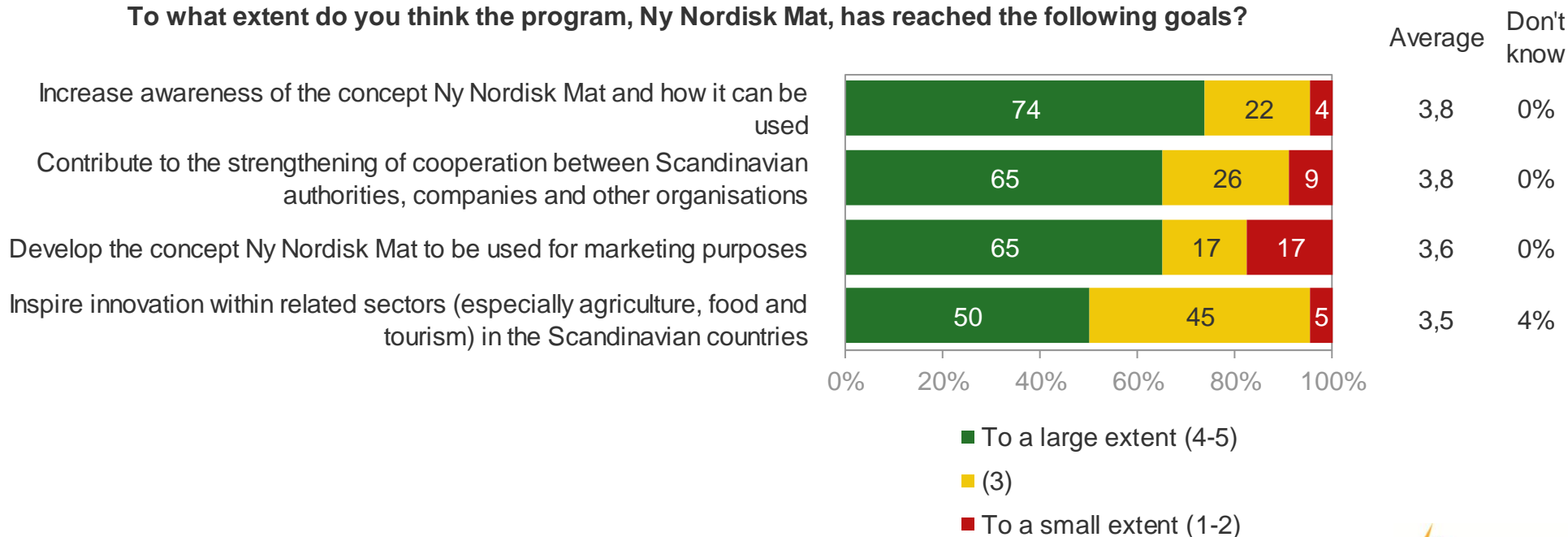
NNM II is well on track to reach the program goals, according to the interest groups. A majority consider the goals to be reached half-way into the running time of the program.

Nearly three of four respondents from the interest groups think that the program increased the awareness of the concept Ny Nordisk Mat, and how it can be used.

One of the comments related to the questions below indicates that the concept Ny Nordisk Mat is more developed to be used for marketing purposes in some countries than others.

All comments and replies related to the questions below can be found in the appendix.

To what extent do you think the program, Ny Nordisk Mat, has reached the following goals?



Number of respondents: 23 respondents from the groups Project Managers, Steering Committee, Work Group and Commissioning Body.

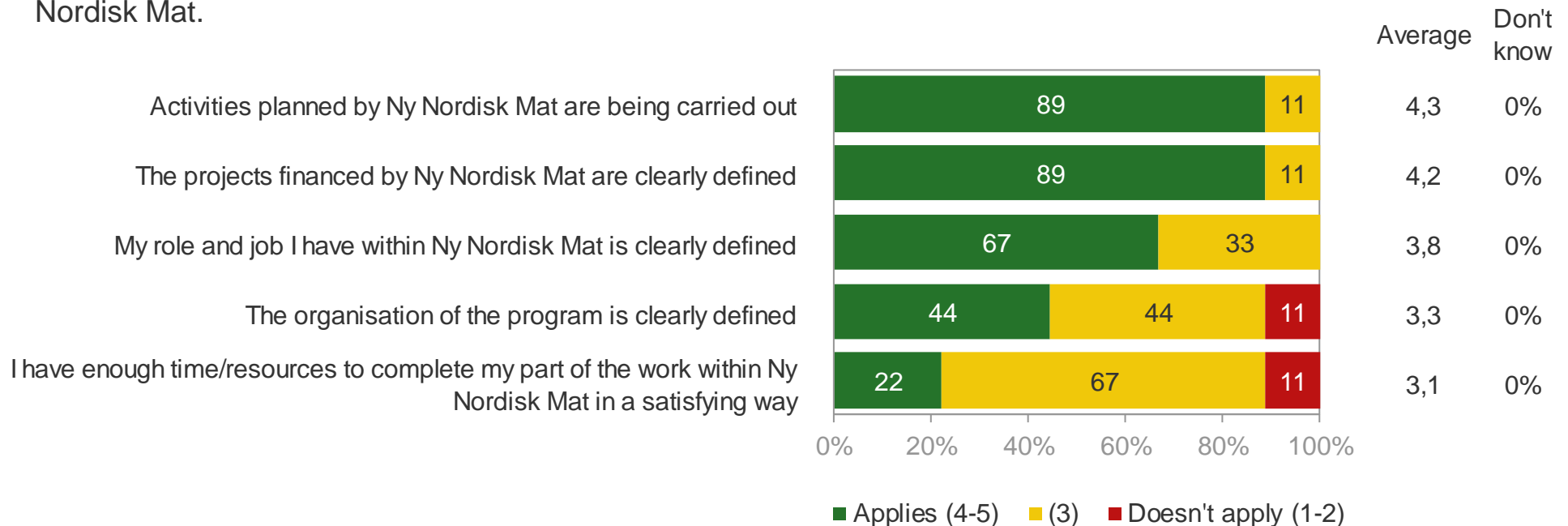
Ny Nordisk Mat and its projects

Nearly all respondents from the groups Project Managers and Work group, agree that the activities planned by Ny Nordisk Mat are being carried out and that the projects financed by Ny Nordisk Mat are clearly defined, which is a high result.

Note that a large majority do not quite agree that they have time/resources to complete work related to Ny Nordisk Mat.

One respondent has commented that resource availability is something completely different than what they were promised.

All comments and replies related to the questions below can be found in the appendix.



Number of respondents: 9 respondents from the groups Project Managers and Work Group.

Effects and usefulness

The majority of the participants believe that the project Ny Nordisk Mat has increased their understanding of the qualities and possibilities of Scandinavian produce.

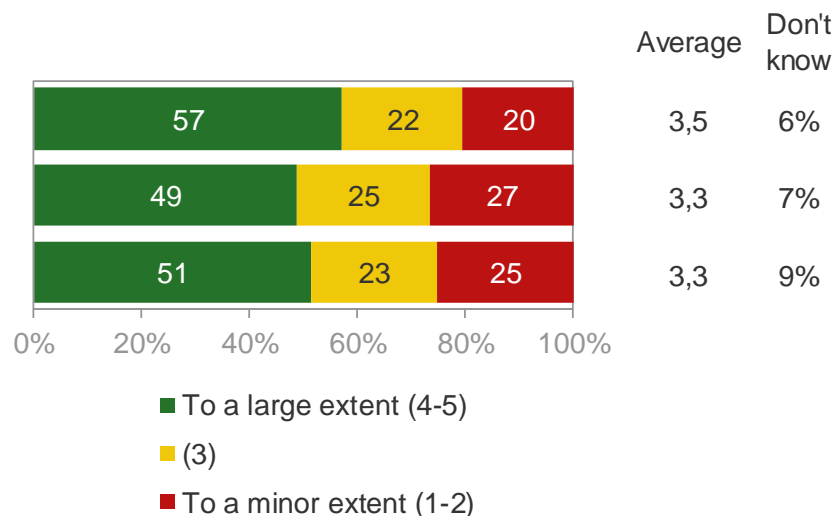
One out of four participants think that the project only to a minor extent led to a strengthening of their networking and contributed to new alliances/collaborations with actors in the Scandinavian market.

Some participants find that, in addition to the effects mentioned in the questions below, the program has led to an increased knowledge of food culture and communication about food. Other interesting effects mentioned by the participants are that NNM pushed them to work even harder to increase the use of local food and that NNM has increased the identity of the Nordic culture.

All comments and replies related to the questions below can be found in the appendix.

Ny Nordisk Mat has...

- ...increased my understanding of the qualities and possibilities of Scandinavian produce
- ...led to a strengthening of our networking with other actors on the Scandinavian market
- ...contributed to new alliances/collaborations with actors in the Scandinavian food market



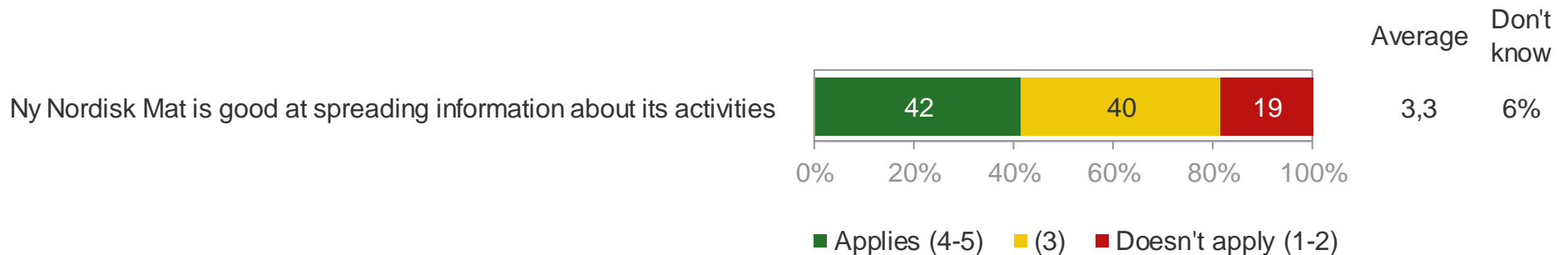
Number of respondents: 165 respondents from the groups Project Members, Target group, Web Participants and 58 respondents from the group Facebook Participants.

Information and communication

Two out of five respondents agree with the statement that Ny Nordisk Mat is good at spreading information about its activities, which is an acceptable result, but with some room for improvement.

There are complaints from some respondents that almost all information is exclusively written in Danish. One comment gives the impression that Ny Nordisk Mat is much more known in Denmark and Norway compared to Sweden. Large hospital kitchens and private actors in Sweden have not yet heard about the program while everyone in Denmark and Norway knows about it. However, one respondent thinks that the communication and information has improved a lot over past few years and that there are very competent people in charge of the communication.

All comments and replies related to the question below can be found in the appendix.



Number of respondents: All the 247 respondents.

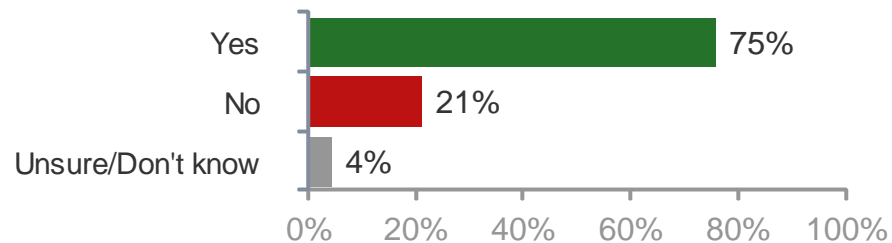
Information and communication

Website visitors

Three out of four respondents have visited NNM's website during the last six months, which is a very good result.

The share of website visitors are somewhat lower for Facebook participants, compared to other groups.

Have you visited the website for Ny Nordisk Mat (<http://www.nynordiskmad.org/>) sometime during the last six months?



Number of respondents: All the 247 respondents.

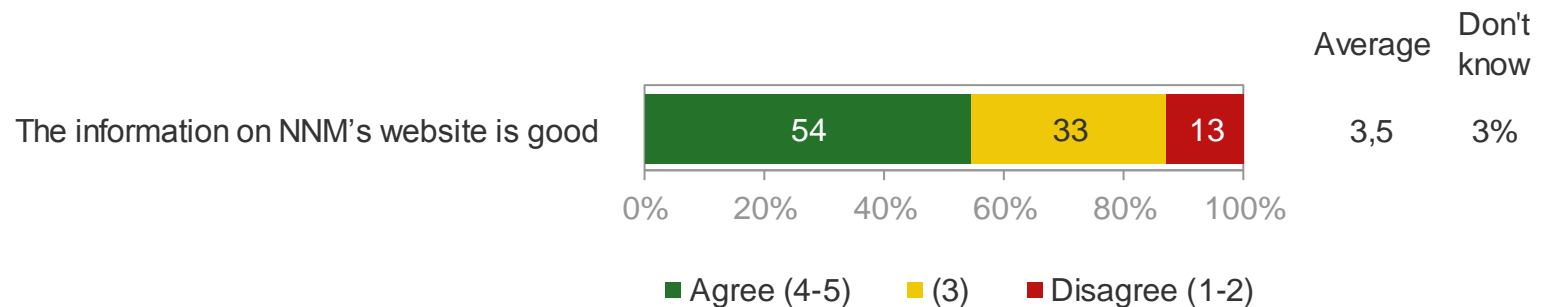
Information and communication

Information on website

The majority of the respondents agree with the statement that the information on NNM's website is good, which is an acceptable and fairly normal result when websites of this type are evaluated.

Some respondents find the website to be a bit complicated, primarily because of the lack of simplicity when searching for information. Another issue raised by some respondents is lack of information written in several different languages. One respondent thinks that NNM "could put some more effort into translating it to English". Another respondent points out the importance of information written in English and exemplify it with the difficulty of presenting information written in Danish or Norwegian to European colleagues.

All comments and replies related to the question below can be found in the appendix.



Number of respondents: 186 respondents who have visited NNM's website.

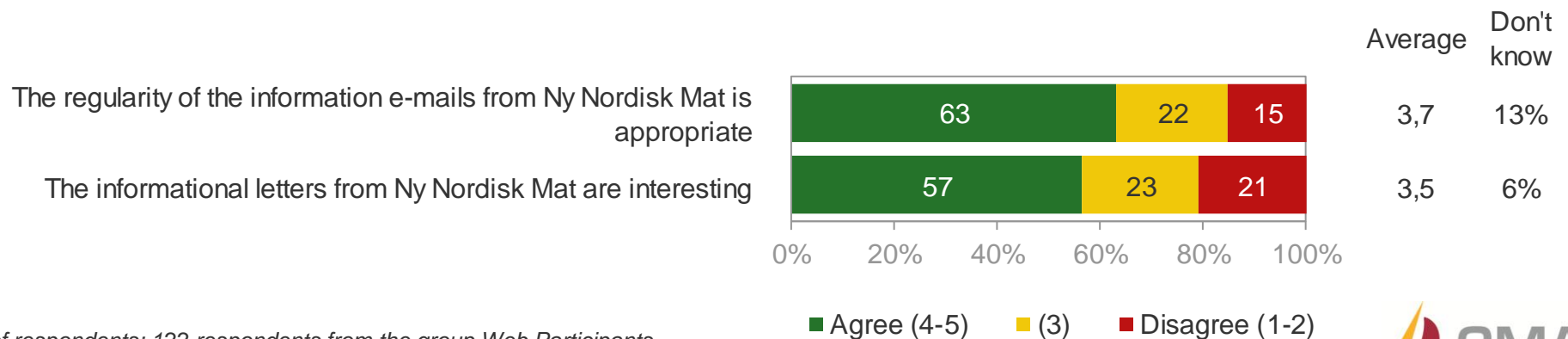
Information and communication

Informational letters

About three of five web participants find the regularity of the information e-mails from Ny Nordisk Mat appropriate, which is a quite high result. Almost as many find the informational letters interesting.

One web participant points out that the informational letters are hard to read because they are written in Danish. Another web participant thinks that the information is too focused on the Nordic Region, and comments: “The activities and hence information tends to focus on the Nordic Region alone. In my view, the strength of the New Nordic Food Brand lies in its possibilities to brand and promote the Nordic Region abroad. Hence, there should be far more activities and resources put into spreading the word and doing events outside the Nordic region.”

All comments and replies related to the questions below can be found in the appendix.



Number of respondents: 122 respondents from the group Web Participants.

Information and communication

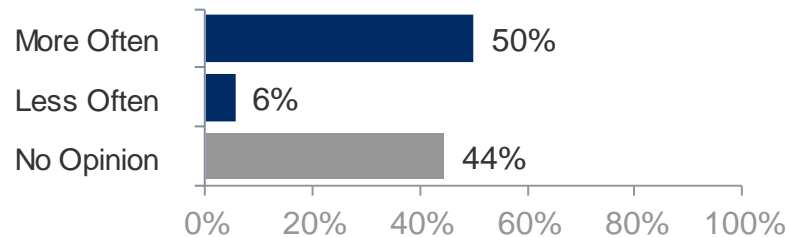
Informational letters

Half of the web participants that do *not* think that the regularity of the information e-mails from Ny Nordisk Mat is appropriate, would like to receive information e-mails more often.

Note that more than two of five answered *No Opinion* to the question.

One web participant finds that often, in relation to various events, the information e-mails tend to come rather late.

Would you like the information e-mails to be sent out more or less often?



Number of respondents: 36 respondents that didn't find the regularity of the information e-mails from Ny Nordisk Mat to be appropriate.

Information and communication

Facebook

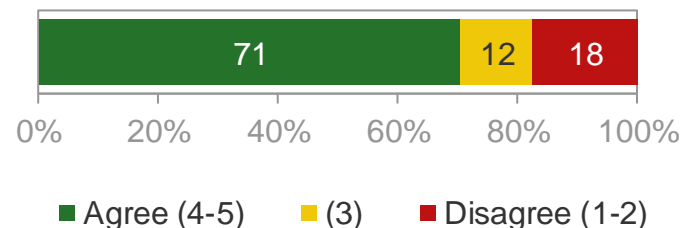
A clear majority of the Facebook participants find the information about Ny Nordisk Mat on Facebook interesting, which is a high result.

Note though that the number of Facebook users participating in the survey is quite low, and that a large share do not have an opinion, which means that the results are based on the opinions of quite few Facebook participants.

According to one Facebook participant, it would be interesting to read about more examples of activities and projects that are being carried out in the Nordic countries. Another Facebook participant would gladly see more pictures on NNM's Facebook site. One Facebook participant would also like to see an English Facebook site for those who cannot read Scandinavian.

All comments and replies related to the question below can be found in the appendix.

The information about Ny Nordisk Mat on Facebook is interesting



Average 3,7
Don't know 41%

Number of respondents: 58 respondents from the group Facebook Participants.

Overall view and ideas for development

What do you think are the most important strengths regarding the Nordic collaboration concerning Ny Nordisk Mat?

197 respondents have given a comment on what they think are the most important strengths.

The comments below are selected as representative/typical. All comments are listed in the appendix.

The sustainable food products and thinking local and about local products. Also in a wide context to make food healthier and make healthy food affordable for everyone.

There is no doubt in my mind, that some brilliant people are involved in this project and that keeps it interesting.

Shared vision and collaboration among diverse partners

Breaking down barriers between industries, creating new products/values

Together we stand stronger and we improve the quality and promote the region.

Strengthening the Nordic identity.

That we're doing something together and the combination of ideas we get when we have people from different levels in different countries.

Working together with all kinds of people with different skills and different levels.

Political commitments between Nordic countries to food issues.

Tradition and culture.

The branding and the networking.

Important to share knowledge about welfare and food.

Getting new people together and start discussions.

The common understanding about New Nordic Food and the quality of food.

Together we stand stronger, improve the quality and promote the region.

It gives Nordic ingredients and chefs a clearer identity.

The comments above represents a few of all the comments given by respondents.

For all comments related to the question please refer to the appendix.

Overall view and ideas for development

Do you have any tips for the leadership of the Ny Nordisk Mat program?

144 respondents have given some tips for the leadership of the NNM program.

The comments below are selected as representative/typical. All comments are listed in the appendix.

More specific collaborations, it's been hard to get into a collaboration with Ny Nordisk Mat. They should have a team or a point person.

Very important to also have the normal/general people interested in this. Do something so that the people can get and buy the different products and so on.

Introduce two newsletters, one for professionals and one for us ordinary people.

Use NNM as a framework for political dialogue with other countries.

Communication of the ideas could be clearer, in either Swedish or English. Articles on website are too abstract.

Reach out to consumers.

Important to try to get the schools and school systems and education systems to work together with Ny Nordisk Mat. Look at public food system. More offensive and progressive in pursuing higher standards for public food.

Listen more to the grassroots, be more open to ideas from other than institutional partners.

Political commitments between Nordic countries to food issues.

Work more with reaching out to the public.

More focus on the health aspect.

Involve Greenland and Iceland a little bit more.

The program should have a vision for the future.

Not enough to share experiences, you have to share actions. Create a network and act together.

Disseminate more efficiently by using social media.

Getting new people together and start discussions.

The comments above represents a few of all the comments given by respondents.

For all comments related to the question please refer to the appendix.

Overall view and ideas for development

Is there any type of activity you would like Ny Nordisk Mat to focus more on?

122 respondents have given some proposals of activities to focus on.

The comments below are selected as representative/typical. All comments are listed in the appendix.

Building networks, being a platform for different organizations working with food. Form visions for what can be done in the future with public health and issues.

I would like to see the same kind of events that have been carried out in Åland, on a more extended Nordic level, with participants from other areas/countries.

More resources for joint work, not just networking and communications.

Local food production and marketing of them.

Be a mediator for activities that enable us to show worldwide what we do, more showcasing.

Inter-national branding.

Focus more on trying to make healthy food available for everyone.
Maybe the program has been promoting the high class things a bit too much and should focus more on normal/everyday things.

Creating networks across Nordic countries that will live after NNM before the program is over.

Get to know actors in Nordic countries, more networking.

Small and medium enterprises.

Food education for children.

More educational, more informative.

More food for the common people.

Collaborations between food and culture areas such as film, music etc.

Food education at different levels.

Focus more on small-scale products.

The comments above represents a few of all the comments given by respondents.

For all comments related to the question please refer to the appendix.



Appendices

- Appendix 1: Comparison between groups
- Appendix 2: Comments and replies (separate)
- Appendix 3: The questionnaire (separate)

Comparison between groups

Program goals

	Work group	Steering Committee	Project managers	Commissioning Body	Total
Number of respondents	5	7	5	6	23
Increase awareness of the concept Ny Nordisk Mat and how it can be used	3,8	3,9	3,8	3,8	3,8
Contribute to the strengthening of cooperation between Scandinavian authorities, companies and other organisations	3,8	3,4	3,6	4,3	3,8
Develop the concept Ny Nordisk Mat to be used for marketing purposes	3,4	3,6	3,4	3,8	3,6
Inspire innovation within related sectors (especially agriculture, food and tourism) in the Scandinavian countries	3,6	3,3	3,4	4,0	3,5

Comparison between groups

Ny Nordisk Mat and its projects

	Work group	Project managers	Total
Number of respondents	5	4	9
Activities planned by Ny Nordisk Mat are being carried out	4,2	-	4,3
The projects financed by Ny Nordisk Mat are clearly defined	4,2	-	4,2
My role and job I have within Ny Nordisk Mat is clearly defined	3,8	-	3,8
The organisation of the program is clearly defined	3,4	-	3,3
I have enough time/resources to complete my part of the work within Ny Nordisk Mat in a satisfying way	2,8	-	3,1

Comparison between groups

Effects and usefulness

	Project members	Target group	Facebook Participants	Web Participants	Total
Number of respondents	13	30	58	122	223
Ny Nordisk Mat has...					
...increased my understanding of the qualities and possibilities of Scandinavian produce	3,8	3,5	3,5	3,4	3,5
...led to a strengthening of our networking with other actors on the Scandinavian market	3,9	3,2	-	3,1	3,3
...contributed to new alliances/collaborations with actors in the Scandinavian food market	3,3	3,3	-	3,2	3,3

Comparison between groups

Information and communication

	Work group	Steering Committee	Project managers	Commissioning Body	Project members	Target group	Facebook Participants	Web Participants	Total
Number of respondents	5	7	5	6	14	30	58	122	247
Ny Nordisk Mat is good at spreading information about its activities	3,6	3,3	3,6	3,7	3,1	3,3	3,4	3,2	3,3

Comparison between groups

Information and communication - information on website

	Work group	Steering Committee	Project managers	Commissioning Body	Project members	Target group	Facebook Participants	Web Participants	Total
Number of respondents	5	7	4	3	13	10	27	99	168
The information on NNM's website is good	3,8	4,0	-	-	3,7	3,4	3,8	3,3	3,5