

# Food Innovation Leadership

A Pilot Education Program for Arctic Indigenous Youth on Food Innovation and Business Development, based on Traditional Indigenous Knowledge.

A part of the Arctic Council EALLU Project and the UArctic UEI 'Training of Future Arctic Leaders' Program.

7,5 ECTS, BACHELOR LEVEL UNIVERSITY EDUCATION

*"...Encourage the establishment of a program for training indigenous youth in the documentation of traditional knowledge related to food, food entrepreneurship and innovation".*

Fairbanks Declaration, on the Occasion of the Tenth Ministerial Meeting of the Arctic Council, Fairbanks, Alaska, US, May 11, 2017.



Ассоциация «Оленоводы Мира»  
Association of World Reindeer Herders



Sustainable Development  
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ARCTIC COUNCIL



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# Course content

This pilot education program is to develop, implement and refine a pilot education course for Arctic indigenous youth on food innovation and business idea planning.

The course pilot will be a 1 week intensive course on 7,5 ECTS credits, held in Bodø March 31-April 5, 2019. We welcome young indigenous students from the pan-Arctic region, including Fennoscandia, Russia, North America and Greenland.

## **DESCRIPTION OF THE SUBJECT:**

*'Food innovation leadership'* is a practical oriented course focusing on creative processes identifying business ideas and development of new business concepts related to traditional indigenous knowledge, on food culture and resources. The course provides students with an introduction to how new business ideas are identified and further developed into viable business concepts, including traditional indigenous knowledge on food production and conservation as a foundation for innovation and business models.

## **TOPICS ADDRESSED:**

Identifying and understanding how to bring business ideas to markets, preparing a business concept, analyzing business opportunities, identifying own entrepreneurial potential, participating in creative processes for business development, grasping basic concepts of innovation and circular economy, as well as understanding basics of indigenous food systems and traditional indigenous knowledge on food. Graduating students have expertise in basic analysis of business ideas, description of business concepts, and oral presentation of, pitching and arguing their proposed business ideas and solutions externally.

## **EXAMINATION:**

The examination of the students will be a seminar group presentation on innovation business plans, developed through the course as well as an individual written assignment in the form of a business model.

# Context

This initiative is a part of the Arctic Council EALLU program 2015-2019 which is supported by Norway, Russia, USA, Canada, Denmark, Saami Council and Aleut Intl Association in the Arctic Council, led by the Association of World Reindeer Herders (WRH).

Multiple drivers of environmental and social change are now evident across the Arctic, including climate change, changed use of the Arctic, globalization and increasing human activity. These changes are also occurring on top of many other challenges that indigenous peoples' societies are already facing.

In order to ensure successful adaptation also for indigenous peoples and their traditional livelihoods and societies, one must make sure that they are also able to make use of the opportunities arising from Arctic change. That is what the Arctic Council EALLU project attempts to do, and that is the contextual background of this education course.

The course is partly based on the award winning food book "*EALLU - Indigenous Youth, Food Knowledge & Arctic Change*" from ICR/ WRH. This book by Arctic indigenous youth won the award for the *Best Food Book of the World* at the 23rd Gourmand Awards in Yantai, China May 26, 2018 in competition with 1 372 other books from over 70 countries.

*"...Recognize the need for special efforts to realize that reindeer herders have real economic freedom and are in position and able to utilize arising opportunities from changes in the north, on their own terms, based on their own needs, resources, knowledge base and people, so that the opportunities of our changing north can be real opportunities for all.*

*Recognize that reindeer herders' rich understanding and knowledge-base of food and crafts has not been fully utilized for economic development in and by their societies, agree that revitalizing traditional products for modern markets - on reindeer herders' own premises and by reindeer herders themselves - can be a good approach for innovation and strengthening reindeer herders' economy, and welcome the results and experience of Slow Food Sápmi and Sámi Duodji in this regard."*

**Jåhkåmåhkke Declaration, on the Occasion of the Sixth World Reindeer Herders' Congress, Jåhkåmåhkke/ Jokkmokk, Sweden, August 2017.**

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