

KISMET

Roadmap: How to Develop a Strategy

Roadmap



ENGAGE
with regional
stakeholders



INVESTIGATE

existing strategies/ visions/
researches/ action plans etc. that
our food strategy should relate to



DEFINE

the scope of strategy



COLLECT DATA AND FACTS

about the status quo of food system in
Vidzeme region



WORKSHOPS

with LIP members and other
stakeholders



COMMUNICATION

about the development process and
importance of the strategy



Development of Vidzeme Food strategy

Vidzeme region (Latvia) according to the targets and priorities set in the Vidzeme Region Development Programme 2022-2027, actively is working to promote sustainable development of agri-food system, but a clear path for that is lacking, especially when talking about the development of local food systems in region. For that Vidzeme Food strategy was needed as a strategic roadmap for a more holistic and target oriented approach dealing with food systems in Vidzeme region.

Vidzeme Food strategy includes the main data about the food system in region, which will help local politicians in their decision making about the food system related topics to promote local food chains. The strategy also contains direct targets and possible actions addressed to various players of the regional food system.

The strategy is developed by engaging relevant actors within the region. Already existing food strategies from different countries and regions was used as an inspiration and best practice.

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Users

Primary user:
regional authority (Vidzeme Planning Region)

Secondary user: food consumers in Vidzeme, food producers, processors and distributors, sustainable food activists, and decision-makers at the national and municipal levels



Challenge

Although various sustainable food promotion initiatives are already operating in Vidzeme, they are not connected to each other. Our aim was to provide a unified view on the promotion of sustainable food in Vidzeme which helps to unite the various initiatives carried out in the region. It also offers clear principles and directions of action on how to work together to promote more environmentally friendly and accessible food to local people.

Concept relevance

The municipalities in the Vidzeme region currently lack dedicated food strategies, as food policy remains a relatively new item on their agendas. Because of this, establishing a regional food strategy becomes a crucial and powerful tool. It provides a structured framework for understanding and improving the regional food landscape, help highlight the importance of local food systems, and offer actionable plans to promote environmental sustainability, economic resilience, and community well-being.

