

It often begins with a bright idea. After that it is a matter of enormous self-confidence, hard work, stubbornness, and a bit of old-fashioned good luck to make the idea become a real. Ten visionary business people (and a single politician) have developed solutions to a number of modern problems, solutions that may well change the ways in which we will eat, think, and live in the future.

TEXT JULIE VITTO & MARIE MONRAD GRAUNBØL

10

GREAT NORDIC INVENTIONS

SUSTAINABLE HOUSING SOLUTIONS

MICHAEL PLESNER
Co-founder of CPH containers

Cph Containers is an affordable alternative to cramped living conditions in the city; a sustainable housing solution that encourages quality of life. The upcycled containers are moveable and comfortable to live in. They're designed with the plug-and-play concept in mind where no digging below ground for electrical wiring is needed. We've had success working with local governments to change zoning laws so that we can place our housing on unused spaces outside of the city for longer periods than current regulations typically allow. As we continue to get local governments to recognize changing philosophies on what is considered necessary, we see this idea revolutionising the way people will live in the future.
Cphcontainers.dk



FERMENTATION

SØREN EJLERSEN
Chef, founder of Aarstiderne and co-author of
a fermentation cookbook

Fermentation is an ancient way of preserving your food. It is food that is alive. The idea has been dead for decades among the people due to industrialisation, so it's a bit like a re-invention. The top restaurants serving New Nordic Cuisine have been fermenting for years, and they have matured the market, but every continent has its own fermentation intelligence. It's about being as diverse and filled with as much good, healthy bacteria as possible to boost your immune system and give you a high level of energy. Because I'm both a farmer and a chef, I like food that's mostly plant based and also tastes really wonderful. My request for any population on planet Earth is to just get started. Anybody can do it. And you'll get addicted.
Aarstiderne.com



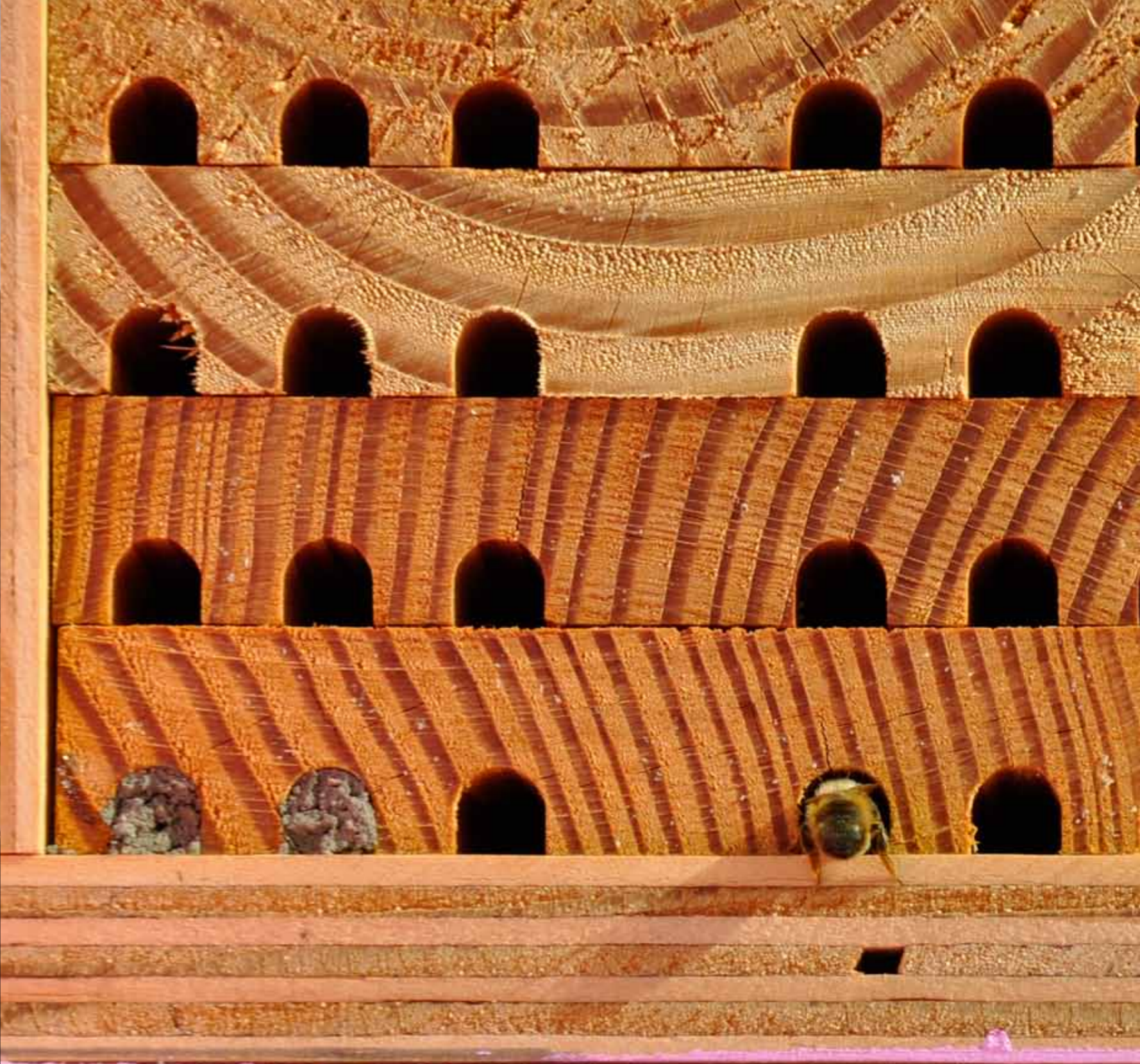
PHOTOGRAPHY BY TIE INGEHANN

REINVENTING THE VILLAGE

ROAR SVENNING

Co-founder of Bygda 2.0, A new vision for living and working in a rural environment

With increasing urbanization, a lot of the know-how and expertise is expected to be lost from the countryside, which could result in a brain drain. Our vision is to create a contemporary interpretation of the Norwegian village by creating a unique, sustainable, and modern society situated adjacent to the sea-shore. The location is unique from a sustainability perspective with its approach to the edible natural resources in and around the sea, and with access to renewable energy resources like wind and water. Housing is currently available on the Norwegian island of Stokkøya and the village welcomes inquiries for further development. Surrounded by nature, ground-breaking architecture, a resilient, rewarding social life, good business prospects, local production, and cultural activities, Bygda 2.0 will be an attractive place to live life to the fullest.
Bygda20.no

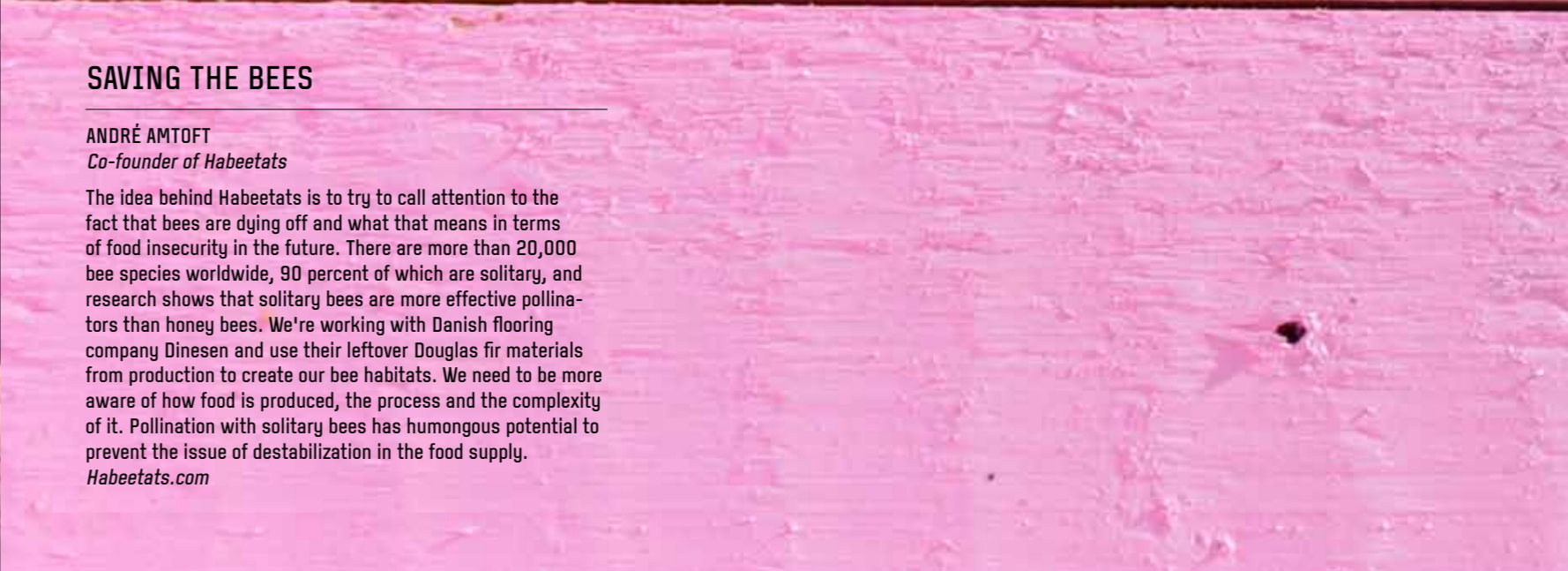


SAVING THE BEES

ANDRÉ AMTOFT

Co-founder of Habeetats

The idea behind Habeetats is to try to call attention to the fact that bees are dying off and what that means in terms of food insecurity in the future. There are more than 20,000 bee species worldwide, 90 percent of which are solitary, and research shows that solitary bees are more effective pollinators than honey bees. We're working with Danish flooring company Dinesen and use their leftover Douglas fir materials from production to create our bee habitats. We need to be more aware of how food is produced, the process and the complexity of it. Pollination with solitary bees has humongous potential to prevent the issue of destabilization in the food supply.
Habeetats.com



BRINGING HOME PRODUCTION

DAG HJELLE

Third-generation owner of IK Hjelle

Most of our colleagues are competing to make things cheaper and cheaper, and production ends up going to low-cost countries, leaving a larger environmental footprint. Since my grandfather started the company in 1937 our story has been about maintaining high levels of craftsmanship in Norway. He built a factory without capital in cash, but instead relied on human skills for its success, and I feel it's my responsibility to keep it in our village.

I hope the effect we have on the industry is to keep our small, local suppliers in business so that we aren't forced to import parts from abroad. Our goal is to maintain high standards in the quality of our products as well as a true national identity in the market.

Hjelle.no



LOCAL FOOD COMMUNITIES

CARSTEN HJORT

Coordinator for Kbhff

Københavns Fødevarefællesskab, or KBHFF, was the first *fødevarefællesskab*, or food community, in Denmark, and now we have locations all over Copenhagen. It's nobody's and it's everybody's. It's a well-defined model where members volunteer three hours a month and can buy a bag of organic produce from local farms we know and trust. The co-op has been part of an anti-trend where it's not the price that's important; it's that we're done eating crap. It's a positive way to be against something because you're not against anyone; you're just for a simple project that reinforces the chain of trust in your community. We've had a strong insistence on consensus democracy and transparency in everything we do. What we've gained is a better way to eat and live.

Kbhff.dk

PHOTOGRAPHY LINE THIT KLEIN





TASTE TECHNOLOGY

TROELS PRAHL
Head of research & development for white labs

Our patented FlexCell technology allows us to ship live, concentrated yeast in part of the same recyclable packaging that it was grown in by heat sealing and portioning off individual yeast packets, like flexible cells. It's a really appealing technology because there is little or no risk of contamination in the packaging stage, which significantly improves yeast health and ultimately makes for a better tasting beer. Also, the reduction of our environmental footprint – cutting out the water and chemicals used in the cleaning of tanks, and all the extra plastics for packaging materials – is significant. In a beautiful collaboration with the War Pigs Brewery, they use our yeast and we test their beers and develop specific and unique yeasts for them. Our technology will get better as we develop more ways to use it, so it's not going to look the same ten years from now; it's going to continue to improve.

Whitelabs.com

100% RECYCLABLE DESIGN

NINA BRUUN
Manager Of Design & Product Development For Muuto

Recent products like the Muuto Fiber chair and Grain lamp have been made from an innovative bio-composite material that is a mixture of wood and bamboo fibres and polypropylene. From a distance it looks like smooth plastic, but when viewed up close the fibres are visible and give the chair or lamp a whole new appearance. The materials are also much stronger together than they are on their own, and a lot of the composites are 100% recyclable. It's a new and promising player in the design field.
Muuto.com



THE WELFARE SOCIETY 3.0

UFFE ELBÆK

Party leader of Alternativet with nine seats in the Danish Parliament

To Alternativet and an increasing number of others it is obvious that our current social model lacks cohesion and is incapable of surviving in the long run. We live in an era when the climate crisis, the system crisis, and the empathy crisis will escalate as long as we continue down that path. That is why it is vital to kick-start the next large-scale social innovation surge. The last time we as a nation experienced one of those, we invented the co-operative movement and the folk high school movement. We need to do it again, but this time around we need to create version 3.0 of the welfare society, where nothing runs to waste; where nobody runs to waste.

Alternativet.dk



WASTE MANAGEMENT KEPT SIMPLE

HEIDA NOLSØE

Co-founder and ceo of the Dropbucket

The idea is to make a simple, sustainable solution for waste management. We want to make it smart, simple, and sexy to handle waste in a public space. Dropbucket collapses for you. You can open it up with a simple push. There are 0.04 grams of water resistant liner on each one, and everything is biodegradable. We are expanding at the moment to different countries like Sweden, Iceland, and Germany. It's really interesting to see how Dropbucket is changing the way we live by handling trash in a sustainable way. We're saying it's not OK that trash is thrown on the ground. We're taking care of it.

Dropbucket.dk