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GREEN FOOD LABELLING: LEARNING, COLLABORATION AND SUSTAINABILITY IN ICELAND



From 31 August to 4 September 2026, partners of the Erasmus+ project “VET Course in Ethical and Green Food Labelling for the Mind Shifting Towards Ethical and Sustainable Consumption” gathered in Hofsós, Iceland, for a five-day Transnational Project Meeting and Learning, Teaching and Training Activity (TPM/LTTA).

The programme focused on effective, ethical, inclusive and sustainable food labelling policies and recommendations, bringing together learning, practical workshops, policy discussions and educational visits.

The activity brought together project partners representing nine countries: Germany, Iceland, the Netherlands, Finland, Norway, Türkiye, Italy, Greece and Latvia.

Over five intensive days, participants exchanged knowledge and experiences around sustainable food systems, green transition, ethical food labelling, inclusion and the development of practical policy recommendations.

The programme opened with introductions and an overview of the week, followed by a presentation on Green Transition and Sustainable Food Systems in Europe.



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Participants were introduced to the Policy Guidelines for Ethical and Green Food Labelling before taking part in an internal consortium meeting to review WP4 progress, remaining tasks and the action plan.

The afternoon continued with a workshop dedicated to defining priorities for the Green Food Labelling Guidelines, followed by reflection and evaluation. The first day concluded with a welcome dinner, providing another opportunity for networking and exchange among partners.

The second day focused on the European and national policy frameworks supporting sustainable food education. Guest speaker Alessandra Schneider, Project Manager at Eimur, contributed to the programme with a session on regional green innovation and sustainable development. Participants then engaged in an interactive stakeholder discussion and a role-playing workshop exploring how policymakers and stakeholders can be effectively involved in sustainable food education. The day concluded with collaborative work on recommendations for the Policy Guidelines.





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One of the highlights of the week was an educational excursion to Hólar University focusing on sustainable rural development. Participants explored sustainable education and visited the Arctic Charr Breeding Station, the Icelandic Horse History Centre and cultural heritage sites. The afternoon shifted the focus towards inclusive food labelling, with attention given to accessibility, cultural diversity and consumer understanding.

Participants put these ideas into practice through a role-playing exercise on designing inclusive food labels for diverse consumer groups, followed by group presentations, peer feedback and reflection. The fourth day took participants to Siglufjörður for a full-day educational excursion focusing on innovation and the sustainable food chain.

The programme included visits to:

- Herring Era Museum
- Chocolate Factory
- Northern Forest Walk
- Primex Marine Biotech Company
- Local Artist Gallery
- Segull67 Local Brewery & Sustainable Production



These visits provided opportunities to explore sustainable production, local food systems, circular economy and green entrepreneurship in real-world settings. Following the excursion, participants reflected on how Green Food Labelling approaches could be transferred across the food chain and began preparing national implementation plans. The day concluded with a networking dinner in Siglufjörður.

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The final day was dedicated to turning the week's learning into concrete next steps.

Partners presented their National Action Plans and evaluated the LTTA learning outcomes. They also planned follow-up activities, dissemination actions and the implementation of the Policy Guidelines.

A Project Management Meeting provided space to agree on the project's next steps and responsibilities. The five-day programme concluded with final evaluation questionnaires and a certificate ceremony.

The Iceland activity demonstrated the value of combining policy development and collaborative learning with direct exposure to local practices.

Through workshops, discussions, role-playing activities and study visits, participants were able to connect the concepts of ethical and green food labelling with sustainable production, rural development, inclusion, cultural heritage, circular economy and entrepreneurship.



The visits were particularly important in bringing the project themes to life. From sustainable education and Arctic Charr breeding at Hólar University to local production, biotechnology and cultural heritage in Siglufjörður, participants had the opportunity to observe different parts of the food and sustainability ecosystem and reflect on their relevance to Green Food Labelling.

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Five days of international cooperation in Iceland provided an important opportunity to exchange knowledge, strengthen collaboration and transform ideas into practical recommendations and national actions.

The work does not end in Iceland. The experiences and results of the LTTA will contribute to the project's continued development of Policy Guidelines and support follow-up, dissemination and implementation activities across the partner countries.

Together, the partnership continues working towards a common objective: encouraging more ethical, inclusive and sustainable approaches to food labelling, education and consumption across Europe.





VET Course in Ethical and Green Food Labelling for the mind shifting towards
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