



Nordregio

NORDREGIO REPORT 2025:12

Growing food(ies)

**Youth participation and opportunities
in the Nordic food sectors**

Maija Kāle, Jonas Kačkus Tybjerg, Karen Refsgaard, Torfi
Johannesson, Eva Mærsk and Louise Ormstrup Vestergård

Table of Contents

Introduction	3
Status and trends in food systems	6
Labour supply and demand	11
Demographics	14
Young people and food systems	17
Methodology	19
Key topics	21
Policy recommendations	50
Communication and dissemination	55
References	57
Appendix	67
About this publication	78

This publication is also available online in a web-accessible version at:
pub.nordregio.org/r-2025-12-growing-foodies-youth-participation-and-opportunities



Photo: Stefan Ågren / imagebank.sweden.se

Introduction

Food production plays a vital role across all Nordic countries, with important changes underway due to the green transition. This shift brings both an urgent need and opportunity to develop innovative and green businesses, including food systems that harness natural resources to generate added value. However, there is declining interest among young people in pursuing careers within this sector. At the same time, recent global crises have resulted in greater focus on ensuring more robust and resilient food systems.

In the past decades, food systems have undergone major structural changes. These include shifts in farm size (from small-scale to large-scale operations), employment structure (from family labour to hired workers and contractors) and technology (from manual labour to mechanisation and digitalisation). Global megatrends – such as urbanisation and demographic change, increased sector-specific seasonality and evolving inheritance practices – have also had a significant impact. There are also growing concerns about an ageing workforce, relatively low levels of education, skills mismatches and the limited appeal of careers in the sector among young, skilled individuals. Moreover, given that most higher education institutions are located in cities, young people tend to make career and livelihood choices that keep them in urban centres.

All of the above factors contribute to the decrease in youth participation in food systems. In response, the "Young Nordic Food Producers – Growing Food(ies)" project, funded by the Nordic Council of Ministers, sector for Food, Agriculture, Forest and Fisheries, was initiated to explore the challenges and potential for increased youth participation in food systems. The project was conducted by Nordregio during 2024 and 2025. It examined reasons for declining interest among young people in pursuing careers in food systems and identified potential initiatives to spark their interest in these careers. The questions investigated were:

- **What are the challenges** that young people face when considering a career in food systems across different occupational groups (e.g. farmers, chefs, nutrition assistants, veterinarians, food technologists)?
- Which **good practices** can be identified in the Nordic (and Baltic) countries that have the potential to be scaled up in the region?
- How can current and future **producers in food systems be supported** to make this **sector more attractive as a career choice**?
- What kind of **support mechanisms** are needed **to encourage innovation** and fresh perspectives among new food producers and how can the existing ones be improved?

Food systems are defined as encompassing agriculture, fisheries, forestry/outdoor farming (including mushroom and berry gathering and hunting), along with other relevant parts of the value chain from soil and sea to table, including veterinary studies, butchery and fish processing. In addition, the food system covers processing and preparation in factories and kitchens. The primary focus is on individuals aged 15–25, but illustrative examples from the broader 15-40 age group are also included.

The report draws on statistics on status and trends within food systems, gives an overview of research and analyses in previous and ongoing studies and presents a survey among young people in the Nordic countries about their preferences and motivations for education and careers in food systems. Input from a reference group composed of young professionals and experts helped ensure relevance and grounding of the results and recommendations. The project and its findings were presented to, and discussed by, the Committee for Food, Agriculture, Forestry and Fisheries under the Nordic Council of Ministers.

The investigation of the role of young people and opportunities in the Nordic food sectors focuses on the following main topics:

- High expectations placed on young people as "agents of change"
- The rural-urban divide
- Education, family and (digital) peers
- The future of work: reimagining food systems

The key policy recommendations include suggestions for dissemination and take-up aimed at boosting youth participation in food systems. While the project primarily focuses on the Nordic countries, it also incorporates the Baltic perspective where possible, extending the discussion to the wider Nordic-Baltic region and highlighting both commonalities and differences.

The findings, policy recommendations and inputs from the youth representatives were presented to the Nordic Ministers for Food at the Ministerial Meeting for Ministers of Food and Agriculture in Koupio, June 2025.

The project has been showcased at relevant meetings and fairs. In the autumn, it will also be presented at a Nordic Webinar alongside a workshop held in connection with Green Innovation Week 2025 in Denmark.^[1]

The report is expected to benefit a wide range of stakeholders, including public agencies involved in educational curricula and career development, associations related to agriculture, food processing and rural development, policymakers across the Nordic and Baltic regions and researchers specialising in agriculture, food and rural development.

1. [Green Innovation Week 2025](#)



Photo: Thomas Høyrup Christensen / Visitdenmark

Status and trends in food systems

Structural changes related to scale of operations

We cannot fully understand the declining interest of young people in careers in food systems without considering structural issues, including the size of the unit (e.g. farm size). While the growing total factor productivity in agriculture is sometimes seen as a driver of the wider industrial revolution,^[2] an alternative perspective suggests that agriculture has historically responded to urban and industrial development rather than playing a role in shaping it.^[3] **The long-term reduction in the number of farms and increase in farm size^[4]** could be seen as one of the responses to the industrial revolution. However, this structural change takes varying forms worldwide and significant differences can be observed across European countries. According to Eurostat data from 2020, Romania accounted for 31.8% of all agricultural holdings in the European Union. Most of these holdings were very small, with 90.3% measuring less than 5 hectares. Larger farms (of 50 hectares or

-
2. Maddison and Rehdanz 2019.
 3. Kopsidis and Wolf 2012.
 4. OECD 2023a.

more) were much more common in France (46.0%), Finland (33.3%), Germany (31.5%) and Denmark (30.9%),^[5] where they also represent a proportionally higher share of the total farmland. Accordingly, these structural differences should be taken into account when presenting data at EU level on parameters such as farmer demographics and other relevant categories.

Most regions in the Nordic Region have experienced a decrease in the number of farms (see Figure 1). However, the Stockholm region in Sweden has shown a slight increase and some municipalities in Finland have seen a notable rise in the number of farms.

5. "Farms and Farmland in the European Union – Statistics" 2022.

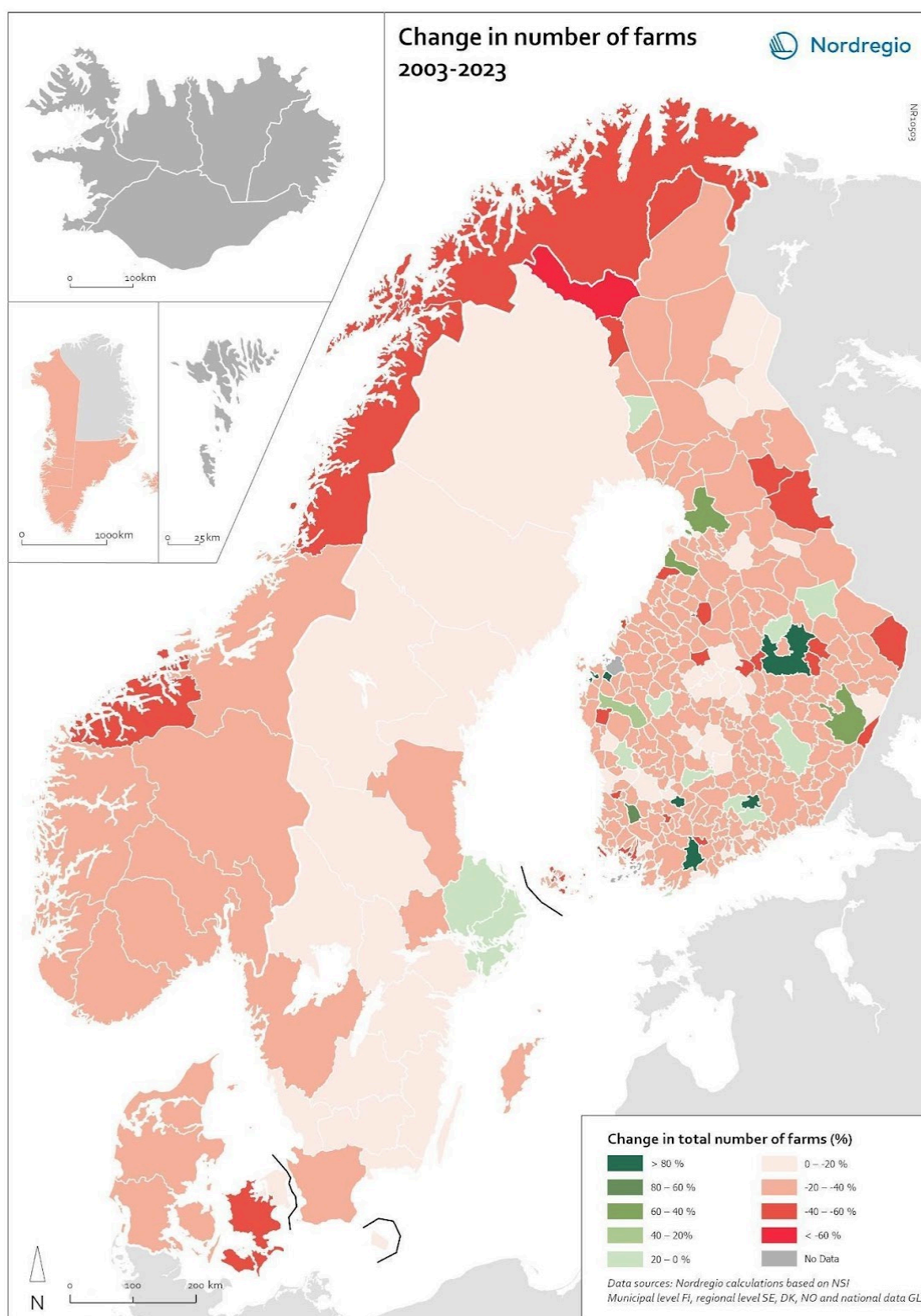


Figure 1: Change in number of farms from 2003 to 2023. Source: Nordregio calculations based on NSIs.

Farm size plays a critical role in the phenomenon of land abandonment, with **smaller and fragmented farms being particularly vulnerable**. While external factors such as population migration and economic changes often trigger abandonment, internal factors like farm size, resource availability and management ability determine the trajectory of development.^[6] Nonetheless, smaller farms can make important contributions to local food supply, food security and rural sustainability.^{[7][8]} Challenges such as climate change and resource depletion highlight the value of small-scale agriculture, which often preserves local knowledge and sustainable practices, especially in regions less influenced by industrial agriculture.^[9]

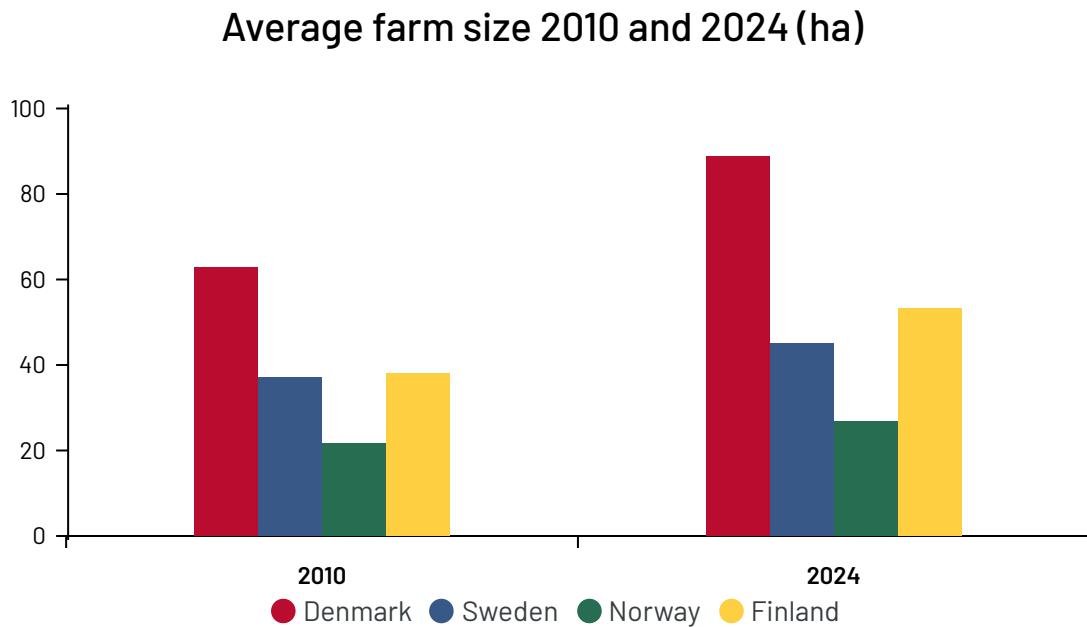


Figure 2: Average farm size in four of the Nordic countries in 2010 and 2024. Source: Nordregio calculations based on NSIs.

All the Nordic countries have undergone continuous structural changes, with farms becoming fewer in number and larger in size. Denmark has the largest farms in the Nordic Region, while Norway has the smallest (see Figure 2).

6. Ortyl, Kasprzyk and Jadczyzyn 2024.
7. Galli et al. 2020.
8. Guiomar et al. 2018.
9. Šūmane et al. 2018.

Farm size also influences labour supply and demand within food systems. Traditionally, most farms relied on family labour as the primary workforce, supplemented by hired workers. However, structural and technological changes have increased the demand for hired labour and contractors. In addition, an OECD study shows an increase in the proportion of temporary and seasonal workers in the agricultural labour force and a sharp increase in the number of migrant workers.^[10] A comparison of Nordic countries reveals similar trends, with employment in the agriculture, forestry and fishing sectors remaining steady at 2-3% of the workforce (see Figure 3). However, due to the outsourcing of some functions to contractors, the share of family labour likely represents an even smaller share of the total workforce than suggested by the statistics. The extensive use of contractors reinforces the geographic concentration of farming, as contracting tends to be most profitable in regions with a high density of large farms.

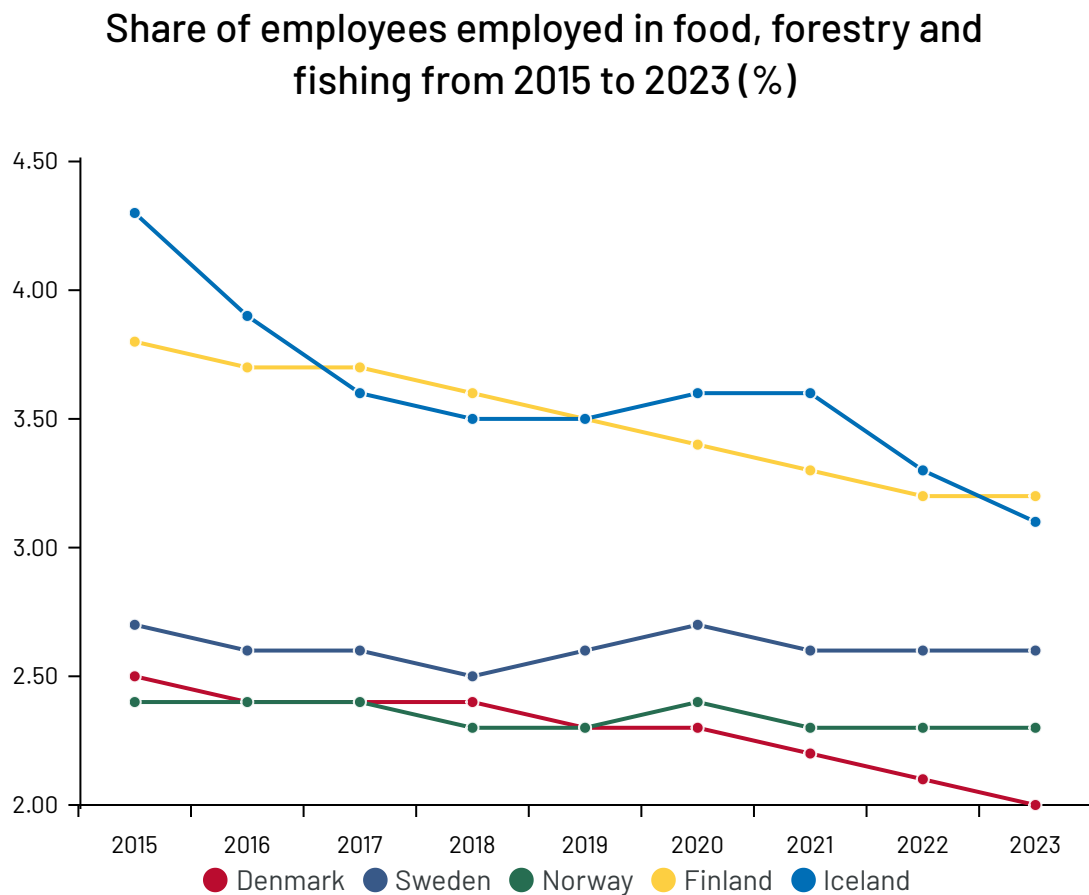


Figure 3: Share of employees employed in food, forestry and fishing from 2015 to 2023 (Eurostat).

10. OECD 2023a.



Photo: Tina Stafrén / imagebank.sweden.se

Labour supply and demand

Across the agri-food sector, **labour demand is highly segmented and dynamic**, encompassing various worker categories such as family farmers, managers and employees, seasonal and temporary workers (including migrant workers) and contractors. Today, food systems face **the dual challenge of declining employment and labour shortages**. Employment in food systems continues to follow a long-term downward trend, mirroring its declining share of GDP. The agricultural workforce is predicted to decline by 2% per year until 2030,^[11] with the most pronounced decline expected among low-skilled workers. At the same time, the proportion of seasonal and temporary workers in the agricultural workforce is expected to increase. Demand for workers with higher levels of entrepreneurial and management skills, digital skills and business and marketing experience is also expected to rise.^[12]

Several EU countries are experiencing labour shortages in agriculture, butchery, bakery and other occupations within the food systems sector.^{[13][14]} Labour shortages in the EU agricultural sector vary considerably according to farm size and type of production, with larger farms often being more dependent on migrant

11. OECD 2023b.
12. OECD 2023a.
13. Statista 2022.
14. Qupaq 2023.

workers.^{[15][16]} The increase in migrant labour is also associated with a rise in temporary and seasonal employment in the sector, which often entails less security for agricultural workers.^[17] Additionally, a smaller group of specialised professionals with unique skills may serve as the last remaining experts in certain trades (e.g. butchery), filling critical gaps in labour shortages for small-scale farms.^[18]

Job vacancies for the agri-food sector are illustrated in Figure 4. These refer to positions that are unfilled, actively advertised and have a scheduled starting date within a defined period (usually 30 days). The vacancy data are typically collected through employer surveys on the number of open and actively recruited positions. The job vacancy rate is calculated by dividing the number of vacancies by the total number of jobs (vacant + occupied). This metric helps assess labour market demand and potential skills mismatches.

Relatively linear trends in job vacancies in food systems in Sweden, Norway and Finland can be observed up to 2019. After that point, significantly greater fluctuations are observed, which may be related to the impact of the Covid-19 pandemic on food systems in 2020 and Russia's full-scale invasion of Ukraine in 2022.

Job vacancy rates in the food system sector 2015-2023 (%)

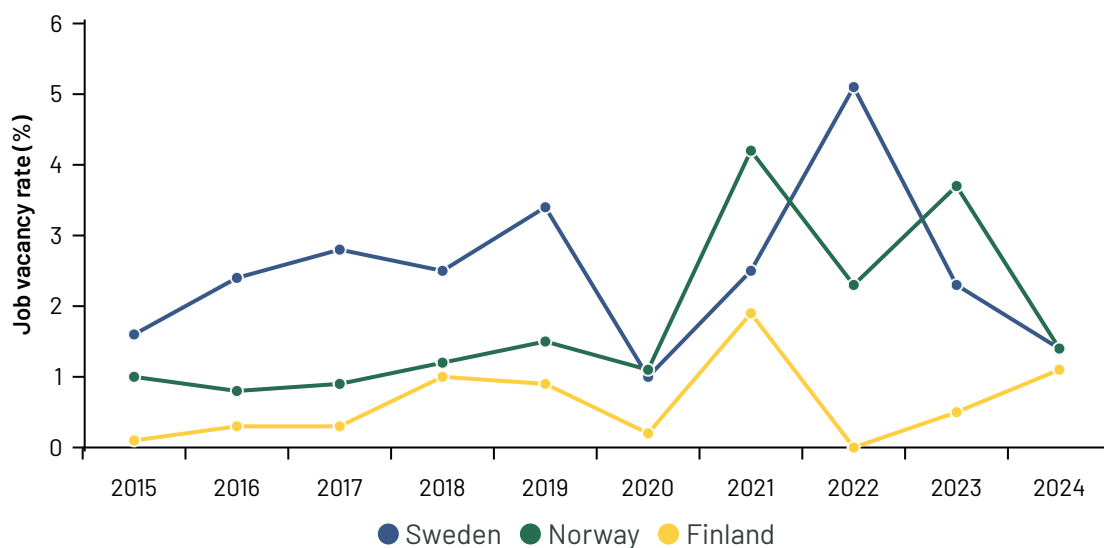


Figure 4: Job vacancy rates in the food system sector (%) in Sweden, Norway and Finland from 2015 to 2024. Source: Nordregio calculations based on NSIs.

15. Marie-Laure 2021.
 16. "Harvesting Hope" 2024.
 17. OECD 2023a.
 18. Workshop in Cēsis 2024.

Food systems exhibit the highest rate of skills mismatch of any economic sector in the OECD, with these challenges expected to intensify in the future. In addition, food systems have been significantly affected by the climate crisis and green transition policies. Many **jobs in the agri-food sector are particularly vulnerable** to such changes, partly due to generally lower wages than in other sectors.^[19]

In our survey, 80% of the students rated a high income as "important" or "very important" in their career choices. However, only 35% of respondents believed they would "earn a lot of money" as farmers (see Figure 5).

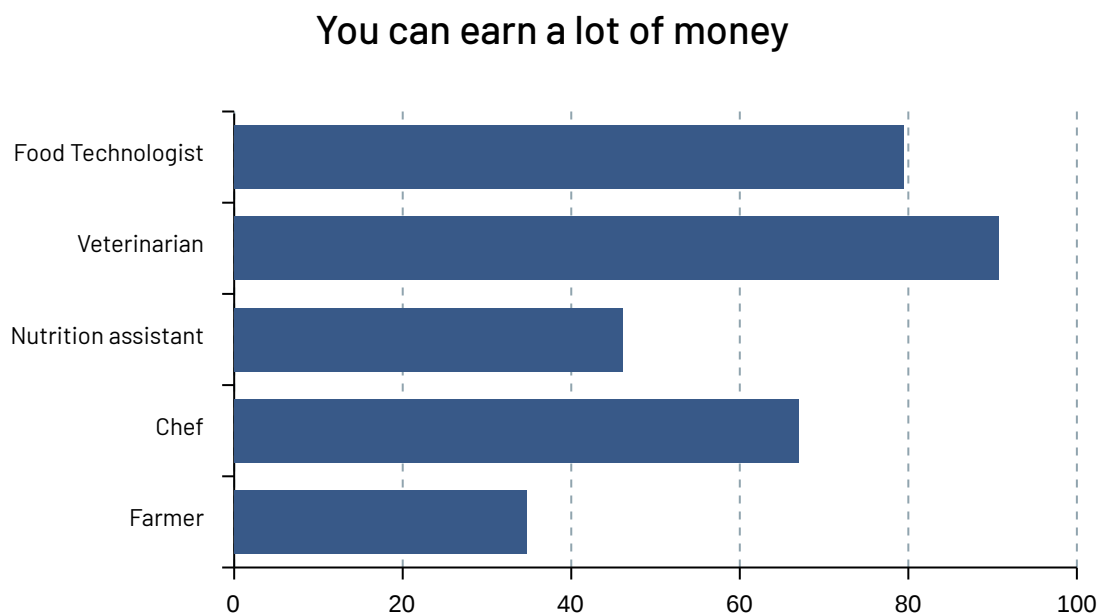


Figure 5. Share of students who agreed with the statement "in this profession, you can earn a lot of money". Source: own survey among students in the Nordic countries (n=534).

19. OECD 2023a.



Photo: Karl Melander / imagebank.sweden.se

Demographics

According to Eurostat, agriculture remains a significant employer in the EU, with around 8.7 million people (4.2%) working in the agricultural sector in 2020. Most farm managers are older men and the share of farm managers aged below 35 decreased from 7.5% in 2010 to 6.5% in 2020.^[20] However, the total number of people of all age groups working in agri-food systems in Europe declined by 3.8% in just two years (2019–2020).^[21] Gender inequality in agriculture is also evident in the EU, with only 31.6% of farmers being female in 2020.^[22] However, these figures mask substantial differences across Member States, with countries like Romania, Poland and Greece having numerous very small subsistence farms, typically run by older men.

In the Nordic Region, young people are showing a declining interest in working in food systems, resulting in a skewed age and gender distribution.^{[23][24]} However, differences can be observed between countries. For example, Sweden was the only country that saw an increase in young farm managers between 2010 and 2020.^[25] This exception may be linked to support programmes in Sweden funded through

20. European Commission 2025.

21. Estimating Global and Country-Level Employment in Agrifood Systems 2023.

22. Eurostat 2022.

23. OECD 2022.

24. Karlsdottir and Gudmundsdottir 2024.

25. European Commission 2025.

the EU's Common Agricultural Policy (CAP), such as support for young farmers aged below 40^[26] and start-up support for young farmers.^[27]

In addition to unequal age distribution, a **gender imbalance also persists in food production sectors**. For example, 50,486 men and 16,060 women were working in agriculture, forestry and fisheries in Denmark in 2023,^[28] with nearly a quarter of the men aged over 67.^{[29][30][31]} A similar gender distribution can be observed in the other Nordic countries, with men accounting for around 75% of the workforce.^{[32][33]}^{[34][35]} Female farmers were less common in Denmark than in the other countries (10.9%), while female participation approached parity in Lithuania and Latvia (44.9% and 44.8% respectively). This may be due to the large number of small-scale farms in the Baltic Region linked to the rise and fall of collective farming. Farming is also predominantly a family activity, with most people working on farms being either the owner of the farm or a relative of the owner.^[36] In many cases, only the husband or father is registered as the owner, despite **the entire family's involvement in farm work**.

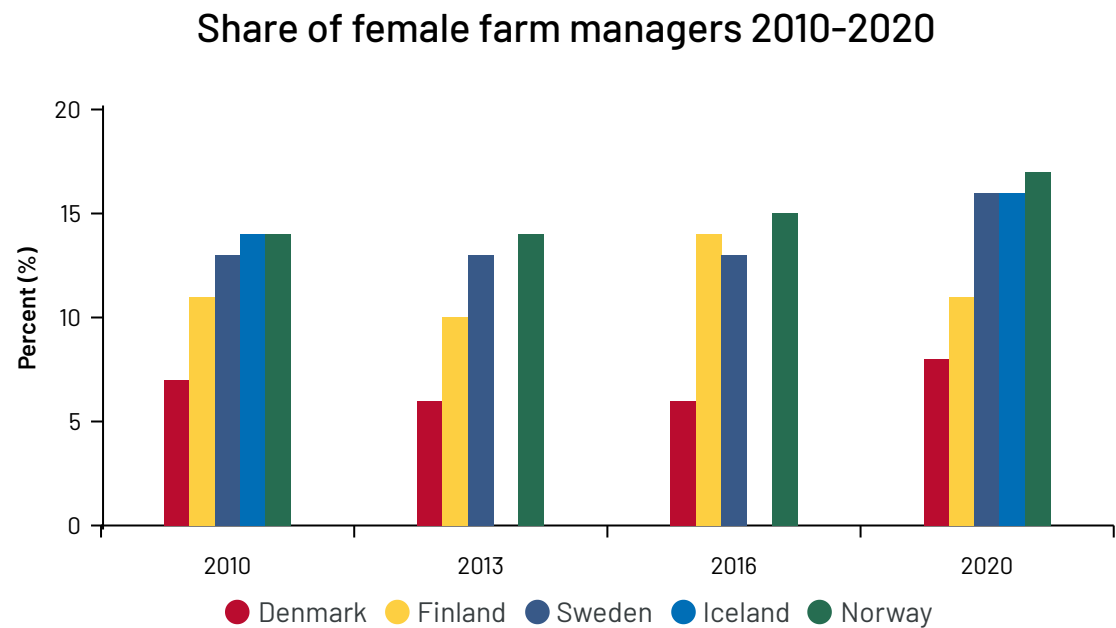


Figure 6: Share of female farm managers 2010–2020. Sources: Nordregio calculations based on Eurostat.

26. Jordbruksverket 2025.
27. Jordbruksverket 2024.
28. Danmarks statistik 2023b.
29. Danmarks statistik 2023a.
30. Danmarks statistik 2023c.
31. A year group consists of 5 years.
32. Statistik sentralbyrå 2023.
33. Statistika meddelanden 2016.
34. Natural Resources Institute Finland 2020.
35. Statistics Iceland 2023a.
36. European Commission 2025.

Figure 6 shows the proportion of female farm managers in Nordic countries, with Denmark having an exceptionally low percentage of female farm managers. In Norway, approximately 17% of farm managers were women, while farm sizes are the smallest among the Nordic countries (see Figure 2). **The overall number of female farm managers remains low across all the Nordic countries**, without any significant upward trend.

Our survey of Nordic students indicates that female students are less interested in becoming farmers than male students (27% vs. 37%). The relatively high numbers may be explained by a portion of the respondents being agricultural students.



Photo: Karolina Friberg / imagebank.sweden.se

Young people and food systems

Lack of youth participation in food systems is a real concern, particular regarding future employment, since it is vital for diversity, innovation and the resilience of food systems.

In terms of **employment and the future of work**, the major challenge is to secure the workforce of the future and to create conditions that encourage new generations to engage with, innovate and drive forward the values of sustainable development and competitiveness of food systems.

In relation to **diversity and innovation**, innovation serves as a catalyst for scientific progress, broadening and deepening our understanding of both the natural and social worlds. Innovation and entrepreneurship involve finding creative solutions to societal challenges by adopting new perspectives and combining resources in various ways. It is widely hypothesised that demographic diversity enhances such innovation.^[37]

37. Hofstra et al. 2020.

The **resilience of food systems** is being profoundly challenged by climate change, geopolitical crises and other major disruptions. European food systems are highly dependent on global value chains and external inputs, such as mineral fertilisers, pesticides and protein fodder. Social pressures, including rural out-migration and changing consumer preferences, add further complexity, compounded by ongoing debates on animal welfare and the environmental and social impact of the agri-food sectors. The EU Farm to Fork Strategy seeks to strengthen food system resilience by promoting sustainable production, short supply chains and strategies like diversification and digitalisation.^[38] Although attracting skilled and motivated young people is challenging due to rural out-migration, it is essential to anticipate and plan for future scenarios.^[39]

38. European Commission, n.d.-a.

39. Feindt et al. 2022.



Photo: Kotryna Juškaitė

Methodology

This study draws on a range of sources. Primarily, comprehensive desk research was conducted on the topic of youth participation in food systems. The **desk research** covered the following topics: the role of young people as “agents of change”, the rural-urban divide, the various influences shaping young people’s career choices and the broader outlook for food systems development.

Statistics on status and trends within food systems, including farm structure, demographics, labour market, young people and education, were gathered for all Nordic countries at multiple levels.

To provide a broader regional perspective, the study incorporated a Baltic viewpoint through participation in a **workshop held in Cēsis, Latvia**, in April 2024, as part of the final event of the “Entrepreneurship in Vidzeme” project. More than 20 participants from the Nordic and Baltic regions discussed the challenges faced by young people in engaging with food systems development.

Finally, **two surveys were conducted**, focusing on youth perceptions of careers in the food systems. The first **pilot survey** was conducted in September 2024 in Skive, Denmark during Green Innovation

Week,^[40] where young people gathered to learn about career prospects in green and sustainable business environments. The self-administered digital online survey involved purposive non-probability sampling of young people attending the event through the respondents' handheld devices or a laptop provided. A total of 106 respondents completed the survey.

The **second, more overarching survey** was conducted between January and April 2025 in all five Nordic countries. Two distinct contexts were chosen in each country: a rural area, where agriculture, forestry or fishery sectors play a significant role in the local economy and society, and an urban area, where these sectors are less prominent. In each urban and rural area, two schools were chosen – an upper secondary school and a further education/vocational school. Following the initial data collection, additional surveys were distributed to some schools to counterbalance any irregularities observed in the primary round of data gathering.

To support and validate the research – which encompassed desk research, statistics and surveys – a reference group was established. Given the contextual differences within the Nordic Region and to ensure diverse perspectives, representatives from all the Nordic countries were included. The group comprised 15 individuals, consisting of both young people and senior experts. The members were categorised into three groups: students, young practitioners/activists and experts and were recruited either through invitations to educational institutions within the food systems area or contacted directly based on recommendations. The group convened through three online meetings and one physical meeting held between May 2024 and May 2025.

The project was presented to and discussed with **EK-FJLS** (the senior official committee for Food, Agriculture, Forestry and Fisheries) at its meetings.

Finally, the findings and policy recommendations were presented to the **Nordic Food Ministers** in Koupio, with the participation of youth representatives from the reference group.

40. [Green Innovation Week 2024](#)



Photo: Robin Skjoldborg / Visitdenmarkrk

Key topics

The investigation of youth participation and opportunities in the Nordic food sectors focuses on the following key areas: the challenges and potential for increased engagement, potential good practices, support for future food producers and mechanisms aimed at boosting youth participation in food systems. The themes explored include:

- The great expectations placed on young people as "agents of change"
- The urban-rural divide,
- Education, family and (digital) peers and
- The future of work: reimagining food systems.

The great expectations placed on young people as "agents of change"

Achieving **more sustainable food systems will require significant changes**, especially among younger generations.^[41] Young people are often seen as future leaders, recognised for their ability to adopt new technologies and their strong commitment to tackling environmental and social sustainability challenges. In fact, 60% of young

41. Chemineau 2024.

people are concerned about future environmental issues, showing greater willingness to tackle climate change than their older counterparts.^{[42][43]} This section explores the perspectives and roles of young people in our society, with a particular focus on the context of food systems.

The narrative of **young people as the future leaders and agents of change**^{[44][45][46]} portrays young leaders as embodying qualities of conscientiousness, technological competence, compassion and a strong commitment to sustainability, representing the leadership model of the future. For instance, one survey found that young people displayed significantly more courageous attitudes and greater willingness to tackle new challenges than older people.^[47]

A growing number of young people are concerned about the impacts of climate change^[48] and are **emerging as advocates for action**. Through initiatives such as youth-led climate strikes, legal challenges demanding government action on GHG emissions and vocal advocacy campaigns, young people are shaping their collective future in the face of future challenges and signalling their determination to drive meaningful change.^[49]

According to a Danish survey, **young people** are more inclined than older generations to believe that individual actions – even those involving additional costs – can contribute effectively to combating climate change, rather than relying solely on technological advancements.^[50] As a result, Nordic young people are often recognised as key drivers of sustainable change in the region.^[51] Another study found that younger generations have higher expectations regarding implementation of the Sustainable Development Goals (SDGs). They are also more open to paying higher prices for sustainable products than older generations.^[52] Nevertheless, while young people may have recognised the seriousness of the situation, they often lack knowledge about the environment and ways to address the issues (such as the circular economy, industrial symbiosis and related approaches).^[53]

Young people – often women – who are increasingly prioritising climate change on the political agenda often struggle to gain traction in formal political processes^[54]

42. Krajnc et al. 2022.

43. McCright, Dunlap and Marquart-Pyatt 2016.

44. Wu, Snell and Samji 2020.

45. Kelly et al. 2022.

46. Kolleck and Schuster 2022.

47. Szydło 2017.

48. Krajnc et al. 2022.

49. Kelly et al. 2022.

50. Minter 2018.

51. Neergaard and Ravnbøl 2019.

52. Yamane and Kaneko 2021.

53. Krajnc et al. 2022.

54. Sloam, Pickard and Henn 2022.

and sometimes report facing obstacles in achieving meaningful local influence.^[55] In Sweden, only two in ten young people are convinced that they can influence local decision-makers^{[56][57]} while many young people in the Baltic countries do not consider social and political activism to be particularly significant to them. While one-third regard participation in civic actions as important, only one in four view political activism as an important goal.^[58] The influence of youth perspectives in food systems is further complicated by the fact that consumer behaviour significantly shapes outcomes, increasing the risk of young people's views being underrepresented.^{[59][60]}

An growing number of international organisations are developing youth advisory bodies to provide a youth-led perspective. The UN has noted that youth participation can be institutionalised by including young people in key decision-making arenas such as youth advisory boards, councils, networks, various forms of civic participation and informal knowledge exchange.^{[61][62]} One example of this is the Baltic Sea Region Youth Forum, which gives young people a platform to voice their opinions and influence policy development.^[63] Another example is the youth-led Act4Food campaign, which amplifies young people's voices on issues related to global food systems.^[64] More support for youth participation in rural and urban organisations could ensure governance representation in matters related to food systems and lead to more youth-oriented policies.

Youth engagement requires continuous investment in both financial and human resources to ensure active participation. Participatory structures must be purposeful and underpinned by clear planning processes and regular feedback mechanisms.^[65] Achieving greater youth participation also requires the development of essential skills and competencies to achieve the relevant goals.^[66]
^[67]

Limited access to formal decision-making processes often leads to young people favouring alternative forms of political engagement,^[68] for example **strategic use of social media to broaden the scope and impact of their advocacy.** By promoting sustainable lifestyles, forming movements and becoming influencers, young people can influence policies and present their perspectives more

55. Abiri 2021.

56. Mucf 2021.

57. Berlina 2023.

58. "Youth Studies", n.d.

59. Desiderio et al. 2024.

60. High Level Panel of Experts on Food Security and Nutrition, n.d.

61. United Nations Youth, n.d.

62. Ozer et al. 2018.

63. Council of the Baltic Sea States, n.d.

64. Act4Food, n.d.

65. Mucf, n.d.

66. Kjellander et al. 2023.

67. Berlina 2023.

68. Krajnc et al. 2022.

directly.^[69] A recent literature review shows that internet influencers have the strongest impact on spreading climate change-related news on TikTok. Conversely, governments play a pivotal role in shaping responses to climate-related disasters.^[70]

An analysis of youth engagement in civic activism reveals notable differences across Nordic countries as illustrated in Figure 7. While young people in Denmark demonstrated the highest levels of activity in "creating or signing a petition" (a trend also observed among Finnish youth), Swedish young people predominantly expressed their opinions through actions such as boycotting or purchasing specific products, thereby leveraging their collective consumer influence.

A study on youth engagement and food system transformation cautions against regarding young people as agents of change, arguing that **we should not expect young people to be better equipped than older generations to address climate challenges on society's behalf**. This is due to their lack of productive resources (such as capital and knowledge) and influential voice in political platforms.^[71]

69. Neergaard and Ravnbøl 2019.

70. Sun et al. 2024.

71. Glover and Sumberg 2020.

Youth (16-30 years) engagement in civil society

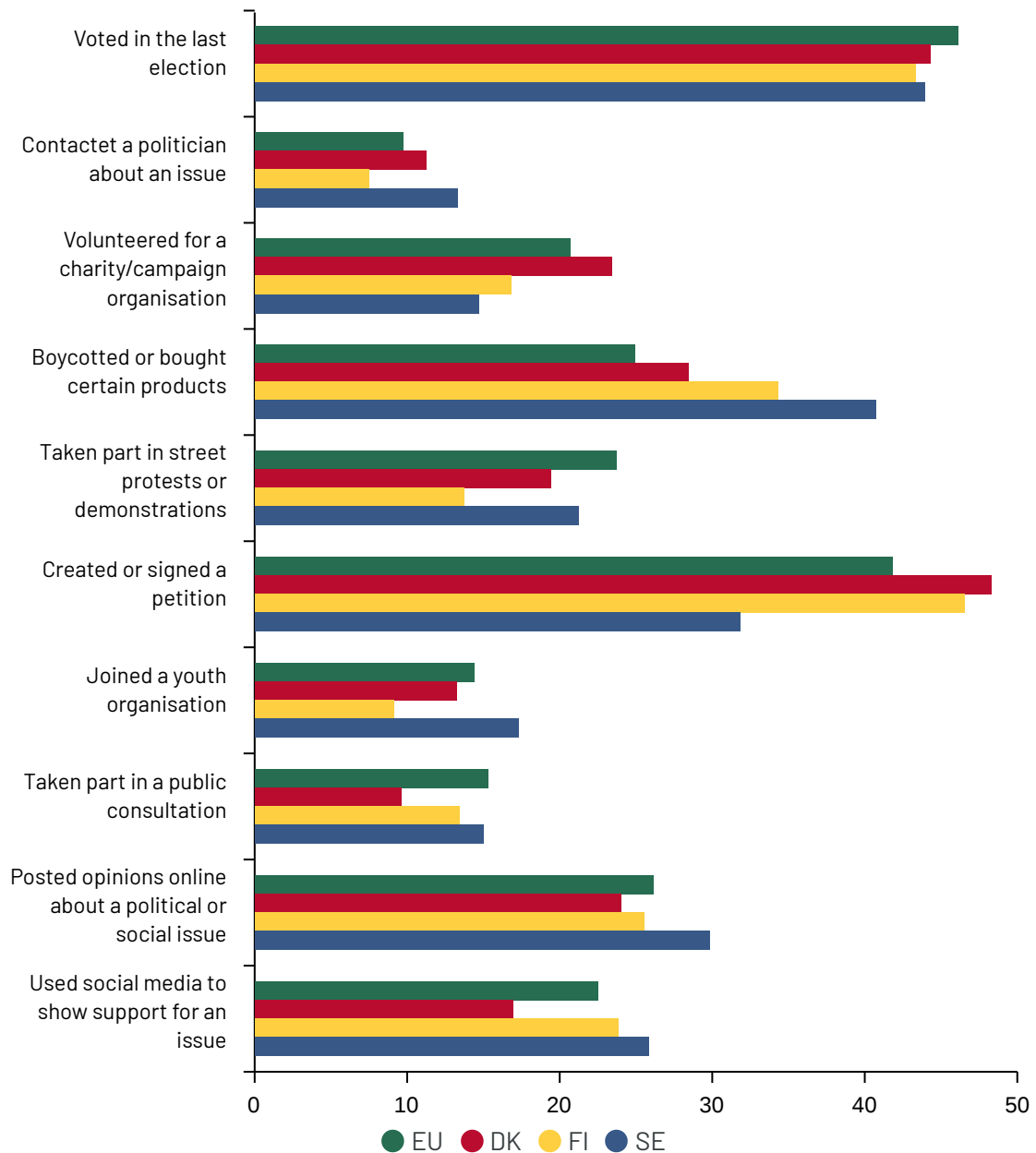


Figure 7: Youth (16-30 years) engagement in civil society. Share of participants in the survey.
Source: Youth Survey, European Parliament, 2021.

Climate anxiety and mental health issues related to the pandemic and geopolitical instability have emerged as significant yet often overlooked concerns for young people.^[72] Generally, older people in the Nordic countries report higher levels of happiness than younger individuals^[73] (although a recent study in Greenland reported higher well-being among young people).^[74] A Danish survey shows that 61% of youth felt pressured, either by themselves or others, and 87% felt the need to perform to be accepted.

Amid these expectations, paired with growing opportunities for young people, the question remains: what are the perspectives of young people themselves? These questions should be raised by young people in relevant decision-making platforms.

The urban-rural divide

A significant proportion of food system activities take place in rural areas. A combination of declining interest in food systems and young people's reluctance to live in rural areas raises concerns about skills and workforce shortages.^[75] It is therefore crucial that young people see careers in the Nordic food systems as a viable and meaningful opportunity. The conditions experienced by young people in Nordic rural areas vary significantly. Key challenges include limited transport and accessibility (e.g. to education), a shortage of suitable housing (despite numerous vacant properties in rural areas), a lack of job options outside core cities, limited educational opportunities and ensuring there is a critical mass.

Figure 8 illustrates the population change among individuals aged 15–29 in rural areas,^[76] showing youth migration away from these regions. Finland exhibits the most intense outmigration of young people from rural areas, while the pattern in Norway varies by region. Nevertheless, the general decline of this age group across the Nordic Region poses challenges for the sustainability of food systems.

72. Wu, Snell and Samji 2020.

73. Helliwell et al. 2024.

74. Timlin et al. 2021.

75. Leavy and Hossain 2014.

76. *The rurality of the areas is based on the Nordic Urban-Rural typology. The areas on the map are classified as "rural heartland" or "sparsely populated rural area".*

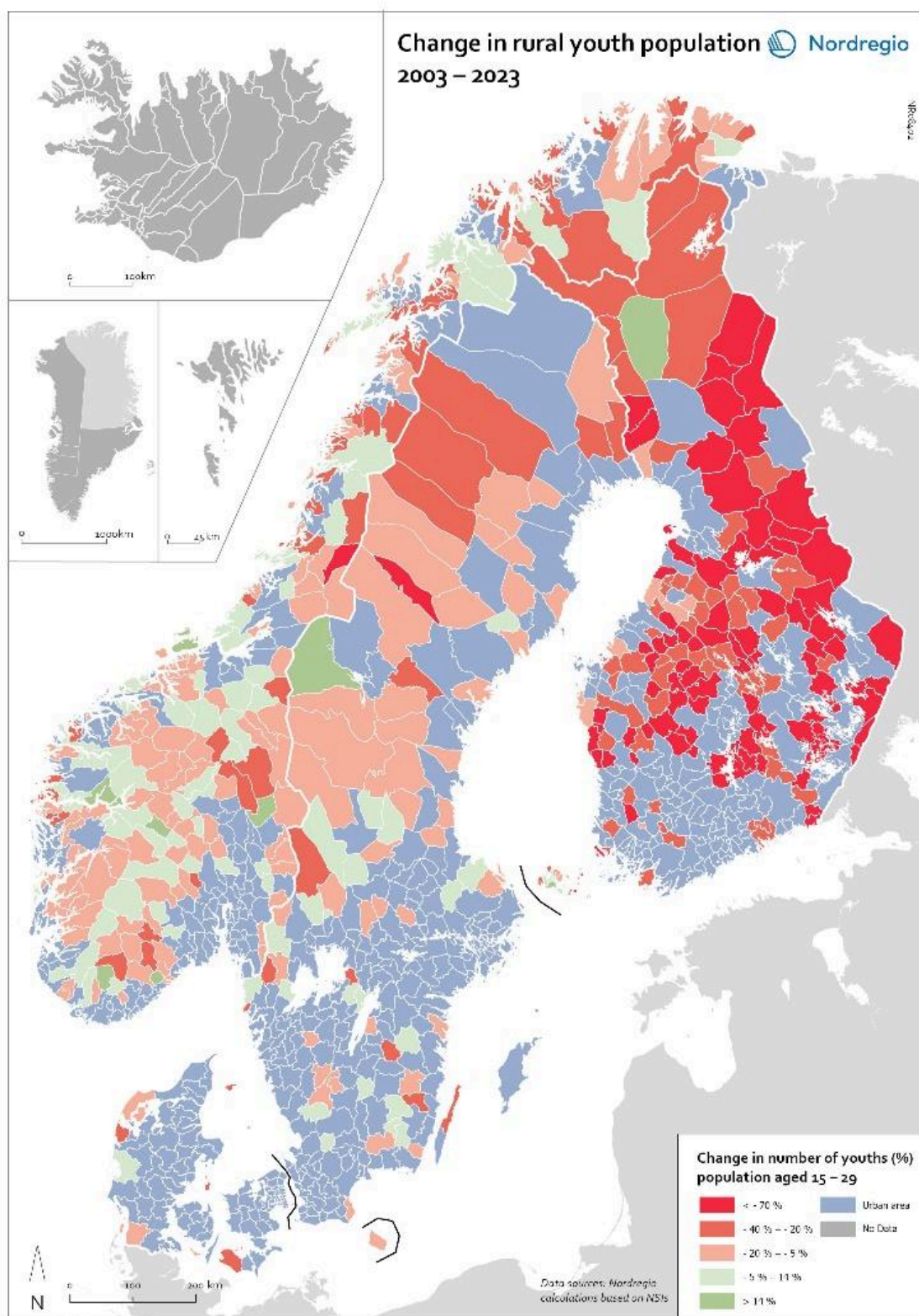


Figure 8: Change in rural youth population 2003–2023. Source: Nordregio calculations based on NSIs.

It is likely that young people move from rural areas to urban areas to pursue education or career opportunities.^[77] This phenomenon, which is described as **“learning to leave”**,^[78] can be observed in all Nordic regions.

In Greenland and the Faroe Islands, rural youth frequently leave their home countries in pursuit of educational opportunities. Studying abroad is a necessity for certain professions **due to the limited availability of local training opportunities**. While local universities offer a diverse range of courses, students normally need to study abroad in fields such as veterinary science, medicine and engineering. Dedicated financial programmes and structures support students studying abroad, thereby promoting social equity.^[79]

Figure 9 illustrates the importance of education as a factor for mobility across different geographical areas (except for urban Iceland and Finland). With the exception of Denmark, there is a clear difference between urban areas and semi-urban and rural areas, suggesting that people in rural areas often struggle to find suitable educational opportunities, prompting them to relocate to pursue their desired studies.

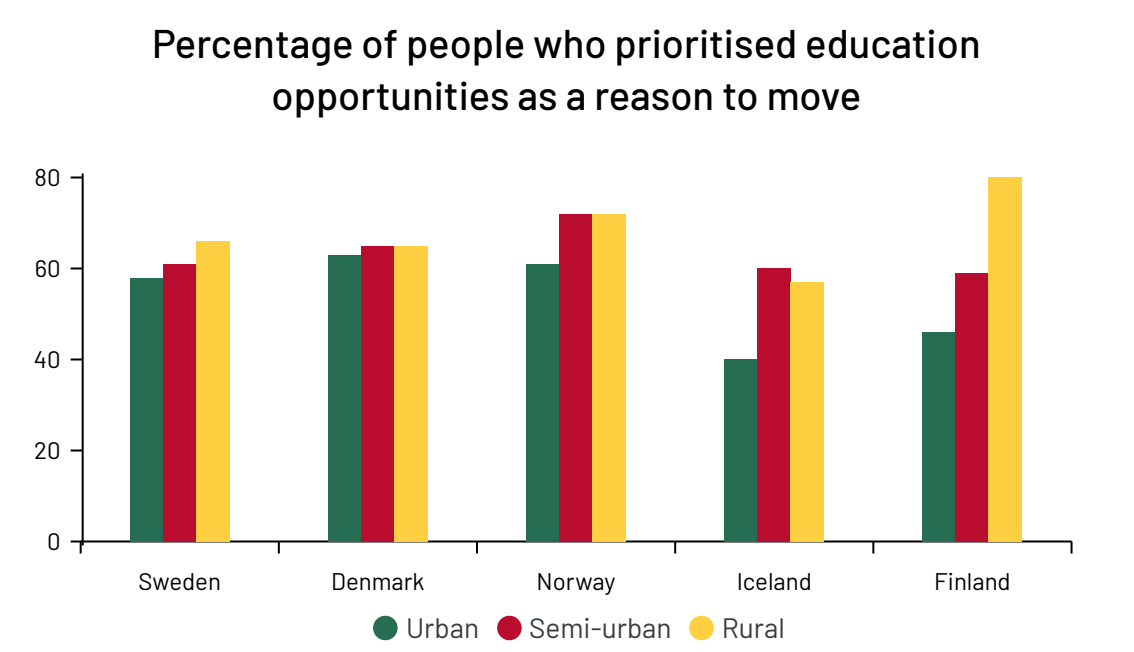


Figure 9: Importance of pursuing studies as a reason for people (aged 25-39) to move or stay in their place of origin, based on respondents who had relocated. Source: Nordregio calculations based on survey data from the policy brief “Peripheral higher education in the Nordics Why? How? For whom?”, (Nordregio, Berlina and Maersk 2024).

77. Meijer et al. 2023.
78. Corbett 2000.
79. Alexander et al. 2020.

It is important to note that the **urban-rural divide is not gender-neutral**. Often, there are fewer activities and local networks available for young women, and local career counselling is less frequently targeted at them compared to young men.^[80] Furthermore, young people who decide to build their life in rural areas are often portrayed negatively as lacking ambition and agency by **choosing a traditional and "boring" life over progress**.^[81] Given that young people are leaving rural areas, the labour market in many of them is not saturated^[82] but it may require specific skills and competences that cannot always be acquired locally.^[83]

In our survey of young people in the five Nordic countries, we asked about their perceptions of various food-related professions (farmer, chef, nutrition assistant, veterinarian and food technologist). The results are presented in Table 1.

Percent responses supporting the statement	Farmer	Chef	Nutrition assistant	Veterinarian	Food Technologist
You can earn a lot of money	35	67	46	91	79
You will get the opportunity to start your own business	76	76	24	61	25
The job you do will make a positive difference in the world	83	48	76	93	83
It is a job that will make you happy	64	63	30	74	33
You can be physically active	91	55	18	56	14
You can be close to nature and work outside	92	5	4	63	14
You can be creative and innovative	64	91	29	25	63
I think people choose this to work in the same field as their family	79	33	8	18	7
It has a gender-diverse and inclusive working environment	59	50	41	69	54
You will have good colleagues and leadership	64	69	63	83	60
I would like to work in this type of job	21	17	5	31	6
I have heard good things about this type of job	57	42	18	63	17
I know people in this type of job	60	36	12	25	5

Table 1: Share of respondents who rated the listed statements as "true" (n=534).

80. Rosvall 2020.

81. Meijer et al. 2023.

82. Meijer et al. 2023.

83. Meijer et al. 2023.

While most respondents rate the jobs relatively positively, only a small number expressed the wish to work in the listed job categories. Generally, the farming and veterinary professions were viewed most positively. This may be influenced by the inclusion of students from agricultural schools in the survey in some countries. However, this difference was also pronounced among students from upper secondary schools and further education schools.

It is important to note that **young people are leaving rural areas for many different reasons**. While study and career opportunities are significant factors, social networks, upbringing, the type of rural area, social norms and narratives about places, life phase-changes and the level of motivation for studying also play a part. Research indicates that young adults also leave rural areas due to the social **stigma associated with being a "rural stayer"**. This stigma is linked to perceptions of stagnation, conservatism and "un-coolness".^[84]

Many young adults express a desire to return to or remain in rural areas if opportunities are made available to them. However, they often require **a period away to gain the necessary "symbolic mobility capital"**. It is common during the study-life phase for young adults to relocate to "find themselves". However, they also tend to prioritise pursuing their studies in a location that is relatively close to their place of origin, although not necessarily in the same rural area.^[85]

As highlighted in the literature, **rural areas may be associated with social disparity and mental health issues**. The levels of some psychological disorders, such as anxiety, trauma, developmental and psychotic disorders are at least as high as in urban areas, but often with fewer resources to address them. Some social problems, such as suicide, alcohol abuse and chronic illness, are even more prevalent in rural communities, which can also contribute to the urban-rural divide.^[86]

In addition, the rural-urban divide can be understood as part of a broader issue of **"geographies of discontent"**, whereby **feelings of deprivation** in comparison to other social groups contribute to a rise in support for populist leaders and movements. In economically struggling or socially vulnerable regions, populist politics are often driven by feelings of resentment.^[87] The green transition may have intensified these sentiments in regions already marked by polarisation and stagnating economic development.^[88] For example, the reforms implemented in rural Sweden from the late 1970s to the 1990s, led to a notable reduction in services like basic education, healthcare facilities, unemployment offices and petrol stations, resulting in Sweden being described **as a nation with stark contrasts between depopulated rural regions and growing urban centres**. This trend is not unique to Sweden. Similar disparities in

84. Mærsk, Thuesen and Haartsen 2023.

85. Mærsk, Thuesen and Haartsen 2023.

86. Bradley, Werth and Hastings 2012.

87. McKay, Jennings and Stoker 2024.

88. Diemer et al. 2022.

development between rural and urban areas have been reported in other European countries, the USA, China and elsewhere.^[89]

On the other hand, the green transition can result in increased employment opportunities within agriculture, fisheries and forestry through expansion of industries that provide biomaterials for energy. Overall, green transition policies are not anticipated to have significant adverse impacts on the Nordic national or personal economies and labour markets.^[90] This highlights the need for institutional settings that prioritise conditions for innovation and access to financial capital in these rural areas.

On a smaller scale, establishment of small-scale food enterprises that utilise cutting-edge technology, such as hydroponics or the cultivation of microalgae, offers new avenues for innovation. An example of this is Ocean Rainforest in the Faroe Islands, located remotely on one of the Islands, but attracting young people, particularly women with PhDs.

Furthermore, integration of agricultural practices into urban settings could also reduce entry barriers and encourage youth engagement, thereby fostering an atmosphere of innovation and acting as a catalyst for youth engagement in urban areas.^[91]

An examination of how young people transition from the education system to the labour market reveals that urban areas have greater potential among young people, with transition rates being almost three times higher than those observed in rural areas. Figure 10 presents indicators of the **transition from education to occupation**,^[92] showing the proportion of young people (aged 15–29) in rural and urban areas that have transitioned or are in the process of transitioning from education to employment. The indicator provides some insight into how efficiently and quickly young people enter the workforce after completing their studies, highlighting challenges like delayed employment, underemployment and skills mismatches.

89. Rosvall 2020

90. Tapia and Sanchez Gassen 2023.

91. Workshop in Cēsis 2024.

92. The indicator tracks whether young people are still in school, have started working, are unemployed or are not in education, employment or training (NEET). No data were available from Iceland.

Share of youth (15–29) years in rural vs urban areas that has transitioned or are in transition from education to occupation

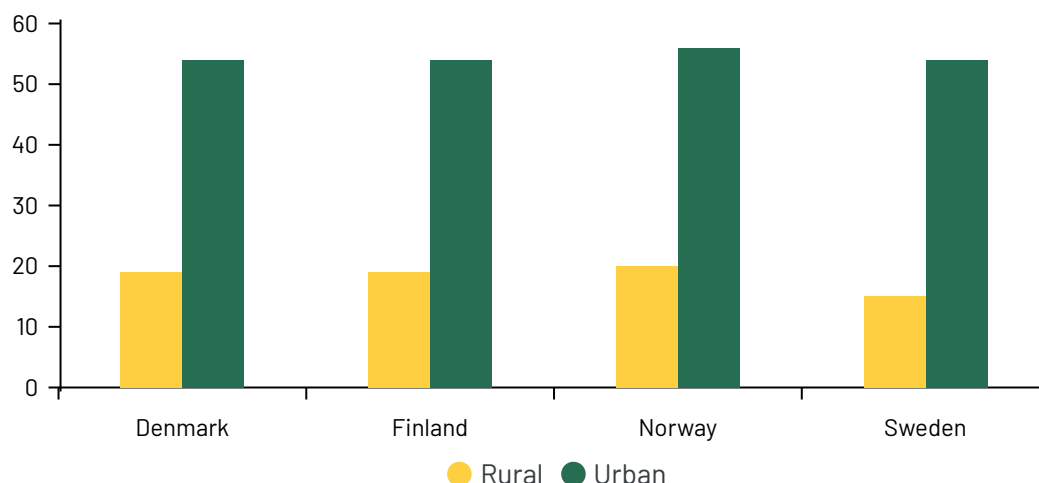


Figure 10: Share of youth (aged 15–29) in rural vs urban areas that have transitioned or are in transition from education to occupation. Data based on ILOSTAT (YouthsSTATS database).^[93]

The **rural-urban divide is most evident in the concept of “emptiness”**, which portrays rural areas as places disconnected from narratives of progress and from attempts to incorporate people and places as resources and beneficiaries into global capital flows. *“Those who cannot start successful businesses – the only form of employment imagined by development planners and national elites – must leave.”*^[94] To a considerable extent, the ability to start one’s own enterprise or take over the family enterprise has dominated the discourse on youth’s engagement in food systems in rural areas.

However, other more positive trends and developments can be observed, with rural areas increasingly viewed as an ideal spaces for young families to live.^[95] Lifestyle factors such as “slow living” and clean air and high-quality local food are drawing young people to settle in these areas, either temporarily or permanently.^[96] Furthermore, **multi-locational living**, which encompasses both leisure and work transitions, as well as seasonal work, can revitalise rural municipalities and regions by introducing new individuals and activities. This shift allows for reconnection with nature, fostering a more meaningful and purposeful life away from urban

93. The “transition from education to occupation” indicator measures how young people move from the education system into the labour market. It tracks whether young people are still in school, have started working, are unemployed or are not in education, employment or training (NEET). This indicator helps assess how efficiently and quickly young people enter the workforce after completing their studies, highlighting challenges like delayed employment, underemployment and skills mismatches.

94. Dzenovska 2020.

95. Chmieleński et al. 2021.

96. Reference Group Meeting 1 2024.

environments. Thus, **the distinction between urban and rural areas is gradually becoming less pronounced** due to the ease with which products and services can be delivered, particularly in the context of digitalisation and **new forms of employment in the post-pandemic world**. The impact of post-pandemic lifestyle changes is driven by the greater accessibility of digital services and high-speed internet. While rural areas lack the necessary attractiveness to retain young people, regional centres may offer a viable alternative to capital cities for educational opportunities. These regional centres of education are closely connected to regional labour markets and could reflect the specific needs of the area.^[97]

Education, family and (digital) peers

Education

Adolescence is the time when most people make decisions about their future career path.^[98] It is therefore important to consider **the context and environmental factors that influence young people's relationships with food systems** from an early age – school canteens, the availability of urban gardens and other external aspects of food systems.^{[99][100]} The learning process is not merely cognitive; it is also an emotional encounter that may have a lasting influence. There is limited research on the emotional significance of childhood learning experiences,^[101] the integration of food systems education with STEM, humanities and digital courses in school and university curricula^[102] and the impact of the digital landscape on food systems, particularly its growing influence on young audiences.^[103]

Comprehensive food systems education is on the rise in the Nordic countries, with Finland's Tasty School model offering a valuable approach to food education in primary schools.^[104] In addition, a recently published book titled "*Food Futures in Education and Society*", which focuses on food education, makes a notable contribution to the field of food education, addressing curriculum development, food psychology and sociology.^[105]

The Nordic countries adopt different approaches to food systems education. The Norwegian government has recognised that building a sustainable food system is closely linked to technology and science, making interdisciplinary thinking crucial.^[106]

97. Nordregio 2023.

98. Prescott et al. 2019.

99. "Nordic Nutrition Recommendations 2023" 2023.

100. Vicente-Vicente, Quintas-Soriano and López-Rodríguez 2022.

101. Jones and Davison 2021.

102. Strong et al. 2023.

103. Wendt-Lucas et al. 2024.

104. Laitinen et al. 2023.

105. Lalli, Turner and Rutland 2023.

106. Fjellheim et al. 2024.

Since 2020, Norwegian schools have started to apply holistic learning methods, with food serving as the theme that connects most subjects.

In 2021, the Norwegian University of Life Sciences (NMBU) launched **the first master's degree in urban agriculture** in the Nordic Region, providing students with the opportunity to engage with urban agriculture and to learn about its potential for innovation. It also facilitates the development of networks with institutions such as municipalities, activists and corporate logistics centres, addressing relevant aspects of resilience and food security in urban spaces.

The recent Norwegian Strategy for Urban Agriculture has further reinforced the programme's relevance, with municipalities seeking student assistance for local strategy implementation.^[107]

On the other hand, there is a dwindling interest in traditional **food-related studies in higher education**. For example, at the Norwegian University of Science and Technology, the Food Science, Technology and Sustainability programme has experienced a 54% decline in first-choice applicants over the last four years, while the Food Science and Nutrition programme has seen an even steeper drop of 66% in the last four years.^[108]

In Denmark, Finland and Sweden the number of students pursuing food-related studies is either stable or gradually increasing at all levels of education.^{[109][110][111]} In Denmark there has been a decline in interest at the bachelor's level for fields such as biological and laboratory technologies, farming technologies, agriculture and environmental studies, while interest in agriculture and environmental studies has increased at the professional bachelor's level.

At Kristianstad University College (Högskolan Kristianstad) in Sweden, **interest in the food and meal science programme at the master's level increased by 60% in 2023**.^[112] In Finland, new programmes related to food systems are being launched, such as at the University of Turku, where a food technology programme will begin admitting students in 2024. The programme is designed to be cross-sectoral and includes both bachelor of technology and master of science options.^[113] In Iceland, statistics show the most pronounced upward trend in student numbers in agriculture, forestry and fishery, with a rise from around 100 students in 2008 to approximately 250 in 2023.^[114]

107. Borges and Matthiesen 2024.

108. Nordregio 2023.

109. Danmarks statistik 2023d.

110. Statistikdatabasen 2023.

111. Tilastokeskus 2023.

112. Högskolan Kristianstad 2023.

113. Virtanen 2023.

114. Statistics Iceland 2023b.

Thus, while some institutions are facing a sharp decline in student enrolment, particularly in fields such as food science and sustainability, others are striving to innovate and adapt to the growing demand for interdisciplinary expertise in food systems.

Closer examination of the farming sector reveals that the agricultural labour force is characterised by lower levels of formal education and training^[115] or formal education that is not aligned with the relevant occupational requirements, as indicated by Swedish data. Accordingly, trends in programme diversity and student enrolment at the university level should be analysed within this context.

As shown in Figure 11, the proportion of farm managers with full agricultural training is relatively low, with these individuals predominantly located in more urbanised areas.

115. OECD 2023a.

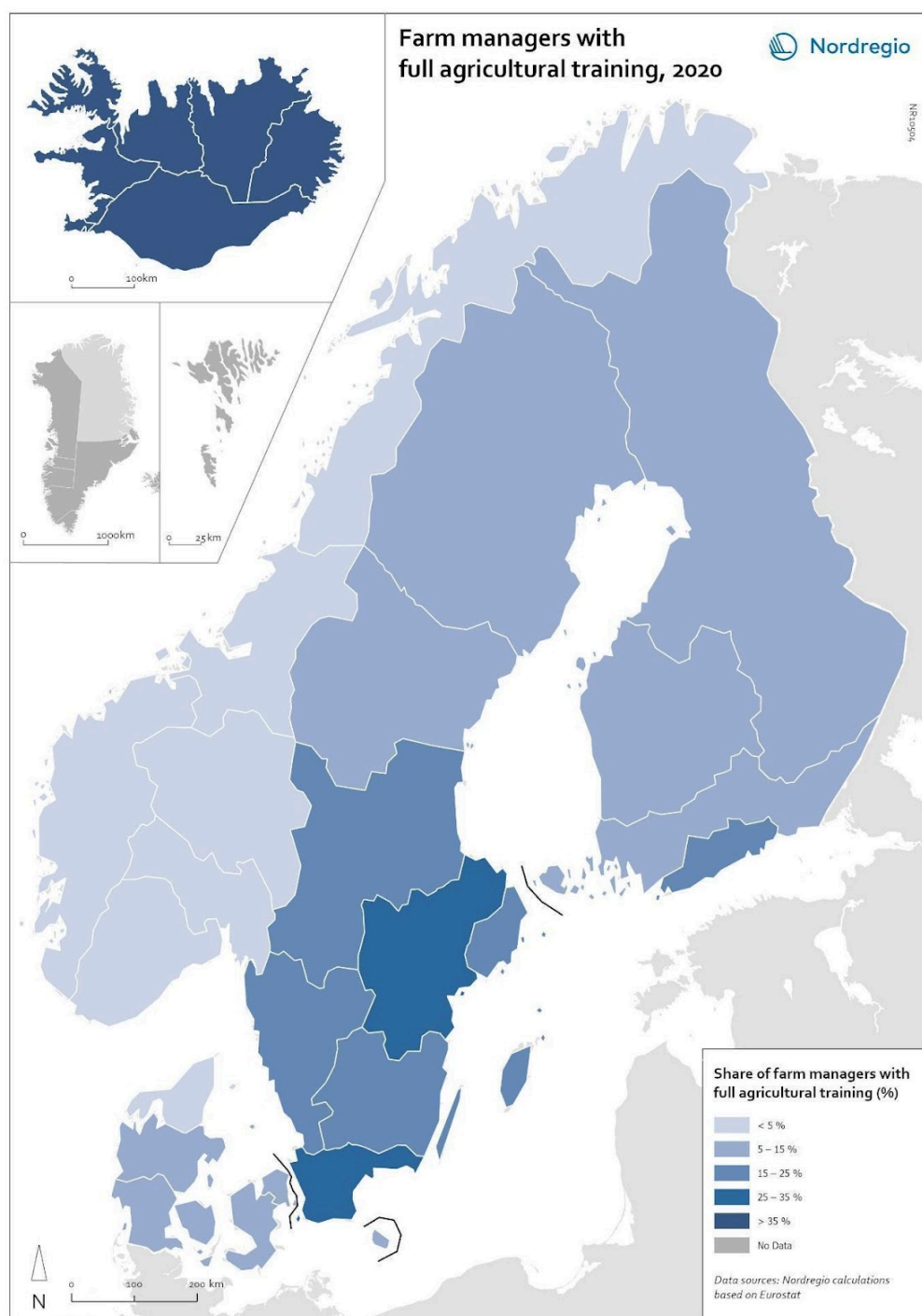


Figure 11: Farm managers with full agricultural training,^[116] 2020. Source: Nordregio calculations based on Eurostat.

- 116.
- *Practical agricultural experience acquired through practical work on an agricultural holding*
 - *Basic agricultural training: any training courses completed at an agricultural college and/or an institution specialising in certain subjects.*
 - *Full agricultural training: any training course undertaken continuously for the equivalent of at least two years of full-time training after the end of compulsory education and completed at an agricultural college, university or other institute of higher education.*

Closer examination of the training data (see Figure 12) shows that hands-on experience accounts for the majority of agricultural training in Denmark, Finland, Sweden and Norway. In contrast, Iceland appears to invest more equally in agricultural training and basic training relative to the practical experience component.

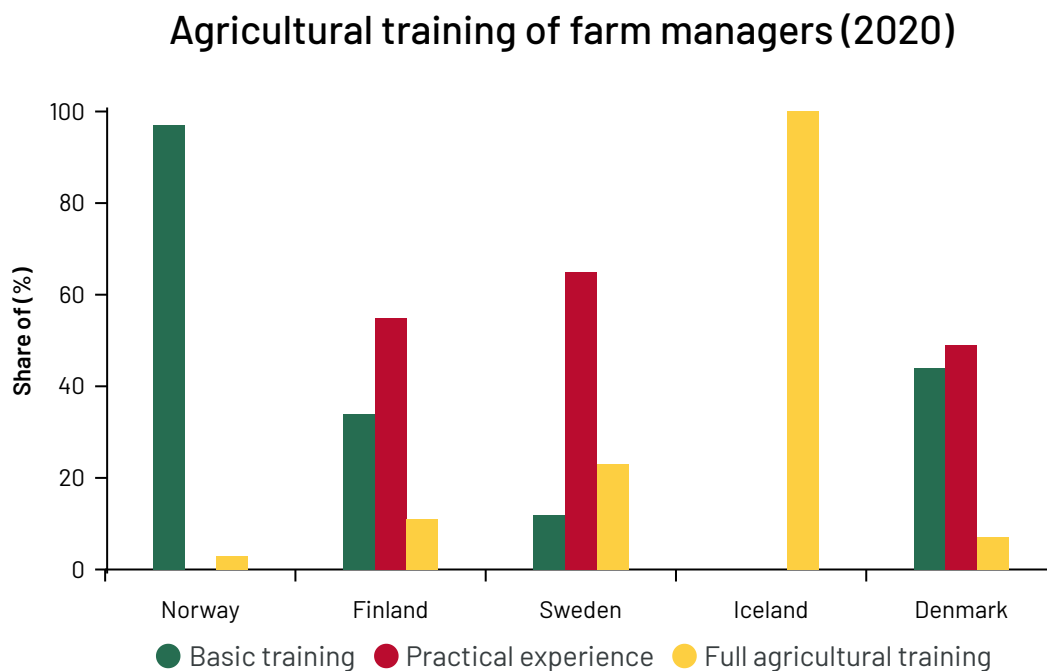


Figure 12: Agricultural training of farm managers (2020).

While the past decade has seen increased enrolment in specific agricultural education in many OECD countries, enrolment in agricultural tertiary education is still low relative to other sectors.^[117] Education in food systems tends to be delivered in a more traditional manner (i.e. without highly technological and data-based knowledge).

The agri-food sector tends to have higher participation in informal learning and training courses, which are often offered by farm extension services, industry and farmers' organisations. Accordingly, targeted informal agricultural training programmes can make a significant contribution to addressing the labour and skills imbalances in the sector. These informal training programmes can enhance the sector's appeal by aligning courses with evolving skill demands and offering lifelong learning opportunities for all workers.^[118]

117. OECD 2023a.

118. OECD 2023a.

Informal educational opportunities in food systems across the Nordic countries vary significantly, reflecting differences in **agricultural traditions, educational frameworks and involvement of the corporate sector**. The region offers both formal and informal pathways for young farmers, ensuring diverse entry points into the sector, some of which are listed below:

- Denmark offers a programme called "Uddannelsen som student" (Education as a Student), which is a **vocational agricultural programme** providing **fast-track, 2.5-year agricultural training** that combines classroom learning with practical experience on farms.^[119]
- **A Finnish company, Atria**, offers a programme called Atria 100 Nuorta Tuottajaa, primarily targeted at young farmers, especially those in meat and dairy production. The programme is free of charge and includes training about farming and financial literacy.^[120]
- In the Faroe Islands, **Búnaðarstovan, the Faroese Agricultural Agency**, is instrumental in administration of public grants for the farming community, as well as various other matters related to the government's agricultural policy. It offers guidance on a range of topics, including financial management, education and environmental sustainability, to both young and experienced farmers.^[121]
- Similar initiatives exist at Innovation Norway,^[122] which manages a grant programme for student entrepreneurship at universities and colleges in Norway, providing funding to projects targeted at students aspiring to establish their own businesses. Additionally, to boost recruitment in agriculture, it runs **a programme for young farmers seeking financial support for smaller investments** to sustain and advance their operations.
- The Swedish Board of Agriculture^[123] provides **agricultural start-up support for new farmers aged up to 40**, as well as compensatory support for farmers in areas with less favourable farming conditions. Such support is a compulsory element of the EU's Agricultural Policy (CAP) and is also found in other EU countries.
- An analysis in Lithuania showed that start-up support for young farmers helped mitigate the decline in national agricultural capital. Without support, the total number of agricultural holdings would decrease by 1.41%, indicating a positive impact of national or EU support for young farmers.^[124]

119. "Education as a Student", n.d.

120. "Atria 100 Young Producers Training Programme", n.d.

121. "Faroese Agricultural Agency", n.d.

122. [Innovasjon Norge](#)

123. [Jordbruksverket](#)

124. European Commission 2025.

- European level public-private partnerships, such as EIT Food,^[125] that are anchored in higher educational systems also provide **early-stage grants for entrepreneurs in food systems**, with specific support targeted at female students and young researchers.

In summary, the food systems education sector in the Nordic Region is undergoing significant changes. Formal educational institutions are seeking new, interdisciplinary ways to embed food systems education into broader contexts of sustainability and technologies. The corporate sector is developing a growing number of targeted courses in food systems education, thereby addressing gaps in formal education and providing young farmers with access to practical and financial skills training through informal learning platforms.

Family

The impact of family on the decision-making processes of young individuals has received relatively limited research attention. However, it can be argued that several factors – including culture, social roles, class and various status-related factors such as financial standing – affect how families influence the career and employment prospects of young people.^{[126][127]}

The role of the family in shaping young people's pursuit of a career in food systems is particularly strong through perceived gender roles within the family, encouragement to follow certain career paths and, above all, the actual transfer of accumulated capital to descendants. **The dynamics of succession – which often favours male descendants – influences** young people's motivations, challenges and opportunities, including their choice of career in food systems.^[128] Daughters are less likely than sons to take over family businesses. Gender identity is associated with career trajectories, with **women more likely than men to be employees rather than successors in a family firm**, but no less likely to be founders than either employees or successors. Accordingly, "entrepreneurship is a gendered phenomenon", which calls for everyone involved to be aware of their own biases – both family business owners when deciding on succession and women when choosing their own career options.^[129]

Our survey revealed notable gender differences (see Figure 13). Male students placed greater value than female students on the ability to start their own business, work in the same field as their family and be close to nature and the outdoors. In contrast, female students showed more interest in a gender-inclusive workplace and being able to make a positive difference to the world.

125. [EIT Food](#)

126. Dubois et al. 2019.

127. Hesselberg, Pedersen and Grønhøj 2024.

128. Boscardin, Breitenbach and Vaz 2023.

129. Feldmann, Lukes and Uhlaner 2022.

What is important for me in my future job?

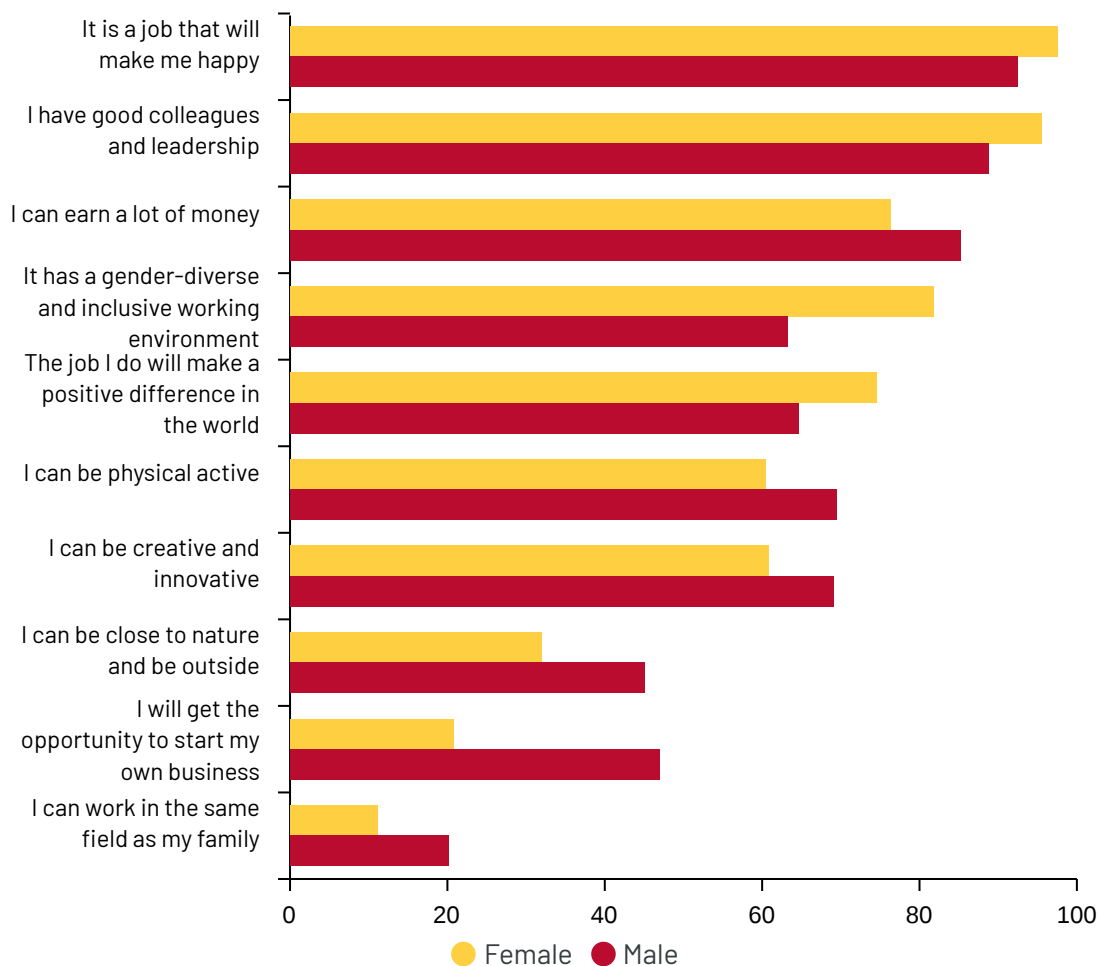


Figure 13. Student responses to the question: "What is important for me in my future job?", by gender (n=530).

Not only entrepreneurship is a gendered phenomenon, but also employment. Despite rising levels of educational attainment, **gender segregation in the labour market persists**. Women often choose less prestigious roles and place greater value on jobs that align with planned family responsibilities, while men prefer high-paying or STEM jobs, which also reflects societal expectations.^[130] It is evident that the challenges and opportunities facing young men and women differ significantly. These discrepancies can be attributed to the influence of family on various aspects of their lives, including life choices, decision-making processes and access to capital. Additionally, it can be argued that **their responsiveness to family expectations** is also a contributing factor. However, this varies from country to country, even in a relatively small region such as the Nordic-Baltic region.^[131]

130. Nungsari et al. 2024.

131. Youth Studies, n.d.

The role of the family extends beyond the transmission of inheritance. Families exert a significant influence on decisions, knowledge and attitudes towards a range of matters and issues, not limited to succession. Family dynamics have a **significant impact on various career-related constructs**.^[132] Parental support plays a significant role in career development, particularly in its more general forms, such as praise and encouragement, which have a more pronounced impact on an individual's career self-efficacy than merely practical support.^[133] In this way, **family perceptions significantly shape the perceived prestige of various professions**.^[134]

The fishing industry illustrates the challenges related to perceptions of certain professions within food systems – and how those perceptions change. Historically, fishers were perceived as strong and brave. However, this perception has shifted over time. Currently, fishers are often viewed as **uneducated or even as modern-day slaves**, which significantly diminishes the appeal of this sector for young people when making career choices.^[135]

The prestige and status of professions in the food systems are **shaped by narratives** that portray the struggles of **families engaged in small-scale farming** and their efforts to sustain and earn a livelihood from this activity.^[136] It is therefore crucial to acknowledge the impact of collective discourses that significantly influence how the younger generation perceives food systems. Consequently, the prevailing paradigms must be challenged and reshaped to afford greater prestige and social respect to the various professions within this sector.

Family influence can be both “moral” and “material”. **Occupational inheritance in agriculture is more frequent than in other types of businesses**,^[137] making it difficult for newcomers to enter the profession without access to inherited assets. Moreover, this dynamic poses an additional challenge when younger generations show little interest or motivation to take over the family farm.

The absence of successors has the potential to jeopardise the viability of individual farms and the resilience of broader food systems, particularly in regions where agricultural production is already facing demographic challenges and economic instability.

As shown in Figure 14, most Nordic farms are family-run. This finding underscores the significance of farm inheritance and the subsequent management of these agricultural enterprises. When considered alongside data on female farm managers (Figure 6), it suggests a potential correlation between the presence of a male manager and the consequent inheritance traditions of family-owned farms.

132. Lustig and Xu 2018.

133. Jemini-Gashi and Hoxha 2024.

134. Workshop in Cēsis 2024.

135. Karlsdottir and Gudmundsdottir 2024.

136. Leavy and Hossain 2014.

137. Šimpachová Pechrová 2017.

Distribution of farms 2020

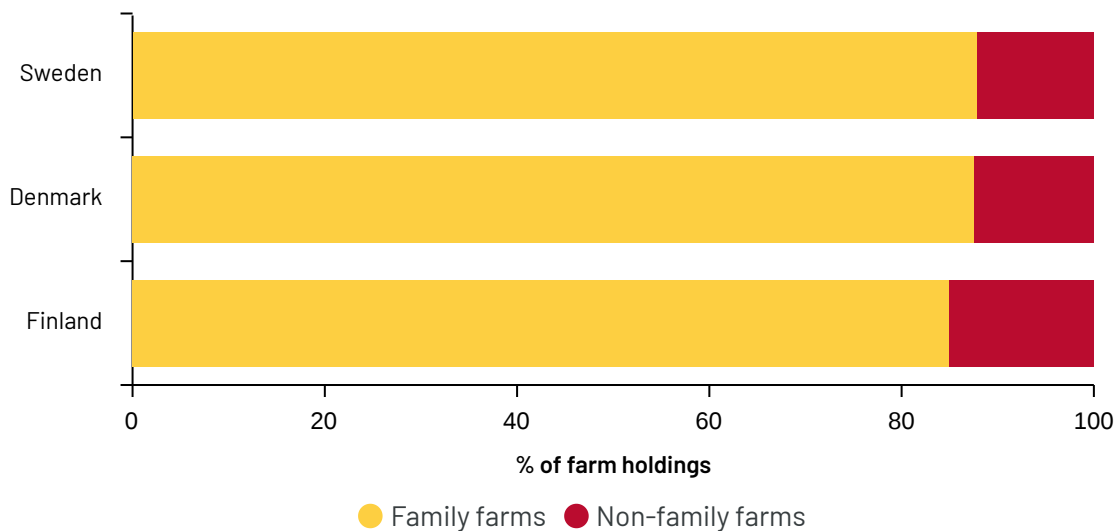


Figure 14: Distribution of farms (inheritance of family farms). Source: Eurostat Agricultural Census 2020.

(Digital) peers

It is often assumed that young people's aspirations are shaped by their educational and career plans. However, **young people often develop aspirations that go beyond education and work**, reflecting a broader vision of **what a "good life" means** to them.^[138] Therefore, it is important to recognise the context-specific and diverse ways in which young people interact with food systems, rather than generalising their role as change agents.^[139] A research paper on young people's career choices highlights a division among young people **according to their social status**. Young people from a more privileged socio-economic background tend to be shielded from potential problems or risks, but often **base their career choices on social norms instead of their abilities**. On the other hand, working class youth demonstrate reflexive decision-making, which means they avoid limiting their options due to socio-economic status, but are also aware of financial and resource constraints that might hinder their progress.^[140] These differing aspirations illustrate how socio-economic background influences not only career decisions but also the definition of success for young people.

The analysis, presented in *Nordic Youth as Sustainable Changemakers*, highlights that **young people are mainly inspired by their peers – friends and other young**

138. Nungsari et al. 2024.

139. Glover and Sumberg 2020.

140. Laughland-Booÿ, Mayall and Skrbiš 2015.

people.^[141] The influence of political leaders on young people is limited. However, peer activists, bloggers, influencers, entrepreneurs and young professionals have a greater capacity to motivate and engage their own generation.

In our survey, male respondents stated that the family is their main source of information about future education and careers, while influencers or social media only account for a small share (see Figure 15). In contrast, **significantly more females than males reported obtaining information from educational guides.**

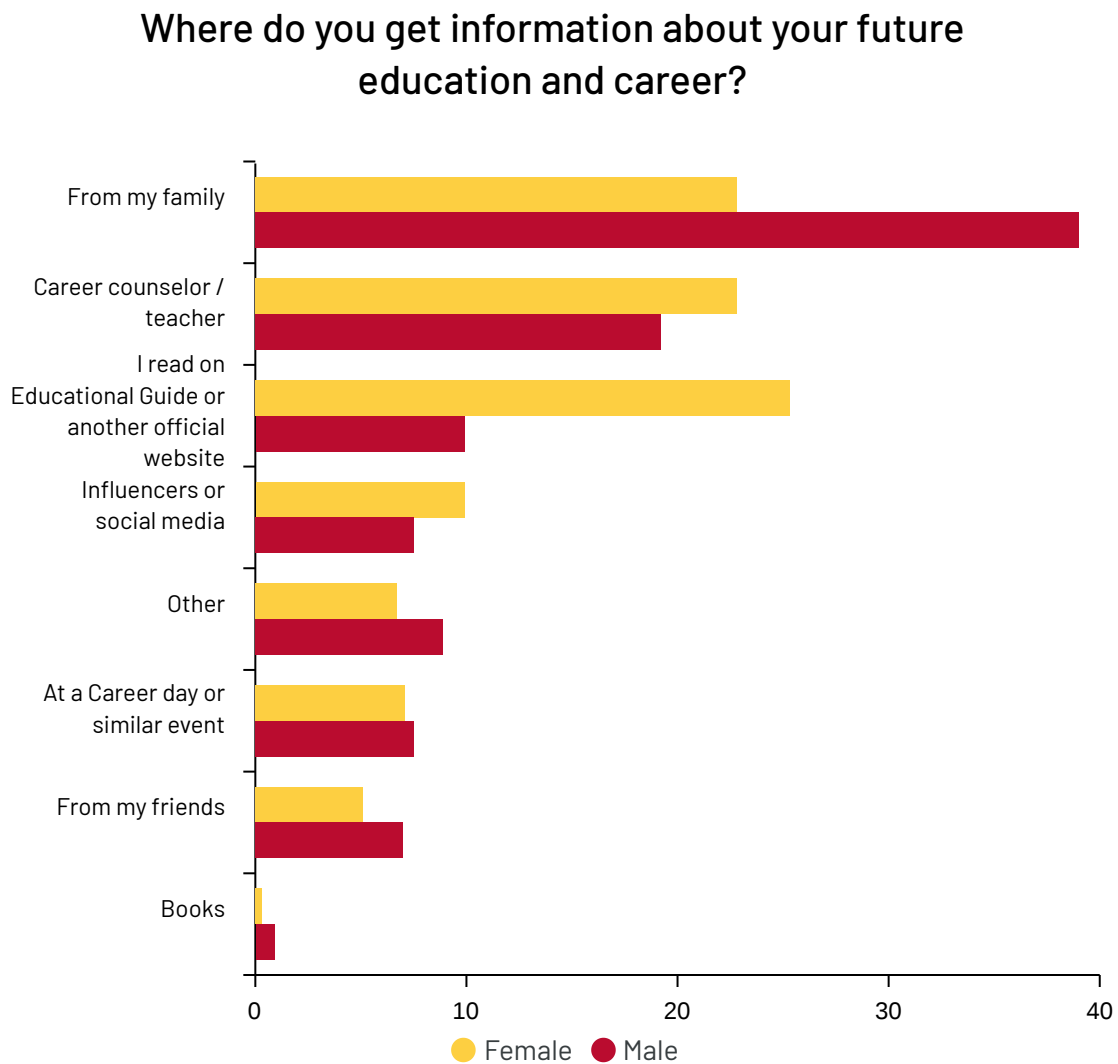


Figure 15. Distribution of responses from participants in the Nordic survey regarding their sources of information about future education and careers (n=530).

141. Neergaard and Ravnbøl 2019.

Regarding climate initiatives, young people can effectively mobilise and encourage other young people to take action **through social media**.^[142] It is important to consider the digital lives of young people, who are often referred to as “digital natives” due to their extensive, lifelong exposure to digital devices. This **profound integration of technology into daily life**, frequently within social and institutional contexts – such as educational institutions, sports teams, peer groups and families – presents a challenge to efforts to change individual behaviours, as these platforms are frequently sources of peer pressure.^[143] Social media actors (and peers) become agents of secondary socialisation. However, as their content often reflects personal experiences with food rather than scientific knowledge, it becomes crucial to engage with such content critically. This is particularly relevant given the prevalence of misinformation on social media platforms.^[144]

While the broader impact of social media on adolescents and their relationships with food lies beyond the scope of this report, **recognising the influence of social media is essential for understanding how young people relate to food and make career choices within the food systems sector**.

The future of work: reimagining food systems

The Future of Jobs Report 2025 by the World Economic Forum states that *“technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the major drivers expected to shape and transform the global labour market by 2030”*.^[145] **The agri-food sector and employment in food systems will be shaped by automation, digitalisation and increasing reliance on technologies.** Concerns regarding the impact of automation on future employment opportunities have been expressed by a number of food systems stakeholders in the Nordic-Baltic region.^[146] Nevertheless, in the context of climate change, frontline jobs, including those in food processing, are predicted to see the largest growth in absolute terms, which will be a particular challenge in ageing and developing economies. The employment outlook for food scientists and technologists is positive in relative terms, with job opportunities predicted to rise by almost 25% compared to current levels. This is followed by more modest growth in jobs in food processing and related trades, as well as food and beverage service workers, where ageing and declining working-age populations appear to be driving growth in these roles.^[147]

142. Boulianne, Lalancette and Ilkiw 2020.

143. Heidenreich and Breukers 2020.

144. Lalli, Turner and Rutland 2023.

145. “The Future of Jobs Report” 2025.

146. Workshop in Cēsis 2024.

147. “The Future of Jobs Report” 2025.

One defining characteristic of the new generation is its ease with technology and digital networks, which is often leveraged – whether for educational purposes or entrepreneurial endeavours. **It is this technological fluency that sets Generation Z apart from previous generations** (Gen Z: people born between 1996^[148] and 2012).^[149] Members of Gen Z are regarded as more open to international work and business ventures and as more entrepreneurial-minded overall, which is often associated with greater willingness to take risks. This is also thought to be a consequence of technological advancements and, more significantly, of the digital environment.^[150]

An important factor in the efforts to engage Gen Z in food systems is potential confusion about expectations. When considering what young people expect of their employers, fairness in the workplace emerges a prominent concern. High standards of ethical behaviour, transparency, fairness and respect are sought after. Equal opportunities for promotion, fair pay and access to professional development are regarded as important factors when choosing a job.^[151] Our survey supports these findings. When asked what they considered important in their future jobs, job satisfaction, good colleagues and leadership ranked highest, followed by salary and a gender-diverse and inclusive working environment.

148. Note that the precise time frame defining Generation Z is debated, with different organisations citing different years. e.g. the UN considers Generation Z as people born in 2000 or 2001 (Märginean 2021).

149. Schwieger and Ladwig 2018.

150. Märginean 2021.

151. Schwieger and Ladwig 2018.

Where do you get information about your future education and career?

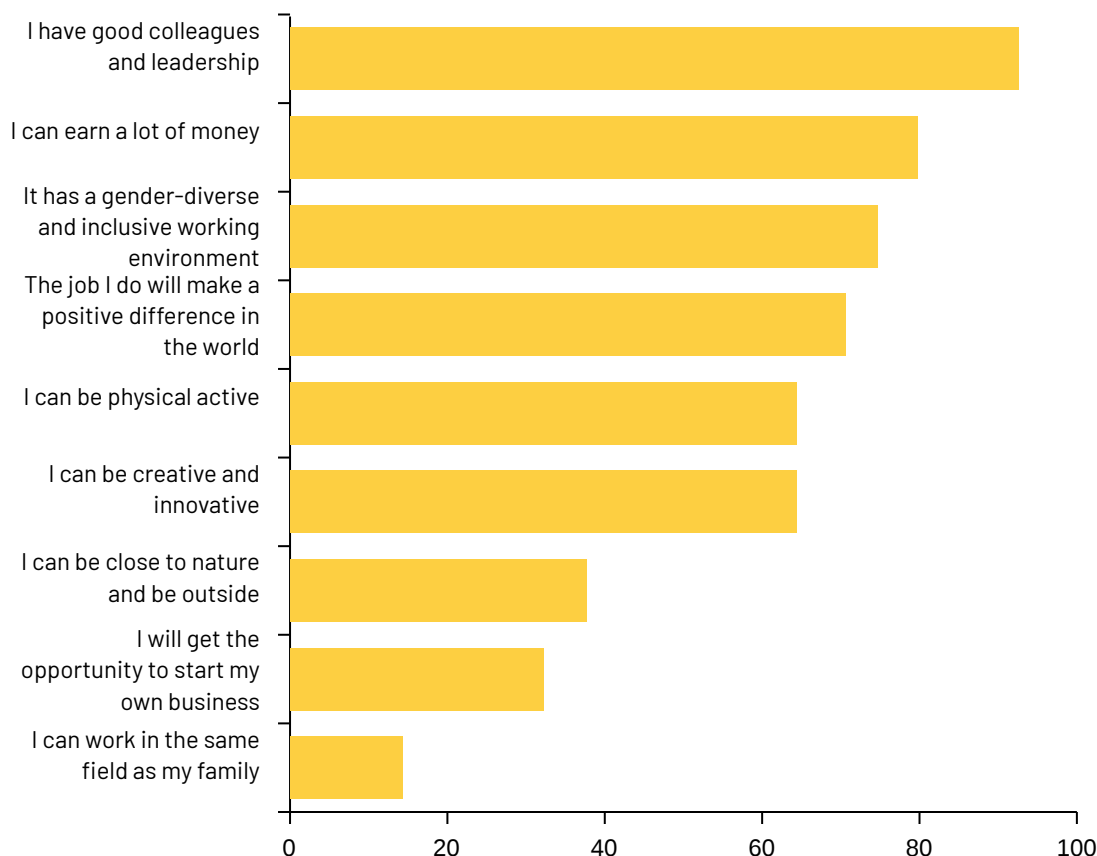


Figure 16. Share of respondents rating the corresponding attributes of jobs as “important” or “very important” (n=530).

In addition, members of Gen Z tend to seek job security and often prefer larger companies, which are perceived as offering greater financial stability. At the same time, they value relaxed, informal environments where they can speak their minds, ^[152] as underlined by our survey. Their willingness to start their own business compared to previous generations appears contradictory – in our survey, only around 30% of respondents considered the possibility of starting their own business important. There was a notable gender difference, with almost half of the male students putting emphasis on the possibility to start their own business, compared to only 20% of female students.

Overall, the new generation tends to place emphasis on and evaluate the role that the workplace plays in their personal lives, with **values constituting a fundamental**

152. Mărginean 2021.

factor in their future employment choices. Consequently, the food systems employment sector must adapt in order to appeal to young people.

Members of Gen Z also tend to be highly self-sufficient, which means they are accustomed to searching for information and learning independently, without significant need for a supervisor to guide them. Based on our survey, this may be especially true for female students. Regarding their professional lives, members of Gen Z recognise that it is normal to face difficulties and even experience failure before ultimately achieving success. Furthermore, they tend to be skill-focused, **often beginning to develop useful skills early in their lives.**^[153] On the other hand, research shows that they tend **to enter the job market later than previous generations.**^[154] While job opportunities exist for young people, these positions are often not aligned with their career aspirations or educational background. This is particularly evident in rural areas and smaller towns, where most jobs are offered by local industries.^[155]

In our survey, we asked the students about their plans following their current studies. Figure 17 presents the responses, broken down by gender. Most of the respondents aim to pursue further studies or enter employment, but notable gender differences can be observed: female students show a stronger preference for travel, while male students are more inclined to start their own business.

153. Schwieger and Ladwig 2018.

154. Mărginean 2021.

155. Abiri 2021.

What would you like to do after your current education?

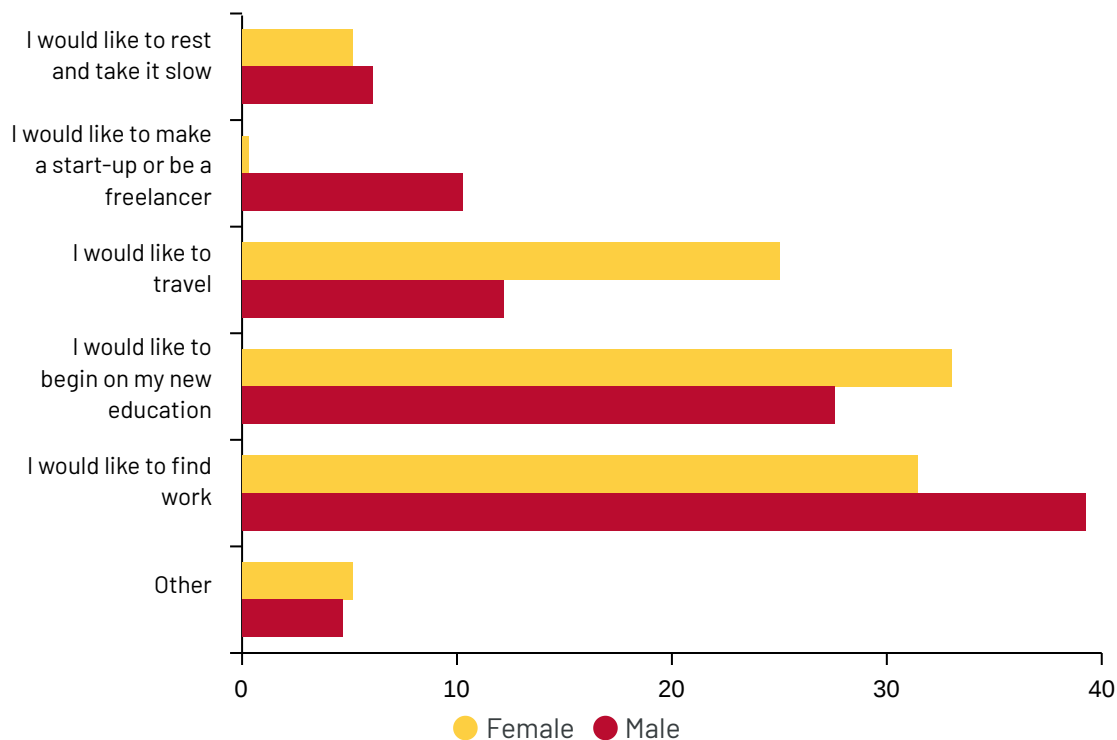


Figure 17. Student responses to the question “What would you prefer to do after your current education?” (n=530).

There has been widespread **concern about young people entering the** knowledge economy **workforce without possessing the right skills and opportunities.**^[156] While this concern most often relates to the 21st-century knowledge economy, with technological development calling for a highly skilled workforce, similar issues emerge in relation to manual work in the agri-food sector, which is experiencing disengagement among young people.^[157] This may raise questions concerning sustainability of the labour market in Nordic countries for young people in particular. A sustainable labour market is one in which supply and demand for labour are balanced, where opportunities for future employment are flexible and where working conditions are of sufficient quality to promote long-term employment.^[158]

In the Nordic countries, several **youth organisations** assist **young people entering the labour market.** For instance, the Swedish organisation Fryshuset focuses on “work and entrepreneurship” and aims to lower the barriers to young people’s entry

156. Cochran and Ferrari 2009.

157. Leavy and Hossain 2014.

158. Nordregio n.d.

into the labour market.^[159] In addition, the National Youth Strategy in Sweden, in its renewed action programme for 2021–2024, identified the social and labour market inclusion of young people as one of its four key priorities.^[160]

Career guidance in the Faroe Islands and Greenland emphasises collaboration and innovation in the formulation of national strategies for guidance and counselling. Innovation, particularly in the use of information and communication technology (ICT), plays a crucial role in overcoming geographical challenges and ensuring equal access to guidance services. Despite having small populations, Greenland and the Faroe Islands have been at the forefront of developing ICT-based solutions that benefit larger communities.^[161]

Hourly employment (or intermittent employment) is becoming increasingly popular among young people and is a flexible option for employers wishing to offer temporary work possibilities. Young people – especially those without work experience – take advantage of this opportunity as a way to enter the workforce.^[162] However, this type of employment lacks job security.

Specific policy recommendations to support young people in rural labour markets include establishing hybrid workplace opportunities, **encouraging businesses to relocate to rural areas** by providing grants, investing in innovation centres, establishing “rural internships” and fostering collaboration between local businesses and educational institutions.^[163] However, the recommendations primarily address the technological aspects of the labour market and tend to overlook the manual work that is frequently required in food systems employment.

A multifaceted approach should be adopted, encompassing measures to enhance job accessibility, facilitate **collaboration between educational institutions and local businesses and** develop innovative solutions tailored to the unique needs of both rural and urban areas. Despite initiatives such as Fryshuset in Sweden and various agricultural support programmes in Norway designed to facilitate youth integration into the workforce, **a significant gap remains between the available employment opportunities and the expectations of young job seekers.** Furthermore, the migration of young people from rural to urban areas presents additional challenges for sectors that rely on manual labour. It is therefore essential to implement strategies that not only enhance job security for young workers but also encourage partnerships between educational institutions and local industries to drive innovation and resilience. Taking the above points into account, we offer the recommendations below for policymakers and stakeholders as potential entry points for fostering greater engagement of younger generations in food systems.

159. Gretscher et al. 2023.

160. European Commission 2024.

161. Alexander et al. 2020.

162. Government Offices of Sweden 2021.

163. Meijer et al. 2023.



Photo: Helena Wahlman / imagebank.sweden.se

Policy recommendations

The following section presents conclusions and recommendations for policymakers and stakeholders in the agri-food and educational sectors to promote greater youth participation in food systems, employment and entrepreneurship.

Education and training: timing matters – support education from childhood

- **Introduction to food production from kindergarten onwards:** It is crucial to introduce food-related skills at an early stage as youth alienation from the agri-food sector can partly be attributed to the late introduction of integral food systems education. Establishing it as a cultural norm is important, for example through activities such as farm visits, school gardens, food preparation in schools. In general, an overview of learning opportunities may help to evaluate what methods are effective and how to share them. Creating good experiences is key to fostering sustained interest later on!
- **Informal learning and training can support these conditions:** Informal education can be formalised throughout career learning, career management skills and career guidance. An improved overview of informal and sporadic education and training opportunities across the Nordic

- countries could facilitate the evaluation of their impact and enable them to be scaled up at both national and regional levels.
- **Digital upskilling in rural areas and integration of food systems into STEM curricula:** The agri-food sector is experiencing a skills mismatch, particularly concerning technology and digital solutions. To bridge this gap, it is essential that digital technology upskilling initiatives are prioritised in rural areas. Simultaneously, educational programmes in urban areas should incorporate a food systems perspective into STEM (Science, Technology, Engineering and Mathematics) curricula. A beneficial approach here could be to explore existing study programmes for a broader perspective on their contribution to food systems. Career counselling and guides are important channels for disseminating such knowledge to young people.

Innovation and entrepreneurship: the food system's potential for innovation, research and development – focus on innovation and entrepreneurship

- **Potential for innovation and entrepreneurship:** The agri-food sector is often perceived as conservative, with relatively low consumer trust in new foods, which can overshadow its capacity for innovation. However, this also presents an opportunity to highlight the sector's potential for innovation, research and development, including digitalisation. Boosting knowledge about the opportunities for **green innovation and food production** could be valuable. This could involve investigating the untapped potential of existing structures – including in education – at multiple levels. In addition, actively engaging young peoples' creativity and including various disciplines in innovation can help to harness this potential.
- **Entrepreneurship in food production** takes many different forms. **Education** and training should reflect this diversity and may encompass, for example, breeding programmes and genetic technology, food technology and innovative food processing, new business models/channels in "established" farms, digitalisation of value chains, generational renewal and knowledge about business acquisition.
- **Intensified efforts in cities to attract young people:** There is a need for stronger advocacy in urban areas to increase the visibility and perceived attractiveness of the sector among young people. This would encourage young people to link the agri-food sector with high-level innovations that they consider meaningful and to aspire to engage with the sector. The earlier EMBLA Nordic award serves as a good example of such an approach.

The relevance of food systems for preparedness and resilience: involving young people in strategy development

- **A youth perspective of the agri-food sector's role in emergency preparedness:** The agriculture and food sector plays a vital role in building comprehensive resilience, especially when viewed through the lens of younger generations. Recognising the sector's strategic importance opens up opportunities for synergies between investments in defence and security and the development of a robust agri-food system.
- Strengthening **short, place-based value chains** can enhance both resilience and local identity. To be effective, these strategies must actively include young people at all levels – local, regional and national – to ensure that their voices are not only heard but meaningfully represented.
- Fostering a sense of **professional pride and purpose** in the sector, particularly among young people, can promote long-term engagement and innovation.
- **Continued focus on climate-smart solutions in the food sector:** Many young people are passionate about tackling climate change and may perceive agriculture and fisheries negatively due to the environmental impact of these sectors. This interest can be channelled into innovation and development of shorter supply chains in conjunction with a focus on climate-smart agriculture and the CO2 emissions of various food products. It could prove beneficial to undertake a thorough review of national and regional nutritional guidelines, with geopolitical factors as a key consideration. The nutritional guidelines could place greater emphasis on local opportunities and biodiversity in order to support climate-smart alternatives alongside locally based, resilient production schemes.

Rural attractiveness: highlight opportunities for young people – including for women and food systems entrepreneurs – and promote effective coping strategies

- **Challenge stereotypes and prejudices through mass media, social media and role models:** The agri-food sector is subject to numerous stereotypes and misconceptions, often related to undervaluation of rural areas and the quality of life in these. While combating these prejudices and stereotypes is an ongoing endeavour, it is crucial to emphasise the positive role models who challenge such norms. "Rural attractiveness" is about more than job opportunities – it is about quality of life, freedom, space, access to nature, work-life balance, job opportunities for spouses etc.

- **Mobilise young people through bootcamps and introduce them to opportunities:** Another strategy involves mobilisation through bootcamps, where young people from both urban and rural areas can connect and exchange ideas, often with input from large industrial actors.
- **Recognise the challenges faced by young people and identify effective strategies to address them:** It is imperative to recognise the challenges confronting young individuals in rural environments. To tackle this issue, it is crucial to emphasise effective strategies that support young people in remaining within their communities and entering food systems employment. Such strategies include the establishment of rural youth communities and food systems mentorship groups that engage with the experiences and concerns of young people, rather than merely addressing priorities of the industry.
- **Established social norms can be challenged in the food sector:** Food systems are a sector with potential for increased gender diversity. At present, they are shaped by long-standing social norms around inheritance, upbringing, job division and related aspects. Improvements could include better access to maternity leave and time off, a focus on insurance structures, school systems and work-life balance. One promising initiative that could serve as a model is the development of agri-bootcamps for women, such as those at ITU in Denmark.
- **Young women show less interest in starting a business than men:invest in framework conditions to support female entrepreneurs:** Investing in the development of rural areas to make them more attractive for female entrepreneurs can be an effective strategic approach in response to limited investments to date and lower interest among female students in establishing their own businesses. Financial support programmes for women seeking to become entrepreneurs is one possible avenue.

Welcoming migrants: invest in belonging – integrate and train the migrant labour force within the agri-food workforce

- Given the seasonal nature of employment in the agri-food sector and increasing reliance on migrant labour, enhanced **integration of migrant labour** – whether seasonal workers or migrants – within the agri-food workforce can serve as an effective strategy. Such a measure would foster a stronger sense of belonging among migrant workers, both within rural communities and the agri-food ecosystem more broadly.

- **Invest in migrants' attachment to local areas:** It is essential to ensure that regions are attractive not only as workplaces, but also as places to live for workers' families. In this context, investments in improved working conditions for seasonal workers should be a priority.
- **Invest in upskilling of migrants:** Strengthening training and qualification programmes relevant to the agricultural sector is critical. One potential approach is to develop exchange programmes aimed specifically at agricultural students in other countries. More broadly, it is important to ensure possibilities for education and career advancement alongside employment.
- Finally, a further area for development is the **professionalisation of cross-cultural leadership** among farmers.



Photo: Karl Melander / imagebank.sweden.se

Communication and dissemination

With the input of our reference group, we have identified stakeholders and target groups who should be aware of these recommendations. These include institutions, associations, events and specific stakeholder groups.

Finally, we have summarised key activities to ensure effective dissemination and take-up.

Stakeholders and target groups

- **Educators in the food sector and curriculum developers:** An important target group are teachers in food-related subjects and career counsellors, given their significant influence on young people's choices.
- **Ministries of education and relevant agencies:** Responsible for education and curricula in general at multiple levels. This should also include programmes aimed at encouraging women to work in primary production.
- **Ministries of agriculture and relevant agencies:** Involved in structural strategies for food systems and food production-related schools.

- **Rural municipalities and regions:** These can promote agriculture and the food sector, e.g. by planning and allocating resources for food systems education from an early age . They can share best practices and help to identify success stories.
- **Farmers' organisations** (NLF, NBL, Landbrug og Fødevarer, LRF etc.): These can help shift attitudes by actively involving young people in decision-making and strategy development. They can showcase talent and share positive examples. Further development of bootcamps/hackathons for diverse participation from both urban and rural areas could be beneficial. Courses on cross-sectoral leadership for farmers could also make a valuable contribution.
- **Relevant higher education and research institutions:** These institutions should review their curricula, conferences and student organisations. This includes highlighting opportunities for innovation across food system sectors.
- **Funding and funders:** Evaluation of criteria for research funding.
- **Social ministries and agencies:** Common platforms and targeted services to provide migrants with more information on career and entrepreneurship opportunities within the food systems sector.

Concrete proposals to ensure effective dissemination and take-up

In addition to the suggestions made above for communication and dissemination, we suggest the following activities to ensure take-up of the recommendations.

- **Survey** among young people about their preferences, attitudes and choices related to food systems, followed by interviews in order to gain a thorough understanding of how to attract young people to modern food systems.
- A mapping of **exemplary cases** from around the Nordic countries demonstrating success in recruitment, career development etc. within the food systems sector. This includes sharing cases, benchmarking and telling positive stories.
- **Bootcamps and hackathons** aimed at young people interested in food systems and entrepreneurship.
- **"Road-trip"** in the Nordic Region to key nodes for curriculum development in both educational institutions and food-related institutions and associations
- Development of relevant **courses:** on cross-sectoral issues for farmers and for immigrants.

References

- Act4Food. n.d. 'About the Initiative'. <https://actions4food.org/en/>
- Abiri, Elisabeth. 2021. *NABO – Social Inclusion of Youth in the Nordic Region, Comparison of the Country Reports*. TemaNord. Nordic Council of Ministers. <https://doi.org/10.6027/temanord2021-515>
- Alexander, Rosie, Anna-Elisabeth Holm, Deirdre Hansen, and Kistâra Motzfeldt Vahl. 2020. 'CAREER GUIDANCE IN NORDIC SELF GOVERNING REGIONS: Opportunities and Challenges'. In *Career and Career Guidance in the Nordic Countries*, edited by Erik Hagaseth Haug, Tristram Hooley, Jaana Kettunen, and Rie Thomsen, 65–80. Brill. <https://www.jstor.org/stable/10.1163/j.ctv2gjww44.9>
- 'Atria 100 Young Producers Training Programme'. n.d. Accessed 14 March 2025. <https://www.atria.com/uutishuone/2024/atria-100-nuorta-tuottajaa--koulutusohjelma-kaynnistyy-nuorilla-maatalousyrittajilla-uskoa-alan-tulevaisuuteen/>
- Berlina, Anna. 2023. 'Youth as Partners in the Green Transition - Building Sustainable Communities'. Nordregio. <https://doi.org/10.6027/PB2023:4.2001-3876>
- Borges, Luciane, and Hannah Matthiesen. 2024. 'Urban Agriculture for a Resilient Future'. Nordregio. 2024. <https://nordregio.org/publications/urban-agriculture-for-a-resilient-future/>
- Boscardin, Mariele, Raquel Breitenbach, and Fabiano Nunes Vaz. 2023. 'Generational Succession in Agriculture: Academic Debate and Scientific Trends'. *Ciência Rural* 54 (December):e20220363. <https://doi.org/10.1590/0103-8478cr20220363>
- Boulianne, Shelley, Mireille Lalancette, and David Ilkiw. 2020. "'School Strike 4 Climate": Social Media and the International Youth Protest on Climate Change'. *Media and Communication* 8 (2): 208–18. <https://doi.org/10.17645/mac.v8i2.2768>
- Bradley, Joshua M., James L. Werth, and Sarah L. Hastings. 2012. 'Social Justice Advocacy in Rural Communities: Practical Issues and Implications'. *The Counseling Psychologist* 40 (3): 363–84. <https://doi.org/10.1177/0011000011415697>
- Chemineau, Philippe. 2024. 'TOWARDS SUSTAINABLE AGRICULTURE'. *Tropical and Subtropical Agroecosystems* 27 (2). <https://doi.org/10.56369/tsaes.5181>
- Chmieliński, Paweł, Barbara Wieliczko, David Miller, Mats Stjernberg, and Olivier Chartier. 2021. 'SHERPA Discussion Paper - Change in Production and Diversification of the Rural Economy', July. <https://doi.org/10.5281/ZENODO.5101427>

Cochran, Graham R., and Theresa M. Ferrari. 2009. 'Preparing Youth for the 21st Century Knowledge Economy'.

Corbett, Michael John. 2000. 'Learning to Leave: The Irony of Schooling in a Coastal Community'. University of British Columbia.

<https://doi.org/10.14288/1.0055496>

Council of the Baltic Sea States. n.d. 'Baltic Sea Region Youth Forum'.

<https://cbss.org/cbss-bodies/other-bodies/baltic-sea-region-youth-forum/>

Danmarks statistik. 2023a. 'Beskæftigede (Ultimo November) Efter Område, Branche (DB07), Køn, Alder Og Tid'.

Danmarks statistik. 2023b. 'Beskæftigede (Ultimo November) Efter Område, Branche (DB07), Køn Og Tid'.

Danmarks statistik. 2023c. 'Beskæftigede (Ultimo November) Efter Område, Branche (DB07), Køn, Socioøkonomisk Status, Alder Og Tid'.

Danmarks statistik. 2023d. 'Uddannelse og Forskning'. 2023.

<https://www.statistikbanken.dk/20409>

Desiderio, Edoardo, Laura García-Herrero, Damon Hall, Ilaria Pertot, Andrea Segrè, and Matteo Vittuari. 2024. 'From Youth Engagement to Policy Insights: Identifying and Testing Food Systems' Sustainability Indicators'. *Environmental Science & Policy* 155 (May):103718. <https://doi.org/10.1016/j.envsci.2024.103718>

Diemer, Andreas, Simona Iammarino, Andrés Rodríguez-Pose, and Michael Storper. 2022. 'The Regional Development Trap in Europe'. *Economic Geography* 98 (5): 487–509. <https://doi.org/10.1080/00130095.2022.2080655>

Dubois, Ghislain, Benjamin Sovacool, Carlo Aall, Maria Nilsson, Carine Barbier, Alina Herrmann, Sébastien Bruyère, et al. 2019. 'It Starts at Home? Climate Policies Targeting Household Consumption and Behavioral Decisions Are Key to Low-Carbon Futures'. *Energy Research & Social Science* 52 (June):144–58.

<https://doi.org/10.1016/j.erss.2019.02.001>

Dzenovska, Dace. 2020. 'Emptiness'. *American Ethnologist* 47 (1): 10–26.

<https://doi.org/10.1111/amet.12867>

'EIT Food'. N.d. Accessed 7 July 2025. <https://www.eitfood.eu/projects/ewa-empowering-women-in-agrifood>

Estimating Global and Country-Level Employment in Agrifood Systems. 2023. FAO. <https://doi.org/10.4060/cc4337en>

European Commission. 2024. 'Youth Policy Governance: Sweden'. 2024. <https://national-policies.eacea.ec.europa.eu/youthwiki/chapters/sweden/13-national-youth-strategy>

European Commission 2025. 'CAP Evaluation Insights: Generational Renewal in the Agricultural Sector and Young Farmers'. [eu-cap-network-cap-evaluation-insights-generational-renewal_Q.pdf](#)

European Commission. n.d.-a. 'Farm to Fork Strategy'.

Eurostat. 2022. 'Farmers and the Agricultural Labour Force - Statistics'. https://ec.europa.eu/eurostat/statistics-explained/index.php?oldid=431368#Farm_managers_are_typically_male_and_relatively_old

'Farms and Farmland in the European Union - Statistics'. 2022. 2022. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Farms_and_farmland_in_the_European_Union_-_statistics

'Faroese Agricultural Agency'. n.d. Accessed 14 March 2025. <https://www.bst.fo/um-stovnin/english>

Feindt, Peter H., Miranda P. M. Meuwissen, Alfons Balman, Robert Finger, Erik Mathijs, Wim Paas, Bárbara Soriano, Alisa Spiegel, Julie Urquhart, and Pytrik Reidsma. 2022. 'Understanding and Addressing the Resilience Crisis of Europe's Farming Systems: A Synthesis of the Findings from the SURE-Farm Project'. *Resilient and Sustainable Farming Systems in Europe: Exploring Diversity and Pathways*, 342–74. <https://doi.org/10.1017/9781009093569.021>

Feldmann, Manuel, Martin Lukes, and Lorraine Uhlener. 2022. 'Disentangling Succession and Entrepreneurship Gender Gaps: Gender Norms, Culture, and Family'. *Small Business Economics* 58 (2): 997–1013. <https://doi.org/10.1007/s11187-020-00430-z>

Fjellheim, Siri, Åge Klepp, Eva Falch, Ida-Johanne Jensen, and Siri Omholt. 2024. 'Livsviktig at Skolen Gir Mer Kunnskap Om Mat'. 2024. <https://www.adressa.no/midtnorskdebatt/i/B03XLQ/livsviktig-at-skolen-gir-mer-kunnskap-om-mat>

Galli, Francesca, Stefano Grando, Anda Adamsone-Fiskovica, Hilde Bjørkhaug, Marta Czekaj, Dominic George Duckett, Henrik Almaas, et al. 2020. 'How Do Small Farms Contribute to Food and Nutrition Security? Linking European Small Farms, Strategies and Outcomes in Territorial Food Systems'. *Global Food Security* 26 (September):100427. <https://doi.org/10.1016/j.gfs.2020.100427>

Glover, Dominic, and James Sumberg. 2020. 'Youth and Food Systems Transformation'. *Frontiers in Sustainable Food Systems* 4. <https://www.frontiersin.org/articles/10.3389/fsufs.2020.00101>

Government Offices of Sweden. 2021. 'Abridged Government Communication on Youth Policy'.

Green Innovation Week 2024. N.d. Accessed 7 July 2025. [Green Innovation Week 2024](#)

Green Innovation Week 2025. N.d. Accessed 7 July 2025. [Green Innovation Week 2025](#)

Gretschel, Anu, Tuija Kautto, Jarkko Lehtonen, Mikael Lehtonen, Viola Särkiluoto, and Kai Tarvainen. 2023. *Evaluation and Monitoring of the Activities of Youth Organisations in the Nordics*. TemaNord. Nordic Council of Ministers. <https://doi.org/10.6027/temanord2023-531>

Guiomar, N., S. Godinho, T. Pinto-Correia, M. Almeida, F. Bartolini, P. Bezák, M. Biró, et al. 2018. 'Typology and Distribution of Small Farms in Europe: Towards a Better Picture'. *Land Use Policy* 75 (June):784–98. <https://doi.org/10.1016/j.landusepol.2018.04.012>

'Harvesting Hope'. 2024. 12 April 2024. <https://www.eesc.europa.eu/en/news-media/news/harvesting-hope-realities-seasonal-and-migrant-workers-agri-food-value-chain>

Helliwell, John, Haifang Huang, Hugh Shiple, Shun Wang, and World Happiness Report. 2024. 'Happiness of the Younger, the Older, and Those In Between'. Application/pdf. In. University of Oxford. <https://doi.org/10.18724/WHR-F1P2-QJ33>

Heidenreich, Sara, and Sylvia Breukers. 2020. 'Who Is Telling Whose Story? The Effectiveness of Peer-to-Peer Approaches as Inclusive Participatory Interventions towards Sustainability'. *Sustainable Production and Consumption* 21 (January):216–27. <https://doi.org/10.1016/j.spc.2019.10.001> Hesselberg, Julie, Susanne Pedersen, and Alice Grønhøj. 2024. 'Meat Reduction Meets Family Reality: Negotiating Sustainable Diets in Households with Adolescents'. *Appetite* 195 (April):107213. <https://doi.org/10.1016/j.appet.2024.107213>

High Level Panel of Experts on Food Security and Nutrition. n.d. 'Promoting Youth Engagement and Employment in Agriculture and Food Systems'.

Hofstra, Bas, Vivek V. Kulkarni, Sebastian Munoz-Najar Galvez, Bryan He, Dan Jurafsky, and Daniel A. McFarland. 2020. 'The Diversity–Innovation Paradox in Science'. *Proceedings of the National Academy of Sciences* 117 (17): 9284–91. <https://doi.org/10.1073/pnas.1915378117>

Högskolan Kristianstad. 2023. 'Stort Intresse För Högaktuell Utbildning'. 2023. https://www.mynewsdesk.com/se/hogskolan_kristianstad/pressreleases/stort-intresse-foer-hoegaktuell-utbildning-3280168

'Innovasjon Norge'. n.d. Accessed 7 July 2025 <https://www.innovasjon norge.no/>

Jemini-Gashi, Liridona, and Naime Hoxha. 2024. 'Role of Social Support in the Relationship Between Career Self-Efficacy and Psychological Distress Among Young People During the COVID-19 Pandemic'. *Sage Open* 14 (2): 21582440241243172. <https://doi.org/10.1177/21582440241243172>

Jones, Charlotte A., and Aidan Davison. 2021. 'Disempowering Emotions: The Role of Educational Experiences in Social Responses to Climate Change'. *Geoforum* 118 (January):190–200. <https://doi.org/10.1016/j.geoforum.2020.11.006>

Jordbruksverket. 2024. 'Startstöd'. 2024. <https://jordbruksverket.se/stod/jordbruk-tradgard-och-rennaring/nystartade-foretag-och-unga-jordbrukare/startstod>

Jordbruksverket. 2025. 'Stöd till Unga Jordbrukare 2025'. 2025. <https://jordbruksverket.se/stod/jordbruk-tradgard-och-rennaring/nystartade-foretag-och-unga-jordbrukare/stod-till-unga-jordbrukare>

'Jordbruksverket'. N.d. Accessed 7 July 2025. <https://djur.jordbruksverket.se/swedishboardofagriculture.4.2cab68ce1860be397773Oda9.html>

Karlsdottir, Anna, and Hjördis Gudmundsdottir. 2024. 'Ensuring Gender Equality in Nordic Blue Economy: Results from the Salmon and Equality Project'. *Nord* 2024:004. Nordic Council of Ministers. <http://dx.doi.org/10.6027/nord2024-004>

Kelly, Rachel, Laura G. Elsler, Andrei Polejack, Sander van der Linden, Kajsa Tönnesson, Sarah E. Schoedinger, Francesca Santoro, et al. 2022. 'Empowering Young People with Climate and Ocean Science: Five Strategies for Adults to Consider'. *One Earth* 5 (8): 861–74. <https://doi.org/10.1016/j.oneear.2022.07.007>

Kjellander, Tove, Lisa Sjöblom, Merethe Löberg, and Christina Lindström. 2023. 'Child and Youth Participation during Crisis – Recommendations for Decision Makers in the Nordic Region'. Nordic Welfare Centre. <https://doi.org/10.52746/OKTA3233> Laitinen, Aija Liisa, Amma Antikainen, Santtu Mikkonen, Kaisa Kähkönen, Sanna Talvia, Silja Varjonen, Saila Paavola, Leila Karhunen, and Tanja Tilles-Tirkkonen. 2023. 'The "Tasty School" Model Is Feasible for Food Education in Primary Schools'. *Journal of Human Nutrition and Dietetics* 36 (1): 75–85. <https://doi.org/10.1111/jhn.13071>

Kolleck, Nina, and Johannes Schuster. 2022. 'Youth Participation in Global Policy Networks on Climate Change'. *International Journal of Educational Research* 114 (January):102002. <https://doi.org/10.1016/j.ijer.2022.102002>

Kopsidis, Michael, and Nikolaus Wolf. 2012. 'Agricultural Productivity Across Prussia During the Industrial Revolution: A Thünen Perspective'. *The Journal of Economic History* 72 (3): 634–70.

Krajnc, Damjan, Darko Kovačič, Eva Žunec, Kristijan Brglez, and Rebeka Kovačič Lukman. 2022. 'Youth Awareness and Attitudes towards a Circular Economy to Achieve the Green Deal Goals'. *Sustainability* 14 (19): 12050. <https://doi.org/10.3390/su141912050>

Laitinen, Aija Liisa, Amma Antikainen, Santtu Mikkonen, Kaisa Kähkönen, Sanne Talvia, Silja Varjonen, Saila Paavola, Leila Karhunen, and Tanja Tilles-Tirkkonen. 2023. The 'Tasty School' model is feasible for food education in primary schools. *J*

Hum Nutr Diet. 2023;36:75-86. DOI: 10.1111/jhn.13071. [The 'Tasty School' model is feasible for food education in primary schools - Laitinen - 2023 - Journal of Human Nutrition and Dietetics - Wiley Online Library](#)

Lalli, Gurbinder Singh, Angela Turner, and Marion Rutland. 2023. *Food Futures in Education and Society*. 1st ed. London: Routledge.
<https://doi.org/10.4324/9781003294962>

Laughland-Booÿ, Jacqueline, Margery Mayall, and Zlatko Skrbish. 2015. 'Whose Choice? Young People, Career Choices and Reflexivity Re-Examined'. *Current Sociology* 63 (4): 586–603. <https://doi.org/10.1177/0011392114540671>

Leavy, Jennifer, and Naomi Hossain. 2014. 'Who Wants to Farm? Youth Aspirations, Opportunities and Rising Food Prices'. *IDS Working Papers* 2014 (439): 1–44.
<https://doi.org/10.1111/j.2040-0209.2014.00439.x>

Lustig, Daniel, and Yonghong Xu. 2018. 'Family-of-Origin Influence on Career Thoughts'. *The Career Development Quarterly* 66 (2): 149–61.
<https://doi.org/10.1002/cdq.12129>

Maddison, David, and Katrin Rehdanz. 2019. 'Total Factor Productivity Growth in English Agriculture: 1690–1914'. *Oxford Economic Papers* 71 (3): 666–86.
<https://doi.org/10.1093/oeq/gpy055>

Marie-Laure, AUGERE-GRANIER. 2021. 'Migrant Seasonal Workers in the European Agricultural Sector'.

McCright, Aaron M., Riley E. Dunlap, and Sandra T. Marquart-Pyatt. 2016. 'Political Ideology and Views about Climate Change in the European Union'. *Environmental Politics* 25 (2): 338–58. <https://doi.org/10.1080/09644016.2015.1090371>

Meijer, Mari Wøien, Elin Cedergren, and Hjördís Guðmundsdóttir. 2023. 'Rooting for the Rural: Changing Narratives and Creating Opportunities for Nordic Rural Youth'. *Nordregio*. <https://doi.org/10.6027/PB2023:5.2001-3876>

Minter, Michael. 2018. 'Klimabarometeret 2018'. Concito.
https://concito.dk/files/dokumenter/artikler/klimabarometeret_2018_endelig_rev2.pdf

Mucf. 2021. 'Goda Levnadsvillkor För Många, Men Inte För Alla'.
<https://www.mucf.se/publikationer/goda-levnadsvillkor-manga-men-inte-alla>

———. n.d. 'EU YOUTH STRATEGY AT LOCAL LEVEL – Handbook'.
https://www.mucf.se/sites/default/files/2022/02/EU_YOUTH_STRATEGY_AT_LOCAL_LEVEL_HANDBOOK.pdf

Mărginean, Alina Elena. 2021. 'Gen Z Perceptions and Expectations upon Entering the Workforce'. *European Review Of Applied Sociology* 14 (22): 20–30.
<https://doi.org/10.1515/eras-2021-0003>

Mærsk, Eva, Annette Aagaard Thuesen, and Tialda Haartsen. 2023. 'Symbolic Mobility Capital to Fight the Social Stigma of Staying: How Young Adults Re-Imagine Narratives of "Leaving" during Higher Education'. *Journal of Youth Studies* 26 (2): 153–69. <https://doi.org/10.1080/13676261.2021.1986624>

McKay, Lawrence, Will Jennings, and Gerry Stoker. 2024. 'Understanding the Geography of Discontent: Perceptions of Government's Biases against Left-behind Places'. *Journal of European Public Policy* 31 (6): 1719–48. <https://doi.org/10.1080/13501763.2023.2277381>

Natural Resources Institute Finland. 2020. 'Number of Persons Who Worked in Agricultural and Horticultural Enterprises by Year, ELY Centre, Variable and Group'.

Neergaard, Ida Marie, and Kristoffer Ravnø. 2019. *Nordic Youth As Sustainable Changemakers*. Nordic Council of Ministers. <https://doi.org/10.6027/NO2019-027>

'Nordic Nutrition Recommendations 2023'. 2023. 20 June 2023. <https://doi.org/10.6027/nord2023-003>

Nordregio. 2023. 'Education and Young Adults in Nordic Rural Areas (EDYNORA)'. <https://nordregio.org/research/education-and-young-adults-in-nordic-rural-areas-edynora/>

Nordregio n.d. 'Impacts of Megatrends on Sustainable Rural Labor Markets Participation Draft'.

Nungsari, Melati, Jia Wei Chin, Kirjane Ngu, Muhammad Farhan Shahmi Abdullah, and Samuel Flanders. 2024. 'Dreams vs Reality: Urban and Rural Female Youth Aspirations'. *Journal of Career Assessment* 32 (1): 79–100. <https://doi.org/10.1177/10690727231177911>.

OECD 2022: Gender and food systems overcoming evidence gaps. https://www.oecd.org/content/dam/oecd/en/publications/reports/2022/09/gender-and-food-systems_5ff36b6c/355ba4ee-en.pdf

OECD. 2023a. 'An Assessment of the Labour and Skills Shortages in Agriculture and the Food Sector'. 2023. https://pact-for-skills.ec.europa.eu/community-resources/publications-and-documents/assessment-labour-and-skills-shortages-agriculture-and-food-sector_en

OECD 2023b. 'Labour and Skills Shortages in The Agro-Food Sector'.

Ortyl, Bernadetta, Idalia Kasprzyk, and Jan Jadczyzyn. 2024. 'Trends and Drivers of Land Abandonment in Poland under Common Agricultural Policy'. *Land Use Policy* 147 (December):107353. <https://doi.org/10.1016/j.landusepol.2024.107353>.

Ozer, Emily J., Rima Afifi, Lisa Gibbs, and Ruchika T. Mathur. 2018. 'Youth Engagement and Participation: Field-Building Across Research and Practice'. *Journal of Adolescent Health* 63 (6): 671–72. <https://doi.org/10.1016/j.jadohealth.2018.09.011>

Qupaq. 2023. 'Food Manufacturing Labor Shortages: A Global Challenge'. 2023.
<https://qupaq.com/news/food-manufacturing-labor-shortages-a-global-challenge/>.

Prescott, Melissa Pflugh, Xanna Burg, Jessica Jarick Metcalfe, Alexander E. Lipka, Cameron Herritt, and Leslie Cunningham-Sabo. 2019. 'Healthy Planet, Healthy Youth: A Food Systems Education and Promotion Intervention to Improve Adolescent Diet Quality and Reduce Food Waste'. *Nutrients* 11 (8): 1869.
<https://doi.org/10.3390/nu11081869>

Reference Group Meeting 1. 2024. 'Growing Food(ies) 22.05.2024'.

Refsgaard, Karen, Kåle, Maija, Kačkus Tybjerg, Jonas and Johannesson, Torfi 2025: Growing food(ies): Empowering youth in the Nordic food systems Nordregio policy brief 2025:25 ISSN: 2001-3876 DOI: <http://doi.org/10.6027/PB2025:25 2001-3876>

Rosvall, Per-Åke. 2020. 'Counselling to Stay or to Leave? - Comparing Career Counselling of Young People in Rural and Urban Areas'. *Compare: A Journal of Comparative and International Education* 50 (7): 1014–32.
<https://doi.org/10.1080/03057925.2020.1760788>

Schwieger, Dana, and Christine Ladwig. 2018. 'Reaching and Retaining the Next Generation: Adapting to the Expectations of Gen Z in the Classroom'.

Šimpachová Pechrová, Marie. 2017. 'WHAT IS THE MOTIVATION AND BARRIERS FOR YOUNG PEOPLE TO ENTER THE AGRICULTURAL SECTOR?'

Sloam, James, Sarah Pickard, and Matt Henn. 2022. "'Young People and Environmental Activism: The Transformation of Democratic Politics'". *Journal of Youth Studies* 25 (6): 683–91. <https://doi.org/10.1080/13676261.2022.2056678>

Statista, 2022. 'Number of Countries Experiencing Labor Shortages in the European Union in 2022, by Occupation'. 2022.
<https://www.statista.com/statistics/1347771/occupations-with-shortages-europe/>

Statistik sentralbyrå. 2023. '07984: Employed Persons per 4th Quarter, by Sex, Age, Contents, Year and Industry (SIC2007)'.

Statistika meddelanden. 2016. 'Sysselsättning i Jordbruket 2016'.

Statistikdatabasen. 2023. 'Students and Graduates in Higher Vocational Education. Number of Students by Sex, Educational Orientation, Age and Year'.

Statistics Iceland. 2023a. 'Register Based Employment by Economic Activity by Years, Sex, Age Groups and Origin 2008-2023'.

Statistics Iceland. 2023b. 'Students by Level, Type of Education, Degree, Narrow Field of Study and Sex 1997-2023'.

Strong, Robert, Sarah Sprayberry, Kim Dooley, Jaehyun Ahn, Jennifer Richards, Jim Kinsella, Chin-Ling Lee, et al. 2023. 'Sustaining Global Food Systems with Youth

Digital Livestock Production Curricula Interventions and Adoption to Professionally Develop Agents of Change'. *Sustainability* 15 (18): 13896.

<https://doi.org/10.3390/su151813896>

Sun, Y., R. Jia, A. Razzaq, and Q. Bao. 2024. 'Social Network Platforms and Climate Change in China: Evidence from TikTok'. *Technological Forecasting and Social Change* 200. <https://doi.org/10.1016/j.techfore.2023.123197>

Šūmane, Sandra, Ilona Kunda, Karlheinz Knickel, Agnes Strauss, Talis Tisenkopfs, Ignacio des los Rios, Maria Rivera, Tzruya Chebach, and Amit Ashkenazy. 2018. 'Local and Farmers' Knowledge Matters! How Integrating Informal and Formal Knowledge Enhances Sustainable and Resilient Agriculture'. *Journal of Rural Studies* 59 (April):232–41. <https://doi.org/10.1016/j.jrurstud.2017.01.020>

Szydło, Joanna. 2017. 'Differences Between Values Preferred by Generations X, Y and Z'. *Przedsiębiorczość i Zarządzanie*, no. 31.

Tapia, Carlos, and Nora Sanchez Gassen. 2023. 'What Impact Do Climate Change Policies Have on Nordic Economies, Industries, and Households?' Nordregio. <https://doi.org/10.6027/R2023:10.1403-2503>

'The Education as a Student'. n.d. Accessed 14 March 2025.

<https://danskelandbrugsskoler.dk/uddannelsen-som-student/>

'The Future of Jobs Report'. 2025. World Economic Forum. 2025.

<https://www.weforum.org/publications/the-future-of-jobs-report-2025/>

Tilastokeskus. 2023. 'Students and Qualifications in Education Leading to a Qualification by Location of Education and Field of Education (National Classification of Education), 2000-2023'.

Timlin, Ulla, Jón Haukur Ingimundarson, Leneisja Jungsberg, Sofia Kauppila, Joan Nymand Larsen, Tanja Nordström, Johanna Scheer, Peter Schweitzer, and Arja Rautio. 2021. 'Living Conditions and Mental Wellness in a Changing Climate and Environment: Focus on Community Voices and Perceived Environmental and Adaptation Factors in Greenland'. *Heliyon* 7 (4): e06862.

<https://doi.org/10.1016/j.heliyon.2021.e06862>

United Nations Youth. n.d. 'Youth Participation'.

Vicente-Vicente, José Luis, Cristina Quintas-Soriano, and María D. López-Rodríguez, eds. 2022. *Reconnecting People with Nature through Agriculture*. MDPI - Multidisciplinary Digital Publishing Institute. <https://doi.org/10.3390/books978-3-0365-3856-3>

Virtanen, Sofia. 2023. 'Tekniikka and Talous'. 2023.

<https://www.tekniikkatalous.fi/uutiset/ensimmaisena-suomessa-turun-yliopistoon-tulee-elintarviketekniikan-koulutusohjelma-2024-alkaen-alalta-voi-suorittaa-myos-di-tutkinnon/fbf3591c-6781-4e9a-92de-014732f1872b>

Wendt-Lucas, Nicola, Sigrid Jessen, and Maja Brynteson. 2024. 'National Digital Inclusion Initiatives in the Nordic and Baltic Countries'. Nordregio.
<https://doi.org/10.6027/R2024:31403-2503>

Workshop in Cēsis. 2024. 'The Workshop Is a Part of the "Entrepreneurship in Vidzeme" Project'.

Wu, Judy, Gaelen Snell, and Hasina Samji. 2020. 'Climate Anxiety in Young People: A Call to Action'. *The Lancet Planetary Health* 4 (10): e435–36.
[https://doi.org/10.1016/S2542-5196\(20\)30223-0](https://doi.org/10.1016/S2542-5196(20)30223-0)

Yamane, Tomomi, and Shinji Kaneko. 2021. 'Is the Younger Generation a Driving Force toward Achieving the Sustainable Development Goals? Survey Experiments'. *Journal of Cleaner Production* 292 (April):125932.
<https://doi.org/10.1016/j.jclepro.2021.125932>

'Youth Studies'. n.d. Accessed 8 May 2024. <https://democracy.fes.de/topics/youth-studies.html>

Appendix

Results of the online survey among Nordic students

As a part of this project, a survey was conducted between January and April 2025 in all five Nordic countries. The aim was to cover two distinct contexts in each country: a rural area, where agriculture, forestry or fishery play a significant role in the local economy and society, and an urban area, where these sectors are less prominent. In each urban and rural area, two schools were chosen to participate in the survey – an upper secondary school and a further education/vocational school. During the process, some adjustments were made to these criteria, as engaging schools to take part in the survey proved challenging in some cases, necessitating pragmatic solutions.

A total of 534 students took part in the survey, although not all respondents answered every question (which explains why the totals may vary). The highest numbers of responses came from Sweden, Denmark and Finland, while it proved challenging to engage schools in Norway and Iceland.

The following tables and graphs present the main results of the study. Where applicable, the results are broken down by type of education or gender:

Country	
Sweden	180
Finland	101
Iceland	43
Norway	49
Denmark	165

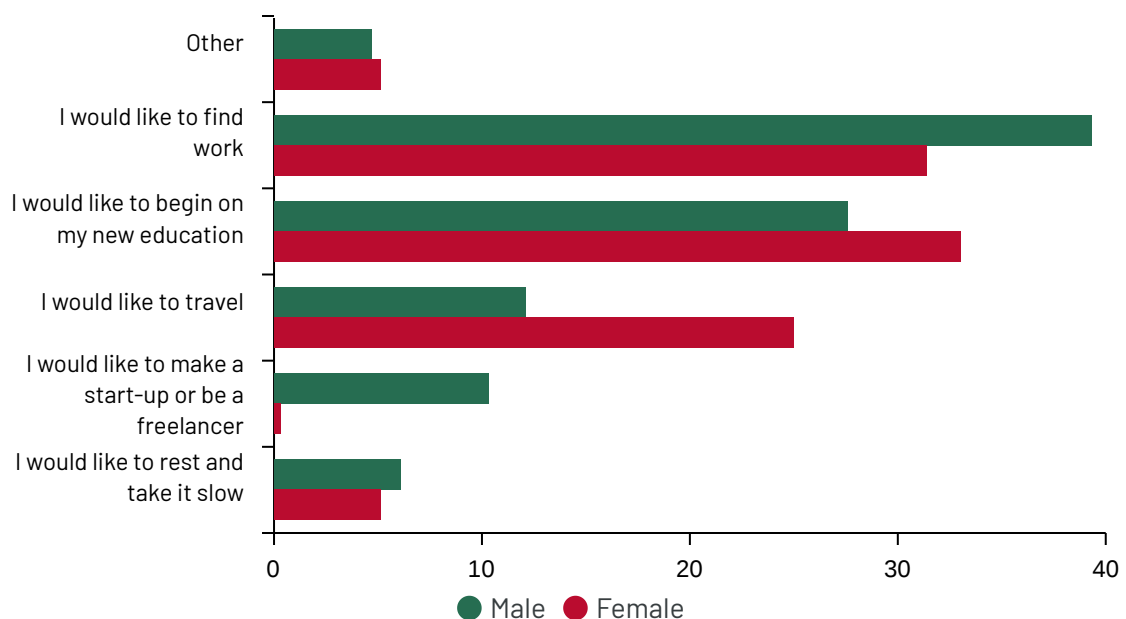
Age	
15	119
16	127
17	95
18	93
19	76
20 or over	26

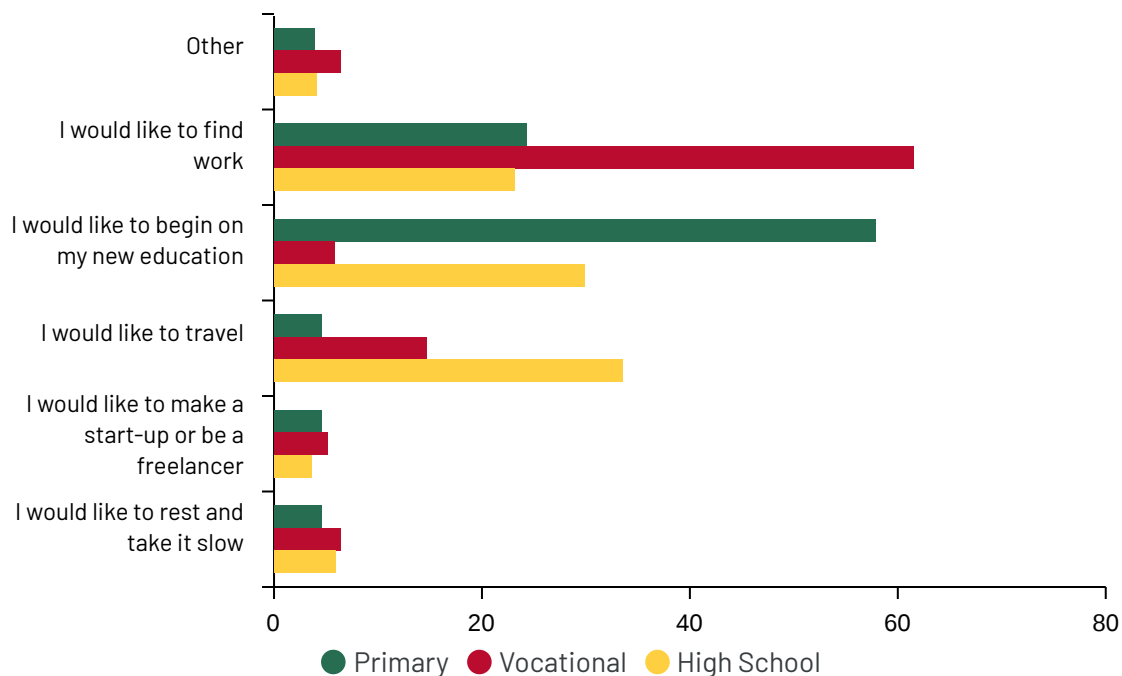
Gender	
Male	261
Female	206
Non-binary	19
Prefer not to say	16

What type of education are you currently enrolled in?	
Further education school	221
Vocational school	156
Upper secondary (year 9/10)	152
Other	4

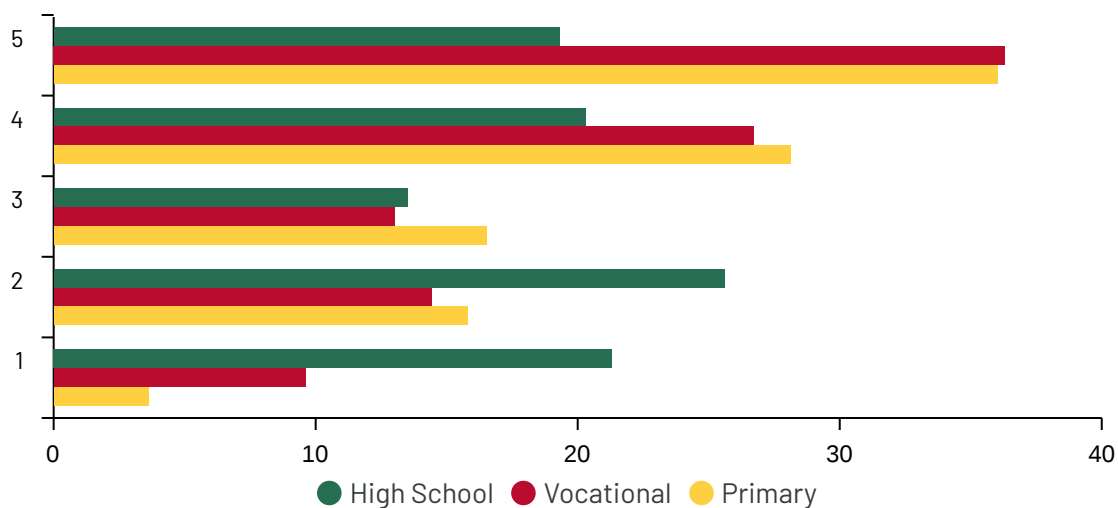
Where did you spend most of your childhood (0-18 years) ?	
Primarily in a rural area (e.g. small village or countryside)	238
Primarily in an urban area (e.g. city, large city, capital)	154
Primarily in a suburban area (e.g. a residential area on the outskirts of a city)	137
Other	5

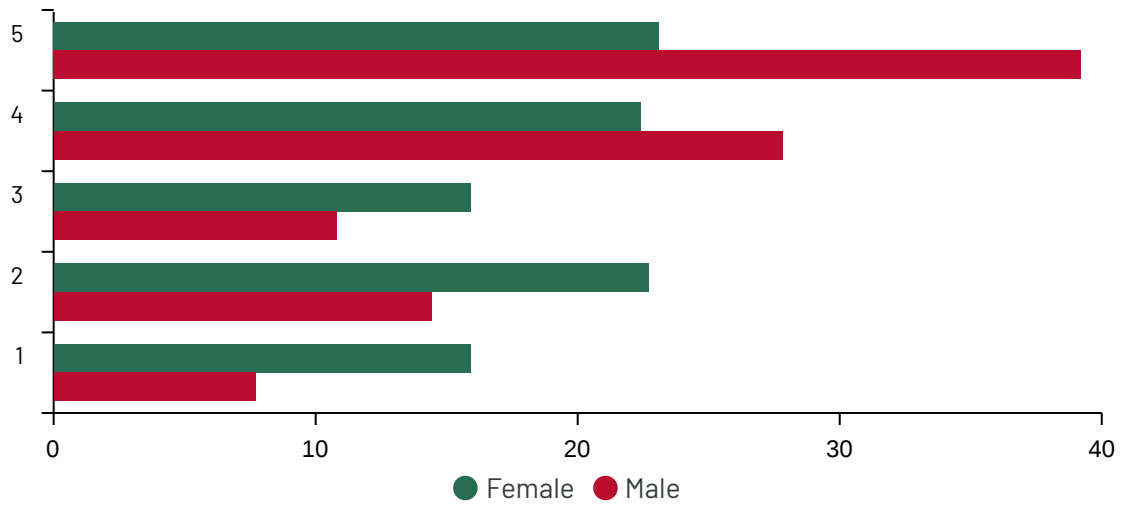
Q8 What would you prefer to do after your current education?



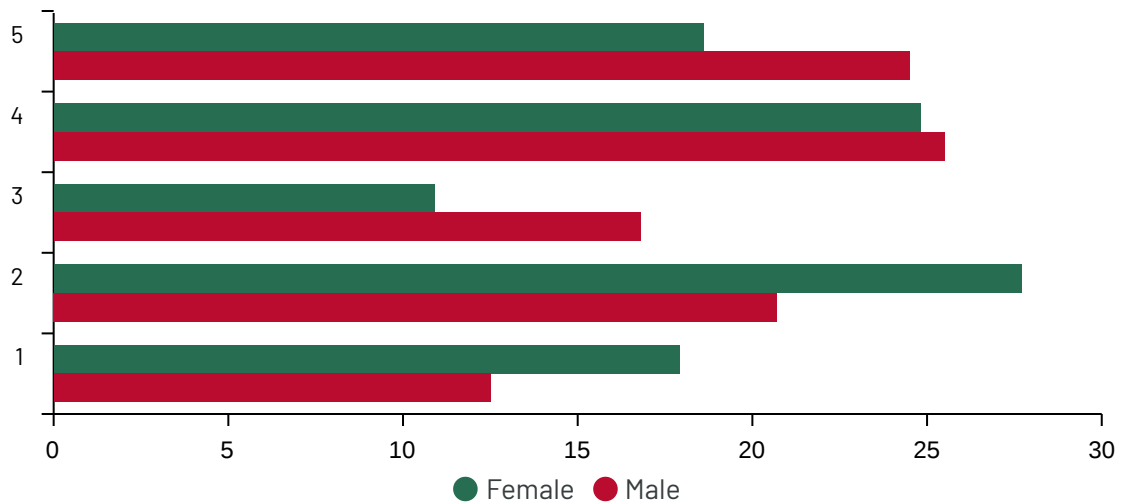
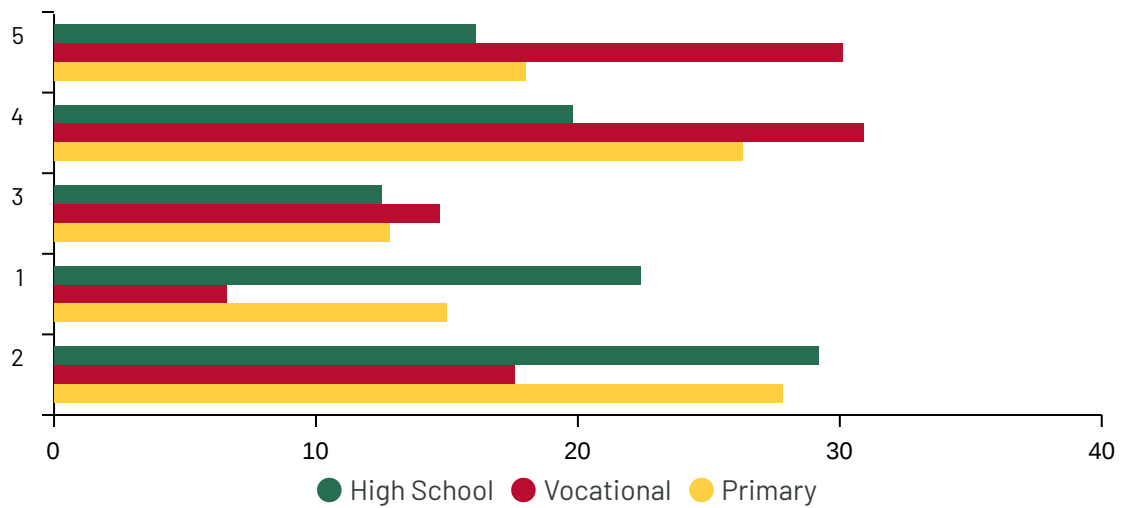


Q9 I am very sure about the education I want to pursue.

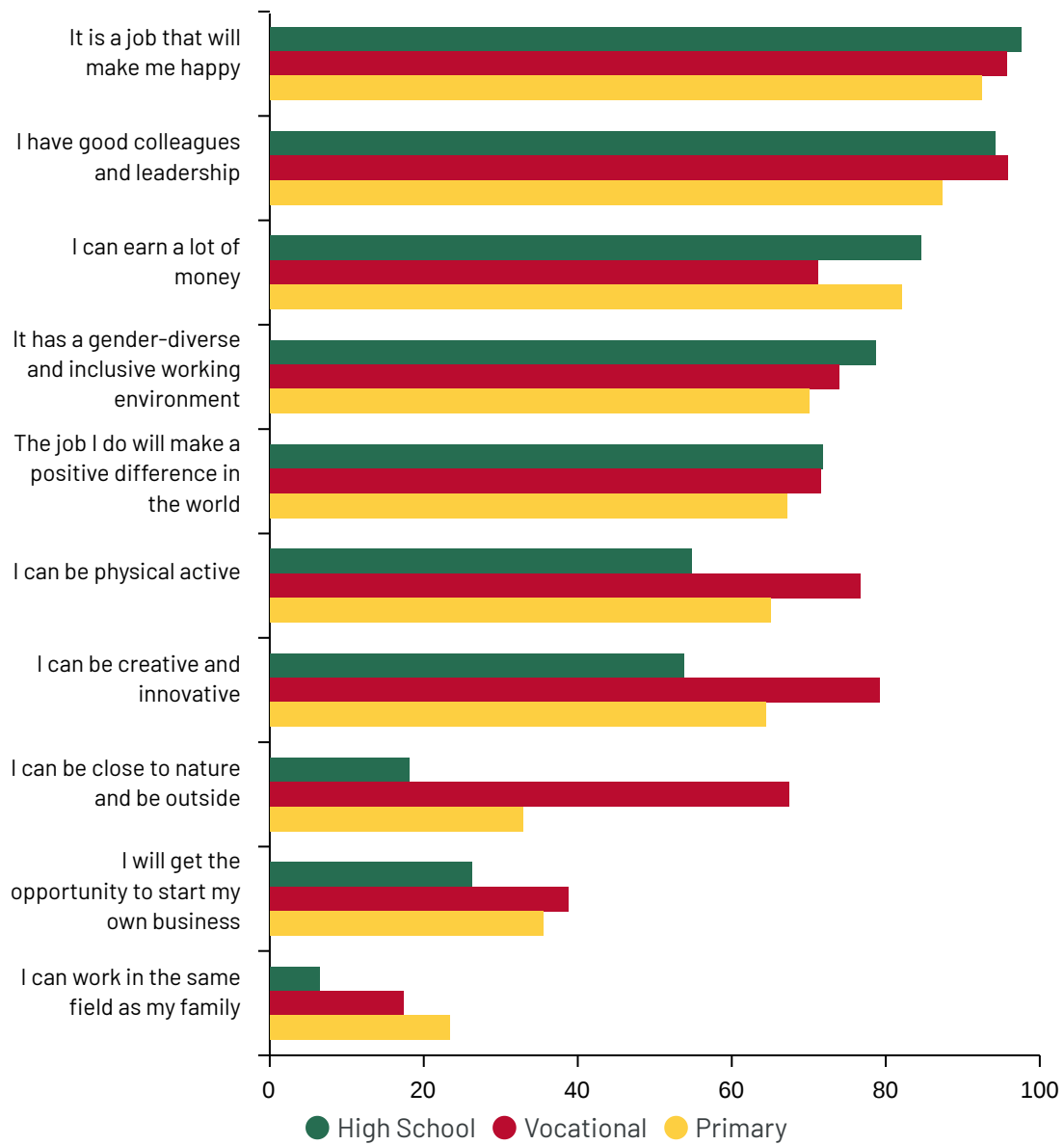


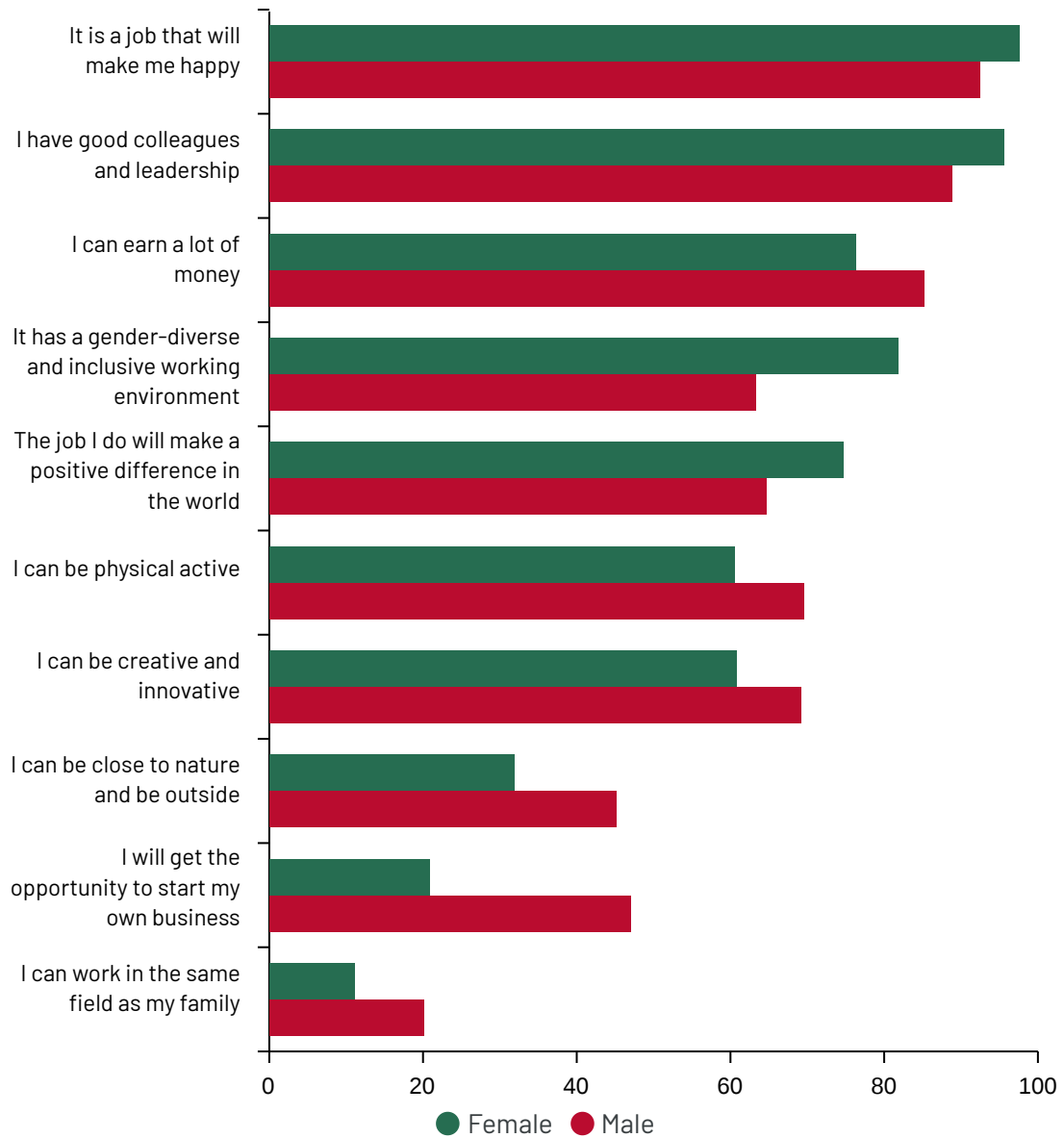


Q10 I am very sure about the job I want to have in the future.

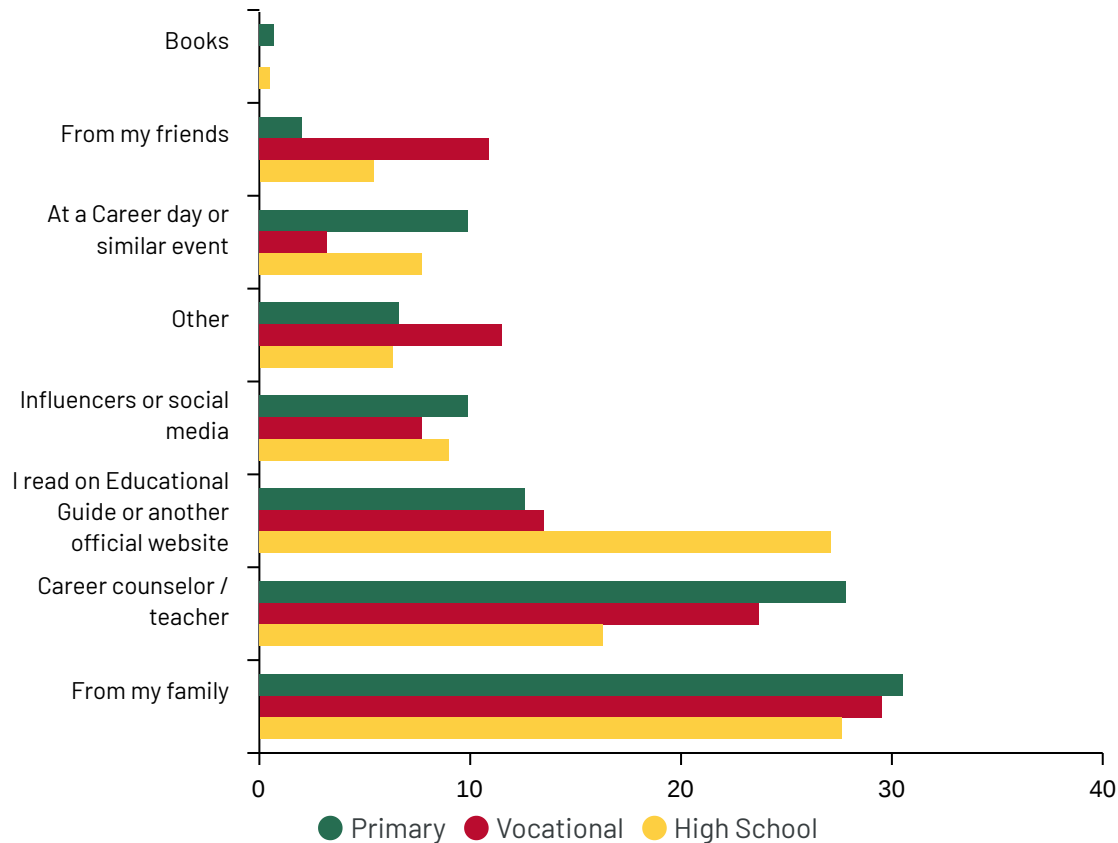
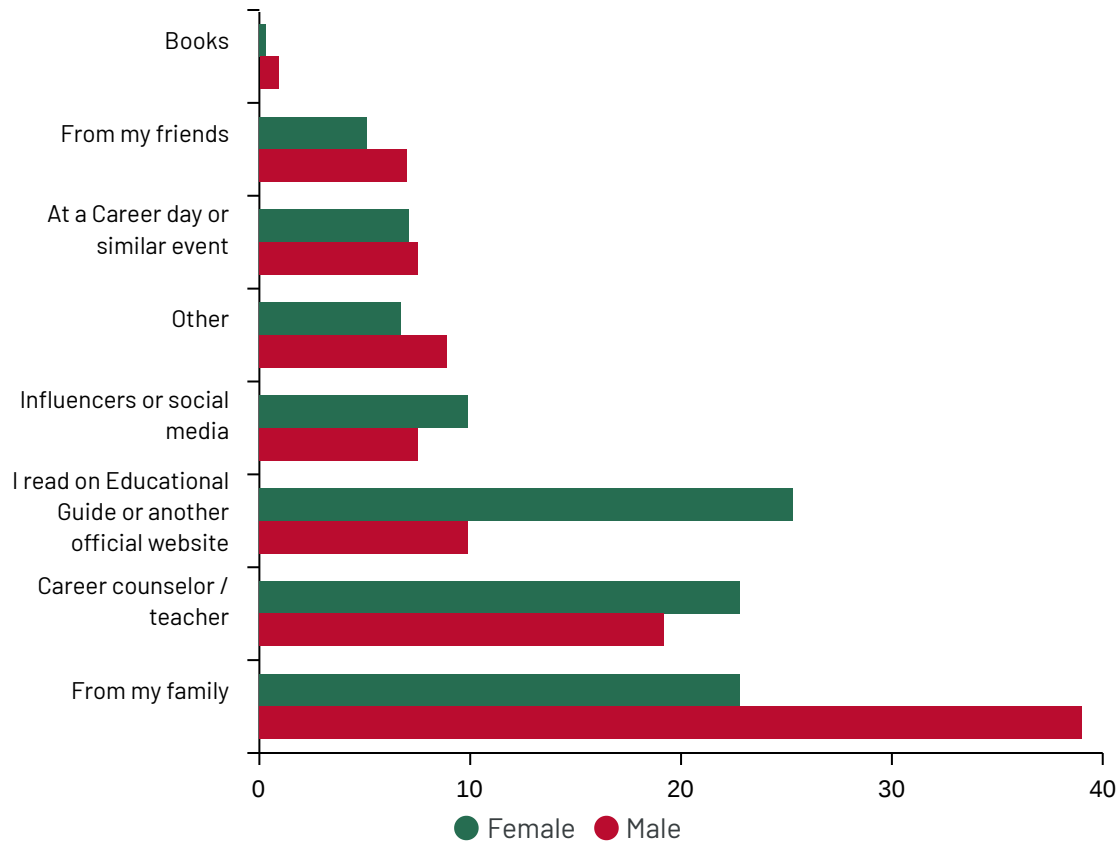


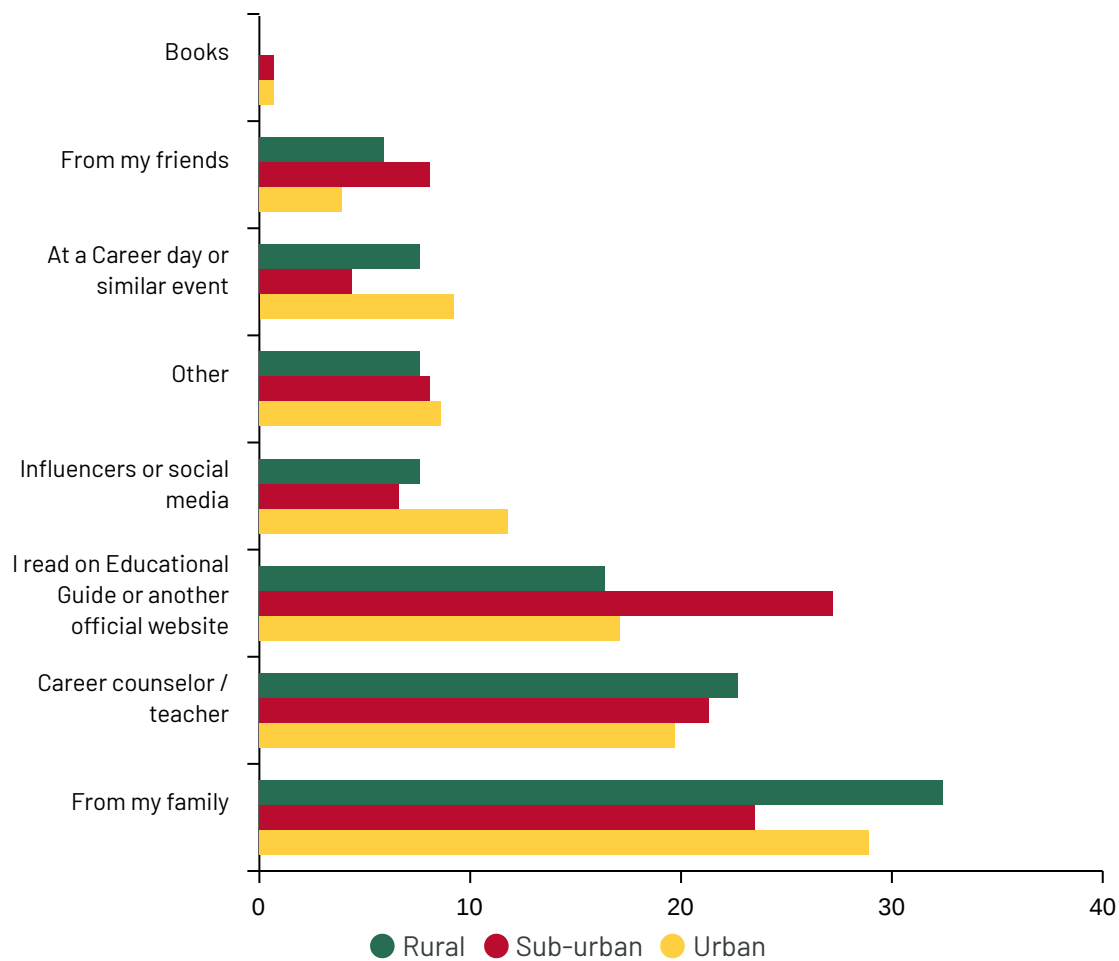
Q11. What is important for me in my future job





Q12 Where do you get information about your future education and career?

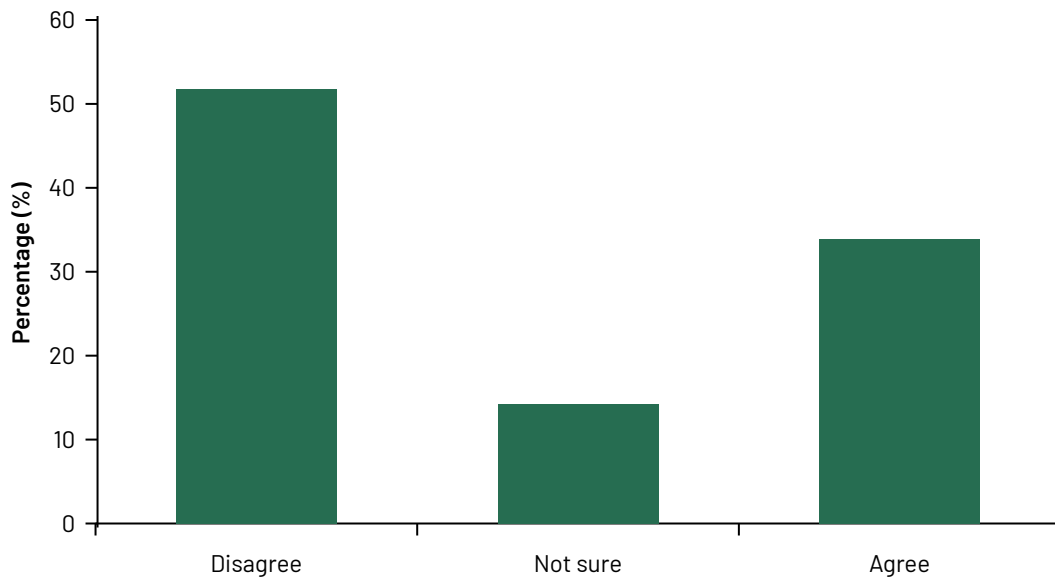




Q 13: Which of the following statements do you agree with (percentage of responses "agree" and "agree somewhat")

Percent resonses supporting the statement	Farmer	Chef	Nutrition Assistant	Veterinarian	Food Technologist
You can earn a lot of money	35	67	46	91	79
You will get the opportunity to start your own business	76	76	24	61	25
The job you do will make a positive difference in the world	83	48	76	93	83
It is a job that will make you happy	64	63	30	74	33
You can be physical active	91	55	18	56	14
You can be close to nature and work outside	91	5	4	63	14
You can be creative and innovative	64	91	29	25	63
I think people choose this to work in the same field as their family	79	33	8	18	7
It has a gender-diverse and inclusive working environment	59	50	41	69	54
You will have good colleagues and leadership	64	69	63	83	60
I would like to work in this type of job	21	17	5	31	6
I have heard good things about this type of job	57	42	18	63	17
I know people in this type of job	60	36	12	25	5

Q 18: I have a good overview of career opportunities in food production industry jobs



Q19A I would like a job in food production (e.g. farming, fishing, veterinarian, work in a canteen etc.)

Yes: 202

No: 316

Q19B: What discourages you from a career in the food production industry?

The responses were given as open-ended answers in the respondents' native languages. Below is the translated and categorised list of responses:

1. Lack of Interest

- Not interesting
- Doesn't appeal to me
- I have no interest in this field
- I prefer other career paths
- I am passionate about something else
- I am more interested in psychology, law or business - I have other dreams

2. Low Pay & Financial Concerns

- Poor salary, especially in the current economy
- Doesn't seem financially rewarding
- If you don't reach the top, the salary isn't great
- I prefer a career with better financial prospects

3. Perceived Job Conditions

- Seems boring
- Physically and mentally demanding
- Requires working in specific locations
- Doesn't seem fulfilling
- I prefer office work

4. Family Influence & Background

- My family works in agriculture, but I want to try something else
- I might work in food production in the future, but I want to explore other options first
- I want to follow a different career path from my family

5. Health & Personal Preferences

- Allergies
- I am a picky eater
- I don't like working with animals - I dislike biology

About this publication

Growing food(ies) Youth participation and opportunities in the Nordic food sectors

Authors: Maija Kāle, Jonas Kačkus Tybjerg, Karen Refsgaard, Torfi Johannesson, Eva Mærsk and Louise Vestergaard

Nordregio Report 2025:12

ISBN 978-91-8001-173-0 (digital)

ISBN 978-91-8001-174-7 (PDF)

ISSN 1403-2503

DOI <http://doi.org/10.6027/R2025:12.1403-2503>

© Nordregio 2025

Layout: Kotryna Juškaitė

Cover Photo: Niclas Jessen / VisitDenmark

Nordregio

Nordregio is a leading Nordic and European research centre for regional development and planning, established by the Nordic Council of Ministers in 1997. We conduct solution-oriented and applied research, addressing current issues from both a research perspective and the viewpoint of policymakers and practitioners. Operating at the international, national, regional and local levels, Nordregio's research covers a wide geographic scope, emphasising the Nordic and Baltic Sea Regions, Europe and the Arctic.

Nordregio

Holmamiralens Väg 10

Skeppsholmen

Stockholm, Sweden

www.nordregio.org