

House of Food and Sports



A projects for physical activity, food and health

Idrættens Madhus (The House of Food and Sports) is a cross-border knowledge and innovation centre within the area of physical activity, food and health in the Oeresund region. The project is initiated by Øresund Food Network, Skåneidrotten (Scania District Sports Federation) and Danmarks Idrætsforbund (Sports Confederation of Denmark). The aim is to bring universities, industry, sports organisations and the authorities together in a joint effort, on both sides of Øresund, to support knowledge generation and innovation within the field of physical activity, food and health.

Stepping stone for economic growth

Healthy food and physical activity are the two most important instruments combating life-style related diseases. A combat that must be taken in order to reduce the growth rate of societal health costs. Within the virtual House of Foods and Sports knowledge is transferred to products, using user-driven innovation. At the same time an unseen effort is taken to educate consumers through the sports organisations to make healthier choices of food. Healthy food can therefore be seen as a stepping-stone for economic growth and new product development for food producers in the Oeresund region.

Life-style education for physically active people

The project will work within three fields (a Centre of Knowledge, a Centre of Education, and a Workshop) with different activities. The knowledge center will collate and provide knowledge on nutrition, and documentation of health effects. This will be done through analyses of already obtained data and pilot studies. The workshop will provide a physical place for product development and innovation including pilot plant facilities. Finally the Center of education will provide education targeted to different groups of physically active people on nutrition in relation to the activities they are involved in. The three Centers within Idrættens Madhus are interconnected such as knowledge goes into products (workshop) developed together with the people involved in the education centre. All aiming at economic growth of the Region.

A supporting place for information and knowledge

Whether you are an athlete, a physiotherapist, working with food innovation or have any other interest in the area, Idrættens Madhus will support you with information, knowledge and a common ground to develop innovative new ideas.

www.oresundfood.org

A PART OF THE ØRESUND SCIENCE REGION

