



MAD Academy: Copenhagen showcase – leadership and sustainability in hospitality

ABOUT THE PROGRAM

Join an dynamic three-day course on environmental and social sustainability facilitated by hospitality thought-leaders, MAD. Hosted in Copenhagen, a leader in the fields of cuisine and the green transition, MAD lends its proven expertise, industry connections and local network to transform participants into catalysts for change.

The course offers an immersive experience combining expert knowledge and facilitation with visits to Copenhagen's hospitality pioneers, showcasing an up-close look at cutting-edge hospitality techniques and unique opportunities in Denmark.



THE PRACTICAL INFO

Dates: Wednesday-Friday,
February 21-23, 2024
Time: 09:30 to 17:30 CET

Location: MAD HQ
Krudtløbsvej 12, 1439
København K

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PROGRAM OBJECTIVES

- To cultivate leadership and igniting a passion improving the food system and society at large
- To share best practices and testimonials from Danish businesses, focusing on implementing environmental sustainability, balancing business growth with quality, financial stability, and social/environmental sustainability
- To encourage the next generation of hospitality by creating socially sustainable businesses that prioritize diversity, inclusion, and psychological safety
- To foster collaboration and networking opportunities among Estonian and Danish hospitality professionals

KEY TAKEAWAYS

★ Real-world examples

A range of best-case examples of environmental sustainability in hospitality ready to implement into a business plan.

🤝 DEI knowledge & methods

Skills to employ socially sustainable business practices emphasizing diversity, inclusion, psychological safety, ready to implement into a business plan.

🚀 Leadership skills

A leadership mindset focused on initiating transformative changes in the Estonian hospitality sector, including a written commitment to driving sustainable practices and societal betterment.

🌐 A like-minded network

A new network of Estonian and Danish hospitality professionals interested in driving sustainable change in the industry, offering valuable connections for future partnerships and collaborations.

OVERVIEW

Each day will feature a dynamic blend of business visits, inspiring talks from industry leaders, and interactive group exercises. These activities will facilitate the application of learning, rehearsal of changes, and the development of a guiding document or set of guidelines to act upon in Estonia.

Day #1: The status of hospitality and stakeholders in Estonia and Denmark

Morning Visit: Estonia and Denmark overview, participant discussion on challenges and expectations.

Afternoon Workshop: Creating socially sustainable businesses, addressing bias, trust, diversity, inclusion, and psychological safety with NORM consulting.

Day #2: Implementing Environmental Sustainability

Morning Visit: Coffee Collective with CEO Peter Dupont, showcasing organic growth and social/environmental sustainability.

Afternoon Visit: Lecture and lunch with Co-founder Dorte Østergaard & head of sustainability Michael Steijn of Loca Group, demonstrating carbon footprint reduction and strategic environmental measures.

Day #3: Leadership

Morning Workshop: Exploring stakeholders and supply chain collaborations and insight into food product innovation in Copenhagen contexts.

Afternoon Workshop: Constructing a set of guidelines or a formal document to drive change in the Estonian hospitality industry.

Closing address & celebratory beverages

ABOUT MAD

MAD endows members of the hospitality industry with the knowledge, skills, and motivation they need to improve their workplaces and better influence the way the world eats.

A non-profit organization founded in 2011 by René Redzepi of Restaurant **noma**, its educational programs and convivial events have forged a vast global community of chefs, servers, and bartenders—from the biggest luminaries in the field to eager apprentices—equipped and inspired to make sustainable change.



SPEAKERS

Jack Muirhead is the Manager of MAD Academy and a former bartender of 15 years with experience in some of the world's greatest bars. Drawing from his practical experience and genuine passion for all things hospitality, Jack has spent the last five years crafting educational programs and events for hospitality professionals. His work includes MAD Academy's unique curriculum which addresses the pressing needs of the hospitality industry.

Ed Romein is the Head of the Environment & Sustainability program at MAD Academy. He channels his 25 years of experience in education, academic research, and consultancy to foster learning in the hospitality industry. With more than a decade-long fascination on how people engage with food and chefs turn ideas into delicious inventions on a plate, he has acquired a taste to understand eating as an environmental act. Before joining MAD, Ed taught at the Copenhagen Business School, Copenhagen University, Freiburg University, DIS Study Abroad, and the Netherlands School of Public Administration.