

# BAUHAUS

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# The OF THE Impact SEASAILS of Regenerative Menus and Ocean Literacy in Hamburg

a r c  
menu  
getränkbegleitung  
wasser  
lichte, pilze  
und porzu  
06/09/2018  
buchweizen, deichkäse  
und seiten  
06/11/18/18  
focaccia  
und roser butter  
04/08/17  
spargel, salat  
und johannisbeere  
04/08/17  
oreille, rote beete  
und barakoa  
04/08/17  
kräuteressig, hunder  
und saft  
04/08/17  
spargel, gr. kirsche  
und saft  
04/08/17  
saure creme  
und saft  
04/08/17  
freunde

**Cover page:** Lunch provided by ARC Restaurant at the Deichtorhallen museum, Hamburg, 30th June 2024. (Source: Jonas Fischer, 2024.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

**Back page:** Chicken or the Egg? Lunch event with chef Sebastian Junge, held at the Deichtorhallen museum, Hamburg, 7th September 2024. (Source: Phillip Meuser, 2024.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

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*Fig. 1: The Tidal Garden fellowship project at the Deichtorhallen museum in Hamburg, 6th October 2024. (Source: Philipp Meuser, 2024.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >*

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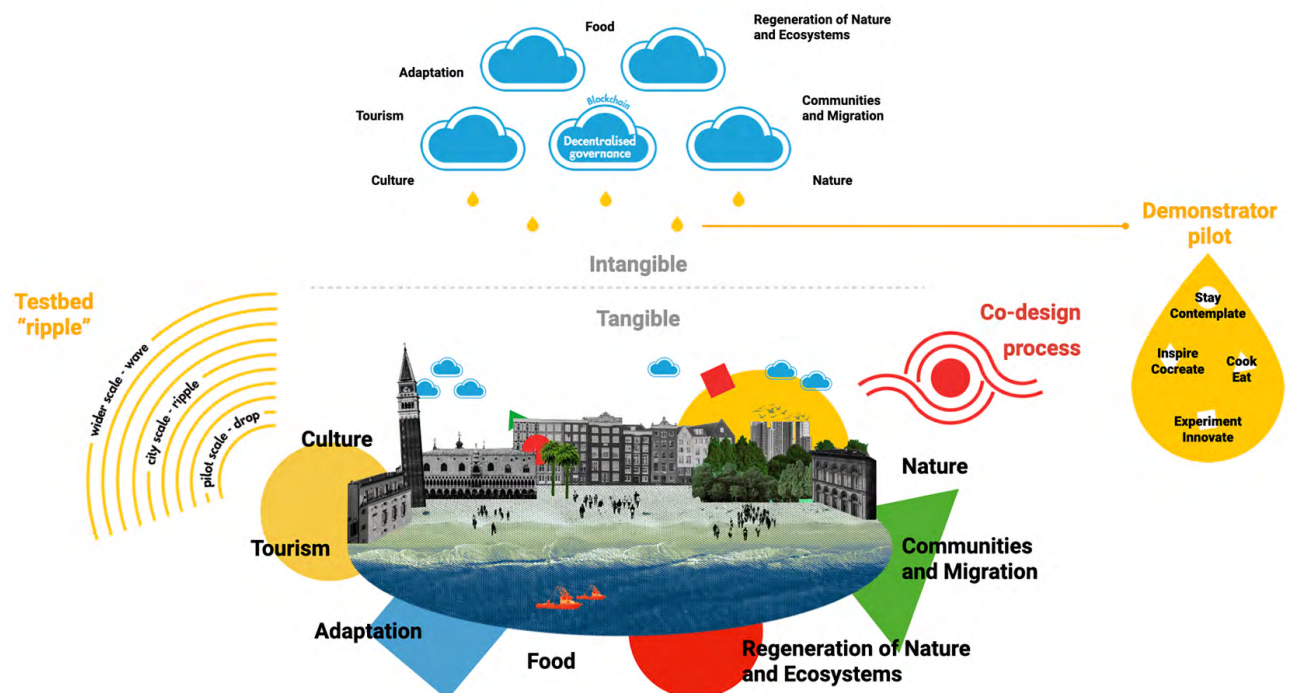


Fig. 2: 'Chicken or the Egg? Lunch event with chef Sebastian Junge in Deichtorhallen, Hamburg, 7th September 2024. (Source: Phillip Meuser, 2024.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

# Introduction

This report discusses the impact of a pilot project implemented in Hamburg as part of the Horizon Europe project Bauhaus of the Sea Sails (2022–2025)<sup>1</sup>. Bauhaus of the Seas Sails is a New European Bauhaus (NEB) project that tests solutions for more beautiful, sustainable and inclusive cities and neighborhoods in Europe, with a focus on seven coastal and waterfront cities (Hamburg, Venice, Malmö, Rotterdam, Lisbon, Oeiras, Genova) and a nature park straddling the Dutch-Belgian border (Grenspark Groot Saefthinghe). Each pilot has tested innovative solutions (“drops”) that aim to create ripple effects (“ripples”) and ultimately generate long-term impact (“waves”) (fig. 3).

The Hamburg pilot was led by Katinka Versendaal and Georg Diez (Deichtorhallen Hamburg) and tested two solutions according to the Bauhaus of the Seas Sails typology: Regenerative Menus and Ocean Literacy (box 1). All pilots including Hamburg also applied the Zoöp drop (‘BoS-Zoöp’) as a method to adopt regenerative perspectives and guide regenerative action locally.



**Fig. 3:** Visualization of the Bauhaus of the Seas Sails approach (European Commission 2024; Visual identity ©José Albergaria)

<sup>1</sup> More information can be found on the project website: <https://bauhaus-seas.eu>

## Drop typologies



**The Regenerative Menus drop** “argues for shifting food landscapes to follow the new seasonalities behind human-made climates. Developed from the Climavore concept (created and practised by Cooking Sections via TBA21)<sup>2</sup>, it researches seasons of food production and consumption that react to human-induced climatic events and landscape alterations through co-design with local partners and communities. (...) Unlike carnivore, omnivore, locavore, vegetarian or vegan, Climavore is about the origin of ingredients and the agency that those ingredients have in providing spatial and infrastructural responses to human-induced climatic events for a certain period. At the core is the idea of embracing a flexible form of eating, shifting, for instance, to drought-resistant crops in a period of water scarcity or filter feeders during times of polluted or acidified waters.”



**The Ocean Literacy drop** was inspired by the concepts of Escola Azul<sup>3</sup> and Eco-Schools Network, and the expertise of FamStudio<sup>4</sup>. The drop aimed at educating new generations to become more responsible and participative in ocean sustainability. It planned to approach families as key agents, use a play-led strategy, and translate major shifts affecting future generations into actionable insights, actions, and products.



The **Zoöp drop** ('BoS-Zoöp'), created by Het Nieuwe Instituut and practised by other consortium members, was initially defined in the project as 'multispecies assemblies'. It was inspired by the 'zoöp' concept<sup>5</sup> and organizational model which supports collaboration between human and other-than human life to safeguards the interests of all life. The model appoints an independent Speaker for the Living as a human spokesperson with ecological knowledge and the ability to empathize with the experiences of other-than-human life. This Speaker for the Living ensures that the interests of other-than-human life are included, and supports organizations or projects through a learning process with the aim to become increasingly life-supporting (regenerative) within the ecosystems they participate in. All BoS pilot teams adopted key elements of the Zoöp model.

2 See <https://www.visibleproject.org/fellowship/climavore/> and <https://www.climavore.org/becoming-climavore>

3 See <https://escolaazul.pt/en/escola-azul/literacia-do-oceano>

4 See <https://famstudio.co/>

5 Zoöp is short for Zoöperation and refers to a 'coöperation with zoë', the Greek word for life. See <https://zoop.earth/nl/>

These initial typologies were **adapted to the context, experiences and skills of each pilot** during the course of the project. For instance, the ocean literacy drops as implemented in the project involved a diversity of actors, including but not limited to children.

**Box 1: The BoS drop typologies Regenerative Menus, and Ocean Literacy and Zoöp**

The drop typologies were adapted to the context of Hamburg, second-largest city of Germany and a major port city connected to the North Sea by the Elbe River. Hamburg aspires to be a European frontrunner in green digital transformation but intense human activity in and around the city poses major climatic and environmental challenges (see box 2 below for more information about the context of Hamburg).

- **The Regenerative Menu drop** in Hamburg involved culinary professionals, students, multidisciplinary researchers and artists in designing alternative supply chains, cooking methods, ways of eating, recipes and food menus that address the effects of intense human activity and climate change on the Hanseatic foodscape, while supporting more regenerative relationships between humans and other-than-humans (animals, fruits, vegetables, fungal and microbial life in soil and water). This was realized primarily through a fellowship program and a course for culinary students.
- **The Ocean Literacy drop in Hamburg** developed strategies, activities and platforms to raise public awareness about the impact of current practices on other-than-human life (e.g. aquatic species) and disseminate practical skills needed for the future of regenerative food. For this purpose, the School of Survival program developed two living labs – a kitchen and a classroom – as physical spaces for experimentation and for the public program within the exhibition *Survival in the 21st Century at Deichtorhallen*.
- **The Zoöp drop in Hamburg** introduced the Zoöp model and method which worked with three elements: the Zoöp baseline workshop; installing and working with a Speaker for the Living<sup>6</sup> within the pilot; and embedding a focus on the regeneration of (human-inclusive) ecosystems. The drop supported regenerative discourse and practices that were already strong in the Hamburg pilot, and gave formal recognition to the regenerative farmer Hannes Höhne as Speaker for the Living.

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6 <https://zoop.earth/en/page/576/speakers-for-the-living>

The body of the report provides an in-depth assessment of the pilot's key results, lessons and impact. We addressed the Regenerative Menus and Ocean Literacy drops distinctly, while integrating mentions of the Zoöp method throughout. The report is structured along three main parts. First, it analyzes the process of the Hamburg pilot from drops, to ripples, toward potential waves (long-term impact). Second, it assesses the impact of the pilot on the 4 BoS themes: Aesthetics, Sustainability, Inclusion, and Local grounding. The third and final section about 'Takeaways' highlights key factors (context, stakeholders, resources) that influenced the pilot's implementation and impact, and provides areas for improvement and future development.

## Key facts about Hamburg

Hamburg is the cultural and economic center of Northern Germany. It is a **city-state** of the Federal Republic of Germany, located some 100 km from the North Sea, at the intersection of the Elbe, Alster and Bille Rivers. The Elbe connects Hamburg to the North Sea and has enabled the growth of the port and city since the Middle Ages (City of Hamburg 2024). Unlike the situation in many port cities, the port has remained in the heart of the city and a core feature of the urban landscape.

Hamburg is the second-largest city in Germany and seventh-largest in the European Union. It has maintained a **strong maritime identity, centered on the port and on trade and shipping**. The economy, city-state politics, culture and urban development continue to be strongly influenced by the port, although it has lost some competitiveness in global markets and the economy has diversified (TransGlory 2018; Kędzierski 2024).

Hamburg is a **wealthy city**, which is home to many millionaires, even billionaires, but there are poor neighborhoods. Living standards are high overall but **social inequality** and spatial segregation are significant problems, alongside a decline of affordable and social housing (City of Hamburg 2024b; OECD 2024; Frieden et al. 2023).

Hamburg has a rich and diverse culture, with vibrant gastronomic, artistic, musical and nightlife scenes. It is also a **multicultural** city, in which people of diverse nationalities and migration backgrounds live. Historically it has hosted refugees fleeing persecution and presented itself as a cosmopolitan city, however xenophobia and racial discrimination are also present (Hamburg Chamber of Commerce 2024; HAM-REA 2024).

The inhabitants of Hamburg enjoy green spaces, car-free areas, water sports like sailing and rowing and the proximity of the river, which runs through the city. Efforts to “go green” have not been accompanied by adequate protection of marine biodiversity, which has been undermined by port activities, urban sprawl and the **heavy dredging of the Elbe River**. The dredging has destroyed marine habitats, reduced biodiversity and accelerated erosion (Hein and Hilder 2023), and impacts the wider Wadden Sea area, a unique intertidal zone rich in biodiversity and an important refuge for breeding and migratory birds (UNESCO 2024; Lotze et al. 2005).

Hamburg’s history is marked by prosperity and trade but also **catastrophic** events, which live on in popular memory. They include destructive fires, epidemics and heavy bombing during World War II, when more than 40,000 civilians were killed and huge infrastructure losses were incurred (City of Hamburg 2024). In 1962, the city was hit by a **flood** that overwhelmed dykes and submerged almost one-sixth of the city, killing more than 300 people (Engels et al. 2024)

Climate change exacerbates Hamburg’s **vulnerability to floods and storm surges** (Engels et al. 2024). Residents and policymakers are aware of these risks. Flood protections have been installed and ambitious urban redevelopment projects initiated. With its **megaproject HafenCity**, Hamburg is redeveloping 157 hectares of former port and industrial area into a flood-resilient waterfront urban area (AIVP 2024; HafenCity 2024). The growing effects of climate change will require sustained climate adaptation efforts, including nature-based solutions.



**Fig. 4:** Dietmar Rabich. Landungsbrücken. Hamburg, Germany, June 11, 2016. (Source: Wikimedia Commons, 2016.) CC BY-SA 4.0 < <https://creativecommons.org/licenses/by-sa/4.0/deed.en> >

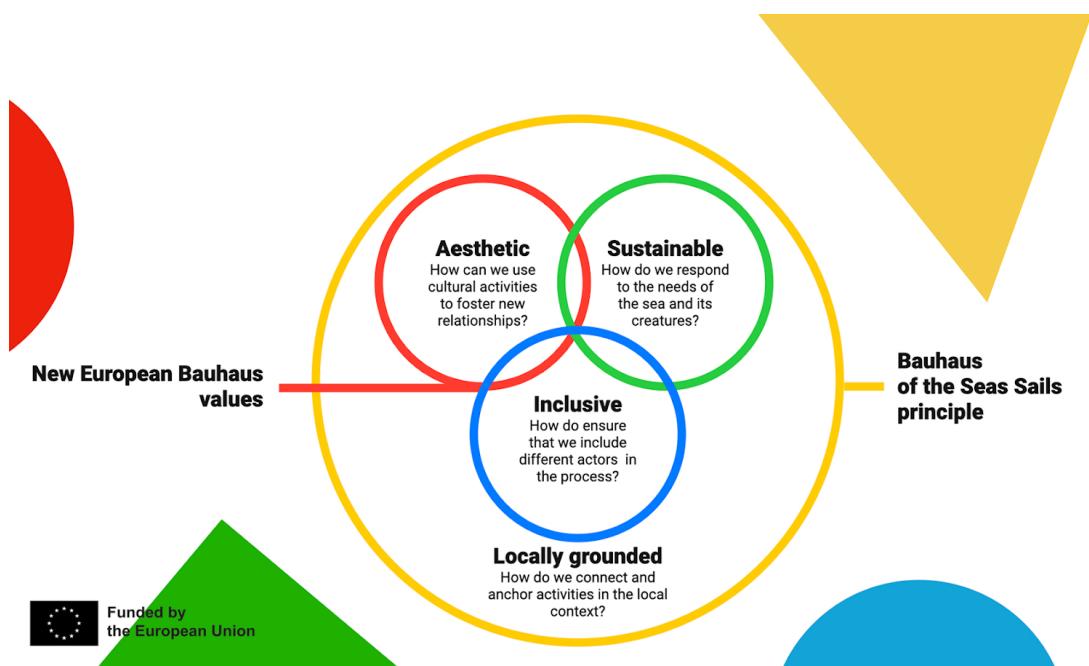
### **Box 2:** Context of Hamburg



**Fig. 5:** *Survival in the 21st Century Exhibition* opening at Deichtorhallen, 17th May 2024. (Source: Philipp Meuser, 2024.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

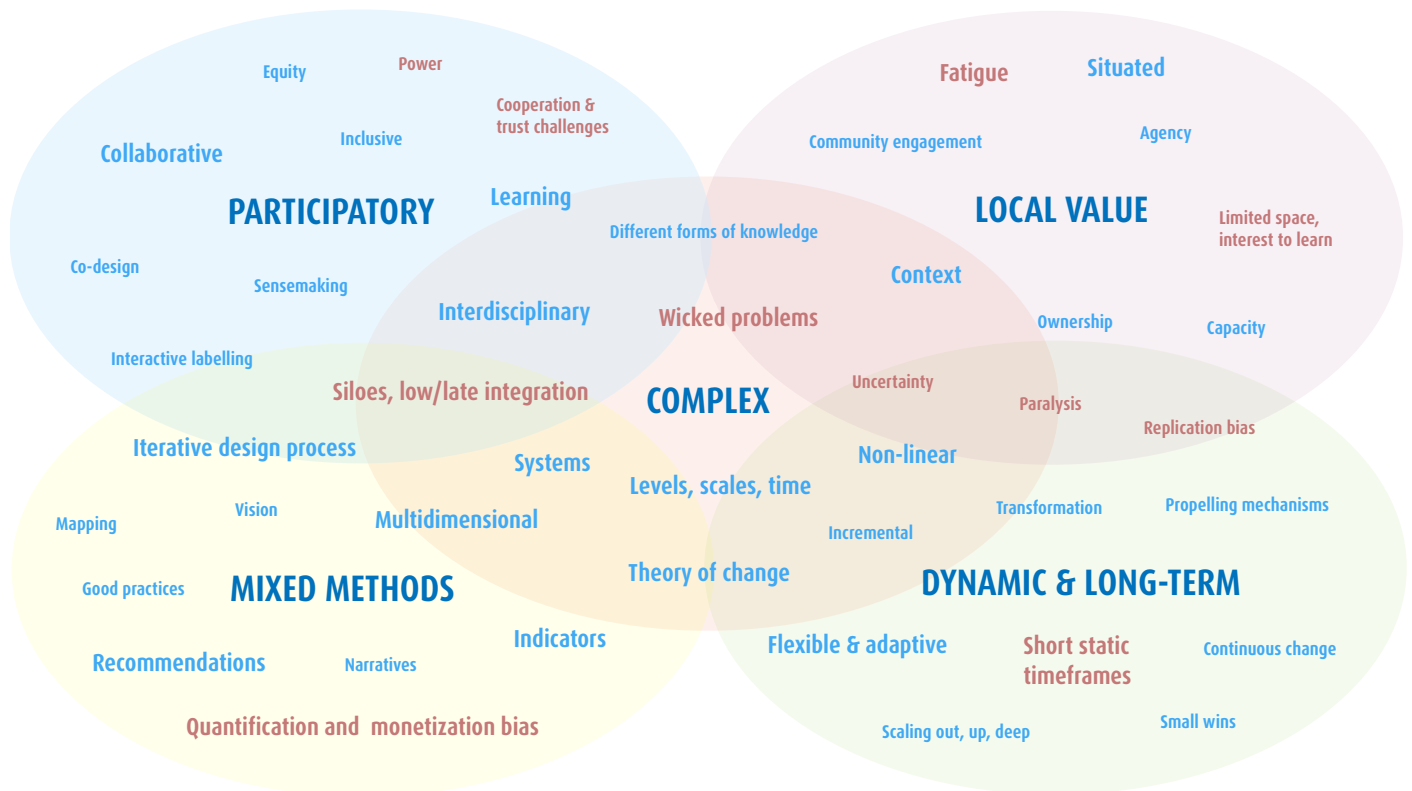
# Methodology

The impact assessment of all Bauhaus of the Seas Sails pilots was conducted by a team at Delft University of Technology as part of the project consortium. We developed a unique analytical framework to assess the impact of the project. This impact framework helped translate high-level EU ambitions, rooted in the New European Bauhaus (NEB) Compass (2022) and its core values of aesthetics, sustainability and inclusion, into locally aligned impact tools and indicators (in line with the project-wide Bauhaus of the Seas Sails approach; fig. 6). It provided a strategy and mixed-methods approach to guide evaluation, learning and comparative analysis within the project.



**Fig. 6:** Visualization of the Bauhaus of the Seas Sails approach to NEB principles. (European Commission, 2024; Visual identity @José Albergaria)

The strategy and methodology considered current knowledge about impact assessment and monitoring, evaluation and learning (MEL) and the challenges involved in putting them into practice. Fig. 7 shows the five key elements (in capital letters) that shape our analytical framework to impact assessment and the related concept, approaches and tools (in blue) as well as challenges (in red) the team has reflected on and sought to address. The authors and references for the concepts, knowledge and tools mentioned in fig. 7 are listed in annex 2.



*Fig. 7: Overview of core considerations underpinning the Bauhaus of the Seas Sails Impact Framework, CC-BY-4.0 < <https://creativecommons.org/licenses/by/4.0/deed.en> >*

## Complex

The team developed an impact framework that accounted for complex, cross-sector, interconnected challenges impacting coastal and waterfront cities (e.g., climate change, biodiversity loss, socioeconomic inequality, threats to cultural heritage). The impact framework included various dimensions, levels, scales and timescales of impact in its selection of indicators and in its data collection strategy. The team developed a **Library of Indicators**, which provides a common structure to make sense of complexity and compare the different pilots and drops.

## Mixed methods

The approach used **different methods and tools** (context analysis, Theory of Change, indicators) to capture the range of impacts generated by pilots and drops and their evolution over time. These methods enabled data collection and fostered dialogue, reflection, and a deep exploration of impact through different lenses (thematic, process-oriented, long-term thinking). Methods were refined over time based on partners' feedback and learning from other WPs.

## Participatory

Our approach to impact assessment prioritized collaborative approaches in the impact framework development, context analysis, data collection and comparative analysis. The team developed **participatory sessions with pilot teams and local partners** (online and in-person) that informed the development of context-sensitive impact tools and enabled collective learning and sensemaking.

## Local value

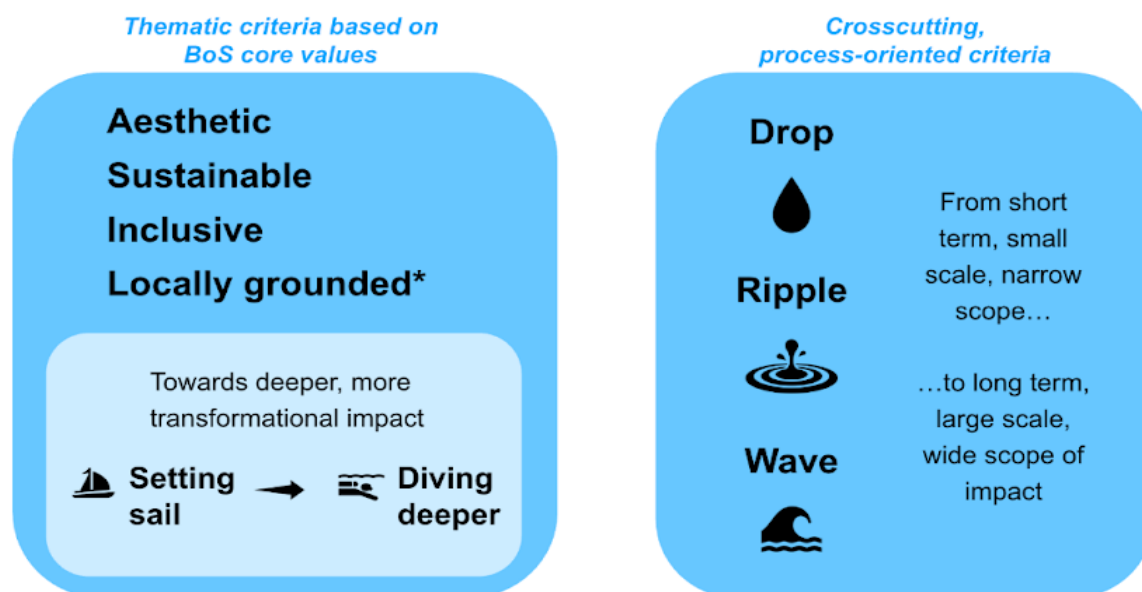
Our approach sought to generate value for pilot teams and local actors involved in the impact assessment process. The team organized **learning and cross-exchange** moments for pilots, identified good practices and made recommendations for the project's future development.

## Dynamic and long term

Our approach was rooted in the understanding that impact is a non-linear, long-term process toward transformation. The team organized **theory of change sessions** with pilot teams to reflect on their impact pathways and scaling strategies to turn drops into ripples and waves. Considering the need for adaptive and context-sensitive approaches, the Library of Indicators provided a structured catalogue that pilot teams could use in a flexible and dynamic way to assess their impact over time.

Additionally, our work considered and connected with other concepts used in the project such as the 'Ocean Ambassadors' and 'Sea Forums' as actors who took part in co-designing, implementing and evaluating the work of the pilots (Seravalli, Light & Emilson 2022; Zumbink et al. 2024). We considered the perspectives of these actors to be essential to assess the impact of the pilots.

- Ocean Ambassadors focused mainly on building bottom-up engagement for the ocean among citizens and grassroots actors, which helped disseminate the work of the pilot teams.
- Sea Forums provided a collaborative platform for planning, evaluating and sustaining activities by building institutional commitment and mobilizing resources and knowledge across disciplines and organizations.



**Fig. 8:** Snapshot of the Library of Indicators' structure.<sup>7</sup> CC-BY-4.0 < <https://creativecommons.org/licenses/by/4.0/deed.en> >

**Fig. 9** (opposite): Theory of Change mapping for the Hamburg pilot, as of 26th May 2025.<sup>8</sup> CC-BY-4.0 < <https://creativecommons.org/licenses/by/4.0/deed.en> >

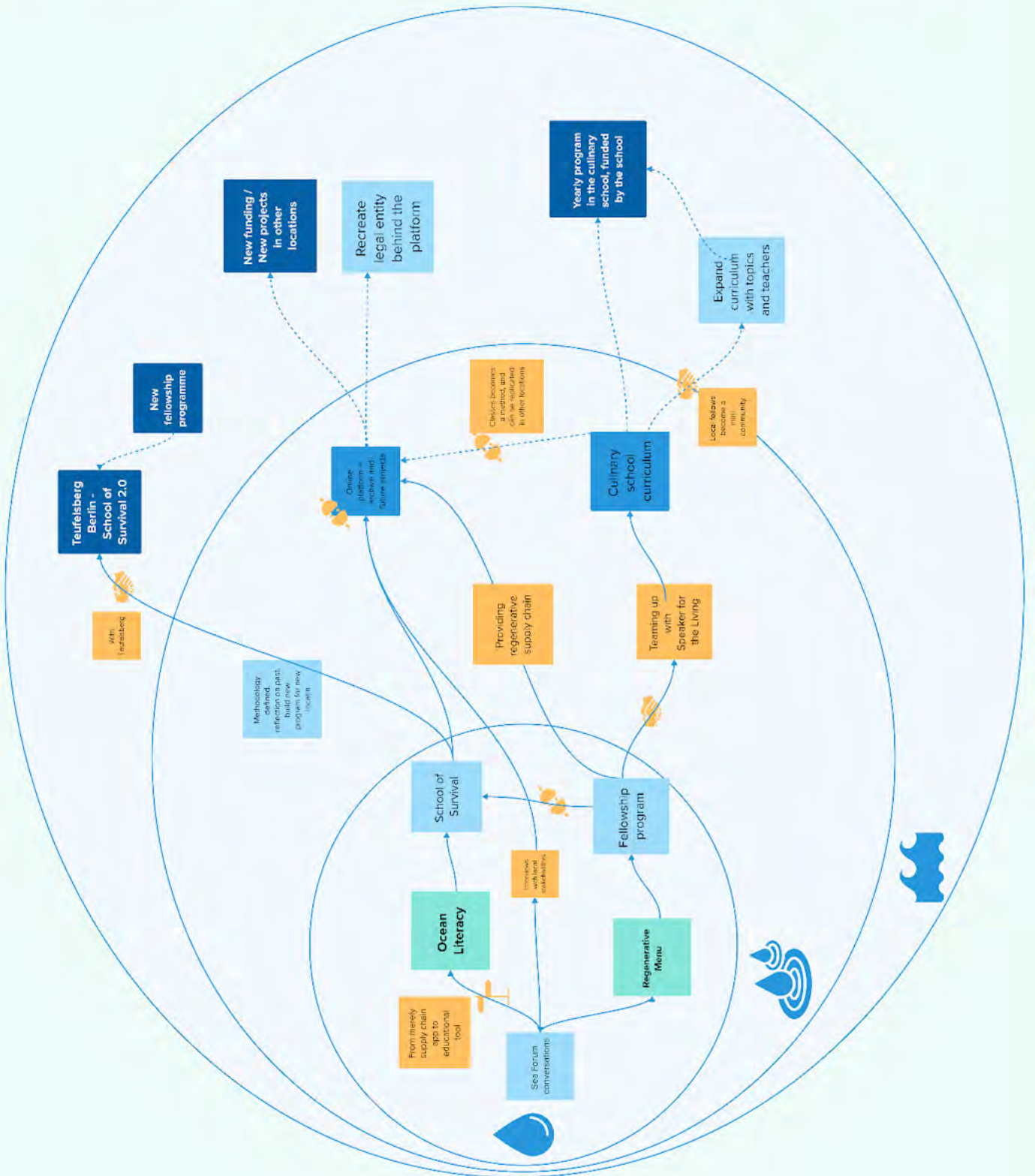
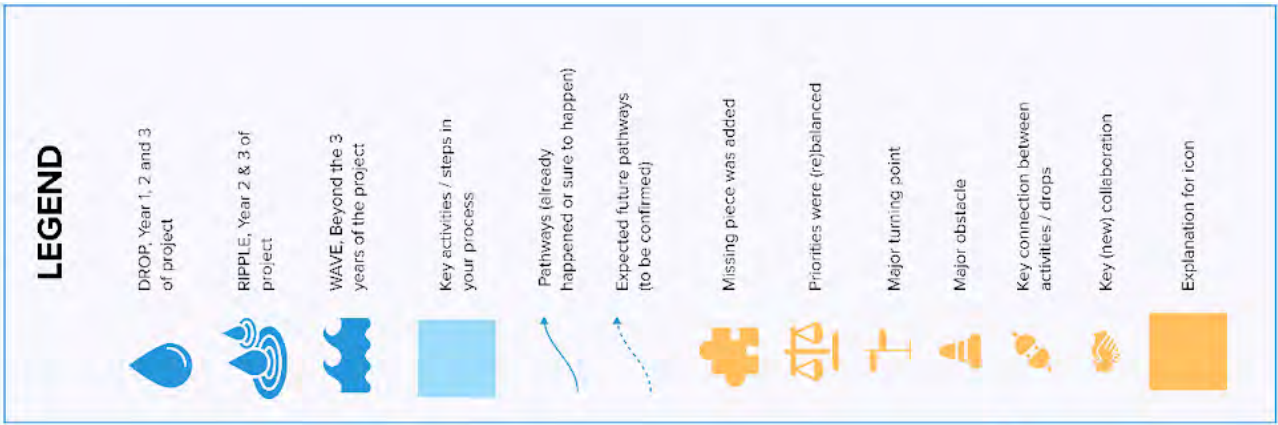
The following impact analysis follows the structure of the Library of Indicators (fig. 8) and focuses on criteria and indicators that were co-selected by the Impact Assessment team and the Hamburg pilot team. The analysis uses data collected by the pilot team and BoS work packages, which organized participatory sessions with pilots (detailed in annex 1) and shared research results in project reports and academic publications.<sup>9</sup> The impact assessment team (work package 5) collected and triangulated useful information during the sessions on **context analysis, theory of change** (fig. 9), **deep-dives** into aesthetics, sustainability, inclusion and local grounding; as well as an **in-person visit to Hamburg** during which culinary professionals, students, the Speaker for the Living and the pilot design lead shared hands-on insights.

The impact analysis also discusses the potential of the Hamburg pilot to generate long-term impact in the section "Toward waves? Hypotheses". Considering the three-year duration of the BoS project, we focused on pilots' ability to develop **'seeds' for long-term impact** (waves). We understand seeds as elements that constitute a strong foundation for waves to unfold. Bennett et al. 2016 defined "seeds of a good Anthropocene" as ways of doing and thinking that are materialized in initiatives or prototypes, are not currently dominant or prominent, and that begin to have transformative impacts as they spread. We were also guided by the concept of 'small wins' that captures how relatively small changes, in the sense that they initially arise at the micro- or local level, can generate "deep" effects that alter routines, values, frames and logics (Argyris and Schon 1996, in Termeer and Dewulf 2019). Termeer and Dewulf (2019) stress the importance of using dedicated propelling mechanisms to ensure that small wins (or seeds) turn into transformative change (or waves). Our analytical framework and methodology for impact assessment are further detailed in upcoming publications.

<sup>7</sup> Local grounding or 'Locally grounded' was added as a fourth core value by the Bauhaus of the Sea Sails (BoS) project. It is a crosscutting value, meaning that it applies across the three themes of Aesthetics, Sustainability and Inclusion.

<sup>8</sup> This infographic was co-developed with the pilot design, using Mural. The information was collected on 13th March 2025 and updated on 26th May 2025. The pilot activities and long-term plans have evolved since. This figure should be seen as a step in the reflection and evaluation process, rather than a definite theory of change of the Hamburg pilot.

<sup>9</sup> See <https://cordis.europa.eu/project/id/101079995/results>.



# Part 1

## Process toward impact: drop, ripple, wave

This section discusses the process toward impact of the Hamburg pilot and its two drops. It summarizes the **key outcomes** of the drops, assesses their **ripple effects** and formulates **hypotheses about their long-term impact** based on available evidence. The impact categories (Drop, Ripple, Wave), criteria and indicators used for this analysis come from the Bauhaus of the Seas Sails Library of Indicators. The text below is a summary of the more detailed analysis that was conducted per criterion and indicator by the impact assessment team in collaboration with the Hamburg pilot team.

## 1.1 Drops



The criteria we analyzed focused on the extent to which the pilot:

- considered and used existing processes;
- engaged relevant actors;
- imagined, developed and tested solutions.

For each criteria, we used detailed indicators to guide the analysis.

### Key insights from developing and testing the drops:

#### Regenerative Menus

Seven artistic, creative and cultural profiles including researchers, food producers and chefs (four locals, three international) were selected for a **fellowship program** focused on the context of Hamburg. The fellowship enabled them to develop their research and practice concerning regenerative food (regenerative farming and fishing, salinized soil, dual-purpose chicken, fermentation, herring, “freundebuch” method of connecting restaurant guests with food producers), create recipes, strengthen their network and gain public exposure.

Curatorial efforts were made to select chefs with experience in the Hamburg context, regenerative food, a community orientation and a long-term commitment. The pilot also ensured the fellows shared a **consistent vision and commitment to collaboration**: They agreed on a common theoretical framework adapted to local needs (food education was seen as a priority by the local fellows) and showed an understanding of food practitioners’ diverse working conditions and ways of working.

Fellows received **small grants** of approximately **5000 euros to develop or expand their work**. They used it to cover the time they devoted to researching, experimenting and networking, and they could also use it to acquire new equipment. One chef invested in a fermentation lab and created their own koji, miso and shoyu which they saw as a long-term addition to their menu and a way to make locally sourced plant-based food more flavorful year round. The regenerative recipes developed by the local chefs during their fellowship were subsequently served in their restaurant.

- Local fellows, in particular, report positively on their **reinforced local network** and the opportunities to expand their contributions to regenerative **food education** for the general public and for culinary students. Particularly valued by the fellows were the strengthened connection with the Speaker for the Living, a regenerative farmer and well-connected actor in Hamburg, and the culinary school BS 03 educating the next generation of chefs.
- International fellows **expanded their international network and refined their method** through exploration of the Hamburg context, opening up possibilities to adapt their approach to more contexts in the future.

The fellows had the opportunity to **showcase their work to wider publics** at the School for Survival exhibition, and in the ripple phase, on an online platform (see the Ripple section) and during a summer course for culinary school students. This increased visibility helped them raise their social media following, and may have contributed to one local fellow recently receiving a Green Michelin star, according to a pilot team member.



*Fig. 11: School of Survival Fellowship kick-off dinner event, Alte Schmiede, Hamburg, 30th May 2024. (Source: Enver Hirsch, 2024.) CC BY-NC-ND-4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >*

## Ocean Literacy

The drop included regenerative food and ocean literacy in the program of the School of Survival,<sup>10</sup> within the exhibition Survival in the 21st Century at Deichtorhallen from 18 May to 5 November 2024, which served as a learning space and laboratory for regenerative futures. The drop used **food as a convivial and sensory way to raise awareness** about water ecosystems, relationships with other-than-humans involved in human food chains, and the skills needed for future regenerative gastronomies.

The program featured **lectures, workshops, tastings and classes to educate the public**, which were attended by a total of about 350 participants (about 70 in the BoS opening activities, 120 in student workshops with fellows, 150 in the other food events with fellows), according to pilot estimates. The program showcased the work of the seven fellows involved in the Regenerative Menu Fellowship, allowing them to reach a wider audience beyond their restaurant customers and fellow researchers. The workshops with students provided cooking demonstrations (involving, e.g., chicken broth, fermentation) by the local fellows while the other food events featured lectures and extensive menu tastings (ARC 8-course menu, Wolfs Junge 5-course menu) by both the local and international fellows.

Around 120 culinary school students took part in a workshop at the exhibition. This **consolidated the partnership with the culinary school BS 03**, whose teachers, students and director appreciated the combination of experimentation and tasting with the program's educational format. The workshop raised interest in testing a course within the school – which was developed in the ripple phase.

The program included the documentary film “To Speak on Behalf of the Living” by Joe Sartorius and Katinka Versendaal, realized in 2024 as part of the exhibition's living lab, which **raised awareness of the riverine and wetland ecosystems of Northern Europe**, including the Elbe River, and the threatened ecological knowledge of the remaining fishers in these areas. The documentary contextualized the work of the fellows within challenges faced by water ecosystems and the regenerative food producers in the region.

According to the fellows, the Speaker for the Living and the pilot team, the exhibition sensitized the public to the importance of regenerative food and made regenerative food more than an abstract concept through the experience of cooking and tasting. The artistic approach of the exhibition, in turn, helped expand the perspectives of the food practitioners and culinary school students.

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<sup>10</sup> The wider program of the School for Survival addressed a range of topics including democratizing data, pluriversal politics, eco-grief, etc.



**Fig. 12:** *Chicken or the Egg?* Lunch event with chef Sebastian Junge, held at the Deichtorhallen museum, Hamburg, 7th September 2024. (Source: Phillip Meuser, 2024). CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

## 1.2 Ripples



The criteria we analyzed considered whether:

- the pilot reinforced and expanded existing processes;
- relevant actors took part;
- the pilot monitored and replicated solutions to aid learning

### Main ripples generated by the pilot:

#### Regenerative Menus

The fellowships have increased the visibility of the local fellows as shown by their increased social media following, and has helped them position themselves as **front-runners of regenerative food in Hamburg**. This may have contributed to one local fellow recently receiving a Green Michelin star, according to a pilot team member. International fellows gained new professional opportunities such as presenting their work at the Earthbound Conference (a three-day workshop in Copenhagen in August 2025<sup>11</sup>) and becoming part of a new project in the UK transfer their work to new contexts (fellows from Venice).

**A shared vision around food education** has emerged among the local fellows, which helps consolidate the local regenerative food community around common goals. This shared vision informed the development of the online platform “The\_knows everything”<sup>12</sup> as a ripple of the project. The local fellows plan to continue collaborating on food education for diverse publics (citizens, culinary students, marginalized groups).

The online platform showcases the research and recipes of the fellows, with the goal of providing education about – and **democratizing access to – practical knowledge concerning regenerative food**. The platform also frames the project in a long-term vision of regenerative food, and serves as a tool for fundraising and replicating the work in other locations (e.g., Rotterdam, Copenhagen and Venice). The platform is being disseminated through social media (100+ followers on Instagram) and in-person events. Peaks in site visits were observed during the School for Survival soft launch (some 300 visits, October 2024) and during the course at the culinary school BS 03 (some 50 new visits, June-July 2025), according to pilot estimates.

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11 See: <https://www.secrethotel.dk/earthbound-25/workshops/>

12 <https://www.the-knowseverything.org/>

Another major ripple of the project is the development of an extracurricular **course given by the fellows at the culinary school BS 03** in June–July 2025, which was attended by some 30 students. This followed the workshop attended by culinary school students at the School for Survival, which succeeded in generating the culinary school's interest in a continued partnership.

- Three local fellows (two chefs and the regenerative producer/Speaker for the Living) gave classes based on their fellowship project (regenerative farming, fermentation, dual-purpose chicken) and received a teaching fee, covered by the project. This allowed them to develop their **teaching skills**, supporting their long-term goal of educating diverse publics about food. Student feedback indicates that practical components (visiting the farm, tasting miso, cooking) are key to effective learning experiences.
- The role of the Speaker for the Living was strengthened as a **course coordinator, consultant and contact point** for the school, also for future iterations.
- **The course filled gaps in the curriculum of the culinary school** by sensitizing students to sustainability challenges in the food sector and the importance of building relationships with food producers. Students gained practical skills such as fermentation and making koji, miso and shoyu to make plant-based foods more flavorful, and in cooking with various chicken parts to limit food waste. The course also provided an opportunity for students to create their own regenerative plate and be featured on the online platform.
- **Students offered very positive feedback** on the course topic, organization and the contribution to their professional trajectory. Based on feedback from 16 course participants, students have gained a better understanding of regenerative gastronomy (56 percent agreed; 44 percent somewhat agreed), increased knowledge and skills thereon (62 percent agreed; 37 percent somewhat agreed), and increased awareness of the topic's importance for the future of gastronomy (87 percent agreed). All feedback respondents believed that the course should be offered regularly in the future. Several students also reported that they intended to increase their contributions to regenerative gastronomy by further developing their culinary skills, being more mindful about their own food consumption, or collaborating with the fellows in the future.

**The next iterations of the course**, which will feature an additional class on fish, have been discussed by the school and are set to take place in 2026. There will be at least two more iterations of the course and the school will cover the costs, including teaching fees for the three BoS fellows (one of them the Speaker for the Living as course coordinator).



**Fig. 13:** Aaron Hasenpusch (Restaurant Klinker) and culinary students, final class at the BS 03 culinary school, Hamburg, 10th July 2025. (Source: Susanne Dupont, 2025.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >

## Ocean Literacy

The pilot team created **synergies between their two drops Regenerative Menus and Ocean Literacy** by incorporating the work of the fellows in the School for Survival program, which was part of the Survival in the 21st Century exhibition. In total, based on pilot estimates, some 350 people, including about 120 students, were reached through the various food experiences offered in the School for Survival program.

The way of working developed in the Hamburg pilot (fellowship, learning program, methods) is being replicated in the **new iteration of the School for Survival in Teufelsberg, Berlin** (not as part of BoS). This “School of Survival 2.0,” opening in 2026, includes “food and the garden” as one of its pillars. Dr Tiff Mak, the international fellow from Copenhagen, is involved. The pilot design lead is also involving the Gemeinschaft (a Berlin-based network of sustainable producers and chefs)<sup>13</sup> as a discussion partner, in continuity with the dialogue initiated during BoS.

The Hamburg School for Survival program also enabled the pilot team to build new partnerships with policy advocacy actors (Seas at Risk and BUND) that share common objectives, such as **including marginalized voices (e.g., traditional fishers) in policy discussions**. The Hamburg pilot’s bottom-up approach (from practice to policy) as well as its expertise concerning food consumption (from farm to plate) and in riverine contexts, bring added value to BUND and Seas at Risk. **Dialogue and advocacy efforts** are being developed and are set to continue at the European Week of Regions and Cities in October 2025.

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13 See: <https://die-gemeinschaft.net/en/>

## 1.3 Toward waves? Hypotheses



The criteria we analyzed considered whether:

- **relevant actors took over and sustained efforts;**
- **solutions were disseminated widely.**

**Hypotheses about potential waves from the pilot in the coming years:**

### **Regenerative Menus**

The pilot team has a **holistic long-term vision for regenerative food** that includes transforming food production (strengthening local supply chains and ways of producing food through farming, fishing, foraging, etc.) and preparation (introducing practices like preservation and fermentation of ingredients), underpinned by a broader rethinking of relationships between humans (producers, restaurants, consumers) and other-than-humans involved in food. Both drops have established strong elements that can support this vision in the long term. In particular, the regenerative menu drop has planted several seeds for change.

**Fellows** with a long-term commitment to regenerative food have developed or deepened concepts and methods that they plan to continue using in their restaurant (e.g., fermentation), their food education efforts (e.g., food producer-consumer relationship, the cases of chicken and herring) and their research (e.g., salt-resistant farming in different contexts). Local fellows have developed their teaching skills through the course with culinary students, and can learn from this experience for future food education efforts.

**The local regenerative food community** has been reinforced in Hamburg, with the regenerative farm/Speaker for the Living as a key actor to sustain collaborations. This community of actors share long-term goals (e.g., food education) and values and have gained experience collaborating in the course with the culinary school BS 03. The continuation of the course at BS 03, but also public events and engagement with the Gemeinschaft network of food professionals, are potential areas for future collaboration.

The partnership with the **culinary school BS 03** has been consolidated with the organization of the summer course coordinated by the Speaker for the Living. The strong results of the course, including students' regenerative plates and positive feedback, call for a continuation of the course. The feedback indicated 87 percent of the students considered the course topic important for the future of gastronomy, and 100 percent believed the course should be offered regularly in coming years. The fellows and pilot team have ideas and a network to expand the course to new topics/methods; they see the course as a local business model that can help diversify fellows' incomes. The next iterations of the course (at least two, from April 2026) will be fully funded by the school, suggesting an increased ownership of the school toward the course.

**Culinary school students** who attended the course have gained new knowledge, skills and contacts that should help them contribute to regenerative gastronomy in the future. Several students expressed an intention to expand their skills, collaborate with the regenerative farm or make changes in their personal consumption.

Beyond the local level, the drop has developed key tools and methods to **connect regenerative food practitioners (chefs, producers) with institutions (cultural, professional education) and the public**. These tools and methods, especially the fellowship, course, online platform and School for Survival program, have mutually reinforcing effects and can be replicated in other locations, as per the plans of the pilot team. A crucial posture for establishing these successful connections is the ability for institutions to demonstrate understanding and adaptiveness to regenerative food practitioners' ways of working and thinking.

The **online platform** provides a living archive for the fellowships, making recipes and educational content accessible to chefs, culinary students and home cooks, in German and English. The platform disseminates the knowledge and skills developed during the fellowships beyond the project, while serving as a tool for replication that can incorporate new cities, such as Berlin (new School for Survival program starting in 2026), Venice, Copenhagen and Rotterdam (using ties to international fellows, BoS partners and previous projects).

## Ocean Literacy

Ocean literacy is a core element of the pilot team's long-term vision of transforming relationships between food producers, cooks, consumers and other-than-humans. The ocean literacy drop has established strong foundations to support long-term goals.

The **online platform** brings results and partners from the two drops together, providing a living archive and educational tool for the ocean literacy work of the project. It incorporates the film documentary "To Speak on Behalf of the Living," which was shown as part of the School for Survival program in Deichtorhallen, Hamburg. The documentary helps contextualize current and future projects displayed on the platform with the challenges faced by water ecosystems and regenerative food producers in Europe. The online platform is used by the pilot as a tool for replication to new locations, including Berlin, which will host the new School for Survival program in Teufelsberg as of 2026.

The **School for Survival** program has been consolidated during the project, demonstrating how practical experiences (making, tasting, sharing food) can be combined with artistic exhibitions and future-oriented discussions to reach a wide audience. The School for Survival enabled new learning experiences but also successfully broadened the networks of the fellows and the pilot team.

From the Hamburg School for Survival program, the pilot team has reached, and built partnerships with, **policy advocacy organizations** (Bund, Seas at Risk) thanks to its ability to connect with bottom-up practices, the food consumption side (chefs, the plate) and the public through educational food experiences. The pilot design lead is developing this dialogue, which is set to continue at the European Week of Regions and Cities (October 2025), and hopes to develop joint advocacy efforts towards the inclusion of marginalized voices (e.g., traditional fishers) in policy discussions. One fellow is moving from restaurant work to political studies and could support joint advocacy efforts in the future. Participation in European-level discussions can open up new opportunities for **networking and fundraising** in support of the continuation of the pilot's work.

# Part 2

## The Impact on the Four Themes of Bauhaus of the Seas Sails

This section discusses the impact of the Hamburg pilot and its two drops on four key dimensions: aesthetics, sustainability, inclusion and local grounding. These dimensions are based on the New European Bauhaus and were recognized by Bauhaus of the Seas Sails consortium partners as the **core values** driving the project's design, implementation and evaluation (Zumbrink et al. 2024). As in the previous section, the impact categories, criteria and indicators used for the analysis come from the Bauhaus of the Seas Sails Library of Indicators. The text below is a summary of the more detailed analysis that was conducted per criterion and indicator by the impact assessment team in collaboration with the Hamburg pilot team.

## 2.1 Aesthetics



The criteria we analyzed considered whether the pilot had:

- sparked pleasure, wonder or connection;
- widened, challenged, disrupted, or transformed perspectives;
- inspired a commitment to change and action.

For each criteria, we used detailed indicators to guide the analysis.

### Key achievements of the pilot:

#### Regenerative Menus

The fellowship program enabled the fellows to deepen or expand their regenerative practice or research. Local fellows reported that the program and grant (5000 euros) gave them time and resources to **experiment with new techniques and ingredients, fostering creativity and innovation**. One local fellow, Sebastian Junge, tested ways to integrate chicken products (different body parts, egg yolk and whites) in its menu in a way that limits consumption and food waste, in collaboration with the regenerative farm Gut Haidehof.

International fellows, who have **interdisciplinary profiles** combining research, ecology, design and artistic practices (e.g., poetry), tested their methods in the Hamburg context and gained new perspectives and connections with the Hamburg food community. Notably, Dr Tiff Mak used the fellowship to **deepen their innovative “Microbial Poetics” approach** aimed at better communicating humans’ interdependence with microbial life for “refuturing,” that is, rebuilding the life-supporting structures needed for collective futures. A ripple effect was the opportunity for Dr Tiff Mak and Katinka Versendaal (pilot design lead) to organize a three-day workshop on this work at the Earthbound Festival 2025 in Copenhagen. This was attended by relevant cultural actors such as the Dark Mountain project.<sup>14</sup>

The extracurricular course attended by some 30 students in June–July 2025 at the culinary school BS 03 sensitized culinary students to the potential of regenerative food, as a practice that supports ecosystems while also encouraging creativity and the development of new flavors. The ability for students to experiment with new tastes, ingredients and techniques (fermentation, cooking with different parts of chicken) generated excitement and inspiration that reinforced their learning experience and the final results, that is, the regenerative plates created by the students.

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<sup>14</sup> See: <https://dark-mountain.net/about/>



*Fig. 15: Plate created by a student group with Hannah Stier, Paul Vetter, and Paula Heinzle at the final class at the BS 03 culinary school, Hamburg, 10th July 2025. (Source: Susanne Dupont, 2025.) CC BY-NC-ND 4.0 < <https://creativecommons.org/licenses/by-nc-nd/4.0/> >*

The course also provided **a new space and freedom** for the students to experiment and use their creativity, which they do not usually get during their courses and internships. According to the perceptions of BS 03 teachers and director, students put more energy into the course and regenerative plate than usual. According to feedback from course participants, they learned that sustainable food can be “art”, “beautiful”, “surprising”, “harmonious”, “diverse” or “flavorful”, in their words.

Students who gave feedback also reported an **increased (and for some, a sustained) commitment to regenerative gastronomy** with the intention to develop their skills further, change their own consumption or collaborate with the fellows in the future.

## Ocean Literacy

The drop demonstrated that **food can be a powerful medium for dialogue, awareness-raising and perspective-shifting**. It can help make artistic exhibitions and theoretical ideas about sustainability and systemic change more concrete and engaging for the general public and for students enrolled in practical education courses.

The drop successfully achieved this by purposefully designing food experiences for educational purposes and involving food practitioners that embody the change (the fellows, the fisher) as part of the School for Survival program in Deichtorhallen, Hamburg. The Speaker for the Living, in turn, reported that the artistic approach of the exhibition helped him expand his perspectives in new ways.

- The workshop held at the exhibition showed that making and tasting food are effective ways of **starting difficult conversations** with culinary students about the impact of their sector on nature and about relationships between humans and other-than-humans. **Conviviality and the experience of new tastes** fostered curiosity and excitement among the 300+ participants, creating enabling conditions to discuss contentious topics (e.g. the future of meat production, the loss of fertile soil) and challenge one another's perspectives. According to the pilot team, the workshop gave students a better understanding of sustainability challenges in food by making issues "more immediate and visceral." It also generated enthusiasm to delve into the topic further, which led to **a ripple effect** of the development of the **summer course at BS 03**.
- The School for Survival program in Hamburg included other effective educational moments, such as the opening speech given by Katinka Versendaal to reframe food as a collaboration between humans and other-than-humans. The speech was attended by approximately 70 people and **challenged dominant perspectives on food**.
- The documentary film, "To Speak on Behalf of the Living," by Joe Sartorius and Katinka Versendaal, helped raise visitors' **awareness of disappearing professions** with the example of the last remaining fishers of the Elbe River – and the resulting loss of knowledge and heritage. The documentary raised awareness of the marginalization of these traditional forms of ecological knowledge in mainstream discourse, helping visitors understand why preserving them is important. This also had an emotional impact on the fisher featured in the film, who felt proud of this new visibility in the museum.

Through these contributions, the program enabled better-informed discussions about the future of food in Europe while **dispelling false narratives** about sustainable food being a threat to local or national cultures. It also demonstrated the pilot team's ability to connect institutions and theoretical discussions with regenerative practices and stimulating educational experiences for different publics. This helped the pilot team build **new relationships** with organizations who seek these skills to strengthen policy advocacy (Bund, Seas at Risk).



*Fig. 16: Survival in the 21st Century Exhibition opening at the Deichtorhallen museum, Hamburg, 17th May 2024. (Source : Philipp Meuser, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

## 2.2 Sustainability



The criteria we analyzed considered the extent to which the pilot:

- **embedded regenerative and climate-resilient approaches;**
- **inspired a commitment to change and action.**

### Key achievements of the pilot:

The pilot has developed a **strong vision and conceptual framework for regenerative food** that centers an ecocentric perspective, involves diverse regenerative practices (farming, fishing, foraging, cooking, eating) and positions them as acts of healing, multi-species collaboration and conviviality.

In line with this vision, the pilot has developed an **effective method for deepening/expanding regenerative knowledge and practices**, raising their visibility and disseminating knowledge and practical skills among culinary and non-culinary publics. Key elements of this method, which reinforce each other, are the fellowships, the School for Survival program and the course at the culinary school.

### Regenerative Menus

With their fellowships, interdisciplinary researchers, food producers and chefs explored a variety of topics related to **water, soil, relationships between human and other-than-human life** (e.g., microbial life, herring, chicken) and the challenges posed by **climate change**.<sup>15</sup>

- The Tidal Garden's Salten Dykes research project explored the differences between the **salinization of soil** in Hamburg and in Venice, where they usually work to promote halophytes, that is, salt-tolerant plants. Their work raises awareness about "in-between spaces" at the intersection of water and land (e.g., salt marshes and brackish tidal zones that are often seen as empty and unproductive) and their potential to produce food, pushing the boundaries of what is considered "fertile" and "edible." They reinforced their work as a replicable method that can benefit other contexts, such as in the UK, where they joined another project through their connection to BoS.
- Restaurant Klinkers created a **fermentation lab** to produce miso, shoyu and koji, with the goal of offering diverse, flavorful plant-based meals in their restaurant year round. In the words of fellow Aaron Hasenpusch, Klinkers wants to "make plant-based foods cool" to reach wider and more diverse audiences, including people not already committed to sustainability.
- In collaboration with regenerative farm Gut Haidehof, Sebastian Junge developed

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<sup>15</sup> Details about the research and menus developed in the fellowships is available at <https://www.the-knowseverything.org/> and were used in the description of each project below.

ways of cooking with more body parts and products derived from “**dual-purpose chicken**” (chicken used for both meat and eggs) to provide alternatives to industrial chicken production, improving living conditions for chickens and enhancing the fertility of farm soil.

- Anastasia Eggers challenged Hamburg’s commercial relationship to herring, re-framing **herring** from a commodity to a “fascinating species with a strong sense of community” that is also part of Hamburg’s culinary heritage. Her fellowship has allowed her to expand her work on herring from the Netherlands to Hamburg. She has included a stronger focus on gastronomy and food consumption in her artistic research, helping to make it more tangible for non-academic audiences.
- Arc Restaurant deepened their **freundebuch concept** of using their restaurant menu as a book to connect guests to the restaurant’s “food friends” (local food producers, farmers, fishers and foragers) through storytelling. Their fellowship helped them strengthen relationships with other local fellows and develop their book, which they plan to publish.
- Dr Tiff Mak **deepened their innovative “Microbial Poetics” approach** aimed at better communicating humans’ interdependence with microbial life for “refuturing,” that is, rebuilding life-supporting structures needed for collective futures. They have also built ties in Hamburg, especially with the regenerative farm Gut Haidehof, and have enjoyed new opportunities to present their work, such as at the three-day workshop held at Earthbound Conference (Copenhagen, August 2025), attended by relevant actors, such as the Dark Mountain project.

The fellowship process has produced **new recipes** served in Hamburg restaurants, **new research** bridging gastronomy, ecology, art and design, and it has **reinforced the local community** of regenerative practitioners that share common goals such as food education. The recipes and research projects are showcased on the **online platform** “The\_knows everything,” which gives visibility to and helps disseminate these new practices.

In continuity, the pilot team and three local fellows co-created and taught a **course** for culinary students at the BS 03 school in June–July 2025. They shared knowledge, skills and techniques developed during their fellowship to future chefs, also developing their teaching skills. According to feedback from students who took the course, they gained a **better understanding of what regenerative gastronomy is, why it is important and how it can be practiced**, by building relationships with responsible producers and cooking differently (fermentation, using more chicken parts). This filled a gap in the curriculum of the school and the students’ apprenticeships. The course will be offered again at least twice in 2026, fully funded by the culinary school.



*Fig. 17: ARC lunch event. Hamburg, 30th June 2024. (Source: Jonas Fischer, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

**The Zoöp method** reinforced the local regenerative community by giving more importance and visibility to the regenerative farmer, who became the Speaker for the Living and the coordinator of the course at BS 03. This positioned him as a key consultant and contact point for the sustainability of the work in Hamburg. According to the Speaker for the Living, the Zoöp method can be an effective way of communicating with institutions.

## **Ocean Literacy**

The School for Survival program delivered **learning experiences** (cooking, tasting workshops, lectures) around regenerative food and water ecosystems that transfer both new knowledge and practical skills to participants (making chicken broth, fermentation). Visual methods (film documentary) and workshops helped **raise awareness and shift perspectives on other-than-human life and endangered ecological knowledge** (e.g., from traditional fisherfolk) by making these issues feel more concrete and immediate for participants. The essay and speech given by pilot design lead Katinka Versendaal at the launch of the program shared the pilot's vision of regenerative food with new publics.

The success of the School for Survival program enabled the pilot team to build new partnerships with policy advocacy actors like Seas at Risk and Bund, a federation for natural conservation that addresses fishing policies. **Joint advocacy efforts** are being developed, resulting in participation in a European summit in October 2025 with Bund.

## 2.3 Inclusion



The criteria we analyzed considered the extent to which the pilot:

- **connected with diverse groups;**
- **valued and integrated alternative forms of knowledge;**
- **advanced democratic participation.**

### Key achievements of the pilot:

#### Regenerative Menus and Ocean Literacy

The pilot took **measures to make its learning experiences accessible** to diverse publics.

- The School for Survival program was free, provided food and was advertised on social media by the fellows.
- The course at BS 03 was open to all classes and years of study and was not graded, which motivated students from diverse backgrounds to volunteer, and gave them space to experiment and create regenerative plates without feeling pressured (according to student feedback).
- Other factors supported students' decision to volunteer for the class, such as their personal relationship with their teacher, peers and the presence of the fellows, who are well-known in Hamburg. The possibility of future professional opportunities (e.g, apprenticeships) with the fellows might have been another driver.
- Students reported that practical experiences (farm visit, tasting, cooking) reinforced their learning process during the course, while theoretical information was harder to digest for part of the group.

The course demonstrated an **alternative to the usual courses offered by the culinary school**, which focuses on technical skills for the job market, leaving relatively little space for sustainability and creativity. The school director, the culinary teacher who co-organized the course, the fellows and the students found the course to be successful (based on written and spoken feedback) and 100 percent of the students who provided feedback noted that the course should be offered regularly in the future.

The pilot's methods (fellowship, School for Survival program, course) **centers and amplifies alternative forms of knowledge**, especially the knowledge of regenerative practitioners (fishers, farmer, forager, chefs) and interdisciplinary researchers working at the intersection of food, ecology, art and design. By giving more visibility to often-marginalized voices (e.g., the disappearing traditional fishers of the Elbe) through the public program and online platform "The\_knows everything," the pilot helps preserve ecological knowledge and local heritage while raising awareness of sustainability challenges and solutions.

The fellowship projects and documentary film shown at the School for Survival demonstrate **alternative ways of producing, cooking and eating** that can inspire culinary and non-culinary actors to be part of the change. In fact, the practical learning experiences offered in the exhibition and the BS 03 made these regenerative alternatives more concrete for students, who reported a greater understanding of what regenerative food is, why it is important and how to put the concept into practice. Some students expressed an intention to change their personal food consumption and improve their regenerative cooking skills.



*Fig. 18: Talk and Lunch event by Fellow ARC at the School of Survival, Deichtorhallen, Hamburg, 30th June 2024 (Source: Jonas Fischer, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

## 2.4 Local grounding (crosscutting value)



The criteria we analyzed considered the extent to which:

- the pilot valued and integrated local knowledge;
- whether local actors co-created and had ownership over solutions.

### Key achievements of the pilot:

#### Regenerative Menus and Ocean Literacy

A core mantra of the pilot was to “**support those who are doing the work,**” notably local activists and practitioners who have experience, skills, a community orientation and a long-term commitment to advancing regenerative food. The identification of those actors, and collaborating with them, is at the core of the pilot’s success.

The pilot and its components were **co-created with regenerative producers and chefs**, who were seen by the pilot team as key local experts and Speakers for the Living able to advocate for other-than-human life (herring, invasive catfish, almost extinct eel, chicken, life in soil).

- Collaboration with regenerative fishers from a previous project in Hamburg shaped the problems (how global challenges of climate change and invasive species manifest locally) and conceptual framework underpinning the work.
- The fellows and Speaker for the Living shaped their fellowship projects shown at the exhibition, the online platform (the initial idea of a supply chain app was changed to a tool for food education) and the course for BS 03, which also took into account feedback from the culinary school teacher and students who participated in the School for Survival workshop.
- An essential element that enabled successful collaboration was the ability to understand and adapt to the specific challenges and ways of working of regenerative practitioners.

The pilot **reinforced the local regenerative food community** by connecting food producers, chefs, the culinary school, cultural institutions and the public and by facilitating closer collaboration between the fellows and Speaker for the Living (Chicken or Egg Fellowship, co-creation of the course at BS 03). The fellows are already supporting each other in various ways and this could continue evolving into a strong local solidarity network. The pilot facilitated the emergence of a shared vision around food education and regenerative food among local actors that supports future collaborations with and beyond the culinary school.

The regenerative menu drop **gradually transferred ownership of the pilot solutions to local actors.**

- This is especially the case of the course at BS 03 whose second iteration (set to take place around April 2026) will be fully funded by the culinary school, whereas Bauhaus of the Seas covered the fellows' teaching fees for June–July 2025.
- More broadly, the pilot has **recognized and reinforced the role of the Gut Haidhof regenerative farmer (Speaker for the Living)** to sustain the local regenerative food community and coordinate continued collaborations around food education. The Speaker for the Living was positioned as a key contact point and course coordinator that can expand the classes offered at BS 03 in the future, and could even accompany BS 03 through a broader Zoöp process of reviewing their curriculum.
- The culinary school has taken financial ownership for the next course in 2026 but has not yet committed in the longer term. The Speaker for the Living is also well-placed to **develop the course for non-culinary publics.** The fellows expressed a strong desire to disseminate regenerative food widely, reaching citizens from diverse backgrounds. This could form the foundation of future collaborations.



*Fig. 19: Final class at the BS 03 culinary school, Hamburg, 10th July 2025 (Source: Susanne Dupont, 2025.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

# Part 3

## Takeaways

This section summarizes the **key factors – including context, stakeholder situation and resources – that shaped, enabled or hindered the pilot’s ability to produce impact**. These factors played a role in the co-design and implementation of the pilot and its drops, but also have implications for its sustainability and long-term impact. Such factors should be considered when examining possibilities to replicate, or draw inspiration from, the work of the pilot for other contexts. We identified two main types of factors, related to people and the setup of the project (box 3) and to the context of Hamburg for food practitioners (box 4).



*Fig. 20: Produce from the Gut Haidehof farm used in the final class at the culinary school BS 03, Hamburg, 10th July, 2025 (Source: Susanne Dupont, 2025.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

## 3.1 Key factors that influenced pilot impact

### People and project setup



- **A small, agile pilot team**, experienced in design processes and regenerative food, facilitated a culture of learning and reflection within the pilot, but with limited manpower.
- The pilot team, especially through the design lead, had a **coherent plan and long-term vision** concerning regenerative food. This helped the pilot select strong partners, especially local food producers and chefs who share a similar long-term vision. The institutional partner had a shorter-term orientation with regards to the project and its food dimension.
- **Different profiles and ways of working** within the pilot team (design, cultural institution) and with the chefs, food producers, and culinary school teachers posed challenges in terms of aligning the timelines of exhibition planning with the schedules of food practitioners. These challenges required adaptability on the part of the pilot team.
- **Exhibition planning** imposed tight deadlines and high resource mobilization in the early stage of the pilot but also allowed more time to develop the ripple phase (year 2 and 3) and plan for long-term impact.
- **The personal relationship** between the culinary school teacher and his students facilitated their voluntary involvement in the course.

*Box 3: People and project setup*

## Context for food practitioners in Hamburg



- Relatively more **openness to regenerative food** in Northern Europe, where a significant plant-based community already exists.
- Limited development of regenerative gastronomy in Hamburg, but with a **few strong players**. The project reinforced these players and supported them in becoming a community.
- **Difficult working conditions** of regenerative food producers and chefs (precarious, demanding); difficulty of making long-term commitments due to uncertainties linked to the restaurant business, such as changes in revenue and staff availability.
- The **culinary school** has a high-level commitment to becoming more sustainable but there is limited integration in the current curriculum. Culinary school teachers, who are public servants, have overall limited incentives to change their way of working and participate in extracurricular courses. Larger food industry players recruit most students.
- The **culinary school students** are interested in sustainability and creativity, they are aware of climate change but less aware of how the food sector contributes to the problem. Culinary students also face a significant workload and time pressure in their apprenticeships. See this feedback from one student: "The fact that it [the summer course] wasn't properly graded was also good, because it took the pressure off and gave me more personal space. I really enjoyed getting out for a change!"
- The regular visitors to Deichtorhallen are not a very young and diverse group, and the institution struggles to reach new audiences. The School of Survival temporarily brought in a younger and more diverse audience. Regenerative practitioners (especially restaurants also face **challenges in reaching diverse groups**, including youths and marginalized communities. Within the gastronomic space, an overall lack of gender parity can also be noted.

### **Box 4:** Context for food practitioners in Hamburg

## 3.2 Areas for improvement and future development

This section identifies potential avenues to improve and further develop the work of the Hamburg pilot. These suggestions and ideas are based on the in-depth analysis presented above, and combine reflections from the Impact Assessment team, the pilot team and their partners. Overall, the suggestions point to a variety of ways the pilot team could refine its tools and methods (box 5), sustain the work in the long run (box 6), reach more diverse communities (box 7) and expand its collaborations (box 8).

### Refining tools and methods



Based on feedback from culinary students, a longer course such as an elective would provide **more time, recipes and practical opportunities** to support students' learning process. Some students suggested that the theoretical information shared was harder to digest than the more practical lessons.

The pilot team could experiment with **increasing the fellowship grant amounts** for specific purposes, such as a communication budget (possibly optional, or as a follow-up funding scheme for interested fellows) and budget for longer in-person stays in Hamburg for international fellows, giving them more time to understand the local context and build a local network.

Students' feedback provided valuable insights on the success of the course at BS 03 and potential improvements. Such feedback tools could be used for **gathering feedback from the audiences** of the School for Survival program. This could be done in a fun, gamified manner, for instance through quizzes to test knowledge or interactive boards where visitors could draw/create the regenerative plates of the future. Informal feedback moments could be integrated at the end of workshops.

**Box 5:** *Refining tools and methods*

## Sustaining the work and making it more resilient



As of October 2025, the course at the culinary school BS 03 relies largely on the commitment of one teacher and the school's director. The pilot team could celebrate successes and share the results of the course with other teachers, including students' feedback and regenerative plates, to **incentivize more teachers to get involved**. This would diversify the support base for future integration of the course in the BS03 curriculum.

The pilot team could seek an **institutional or private-sector partner** with a long-term vision and commitment for the pilot topic, and with a flexible approach to diverse ways of working. The pilot team is currently exploring ways to develop its online platform "The \_ knows everything" into a legal body, such as a foundation, which could mobilize further resources.

Develop **support tools and systems to make local regenerative food communities more resilient**. In Hamburg, this community relies on few committed individuals faced with high work pressure, unstable working conditions and financial challenges. One promising avenue could be to equip these communities with fundraising skills or resources (e.g., a local fundraising advisor) that could help them distribute the workload and financial burden. Other solidarity mechanisms could be explored, such as cooperatives, co-financing agreements and collaboration with mental health practitioners.

**Box 6:** *Sustaining the work and making it more resilient*

## Increasing the reach of the work



The pilot team could increase its **communication and outreach to diverse groups** such as youths and marginalized communities, helping to further democratize access to knowledge and skills. They could facilitate the participation of these groups by holding workshops in different languages and locations beyond the museum, as was done by other BoS pilots in Malmö, Lisbon and Rotterdam.

Collaborations with **ecotourism** actors in Hamburg could be explored to incorporate ocean literacy activities (e.g., offering a boat trip with traditional fisherfolk) in tourism experiences for locals and visitors. This would challenge dominant narratives of the city's port and trading activities, raising awareness of the environmental impacts of dredging and port industries.

The pilot team could promote more **gender parity** within sustainable food projects, for example through fellowships that give female practitioners increased visibility and access to funding. The pilot team attempted to do this, but the overall lack of gender parity in gastronomic spaces was a challenge. The Gemeinschaft network in Hamburg is female-led and could be involved in the future of the work locally.

**Communication strategies and outputs** could help the pilot team reach a wider audience. For example, they could write media articles (e.g., Imagine 5 magazine), create a podcast using the audio interviews with fellows, or make the documentary film available on YouTube. Celebrating the positive outcomes of the School for Survival program could help shift perceptions of food and acknowledge food practitioners as knowledge-holders and artists who belong in museums.

*Box 7: Increasing the reach of the work*

## Expanding collaborations



The pilot team could work on integrating regenerative principles and skills in the **curriculum of culinary schools**, starting with BS 03 and Zoöp/Het Nieuwe Instituut. The Hamburg Speaker for the Living could lead this effort by building collaborations with BS 03 teachers, refining the course and negotiating changes to the yearly curriculum. A co-financing model could incentivize the culinary school's growing ownership over the process. The Speaker and the school could also partner with other sustainable restaurants in Hamburg to diversify students' apprenticeship opportunities.

The pilot team could explore further collaborations with the **Zoöp team/Het Nieuwe Instituut** and their new CONVIVIUM project (as part of the NEB).<sup>16</sup> This project will reinforce the regenerative foodscapes of Rotterdam and other European cities with a focus on conviviality and community (e.g., with community kitchens), in alignment with the work done in Hamburg. This could help expand the online platform 'The \_ knows everything' which could be used by community-based organizations in the project's cities.

Policy change is needed to improve the regulatory, economic and working conditions of regenerative food practitioners in Hamburg and in Europe. The pilot design lead could pursue her advocacy efforts and grow a **European network of partners** for policy advocacy, knowledge-sharing and collaborative research, to share BoS insights and access opportunities to continue the work. For example, connecting with organizations like ICLEI,<sup>17</sup> the World Resource Institute and Eurocities<sup>18</sup> could unlock partnerships with policymakers and cities, which could raise their profiles as frontrunners in sustainable gastronomy.

### **Box 8:** *Expanding collaborations*

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<sup>16</sup> <https://convivium-neb-project.com/>

<sup>17</sup> See, e.g., for instance the CityFood program: <https://cityfood-program.org/>.

<sup>18</sup> See, e.g., the CLEVERFOOD program: <https://eurocities.eu/projects/cleverfood/>.



**Fig. 21:** School of Survival Fellowship kick-off dinner event, Hamburg, 30th May 2024. (Source: Enver Hirsch, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>

# Annex



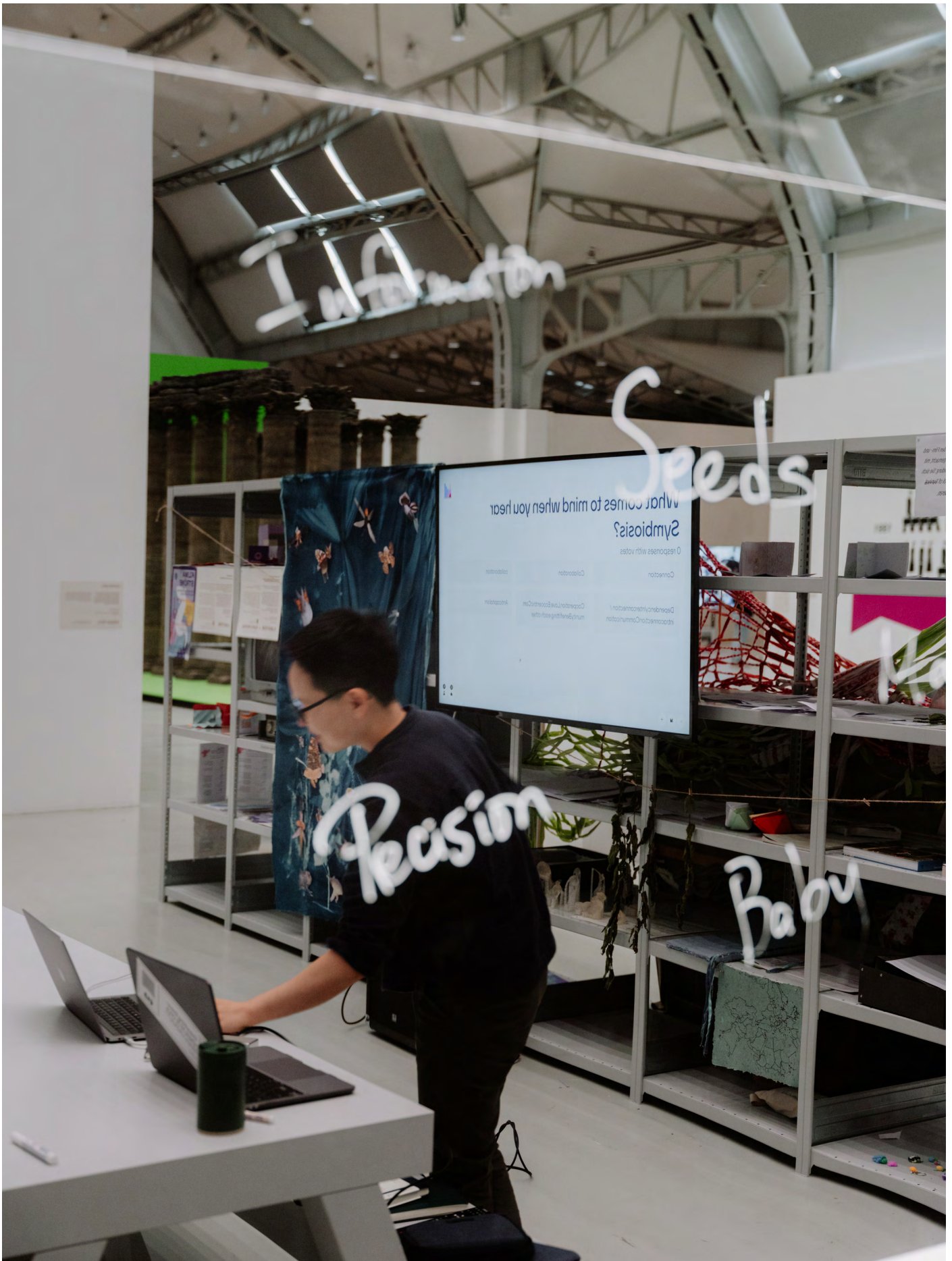
*Fig 22: Plate from The Tidal Garden fellowship project at the Deichtorhallen museum in Hamburg, 6th October 2024. (Source: Philipp Meuser, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>*

## Main data collection activities

This impact assessment used data collected via various activities in collaboration with, or led by, the Hamburg pilot team. These include activities organized by the impact assessment work package (WP5) led by TU Delft as well as other work packages focusing on co-design (WP2 led by Malmö University) implementation (WP3 led by TBA21 Thyssen-Bornemisza Art Contemporary) and replication (WP4 led by Ca' Foscari University of Venice) within the Bauhaus of the Seas Sails consortium. TU Delft took part in the activities organized by other work packages, as co-organizer or attendee.

Activities used to gather data and analytical insights:

- Benchmarking session 'Water Telling,' online, 28/01/2025 (led by WP4)
- Session on pilot Sea Forums, online, 17/01/2025 (led by WP2)
- Benchmarking session on context, in-person, 13/02/2025 (led by WP4 and WP5)
- Theory of Change session, online, 13/03/2025 (led by WP5)
- Reflection session on aesthetics and impact, online, 26/05/2025 (led by WP5)
- Theory of Change update, online, 26/05/2025 (led by WP5)
- Reflection session on sustainability and impact, online, 06/06/2025 (led by WP5)
- Zoöp discussion with WP5 and WP2, in-person, 23/06/2025
- Ocean Ambassadors meeting in Rotterdam, in-person, 23-24/06/2025 (led by WP2)
- Reflection session on inclusion and impact, online, 04/07/2025 (led by WP5 and WP2)
- Session to update the Hamburg Implementation Report, online, 04/2025 (led by WP4)
- Visit of the impact assessment team to Hamburg, 10-11/07/2025 (WP5 attended pilot activities and conducted interviews with local partners, fellows, students)
- Student feedback on the summer course (June-July 2025), including 16 responses from students ; the last response was received on July 10, 2025 (led by the BS 03 culinary school and the pilot team)
- Reflection session on local grounding and impact, online, 05/09/2025 (led by WP5 and WP2)
- Seminar on replication proposals, online, 08/10/2025 (led by WP4)



**Fig. 23:** Fellowship project of Dr. Tiff Mak at the Deichtorhallen museum in Hamburg, 6th October 2024. (Source: Philipp Meuser, 2024.) CC BY-NC-ND 4.0 <<https://creativecommons.org/licenses/by-nc-nd/4.0/>>

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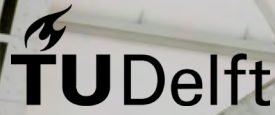
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