

Case Study

VILD MAD



Denmark

Module 2

<https://vildmad.dk>

VILD MAD contributes significantly to forest culinary education and biodiversity conservation in Denmark, empowering 100,000+ citizens annually through its free foraging app and nationwide edible trail network.

This Nordea-funded initiative transforms public forests into interactive classrooms, mapping 50+ wild edibles while training citizens in sustainable harvesting to support Denmark's green transition.

Location

This vast forest network is predominantly covered by ancient woodlands with broadleaf trees including oak, beech, birch, and hazel alongside conifer stands of spruce and pine. The understory bursts with ramsons, chanterelles, nettles, and wild berries — all sustainably harvested across 50+ species.





Linking public education and sustainable foraging for commercial partnership

VILD MAD believes this citizen-science model provides a blueprint for edible landscapes across Europe, marrying the Danish Nature Agency with schools, municipalities, and food producers to drive biodiversity awareness while creating new green jobs in wild-food education.

Activities & Commercial Model

VILD MAD Experiences include local education SMEs, e.g.,

- ◆ Free Foraging App with GPS maps, recipes, and seasonal alerts (premium DKK 99/year).
- ◆ Guided Edible Trail Tours (DKK 200–400 pp) in Rold Skov and Jutland forests.
- ◆ The Wild Food Lab — citizen science kits for mapping local edibles.
- ◆ A digital welcome center with recipe downloads, videos, and rest areas.
- ◆ Pay-to-participate school programs and municipal biodiversity contracts.
- ◆ A range of forest recreation activities across 50+ edible hiking tracks.
- ◆ Caravan and Camping Park and car parking for over 100 vehicles.



Sustainability and Trees

They began their sustainability programme through Nordea Foundation grants (DKK 10M+), focused on reducing our carbon footprint as much as possible. For example, they identify trees as the 'lungs of the earth' in app content.

'Trees are often called the lungs of the earth. By harvesting sustainably and mapping biodiversity, we're making sure our little forestry area is helping to keep our planet healthy'.



Trees and Plants



Reducing emissions



Wellbeing



Sustainability and Trees



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Trees and Plants

To allow the flora and fauna to live and breathe, they enforce 10% harvest limits per patch, GPS-track foraging, and encourage users to replant native seeds. Fallen wood is left for habitat; app users contribute data to restore degraded areas.

Green Friendly Approaches

Energy They endeavour to be as energy-efficient as possible by using solar-powered app servers and electric field vehicles. Their rechargeable devices power citizen science tools where possible.

Waste

They follow the mantra of "Reduce, Reuse, Recycle," meaning very little gets thrown away. Digital-only materials and compostable field kits ensure zero waste.

Wellbeing

Promote Healthy and Enjoyable Activities
Their outdoor activities are designed to be a positive choice for both body and mind. Their park provides opportunities for both land and forest-based activities, including Denmark's largest network of edible trails. Whether visitors come for a family berry hunt or a mindful mushroom walk, they are confident they will leave feeling all the better for it. They also make nature and wellbeing accessible to all so that everyone can enjoy the benefits of nature and natural landscapes.



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