



Viimsi (Estonia)

22,900 inhabitants



Organic production + biodiversity protection

Improved access to nutritious and affordable food

Nutrition, quality, taste, freshness, seasonality

Viimsi launches new 5-Year Contract for Healthy Food

What? To improve the quality, variety, and sustainability of school meals that are also accessible and appealing to children.

When? 2024 - 2029

Who? Eight public kindergartens and five public schools

"It's important to us that as many children as possible eat a healthy hot school lunch and also learn to put as much on their plate as they will eat."

The challenge?

Viimsi aimed to transform catering across all eight kindergartens and five schools by serving healthy, sustainable meals students loved. Introducing vibrant veggie options, boost variety, cut food waste and champion regional organic food was a goal. Although sourcing around Tallinn was challenging, this initiative strove to connect local menus with Estonia's larger farming regions.

The solution!

Before developing a new procurement contract, the Municipality of Viimis involved different stakeholders from the start, with a market dialogue involving students' opinions. A working group was created, including representatives of schools, kindergartens, parents, and national-level food experts (from the Estonian National Institute for Health Development TAI).

The results:

Following the stakeholder consultations, the Municipality signed a five-year catering contract covering 2024–2029. The biggest change is that more children now eat more varied school meals, including vegetarian options. In total, around 3,450 children and students benefit from the new catering service, alongside teachers and parents. The new contract includes 20% organic food, more fruit and vegetables, a wider range of meals, and greater attention to plant-based options and food waste. Children are encouraged to take only as much food as they eat. The caterer measures food waste twice a year.

- **Economic impact:** The new contract improved the price–quality ratio and created new jobs.
- **Social impact (SROI):** More children are choosing to eat school meals, providing access for children experiencing food insecurity. Breakfast is also served.
- **Environmental impact:** The contract increases organic food use and strengthens focus on food waste reduction through regular monitoring and awareness among students.



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Key Takeaways for Cities:

Organise a market dialogue before launching the procurement to understand what suppliers can offer and ensure that sustainability requirements are both feasible.



Keep the end goal in mind: ensure that school meals are sustainable, and importantly, taste good to children.

Involve students in providing feedback. Students know their food preferences and can also learn more by being involved.



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