

Anchoring a Mindset of Responsibility in the Next Generation



A couple of beacons in the Danish gastronomic elite puts responsibility at the core of their business. At restaurant Amass their legitimacy goes beyond flavour and deliciousness.

Sustainability is not just about sorting waste at Restaurant Amass on Refshale Island in Copenhagen. It's all about a mindset revolving around working together in a way that makes the best of everything.

The guiding mindset

At Amass the mindset is engrained into the working culture with the entire staff. This means that any other task performed in the restaurant is guided by a dedication to act responsibly, with responsibility being a quality and an end in itself.

Amass thus seeks to anchor a thorough culture and understanding of the connections between responsibility, sustainability and food in the next generation

It is a frame of mind that goes beyond the commitment to use only certified organic or wild-growing raw materials in all the food and beverages at the restaurant menu. To a large extent, the hub of the restaurant's creativity lies in the ability to turn so-called by-products from the kitchen into new and gastronomically innovative ingredients – like a miso made from leftover lemon rind. This way, Amass reduced its food waste by 75 percent over the course of five years.

Teaching next generation

To Amass, though, working this way, not only sets the frame for creativity. It also reflects a strong urge to lay a path for colleagues in the industry to follow and, not least, turning the mindset into teaching material for local school children.

The adjoining urban garden – the soul of Amass – with more than 80 kinds of vegetables and berries providing raw materials for the kitchen, also serves as a place of learning in a farm-to-table initiative for schoolchildren. The Amass Green Kids Programme thus seeks to anchor a thorough culture and understanding of the connections between responsibility, sustainability and food in the next generation.