TIME'S UP FOR FOOD WASTE!

SETTING THE EU ACTION AGENDA TOWARDS 2030

CONFERENCE
BRUSSELS | 12·12·2019

EU2019FI
HOSPITALITY/FOOD SERVICE SECTOR

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HOTREC & KHN

- **HOTREC**
  - European umbrella association of Hotels, Restaurants and Cafés in Europe
  - 44 National Associations in 32 European countries

- **KHN is the Dutch association**
  - 19,000 members
  - From bars to 5*hotels
WHY DO WE ENGAGE

- Growing sustainability awareness
- Increasing demand guests for sustainability
- Business case to reduce food waste
SPECIFICITIES OF THE SECTOR

- Heterogeneous
- 2 million businesses, 90% micro enterprises, 11.9 million workers
- No standardized meals
- No standardized procedures

→ Focus on bridging the knowledge gap on food waste
SOME ACTIONS IN THE SECTOR

- HOTREC guidelines
- Belgium, Denmark, France, Germany, Spain: recommendations and checklists
- Belgium: No food to waste public campaign
- Netherlands: Food Waste Challenge
KEY RECOMMENDATIONS

- Provide support to SMEs to increase knowledge and capacity-building
  - develop guidance/training materials, *key factors*
    - simple/easy
    - involvement staff/management
  - facilitate access SME’s to public funding
KEY RECOMMENDATIONS

- Motivate and engage businesses
  - Key role for trade associations
  - Show the business case for action

Strong incentive for businesses to act; save money by reducing food waste
KEY RECOMMENDATIONS

- Help influence consumer expectation/behaviour to reduce and prevent plate waste
  - Enable the dialogue with guests on portion sizes/menu choices,
  - Use nudging techniques
  - Public awareness raising campaigns to shift consumers expectations
KEY RECOMMENDATIONS

- Identify solutions to the logistical challenge linked to the collection of small quantities of food in multiple locations
  - no ‘silver bullit’ yet
  - public-private and inter-sectorial cooperation needed
KEY RECOMMENDATIONS

- Monitor Actions’ efficiency and effectiveness by setting smart objectives and KPI’s:
  - Objectives and KPI’s should be: realistic, simple and ‘easy-to-use’
  - For instance:
    - ‘total amount of foodwaste’
    - ‘number of businesses in the programme’
VITAL FOR THE FUTURE

• Prepare NOW the new generation of professionals!

Integrate food waste prevention in curricula of hospitality studies...and in schools

*(see cross-cutting recommendations)*
THANK YOU FOR YOUR ATTENTION
PLATFORM’S RECOMMENDATIONS FOR ACTION

1) PROVIDE SUPPORT TO SMALL BUSINESSES TO INCREASE THEIR KNOWLEDGE AND CAPACITY-BUILDING

2) MOTIVATE AND ENGAGE BUSINESSES TO ADOPT MEASURES AGAINST FOOD WASTE IN THEIR OPERATIONS

3) IDENTIFY SOLUTIONS TO THE LOGISTICAL CHALLENGE LINKED TO THE COLLECTION OF SMALL QUANTITIES OF FOOD IN MULTIPLE LOCATIONS

4) MONITOR ACTIONS’ EFFICIENCY AND EFFECTIVENESS BY SETTING SMART OBJECTIVES AND KEY PERFORMANCE INDICATORS (KPIs)

5) HELP TO INFLUENCE CONSUMER EXPECTATIONS AND BEHAVIOUR TO REDUCE AND PREVENT PLATE WASTE