

Together for EU Tourism



Webinar “Food Waste Management in Tourism”

10 June 2024 | Online

Webinar Summary

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Introduction

Scope and objectives of the webinar



Target audience

All tourism sector stakeholders, including T4T experts, hoteliers, tour operators, policy makers, and sustainability officers, who are interested in understanding and tackling food waste as a pathway to enhanced sustainability and economic efficiency.

Scope

Food serves as a cornerstone of the tourism experience, enriching local economies and cultures, while offering visitors unique insights into regional culinary traditions. However, the mismanagement of food resources in tourism can lead to significant waste, contributing to broader environmental and socio-economic issues, including increased greenhouse gas emissions and resource depletion. Therefore, in today's global tourism sector, managing food sustainably is not only a key element of the tourist experience but is also critical for environmental, social, and economic sustainability.

Objectives

The webinar aimed to raise awareness about the general issue of food waste, provide actionable guidance for stakeholders, and showcase effective practices for reducing food waste. By sharing insights and perspectives, the aim was to:

- 1. Global and Sectoral Impact of Food Waste:** Provide an understanding of the environmental, economic, and social impacts of food waste globally and within the tourism sector.
- 2. Strategies for Reduction:** Highlight effective strategies for food waste reduction at different stages of the tourism food value chain, including procurement, inventory management, menu planning, and waste management.
- 3. Case Studies and Best Practices:** Share successful examples from the tourism sector where food waste management practices have led to significant improvements in sustainability and operational efficiency.
- 4. Policy and Industry Actions:** Examine how national tourism policies can evolve to prioritize sustainable food management and waste reduction.

Agenda

10:00 - 10:05	Welcome and introduction of the webinar Moderator: Carla Aguirre Mouritzen, Deputy CEO, Visit Skåne AB and T4T Green Subgroup - Taskforce 3 Chairperson
10:05 - 10:20	Rethink/Redesign - Embracing Circularity <ul style="list-style-type: none">• Fia Gulliksson, CEO & Founder of CLUB KARUSELL, FOOD IN ACTION of SWEDEN AB
10:20 – 10:35	Food Waste in Tourism <ul style="list-style-type: none">• Virginia Fernandez-Trapa, Programme Coordinator, Sustainable Tourism and Resilience Department, UN Tourism
10:35 – 10:50	Policymakers perspective <ul style="list-style-type: none">• Ramune Genzbigelyte-Venturi, Policy Officer for Tourism, European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs• Marine Thizon, Public Affairs Manager, HOTREC
10:50 – 11:25	Best Practices <p>Three success stories from the tourism industry that have successfully integrated food waste management practices</p> <ul style="list-style-type: none">• Els Maria Kullamaa, Director of Operations, Fotografiska Tallinn• Benedikt Zangerle, CEO and Founder, Zangerle Küchenconsulting• Thomas Candéal, Project Manager, International Food Waste Coalition
11:25 – 11:50	Reflections and dialogue
11:50 - 12:00	Closing <ul style="list-style-type: none">• Dr. Ralf Pastleitner, TUI Group and Chair of the T4T Green Subgroup

Speakers



Fia Gulliksson,
CEO & Founder of CLUB
KARUSELL, FOOD IN
ACTION of SWEDEN AB



Virginia Fernandez-Trapa,
Programme Coordinator,
Sustainable Tourism and
Resilience Department, UN
Tourism



Ramune Genzbigelyte-
Venturi,
Policy officer for Tourism,
European Commission,
DG GROW



Marine Thizon,
Public Affairs Manager,
HOTREC

Moderator



Carla Aguirre Mouritzen,
Deputy CEO, Visit Skåne
AB and T4T Green
Subgroup - Taskforce 3
Chairperson



Els Maria Kullamaa,
Director of Operations,
Fotografiska Tallinn



Benedikt Zangerle,
CEO and Founder,
Zangerle
Küchenconsulting



Thomas Candéal, Project
Manager, International
Food Waste Coalition



Dr. Ralf Pastleitner,
TUI Group and Chair of
the T4T Green Subgroup

Webinar in numbers



228 Participants

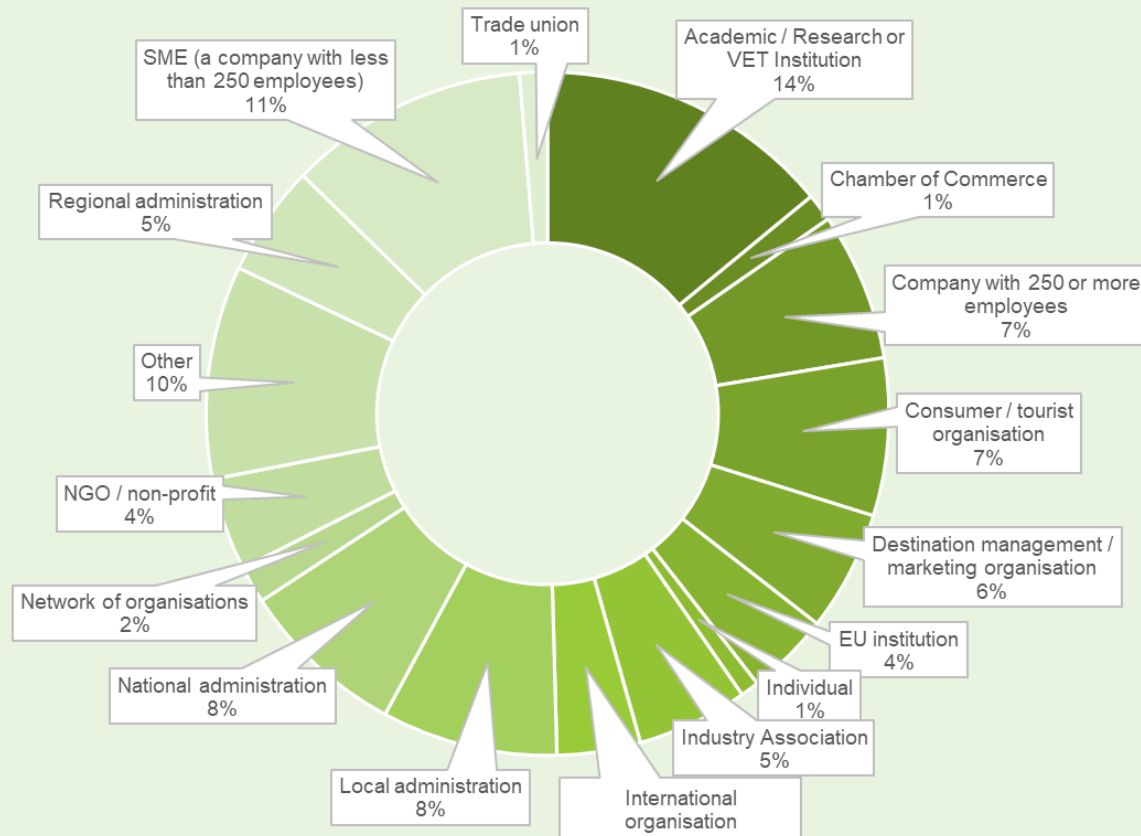


Participants from 23 EU MS and 10 non-EU countries



8 Speakers

Participants' Organisations



Results of the post-webinar survey (56 responses)



Overall **85%** of the respondents were satisfied with the webinar



All respondents found that the webinar provided useful information, with **89%** of them considering it as useful/extremely useful.



91% of the respondents feel that they have obtained a better understanding and knowledge of the topic after attending



68% of the respondents believe that the EU can support tourism stakeholders by institutional capacity building, more awareness raising campaign and training to service providers

Key discussion points (1/3)

Representatives from **Food In Action of Sweden AB, UN Tourism, European Commission (DG GROW), HOTREC, Fotografiska Tallinn, Zangerle Küchenconsulting, International Food Waste Coalition**, discussed the following:

1

Rethink/Redesign - Embracing Circularity:

How to become cross-cultural change agent and embrace circularity in gastronomy

Food In Action AB have since year 2000 designed and produced more than 25 food and tourism ecosystems (i.e. companies, products and services) with the "potato method". This method highlights that any change, starts with raising inner awareness for reaching the sustainability goals collectively. There is a need to re-educate people to become more aware of their inner development goals. The "potato method" is a metaphor used to describe how to build sustainable lives and companies. To do that, companies/individuals need first to get their priorities right by considering the green, circular and health aspects, then they need to consider the cultural, community and social aspects and at the end the monetary aspect. In the tourism sector, it is essential to attract more conscious travelers as they spend more, they care more and they communicate more. Nordic examples of raising awareness on food waste include: the Stop Wasting Food and the The Resq Club.

2

Food Waste in Tourism:

Accelerating food waste reduction in the Tourism Sector – a Global Roadmap

Food loss and waste exacerbate some of the most urgent challenges of our time and food waste specifically in tourism is not being measured so far, even though around 80 bn. meals are served annually for tourists. Addressing food waste in tourism can improve business efficiency, lower operational costs, reduce GHG emissions and increase food security. Bearing these in mind, UN Tourism developed a Global Roadmap on Food Waste Reduction for the tourism sector, which is part of the One Planet Sustainable Tourism Programme. The vision is food production and consumption to occur in a sustainable loop, minimizing waste and maximizing resource efficiency and the benefits for people. By managing better and more sustainably food in tourism, the sector can contribute to more sustainable food systems, which is what ultimately society needs. The roadmap addresses the SDG Target 12.3 - Reducing Food Waste, and provides an action framework to prevent food waste and surplus, redistribute surplus food, and divert (circulate) food waste from landfill through valorisation processes. It includes specific targets for accommodation providers and cruise lines, both for prevention and diversion; and it is complemented by a series of fact sheets on procuring food sustainably.

Key discussion points (2/3)

3

Policymakers perspective:

EU actions to reduce food waste, challenges and solutions to food waste reduction

- **European Commission:** Recent Eurobarometer survey on attitudes of Europeans towards the environment show that citizens' intentions to promote circular economy are strong. However, there is a gap between attitude and action, which can be seen in the food waste figures at the consumption and household levels. The European Commission supports the drive to prevent and reduce the food waste with the policy framework of the European Green Deal, the Farm to Fork strategy and - specifically for tourism - with the Transition Pathway for Tourism. In order to step up the efforts, in July 2023 the Commission has proposed the revision of the Waste Framework Directive. In parallel, it also facilitates to tackle this challenge by supporting the transition with multiple measures, which include the support for the common EU methodology to measure food waste, the EU Platform on food losses and food waste, facilitation of food donation, and optimising of safe use of food in feed. Other example of the support being provided is the toolkit developed by the European Consumer Food Waste Forum to reduce consumer food waste. Financial EU support to tackle food waste is available under several programmes, with a call that is currently launched under the Single Market Programme.
- **HOTREC:** HOTREC represents hotels, restaurants, bars, cafes and similar establishments. The hospitality sector refers to mostly 2 million establishments, with 89% being micro enterprises and extremely heterogeneous offers with no standardised meals and procedures and tight profit margins. Challenges on food waste include: i) conflicting demands; ii) conflicting policies at EU level; iii) operational issues; iv) monitoring of food waste. Solutions comprise: i) raising awareness; ii) demand forecasting for restaurants; iii) stock management; iv) monitoring food waste. There is an array of tailored solutions, which includes raising awareness, demand forecasting, stock management and monitoring food waste, which may not be easy for a small and restaurant setting. Examples of solutions that were put in place are in Spain by GF Hotel Costa Adeje that invested in an AI system to monitor and reduce buffet waste; and in Italy the 'Rimpiattino' initiative, encouraging consumers in the restaurants to take food home.

4

Best Practices examples:

Success stories from the tourism industry that have successfully integrated food waste management practices

- **Fotografiska Tallinn** provided an example on how to start and develop a sustainable restaurant by cooking without waste, which starts from the menu. Next to the restaurant, they have a bar, a cafe, and bakery catering which allows them to use all of their products not used in the restaurant and vice-versa. Considering that waste management habits come from home, they try to get people on board from day one, through the organization of trips to their farms, workshops for schools and tours for other restaurants. Having developed the reputation of cooking with waste, they had to change their approach to attract customers so they kept their methods, but they changed their mindset because "it's not wasted until it is wasted".

Key discussion points (3/3)

4

Best Practices examples (cont.):

Success stories from the tourism industry that have successfully integrated food waste management practices

- **Zangerle Küchenconsulting** provided a presentation of their services on food waste and procurement management. They examine the storage of kitchens by reorganising the whole process and they look on how the food is prepared so they train the kitchen teams to avoid unnecessary food waste by also showing the economic benefits due to the food savings, and they measure food waste by examining the output of food to the return quantity. An example of their support is a superior hotel in Bavaria since 2022, in which they managed to reduce the output by 48,34%, with a saving potential of about 82.424 EUR. This was achieved by raising awareness, training and coaching, restructuring all buffets, reducing the serving sizes, reorganizing the whole production process, and providing guidance and support.
- **International Food Waste Coalition** provided another example on the methodology they use to measure and monitor food waste in a standardised way for the hospitality sector. The measurement scope, based on IFWC's methodology to measure and report on food waste, includes the definition of material type of food, hotels area, metrics, food waste zones, food category, and waste destinations. There are different levels of measurement or quality standards that companies can follow if they would like to measure and monitor the food waste, which include campaign duration, frequency, quantification methods and restaurant zones, as per level (i.e. entry, intermediate, advanced). Measurement of food waste allows to understand what are the causes associated with this waste, and how to increase customer satisfaction and business efficiency.

5

Reflections:

Perspectives and thoughts for coming actions

- The food systems are built to make monetary profit so there is a need to raise the awareness of businesses to perform a green change.
- The main challenge for businesses such as restaurants is that profit margins are lean, there are not funds available for tackling the problem and start measuring food waste. The provision of toolkits and guidance is needed as well as financial support by local authorities and the EU.
- In restaurants and hotels the food procurement costs are not always monitored by kilogram so it is difficult to see what is the business case when they have some savings in food waste. Setting the right indicators when businesses initiate their journey to food waste is crucial.
- Food waste can be a tool for the tourism sector to contribute to a more sustainable food system.
- Reducing food waste is environmentally responsible, it's ethical, it makes policy sense and it in the long term, in it should make business sense.
- There will be soon the launch of the Tourism Stakeholder Support Platform and the aim is to pull together all the knowledge, tools, good examples, and have a forum of exchanges for tourism stakeholders.

Conclusions

1

The potato method shows what needs to be done to leave this world in a better state for future generations.



2

The Global Roadmap for Food Waste Reduction in Tourism provides an action framework and recommendations to prevent, redistribute and divert food waste from landfill.



3

The figures on food waste highlight the need to address the food waste challenge.



4

Understanding how technologically innovative solutions can help to tackle the food waste challenge going forward is important.



5

Small steps can lead to large outcomes and this should be considered when trying to find solutions to challenges.



6

There is need to have the right data before acting, measure it and act upon it.



7

Raising awareness and engaging the audience to understand the waste they are producing is important.



Thank you!

The document has been prepared for the European Commission in the context of the project “Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem” (the Project) in accordance with the signed contract No EISMEA/2022/OP/0018. This report reflects the views and results of the webinar discussion between the tourism stakeholders and do not necessarily represent the views of the European Commission. The action recommendations, however, do not necessarily represent the position or endorsement of all stakeholder groups nor the position of individual Member States or the European Commission.