



**IO1: Design and development of the e-Platform with e-training resources and 12 case studies. Task: Case study Template**

**1) Case study template: Hospitality sector**

<i>Partner Name</i>	UPB_CAMIS	<i>Case Study Number</i>
<i>Case Study Title</i>	Food waste management and minimisation in Accor Hotels in Eastern Europe/Romania	
<i>Sector</i>	Hospitality	
<i>Problem / Background / description of case study</i>	Aware of the fact that the restaurant business is wasting approx. 25% of the food its buying, with an F&B segment standing for almost 30% of its total turnover on one hand and with an ambitious CSR program – the Planet 21 setting high goals of reducing food by 30% by 2020, on the other hand, AccorHotels Eastern Europe regional leaders decided to improve the hotels' performances with smart initiatives that reduce food waste combing digital, human factor & circular economy.	
<i>Did they consider (modern) consumers behaviour before moving towards CE and waste management? Did consumer behaviour have an impact on them and their operation?</i>	Consumer behaviour directly impacted the company strategy to waste management.	
<i>Waste management tools / methods applied.</i>  <i>What is their operation process related to food waste? Do they follow specific protocols? Methods? Processes? Etc.</i>	<ol style="list-style-type: none"> <li>1) Invested time and energy into raising employee's awareness; thus they organised presentations, workshops</li> <li>2) Focused on the kitchen teams through the aid of and external digital system that allows proper monitoring and analysis of the source of waste (applied to orders-deliveries, storage, preparation in the kitchens, buffets, plating, communication between staff and quest, etc.)</li> </ol> <p><b>Novotel Bucharest City Center is combining food reduction with circular economy and substantially helping the local community.</b></p>	
<i>Do they have a dedicated team to work with waste management or waste minimisation?</i>	Yes, their F&B manager and team.	





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<p><i>Do they track waste manually or through an automated system? What are their findings? What are the benefits?</i></p>	<p>A unique mix of digital &amp; human engagement gave instant, impressive results. It was learned that an average of 700 kg of food was being wasted every week. Within 3 months, a -30% reduction target was overcome. Today, food waste by value is down over 80% from the starting point</p>
<p><i>How did they get the team onboard and work together? i.e. benefits, reward system, training etc.</i></p>	<p>There are periodical meetings and workshops with the main topic food waste. This involves all kitchen staff.</p>
<p><i>What specific training did they receive on waste management and how did they receive it?</i></p>	<p>Several workshops and presentations were organised.</p>
<p><i>How is circular economy being applied? What can you identify from the case study.</i></p>	
<p><i>Which skills can you (partner) identify as needed for the restaurant (case study) staff to possess to successfully conduct food waste management and minimisation</i></p>	<ul style="list-style-type: none"> <li>- Responsibility</li> <li>- Creativity</li> <li>- Attention</li> <li>- Dedication</li> <li>- Loyalty</li> </ul>
<p><i>Resulting benefits: impact on restaurant based on their practices (kg in waste, statistics of food being wasted, minimisation statistics following adoption of CE and waste management etc.)</i></p>	<p>With still 250 000 Romanian children going to bed hungry in 2016, Novotel Bucharest City Center (266 rooms, meeting rooms, modern bar and a restaurant), has started the process of changing its F&amp;B management system with food wastage reduction procedures in September 2016 by firstly raising the employees' awareness through workshops. As a second step, the hotel management team implemented the 3R rules (reduce, reuse, recycle) in the F&amp;B action plan in buffet management, changing plates, better stock management and communication to the staff. At the same time, regular, manual weighing (using excel spreadsheet) was undergoing supplying the hotel with monitoring &amp; analysis of source of waste. It appeared that organic food waste amounts from 245 kg to 687 kg per month and can be a valuable compost for Bio &amp; Co, an organic farm</p>





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	located near Bucharest providing jobs to 20 people in difficult life situation (professional re-insertion in society). Additionally, Novotel Bucharest City Center is not only supplying Bio&Co with organic compost but is also buying – with the remaining 5 other AccorHotels, fresh & bio vegetables and seasonal fruits. All in all, besides a -38% reduction of food waste after 11 months, AccorHotels in Romania have not only significantly lowered the environmental impact but is also leaving positive social footprint linking guests, hotels’ employees and local community.
<i>Can this case study be transferred to small / micro-organisations in the hospitality sector?</i>	It can be used in any small or big hospitality organisation
<i>Has collaboration been arranged with local food/service suppliers? If yes, how is this arranged</i>	Yes, Accor hotels cooperate in Romania with “Asociatia Fara Frontiere”. In 2016, they started a collaboration with the hotels in Bucharest of the Accor group, which consists in reducing food and bar / kitchen waste. They collect coffee grounds, tea bags, leftover vegetables / fruits from the kitchen, eggshells and use them on their composting platform from the Bio & co farm, obtaining a natural fertilizer for organic farming. Thus, they reduce waste and food and farm waste that otherwise go to landfills and pollute and preserve the environment.
<i>Is this case study national?</i>	No
<i>Is this case study innovative? If yes, how?</i>	
<i>Which technologies are used in the case study, if any?</i>	





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<i>Can this case study be used in the CE4Food training programme? If yes, which module can it supplement?</i>	
<i>Source/Reference</i>	<a href="https://hospitality-on.com/en/worldwide-hospitality-awards/accorhotels/accorhotels-food-waste-reduction">https://hospitality-on.com/en/worldwide-hospitality-awards/accorhotels/accorhotels-food-waste-reduction</a>
<i>Website</i>	<a href="https://all.accor.ro/">https://all.accor.ro/</a>
<i>Other</i>	

