



European
Commission



TIME'S UP FOR FOOD WASTE!

**SETTING THE
EU ACTION AGENDA
TOWARDS 2030**

CONFERENCE
BRUSSELS | 12.12.2019

EU2019 FI

Health and
Food Safety

HOSPITALITY/FOOD SERVICE SECTOR

Mr Hans Kant, Head of Advocacy
Royal Dutch Horeca Association (KHN)



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



WHY DO WE ENGAGE

- Growing sustainability awareness
- Increasing demand guests for sustainability
- Business case to reduce food waste



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12·12·2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

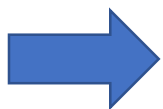
SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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*



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



KEY RECOMMENDATIONS

- Identify solutions to the logistical challenge linked to the collection of small quantities of food in multiple locations
 - no 'silver bullet' yet
 - public-private and inter-sectorial cooperation needed



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12·12·2019

EU2019FI



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'*



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



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)



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



European
Commission

THANK YOU FOR YOUR ATTENTION



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12·12·2019

EU2019FI



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



**TIME'S UP
FOR FOOD
WASTE!**

SETTING THE EU ACTION AGENDA TOWARDS 2030
CONFERENCE BRUSSELS | 12-12-2019

EU2019FI



European
Commission