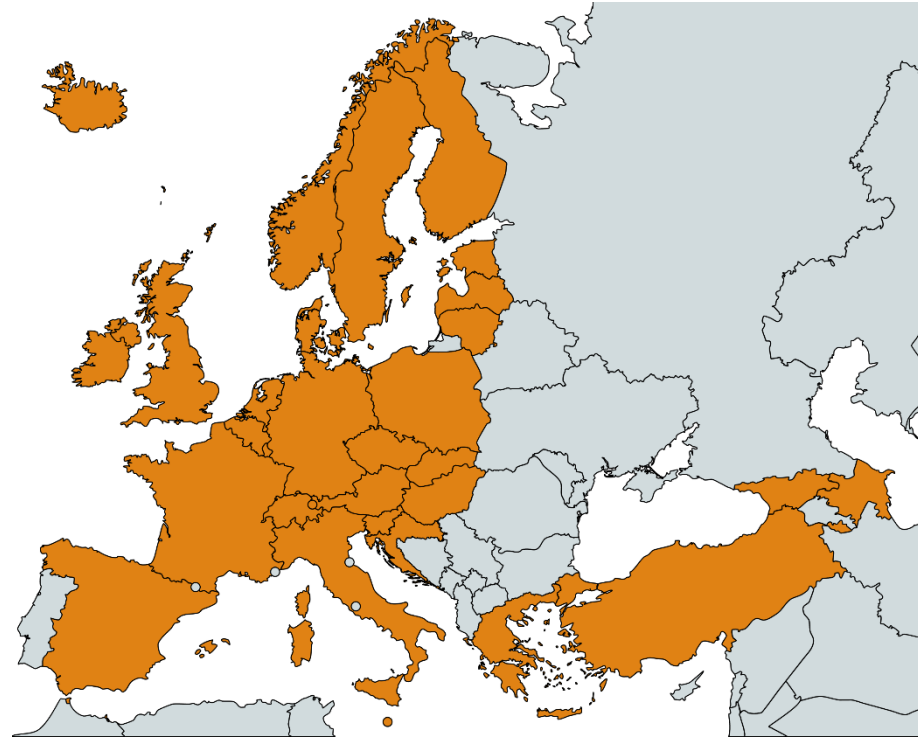


HOTREC at a glance

- **Umbrella Association of Hotels, Restaurants, Bars and Cafes in Europe**
- **43 National Associations**
- **31 European countries**
- **The voice of the hospitality industry at EU level**



Action Code	WHO	WHAT	HOW	WHEN
HOSP 1	Trade associations, research centres	Provide support to small businesses to increase their knowledge and capacity-building	<p>1. Develop and spread guidance and training materials for businesses to promote food waste reduction in all processes (ordering, storing, preparing, serving and waste managing of food products)</p> <p>2. Involve staff and management in the development of training programmes and awareness raising (simple, easy-to-use information materials and tools, including alternative formats - e.g. graphic materials, short videos, interactive tools).</p>	As soon as technically possible and maintain awareness overtime
HOSP 2	Trade associations	Motivate and engage businesses to participate in prevention actions	Show-case successful examples in which food waste reduction efforts have led to a fast return on investment or short-term economic benefit.	Ongoing and to be sustained.
HOSP 3	Public authorities, trade associations, and food banks	Identify solutions to the logistical challenge linked to the collection of small quantities of food in multiple locations.	Promote public-private and inter-sectorial cooperation to foster the development of technological solutions that can better connect offer and needs and to help decentralise collection.	
HOSP 4	Businesses, trade associations, and third-parties designing food waste reduction actions	Define SMART objectives and KPIs that are simple and easy for businesses to understand and use.	<p>Suggested KPIs to be adopted: (When measurement is possible)</p> <ul style="list-style-type: none"> • ‘Total amount of food waste prevented’/ ‘Total amount of food waste’ • ‘Food waste per meal’ (may be difficult to use it in certain circumstances e.g when the precise number of individual meals cannot be assessed. E.g. open buffets, etc.). <p>(When measurement is not possible)</p> <ul style="list-style-type: none"> • ‘Number of businesses entering the programme’ or ‘Audience reached among businesses’. 	When designing food waste reduction action and national campaigns on food waste reduction

Action Code	WHO	WHAT	HOW	WHEN
HOSP 5	Food service businesses, public authorities, consumer and environmental NGOs, client organisations	Link actions related to internal efficiency gains and consumer expectations/behaviour	<p>1. Businesses to ensure that front-of-house personnel can clearly communicate with customers on portion sizes, menu choice etc.</p> <p>2. Public authorities and consumer and environmental NGOs to run awareness campaigns to shift consumer behaviour when eating out of home.</p> <p>3. Client organisations to review their contracting practices (e.g. clauses regarding availability of food selection during non-peak hours)</p>	<p>Actions by staff of businesses already being promoted towards businesses and to be further promoted and sustained over time.</p> <p>Awareness-raising campaigns can be launched after coordination with all relevant stakeholders (e.g. within national forum/ platform).</p>
HOSP 6	Public authorities	Clarify what can be donated by hospitality businesses and under which conditions.	Produce clear guidelines	To be done as soon as technically feasible.
HOSP 7	Public authorities	Mobilise trade associations and stakeholders to help spread knowledge and best practice and identify pragmatic solutions to concrete problems.	Set up national commissions or working groups and/or replicate EU Platform at national level, with the view to share and spread knowledge and discuss solution to problems in the sector (e.g. measurement)	Can be done quickly. Some Member States already established such fora.

Action Code	WHO	WHAT	HOW	WHEN
HOSP 8	Trade associations, businesses public authorities, NGOs, and research centres	Support small businesses in measuring food waste	<p>1. Provide external support to small businesses through the co-funding of external consultancy for businesses, cooperation with third-parties with an expertise in food waste, or through agreements with public authorities and waste collecting companies (which have the capacity to measure food waste collected from businesses)</p> <p>2. Support businesses to measure themselves through small campaigns of measurement on which data are extrapolated (e.g. 5 consecutive days, once or twice a year, possibly with samples taken from different periods to account for differences linked to demand fluctuations)</p>	
HOSP 9	Public authorities (EU/national/local)	Provide public funding to support actions in small businesses	Fund/financially support the setting-up and making available of training programs, simple measurement tools (e.g. apps or software) or co-fund small businesses' use of external support to guide them to further reduce food waste (e.g. consultant services)	
HOSP 10	Public authorities, cities	Provide fiscal incentives/tax reductions for companies engaging in food waste reduction	e.g. reduced garbage collection fee to businesses showing reduction in food waste	
HOSP 11	Public authorities in charge of education	Integrate food waste prevention in hospitality sector studies curriculum	Education ministries to discuss with relevant hospitality schools	