

International Gastronomy Management BMGM 5000

Embedding Sustainability within Organisations



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Embedding Sustainability within Organisations

Daniel Payne
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Before we start



If we are online, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets.

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again.

Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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To report an incident use the Formal Student Complaint Form

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

Harassment

Bullying

Victimisation

Hate Crimes

Sexual
Misconduct

Antisocial
Behaviour

Damage to
Property

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy** may be applied. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. the **Hwb** or **Student Services**).

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with while you are on campus and access University facilities.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
 - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
 - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
 - Sexual misconduct (see **Non-Academic Misconduct Policy**);
 - Threats of injury or violence upon others;
 - Activities which may constitute a hate crime;
 - Activities related to the incitement of, or participation in, acts of terrorism;
 - Activities that wilfully and deliberately spread misinformation;
 - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.

Recap

**What do we mean by
Corporate Social
Responsibility?**



Aims For Today

- **To evaluate the current position on sustainability**
- **To gain an understanding of the circulate economy**



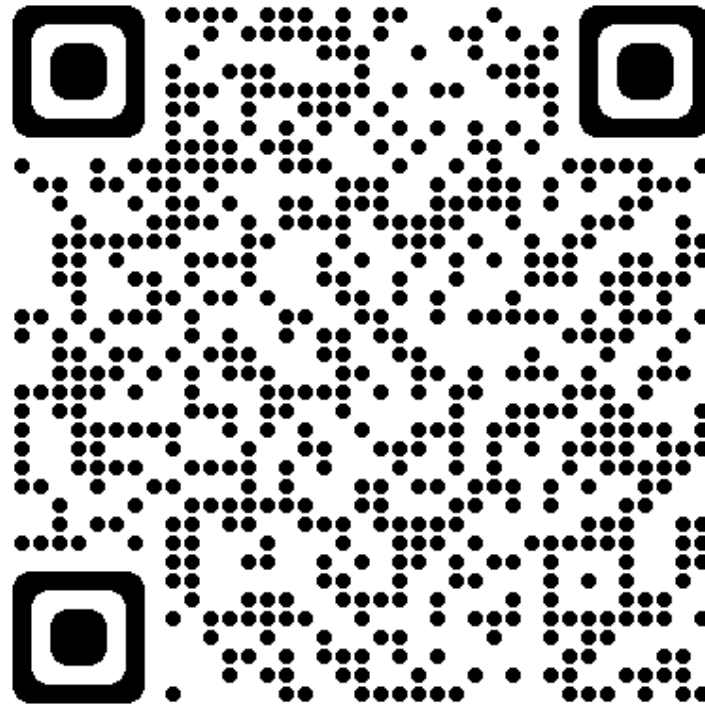
Where are we now – the big picture?

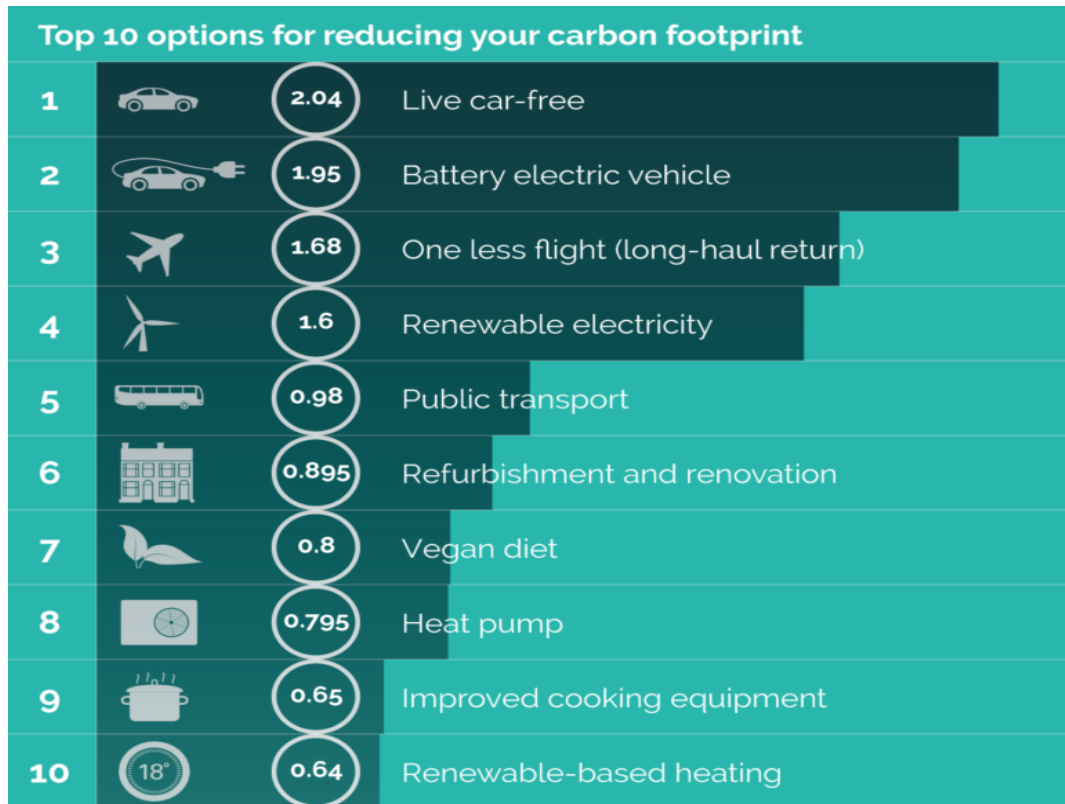
- Growing world population [World Population Clock: 8 Billion People \(LIVE, 2023\) - Worldometer \(worldometers.info\)](https://www.worldometers.info/world-population/world-population-clock/)
- Climate crisis; Energy crisis
- Extinction Rebellion / Insulate Britain
- Cop 26 Glasgow; Cop 27 Egypt; Cop 28 UAE (in 2023)
- To preserve a liveable climate, greenhouse-gas emissions must be reduced to net 0 (zero) by 2050

<https://www.un.org/en/>

- **So, do you know how UK energy is produced/ sourced?!**

Energydashboard.co.uk.





Median potential reduction (tCO₂eq/cap)



Global average (tCO₂eq/cap)

[Global CREDS study uncovers best ways to change consumption to cut carbon footprint - CREDS](#)

A New Normal

Sustainability



A tide of green...

A study by Harvard Business Review (2019) found that for sales in 90% of the observed Consumer Packaged Goods categories, brands that were marketed as **sustainable** were **growing faster** than traditional competitors.

Truly impactful changes to the ways in which businesses operate tend to be rewarded by the public through a rise in popularity and consequently, sales.

40% of millennial respondents had chosen an employer because of their sustainability performance. **70%** of millennials answered that they are more likely to stay with a company with a strong environmental reputation and policy (Governance & Accountability Institute, 2019).

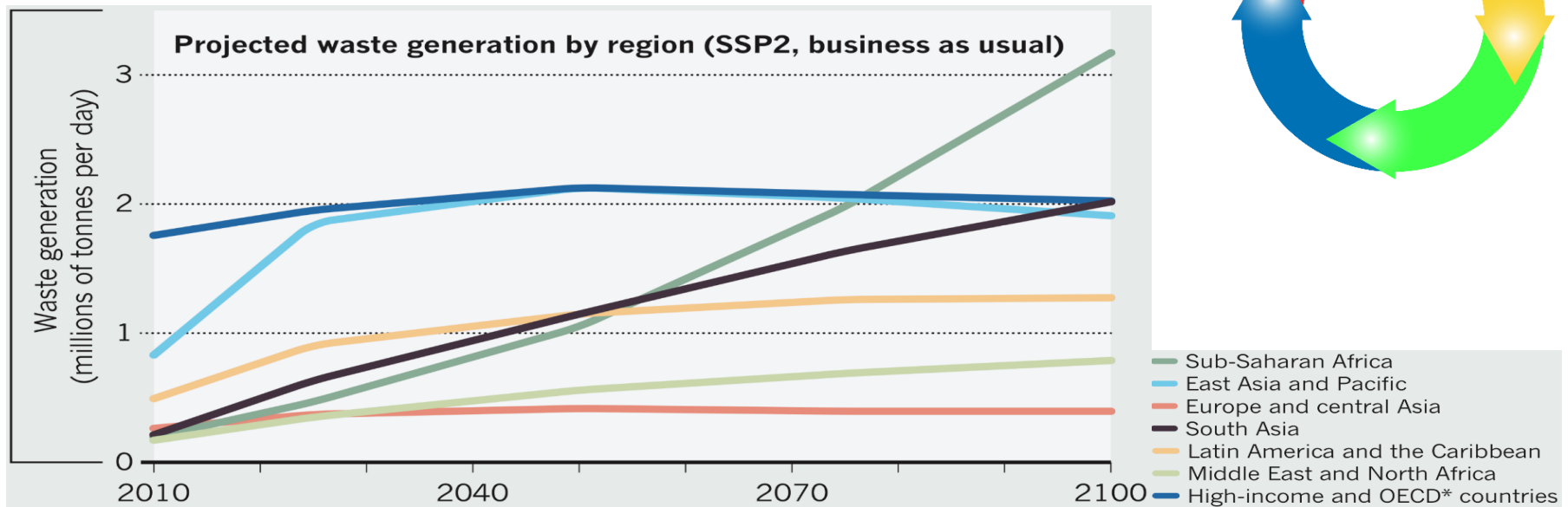
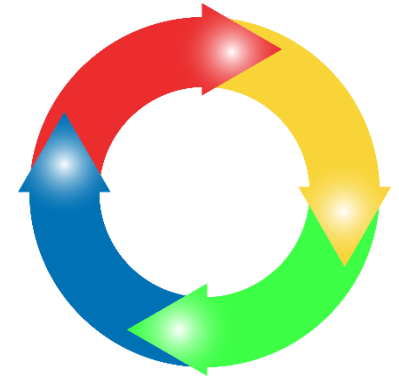




We mentioned last week that consumer awareness of social and environmental issues has increased markedly. Companies are progressively integrating sustainable development into their growth strategies for both ethical and profitable reasons, especially if they are to continue attracting the **younger, socially active customer**.

But is change coming quickly enough?

The Blunt Fact!



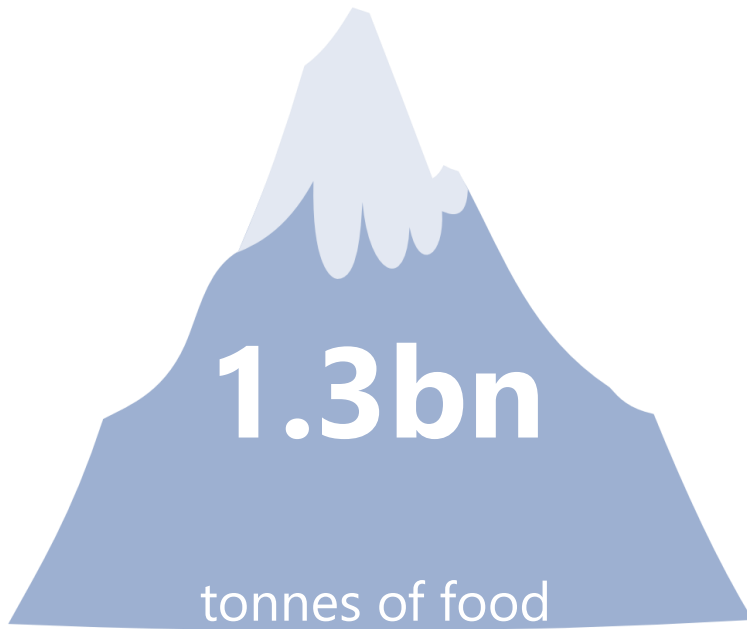
In a truly Circular Economy, the concept of waste **simply doesn't exist.**

Hoornweg, D., Bhada-Tata, P. and Kennedy, C. (2013). Environment: Waste production must peak this century. *Nature*, 502(7473), pp.615-617.

The Scale of the Challenge:

Food waste

E-waste



www.wrap.org.uk

(The waste and resource action programme)

Electrical and Electronic Equipment

- 57.4 Mt (Million Metric Tonnes) of e-waste was generated in 2021.
- The total is growing by an average of 2 Mt a year.
- There is over 347 Mt of unrecycled e-waste on earth in 2023.
- China, the US, and India produce the most e-waste.
- Only 17.4% of e-waste is known to be collected and properly recycled.
- Estonia, Norway, and Iceland have the highest e-waste recycling rates.
- The e-waste recycling market was valued at \$49,880 million in 2020.

<https://theroundup.org/global-e-waste-statistics/>

Reality Check:

One third
of all food
produced in the world
is never eaten.

<https://wrap.org.uk/resources/business-case-reducing-food-loss-and-waste/restaurants>



LINEAR ECONOMY



TAKE

MAKE

WASTE

CIRCULAR ECONOMY



MAKE

USE

RECYCLE

LINEAR ECONOMY

Take
↓
Make
↓
Use
↓
Waste



RECYCLING ECONOMY

Take
↓
Make
↙ ↓
Recycle Use
↘ ↓
Waste



CIRCULAR ECONOMY

Take
↓
Make
↙ ↓ ↘
Recycle Use Return
↙ ↘
Repair Reuse



The Circular Economy



The circular economy is defined as a **‘regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling’** (Geissdoerfer et al., 2017:764).



Principles of the Circular Economy

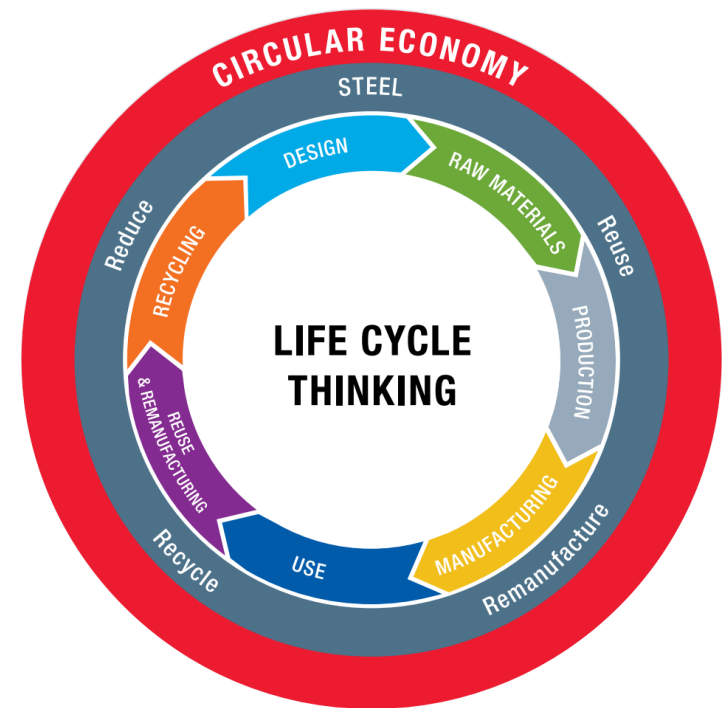
The circular economy is based on three principles for action:

1. **Natural capital should be preserved and enhanced**
2. **Using resources optimally**
3. **Fostering system effectiveness**

(Ellen Macarthur Foundation, 2012)

A truly circular economy is also powered by
100% renewable energy

Materials and products in a circular economy might end up with radically different functions within new business relationships



The Ellen MacArthur Foundation



Circular Economy - The Benefits

- In a survey by the [World Business Council For Sustainable Development \(WBCSD\)](http://www.wbcsd.org): (www.wbcsd.org)
 - 40% of companies implementing the circular economy referenced growth and competitiveness as key business cases.
 - In all, eight business cases for going circular are identified.
- Just **eight** materials are responsible for 20% of global emissions, 95% of water use and 88% of land use. These materials are: **steel, aluminium, plastic, cement, glass, wood, primary crops and cattle.**

A Few Facts

- ❖ The net economic benefit in Europe alone will be worth €1.8 trillion by 2030.
- ❖ More than 200,000 potential new jobs (gross) will be created in UK from the circular economy by 2030.
- ❖ There has been a 700% increase in renewable installed capacity over the last 10 years

Facts that speak for themselves
(wrap.org.uk)

Benefits include:

❖ Long Term Security

- ❖ Builds long-term relationships with customers
- ❖ Helps to insulate businesses from volatile raw material and commodity prices

But you need to be in it for the long game

Three pillars of a circular economy for food

Circular Food Pioneer Projects will be aligned to and contribute to achieving one or more of these three pillars.

Pillar 1

Food is grown using agroecological practices, and locally where possible.

Pillar 2

Healthy and sustainable food items and menus are prevalent.

Pillar 3

Food waste is eliminated wherever possible, and unavoidable food waste is recycled back into productive use.

- [FFI Demonstration project summary \(exactdn.com\)](https://exactdn.com)

Links to Sustainable Food Systems

Building on your week 2 activity, what are sustainable food systems?

A sustainable food system is a food system that delivers food security and nutrition for all. The system encompasses everything from the processing, packaging and the transporting of food to consumers. Currently, these systems are not efficient or sustainable, and in 2022, about [9.2 per cent](#) of the world population was facing chronic hunger, equivalent to about 735 million people – 122 million more than in 2019. In addition, these unsustainable practices are one of the main contributors to the climate crisis – they account for a [third of greenhouse gas emissions](#) and 70 per cent of the usage of the world's freshwater.

[Fast Facts – What are sustainable food systems? - United Nations Sustainable Development](#)

How can the little things make a difference?





- <https://learningonscreen.ac.uk/ondemand/index.php/clip/258101>

Activity!

Restaurants and the Circular economy

Read this article and develop a summary of the key points.

[The role of restaurants in a circular urban food system
\(ellenmacarthurfoundation.org\)](https://ellenmacarthurfoundation.org)



Circular economy ▾

Our work ▾

About us ▾

En



Article

The role of restaurants in a circular urban food system

HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Using tech to help – Leanpath (video)



Circular Hotels Project, Majorca



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Group Discussions

- How could a restaurant become 'circular'?
- What are some of the key activities /operational issues?

Where are we now?

- ❖ A truly circular economy lies some distance in the future, and no company can get there on its own - but if businesses take things one step at a time, they can make progress
- ❖ To transition a business to a circular economy is likely to be a gradual and iterative process
- Consider the following five steps:

5 steps.

- 1. Assess what they already do as a restaurant**
- 2. Engage with key stakeholders and assess their knowledge and understanding**
- 3. Establish Circular Economy Champions**
- 4. Create Medium-Term plans and a Longer-Term vision**
- 5. Decide where to Lead and where to Follow**

A new way of thinking...

- On one hand - in the new economy approach - **production (in quantities) may decrease** given that goods are reused, but on the other hand the goods produced may incorporate more **value** added to satisfy new consumption patterns.
- If consumers feel better re-using goods instead of buying new ones, if firms are better off producing **less** goods but with **higher value added**, if *Earth* is better off with those eco-friendly goods, then, those fundamental changes in behaviour should lead to new measures of what is nowadays called ***economic growth***.



Recap



Assignment 1:

To be submitted by 11.59 pm, 21/10/2024

Essay - 2000 words (+/- 10%)

Discuss how sustainability is becoming embedded in the restaurant sector.

- Define sustainability with particular reference to the 3 pillars
- Identify trends in sustainable restaurant management
- Explore the drivers for sustainability (regulation, ethics/CSR; cost; customer preference)
- Use examples from your placements to demonstrate good or poor practice in sustainability

You must present your essay with a front page, this to include:

The title of the essay – How sustainability is becoming embedded in the restaurant sector.

- Your name
- The module title and module code
- Your lecturer's name

Assignment 1:

To be submitted by 11.59 pm, 21/10/2024

You should structure your work in the following way;

- **Introduction** (around 10% of your word count), where you will explain what the essay will be looking at, whilst also defining key terms appropriate for your essay. This will be followed by your
- **Main body** (80% of your word count), where you will critically analyse the relationship between sustainability and hospitality along with ***how sustainability is becoming embedded in the restaurant sector***. This section will contain several paragraphs and should flow nicely from one section to the next (the golden thread).
- **Conclude** your essay with a closing paragraph (10% of your word count). The conclusion contains no new material. Summarise your findings, highlighting the benefits of Sustainability within the hotel industry.

Assignment 1:

To be submitted by 11.59 pm, 21/10/2024

Microsoft Word settings:

Please use:

- Arial, Calibri or Times New Romans Font, point size 12
- 1.5 line spacing and justified text

You must include in-text citations, along with a Reference List that conforms to UWTSD's Harvard Referencing Guide (copy available on Moodle).

I look forward to seeing you next week.

If you have any questions in the meantime, please send an email or a message via Teams.

d.payne@uwtsd.ac.uk



References and links

- Geissdoerfer, M., Savaget, P., Bocken, N. and Hultink, E. (2017). The Circular Economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143, pp.757-768.
- <https://ellenmacarthurfoundation.org/>
- Hoornweg, D., Bhada-Tata, P. and Kennedy, C. (2013). Environment: Waste production must peak this century. *Nature*, 502(7473), pp.615-617
- <https://www.wbcsd.org/>
- <https://wrap.org.uk>
- https://www3.weforum.org/docs/WEF_ENV_CircularEconomy_MainStream_ProjectOutline_2014.pdf
- Plus additional links within the slides themselves

