



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: AVFALL SVERIGE

Country/Region: SWEDEN

Name of nominated project developer: EUREST SERVICES AB

Name of nominated action: MINIMIZE THE WASTE - BETTER PRODUCTION AND HANDLING OF FOOD WASTE

Place: More than 25 restaurants

Town: Stockholm, MALMÖ, GÖTEBORG, etc.

Region:

Country: SWEDEN

Year: 2009

### 2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

### 3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

### 5. Please indicate the date(s) of the action:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



**6. Please give a detailed and precise description of the nominated action:**

All the units participating in the action (most restaurants) measured the waste from their production and from the guests. They reported the quantity of food waste from the restaurants on posters. This information was put in the restaurants, available for guests and staff.

They also informed about the negative impact of waste and what everyone can do to reduce waste.

They produced a 10-measure list to reduce the waste - for both guests and staff. Focus on how the restaurants can improve their production and how they can plan the menu. Information for guests - use the same plate for both salad and main course, use one table napkin, avoid single use articles, use porcelain cups and so on: this information was displayed in the restaurants and on the tables. They also used posters about reducing paper and food waste.

Examples of information displayed on the tables:

- Avoid food waste. Don't take more than you could eat. The food waste generates every year as much emissions as 700 000 cars.
- Use only one table napkin.
- Thank you for helping us to separate the food waste. We leave the organic waste to local authorities for biological conversion to biogas and compost soil.

Almost all the units left the organic waste to local authorities for biological conversion to biogas and compost (when possible in the municipality). The aim at the national level is that during 2010 all the units will leave the organic waste to biogas and compost soil.

How they implemented the action:

- All the tools on the intranet.
- Information to all the area managers one month before EWWR.
- Reminders sent the weeks before. Information about the evaluation.
- In-house news on the intranet with links to the project and to a chapter
- about how to communicate participation, where to find posters and work material.
- Press release about participation in the project.

After the EWWR, they continued to measure the food waste once a month. Every month, unit managers reported the food waste quantities to the environmental coordinator. They calculated the mean values for food waste from preparations and clients. Feedback to all the area managers.

They reported on posters the quantity of food waste from our restaurants between November 2009 and March 2010 and this information has been made available for guests and staff.. From June they reported on their website how much CO2 emissions they saved between Nov-March. Satisfaction indicators in guest survey.

**7. Please describe the originality of the action:**

They integrated a better production with a more effective consumption, trying to reach both our staff and clients/guests. Together they contributed to less waste and the most part of the food waste was converted in to biogas and compost.





**8. Please describe the target audience and how the action motivated its public/target audience:**

Guests to restaurants. Eurest provided facts and information about waste and about what everyone can do to minimize waste.

**9. Please indicate the number of people who participated in the action:**

At least 22055 guests and 25 restaurants between 23-27 Nov.

**10. What lasting impact does the action propose to have in terms of commitment to waste reduction?**

Less waste gives less CO2 emissions and create possibilities for a better climate and a more sustainable society.

**11. Explain how this action may be replicated in other countries/regions throughout Europe:**

This method can be used in every restaurant in whole Europe (measure the waste, inform the staff and guests about the negative effects and what they can do to minimize the waste, leave the food waste for biological conversion to biogas).

