



QUICK START






ZERO WASTE GUIDE FOR HORECA

4-WEEK FOUNDATION PLAN

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Welcome to your **Zero Waste implementation journey**.

THE ZERO WASTE IMPLEMENTATION GUIDE IS COMPLETE WHEN YOU HAVE 5 SECTIONS:

1.  Foundation Plan/ Phase 1/ 4-Week Quick Start (Week 1-4 detailed implementation)
 2.  Rollout/ Implementation Plan: 6 Tactics with full implementation guides (Tactics 1-6)
 3.  Measurement Systems: KPI Dashboard
 4.  VSME Reporting Template: Complete sustainability reporting framework
 5.  Waste Audit Spreadsheet: Operational tracking tool
-

This **Quick Start Guide (free)** gives you the 4-week Foundation + basic templates. The **Complete Implementation Guide (paid)** adds the detailed playbooks, advanced tactics, contracts and the full spreadsheet pack.

HOW TO USE THE COMPLETE GUIDE

You've seen the business case in our carousel presentation. You know that HORECA operations waste 4-10% of food purchased, that EU regulations are coming in 2027, and that your guests are already asking about sustainability.

The revised EU Waste Framework Directive sets **binding food waste reduction targets by 2030** (including a 30% per-capita cut at retail and food service level). Member States must transpose these rules into national law by **mid-2027**, so HORECA operators will see growing regulatory pressure between 2025 and 2030.

Our **Complete Guide** shows you exactly how to implement your Zero Waste program.

All ROIs and expected results mentioned throughout this guide are purely illustrative scenario- based on typical food cost structures; your actual figures will depend on your menu, pricing and waste level

What The Complete Guide Provides:

- ✓ **Step-by-step implementation details** for each tactic - not theory, but exact procedures, timelines, and checklists
- ✓ **Tools and templates** you can use immediately - tracking spreadsheets, recipes, staff training scripts, signage
- ✓ **Common pitfalls and solutions** - we've seen these implementations dozens of times and know where people get stuck
- ✓ **Supplier recommendations** and resource links - vetted partners and platforms ready to work with you
- ✓ **Measurement frameworks** and ROI calculators - prove the business case to your team and track progress
- ✓ **VSME reporting integration** - turn your Zero Waste data into credible sustainability credentials

How to Use The Complete Guide:

Step 1: Start with **Foundation Plan/ 4-Week Quick Start**- Build your baseline over 4 weeks. This is non-negotiable. You cannot skip measurement.

Step 2: After Week 4, use your waste breakdown data to choose 2-3 tactics from **Rollout Months Plan** that address YOUR specific hotspots. Don't try to implement all 6 tactics at once.

Step 3: Track everything monthly using the KPI Dashboard. What gets measured gets managed.

Step 4: Use the VSME Reporting Template starting in Month 4 to document your progress and unlock green financing opportunities.

Time Investment:

- **Foundation Plan:** 4 weeks, ~2 hours/week
- **Rollout (Implementation):** 3-4 months, ~5 hours/week initially, then 2 hours/week maintenance
- **VSME Reporting:** 2-4 hours/quarter once systems are running

Access HERE <https://www.theclimateschool.eco/zero-waste-guide> the Complete Zero Waste Implementation Plan, the accompanying VSME Reporting guidelines, and the Food_Waste_Tracking_System Excel sheet.

Expected Results

- **Week 4:** 10-15% waste reduction from quick wins
- **Month 3:** 15-20% waste reduction from full tactic implementation

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- **Month 6:** 20-25% waste reduction with mature systems and team culture
- **Financial ROI:** Most operations see payback in 6-18 months, then ongoing savings year after year

ROI Quick Calculator:

If your monthly food purchases are €20,000 and you currently waste 25% (€5,000), a 30% waste reduction saves €1,500/month = **€18,000/year**.

Implementation costs (scales, training, platform fees, etc.) are typically €2,000-3,000 in Year 1.

Your ROI: 500-800% in Year 1.

Let's get started.

This guide is for general information and operational support only. It is not legal, tax or food-safety advice. Laws, regulations and tax rules change and vary by country. Always consult your legal advisor, accountant and food safety authority before changing donation practices, labelling, storage times or tax treatment.

SECTION 1: Quick Start/ Foundation Plan - BUILD YOUR BASELINE

Weeks 1-4: Measurement, Analysis & Quick Wins

Phase 1 is your foundation. You cannot skip this.

Hotels and restaurants that jump straight to "solutions" without measuring waste first fail within 3 months because they're solving the wrong problems. Your waste breakdown is unique to YOUR operation - your menu, your guests, your kitchen team.

These 4 weeks will tell you exactly where your waste happens and which tactics will give you the biggest ROI.

WEEK 1: SET UP YOUR MEASUREMENT SYSTEM

Goal: Establish daily waste weighing and categorization to create your baseline dataset.

Time Investment: Day 1-2: 3 hours setup | Days 3-7: 15 minutes per shift

Day 1-2: Equipment & Infrastructure Setup

Purchase Kitchen Scales:

You need 2 scales with different capacities:

- ❑ **Heavy-duty scale (20-30kg capacity)** for general waste bins
 - Price range: €45-80
 - Recommended: Báscula Digital EMPO (€65) or similar commercial kitchen scale
 - Features needed: Waterproof, tare function, kg/lb switch
- ❑ **Precision scale (5kg capacity, 1g accuracy)** for tracking specific food items
 - Price range: €25-40
 - Use for: Tracking individual ingredients during prep, measuring plate returns

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- Recommended: Any digital kitchen scale with 1g precision

Where to buy: Local restaurant supply stores, Amazon Business, or Horeca equipment suppliers

Budget-conscious option: Start with 1 heavy-duty scale (€50-65). You can add the precision scale in Week 3 if needed.

Set Up Waste Stations:

- **Designate 3 clearly labeled waste bins** in your kitchen:

BIN 1: ORGANIC/BIO

- Food scraps, peels, plate returns
- Compostable items only
- Green label

BIN 2: RECYCLABLE

- Cardboard, paper, clean packaging
- Plastic/glass if your waste company accepts
- Blue label

BIN 3: NON-RECYCLABLE

- Everything else
- Contaminated packaging
- Black label

- **Print and laminate visual guides** showing what goes in each bin (template available at theclimateschool.eco/resources)

- **Place scale next to waste station** - Make weighing the default action, not an extra step

- **Mount clipboard with log sheets** on wall next to bins (template on next page)
-

Daily Waste Log Template:

Create a simple paper log (or use our Excel template). Each shift records:

Date	Shift	Time	Bin Type	Weight (kg)	Notes
12 Jan	Lunch	11:00	Organic	3.2	Vegetable prep trim
12 Jan	Lunch	15:30	Organic	5.8	Plate returns
12 Jan	Dinner	22:00	Organic	4.1	End of service
12 Jan	Closing	23:00	Recyclable	2.3	Packaging

Notes column is critical - This is where you capture context:

- "Buffet overproduction"
- "Supplier sent wrong vegetables - had to discard"
- "Large party left most of pasta"
- "Bread basket returns"

This qualitative data helps you understand WHY waste happened, not just HOW MUCH.

Assign Responsibility:

☐ **Designate 1 team member per shift** to be responsible for weighing and logging

- Lunch shift: _____
- Dinner shift: _____
- Closing: _____

☐ **Make it part of shift duties** - Not "extra work," but standard procedure like cleaning stations or counting inventory

☐ **Estimated time:** 15 minutes per shift (3 weighings × 5 minutes each)

Days 3-7: Baseline Data Collection

Now you run the system for 7 consecutive days to establish your baseline.

Weigh waste at 3 checkpoints each day:

CHECKPOINT 1: After Prep (11:00am)

- What: Kitchen trim waste from vegetable prep, meat butchering, ingredient processing
- Why: Shows efficiency of prep procedures and supplier quality
- Typical finding: 30-40% of daily waste happens here

CHECKPOINT 2: After Service (3:00pm lunch service, 10:00pm dinner service)

- What: Plate returns, buffet waste, overproduction
- Why: Shows portion sizing accuracy and guest preferences
- Typical finding: 25-35% of daily waste

CHECKPOINT 3: End of Day (11:00pm or closing time)

- What: Everything remaining - packaging, contaminated items, non-food waste
- Why: Captures total operation waste and reveals packaging issues
- Typical finding: 20-30% of daily waste

Critical: Weigh SEPARATELY for each checkpoint. Don't just weigh once at end of day. You lose all the insight about WHERE waste originates.

Week 1 Team Brief (15 minutes):

Hold a quick all-staff meeting on Day 1 to explain:

1. **Why we're doing this:** "We're spending €X per month on food that ends up in the bin instead of on plates. That's money we could use for [bonuses/equipment/etc]. We're going to track it for 7 days to understand where it's coming from."
2. **What's expected:** "We need accurate weights and notes about what got thrown away and why. This isn't about blaming anyone - it's about finding patterns."
3. **What happens next:** "After 7 days, we'll review the data together and identify 3 quick wins we can implement immediately."

Tone matters: Curious and collaborative, not punitive. You're solving a puzzle together, not conducting an audit to find fault.

Common Week 1 Mistakes to Avoid:

✗ Weighing only once per day - You lose all detail on where waste originates. Checkpoint weighing is essential.

✗ **Not categorizing** - "5kg of waste" tells you nothing. "5kg of vegetable trim" vs "5kg of plate returns" are completely different problems requiring different solutions.

✗ **Letting staff estimate** - "Feels like about 3 kilos" is consistently wrong. Actual weighing reveals 30-40% more waste than estimates. Always weigh.

✗ **Skipping notes** - Weight without context is just numbers. "Why did we throw this away?" is the most important question.

✗ **Stopping after 3-4 days** - Weekend patterns differ from weekdays. You need the full 7 days to see the complete picture.

End of Week 1 Success Checklist:

- ☐ 7 consecutive days of waste data collected
- ☐ All 3 checkpoints tracked each day (prep, service, closing)
- ☐ Waste categorized by type (organic, recyclable, non-recyclable)
- ☐ Notes captured for unusual waste events
- ☐ Team is comfortable with the weighing process
- ☐ Data is entered into tracking spreadsheet (download at theclimateschool.eco)

You now have: A complete baseline showing your total waste, breakdown by source, and daily patterns.

Next: Week 2 - Analyze this data to identify your top 3 waste hotspots.

WEEK 2: ANALYSE YOUR HOTSPOTS & LAUNCH QUICK WINS

Goal: Transform Week 1 data into actionable insights and implement 3 immediate fixes.

Time Investment: 2-3 hours for analysis | 3-4 hours for quick win implementation

Step 1: Calculate Your Key Metrics (30 minutes)

Take your Week 1 data and calculate these baseline numbers:

Total Waste Metrics:

- ☐ **Total waste for Week 1:** _____ kg
(Add up all weighings from all 7 days)
- ☐ **Average daily waste:** _____ kg/day
(Total ÷ 7)
- ☐ **Waste per guest served:** _____ kg per guest
(Total weekly waste ÷ total guests served that week)

Industry Benchmarks for Waste/Guest:

- **Excellent:** <0.15 kg per guest
- **Good:** 0.15-0.25 kg per guest
- **Average:** 0.25-0.35 kg per guest
- **Needs improvement:** >0.35 kg per guest

Where do you fall?

Waste by Category:

Calculate what percentage of your waste comes from each source:

- ☐ **Kitchen prep waste:** _____ kg (____%)
(Vegetable trim, meat trim, spoiled ingredients, supplier quality issues)
- ☐ **Overproduction waste:** _____ kg (____%)
(Buffet leftovers, made too much, batch cooking excess)
- ☐ **Plate returns:** _____ kg (____%)
(Food left on customer plates)
- ☐ **Packaging waste:** _____ kg (____%)
(Supplier packaging, takeaway containers, single-use items)

Typical Breakdown:

- Kitchen prep: 35-45%
- Overproduction: 25-35%
- Plate returns: 15-25%
- Packaging: 5-15%

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Your biggest category is your Phase 2 priority. This tells you which of the 6 tactics will give you maximum ROI.

Financial Impact:

□ **Average cost per kg of food:** € _____ /kg
(Your food cost ÷ kg of food purchased - usually €3-5/kg)

□ **Weekly waste cost:** € _____
(Total kg waste × cost/kg)

□ **Annualized waste cost:** € _____
(Weekly cost × 52)

This is how much money is going into the bin instead of your bank account.

Example: 50kg/week waste × €4/kg = €200/week = **€10,400/year** thrown away

Step 2: Identify Your Top 3 Waste Hotspots (45 minutes)

Review your Week 1 notes and data to answer these questions:

Hotspot Analysis Questions:

1. **Which specific prep task creates the most trim waste?** Look at your prep checkpoint data. Common culprits:
 - Vegetable peeling/trimming (carrots, potatoes, celery)
 - Meat butchering (chicken, fish, beef trim)
 - Bread crusts/ends
 - Herb stems
2. Your #1 prep waste: _____
3. **Which menu item has the highest plate return rate?** If you tracked individual dishes (Week 3 will do this systematically), which one comes back most often? Common patterns:
 - Oversized pasta/rice portions
 - Unfamiliar vegetables guests don't recognize
 - Side dishes that don't match mains well
 - Bread baskets
4. Your #1 return item: _____
5. **Which meal period or day has the most overproduction?** Look at buffet waste and end-of-service waste. Common patterns:

- Sunday breakfast buffet (uncertain attendance)
 - Friday dinner (variable reservations)
 - Lunch buffet last hour (keep refilling when traffic slows)
6. Your #1 overproduction time: _____

These 3 answers determine your Quick Wins.

Step 3: Launch 3 Quick Wins (Week 2, Days 3-7)

Based on your hotspot analysis, implement these proven quick fixes:

QUICK WIN 1: Portion Size Options

If your data shows: High plate return rate for specific dishes

The fix: Add "small/regular" portion options to your top 3 high-return menu items

Implementation (2 hours):

- **Day 3: Identify your top 3 items** with highest return rate from Week 1 notes
- **Day 3: Calculate portion sizes:**
 - Small portion = 70% of current portion
 - Regular portion = current portion (stays same)
- **Day 3: Set pricing:**
 - Small = 70-75% of current price
 - Regular = current price (no change)

Example: Current pasta dish 350g, €16

- Small: 250g, €12
- Regular: 350g, €16

- **Day 4: Update POS system** with two pricing options for these 3 dishes
- **Day 4: Print new menu inserts** (or update digital menus):

"Available in Small or Regular portions

Not sure? Most guests find our Small portion satisfying!"

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□ **Day 4: Train serving staff** (15-minute briefing):

Server script: "That's a great choice. Would you prefer a small or regular portion? The small is perfect for most appetites, and you can always order more if you're still hungry."

Key: Make it a **normal question**, not "Do you want less?" Frame small as the sensible default.

□ **Day 5-7: Track results:**

- How many small vs regular portions are ordered?
- Does plate return waste decrease for these items?
- Any guest complaints? (spoiler: usually zero)

Expected Impact:

- 40-50% of guests choose small portions (who previously would have wasted)
 - 15-20% reduction in plate waste for these items
 - 5-10% revenue increase (people order dessert/sides when main is less filling)
 - Payback period: Immediate (setup cost <€100 for menus/POS)
-

QUICK WIN 2: Surplus Platform Sign-Up

If your data shows: Any end-of-day waste (buffet leftovers, unsold specials, overproduction)

The fix: Join Too Good To Go or local equivalent to sell surplus

Implementation (1 hour setup, then 10 min/day):

□ **Day 3: Register your business:**

- Go to: toogoodtogo.com/business (or bonapp.eco for Romania/Bulgaria)
- Fill in business details
- Upload photos of your restaurant/hotel
- Set pickup hours (usually 8:30-10pm)
- **Cost:** Free signup, 15% + VAT commission on sales (you keep 85%)

□ **Day 3: Create your "Magic Bag":**

- **What to include:** Mix of whatever is unsold that day - varies daily
- **Value:** €12-15 worth of food (retail price)
- **Sell for:** €4-5 (33% of value - the platform recommends this)
- **Packaging:** Use your existing takeaway containers

□ **Day 4: Define your process (create 1-page SOP):**

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Daily 8:00pm Surplus Check:

1. Check buffet - what hasn't been touched in 1 hour?
2. Check kitchen - what specials didn't sell?
3. Check pastry - what won't be fresh tomorrow?
4. Package 2-4 "Magic Bags" with mix of items
5. Log into TGTG app, post "[Your Name] Surprise Bag - €4.99, 2 available"
6. Customer books via app, picks up 9-10pm
7. Mark as "collected" in app

Who's responsible: Closing manager or designated staff member

□ Day 5-7: Test run:

- Post 1-2 bags per night
- Track: How many sell? Customer feedback? Process smooth?
- Adjust quantities based on demand

Expected Impact:

- €200-500/month new revenue from food that would be wasted
 - 10-20 kg/week diverted from waste
 - New customer acquisition: 76% of TGTG users return to same restaurant as regular customers
 - Marketing benefit: "We're on Too Good To Go" = sustainability credential
 - Payback period: Immediate (zero setup cost, instant revenue)
-

QUICK WIN 3: Creative Reuse Recipe

If your data shows: High prep waste from one specific ingredient type

The fix: Implement ONE reuse recipe for your #1 prep waste item

Implementation (3 hours including training):

□ Day 3: Identify your #1 ingredient waste from Week 1 data

Common examples:

- Bread ends/crusts → Croutons, breadcrumbs, bread pudding
- Vegetable peels/stems → Vegetable stock, peel chips
- Bones (chicken, fish, beef) → Stock, bone broth
- Coffee grounds → Brownies, body scrub (spa hotels)

- Citrus peels → Candied garnish, infused water, limoncello
- Overripe fruit → Compote, sorbet, smoothies

Your #1 waste item: _____

Reuse Recipe Library - Choose ONE to implement this week:

RECIPE 1: Gourmet Croutons (from bread ends)

Input: 5 kg bread ends/week

Output: 3 kg croutons (reduces to 60% after drying)

Time: 30 min prep, 20 min baking

Cost savings: €15-20/week (vs buying commercial croutons at €7/kg)

Procedure:

1. Collect bread ends daily in labeled container: "For croutons - use by [2 days from now]"
2. Cut into 1cm cubes
3. Toss with olive oil, minced garlic, herbs (thyme, rosemary), salt, pepper
4. Spread on baking sheet
5. Bake 180°C for 15-20 min until golden and crispy
6. Cool completely
7. Store in airtight container for up to 2 weeks
8. Use on: Caesar salads, soups (tomato, squash), as bar snack

Margin calculation:

- Input cost: €0 (waste)
 - Labor: €8 (0.5hr × €16/hr kitchen wage)
 - Output: 3kg croutons worth €21 retail
 - Net benefit: €13/week = **€676/year**
-

RECIPE 2: Vegetable Stock (from peels, stems, roots)

Input: 10 kg vegetable scraps/week

Output: 15L concentrated stock

Time: 15 min prep, 2 hours simmer (passive time)

Cost savings: €90/week (replaces commercial stock at €6/L)

What scraps to use: ✓ Onion skins, carrot peels, celery tops/leaves, tomato cores
 ✓ Mushroom stems, leek greens, parsley/cilantro stems

- ✓ Fennel cores, bell pepper cores, zucchini ends
- x DON'T use: Potato peels (bitter), cabbage family (sulfur smell), moldy parts

Procedure:

1. Keep "Stock Bin" in walk-in freezer - add vegetable scraps daily
2. Every Thursday (or when bin is full):
 - Empty frozen scraps into large stock pot
 - Cover with cold water
 - Add: 2 bay leaves, 1 tbsp peppercorns, optional: parmesan rinds for umami
3. Bring to boil, reduce to simmer
4. Simmer 2 hours (requires no attention - just set timer)
5. Strain through chinois
6. Reduce by half if you want concentrated stock (easier to store)
7. Portion into 1L containers, freeze for up to 3 months
8. Use in: soups, risottos, sauces, braising liquid

Margin calculation:

- Input cost: €0 (waste)
- Labor: €8 (0.25hr active time)
- Output: 15L stock worth €90 retail
- Net benefit: €82/week = **€4,264/year**

Chef tip: Stock made from vegetable scraps often has BETTER flavor than stock from whole vegetables because peels/stems concentrate flavor compounds.

RECIPE 3: Vegetable Peel Chips (garnish or bar snack)

Input: 2 kg assorted vegetable peels/week

Output: 400g crispy chips (80% moisture loss) = ~40 portions

Time: 20 min prep, 15 min baking

Use: Plate garnish, bar snack, breadbasket alternative

Best peels: Potato, sweet potato, carrot, parsnip, beet, celery root

Procedure:

1. Collect peels during prep - rinse well (they can be dirty)
2. Pat completely dry with towel (moisture = soggy chips)
3. Toss with:
 - 2 tbsp olive oil per 500g peels
 - 1 tsp smoked paprika

- 1 tsp sea salt
- Optional: cumin, za'atar, rosemary
- 4. Spread in single layer on parchment-lined baking sheet
- 5. Bake 180°C for 12-15 minutes until crispy (watch closely - they burn fast)
- 6. Cool completely before storing
- 7. Store in airtight container with silica packet for 3-4 days

Margin calculation:

- Input cost: €0 (waste)
- Labor: €12 (0.75hr)
- Output: 40 garnish portions worth €60 (€1.50 value per plate)
- Net benefit: €48/week = **€2,496/year**

Presentation: Stand chips vertically in a small glass on plate for height/drama. Guests always ask "What are these?" - perfect conversation starter about your zero waste program.

Day 4-5: Implement Your Chosen Recipe

□ Day 4: Source any needed supplies:

- Containers for collection
- Seasoning/ingredients
- Storage containers for finished product

□ Day 4: Create visual SOP (Standard Operating Procedure):

- Take photos at each step
- Laminate 1-page instruction sheet
- Post in prep area

□ Day 5: Kitchen team training (30 minutes):

- Demonstrate recipe start to finish
- Let team taste the result
- Assign 1 person as "recipe owner" (usually prep cook)
- Add to weekly prep schedule: "[Recipe name] - Thursdays, 2pm"

□ Day 5-7: Track results:

- How many kg of [ingredient] reused?
- Quality of output - restaurant standard?
- Team feedback - too complicated or easy enough?

- Cost/benefit - worth continuing?
-

Week 2 Implementation Summary:

By end of Week 2, you should have:

- ✓ **Baseline metrics calculated** - You know your waste/guest, waste breakdown by category, and annual waste cost
- ✓ **Hotspots identified** - You know your top 3 waste sources
- ✓ **Quick Win 1 running** - Small/regular portions offered on 3 menu items
- ✓ **Quick Win 2 active** - Signed up for surplus platform, first bags sold
- ✓ **Quick Win 3 implemented** - One reuse recipe in production

Week 2 Impact: You're already seeing 8-12% waste reduction from these quick wins.

Next: Week 3 - Set up surplus redistribution systems (donations + platforms)

WEEK 3: SURPLUS REDISTRIBUTION SYSTEMS

Goal: Establish partnerships with food banks and optimize your surplus platform usage

Time Investment: 4-5 hours for setup | 30 min/week ongoing

Why Week 3 Focuses on Redistribution:

Weeks 1-2 were about **measurement** and **prevention** (smaller portions, reuse).

But you'll still have some surplus - that's normal. Perfectly good food that's unsold or overproduced.

Week 3 is about ensuring that surplus feeds people, not landfills.

Two parallel systems:

1. **Food bank donations** - Food that's safe but can't be sold (day-old baked goods, buffet items held at safe temp but not served)
2. **Surplus platforms** - Food that CAN be sold at discount (from Week 2, now we optimize)

Part A: Food Bank Partnership Setup

Legal Framework (Important):

In Romania, **Law 49/2024** establishes obligations for agri-food operators including hotels and restaurants regarding food donations.

Key requirements:

- Documented food safety procedures
- Traceability of donated items
- Cold chain maintenance proof
- Partnership agreement with receiving organization

Law 49/2024 clarifies and facilitates food donation (for example, by simplifying contracts and clarifying who can donate and receive food), and provides more legal certainty for donors who follow food safety rules.

Don't let legal concerns stop you. The process is straightforward - it's about documentation, not complex procedures.

Step 1: Identify Potential Food Bank Partners (Day 1)

□ National food bank networks:

- European Food Banks Federation: eurofoodbank.org
- Romanian Food Bank Federation: [search "Federația Băncilor de Alimente România"]
- Local municipal social services

□ Create your shortlist - Contact 3 organizations in your area

□ Questions to ask each organization:

1. What food types do you accept? (baked goods, prepared meals, produce, etc.)
2. What's your collection schedule? (daily, 3x/week, on-call?)
3. Do you pick up or do we deliver?
4. What food safety documentation do you require?
5. What quantities can you handle? (we estimate X kg/week)
6. Do you provide pick-up containers or do we package?
7. What temperature requirements? (refrigerated transport available?)
8. Any foods you specifically need? (we can prioritize producing these)

☐ **Evaluate based on:**

- **Logistics fit:** Can they work with your schedule?
 - **Food type match:** Do they accept what you typically have?
 - **Volume capacity:** Can they handle your quantities?
 - **Reputation:** Are they established and reliable?
-

Step 2: Establish Partnership Agreement (Days 2-3)

☐ **Sign formal partnership agreement** covering:

Your responsibilities:

- Maintain food safety standards (HACCP compliance)
- Package food appropriately (sealed containers, labeled with contents and date)
- Store donated food separately at proper temperature until pickup
- Provide donation log (date, item, quantity, staff member)
- Notify food bank 24h in advance of available donation

Food bank responsibilities:

- Pick up on agreed schedule (or you deliver on agreed days)
- Provide pickup containers if needed
- Sign donation receipt for your records (tax deduction documentation)
- Use food within safe timeframes
- Provide quarterly report on quantities received (for your VSME metrics)

☐ **Set up insurance verification** (your liability insurance should cover donation activity - check with your insurer)

☐ **Create internal donation policy document:**

Sample Internal Donation Policy:

[Your Restaurant Name] Food Donation Policy

Purpose: Reduce food waste by donating safe, unsold food to [Food Bank Name]

Eligible Foods for Donation: ✓ Baked goods from today (unsold but fresh)

✓ Buffet items held at proper temperature but not served

✓ Overproduced menu items still at safe temperature

- ✓ Sealed packaged foods approaching best-by date
- ✓ Fresh produce from supplier that's cosmetically imperfect but safe

NOT Eligible for Donation: X Food past expiration date

- X Food that's been served to customers (plate returns)
- X Food held at unsafe temperatures
- X Food with unknown preparation time/date
- X Opened/partially used ingredient containers

Procedure:

1. At end of service, identify eligible food
2. Package in clean, sealed containers
3. Label with: Food item, quantity, date prepared, "Best by" date
4. Store in designated "Donation" shelf in walk-in (separate from operational food)
5. Log in Donation Binder: Date | Item | Quantity (kg) | Staff member name
6. Notify food bank via [phone/email/WhatsApp]: "We have X kg available for tomorrow pickup"
7. Food bank picks up [schedule] or we deliver [schedule]
8. Get signed receipt for our records

Responsible Staff: [Name] - Closing Manager

Backup: [Name]

Questions? Contact [Manager name/number]

- ☐ **Train staff on donation procedures** (20-minute training session - all staff)

Training agenda:

1. Why we're donating (help community + reduce waste + tax benefit)
2. What can be donated (show examples, show exclusions)
3. How to package and label
4. Where to store (dedicated shelf)
5. How to log in binder
6. How to contact food bank
7. Q&A

- ☐ **Set up physical infrastructure:**

- Dedicated shelf in walk-in labeled "FOR DONATION"
- Supply of clean, reusable containers (food bank may provide)
- Label maker or marker + labels

- Donation Log binder with pen attached
-

Step 3: First Donation & Process Refinement (Days 4-7)

□ Day 4: Conduct first donation

- Follow procedure exactly
- Document everything (take photos for training materials)
- Time each step (how long does this really take?)
- Note any obstacles

□ Day 5: Debrief with team

- What went well?
- What was confusing?
- What would make it easier?
- Adjust procedure based on feedback

□ Days 5-7: Continue donations

- Aim for 3-5 donations in Week 3
 - Track quantities
 - Build the habit
-

Part B: Optimize Surplus Platform (Too Good To Go)

You signed up in Week 2. Now we make it work smoothly.

Current state: You're probably listing 1-2 bags per day, somewhat randomly.

Week 3 goal: Systematize the process so it runs on autopilot with consistent sales.

Optimization Step 1: Pricing & Timing Strategy (Day 1)

□ Analyze Week 2 results:

- How many bags did you list?
- How many sold?
- What was your sell-through rate? (sold ÷ listed)
- Any customer complaints or feedback?

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Common patterns:

- **Listed too late** (posted at 9pm, no one sees it) → Post at 6-7pm
- **Price too high** (€6-7) → Lower to €4-5 for faster sales
- **Quantity too few** (only 1 bag) → List 3-5 for better visibility in app
- **Inconsistent schedule** (sometimes Monday, sometimes Wednesday) → Same days each week builds repeat customers

□ Set your optimal strategy:

Posting Time: _____ (recommended: 6:00-7:00pm)

Pickup Window: _____ (recommended: 9:00-10:00pm)

Price: €_____ (recommended: €3.99-4.99)

Quantity: _____ bags/night (recommended: start with 3-4)

Days: _____ (recommended: your highest-volume days when surplus is predictable)

Strategy note: It's better to post FEWER bags and sell out every day than post many and have leftovers. Selling out signals popularity and encourages customers to book early tomorrow.

Optimization Step 2: Content Quality (Day 2)

□ Update your business profile photos on TGTG app:

- High-quality photo of your restaurant/hotel exterior
- Inviting interior shot
- Sample "Magic Bag" contents (styled nicely)
- Your team (shows you're real people)

□ Optimize your Magic Bag description:

Instead of: "Surprise bag with various items"

Try: "Chef's Selection Surprise Bag - Mix of artisan breads, seasonal salads, daily specials, and pastries. Contents vary daily based on what our kitchen creates. Enough food for 2 people. Valued at €15, yours for €4.99. Help us fight food waste!"

Why this works:

- Creates appetite appeal
- Sets quantity expectation ("enough for 2")
- Shows value (€15 for €4.99)
- Invokes mission (fight food waste)

□ **Take professional-quality photos** of example bags:

- Good lighting
 - Show variety and abundance
 - Make it look like a great deal
 - Update monthly with seasonal contents
-

Optimization Step 3: Operational Excellence (Days 3-5)

□ **Create Magic Bag assembly checklist** (standardize what goes in):

Example Standard Magic Bag Contents (€15 retail value):

- 2-3 pieces artisan bread or pastries (€6 value)
 - 1 individual salad or side dish (€5 value)
 - 1 piece of fruit (€2 value)
 - 1 sweet treat (cookie, brownie, cake slice) (€2 value)
- Total value: €15 | Sell for: €4.99 | Margin: Your food cost is ~€0 (it's surplus)**

Why standardize: Consistent value = consistent 5-star reviews = more customers

□ **Design efficient packaging system:**

- Use same container every time (customers recognize it)
- Pre-staged packaging (containers ready at 6pm)
- Assembly line when you have multiple bags
- Include "Thank you for fighting food waste!" card (branded - cheap marketing)

□ **Train ALL closing staff:**

- Anyone should be able to fulfill TGTG pickup
 - Create laminated instruction card:
 1. Customer shows booking QR code
 2. Scan with TGTG app to confirm
 3. Hand over pre-packed bag
 4. Say: "Thank you! If you enjoyed it, we're here every [Monday/Wednesday/Friday] at 9pm"
 5. Mark as collected in app
-

Optimization Step 4: Customer Experience & Reviews (Days 6-7)

□ **Encourage 5-star reviews** (this determines your app visibility):

- Include thank-you card in bag: "Loved your Surprise Bag? Leave us a review on Too Good To Go - it helps us save even more food!"
- Be generous with contents (exceed expectations = reviews)
- Be friendly at pickup (smile, quick chat)
- Be consistent (customers return when they trust you)

□ **Monitor and respond to feedback:**

- Check TGTG reviews weekly
- Respond to any complaints within 24 hours
- Adjust contents if reviews mention issues

□ **Track your Week 3 metrics:**

- Bags listed: _____
 - Bags sold: _____
 - Sell-through rate: _____%
 - Revenue: €_____
 - Average review score: _____ stars
 - Repeat customers: _____ (you'll see same names)
-

Week 3 Metrics Summary:

Food Bank Donations:

- Kg donated Week 3: _____
- of donation pickups: _____
- Most donated food type: _____

Surplus Platform (TGTG):

- Bags sold Week 3: _____
- Revenue Week 3: €_____
- Kg diverted from waste: _____
- Average rating: _____ stars

Combined Social Impact:

- Total kg food redistributed to people: _____
- Estimated meals provided: _____ (1 meal = ~0.5kg)

This data feeds directly into your VSME Social (S) indicators.

End of Week 3 Status:

- ✓ Food bank partnership established and active
- ✓ Donation procedures documented and staff trained
- ✓ Surplus platform optimized and selling consistently
- ✓ 3-5 kg/day diverted from waste to people
- ✓ Social impact measurable and documented

Cumulative waste reduction through Week 3: 15-22% (from baseline Week 1)

Next: Week 4 - Composting setup and goal-setting for Phase 2

[Continuing in next message with Week 4, then Phase 2 detailed tactics...]

Retry

A

continue

Orchestrated continuation of comprehensive guide through Week 4.

15s

The user wants me to continue writing the complete PDF guide. I've completed through Week 3. Now I need to continue with:

- Week 4: Composting setup and goal-setting
- Then move into Section 3: Phase 2 - The 6 Tactics (detailed implementation)
- Each tactic gets 2 pages as outlined

Let me continue writing the actual content, not outlines.

WEEK 4: COMPOSTING SETUP & PHASE 2 PLANNING

Goal: Close the loop on organic waste and set strategic goals for the next 3-4 months

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Time Investment: 5-6 hours for composting research/setup | 2 hours for goal-setting

Why Composting Matters:

Even with prevention (portion control), reuse (creative recipes), and redistribution (donations + TGTG), you'll still have organic waste:

- Coffee grounds
- Eggshells
- Citrus peels (too acidic for most reuse)
- Bones from meat dishes
- Spoiled produce (happens despite best efforts)
- Napkins (if compostable)

This organic waste is 35-50% of your remaining waste stream after Weeks 1-3 interventions.

Sending it to landfill means:

- You pay waste hauling fees (€50-150/month depending on volume)
- It generates methane (28x more potent than CO₂ as greenhouse gas)
- You miss a closing-the-loop story ("Our food scraps become soil that grows next year's vegetables")

Composting means:

- Zero landfill cost for organic fraction
 - Positive climate impact (rebuilding soil instead of methane emissions)
 - Circular economy story for marketing
 - VSME Environmental (E) indicator: "% organic waste composted"
-

Part A: Choose Your Composting System

You have 4 options depending on your space, budget, and local regulations.

OPTION 1: Partnership with Local Farm/Community Composter

Best for: Restaurants/hotels without outdoor space, tight budgets, or minimal DIY interest

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How it works:

- You collect organic waste in provided bins
- Partner picks up weekly (or you deliver)
- They compost at their facility
- They may return finished compost for your garden/landscaping (circular!)

Pros: ✓ Low setup cost (€0-200 for bins)

- ✓ Zero maintenance
- ✓ No space requirements
- ✓ Professional quality compost
- ✓ Partnership story ("We work with Local Farm X")

Cons: ✗ Ongoing fee (€50-150/month) or delivery time if self-haul

- ✗ Dependent on partner reliability
- ✗ Less control over compost quality

Finding partners: □ Search: "[Your city] community composting" / "agricultural composting near me"

- Contact local organic farms and ask if they accept commercial organic waste
- Check municipal services - some cities offer commercial composting pickup
- Ask at farmers markets - vendors often know composters

Partnership agreement should include:

- Pickup/delivery schedule
- What materials are accepted (most take all food scraps, some take napkins/paper)
- Container/bin provision (who supplies?)
- Cost structure (flat monthly fee vs. per-kg)
- Compost return option (do you get finished compost back?)
- Insurance/liability (typically none needed - it's waste disposal)

Setup time: 3-4 hours to find partner, 1 hour to set up collection system

Cost: €50-150/month ongoing, €50-200 one-time bins

OPTION 2: On-Site Composting Machine (Electric Composter)

Best for: Hotels/larger restaurants with €2,000-4,000 budget, want fast processing, limited outdoor space

How it works:

- Countertop or floor-standing electric unit

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- You add food scraps continuously
- Machine grinds, heats, and aerates
- 24-48 hours later: dry, odorless compost
- Empty weekly into storage bin

Popular models:

- **FoodCycler** (€300-500) - countertop, 2L capacity, residential but some small restaurants use
- **Oklin GG-20** (€3,500) - commercial, 20kg/day capacity
- **Rocket Composter** (€2,000) - commercial, 10kg/day

Pros: ✓ Fast processing (24-48 hrs)

- ✓ Odorless and indoor-friendly
- ✓ High volume capacity
- ✓ No pickup logistics
- ✓ Finished compost you control
- ✓ Great marketing ("We have a composting machine!")

Cons: ✗ High upfront cost (€2,000-4,000)

- ✗ Uses electricity (€15-30/month)
- ✗ Requires daily emptying
- ✗ Some models don't handle bones/hard materials
- ✗ Maintenance (cleaning, occasional repairs)

ROI calculation:

- Upfront: €3,000
- Saves: €100/month waste hauling + €100/month compost partnership
- Payback: 15 months
- Then €2,400/year savings ongoing

Setup time: 1 day (delivery, installation, staff training)

Cost: €2,000-4,000 one-time, €15-30/month electricity

OPTION 3: Outdoor Compost Bins (DIY Traditional)

Best for: Restaurants with outdoor space (garden, patio, parking lot corner), tight budgets, environmentally motivated team

How it works:

- 2-3 large compost bins (purchased or DIY built)

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- You add organic waste + brown material (cardboard, leaves)
- Turn weekly with pitchfork
- 3-6 months later: finished compost
- Use on landscaping or give to local gardeners

Bin options:

- **Purchased bins:** €100-300 for 300-500L capacity tumbler bins (easier turning)
- **DIY wood pallet bins:** €30-50 in materials (search "pallet compost bin plans")
- **Wire cage bins:** €20-40 (hardware cloth + posts)

The process:

1. Collect kitchen scraps in 20L bin
2. Daily: Empty bin into outdoor compost
3. For every 1 part "green" (food scraps), add 2 parts "brown" (shredded cardboard, dried leaves)
4. Weekly: Turn with pitchfork (10 minutes - aerates pile)
5. Monitor: Should smell earthy, not rotten. If smelly = needs more brown material
6. 3-6 months: Finished compost at bottom of pile

Pros: ✓ Very low cost (€100-300 total)

- ✓ Zero ongoing costs
- ✓ You get high-quality finished compost
- ✓ Team engagement ("let's check the compost pile")
- ✓ Educational (guests can see it)

Cons: X Requires outdoor space

- X Requires weekly labor (15 min turning)
- X Slower process (3-6 months)
- X Seasonal challenges (winter slows down)
- X Potential odor if not managed well
- X May attract pests if not secured properly

Setup time: 1 day to build/install bins, 2 hours to train staff

Cost: €100-300 one-time

OPTION 4: Hybrid Approach

Best for: Most operations - combines immediate solution with long-term sustainability

The system:

- **Weeks 4-8:** Start with farm partnership (immediate, low-friction)
- **Month 3-4:** Add outdoor bins OR save for electric composter
- **Ongoing:** Use both (partnership handles peak volume, your system handles baseline)

Why this works:

- Get started immediately with partnership (no delays)
 - Build internal capability over time
 - Risk mitigation (if partner has pickup issue, you have backup)
 - Scale flexibility (busy season = use both, slow season = just internal system)
-

Part B: Implement Your Chosen Composting System

Days 1-3: Setup Phase

- **Day 1: Make decision** - Which option fits your space, budget, team capacity?
- **Day 2-3: Execute setup:**

If Partnership:

- Contact 3 potential partners
- Get quotes and schedule
- Sign agreement
- Receive bins/containers
- Designate collection spot

If Machine:

- Order unit (research best fit for your volume)
- Plan location (near prep area, ventilated, power outlet)
- Schedule delivery/installation
- Read manual thoroughly

If DIY Bins:

- Purchase or build bins
 - Choose location (10+ meters from building for odor, but accessible)
 - Secure area (fence if needed to prevent pest access)
 - Source "brown" materials (contact cardboard recycler for free boxes, ask landscaper for leaves)
-

Days 4-5: Staff Training

- ☐ **Create composting SOP (1-page laminated guide):**

COMPOSTING PROCEDURE - [Your Operation Name]

What Goes in Compost Bin: ✓ All food scraps (fruits, vegetables, grains, bread)

- ✓ Coffee grounds and filters
- ✓ Tea bags (if compostable)
- ✓ Eggshells
- ✓ Napkins (if unbleached/compostable)
- ✓ Bones [only if partner/machine accepts]

What Does NOT Go in Compost: ✗ Meat/fish [unless partner specifically accepts]

- ✗ Dairy products [unless partner specifically accepts]
- ✗ Oils/fats
- ✗ Plastic (including "compostable" plastic - most don't break down)
- ✗ Glass, metal, regular plastic
- ✗ Cleaning chemicals

Daily Procedure:

1. During prep/service: Scrape food scraps into [designated container]
2. [Frequency]: Empty into [outdoor bin/machine/partner bin]
3. [If outdoor DIY]: Add 2 handfuls shredded cardboard for every 1 container of scraps
4. [If machine]: Press start button, close lid
5. [If partner bin]: When full, place outside for [day] pickup

Weekly Procedure [if DIY outdoor]:

- [Day/time]: Turn compost with pitchfork (10 minutes)
- Check moisture: Should feel like wrung-out sponge
- If too dry: Add water
- If too wet: Add more brown material
- If smelly: Add more brown material and turn

Responsible Person: [Name] - Prep Cook

Questions? [Manager contact]

- ☐ **Conduct 20-minute training session:**

- Show what goes in vs. what doesn't (bring examples)
- Demonstrate the process

- Let team practice
- Answer questions
- Post SOP in visible location

□ **Set up tracking system:**

Weekly Compost Log:

Week Starting	Organic Waste Generated (kg)	Composted (kg)	% Composted	Notes
22 Jan	45	45	100%	First week - partnership running smoothly

Target: 80-100% of organic waste composted by end of Month 2

Days 6-7: Test & Refine

□ **Run system for 2 days**

- Track what goes in
- Note any confusion or obstacles
- Time how long process takes (should be <5 min/day)
- Check that correct items going in correct bins

□ **Adjust based on reality:**

- Bins in wrong location? Move them
 - Process too complicated? Simplify
 - Staff forgetting? Add visual reminder signs
 - Contamination (wrong items in bin)? Retrain
-

Part C: Calculate Your Week 4 Impact & Set Goals

Days 6-7: Baseline vs. Week 4 Comparison

□ **Pull your data:**

Metric	Week 1 (Baseline)	Week 4	Change
Total waste (kg)	_____	_____	_____ %
Waste per guest (kg)	_____	_____	_____ %
Weekly waste cost (€)	_____	_____	_____ %
Organic waste to compost (%)	0%	_____ %	+ _____
Food donated/sold (kg)	0	_____	+ _____
Ingredients reused (kg)	0	_____	+ _____

Typical Week 4 results:

- Total waste reduction: **10-15%**
- Waste to landfill reduction: **30-40%** (because composting diverts organic fraction)
- Cost savings: **€100-300/month**
- Social impact: **20-40 kg/week** to food banks + surplus platforms

Annualized Impact Projection:

If you maintain current performance, your Year 1 impact will be:

Waste Reduction:

- Kg diverted from landfill: _____ kg × 52 weeks = _____ kg/year
- Equivalent CO₂ avoided: _____ kg × 0.5 kg CO₂/kg food waste = _____ kg CO₂

Financial:

- Food cost savings: €_____ /month × 12 = €_____ /year
 - Waste hauling savings: €_____ /month × 12 = €_____ /year
 - Surplus platform revenue: €_____ /month × 12 = €_____ /year
- Total Year 1 financial benefit: €_____**

Social:

- Meals provided to community: _____ kg ÷ 0.5 kg/meal × 52 = _____ meals/year
-

Week 4: Set Your Phase 2 Goals

☐ **Review the 6 Phase 2 tactics** (detailed in Section 3 of this guide):

1. **Prevent at Source** - Menu engineering, forecasting, buffet management
2. **Reuse Creatively** - Kitchen innovation, whole-ingredient cooking
3. **Redistribute Surplus** - Donations, platforms (already started!)
4. **Close the Bio-Loop** - Composting (already started!)
5. **Optimize Operations** - Packaging, local suppliers, returnable systems
6. **Engage Your People** - Staff training, guest communication, culture change

☐ **Based on your Week 1-4 data, which tactics will give YOU the biggest impact?**

Use this decision framework:

If your biggest waste source is kitchen prep (40%+): → **Priority Tactics:** #1 Prevent at Source + #2 Reuse Creatively

→ Focus on menu engineering and creative reuse recipes

If your biggest waste source is overproduction/buffet (35%+): → **Priority Tactics:** #1 Prevent at Source + #3 Redistribute Surplus

→ Focus on forecasting, buffet management, and maximizing TGTG sales

If your biggest waste source is plate returns (25%+): → **Priority Tactics:** #1 Prevent at Source + #6 Engage Your People

→ Focus on portion sizes and guest communication

If packaging is significant (15%+): → **Priority Tactics:** #5 Optimize Operations

→ Focus on supplier negotiations and reusable systems

Most operations should implement tactics in this order:

1. **Months 2-3:** Tactics #1 (Prevent) + #2 (Reuse) [you've started these in Week 2-3]
 2. **Month 3-4:** Tactic #6 (Engage People) [culture change takes time]
 3. **Month 4-5:** Tactic #5 (Optimize Operations) [requires supplier negotiations]
 4. **Ongoing:** Tactics #3 (Redistribute) + #4 (Compost) [maintain what you started]
-

☐ **Set SMART goals for next 6 months:**

SMART = Specific, Measurable, Achievable, Relevant, Time-bound

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Examples:

✗ **Bad goal:** "Reduce waste"

✓ **Good goal:** "Reduce total waste from 180 kg/week to 125 kg/week (30% reduction) by June 30"

✗ **Bad goal:** "Compost more"

✓ **Good goal:** "Compost 80% of organic waste (currently 65%) by end of Month 3"

✗ **Bad goal:** "Work with local suppliers"

✓ **Good goal:** "Source 40% of vegetables from farmers within 50km (currently 10%) by end of Month 6"

Your 6-Month Goals:

Environmental Goals:

- ☐ **Waste Reduction:** Reduce total waste from ____ kg/week to ____ kg/week (____ % reduction) by [date]
- ☐ **Composting:** Achieve ____ % of organic waste composted by [date]
- ☐ **Food Redistribution:** Donate ____ kg/month to food bank + sell ____ kg/month via surplus platform by [date]
- ☐ **Reuse:** Achieve ____ kg/week of prep waste reused in recipes by [date]
- ☐ **Packaging:** Eliminate ____ % of single-use packaging by [date]
- ☐ **Local Sourcing:** Achieve ____ % of food purchases from local suppliers (<100km) by [date]

Financial Goals:

- ☐ **Cost Savings:** Achieve €____ /month in food cost savings (from waste reduction) by [date]
- ☐ **Revenue:** Generate €____ /month from surplus platforms by [date]
- ☐ **ROI:** Achieve full payback of Phase 1-2 implementation costs (€____) by [date]

Social Goals:

- ☐ **Training:** Train 100% of kitchen staff + ____ % of serving staff on waste reduction procedures by [date]

□ **Meals Provided:** Provide ____ meals to community through donations + surplus platforms by [date]

□ **Partnerships:** Establish ____ partnerships (composting, food bank, local suppliers) by [date]

Governance Goals:

□ **Policy:** Document waste reduction policy and SOPs by [date]

□ **Reporting:** Produce quarterly VSME sustainability reports starting [date]

□ **Team:** Assign dedicated sustainability coordinator (____ hours/week) by [date]

□ **Create your Phase 2 implementation timeline:**

PHASE 2 ROLLOUT PLAN

Month 2 (Weeks 5-8):

- Deepen Tactic #1 (Prevent): Full menu audit, seasonal rotation planning, advanced buffet management
- Expand Tactic #2 (Reuse): Add 3-5 more reuse recipes, train all kitchen staff
- Continue Tactics #3-4 (Redistribute/Compost): Maintain systems from Phase 1

Month 3 (Weeks 9-12):

- Launch Tactic #6 (Engage People): Formal staff training program, guest communication campaign
- Begin Tactic #5 (Optimize Operations): Packaging audit, identify reusable alternatives
- Track and refine: Monthly KPI review, adjust tactics based on data

Month 4 (Weeks 13-16):

- Complete Tactic #5 (Optimize Operations): Supplier negotiations, pilot reusable packaging
- First VSME Report: Document all data from Months 1-4
- Celebrate & communicate: Share results with team, publicize progress

Month 5-6 (Weeks 17-24):

- Optimisation phase: Focus on making all systems run smoothly with minimal management
- Scale what works: Expand successful tactics, discontinue what doesn't work
- Prepare for continuous improvement cycle

End of Week 4 / Phase 1 Complete:

- ✓ **Baseline established** - 4 weeks of comprehensive waste data
- ✓ **Quick wins implemented** - Portion options, surplus platform, reuse recipes
- ✓ **Redistribution systems active** - Food bank partnership, optimized TGTG
- ✓ **Composting operational** - Organic waste diverted from landfill
- ✓ **Goals set** - Clear, measurable targets for next 6 months
- ✓ **Team engaged** - Everyone understands the program and their role

Phase 1 Impact: 10-15% waste reduction in just 4 weeks

You've built the foundation. Now Rollout/ Implementation deepens and scales what's working.

SECTION 2: ROLLOUT - THE 6 TACTICS

Detailed Implementation Guides

How to use this section:

Each tactic includes:

- Step-by-step implementation (what to do, when, how long)
- Tools, templates, troubleshooting, and ROI calculations

You don't implement all 6 tactics simultaneously. Based on your Phase 1 data, you prioritized 2-3 tactics for Months 2-4.

Focus on those tactics first. Come back to the others when ready.

Find the Complete Zero Waste Implementation Plan on our website

<https://www.theclimateschool.eco/zero-waste-guide>

SECTION 3: MEASUREMENT & TRACKING

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Your Zero Waste KPI Dashboard

Purpose: Track progress, identify issues early, prove ROI, and feed VSME reporting

Find the Measurement & Tracking Section in the Rollout/ Implementation Plan on our website <https://www.theclimateschool.eco/zero-waste-guide>

SECTION 4: VSME REPORTING TEMPLATE

Voluntary Sustainability Reporting for SMEs - Zero Waste Edition

What is VSME?

The Voluntary Sustainability Reporting Standard for SMEs is a simplified framework helping small and medium enterprises document their ESG (Environmental, Social, Governance) performance. It's designed specifically for businesses that don't need full CSRD/GRI compliance but want credible sustainability reporting.

Why Use VSME for Your Zero Waste Program?

- ✓ **Unlock green financing** - Some banks *may* offer slightly better rates or terms (often around 0.5–1% lower in pilot programmes) for SMEs with credible sustainability reporting
- ✓ **B2B requirements** - Corporate clients increasingly require sustainability documentation
- ✓ **Certification readiness** - Prepares you for Green Key, EU Ecolabel, B Corp
- ✓ **Marketing credibility** - Third-party aligned reporting > marketing claims
- ✓ **Regulatory future-proofing** - EU moving toward mandatory reporting; get ahead

Reporting Frequency: Quarterly (internally) + Annual (external)

VSME STRUCTURE FOR HORECA ZERO WASTE

VSME has 3 pillars: Environmental (E), Social (S), Governance (G)

Your zero waste program feeds directly into all three.

Find the VSME Reporting Template on our website

<https://www.theclimateschool.eco/zero-waste-guide>

SECTION 5: WASTE AUDIT SPREADSHEET

Complete Tracking Tool for Zero Waste Programs

Purpose: This standalone spreadsheet is your operational tool for daily/weekly/monthly waste tracking. It feeds directly into your VSME reporting.

Download the interactive Excel version at:

<https://www.theclimateschool.eco/zero-waste-guide>

THE COMPLETE ZERO WASTE IMPLEMENTATION GUIDE IS COMPLETE WHEN YOU HAVE

6. ☒ Foundation Plan/ Phase 1/ 4-Week Quick Start (Week 1-4 detailed implementation)
7. ☒ Rollout/ Implementation Plan: 6 Tactics with full implementation guides (Tactics 1-6, each with 2 pages)
8. ☒ Measurement Systems: KPI Dashboard
9. ☒ VSME Reporting Template: Complete sustainability reporting framework
10. ☒ Waste Audit Spreadsheet: Operational tracking tool

Access [HERE https://www.theclimateschool.eco/zero-waste-guide](https://www.theclimateschool.eco/zero-waste-guide) the complete **Rollout Implementation Guide for the Zero Waste Tactics**, and the Food_Waste_Tracking_System Excel sheet.