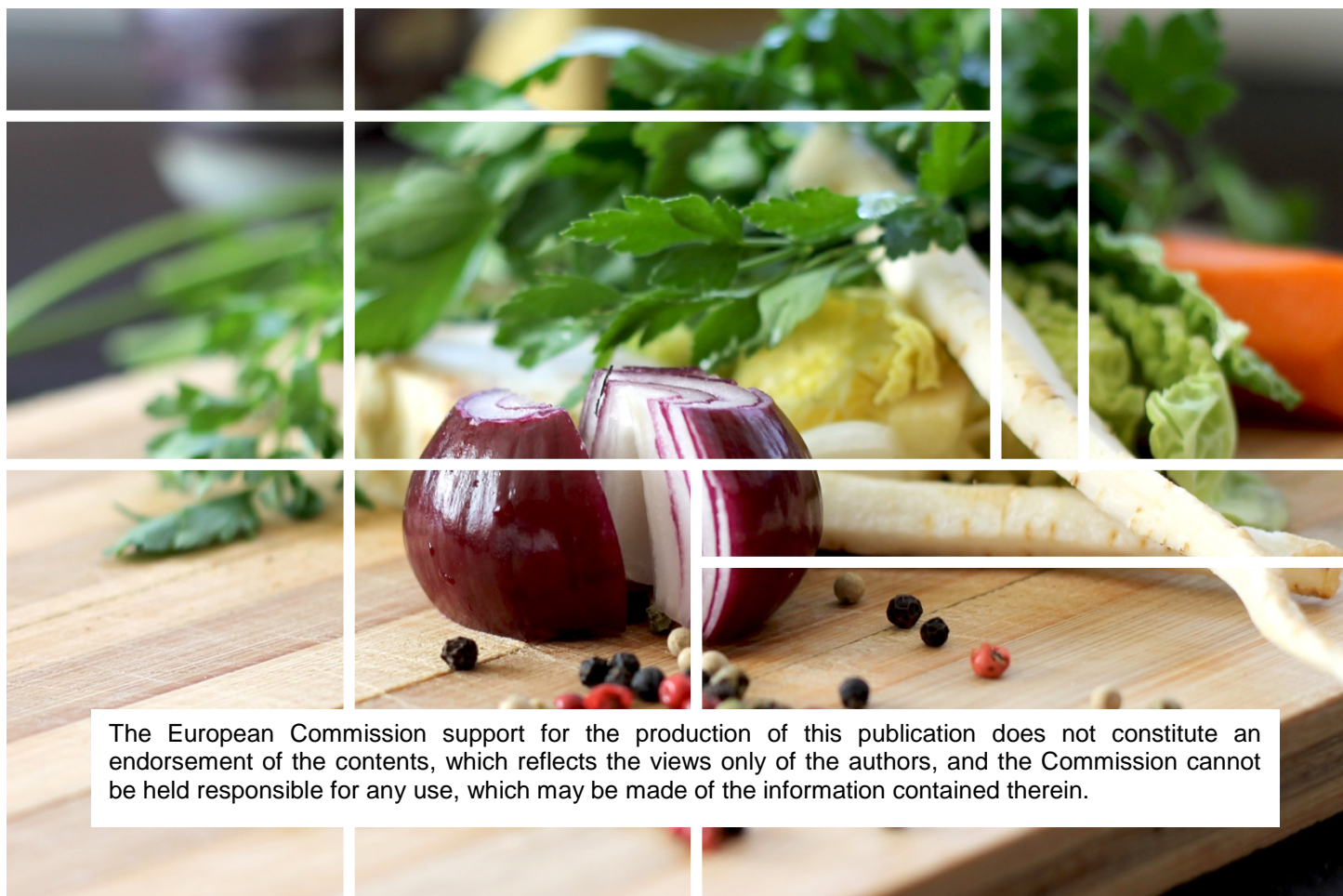




PROJECT REKUK

Vocational Training for Chefs and Executive Chefs of Large Scale Kitchens in Sustainable Food and Kitchen Management

Training folder Communication and Marketing



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PER L'AGRICOLTURA BIOLOGICA

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TABLE OF CONTENTS

EXERCISE n. 1	Communication process self-assessment.....	4
EXERCISE n. 2	Stakeholders in the food system	5
EXERCISE n. 3	Communication challenges.....	6
EXERCISE n. 4	Information and communication instruments.....	7
EXERCISE n. 5	Scheme of correspondence between material and immaterial aspects of communication activities.....	8
EXERCISE n. 6	A storytelling about you... turning your name into a Brand	9
EXERCISE n. 7	The "Unique Value Proposition" focused on PRODUCTS.....	10
EXERCISE n. 8	The "Unique Value Proposition" focused on SERVICE	11
EXERCISE n. 9	Promotion decision exercise	12
EXERCISE n. 10	Develop a Project Communication Plan Recommended actions and strategies	15
EXERCISE n. 12	Self-assessment related to the efforts/results reached in the different aspects of sustainability - Check list	16
EXERCISE n. 13	Create an event dedicated to food sustainability	17
NOTES	18

EXERCISE n. 1 – Communication process self-assessment

Think about various communication processes in your workplace that you are involved in and complete the table below, related to the different type of communication.

<i>What types of communication are you involved with in your workplace</i>	<i>What problems occur with this type of communication in your workplace</i>	<i>Why do you think problems occur</i>	<i>What suggestions do you have that could prevent or reduce problems</i>
Can you suggest ways to communicate better with each other within your organisation?			
Can you suggest ways to improve external communication of your organisation?			

EXERCISE n. 2 - Stakeholders in the food system

Everyone must do their part... in helping the environment

Identify and distinguish the different types of stakeholders

Link and describe in synthesis the relationships of stakeholders among: Governmental, Education, Business sector, Civil society, Interest groups, Beneficiaries, Research and Academia, Media.

Identify and distinguish the different types of stakeholders

Authorities

Governmental

Education

Supply chain

Civil society

Interest groups

Beneficiaries

Research and Academia

Media

Think about

- *Information office*
- *Research departments and universities*
- *Global catering chains*
- *Commercial catering entities*
- *Public catering entities*
- *Consumers*
- *Retail businesses*
- *Secondary food processors*
- *Primary food processors*
- *Wholesalers*
- *Prime-producers*

EXERCISE n. 3 - Communication challenges

- *Does internal communication contribute to more control or to improvement of service?*

- *The quality perceived by the service user/client is the same to the quality perceived by the contractor?*

- *Catering company and contractor are effective in communicating to users the quality "certified" by the catering service offered?*

- *How to best communicate to consumers when it comes to healthy and sustainable food choices?*

EXERCISE n. 4 - Information and communication instruments

1. Choose the proper instruments for better information and communication in your work context.

Social Media	Sito Web	Biglietti da visita	Teleconferenze e seminari	Comunicazioni via E-Mail	Produzione Video	Pubblicazione articoli	Blog / Forum di discussione	Sistemi di comunicazione radio-televisivi	Passaparola	Comunicazioni telefoniche	Insegne, installazioni	Volantini, Flyer	Gadget	Piano di comunicazione	Carta dei servizi	Altro

2. Briefly explain your choices

- ☐ Communication plan
- ☐ Public services charter
- ☐ Internal communication examples

- ☐ Intranet/Social Intranet
- ☐ Internal Blogs, Video and Audio
- ☐ Seminars
- ☐ Group messaging
- ☐ Discussion forum

- ☐ External communication examples

- ☐ Press releases and annual reports, media alerts, Email messaging, factsheets, press kits, newsletters, magazines, brochures
- ☐ Landline telephones/Phones/Smartphones
- ☐ Media events or conferences, Community meetings, Go-and-see-trips
- ☐ Podcasts
- ☐ Gamification
- ☐ Web Based communication
- ☐ Ticketing, Issue Tracking
- ☐ Video and web conferencing
- ☐ Social networking sites
- ☐ Online chat tools
- ☐ Goodwill ambassadors

EXERCISE n. 5 - Scheme of correspondence between material and immaterial aspects of communication activities

Complete the scheme below related to the correspondence between material and non-material aspects linked to communication activities.

Material aspects	Immaterial aspects	Free notes
Elaboration and realization of Communication Plan	Policies	
Team Task attribution	Attitudes, Know-how	
Financial resources	Financial planning	
Media Means identification	Elaboration of communication materials	
Procedures related Communication Plan	Updates of Communication Plan	
Interaction with customers and stakeholders	Communication and negotiation skills	
Actions	Management and logistic planning	
Food supply	Control and quality ensure	
Preparation of meals	Recommended Dietary Allowance (RDA)	
Serving of meals	Elaboration of food educational programmes and projects	
Administration and Consumption		

Table: elaboration of material and immaterial aspects

EXERCISE n. 6 - A storytelling about you... turning your name into a Brand

What's inside the brand of your canteen?

Your local brand is a collection of many aspects of your work and your business:
NOT ONLY your brand, but also:

BRAND IDENTITY	Vision and corporate philosophy
	Mission and objectives
	Corporate identity and history
	Management and human resources
	Characteristics and product quality (value)
	Style and care services organisation
	Pricing
	Type of processing and procurement
	Sales techniques and distribution
	Customer service
	Customer care and promotion techniques
	Internal and external communication strategy
	Relevant product markets

Rough draft of your idea about it: (free text and draw)

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EXERCISE n. 7 - The "Unique Value Proposition" focused on PRODUCTS

Is the set of elements that make your organisation unique for your customers?



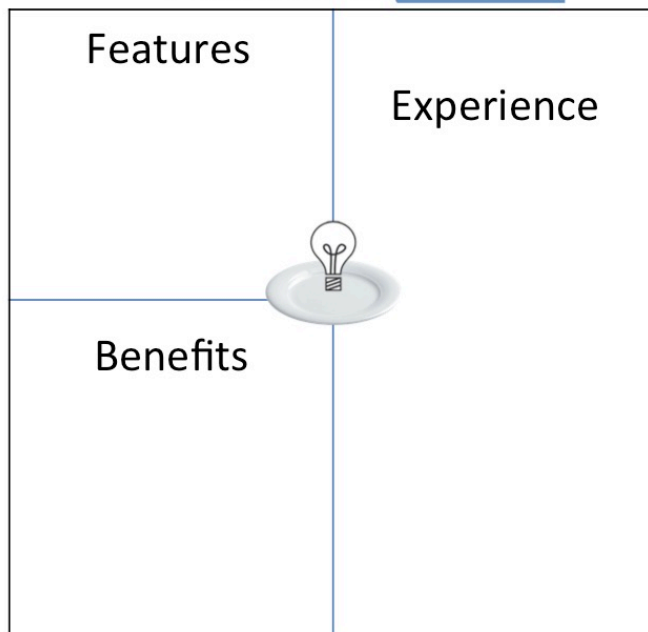
Value proposition



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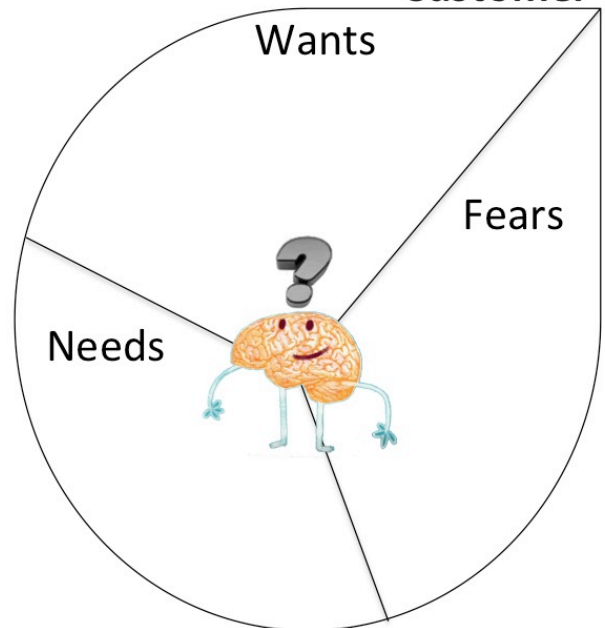
Communication skill is critical to meet the industry's challenge: articulating the value of sustainability
Assess the concrete sustainable results to communicate

Focused on products



Organisation:
 Service:
 Target customer:
ABILITY

Customer



Why the customers have to choose you instead of your competitors?

After the choosing of a consumer to want a particular product or service, the Value Proposition is the most important factor for the user/customer conversion.

Complete the Table above answering to the following questions focused on products:

Features: Which ingredients do you use? How do you use them?

Experience: What does it feel like to taste your products/recipes?

Benefits: Why your ingredients and your recipes are healthy?

Customers:

Wants – what are the emotional drivers that influence customer choices?

Needs – what are the hidden needs? What are the rational drivers that lead to your canteen?

Fears: Risks of switching to your canteen?

User/Customer conversion: "Why they have to choose you instead of your competitors?"

EXERCISE n. 8 - The "Unique Value Proposition" focused on SERVICE



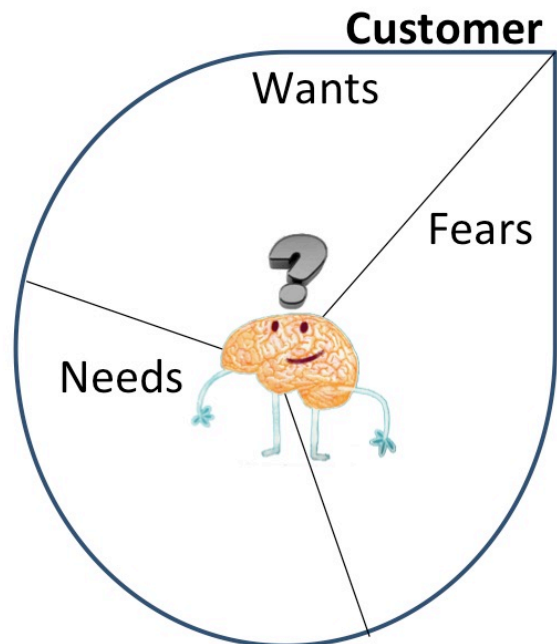
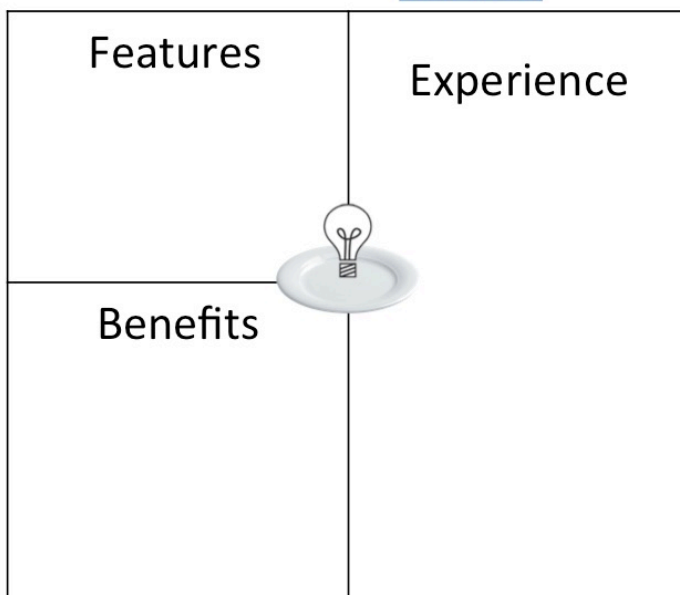
Value proposition



assess the concrete sustainable results to communicate

EQF: S.a

Focused on service



Organisation:
 Service:
 Target customer:
ABILITY

Why the customers have to choose you instead of your competitors?

Complete the table above answering to the following questions focused on services:

Customer

Wants: what are the emotional drivers that affect the customer's choices?

Fears: risks of switching to your service

Needs: what are the hidden needs? What are the rational drivers of purchasing?

User/Customer conversion: "Why they have to choose you instead of your competitors?"

EXERCISE n. 9 - Promotion decision exercise

Promotion decision is a specific element in marketing activities. Promotion involves decision on advertising, personal selling, sales promotion, exhibition, sponsorship, and public relations which are well known as 'promotional mix'.

In synthesis the exercise aims is to build an offer that engage and conquer your audience because they share values, knowledge, experience and solutions. Exercise is composed by 4 phases:

1. Collect and analyse the audience feedback
2. Target your effort
3. Plan your incentive
4. Know what you want to achieve

1. Collect and analyse the audience feedback

By asking for feedback, you are clearly stating that you want to improve what you do. Don't just settle for "good job", especially if it was for a project or task you tackled for the first time.

Ask for a feedback from your audience and analyse the perception of internal and external audience is the premise to consider service improvements.

What did you do well, and where you can improve. This gives you the insight and ability to change things for the better.

A questionnaire can circulate within your costumers and ask them to give their feedback as to what they feel about the quality/hygiene & ambiance part when they come to canteen to have their meal. Some questions about the service provided could be asked to the staff. This kind of surveys are similar to the customer satisfaction survey to know what are the problem areas and where are the needs to stress upon to rectify or improve the present canteen service.

Write down some ideas for the questionnaires to be submitted to customers and staff.

2. Target your effort

Promotions can raise customers awareness about your service. It is important for your consolidated customer, but also for new customers and to catalyse customers from competitors, you can get current customers to view differently. But rarely one promotion accomplishes all of those objectives at once. For that reason, which of the following question marks is most important to target your effort?

- Do you want customers to enjoy your services more frequently, buy in greater volume, or be attracted to new or different offerings?

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web sites and via e-mail, provide a terrific way to test price offers with business friends and fans before incurring costs to promote the offer more widely via other media.

Samples meals let customers try before buying and will demonstrate your food sustainable approach.

Online-based promotion can communicate your approach, attract visitors, site registrations, etc. It can be the start of a prosperous relationship with new customers.

Events and experiences draw customers for celebrations, product launches, special appearances or presentations, and other activities that combine entertainment with brand and product presentations.

4. **Know what you want to achieve**

A promotion invariably means more responsibility. Show that you are ready for a promotion by asking for more to do.

Then determine what your desired change will mean financially to your business. By knowing the potential bottom-line impact of your promotion, you'll have the information you need to allocate a promotion budget, dedicate staff time and invest the energy necessary to host a strong promotion that will deliver business-boosting results over the time period it covers.

Resume your objectives

Objective to achieve with your promotion initiative:

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Set the results attended in terms of or any other objective you want your promotion to achieve.

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EXERCISE n. 10 - Develop a Project Communication Plan Recommended actions and strategies

The table below lists the steps for developing a project communication plan:

n.	Focus on the following	Questions to ask	Exercise - annotate your ideas
1	Communication objectives	What are you hoping to achieve with your project communications? <i>Look at the objectives established for the project.</i>	
2	Target audiences (internal and external) and the makeup of each audience	Who do you want to communicate with? <i>Refer to the roles established for the project. Consider a broad range of stakeholders.</i>	
3	Purpose of the communication for each audience	Why are you communicating with them? <i>Think about what your audience would like to know from their perspective - "What's in it for me?"</i>	
4	Key communication messages and the content of the message	What do you want to say? <i>The content should address the reason the audience will be interested in the project.</i>	
5	Information sources	Where will you find the information you need to collect for your communications? <i>Some information may be from official sources, and other information will be created as part of the project and stored in the project repository.</i>	
6	Frequency of the communication	How often do you want the communication to be delivered? <i>Every day, Weekly, monthly, at the end of a stage, etc.</i>	
7	Format and delivery mechanism for the communication	How does the target audience prefer to receive this information? <i>Do you intend to offer another kind of communication? Report, phone, website, meeting, formal presentation, etc.</i>	
8	The messenger	Who is the responsible communicator? <i>Who prepares and distributes or presents the communication?</i>	
9	Communication milestones and measurements of success	How will you know if your plan is working? <i>Establish some simple performance indicators and evaluation measures to determine if the communication plan is effective. Example – use of a Meeting Evaluation form after a meeting.</i>	

EXERCISE n. 12 - Self-assessment related to the efforts/results reached in the different aspects of sustainability - Check list

Check list - sustainability themes	Self assessment
For health: a plate full of fiber and vitamins and containing less protein is good for everyone's health.	
For the taste: seasonal and local products offer you tasty meals. Surprise your customers with forgotten products such as traditional unusual products.	
For the environment: the impact of food on the global warming is enormous, even greater than of the transport sector.	
For budget: some succeed in preparing a complete meal, balanced and organic for 3 to 5 €..	
For brand image: show your staff, customers and your investors that you take concrete action to the environment.	
To invest in our society: by choosing products produce in the vicinity, you favor short lines or productions on a small scale.	
Other aspects to be detailed	

EXERCISE n. 13 - Create an event dedicated to food sustainability

Exercise “A sustainable event...”

When organizing an event, social, economic and environmental impacts should be considered from the start. Reducing environmental impacts should be integral to any event.

Sustainable Event draft programming		
Macro theme	Some key question marks	Yes/Not/notes
Venue selection	Is the place well connected by public transport?	
	Are sustainability policies applied (ISO 14001 / EMAS / ECOLABEL / CSR / ISO 20121)?	
	<i>Free text...</i>	
Materials for the event	Are all documents (invitation, agenda, etc.) available online?	
	Are the products served "safe", processed according to GMPs - (Good Manufacturing Practices)?	
	<i>Free text...</i>	
Catering	Does Catering Apply Enterprise Sustainability Strategies (ISO 14001 / EMAS / ECOLABEL / CSR / ISO 20121)?	
	Are the products served "sustainable"? (E.g. local, seasonal, organic)?	
	Are the products served "sustainable"? (E.g. local, seasonal, organic)?	
	Glass crates and containers are preferred over plastic bottles?	
	Can organic waste be composted?	
	<i>Free text...</i>	
Accommodation	Is the hotel close to the venue and / or well connected by public transport?	
	In the surrounding area there is a possibility to rent bicycles and / or bicycle storage?	
	<i>Free text...</i>	
Other		
Other		

[illegible]

