

“Let food be thy medicine and medicine be the food”

Hippocrates II (431 B.C.)



Goals

- * Knowledge about the principles of communication and marketing
- * Knowledge about choosing the right tools for better information and communication
 - * Efforts of one's own canteen kitchen internally and communicate via external media
 - * Identify stakeholders
 - * Informing participants about their individual interests

Principles of sustainability

Sustainable development, defined as “Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs”, is both a **vision** and a **process**.

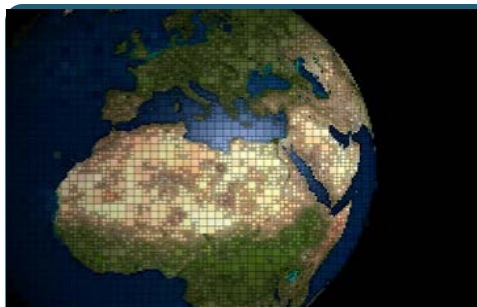
It rests on the three pillars of **environmental protection**, **economic development** and **social progress**, and involves issues of international relevance such as poverty reduction, climate change and the conservation of biodiversity.

Principles of sustainability

Environmental: an environmentally sustainable system must maintain a stable resource base, avoiding over-exploitation of renewable resource systems or environmental sink functions, and depleting non-renewable resources only to the extent that investment is made in adequate substitutes. This includes maintenance of biodiversity, atmospheric stability, and other ecosystem functions not ordinarily classed as economic resources.

Economic: An economically sustainable system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectorial imbalances which damage agricultural or industrial production.

Social: a socially sustainable system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation.



Environmental protection



Economic development



Social progress

- * Principles of sustainability are aimed at economic growth that is likely to meet the needs of our society in terms of being in the **short, medium** and especially the **long term**, provided that the development must meet the needs of the present **without compromising the generations expectations future**. It is preparing the right conditions so that the long-term economic development while protecting the environment.
- The World Summit on Social Development (Copenhagen, 1995) emphasized the need to combat social exclusion and protect the health of the individual.
- The EU's Amsterdam Treaty (entered into force on 1999) has explicitly writing sustainable development in the preamble of the Treaty on European Union.
- The 2030 Agenda for Sustainable Development '*Transforming our World*' was adopted at the UN Sustainable Development Summit (New York, 25-27 September 2015). It includes a set of global sustainable development goals that replaced the millennium development goals as from 1 January 2016.

Global challenges needs for global governance

- * The slogan "Learning to live within the limits of the one planet" (One Planet of UNEP-*United Nations Environment Programme*) effectively summarizes the terms of the problem.
- * According to WWF (World Wildlife Fund) by 2030 we would need three planets if no action is taken on resource utilization trends due to the current consumption and production styles.

Sustainability of the Food System

The specific issue of food sustainability is crucial, both for human health and for the economic, environmental and social consequences.

The problem has many parts to consider, which include:

- * the impact of human actions on **agricultural biodiversity**, because as many economists say, European Union annually loses 3% of its GDP due to the decrease of biodiversity, which translates at a cost of 450 billion EUR per year



A gene bank in Colombia
(photo: fr.wikipedia.org/wiki/Biodiversité)

Sustainability of the Food System

- * **agricultural and food system activities** produce greenhouse gases, which amount to a 33% of the total annual emissions in the world



Potato cultivation
(photo: wikipedia.org/wiki/Agricoltura)

Sustainability of the Food System

- * the **massive herd of cattle**. The world's agricultural production would be enough to feed six billion people, if it wasn't mostly used to feed the three billion animals breeding



massive herd of cattle
(photo: dailymail.co.uk)

Sustainability of the Food System

- * The **urban sprawl phenomena** that is affecting the planet is another critical aspect in terms of sustainability, especially for the reduction of the food production potential, due to the loss of fertile soils.



Paris, urban sprawl
(photo: pixabay)

Sustainability of the Food System



- * The role of nutrition is also increasingly important in terms of **health** and, therefore, of **social sustainability**. Medical researches show, in fact, that about 80% of cases related to new diseases could be prevented by eliminating some risk factors such as tobacco use, physical inactivity, excessive consumption of alcohol but also unhealthy diets. On the contrary, without proper prevention, their weight on global health could increase by 17% over the next 10 years.

Catering sustainability



Within the catering sector the following key areas have to be considered: **School catering services, Health and welfare catering services, Canteen meals in the workplace, Energy efficient vending machines, Bio-waste disposal systems.**

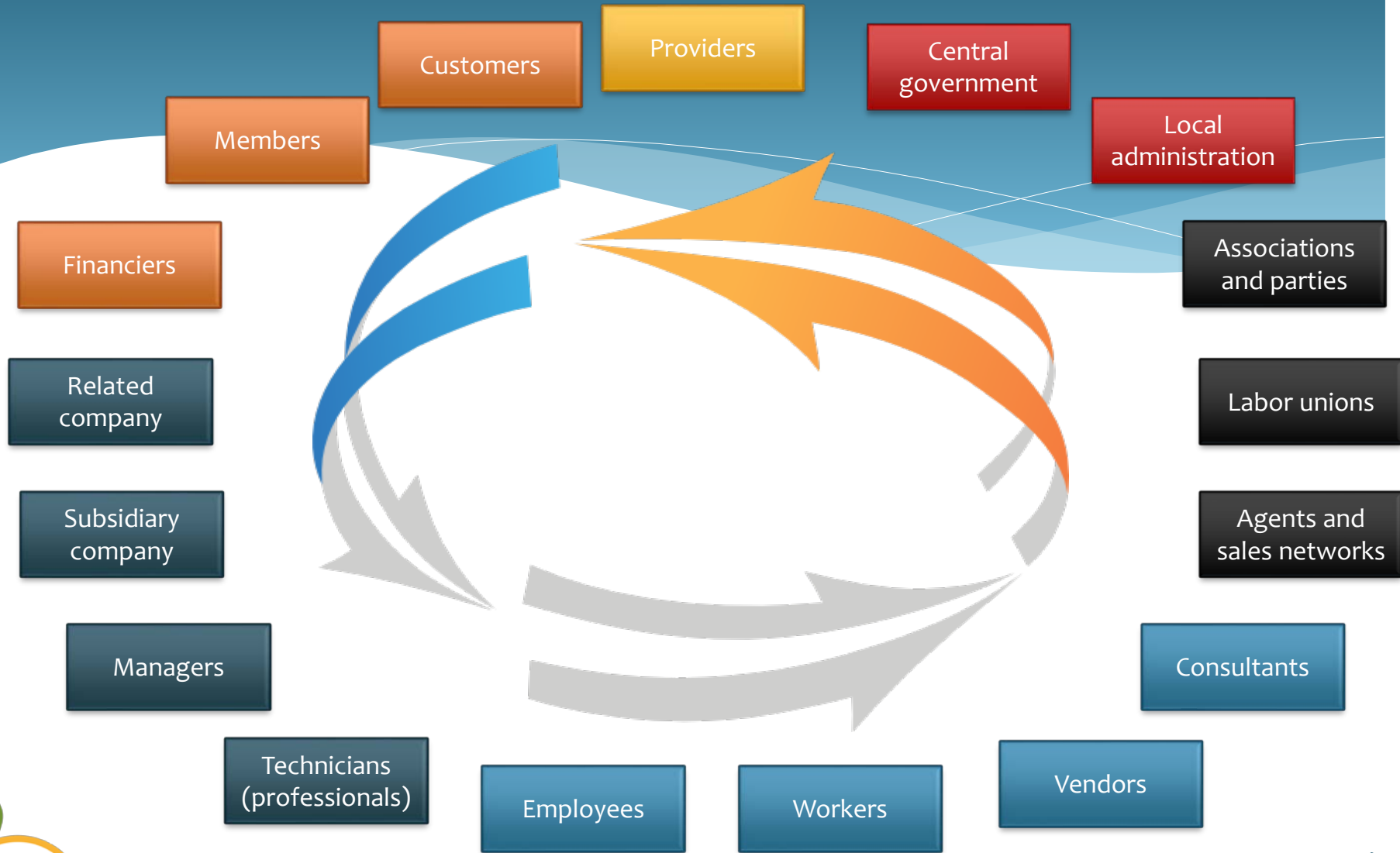
We should not ignore the environmental sustainability and ethics about all phases of the service:

- **Quality and traceability of raw materials** (eg. Suppliers and selection of references and ongoing monitoring)
- **Production of meals** (organoleptic quality, nutrition, hygiene and healthiness of the food, eg. Raw organic materials, from Fair Trade; menu with dishes with seasonal vegetables from short chain, etc.)
- **Logistics** (vehicles with reduced environmental impact, but also maintenance, rehabilitation and cleaning of the dining halls)
- **Waste management** (business can gain financial as well as environmental benefits wasting less and recycling more)
- **Additional services** (e.g. educational path, ICT system adoption to improve services)

Identify and distinguish the different types of stakeholders

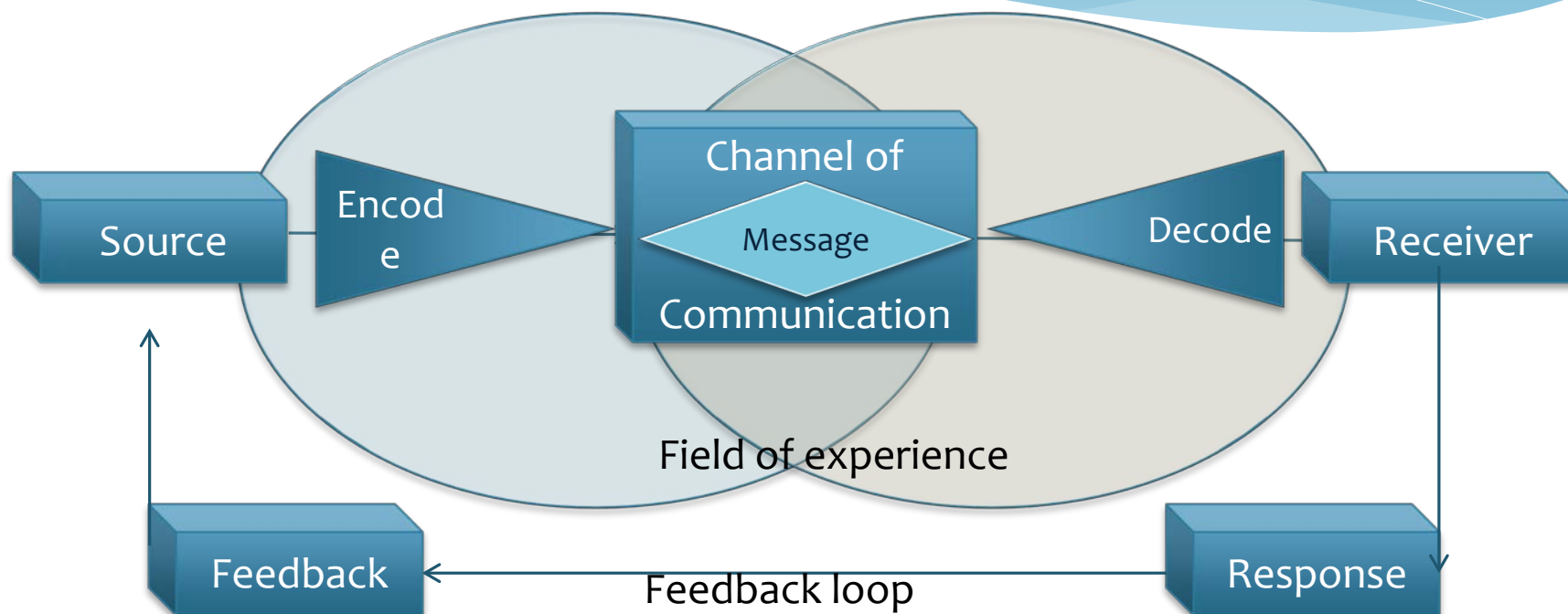


Stakeholders of an organisation



Communication and marketing principles

You can be a good communicator, but are you a COMPETENT communicator?
In order for you to call yourself a competent communicator you need to have these three criteria, understanding, you need to achieve your intended effect, and you need to use ethical communication.



*The most basic of all human needs is the need to understand and be understood.
The best way to understand people is to listen to them. - Ralph Nichols*

What is the difference between speaking and communicating?

* **TALK** -> say something aloud through words



* **COMMUNICATE** -> from the Latin: *communicare*, pooling, derivative of [common], properly, who performs his duty with others, composed of [cum] together and [munis] office, task, duty, function



Become a good communicator is possible

GOOD COMMUNICATION OR DIALOGUE FACILITATORS examples	IMPLICIT MESSAGES (relational meanings) examples
Tuning signals. Resonance. Matching (to match the world map of the other). Pacing (go to step). Attention to feedback.	Sympathy and friendship. Trust and acceptance. Your needs and feelings are important. Our relationship is important
Invitation signs	Availability and opening. I'm ready to listen to you.
Signals of receiving the message	Caution; I'm interested in what you say.
Empathic understanding	Unconditional acceptance. Your values and feelings are important
Emphasize the positive aspects and the points of agreement.	Neighborhood and friendship; Estimate and value.
Messages of genuineness and transparency	Self-involvement; Opening to the other. Commitment in the relationship.
Contributing: offering new perspectives from a parity position	Dedication and care. Interest to the other.

Watzlawick's Five Axioms

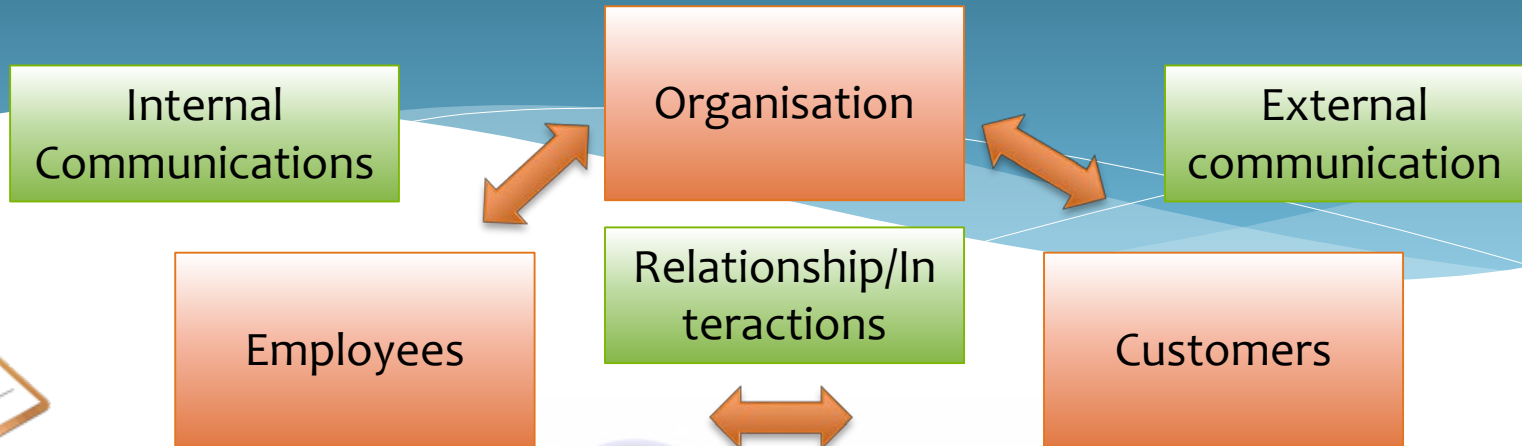
Five axioms from Watzlawick theoretical work, help us to reflect about the mechanisms that trigger the interaction between signs and symbols:

1. **You Can't Not Communicate;**
2. **Every communication has a content and relationship aspect** such that the latter classifies the former and is therefore a meta-communication;
3. **The nature of a relationship** is dependent on the **punctuation of the partners' communication procedures.**
4. **Human communication involves both digital and analogic modalities**
5. **Inter-human communication procedures** are either symmetric or complementary, depending on whether the relationship of the partners is based on differences or parity

Marketing process



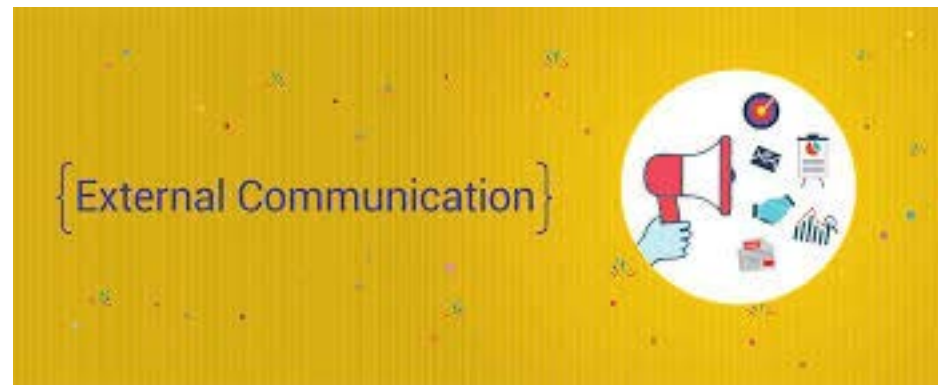
Communication challenges



- * 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?
- * The catering company and the contractor are effective in communicating to users the "certified" quality of the service offered?
- * How to best communicate to consumers when it comes to healthy and sustainable food choices?

product or service
communication in
telephone calls, w
do.

- * Image is extremely
who you are; your
professionalism.





- * **Internal communication** is essential to attracting and retaining a talented staff. You must provide the direction for the organisation by consistently communicating that message; you must motivate your staff through various forms of communication, which can include awards, newsletters, meetings, telephone calls and formal and informal discussions.
- * Periodic meeting with focus groups, top management groups and including the board of directors and advisory board should be planned for regular intervals over each upcoming year.



The chef or executive chef as an agent of change

A good chef or executive chef, as a leader must give power (empowerment) and share responsibility with their collaborators:

- * empowering the information flow
- * facilitating horizontal communication and interaction between groups
- * stimulating a sense of urgency to action
- * Valorizing victories and efforts and recognizing mistakes

A good chef/executive chef should be:

- * Communicate the 'vision', as it allows it to clearly define the rules and the expectations.
- * Demonstrate in fact his own attitude to change
- * Stimulate employees through involvement in decisions and results
- * Introduce spaces dedicated to innovative proposals
- * Free employees from the risk of their decisions
- * Knowing how to manage changes with communication skills

Information management system

Current Outcomes

- Satisfaction with perceived performance
- Perceived responsiveness
- Strength of Relationship Trust

Inter-organizational information management system

Type of information

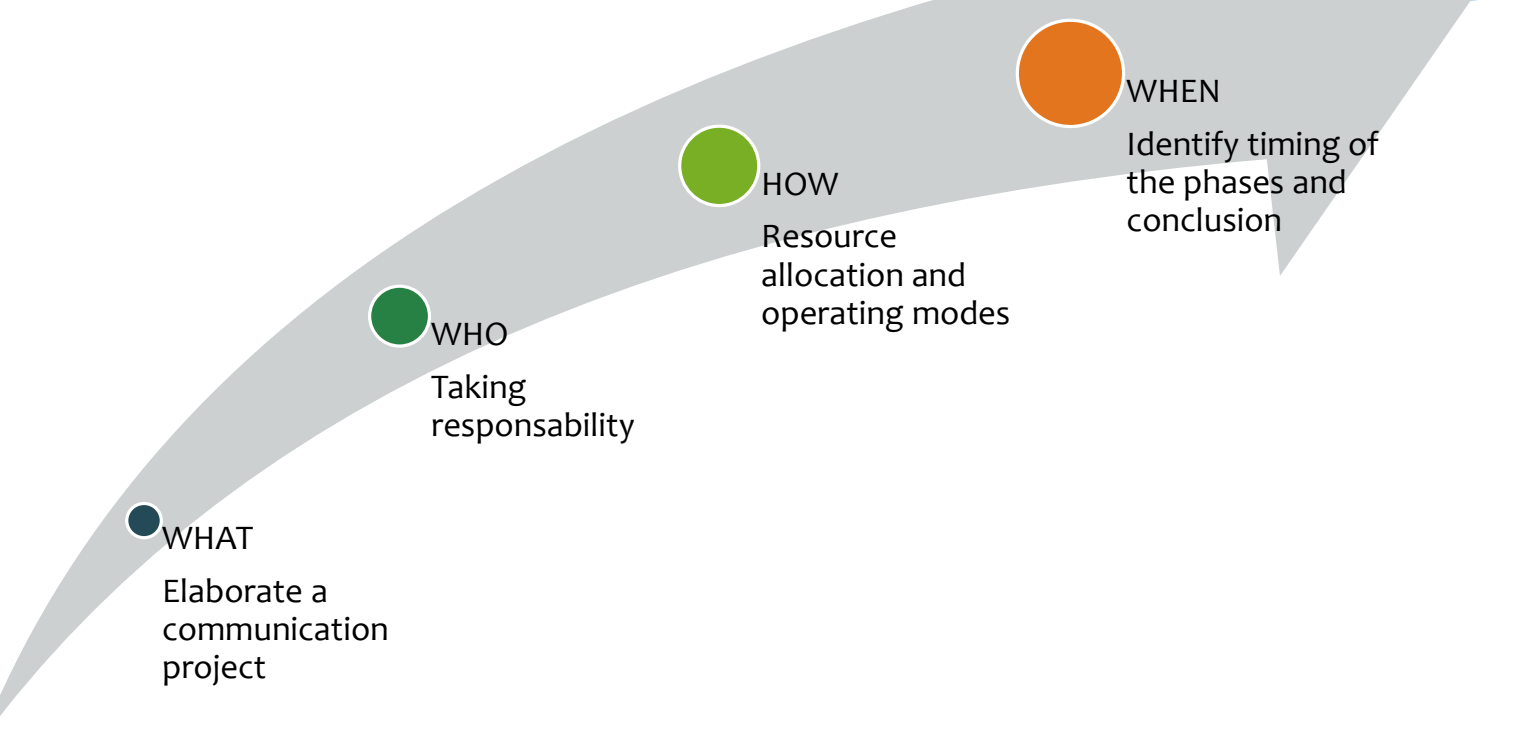
- Communication
- Media
- Formality
- Exchange
- Adequacy of frequency
- Key people involved
- Direction of flow

Information system satisfaction

Future outcomes chain objectives

- Attitudinal commitment to developing long-term customer/supplier relationship

The planning of communication project



Choose the proper instruments for better information and communication

- * **Communication plan: a good instrument for a successful campaign**

- * **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

Analyse the proper tools
to reach the target
stakeholders





- **Policy makers:** to take more decisive action to facilitate sustainable food consumption in catering sector;
- **Children:** teaching how to eat properly, but above all involve them and gratify considering taste, sensory, emotional and fantastic meal;
- **Parents:** informing them on the way of school meals and provide correct directions for feeding children in school and at home;
- **Teachers:** provide gaming tools as a learning mode of the various meanings of the food.



Vocational Training for Chefs and Executive Chefs



This project has been funded with support from the European Commission. This website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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 Initiative zur Förderung einer umweltbewusstge, nachhaltigen Ressourcenverteilung
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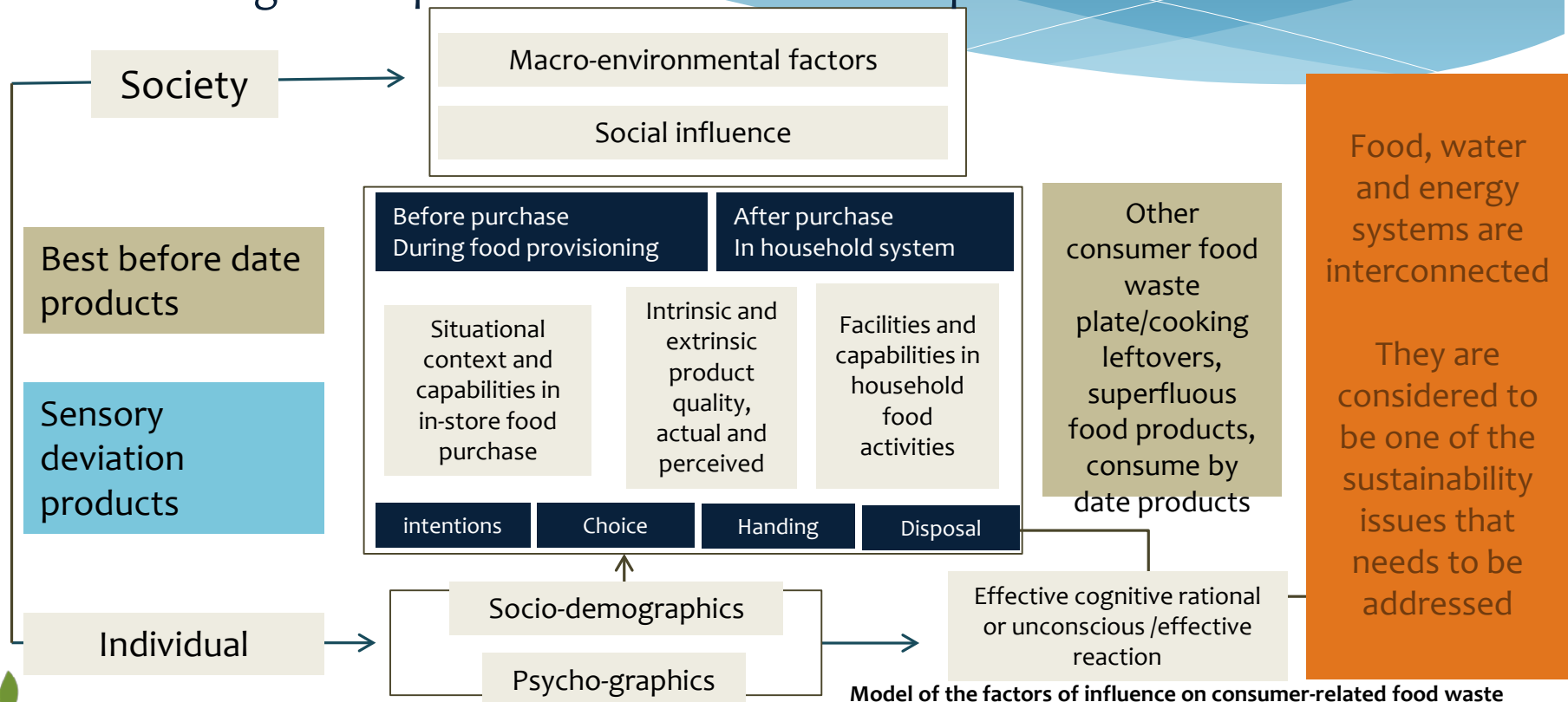
Communication projects aimed at

- **Managers and staff of canteen:** sustainability in worksites is possible when the participatory and empowering approach, self-monitoring, environmental change, dialogue with suppliers and networking among worksite canteens are applied.
- **Citizen Committee:** that collaborates in monitoring food service, thus ensuring direct community involvement.
- **Citizens:** to show quality of the catering service and ethical responsibility undertaken, live up to citizen expectations and meet legislation regarding food security, global justice, sustainability and animal welfare, etc.

...

Aspects and problems related to food waste and energy management

It is important to understand the environmental, economic and social impacts of the whole food supply chain, in order to help devise strategies for reducing the impacts of current and future products and services.



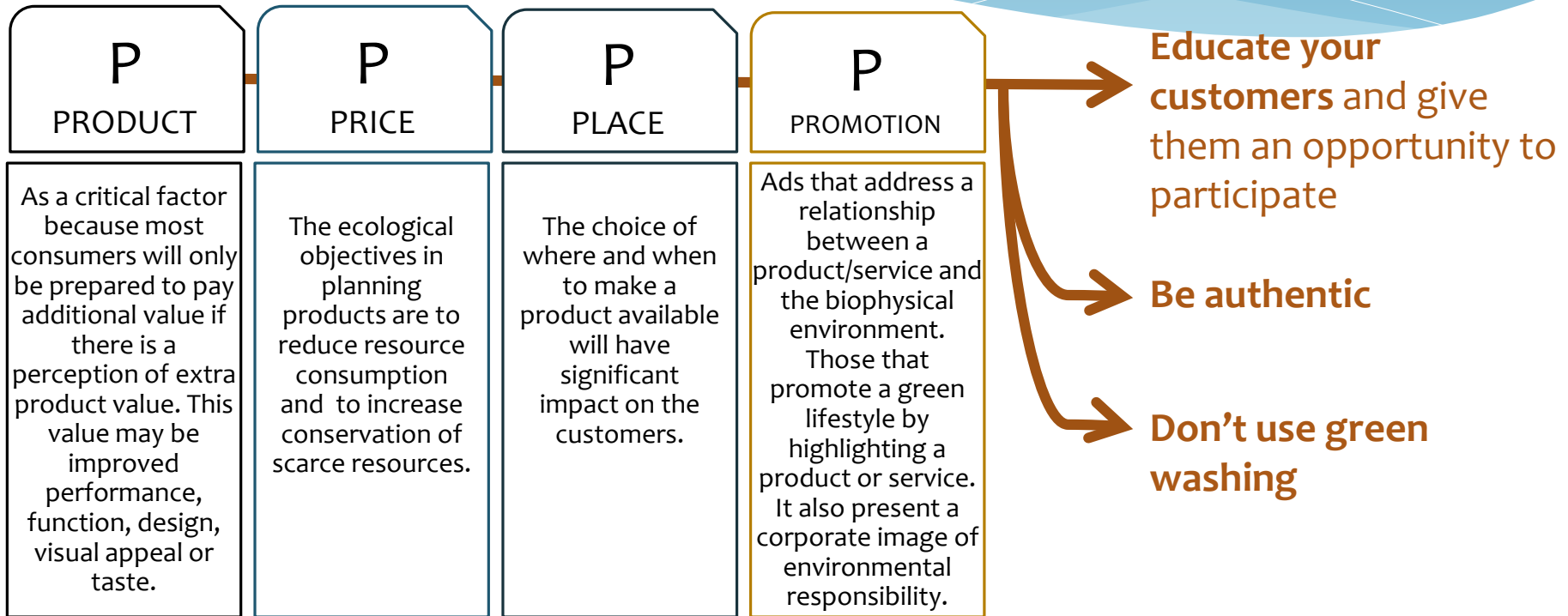
Source elaborated by: ISSN 2071-1050 www.mdpi.com/journal/sustainability

Principles of green marketing

Following the 4P's marketing tool

Green marketing is an integrated management process that is responsible to determine, predict and satisfy needs of customers and the society in a profitable and stable manner (Peattie, 2009).

The **"Green Marketing"** incorporates a broad range of activities, wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment.



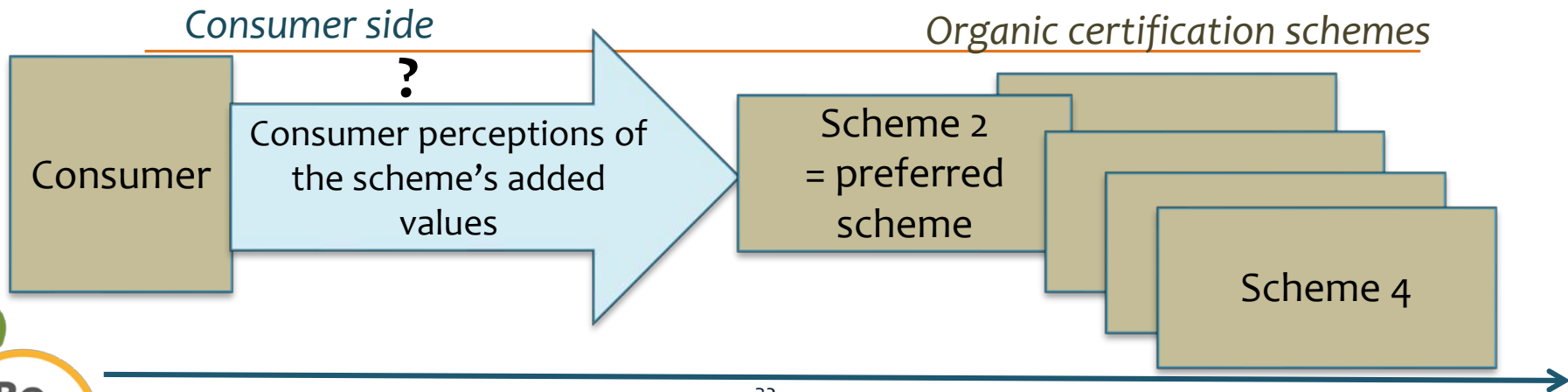
Principles of certification schemes (organic and eco-labels)



Organic farming, regulated at EU level by Regulations 834/2007, 899/2008 and 271/2010, is a type of agriculture that considers the whole agricultural ecosystem, relies on the natural fertility of the soil favoring limited interventions. It promotes the biodiversity of the environment in which it operates and excludes the use of synthetic products .

Starting in 2009, the organic logo must be present on all packaged food products marketed as organic http://ec.europa.eu/agriculture/organic/home_it

The "ORGANIC" certification is therefore a certification system that guarantees the respect of strict requirements in order to avoid or reduce the "contamination" by synthetic substances.



Organic farming

It is good for people and for the environment

- respects the ecosystems
- does not use chemical fertilizers and pesticides
- maintains the natural fertility of the soil with manure (green manure)
- it promotes biodiversity
- it is absolutely opposed to genetically modified organisms
- it produces better flavor and quality foods



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

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

Value proposition

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

Customer

Wants

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?

What are the emotional drivers that influence customer choices?

Fears

Risks of switching to your canteen?

What are the hidden needs?

Needs

What are the rational drivers that lead to your canteen?

Substitutes

What do your customers currently do instead?

Organisation:

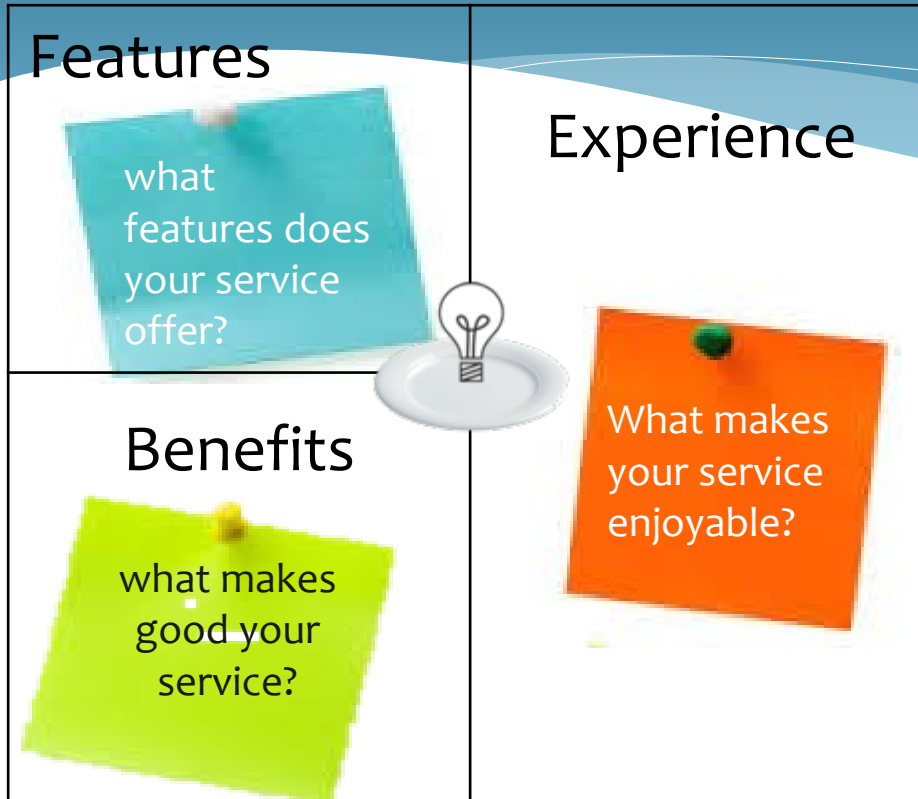
Service:

Target customer:

Value proposition

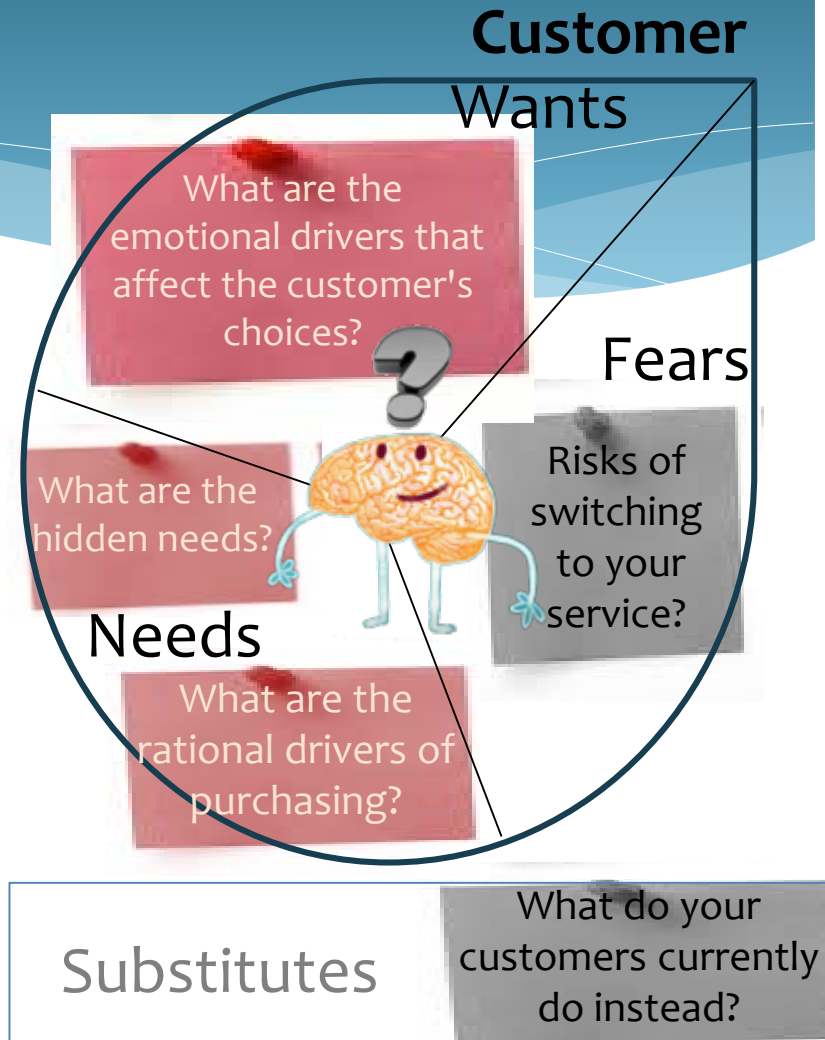
assess the concrete sustainable results to communicate

Focused on service



Organisation:
Target customer:

Service:



Inform the customers about your commitment to sustainability

For a caterer communicate its own sustainability commitment to its internal and external stakeholders is important for several reasons:

- * It has an impact on the reputation of the company and, therefore, it could be a competitive benefit;
- * It helps to spread an internal culture of corporate social responsibility and increase employee engagement on sustainability issues;
- * Increase the transparency and accountability of the company towards its stakeholders.

Improving the awareness of interest groups

Information and increase of sensibility



Table cards

Posters

Information Leaflets

Brochures & Folders

Sustainable consumption,
regional, seasonal foods,
meat consumption,
CO₂ emissions from food,
Cook fresh, etc.



Dialogue with the internal sectors of the organisation

- * For every business it is crucial to effectively communicate their identity and their achievements. But to communicate well outside the first step is always sharing objectives and teamwork of all people working in the company and collaborate to its success.

Periodical internal meeting

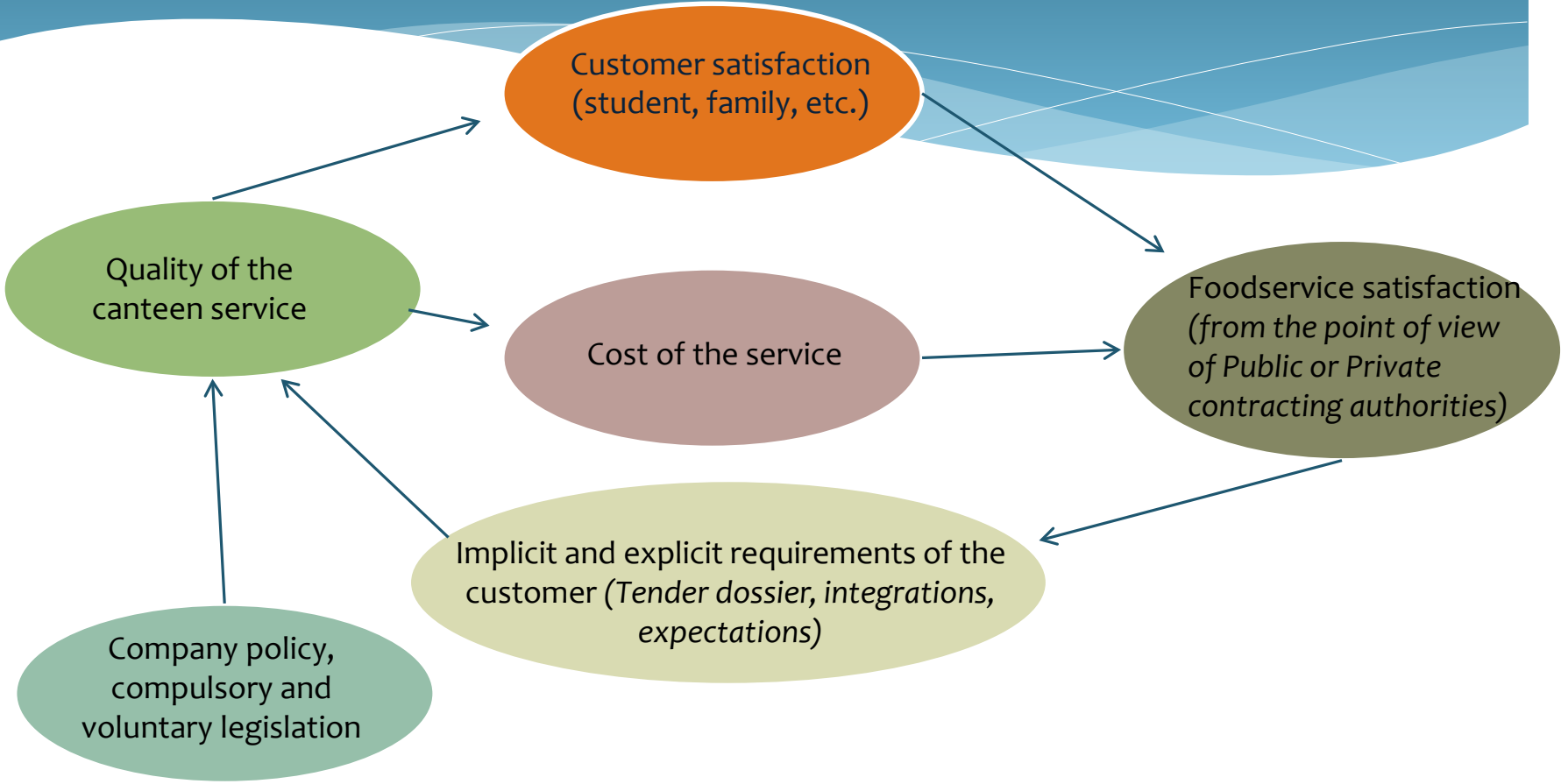
Newsletters and blogs

Internal company chat or instant messaging system

Informal meetings



Quality, customer satisfaction and criticality



Is eating healthy really more expensive?

1/2

Working for the quality of food. For example, with the introduction of organic products, the meal price increases by an estimation between 5 and 30% but, to contain this increase, **it is important to work on the efficiency of the system.** For example starting from the menus: less meat and of higher-quality and more vegetable proteins.

Another step to take is related to the reduction of the food waste, for example by introducing the single dish proposal, then move on to the reduction of energy costs (water consumption, transport, etc.), namely the other components that make the total price of a meal.

Is eating healthy really more expensive?

2/2

If the canteens that can be called "organic" were increased 28% in one year it means that families and administrators are aware of the importance of eating healthy and the ability to put in place actions to save on other elements of the service.

The increased use of the "right" products does **reduce the costs that the entire community supports for pollution, especially groundwater, soil erosion and especially the costs associated with disease due to a poor diet.** Finally, set up more direct relationships with manufacturers or aggregate multiple municipalities **could reduce the transport distances and the intermediate steps, leading to further savings for the entire canteen service.**



Create an event dedicated to food sustainability

Exercise “Organise a Sustainability Day...”

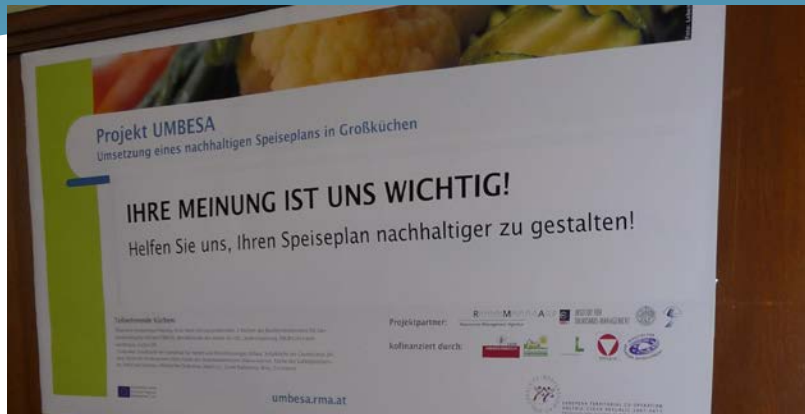
- * The products served are "safe" (processed according GMPs - Good Manufacture Practice)?
- * The products served are "sustainable" (e.g. local, seasonal, organic)?
- * Jugs and glass containers are preferred over plastic bottles?
- * If used, single-use items are recyclable, biodegradable and/or reusable?
- * The food ordered correspond to the number of participants?
- * The excess food can be distributed to charitable associations?
- * Is there an adequate system of separate collection / recycling and waste disposal?
- * The packaging is minimized and is it reduced the plastic use?
- * Organic waste can be composted?
- * The catering applies to corporate sustainability strategies (ISO 14001/EMAS/ Ecolabel / CSR / ISO 20121, etc.)?

Tips by Rome Guidelines for sustainable events

Monitor the internal and external feedback



Survey topics



1. General questions about quality and satisfaction
2. Dietary habits of the consumers
3. Reputation

Procedure

- * Standardized questionnaire
- * Questioning the consumers in the dining room
- * Direct contact supports the motivation of the respondents
- * Online survey of non-consumers

Wie beurteilen Sie die Kantine alles in allem betrachtet?

	stimme überhaupt nicht zu					stimme voll und ganz zu		Trifft nicht zu
	①	②	③	④	⑤	⑥	⑦	⑨
26. Alles in allem betrachtet bin ich mit dieser Kantine sehr zufrieden.								

Als nächstes stellen wir Ihnen Fragen über Ihre allgemeinen Ernährungsgewohnheiten.

Wie sehr stimmen Sie folgenden Aussagen zu?

	stimme überhaupt nicht zu					stimme voll und ganz zu		Weiß nicht
	①	②	③	④	⑤	⑥	⑦	⑨
27. Ich esse möglichst viele Vollkornprodukte.								
28. Ich lege viel Wert darauf, dass alte Familienrezepte nicht verloren gehen.								
29. Wenn möglich bevorzuge ich Lebensmittel, die fair gehandelt wurden.								
30. Ich gönne mir öfter einen Besuch in einem guten Restaurant.								
31. Ich kaufe möglichst viele Lebensmittel im Discounter (z.B. Hofer, Penny, Lidl,...)								
32. Ich nehme häufig kalorienreduzierte Lebensmittel zu mir.								
33. Ich bevorzuge gewöhnlich frische Lebensmittel gegenüber abgepackten.								
34. Bei Obst und Gemüse kaufe ich bevorzugt saisonale Produkte.								
35. Die Medien stellen Lebensmittelkrisen (wie z.B. die BSE Krise, EHEC,...) oft übertrieben dar.								

Procedure

1. Guest questionnaire

Implementation of individual measures

Monitoring
2. Questioning – Measurement of changes

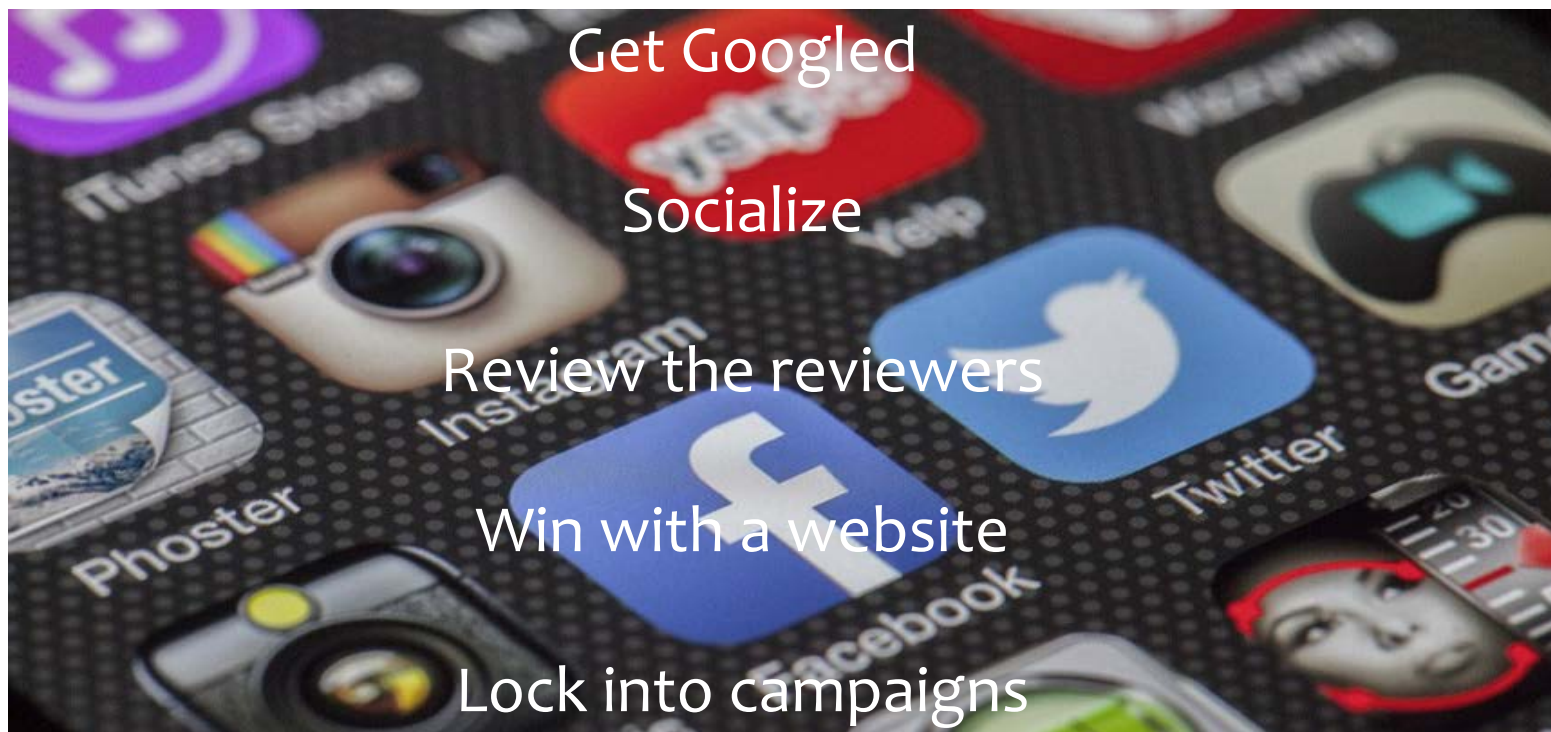
Implementation of individual measures

- * Illustration of the actual state
- * Evaluation of customer satisfaction
- * Analysis of the needs and characteristics of the target groups

Tips for internal and external strategic communication plan

1. Set additional goals & assignments for the catering staff & contribute to the food chain sustainable plan.
2. Develop an appropriate strategic communication plan.
3. Research and identify an appropriate data and information to share at internal and external level.
4. Generate any required press releases and information tools or produce a periodic newsletter for both internal and external communication to be posted on your social network accounts.
5. Monitor internal and external communication, and suggest remedies to a perceived issues and problems.
6. Organize and attend focus groups in order to consciousness-raising and empowering all the staff.
7. Write the public relations section of the communication plan to be presented to the customers.

Choose and use social media instruments



Raise internal awareness on sustainable results achieved

- * Support communications with graphic design for presentations, data dashboards, and web;
- * Support communications with layout and design for print materials;
- * Organize communications materials.

Analyse educational schemes for enhancement of stakeholders awareness

- * *Organizing stakeholder engagement*
- * *Engaging stakeholders in food education*
- * *Keeping stakeholders involved in food education*

A model of planning stakeholder engagement

1. **Informing key organisations** about the actors' directions towards food education.
2. **Consulting with relevant stakeholders** as part of the process of developing Sustainable canteens mind-sets.
3. **Involving stakeholders** to ensure that issues and concerns about food education are understood and considered as part of the decision-making process.
4. **Collaborating with food industry** stakeholders in developing partnerships in formulating options and in providing recommendations for developing sustainable entrepreneurship education.
5. **Empowering participant stakeholders** in the decision-making process and to help implement and manage change regarding a more sustainable mind-set.

How to develop a Communication Plan

- * Address different aspects and techniques for discussing the evaluation results
- * Guide the process for successfully sharing the results of the evaluation
- * *Answer the following questions:*

-
- WHO
- HOW
- WHAT
- 2
- WHEN
- WHERE
- WHY

Self assessment on the effort/results reached

Check list – sustainability themes

- For **health**: a plate rich in fiber and vitamins and containing less protein is good for everyone's health.
- For **taste**: seasonal and local products offer you tasty meals. Surprise your customers with forgotten products such as traditional unusual products.
- For **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 produced locally, on short supply chain or on a small scale.

Good practices in communication

Enhancement marine aquaculture and the promotion of fresh fish consumption in health centres and nursing homes.



"Fresh fish meals served in Italian medical at Health Centers" is an innovative project realized at national level, in Italy by a SME (Albert Sas) that has proved – through a successful sustainable supply chain management - the introduction of fresh fish, of local species, cooked according to traditional recipes in the canteens of geriatric hospital wards and elderly care facilities of several Italian marine-coastal municipalities.

Italy's Good Samaritan law

(Law 155/2003)

Promoted by the Italian Food Banks Federation, aimed to the reduction of food waste: recovery and redistribution of still edible food but no longer usable for commercial purposes to be allocated to charities.

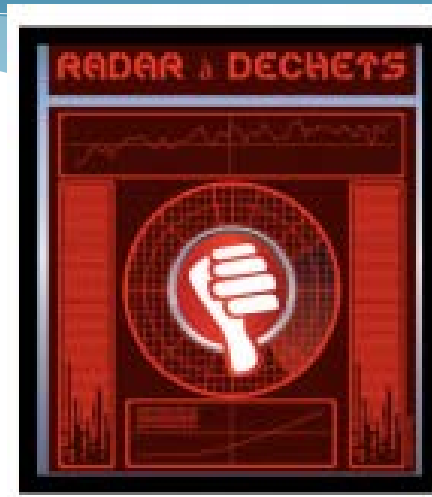
In particular:

- * every day in schools, at the end of the meal, they collect the bread and fruit undistributed;
- * The 'Food Bank' and Last Minute Market deal with the recall the products collected, transport and delivery to charity organisations identified.

[Link: Guidelines for the collection of food prepared by catering services](#)

Good practices in communication

Ensemble, réduisons nos déchets (Together, let's reduce waste)



Action consisted of educating students about food waste and waste recycling. An action already put in place at several other schools, the objective was to have waste sorted by the students, weigh the waste generated and monitor the waste by weight on a weekly basis (*results market on a blackboard at the entrance to the canteen to educate pupils before they get served*).

Another example of communication toolkit targeted to the reduction of food waste

Example emerged from the European Week for Waste Reduction



- * **Table clothes for waste prevention**
- * A table clothes may raise customers' awareness to consume a sustainable quantity of food: *"if you like what you are eating, it is better to have it twice"*. The right consumption of food is the first step to avoid food waste: with useful suggestions the table clothes will make customers aware about the food waste in public canteens and tools to avoid food waste. The table clothes are the first things that a customer see under the plates and, during the queue waiting for the food, they will have time to read suggestions to avoid food waste.
- * How to use it?
 - * o Use this clothes on the table under the plates
 - * o Inform your customers about waste prevention
 - * o Aware to consume a sustainable quantity of food with numbers, pictures and simple suggestions to avoid food waste.



* How to evaluate? Amount of clothes used.



Vocational Training for Chefs and Executive Chefs

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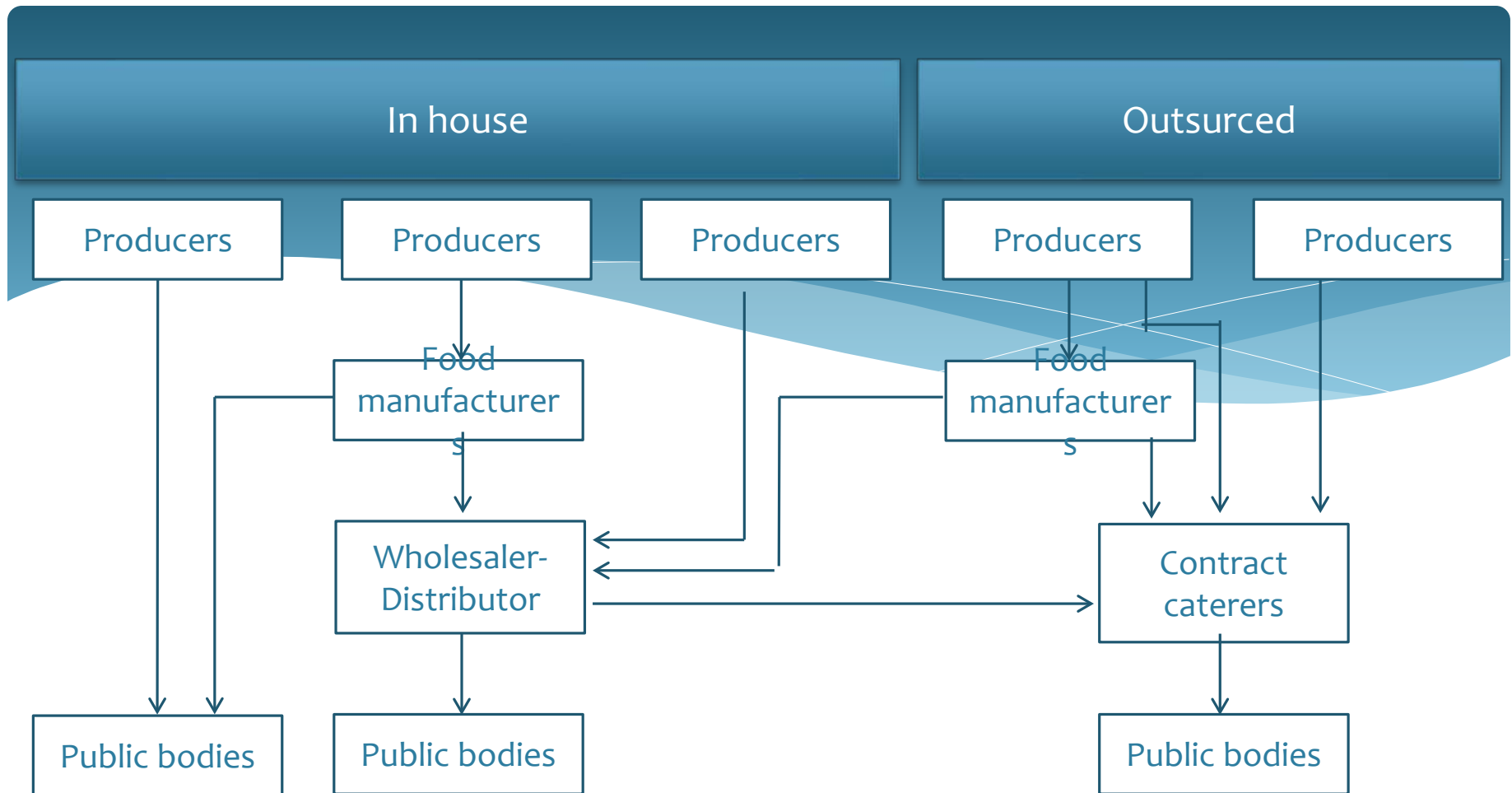


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Ayrshire and Arran Primary Care NHS Trust routinely undertakes nutritional care assessments for older people.

- * Ayrshire and Arran (Primary Care Trust) provide a comprehensive range of primary care services for a catchment area of some 390,000 people on the west coast of Scotland.
- * It has developed a **nutritional screening tool to identify elderly patients who were already undernourished or those at risk of becoming undernourished in hospital.**
- * On admission all patients receive nutritional screening, which is completed by qualified nursing staff.
- * Evaluation within the trust has proven the tool to be reliable and valid. To support the tool, the trust has devised a training pack that includes guidelines for completion of the nutrition screening tool and a suggested care pathway.

Source: Audit Scotland



- * The Scottish NHS has incorporated a Standard for 14 Food & Nutritional Care within their hospitals and care homes which insure that a plan of nutritional care is carried out for each admitted patient

<http://www.gov.scot/Resource/Doc/277249/0083244.pdf>

A mind map for the word "Water" is drawn on a chalkboard. The central word "Water" is connected to several related words: "pure", "wet", "life", "clear", "cold", "drink", "fish", "fresh", "blue", "sea", and "tap". There are also some faint, partially visible words like "swimming pool" and "running".

Many students commented on how much they enjoyed activities, which did not ask for a “right answer” and having the freedom to state their own opinion.

Communication campaign summary: the Comhar/ENFO Schools Pilot Project developed ways of incorporating the key principles of sustainable development into the existing school curriculum. Key outputs included prototype workshop plans and materials, along with recommendations for a whole school approach to sustainable development.

- * The project had four aims:
- * 1. To identify the level of awareness of sustainable development among teachers and students, and tools already used and/or preferred.
- * 2. To develop pilot workshops to integrate sustainable development into the curriculum.
- * 3. To carry out and evaluate the workshops in schools.
- * 4. To investigate a whole approach to sustainable development in schools.



- * The application of transparency parameters on the methods of delivery and the contents of the meal (menu, recipe, nutrients, quality of raw materials) facilitates the setting of a healthy and varied day.
- * The communication of motivations and educational objectives, making consistent reference points, can favor the establishment of correct eating habits.

Enhancing the Dining Experience

Make sure your customers get a great payoff when responding to your marketing efforts — not just fresh, healthy food that tastes good, but also a nice place to enjoy it.

According to Team Nutrition's *"Changing the Scene"* guide entitled, Improving the School Nutrition Environment, *"Children will enjoy their food more and may try more healthy options if they can relax, eat, and socialize without feeling rushed."*

Other aspects of a pleasant dining experience may include the serving system, cafeteria decor and layout, packaging, and staff appearance. Follow are some tips from the guide and examples of how schools are creating a more pleasant eating experiences for their students:

Source: United States Department of Agriculture - Food and Nutrition Service

The importance of the layout and Design

- Multiple serving areas and checkout registers keep students from waiting in long lines.
- Dining areas are attractive, have room for all students, and have chairs and table that are the right size for the students.
- Weekly bars featuring mimic the options available in the canteen.
- Seating arrangements are not institutional rows but smaller round or rectangular tables with detached chairs.



Another example realized in Italy:

https://www.clivet.com/documents/10125/8719385/aria_scuole_case_history_extended.pdf

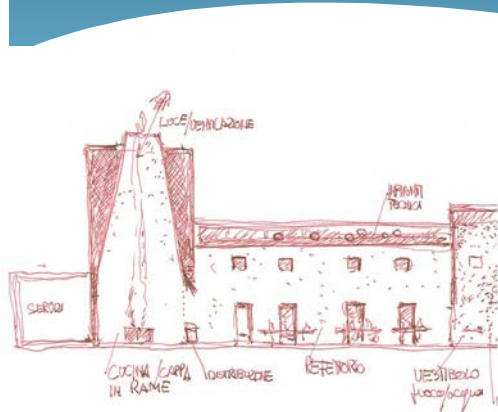
Good practices in communication

An example to communicate food culture starting to the canteen design:

The Ambrosian Refectory, the solidarity canteen a pop-up dining hall in a disused theater
FOOD FOR SOUL - Wastage and Salvage Making the connection between food, art and community.



The Ambrosian Refectory, a project to feed the poor.
Serving up to 200 meals a day for free in a soup kitchen built to highlight cooking with products that would otherwise be thrown away.



Massimo Bottura, listed in the top 5 at The World's 50 Best Restaurants Awards. His 'Osteria Franceseana' was ranked No. 1 in The World's 50 Best Restaurants, and No. 2 in 2017. The chef has attended the vocational school for catering, but he declare has made bones on the job, or working alongside experienced people.

Conclusions

- * Marketing and Communication are essential for any kitchen
- * They have to know their customers and communicate with them in a target group-oriented way
- * Internal communication is equally important and should motivate and sensitize employees



Conclusions

- * Guest surveys are an important tool for assessing and improving customer satisfaction and the quality of the food
- * Use a mix of open questions and multiple choice questions
- * Provide enough answers
- * Involve non-consumers in the survey



Conclusions

- * Do good and talk about it!
- * Communicate measures well before changes are made!
- * Take advantage of the variety of communication pathways and tools!



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