

Title: Improving the understanding and motivation of restaurants towards food waste management with a user-friendly tracking application.

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Food Waste Background

When?

Preparation (65%) Cooking
Storing Consumption

Why?

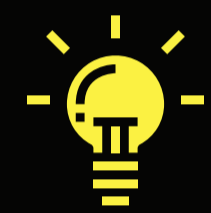
Overbuying stock Poor food quality
Extensive menus Large portion sizes

How to reduce

- Stock management
- Adequate storage
- Collaboration to donate/sell excess food
- Staff training

Solutions & Technology

- Composting
- Wise up on waste
- Kitro
- Winnow
- Too good to go



1.3 Billion meals worth of food is wasted
75% of the food waste is avoidable
GBP 10,000 a year per outlet can be saved
2.7M tonnes of emissions can be reduced

Problems

There is no standardized method to quantify, characterize and reduce the amounts of hospitality food waste.

Lack of systemization of solutions and standardized managerial framework.

Overly complex or inefficient solutions that require guidance.

Primary Research – Interviews

Restaurants

Aim: To gain an understanding about their establishment (size, menu etc), food waste management process, waste measurement, staff training, awareness and participation level and application usage.

Results

2 restaurants use composting
 1 restaurant measures food waste

2 restaurants separate their waste
 0 restaurants use apps for food waste

Key points:

- Most restaurants claimed they do not produce much waste.
- Leftovers are distributed to staff and donated by 1 restaurant.
- Inventory and menu is managed at managerial or branch level.
- There was no systematic staff training observed.

Organisations

Aim: To gain an understanding about their food waste initiatives, use of technology, impacts and limitations, awareness and participation level of restaurants, biggest target area for food waste management and future goals.

Key Initiatives

Food Save – SRA
Guardians of Grub – WRAP
Courtald Commitment – WRAP

Target Area

SRA believes measurement of food waste is key as without knowledge of carbon footprint reductions can't be made.

WRAP's initiatives lack widespread use and awareness.

WRAP does not have an answer for how smaller chains can be involved in their initiatives.

An application that makes tracking fun and easy is required for encouraging smaller restaurants and chains.

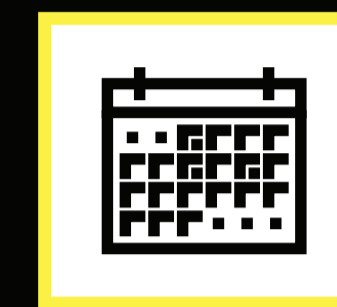
Design Innovation

'TrackYourWaste' is the ultimate food waste management tool for restaurants that encourages them to understand and track their carbon footprint in an exciting way!

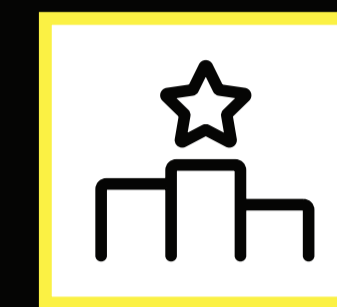
Why TrackYourWaste?



Easy and fun



Create a habit



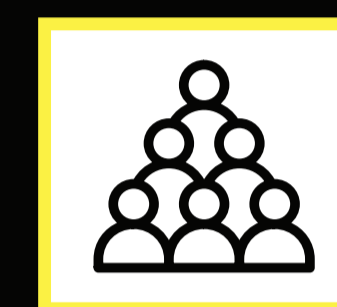
Compete with friends



Custom suggestions



Achievements and rewards



Build a community

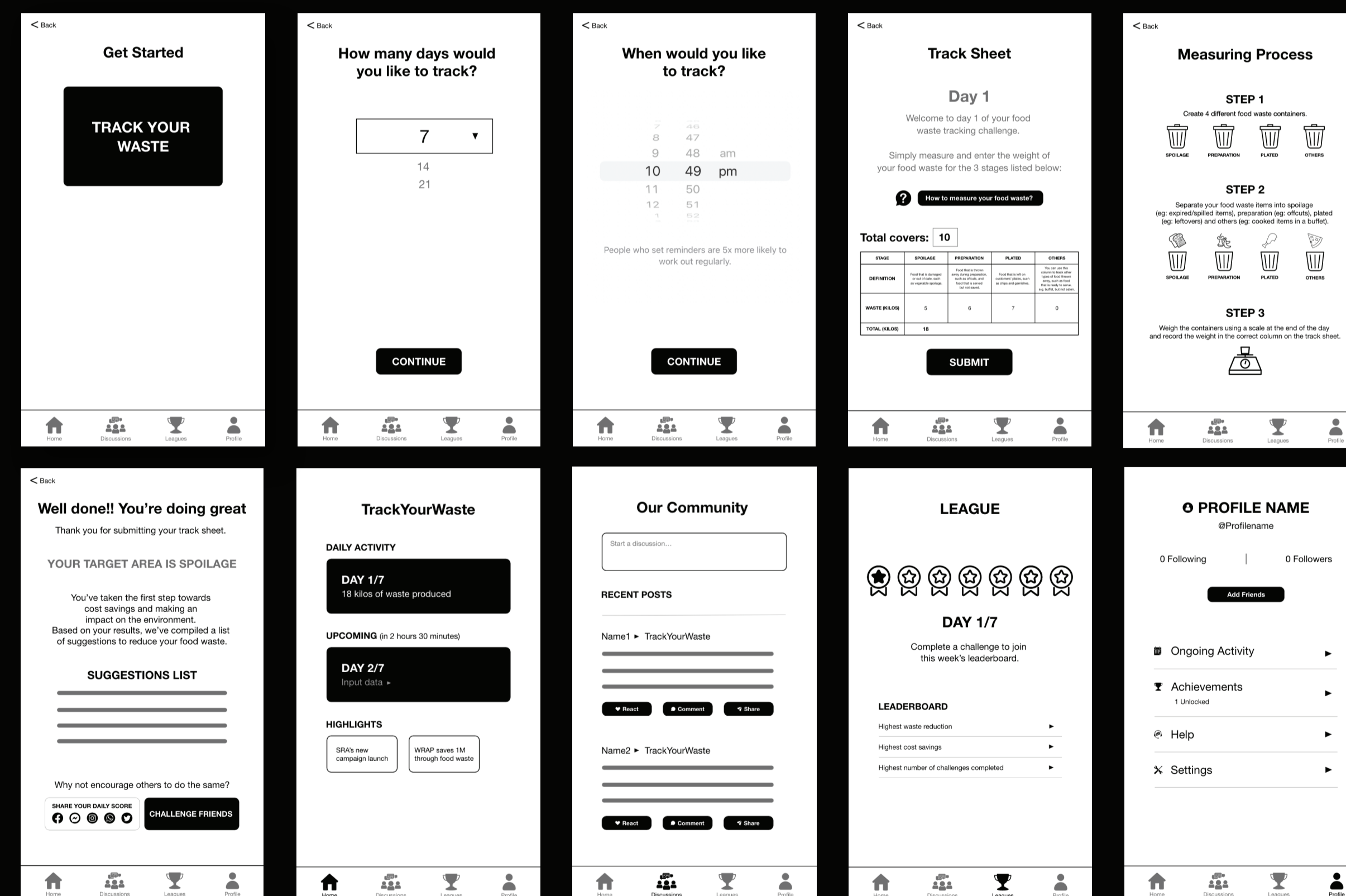


Motivating highlights



Help and guidance

User Interface



Conclusion

1. It is important for restaurants to track their waste in order to understand their target area and reduce food waste.
2. There is a lack of motivation in restaurants to indulge in food waste management and it is seen as a stigma to admit having waste.
3. There is a need to normalise discussion and efforts towards food waste management and it can be done by introducing a fun and user friendly application that allows waste tracking.

Future Work

1. Make a refined high-fidelity prototype with added features like rewards and points system and make usability changes based on the results
2. Perform usability testing with restaurants to gauge effectiveness
2. Work on a partnership