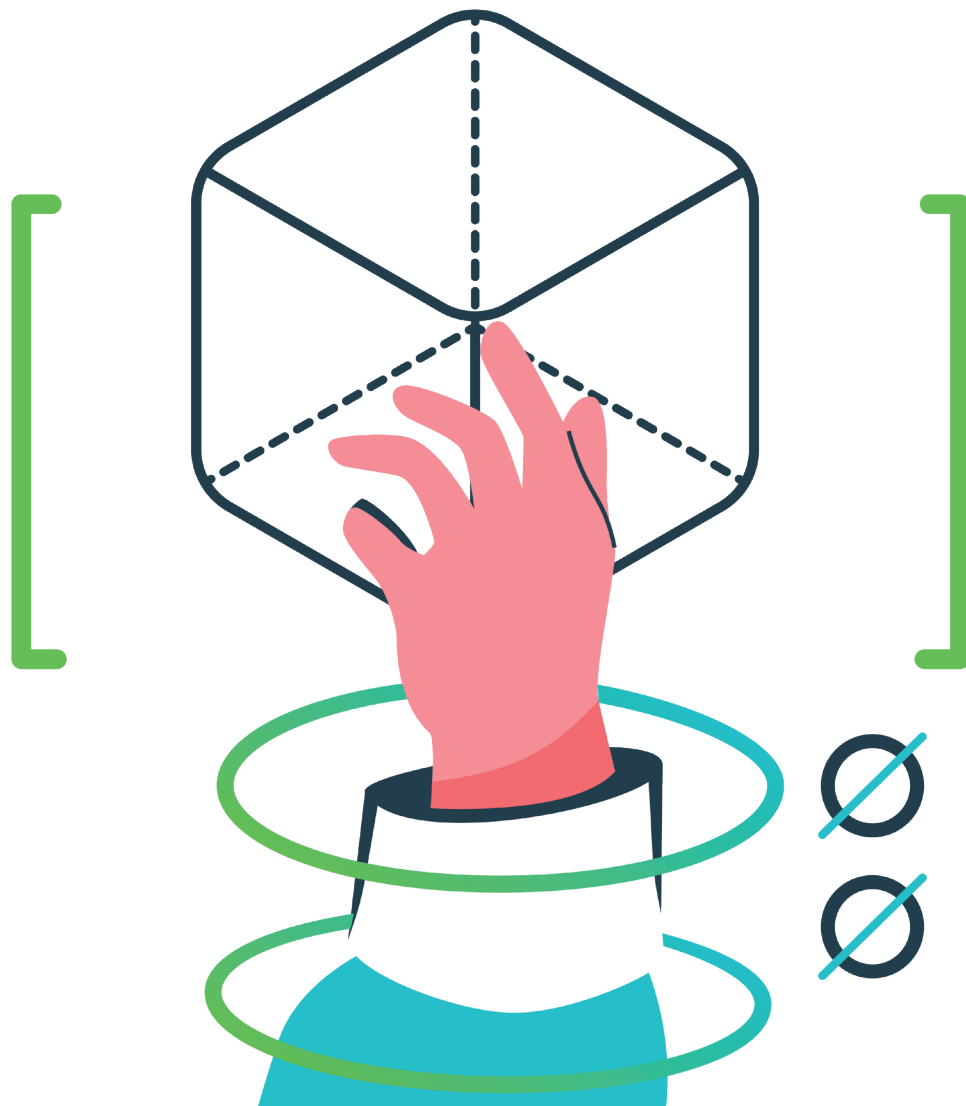


eco Ai circular



Assignments



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Assignments

Reducing Our ecological footprint through responsibility and consumer engagement

Assignment 1: Understanding the commitment to reducing environmental impact through circular economy and CSR principles with GreenBite restaurant

The GreenBite restaurant chain has taken a proactive stance on sustainability, recognizing the urgent need to reduce its environmental footprint. They have hired an expert team to design a strategic plan that integrates collaboration between the company and its customers with circular economy and corporate social responsibility (CSR) principles.

As a member of the team, he has recently been tasked with enhancing sustainability efforts at GreenBite. His task is to develop a strategic action plan that integrates collaboration between the company and its customers, focusing on incorporating circular economy and corporate social responsibility (CSR) principles into the restaurant chain's operations. Specifically, the plan should address ways to reduce food waste, promote consumption of local and seasonal produce, and eliminate the use of single-use plastics.

A key part of its role is to design initiatives that actively educate and engage customers, transforming them into partners in GreenBite's sustainability mission. This involves creating programs that inform consumers about the environmental impact of their choices and provide them with the tools to make more sustainable decisions. Your action plan should include strategies such as in-restaurant experiences that highlight the benefits of making sustainable choices, digital campaigns to reach a broader audience, and community engagement programs that foster a sense of shared responsibility between GreenBite and its customers.

GreenBite Description

GreenBite is an innovative restaurant chain committed to sustainability and social responsibility, offering a unique and conscious dining experience. Founded with a vision to redefine the restaurant industry, GreenBite provides healthy and delicious dishes made with local and seasonal ingredients. The company prioritizes food quality and freshness, collaborating with local farmers and suppliers to minimize the carbon footprint associated with product transportation.

In its quest to be a role model in sustainability, GreenBite implements practices that promote the circular economy, the reduction of food waste and the elimination of single-use plastics. Each restaurant is designed to be a space that fosters environmental education, with initiatives that inform customers



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about the impact of their food choices and inspire them to adopt more sustainable habits.

In addition, GreenBite strives to create a community of engaged customers, offering loyalty programs and rewards for eco-friendly practices, as well as interactive experiences that engage diners in its sustainability mission. The combination of a delicious menu, responsible practices and a culture of collaboration with the community makes GreenBite not just a place to eat, but a destination where customers can enjoy an experience that also benefits the planet.

With a focus on transparency and innovation, GreenBite not only adapts to responsible consumption trends, but also positions itself as a leader in creating a greener, healthier future for all.

Discuss

After reading, answer these two questions:

- How can GreenBite balance its sustainability goals, such as reducing waste and using local ingredients, with the need to maintain a profitable and competitive business in the marketplace?
- How can the principles of the circular economy and CSR be applied to GreenBite's day-to-day operations to inspire real change both among its customers and in the catering sector as a whole?

Assignment 2: Exploring a real-world zero waste restaurant model

Discuss

After reading the documents on a real-life case study of a zero-waste restaurant, students are encouraged to discuss in groups or individually the following questions

- **Sourcing:** How does the restaurant source its ingredients? What local suppliers or seasonal products do they prioritize?
- **Waste management:** What innovative strategies does the restaurant use to minimize food waste? How do they reuse leftovers and unused ingredients?
- **Customer engagement:** How does the restaurant involve customers in their sustainability initiatives?

CASE STUDY: Reducing GreenBite's ecological footprint through corporate social responsibility and consumer participation

Assignment 3: Analysis of the current situation and identification of opportunities

GreenBite, a forward-thinking restaurant chain, has recognized the urgent need to minimise its environmental impact and embrace sustainability. To achieve this, GreenBite has assembled a team of experts tasked with developing a strategic action plan that focuses on collaboration between the company and its customers, and integrates the principles of the circular economy and corporate social responsibility (CSR).

Your challenge as part of this team is to create a comprehensive sustainability action plan that not only enhances GreenBite's environmental efforts, but also transforms its customers into active participants in this mission. This plan should focus on reducing food waste, encouraging the consumption of local and seasonal ingredients, and significantly reducing the use of single-use plastics. Your approach will require innovative initiatives that educate and engage customers, turning dining into an experience that promotes environmental awareness and sustainable choices.

To be successful, focus on the following key tasks:

Conduct a case study on a 'zero waste' restaurant: use this as a basis for analysing best practices and assessing how these ideas can be applied to GreenBite's sustainability efforts.

Analyse the GreenBite value chain: Identify critical points in the value chain that contribute to environmental impact. Develop strategies to achieve measurable targets, such as reducing food waste by 20% and reducing single-use plastic by 50%.

Evaluate CSR practices: Identify opportunities to improve GreenBite's commitment to ethical sourcing and fair labour conditions.

After reading all about this material, discuss in groups or individually the following activities:

Discuss

- The points in the value chain where the most environmental impact is generated (food waste, use of plastics, energy consumption, etc.).
- The application of ethical and CSR criteria in the company's business decisions.
- Opportunities to improve circularity, such as reducing waste or reusing materials.



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Assignment 4: Implementation of the zero waste and plastic free program

As part of the expert team, it is time to design the Zero Waste and Plastic Free program for the Green Bite restaurant. If you are doing it as a group, you only have to develop one option. If you are doing it individually, you will have to do both options. The first one is Option 1: Zero Waste Program which goal is to develop a comprehensive customer awareness campaign to reduce food waste by 20% in one year.

And the second one is Option 2: Plastic Free Program, which goal is to reduce the use of single-use plastics by 50% by implementing a reusable container system.

DOWNLOAD THE INSTRUCTIONS TO FOLLOW

Practical Exercise Template: Activity 1: Zero Waste Program (option 1)

https://docs.google.com/document/d/1BoyeZAZsCv6lb7sn__TDJy9ai0BcHtfR/edit?usp=sharing&oid=109235224292608534758&rtpof=true&sd=true

Practical Exercise Template: Activity 2: Plastic-Free Program (option 2)

https://docs.google.com/document/d/1dHeKwy9BI5e0TOqPuf1FsRCl_9S5W1M4/edit?usp=sharing&oid=109235224292608534758&rtpof=true&sd=true

After this activity, prepare an infographic that details both sustainability programs, emphasizing how they contribute to and advance GreenBite's philosophy. Your goal is to demonstrate the impact of these initiatives and submit your work for an award recognizing your valuable contributions to promoting sustainable practices.

Assignment 5: Reflection on the role of consumers in sustainability

After playing with the Footprint Calculator, it's time for a debate session about your conclusions on the role of consumers and sustainability.

Discuss

- What are the responsibilities of consumers and the company in reducing the ecological footprint?
- How can joint actions between the company and customers accelerate the transition to a more sustainable economy?



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