

The Sustainable Leader Canvas

Authors

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MADE FOR RESTAURANT CONFERENCE - "SUSTAINABILITY - A MUST HAVE IN THE NEW GENERATION RESTAURANT, EDUCATION AND COMMUNICATION IN THE FOODSERVICE INDUSTRY."

MAIN COMPETENCES



What competences, skills you have (and you need to acquire) to be a sustainable leader?

- trustful and trust people
- authentic and credible
- business strategist - "money magnet"
- knowledge about product and food optimization/food waste technics
- precise, respectful and careful in communication
- showing the definition and actions of sustainability
- entrepreneurial mind and skills
- holistic knowledge about economy
- leadership skills
- advocacy skills

PERSONALITY



What personality should be represented by the person who is a sustainable leader?

- being an educator - create, share and reach the right people
- practical attitude
- charismatic
- brave
- resilient
- stubborn
- handle stress well
- flexible
- open for others (for new generation ideas and needs)

SUSTAINABILITY DEFINITION



What sustainability means to you and your team/staff/partners? List keywords, key examples

Sustainability has a lot of "faces" - it is connected with environmental issues (energy emission, carbon footprint, food waste), but also with the processes, logistics, operation, menu inside the Horeca industry. Finally, it is strongly connected with people factor: team/staff behavior and customers - guests awareness.

TOOLS



Which tools/ solutions do you use to be more sustainable in your area/place/restaurant?

- data visualisation (of waste benefits)
- living labs ideas (inside cities, rural areas)
- field trips with local production and local producers presentation
- trainings, conferences
- knowledge and good practices open-sharing, not only with your staff or business partners
- cooperations with other local partners and producers
- showing numbers and benefits
- lawyers advisors (for the legal processes i.e. with the food waste)
- helps to reduce the stress (support for employees, staff, managers)

KEYWORDS



How in keywords you will describe the sustainable leadership?

#cooperation
#cocreation
#Earth&FoodStrategist
#budgetoptimization
#circularity
#circularfood
#savethefood
#DontWasteMoney

ACTIONS TO TAKE

What actions will you take to make your area/ restaurant/hotel/other Horeca sector more sustainable within the next months?

- create an ecosystem within the local community of producers, organizations, people,
- create associations between local producers, partners, Horeca sector organizations, ity government, customers
- more education in entrepreneurship and business strategy
- plan and strategy of specific products in local ecosystem
- trying to convince bigger companies and corporations which can make an impact in the local area
- collect data from food waste, processes, sustainable good practices
- workshops for young generation - of customers, guests inside the place
- education from the very beginning - for staff, team, customers, guests - information distributed inside the place

PURPOSE



What inspires you to act? Why being sustainable is important for your place of work?

- environmental friendly approach
- saving the food from being treated as waste
- better finance situation
- being more responsible and sustainable is respected for new generation of customers/guests

BIGGEST CHALLENGES

- unresilient industry, changes in economy, challenging finance situation of Horeca organizations
- lack of awareness about sustainability, issues and consequences of food waste, carbon footprint, energy emission issue, environmental issues
- lack of procedures inside day-to-day work, lack of awareness of customers/guests.

CANVAS CREATORS

