

EuroCHRIE Small Group Meeting

Easy wins but difficult solutions:
Opportunities, dilemmas and challenges of food waste
organised by Hotelschool The Hague



VENUE:

Hotelschool The Hague – Amsterdam Campus
Date: 1 & 2 April 2020

IMPORTANT DATES:

Abstract and proposal submission deadline: January 5, 2020.
Submission email: research@hotelschool.nl
Acceptance confirmation: January 20, 2020
Full paper submission: March 1, 2020

CONFERENCE FEE AND REGISTRATION:

The conference fee for this two-day event including a conference dinner is € 100.
For PhD students, the fee is € 50.

EuroCHRIE Small Groups Meeting

The Small Group Meetings are an initiative by EuroCHRIE to support an in-depth exchange of ideas on special topics in the field of hospitality and tourism. The first SGM was organised in 2019 at Institut Paul Bocuse ('Food & Hospitality Multisensory Perspectives'). With the support of EuroCHRIE, Hotelschool The Hague is organising the second Small Group Meeting on the topic of 'Easy wins but difficult solutions: Opportunities, dilemmas and challenges of food waste', in Amsterdam, 1-2 April 2020.

Food Waste

The small group meeting (SGM) will be on the topic of food waste as one of society's greatest financial, economic and ethical challenges. It is of growing interest to many stakeholders in society from policy makers, business and academia (see below 'call for papers' for more context). The hospitality and food service sector is not only responsible for 14% of the global food waste, the research interest in this area is growing quickly as well. EuroCHRIE and Hotelschool The Hague believe that it can be seen as an academic responsibility both in terms of education and research to contribute to finding solutions to this great problem.

Event Programme

Wednesday, 1 April 2020

- 14:00 Welcome reception
- 15:00 Bicycle tour in and around Amsterdam, with visits to businesses and organisations that fight food waste e.g., Tweede Jeugd, In-Stock, De Ceuvel.
During the bike tour, researchers will be coupled with other researchers to discuss their work in this field.
- 18:00 Conference Dinner
at *Taste Before You Waste*

Thursday, 2 April 2020

- 9:30 Keynote
- 10:30 Interactive presentations and debates
- 12:00 Lunch
at *Hotelschool The Hague*
- 13:00 End of Small Group Meeting Programme.

Participants in the Small Group Meeting can attend the Hotelschool The Hague International Hospitality Symposium (2-3 April) at a discounted rate.



SUSTAINABLE DEVELOPMENT GOALS



EuroCHRIE Small Group Meeting

Easy wins but difficult solutions: Opportunities, dilemmas and challenges
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Call for Papers

It is difficult to open any news site these days without finding something related to food waste. Indeed, as one of society's greatest financial, economic and societal challenges, food waste has taken interest of both policy makers and businesses alike. The UN and the EU have both set goals to reduce food waste with 50% by 2030 on a retail and consumer level (FAO, 2015; European Commission, 2015) and the commercialization food waste as a way of monetizing on otherwise wasted foods, is becoming increasingly crowded space in the market (Peters, 2019). The urgency for action against food waste is driven by the facts that US\$1 trillion is lost every year, that almost 800 million people are still food insecure and that between 6%-8% of the global anthropogenic greenhouse gas emissions are caused by food that is produced by never eaten (FAO, 2015). The hospitality and food service industry is responsible for 14% of this waste much of which, around 66%, is believed to be avoidable waste (Filimonau and De Coteau, 2019).

As a growing topic with such strong social but also financial relevance, academia plays a key role in developing knowledge and research insights for both policy makers, businesses and other stakeholders in their quest to battle food waste (e.g., Block et al., 2018; Filimonau and De Coteau, 2019). Yet, while there seem to be many viable solutions to food waste on the market, it is not clear how future-proof and sustainable they are. For example, research shows that consumers have an inherent aversion to imperfect foods (e.g., de Hooge et al., 2018; Loebnitz et al, 2015); what are the underlying mechanisms driving this behaviour? Can it be overcome? What are the implications of that when marketing 'rescued-based' food i.e., food that is made from otherwise wasted ingredients? Such insights are critical as consumer adoption of such products is key to build viable and scalable business models to have an impact on the food waste problem.

In addition, behavioural interventions (e.g., nudges) have been used extensively in a consumer context but what is the effect in an employee context to influence food waste behaviour(s) of kitchen crews? Essentially, how can food waste be reduced in food service operations without influencing the customer experience in a negative way? Along those lines, many restaurants make use of food waste reduction applications (e.g., Too Good To Go) as a way to reduce their waste and recuperate some of the costs for unsold food without impacting the service delivery.

**Abstract submission
by January, 5, 2020
to research@hotelschool.nl**

2nd International Hospitality Research Symposium

Hotelschool The Hague, Amsterdam Campus, 2-3 April 2020



After a successful international research symposium in 2019 Hotelschool The Hague is organizing and hosting its 2nd international research symposium with the central theme: **Hospitality innovation: ethical issues and challenges**. See: <https://hotelschool.nl/en/research/international-symposium>. Participants in the Small Group Meeting will benefit from a €50 discount to the conference fee (€350 Regular Fee; €300 Early Bird until 31 December 2019).

What is the effect of different messaging on consumer choice and willingness to pay on such applications? More fundamentally, are food waste reduction applications really reducing the food waste problem or is the waste displaced? How much of this food is actually consumed?

To start answering some of these questions, we are in this call for papers looking for a range of topics related to food waste and hospitality such as:

- Food waste and professional kitchens
- Consumer food waste in food service operations
- Customer experiences and food waste reduction
- Marketing 'Rescued Food' (food made from otherwise wasted ingredients)
- Cultural and food waste
- Food waste and Mobile Applications
- Displacement of waste
- Food waste and food donations
- Food waste and technology
- Food waste and hospitality education

The symposium will offer a platform for concluded research as well as for proposals to initiate new (joint) research projects.

Images: Hotelschool The Hague, Guy Percival