



Team 6

"Taste without Waste"

"Relish the Taste, Reject the Waste."



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Poleyn**

In2Food Team 6

18/08/23

In2Food Student Competition Indonesia

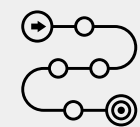
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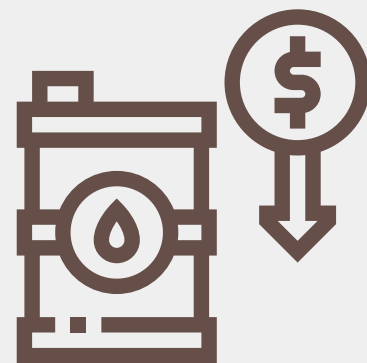
The Westin Jakarta



Main Problem



**Additional
Waste
Storage**

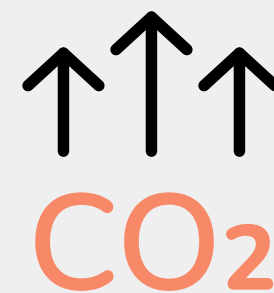


Oversupply

**Plate Waste
Impact**



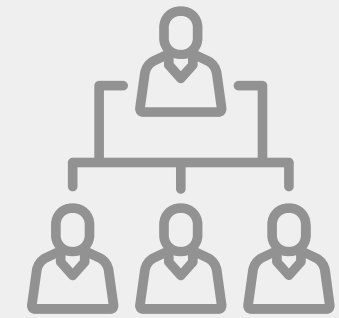
**Revenue
loss**



**Heightened
CO2 Foodprint**



**Operational
Overhead**



**Over-
Allocation**



**Dissuade
environmentally-
conscious guests**



Specific Problem



"The only measurement we have is the MESH which is only measuring the composting"
-F&B Manager



Track and report progress for Stakeholders



Transparent communication

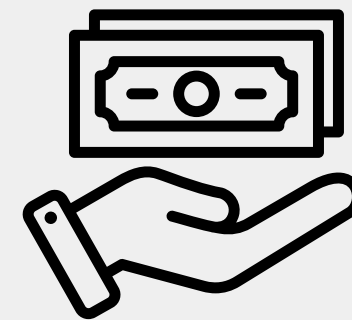
Lack of Data



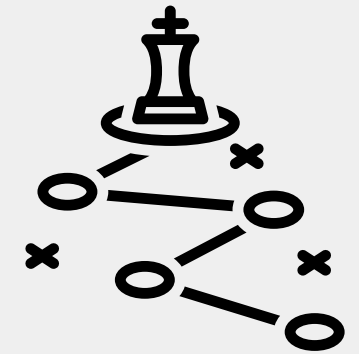
Benchmarks or KPIs



Sustainability reporting (ESG)



Cost saving



Data-driven planning



Decision-making



Product description

Key users - PERSONA



NAME	Kevin Bisnis
AGE	35
LOCATION	Singapore, South-East Asia
OCCUPATION	Business man, Stock Investor

INTERESTS	Stock market, business , new technology	MOTIVATION	Time-efficiency <input type="range"/> Money <input type="range"/> Health <input type="range"/> Comfort <input type="range"/> Ecology <input type="range"/>
CHALLENGES/ POINTS OF PAIN	Missing knowledge about sustainability issues and the bigger food waste problem  Irresponsible food waste behavior	CONTEXT OF HOTEL USE	Business traveling
NEEDS & DESIRES	<ul style="list-style-type: none">• High speed internet connection• Quick & clear information• Healthy dining options• Network events & facilities• Privacy	MAIN HMW (HOW MIGHT WE) QUESTION	<i>"How might we make the guests more aware of the food waste problem?"</i>
GOALS	<ul style="list-style-type: none">• Wants to stay connected.• Wants to accomplish personal and professional goals by using knowledge, information and new technology.• Wants to stay up-to-date about what's going on in the world		

Product description

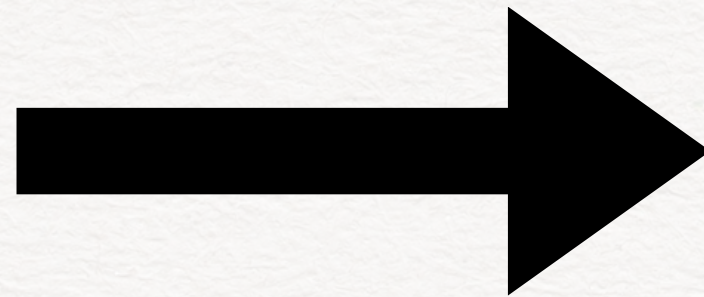
Value proposition

"Empowering Sustainable Choices
in Every Meal, Every Stay."

Put People First - Pursue Excellence - Embrace Change - Act With Integrity - Serve Our World



SERVE 360
DOING GOOD IN EVERY DIRECTION



Employees



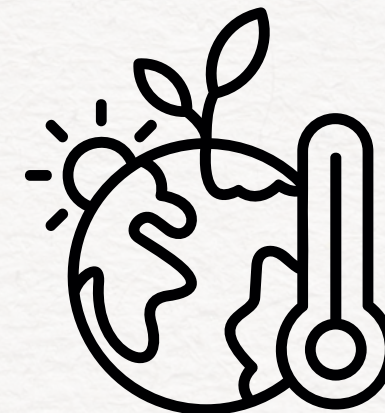
More engaged

Owners & Franchisees



Operational
efficiencies

Guests



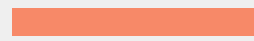
Heightened
sense of loyalty



Product description



Prototype I



Guest Onboarding at
Check-in with QR-Code

Marriott Bonvoy App
Integration

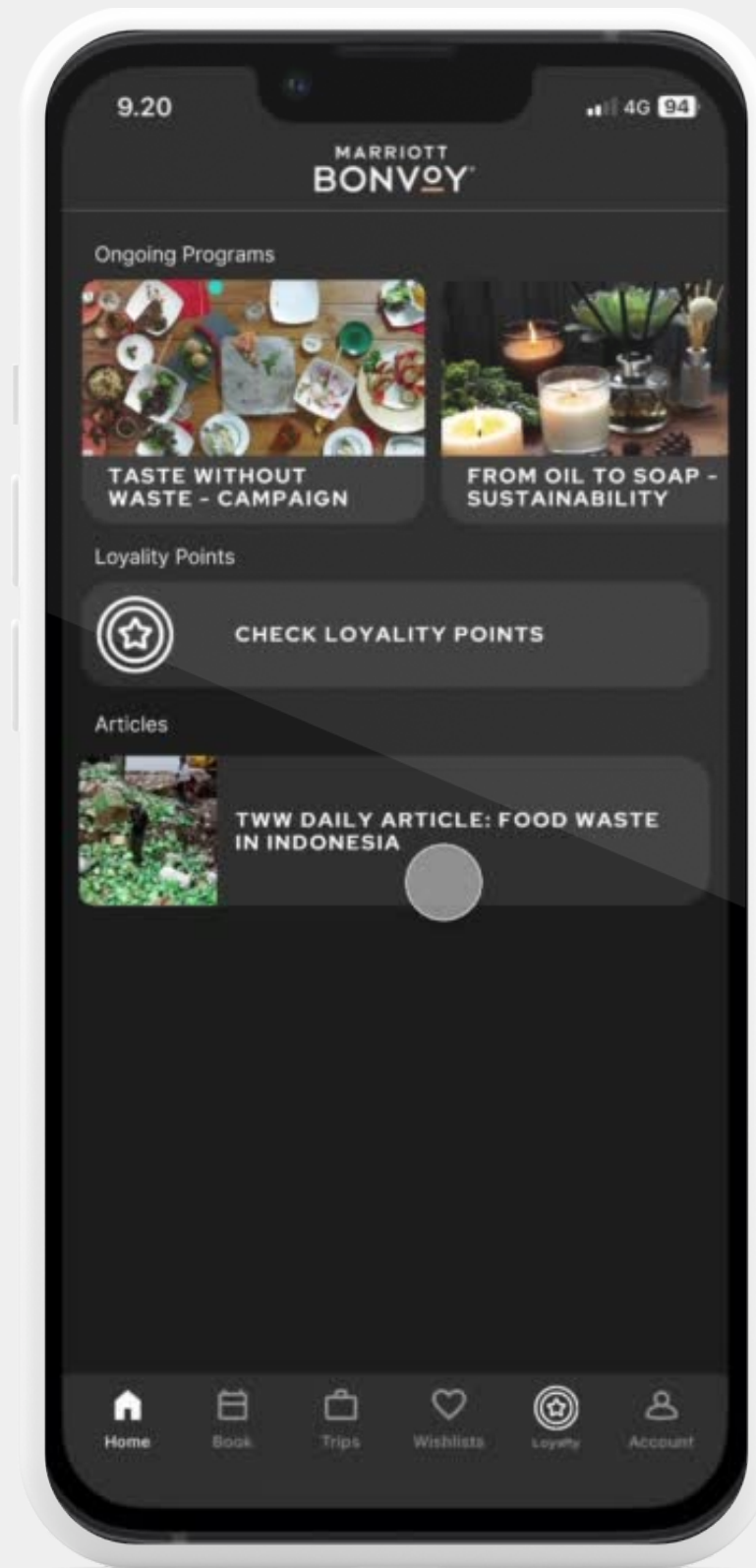
Points redeemed with
sign-up

Opt-in Food Waste
Reminders



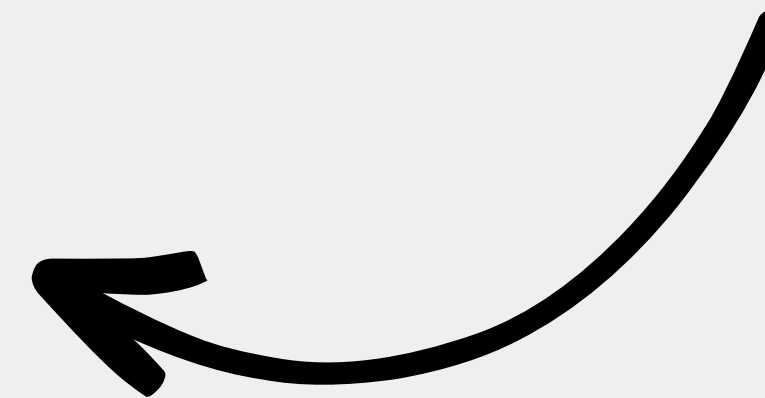
Product description

Prototype II



Loyalty Incentives

- Points for **Quiz participation**
- Bonus points for **reading articles on food waste**

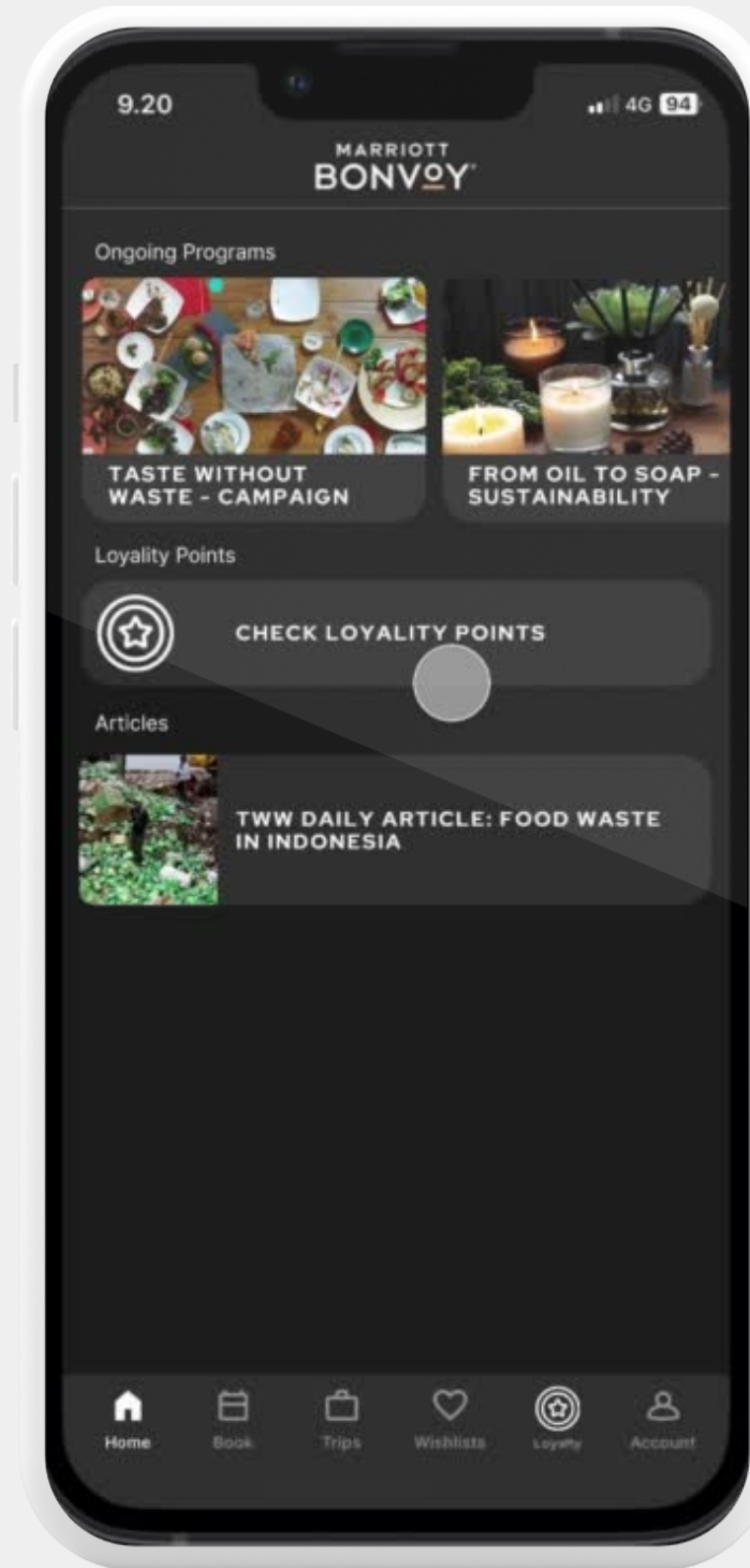
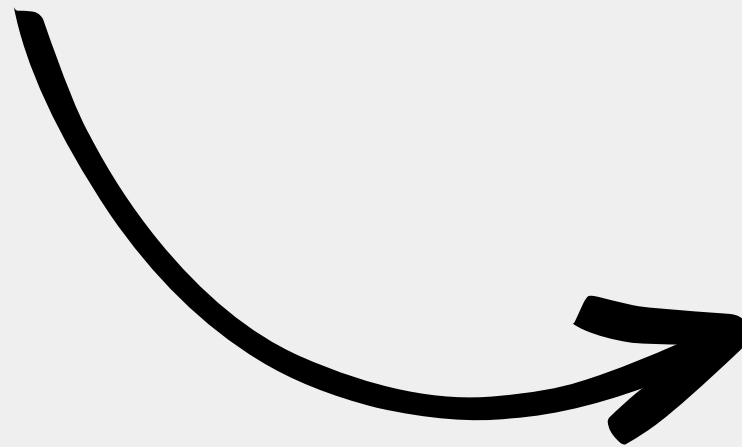


Product description

Prototype III

Loyalty Incentives

- Level Achievements



Benefits

Enhanced Guest Experience

Operational Efficiency

Reputation Boost

Guest Engagement & Loyalty



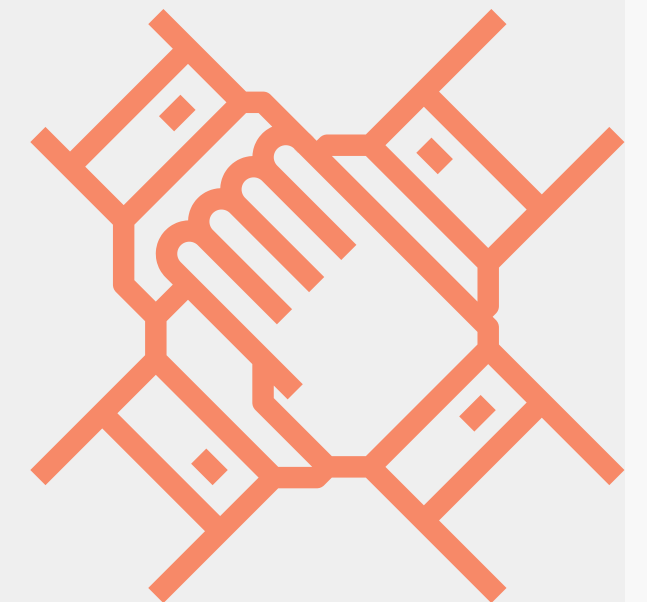
WHO - WHAT - HOW

WHO - Involved persons

WHAT is needed from these stakeholders

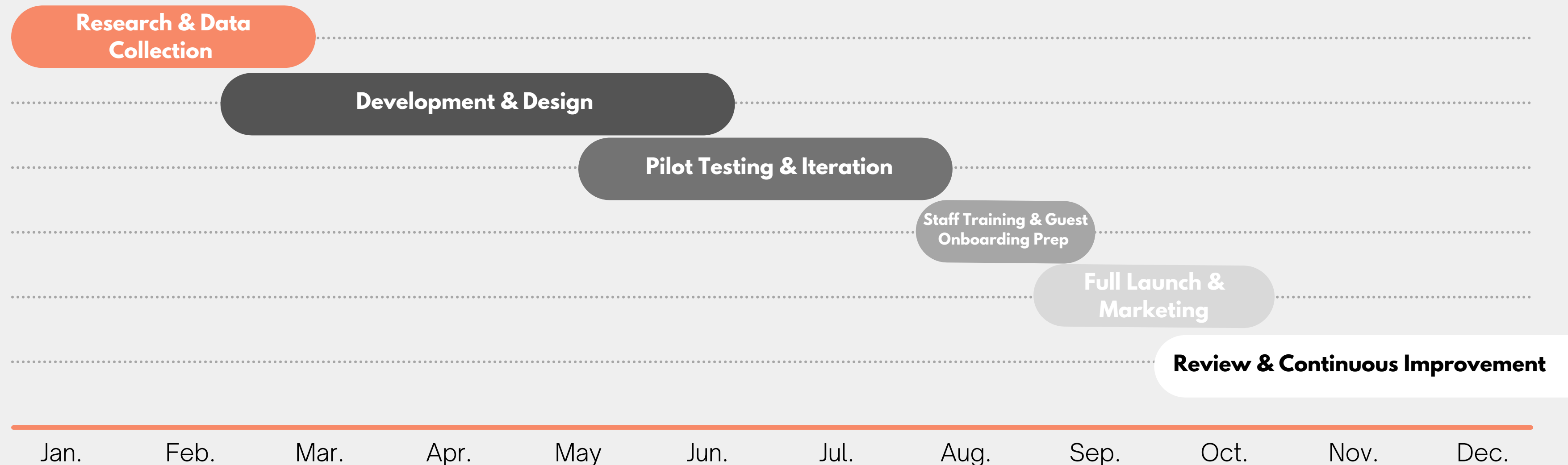
- The **guests** → • **Effort & participation**
- The **hotel management** → • **Incorporation** in hotel
- The hotel **staff** → • Providing **information & explanation**
- The Marriott **app designers** → • **Implementation** of the features in the Marriott Bonvoy app
- The **Marriott management** → • **Implementation** of the program in the Marriott goals and objectives

HOW? Teamwork to encourage participation



Timeline

Expected time for implementation



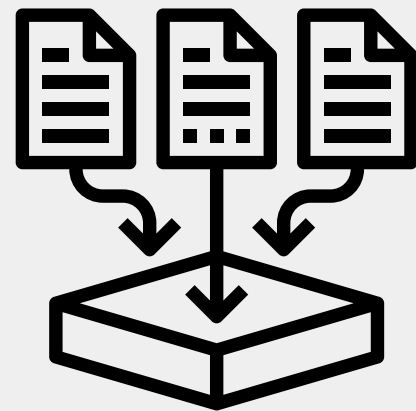
NOTE: Subject to revision.



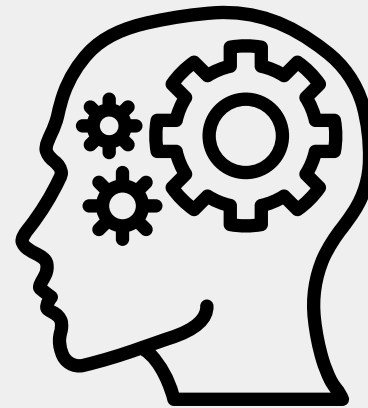
Estimated Costs

Framework for cost considerations

Data Collection Costs



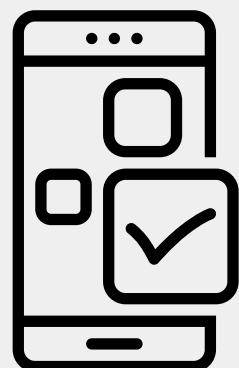
Mindset Change



Operational Costs



App Integration Costs



Commitment from Marriott HQ



Miscellaneous



CHAMPIONING "TASTE WITHOUT WASTE" AT MARRIOTT

Dear Team,

As we stride into the future, Marriott is committed to reducing our ecological footprint. We proudly introduce the Taste without Waste initiative, and here's how you play an essential role:

**LET'S
TASTE
WITHOUT
WASTE
TOGETHER**



SAVOR EACH BITE

MARRIOTT
BONVOY

Guest Check-in:

Brief our esteemed guests about the initiative.

Offer QR code registration for those interested.

Promote the App:

Encourage guests to explore the Dine Smart section in our Marriott App.

Highlight the benefits: loyalty points, informative articles, and more.

Daily Metrics:

Ensure that plate waste from each meal is accurately weighed and recorded.

This data helps us provide precise feedback to our guests and monitor our collective progress.

Spread Awareness:

Engage in conversations about the impacts of food waste. Share success stories and milestones achieved.

"CONSUME WISELY"

LET'S

GO

ZERO

WASTE

**TOGETHER, LET'S CHAMPION THE
CAUSE AND PAVE THE WAY FOR A
SUSTAINABLE, WASTE-FREE
FUTURE AT MARRIOTT!.**



JOIN THE "TASTE WITHOUT WASTE" MOVEMENT!

Welcome to Marriott, where we're passionate about delivering not just delightful culinary experiences, but also a sustainable future. We invite you to be a part of our Taste without Waste initiative.

LET'S
TASTE
WITHOUT
WASTE
TOGETHER



SAVOR EACH BITE

MARRIOTT
BONVOY

Why join?

Earn More with Every Meal!

Get loyalty points when you engage with our food waste reminders and complete simple quizzes. Extra points are up for grabs when you read our informative articles.

Dine Smart with Marriott App:

Access exclusive infographics detailing the impacts of food waste. Track your loyalty points and achievements with ease. Personalize your journey with opt-in or out settings for notifications.

Daily Reminders:

Enjoy thoughtfully crafted reminders during your meals, nudging you to make sustainable choices.

"CONSUME WISELY"

LET'S

GO

ZERO

WASTE

How to join?

During check-in, express your interest to our receptionist or simply scan the provided QR code to register. Let's savor every bite and ensure nothing goes to waste.



Growth ambitions

Quantitative Growth Ambitions:

Adoption Rates:

- 30% **guest participation** in Year 1.
- 60% participation by Year 2; **10% annual increase** thereafter.

Food Waste Reduction:

- Target **10% plate waste reduction** in Year 1.
- **30% cumulative reduction** by Year 3.

Loyalty Points Redemption:

- **40% redemption rate** in Year 1.
- **10% annual increase** in redemption rate.

App Engagement:

- **25% guest interaction** with app features in **Year 1**.
- **10% annual increase** in app engagement.

Qualitative Growth Ambitions:

Stakeholder Engagement:

- **Supplier collaborations** for sustainable sourcing.
- Regular **employee feedback** sessions

Guest Education and Awareness:

- **Promote** global food waste impacts.
- **Target 60% positive feedback** on educational content

Brand Reputation:

- **Position Marriott as a sustainability leader.**
- Increase **positive media** and social mentions.

Scalability and Expansion:

- **Expand initiative to 50%** of properties by Year 3.
- **Potential collaborations** with sustainability organizations.



Goals in three years

SMART goalsetting

Specific Measurable Achievable Realistic Time-bound

'TASTE WITHOUT WASTE' PROGRAM GOALS BY FY 2026/27

- Increasing the adoption rate by 70% over the next three years
 - ➔ **70% of guests having signed in in the TWW program in the Marriott Bonvoy app**
- Reducing the food waste by 30% over the next three years
 - ➔ **30% less plate waste due to the nudge notifications from the app**
- Increasing the app engagement by 45%
 - ➔ **45% of guests interacting with the app features of the program**
 - Reading the sustainability information pages
 - Participating in the quizzes
 - Keeping nudge notifications on in the hotel



Importance of data

*"If you don't
measure it,
you can't
improve it."*

Objective Decision Making

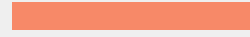
Setting Benchmarks

Financial Insight.

Stakeholder Confidence



Mindset Switch of the Guests



6% of global greenhouse gas emissions come from food losses and waste



Emissions from food that is never eaten accounts for 6% of total emissions



Guests as Contributors

Long-term Impact

Enhanced Guest Experience



Commitment of Marriott

COMPANY VALUES



Put People First
Pursue Excellence
Embrace Change
Act With Integrity
Serve Our World

Unified Vision

Resource Allocation

Cultural Integration

Strategic Partnerships

HOW WE WIN



By prioritizing our:
Associates
Customers
Owners & Franchisees

+ Planet



Team 6

Thank You



Contact us

Alicia Angelica Mulyatno,
Derya Inceler,
Gabriella Justinne Gunawan,
Karlos Sardach & Noor Poleyn