

A hand holding a globe with a sunburst and various paper cutouts. The globe is blue and white, with a yellow sunburst in the center. A hand is holding the globe from the right. There are several paper cutouts: a dark green gear-like shape at the top left, a red jagged shape at the top, a pink jagged shape at the bottom left, and a brown jagged shape at the bottom right. The text "REDUCING PLATE WASTE" is written across the globe in a white oval.

**REDUCING
PLATE WASTE**

INTRODUCTION



The Agenda:

The problem

The solution

The future plan

THE PROBLEM

MAIN PROBLEM

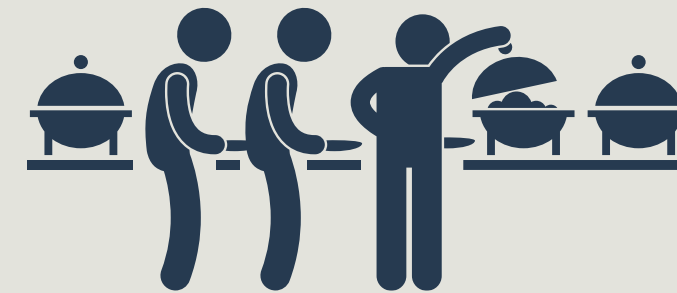
450–500 kg
food waste each day



80% (360–400 kg)
is plate waste from guests

SPECIFIC PROBLEM

Guests contribute to 360–400 kg of
plate waste a day



SO

Guests still take **more** than they
can finish

Persona: Zabuhalluh Zarmel



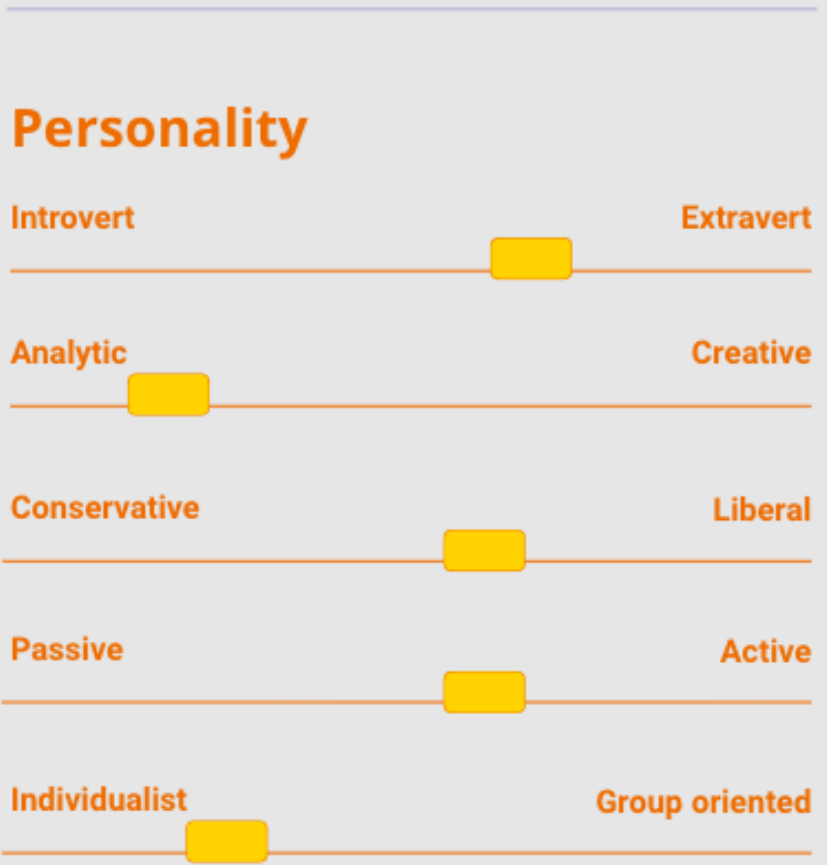
Demographic details

Zabuhalluh Zarmel is a 40 year old banker from India. He has 2 children and a wife. He travels a lot for work and is a member of the Marriott loyalty program.

Goals, needs and desires

wants to have a constant experience when traveling to a Marriott. Is not very bothered about food waste. Likes to enjoy luxurious products. Wants to have business meetings in the hotel.

Motivations



Points of pain

- Wants to see and eat products that he knows.
- Does not consider the negative influences of his food choices
- Feels like he should be able to take and waste what he wants as he is paying for it
- Wants to have a wide variety of food to choose from
- feels it is not fair when he arrives late at the buffet to get a smaller assortment.
- Is a returning customer so can not appreciate too much change.

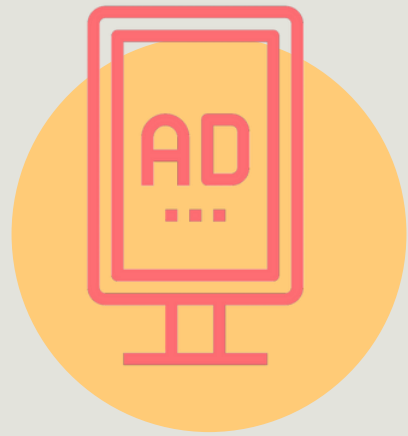
Main HMW-question

HOW MIGHT WE INFLUENCE THE GUESTS TO REDUCE THEIR FOOD WASTE

Context of product use

Does not have much knowledge about the foodwaste issue
Might be open for change as long as it doesn't affect him much.

SOLUTION DESCRIPTION



Visual aids to encourage guests to reduce food waste



Online tool for guests for educational purposes and up-to-date food waste tracking information



Employee training of different food wastes and food waste tracking

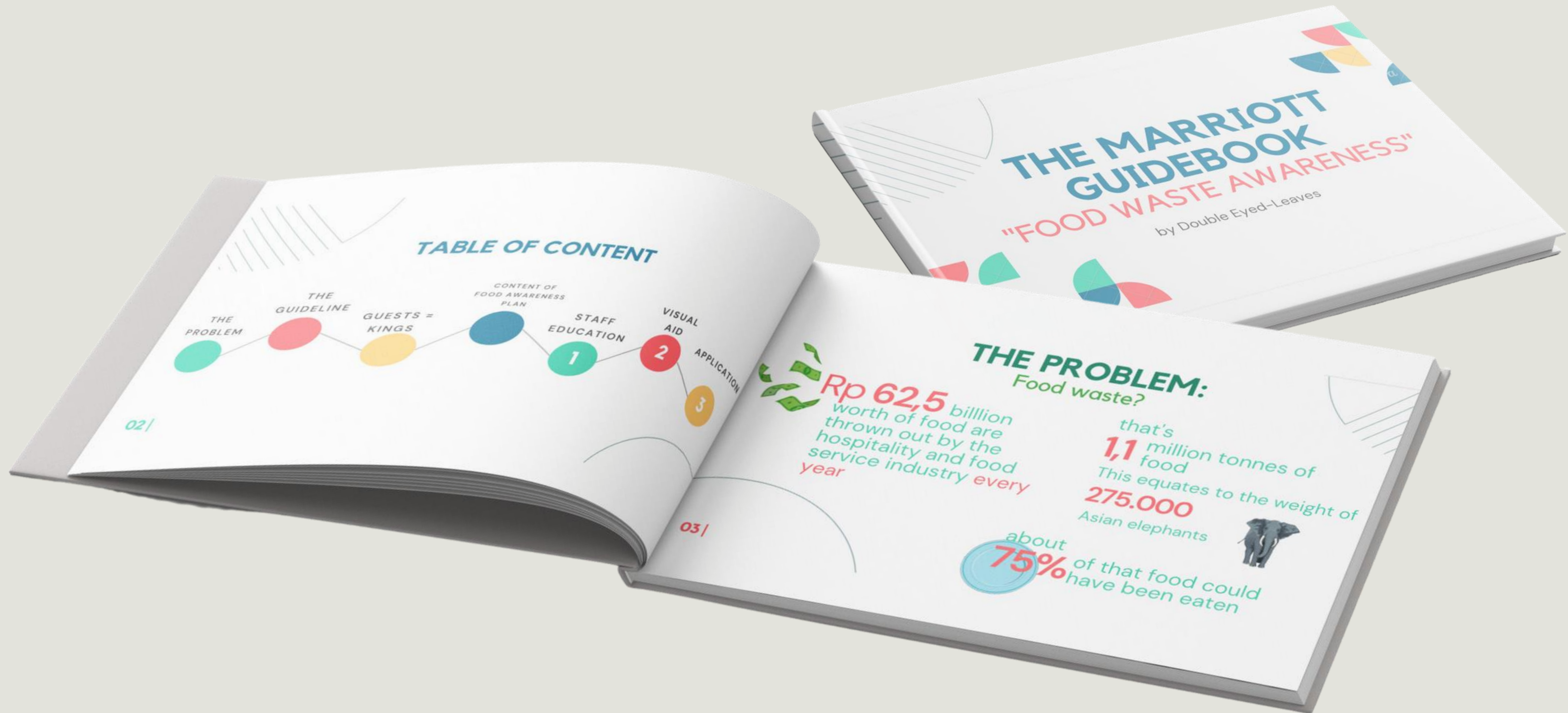


Online tool for employees to insert food waste tracking information, linked with guests tool



Extending Marriot Bonavoy **loyalty points** to guests with the least average waste of the week

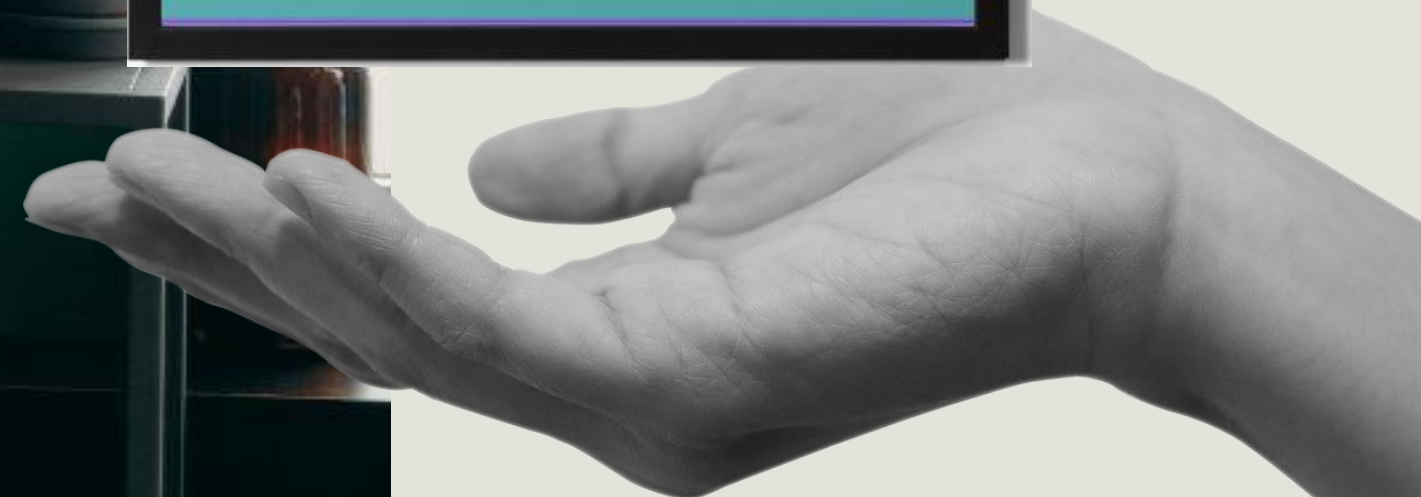
THE GUIDEBOOK



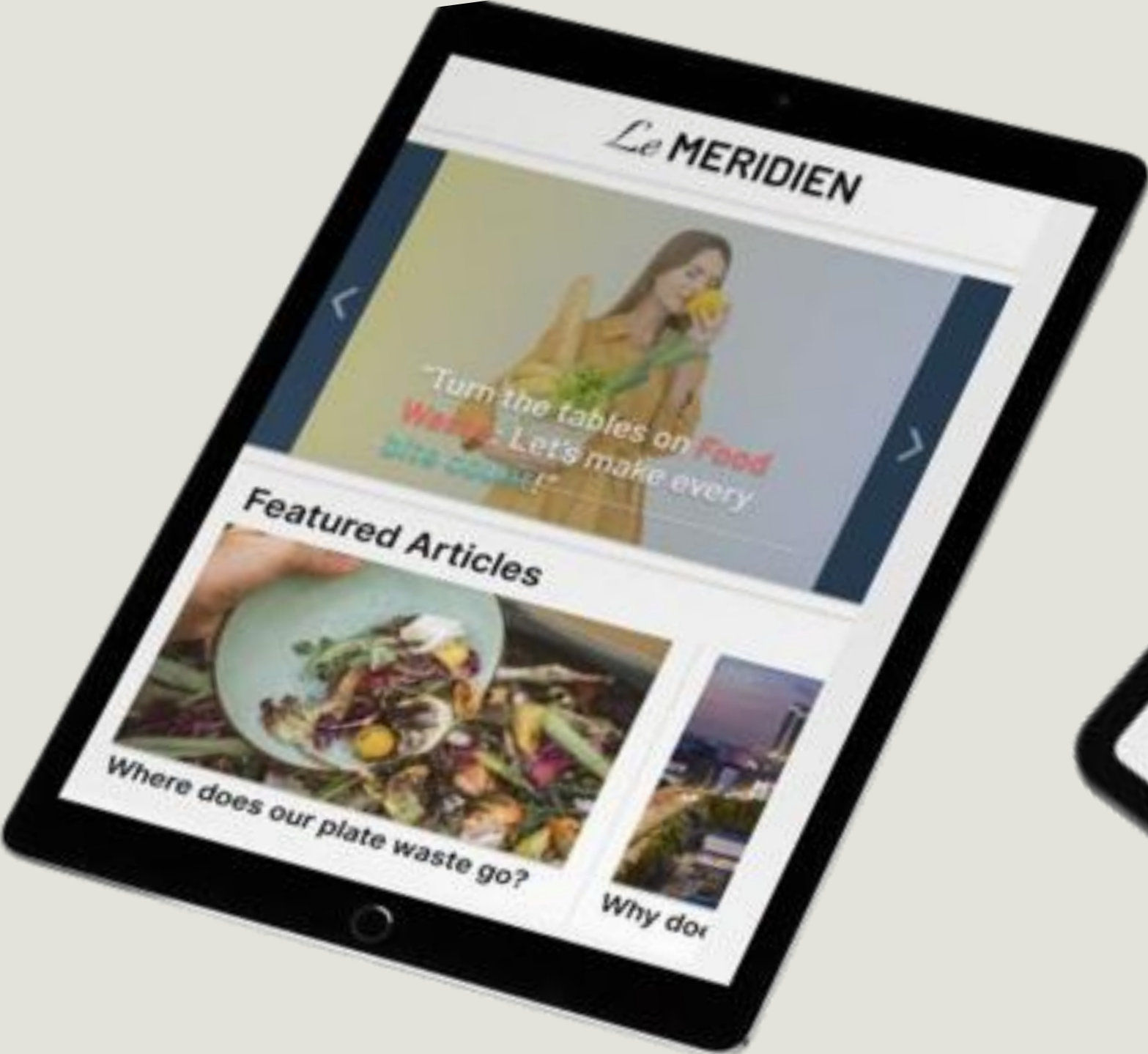
THE STAFF EDUCATION



THE VISUAL AID



THE APPLICATION



WHO AND WHAT IS NEEDED



Guest participation

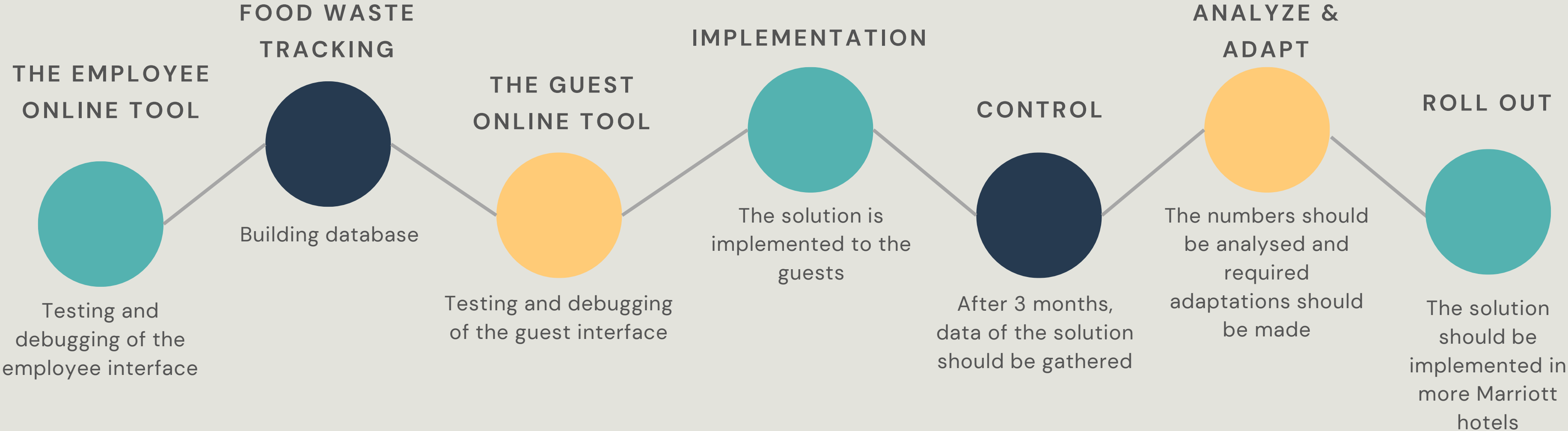


Staff
dishwashers,
waiters,
managers,
chefs



Approval from Marriott

TIMELINE OF PROCESS

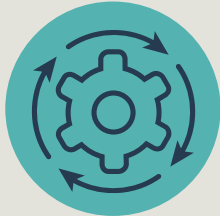


GROWTH AMBITION

Strengths of the solution



Easy implementable



Minor operational changes



Improves the sustainability image of Marriott

Growth



Ambition to be in all Marriott Indonesia locations by 2025



Accurate reduction of supply equal to the change in demand with the reduction of plate waste.

GOALS IN THREE YEARS



Reduce **food waste** by 50%



Locally sourced
20% of all produce



Improve staff **education and retention**



Reduce **carbon footprint** by 10%

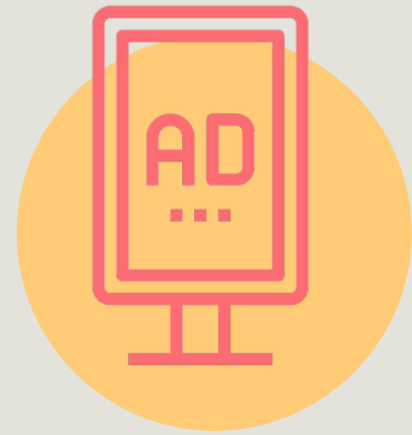


Lower
operational cost



Improve **food waste tracking**

WHAT IS NEEDED TO GET THERE



Tablets and displays to show and fill in



Small investment in a real app



Employee **training** of different food wastes and food waste tracking



Someone responsible for filling in the app and consistent measuring moments



Separate food bins, and accurate scale

CONCLUSION

The problem

Our solution

The future plan

Join the
impact and
take part of
the **charge**
against food
waste

Let's
reduce
waste
together

"Please
take as
much as
you can
finish"

Le MERIDIEN

QUESTIONS?