

2012

Hospitality Services Sustainability Action Plan



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In response to the sustainability goals set forth by the President's Advisory Committee on Environment and Sustainability (PACES) and an assessment of current sustainability initiatives being undertaken by Hospitality Services, the following goals have been developed to further Hospitality Services' commitment to sustainability. By taking a multifaceted approach and incorporating the principles of sustainability in all aspects of operations, Hospitality Services will ensure that their actions as a department are in agreement with Western's Policy on Environment and Sustainability. Above all else, it is essential that Hospitality Services acts proactively rather than in a reactionary sense in order to accomplish their sustainability goals. Programs, both new and existing, must be continually promoted in order to avoid the risks of reverting to "business as usual." The following action plan includes 16 initiatives organized by relevant PACES desired outcome. Where appropriate, each initiative identifies short term (Immediate -September 2013), mid-term (2-3 years) or long term (4-5 years) goals in addition to success indicators.

PACES Desired Five- Year Outcomes

Within the forthcoming *Creating a Sustainable Western Experience* document, three desired five-year outcomes which fall directly under the portfolio of Hospitality Services were marked as being priority projects. The following action plan presents initiatives built around the following five-year outcomes:

1. Sustainability is a major student learning initiative within Western's residences and in first year activities

Priority Project

Identify action plan for integration of sustainability in residence program

2. A campus-wide effort to achieve zero waste status is initiated

Priority Project

Create a strategy to achieve zero waste status for Western

Initiate conversation with franchisees on campus to reduce waste and promote and incent re-useable, compostable to-go containers

3. Access to healthy, local, organic and fair trade food with vegan and vegetarian options are widely available throughout campus

Priority Project

Develop targets for desired levels of healthy, local, organic, fair trade, vegetarian and vegan food options on campus

Sustainability is a major student learning initiative within Western's residences and in first year activities

Initiatives

1. Expand XC4C Program and eliminate disposable take out containers in all residence dining halls

Description/ Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
<p><u>XC4C Sales 2012 – Oct.4</u></p> <p>Saugeen 129 Perth 124 Elgin 92 Sydenham 117 Essex 366 Deleware 22</p> <p>*21% of all students with mandatory meal plans</p>	<ol style="list-style-type: none"> 1. Include XC4C price in meal plan overhead cost – 100% students get a card 2. Pilot the removal of all paper take-out boxes in Essex; remove from view in all other dining halls 3. Pilot the use of XC4C bowls in Essex (have paper bowls available) 4. Enhance advertising/signage for XC4C @ food counters; have staff promote program as step of service 	<ol style="list-style-type: none"> 1. Remove all paper take-out boxes and bowls in all residence dining halls 2. Have XC4C bowls in all residence units for soups 3. Maintain advertising/signage for XC4C @ food counters; have staff promote program as step of service 	<ol style="list-style-type: none"> 1. Maintain promotion of the program 	<ol style="list-style-type: none"> 1. 100% of students with mandatory meal plan have an XC4C card 2. Track use of XC4C containers using sales data 3. 0 paper take out boxes and bowls are purchased

2. Increase number of Field to Fork events

Description/ Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
<p>1 Field to Fork in 1st term</p>	<ol style="list-style-type: none"> 1. Increase Field to Fork events to quarterly occurrence 2. Promote event by having Foodland Ontario signage, local farmers present. 3. Engage and educate students – at the 	<ol style="list-style-type: none"> 1. Incorporate and better promote local items in menu cycles. 		<ol style="list-style-type: none"> 1. Track sales of Field to Fork meals

	counter/ farmer/HS representative			
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3. Develop 'Spotlight on Sustainability' videos to be played on screens in residence eateries, HS Facebook Page and Western's YouTube page (partnership with FRESH and BPS funded project)

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Shed light on and re-enforce sustainability related efforts HS is involved in using social media. Serve as educational pieces in residence units/ cash registers.		<ol style="list-style-type: none"> 1. Develop monthly (8) 'Spotlight on Sustainability' videos per academic year to be posted on HS Facebook Page and website, Western's Sustainability website and Western's YouTube page. 2. Develop 'Spotlight on Sustainability' slides for video screens in residence eateries/ cash operations 	1. Develop Spotlight on Sustainability videos as HS takes on new programs/initiatives	1. Easily found on HS website, Western's Sustainability website, many hits on Western's YouTube page

A campus-wide effort to achieve zero waste status is initiated

Initiatives

1. Expand BOH coffee ground composting project to 4 more buildings

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
<p>Coffee grounds currently being composted in UCC upper and lower Tim Hortons</p> <p>Extend to:</p> <ol style="list-style-type: none"> 1. Lucy's 2. Social Science 3. SSB 4. Law <p>Potential to reduce landfill waste by 80%*</p>	<ol style="list-style-type: none"> 1. Baseline waste audit of each unit's landfill waste 2. Find a bin that can be used for grounds, that will fit underneath the cabinets, on wheels or to be put on wheels 3. Install bins and educate employees what they are for (coffee grounds AND any other organics), how easy the process is and composting our organics is important 4. Progress waste audit after 1 month, and end of term 	<ol style="list-style-type: none"> 1. Progress waste audit after 1 month, and at end of term to track diversion rates 	<ol style="list-style-type: none"> 1. Expand Composting program throughout Cash Ops 	<ol style="list-style-type: none"> 2. 90% organic waste is diverted from landfills in units which are composting in BOH

2. 100% cash operations have access to recycling (FOH & BOH) with clear and relevant signage

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
<p>Many operations are without waste diversion stations with clear and relevant signage (i.e. SSB, Quotes, Social Sci, Einstein's, Starbucks)</p>	<ol style="list-style-type: none"> 1. Develop waste diversion signage (FOH) for each cash operation that is tailored to the specific unit (i.e. Starbucks, Tim Hortons) 2. Educate all staff on which 	<ol style="list-style-type: none"> 1. Re-assess signage in each operation after new waste transfer agreements and changes to franchisee / HS packaging have occurred 2. During yearly training/ training new staff ensure 	<ol style="list-style-type: none"> 1. Units that are to be retrofitted must consider including a BOH recycling bin 	<ol style="list-style-type: none"> 1. 100% cash operations have access to recycling 2. 100% cash operations have relevant signage

	products should be recycled (i.e. milk cartons and tetra packs)	it is clear that milk cartons and tetra packs are to be recycled		
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3. 100% operations are collecting and returning plastic packaging to Coca-Cola

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Many cash operations are unaware of plastic take back agreement with Coca-Cola	1. Educate all staff on the take back program and how easy it is to participate – Coke can take back wrapping as soon as it is delivered or it can be collected as the products are used and then picked at next delivery	1. Ensure take-back program is continued in all new service agreements	1. Ensure take-back program is continued in all new service agreements	1. 100% of beverage plastic wrap is taken back by Coca-Cola

4. 100% operations with access to composting are composting in BOH

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Units in UCC with space for composting in BOH (i.e. Subway, Starbucks, Williams)	<ol style="list-style-type: none"> 1. Baseline waste audit of each unit's landfill waste 2. Find a bin that can be used in BOH in these units, on wheels or to be put on wheels 3. Install bins and educate employees what they are for (any organics), how easy the process is and composting our organics is important 4. Progress waste audit after 1 month, and at end of term 	1. Progress waste audit after 1 month, and at end of term to track diversion rates		<ol style="list-style-type: none"> 1. 100% operations present in buildings with access to composting have access to composting in the BOH 2. 90% organic waste is diverted from landfills in units which are composting in BOH

5. 100% take-out containers purchased by HS are recyclable/compostable on campus (i.e. FRESH)

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
All take out containers (i.e. FRESH, platters from Great Hall Catering, take-out from Windermere) should be : 1. Compostable 2. Recyclable (#1,2,4&5)	1. Find alternatives to #6 plastic containers being used in FRESH fridges in cash operations 2. Purchase only #1,2,4&5 plastics for take-out containers, or compostable containers	1. Continually ensure all take out containers purchased align with Western’s waste diversion capabilities		1. 100% of take – out containers purchased by HS is either compostable or recyclable on campus

6. Increase the use of refillable hot beverage containers by 20%, find alternative to landfilling cups

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Steady decline of hot beverage sales in refillable mugs for past 4 years 2008-2009: 6.32% 2011-2012: 4.91% Cost of 1 cup: Tims \$.076 Starbucks \$.079 Cost to consumer to buy “hot water”	1. Consider a greater incentive than 20c for the consumer with Tim Hortons approval 2. Advertise savings of using refillable cup at all locations 3. Have cups available for purchase at all locations : signage, visible before ordering/payment, clean 4. Advertisement & Programs – support EnviroWestern during refill to win with a substantial prize, free mug giveaways at beginning of year in all units, incentive card, ‘Western-ized’ coffee mug with residence meal	1. If a MRF that is unable to recycle cups is awarded new waste transfer contract: contract Tim Hortons/Starbucks and collaborate on a diversion program Or 2. If a MRF that is able to recycle cups is awarded new waste transfer contract: develop new signage that is location specific, educate Western population on process 3. 15% hot beverage sales are in reusable containers	1. 20% hot beverage sales are in reusable containers	1. Track ‘refill button’ usage in sales – 20% of all hot beverage sales are in refillable mugs

	plans, challenge individual departments to “Lug-a-Mug” 5. 7% hot beverage sales are in reusable containers 6. HS Sustainability Committee to discuss the importance of finding a MRF that recycles coffee cups with FM representative			
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7. Develop water bottle-free zones

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
EnviroWestern currently has a petition to ban bottled water sales on campus Universities with bottled water free zones: 1. Ottawa 2. McMaster 3. Guelph 4. Carleton 5. Brock 6. McGill 7. Queen’s 8. Ryerson 9. Waterloo 10. U of M 11. U of W	1. Remove all bottled water larger than 591mL in all residence units and cash operations 2. Remove all bottled water brands that are not made of recycled content in all residence dining halls (Dasani could still be sold) 3. Remove displays of warm bottled water in all residence units, having water only in coolers 4. Work with FM on locations for FM to install more water bottle re-filling stations in residence buildings	1. Bottled water free zone in new CSpot 2. Bottled water free zones in all residence dining halls 3. Work with FM to help locate prominent locations for water bottle re-filling stations near all cash operations	1. Bottled water free zones in all cash operations, where possible (locations where bottled water would not be included in a franchise agreement – combos at Tims) 2. All bottled water in vending machines is made of recycled content	1. Residence dining, cspot and all possible cash operations do not sell bottled water

8. Improve internal HS office sustainability practices and waste diversion

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Equally as important as our operations operating in a sustainability-conscious manner, so to must our internal offices.	<ol style="list-style-type: none"> 1. Re-join Western’s Green Office Program once it is re-launched 2. Perform office waste audit to determine where improvements need to be made (i.e. waste diversion in kitchen/ at desks) 3. Double sided documents 4. Turning off computers at end of day or when not in use for long periods of time -remote in 	<ol style="list-style-type: none"> 1. Continually progress through Western’s Green Office Program 		<ol style="list-style-type: none"> 1. Reach platinum level in Western’s Green Office Program

9. Increase efficiency of UCC Sustainability Central waste diversion station to 90%

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
<p>Most Recent Waste Audit: 54% content in “waste stream” could have been diverted</p> <ul style="list-style-type: none"> - 35% organics - 19% recyclables <p>= 46% waste diversion ; need 90% to be considered “zero waste”</p>	<ol style="list-style-type: none"> 1. Change configuration of bins to have compost on both sides 2. Reach out to EnviroWestern to have reps/volunteers during first two weeks at lunch to help customers divert waste 3. Keep the need for a new, functional ‘Sustainability Central’ layout in mind during upcoming meetings for CSpot renovations 	<ol style="list-style-type: none"> 1. Prior to construction perform another waste audit 2. Ensure position of “landfill” in new waste diversion area is not the first thing people see / the first bin accessible 3. Ensure new signage is clear and relevant to operations in CSpot 4. EnviroWestern to have reps/volunteers during first two weeks at lunch to help customers divert waste 	<ol style="list-style-type: none"> 1. Continually assess what can be done in UCC to improve waste diversion 	<ol style="list-style-type: none"> 1. Waste audits – waste diversion of 90%

10. Include 'reduced waste' options as step of service in catering operations

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Offer customers options available in order to reduce waste upon taking catering orders	1. Offer water in nice beverage dispensers in order to avoid use of bottled water	<ol style="list-style-type: none"> 1. Offer items in bulk for coffee services (i.e. sugar, milk/cream)and lunches (i.e. butter, condiments) 2. Use napkin dispensers in order to avoid waste of logo napkins 	1. Consider Biodegradable cutlery.	

11. Green key certification for Windermere/ Conferences Services

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Green Key Eco Rating Program & Green Key Meetings Program are comprehensive self-assessment certification programs that recognize hotels/motels/resorts and meeting facilities committed to improving their environmental impact.	1. Use self-assessment question guides to assess if we can immediately seek certification/identify where we need to improve in order to seek certification		1. Achieve Green Key Eco Rating or Green Key Meeting Certification	1. Minimum 3 Key certification

Access to healthy, local, organic and fair trade food with vegan and vegetarian options are widely available throughout campus

Initiatives

1. Annual outdoor Farmers' Market

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Outdoor Farmers' Market was a success, definite opportunity to be an annual event ingrained in Hospitality Services & Western's identity and culture.	1. Host Farmers' Market on campus beginning in September, with set advertised dates		1. Substantial autumn season outdoor market 2. Indoor market in 2 nd term, center of campus (Greenhouse Growers Initiative)	1. Featured story in Western News and other local papers 2. High sales 2. Diverse vendors

1. Local Food Procurement Project

Description & Baseline	Short Term Goal	Mid Term Goal	Long Term Goal	Success Indicators
Outcome should allow us to reach maximum STARS points	1. \$30,000 BPS grant to assess and benchmark current local food procurement levels and goals for future	1. Establishing and maintaining goals		1. 50% food purchases to be local Ontario or third party certified