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# INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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## GREENPRINT FOR THE FUTURE

What we eat is considered to be a major contributor to our individual carbon footprint. With this knowledge, a team of PhD researchers at the University of Surrey have embarked on a project to raise awareness of carbon consumption and influence consumer behaviour on campus.

In this digest, we learn how the Lakeside Coffee Shop, one of the School of Hospitality's training outlets, has become one of the first coffee shops in the country to trial a program of this kind.

Have a great weekend!



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## LAKESIDE: STEPPING IN THE RIGHT DIRECTION

### LAUREN HAFFENDEN

Carbon footprint labelling has hit the press recently, with food giant **Nestle and several major retailers** due to pilot 'eco labelling' in the **Autumn**. Keen to start educating students and staff on their carbon footprint sooner, researchers Mila Zudina and Megan Pegram stepped Surrey's own ecolabeling project into action.

As explained by Megan, "Food production contributes more than a quarter of our total greenhouse gas emissions. Through educating students and staff on the carbon footprint of their purchases, we hope they become more aware of food impacts, where food comes from, how it's produced and slowly make more sustainable food choices in and out of Lakeside."



**CO<sub>2</sub>E EXAMPLE:**  
RED: BLT SANDWICH



**CO<sub>2</sub>E EXAMPLE:**  
AMBER: LEMON CHICKEN  
BAGUETTE



**CO<sub>2</sub>E EXAMPLE:**  
GREEN: ROASTED VEG AND  
HUMMUS FOCACCIA

Starting with Lakeside's inhouse sandwich production, calculations were based on established databases. Using quirky foot shaped 'traffic light' labels, customers are now informed of the amount of co<sub>2</sub>e used in production of their sandwich choice. Using EPOS software, we are then able to take data on the popularity of products and timing of purchases in order to investigate potential trends. Customers are also invited to feedback via questionnaire or short discussion.

Not only does this project have scope to influence consumer behaviour, but also that of hospitality providers. Several carbon footprint calculations were expected; however, some were more surprising. With this knowledge, we are now able to lower the carbon footprint of our products. Supplementing ingredients with those that can be procured closer to home and reducing weights of others.

This project is still in its infancy, but where do we see it going? Project founder, Mila, is working with staff and customer feedback in order to optimise the project, before expanding to more catering outlets on campus and beyond. Watch this space!