



FUTURE GREEN



QUESTION: HOW MIGHT WE DESIGN A FIT FOR PURPOSE FOOD VISION FOR [RESTAURANT GROUP]?



What is a Food Vision?

A food vision is a statement that outlines a company or organization's goals and values for their food operations. This statement can include information about sourcing ingredients, reducing food waste, promoting healthy and sustainable food options, and engaging with customers. It may also include details on how the company plans to achieve these goals and what steps they will take to continuously improve their food operations.

A food vision is a strategic plan that sets a direction for the future of the food operations of the company, it is a way to guide the company's actions towards a more sustainable and responsible future.

What is involved in strategy formulation and roadmap creation?

Strategy formulation and roadmap creation is a key step in the AJ&Smart method for delivering a strategy workshop. The goal of this step is to take the insights and ideas generated during the previous steps of the workshop and use them to develop a clear and actionable strategy for achieving the desired outcome.

During strategy formulation, the team will work together to identify and define the key objectives and goals for the project, as well as the key actions and milestones that need to be achieved in order to reach those goals. This process typically involves a thorough analysis of the problem and the market, as well as the identification of potential opportunities and challenges.

Once the strategy has been formulated, the team will then create a roadmap that outlines the specific steps and activities that will be taken in order to execute the strategy. This roadmap should include a clear timeline and milestones, as well as the resources and teams that will be needed to implement the strategy.

Our method emphasizes the importance of keeping things simple and actionable, so that the team can focus on what really matters and avoid getting bogged down in unnecessary details. This approach helps to ensure that the team stays on track and makes steady progress towards achieving the desired outcome.

What is involved in the problem definition and analysis?

The Problem definition and analysis process is an important step for delivering a strategy workshop. The goal of this step is to clearly define

and understand the problem that the team will be working on, so that they can then focus on finding a solution.

During this process, the team will work together to gather and analyze data, conduct research, and identify the root cause of the problem. This could include conducting user research, empathy mapping, and other techniques to gain a deep understanding of the problem from the perspective of the users or customers.

The team will also use this information to generate a clear and actionable problem statement, which will serve as the foundation for the rest of the workshop. This statement should be specific, measurable, and aligned with the goals of the project.

A Sample Food Vision

At [Restaurant Group], we envision a future where all of our restaurants operate in a way that is sustainable and responsible for the environment, the communities we serve, and the well-being of our customers.

Our sustainable food vision includes:

- 1 Ethical and sustainable sourcing of ingredients: We will prioritize locally-sourced, organic, and seasonal ingredients to reduce our carbon footprint and support the local economy. We will also strive to source ingredients from suppliers that use sustainable practices and are committed to protecting the environment. We will specifically ensure that our eggs are cage-free, and we will avoid products that contain palm oil, which is known to cause deforestation.

2 Reduction of food waste: We will implement practices to minimize food waste, such as reducing overproduction, composting kitchen scraps, and utilizing surplus food for charitable donations.

3 Promotion of plant-based options: We will increase the availability of plant-based options on our menus to reduce our environmental impact and promote healthy and sustainable food choices for our customers.

4 Support for small farmers and artisan producers: We will work closely with small farmers and artisan producers to provide customers with unique and high-quality food products that are also sustainable.

5 Education and transparency: We will educate our customers about our sustainable food vision and the steps we are taking to achieve it. We will also provide transparency about our food sourcing and waste reduction efforts through in-store signage and online resources.

6 Elimination of single-use plastic bottles: We are committed to reducing our environmental impact by eliminating the use of single-use plastic bottles in our restaurants. We will provide customers with alternative options such as reusable bottles, tap water, or filtered water stations.

7 Continuously improve and innovate: We will continuously monitor and evaluate our sustainable food vision and make changes as necessary to improve our performance, we will also strive to innovate and look for new ways to achieve our goals.

By implementing these practices, we are confident that we can create a sustainable food vision that benefits the environment, the communities we serve, and our customers. We are committed to being a leader in the food industry and to making a positive impact on the world.

Sample 2-Day Workshop Plan

Morning Session (9am-12pm)

- Introductions and agenda review (15 minutes) (warm up)
- Sustainability 101 - Best Practice Frameworks (90 minutes)
- Dot Voting / Create a heatmap of areas of interest (30 minutes)
- Strategy Sprint introduction and overview (30 minutes)
- Break (15 minutes)
- Team building exercise and alignment on the problem statement (1 hour)

Afternoon Session (1pm-5pm)

- Problem definition and analysis (1 hour)
- Megatrends and future scenario planning (1 hour) (Internal research and management of implementation docs such as policies on cage free eggs)
- Landscape analysis and market research (2 hours) (Lightning Demos)
- Break (15 minutes)
- Prioritization and decision-making (1 hour) (LDJ)

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Day 2:

Morning Session (9am-12pm)

- Vision and goal setting (1 hour)
- Strategy formulation and roadmap creation (2 hours)
- Break (15 minutes)
- Solution ideation and prototyping (1 hour)
- Implementation planning and action items (1 hour)

Afternoon Session (1pm-5pm)

- Presentation of the food vision and feedback (2 hours)
 - Alignment of the food vision with the Food Made Good Framework (1 hour)
- Closing and final thoughts (1 hour)

- Note: This is a basic 2-day plan for AJ&Smart Strategy Sprint method and you can adjust the timing and content accordingly based on the team size and needs.