



1/3 of all the **food we produce** in the world is **wasted!**

WHY THIS COURSE

These 1.3 billion tons of food would be enough to feed 3 billion people and are responsible for 8% of global CO2 emissions. The MICE Industry is a food lover and is at a key place to drive change, working with venues and guests, to contribute to solve this tremendous issue.

This free course aims at providing practical knowledge and concrete tools for professionals to better understand WHY food waste is an issue and HOW to create the right framework to reduce food waste, during an interactive and lively workshop.

LEARNING OUTCOME

- ✓ Approach food waste as a **systemic issue**
- ✓ Recognize and describe the main **food waste generation points** along the supply chain
- ✓ Use and apply **tools and techniques** in order to minimize food waste in MICE operations
- ✓ Apply **managerial procedures** to get your team's buy-in
- ✓ Be able to **communicate** action plans of sustainability strategy to your stakeholders
- ✓ Get your **guests engaged** in food waste prevention

Certificate of Completion



Highly recommended for MICE industry



FREE REGISTRATION

Instructors:



Benjamin Lephilbert
Founder & Managing Director
12 years of hospitality
sustainability experience



Lauren Kharouni
Operations & Strategy Manager
Sustainability expert and certified
sustainable tourism auditor

COURSE DETAILS

Day 1 (3 hrs)

The Fundamentals of Food Waste Prevention



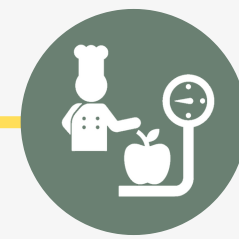
The 1.6 Billion Tons Crisis

The economic, social and environmental implications of food waste at the global level



From Farm to Fork (to farm)

Food loss and waste along the supply chain, circular economy and food efficiency



Food Waste Monitoring System

How to set up an efficient system in MICE operations: categories, methodology, stakeholders, tools and practices

Day 2 (3 hrs)

How To Engage your Team and your Guests



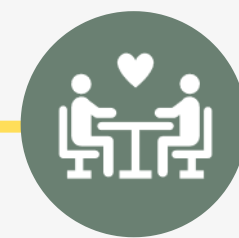
Staff Engagement for Food Efficiency

To win hearts and mind is the key for success. Roles, activities, perks and managerial ways to get employees' buy-in



The Delicate Art of Sustainability Communication

Use the 7 pillars of genuine communication on sustainability, choose the right content and design the narrative aligned with your strategy



Engaging Participants in Food Waste Prevention

Review existing touch points, nudge participants to reduce plate waste and add a feel-good factor to their experience

WHO SHOULD ATTEND

- Project managers from Convention, Conference, Exhibition and Event Organizers
- Managers at Venue's Event Service Department
- Experienced professional who have joined the MICE industry
- Academic lecturers who wish to enhance their understanding of sustainable events



***The course is delivered in English**

DATES

DAY 1



June 29, 2020



2PM - 5PM (ICT)



Zoom Meetings

DAY 2



June 30, 2020



9AM - 12PM (ICT)



Zoom Meetings

FOR INQUIRIES



Please contact:

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SUSTAINABLE DEVELOPMENT GOALS



Organized by:

