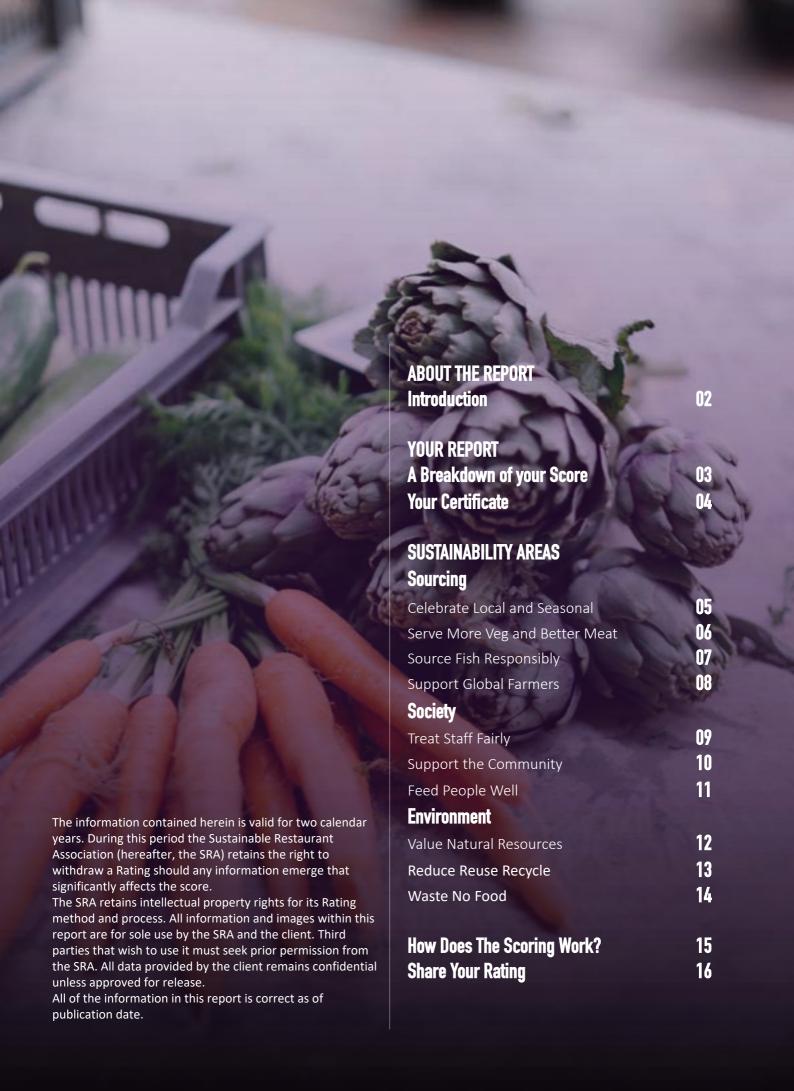


King's College London

Published on:

July 1, 2022





# INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for completing your 2021 Food Made Good Rating. Committing to this process is no small feat after the 18 months that we have collectively endured, and we are proud to see that sustainability has remained a priority for you and for so many across the industry.

When publishing the Rating this year, it was important to us as an organisation that it both challenges the sector with up to date questions that reflect current issues, while also retaining familiar goalposts after the rollercoaster of the past 18 months. Though the urgency for action is more potent than ever, we have kept the changes to a minimum as we feel it's important that businesses like yours are able to return to the Rating, post Covid, for an assurance that you've not been knocked off course.

We know that consumers care now more than ever about sustainability. The Food Made Good Rating is the world's largest and most comprehensive measure of sustainability in food service. By completing the Rating you are showing the industry, your team and your customers, that action matters infinitely more than intention. Your commitment ensures the credibility of your actions, strengthening our collective ability to push the industry further, faster forward.

This document is your final 2021 Report. In it we celebrate all the ways that your business is succeeding on the road to sustainability, while helping to lay out a path toward continual improvement. You will notice that we have spent more time celebrating the qualitative information that you have shared, while continuing to assess quantitative impact through the score.

You will also see that your initial report no longer includes the benchmark against other businesses. As our benchmarks are cumulative, they compare against previous businesses that have completed the rating. This year it didn't feel right to start reporting against a pre-Covid world. Therefore, rather than issuing rolling benchmarks, we will issue benchmark reports in one go to all those that have completed the rating by the end of the year, when we can make fair comparisons with the whole cohort.

In challenging times for our sector, it's more important than ever that you make the most of your sustainability efforts. Changing the industry begins with showing diners that better is possible, and we need your help to get the word out. Begin by sharing and celebrating your Rating, showcasing your successes, and promoting your plans for the future. You'll find a one-pager with top tips at the end of the report.

Being a Food Made Good business is more than doing your Rating – it is also about sharing your success, your knowledge, and your questions with others to drive the industry forward. Look for opportunities to engage on the Community, to share what you have learned and where you might still have questions.

We are here to help you accelerate on the issues that matter most. Please don't hesitate to get in touch. Thanks again for being part of the movement to make food good.

70%+



60% - 69%



50% - 59%





**King's College London** 

**YOUR SCORE IS 80%** 

**GIVING YOU A 3 STAR RATING** 

THIS REPRESENTS A DIFFERENCE OF +12% SINCE YOUR LAST REPORT



# A good restaurant will...

SOURCING		75% SOCIETY		8	86%	ENVIRONMENT		81%
***	CELEBRATE LOCAL 8 SEASONAL	73%	TRE FAIR	EAT STAFF RLY	90%	1	VALUE NATURAL RESOURCES	83%
	SERVE MORE VEG & BETTER MEAT	<b>57</b> %		PPORT THE MMUNITY	78%	<b>(3)</b>	REDUCE REUSE RECYCLE	70%
	SOURCE FISH RESPONSIBLY	<b>75</b> %	FEE WE	ED PEOPLE	89%	0	WASTE NO FOOD	89%
	SUPPORT GLOBAL FARMERS	94%						





2022

YOUR OVERALL SCORE 80%

King's College London

Raymond Blanc OBE President Managing Director

## **CELEBRATE LOCAL & SEASONAL**

73%



Serving locally sourced and seasonal produce promotes a healthy environment and provides the British agricultural industry with much needed support.

Half of diners tell us they want restaurants to serve local produce, yet Britain is more reliant on food imports now than it has been at any other time over the last 40 years. Local food has become even more important in a post-Brexit and post-pandemic world.

Best performers in this area are building loyalty with local suppliers, and are enjoying more opportunities for creativity and flexibility by letting seasonal produce dictate their menus.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess; the transparency of supply chain and procurement activities (internal and external), your policies to promote British and/or local supply chains and how you assess your suppliers/producers. We also assess how you communicate provenance to your customers, staff & the wider public.

### YOUR ATTENTION TO DETAIL

"King's College London have two local growing partnerships with *Angry Monk* and their own community garden to ensure local & seasonal produce regularly makes it onto the menu."

#### **YOUR PROGRESS**

+ 4% since 2019

# **YOUR TO DO LIST**

- Actively engage with all suppliers across your procurement and ask them to provide detailed information on the farms or individual producers of purchased ingredients. Set a time-bound target to have full transparency at farm and/or producer level. This will allow you to make more informed decisions around the types of businesses you want to support as a University.
- Invest in an internal procurement management system as your main tool to ensure supplier compliance with your sustainable sourcing standards. Ensure your system can collect data on the indicators that are relevant your strategy; i.e. origin of product, certification standards, business size etc.
- Consider updating your menu more regularly in order to incorporate a greater amount of seasonal amount of produce on your menu.

## SERVE MORE VEG & BETTER MEAT

57%



Serving more veg and better meat is healthier for both diners and the planet. By reducing a dish's meat portion from 200g to 150g, per plate carbon emissions can be cut by a third.

With customer demand at an all time high for plantbased dishes it makes sense for the planet and your business to capitalise on veg-led eating.

Best performers in this area have upped the proportion of veg-led dishes to half the total menu. From 2021, we have added more emphasis on the increase of veg on the plate, on certification standards for fruit and veg, and on sales of veg-leg options.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this area we assessed the agricultural standards of your meat, dairy, egg, fruit & vegetable procurement, your policies to serve better meat and more vegetables and whether theses policies cover the appropriate risk areas and how you source and serve meat, dairy, fruit & vegetables and communicate your sourcing strategies to your customers.

### YOUR ATTENTION TO DETAIL

"Kings College London are working with *Menus* for Change, an initiative from The Culinary Institute of America and Harvard to help businesses build & realize long-term visions relating to their health & environmental impacts of their menus."

#### **YOUR PROGRESS**

+ 4% since 2019

## **YOUR TO DO LIST**

- ☐ Ensure that the meat you serve is certified to an environmental and ethical certification standard, we recommend looking at RSPCA assured certification. In order to keep prices competitive, consider sourcing less conventional cuts of meats (especially useful for curries, slow-braises) or meat which is considered industry waste (billy-goat, cockerel, ex-dairy cows).
- ☐ Ensure that your procurement policy regarding meat and dairy sourcing covers responsible antibiotic use, animal feeds standards (including soya), and humane transport.
- Consider sourcing more of your vegetables and grains to higher environmental certifications standards (e.g. Leaf Marque and/or Organic). If cost is prohibitive try sourcing high volume low value items (potatoes, onions, garlic) in order to maximise the impact of this switch.
- Nudge customer to opt for vegan, vegetarian or vegled options by re-designing your menu to give prominence to them (bold font, top of the menu etc). Set time-bound targets to track progress. Check out <a href="this playbook for">this playbook for</a> more ideas on how to encourage increased veg-based sales.
- Enquire with your suppliers as to whether they can provide you with the carbon emissions of your produce; if they are unable to, consider switching to a producer who can, or encourage them to sign up to a farm-level carbon accounting program such as: soilheroes.

## SOURCE FISH RESPONSIBLY

75%



Sourcing fish responsibly keeps our oceans healthy for years to come.

Moving away from the 'Big 5', knowing the endangered species to avoid and using the Good Fish Guide is essential in serving sustainable fish.

Best performers in this area are reaping the benefits of closer ties with suppliers and a better informed, trusting customer base keen to try a variety of fish.

### YOUR PROGRESS

+ 6% since 2019

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess the production standards of your fish & seafood procurement, your policies to source fish responsibly and whether they cover the appropriate risk areas, and how you source and serve fish & seafood and how you communicate this to your customers.

### YOUR ATTENTION TO DETAIL

"Kings College London seek to serve British seafood that is fully traceable. One way that they do this is to only work with suppliers that hold MSC chain of custody."

# YOUR TO DO LIST

- ☐ Set a time-bound target to only source wild fish species rated 1-3 by the Marine Conservation Society (MCS) or species that hold a sustainability certification.
- Consider investing in an internal management system to ensure supplier compliance with your sustainable seafood sourcing standards. Ensure your system can collect data on the indicators that are relevant your strategy; i.e. origin of product, MCS rating, certification standards, feed & antibiotic standards, business size etc.
- ☐ Consider removing all Big 5 seafood (salmon, haddock, prawns, tuna, and cod) from your menus to relieve pressure on fish-stocks and educate your customer base.
- ☐ Consider becoming MSC certified in order to hold chain of custody, this would enable you to indicate MSC certification of seafood on your menus to your customers. This is best-practice in transparency and traceability.
- ☐ Consider introducing more low-impact species on your menu, e.g. rope-grown mussels, and other indigenous shellfish.

## SUPPORT GLOBAL FARMERS

94%



Carefully selecting the products you source from global farmers ensures the livelihoods of communities and often lends itself to higher standards of agricultural practices, as well as a more considered product.

Best performers in this area have helped bring their customers and coffee suppliers closer together, creating premium bespoke products that taste great, support communities and have a great story to tell. This year we have added a focus on responsible palm oil sourcing policy and will value those who offer dairy alternatives.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess the environmental and ethical production standards of your global commodities, your policies to support global farmers and whether they cover the appropriate risk areas and how you source global commodities and how communicate this to your customers.

## YOUR ATTENTION TO DETAIL

"King's College London are a Fairtrade certified University and underwent an audit by their student body in 2020 with a new audit being conducted this year – a true commitment to transparency!"

#### **YOUR PROGRESS**

+ 21% since 2019

## **YOUR TO DO LIST**

- Consider building the initiatives and/or projects that your suppliers of tea, coffee, sugar, chocolate & exotic fruit undertake into your supplier agreement with them, your procurement policy and/or internal supplier criteria to guide future tender processes. Ask your supplier(s) to provide annual updates on the progress of these projects/initiatives so that you can include them in your social impact reports.
- ☐ Ensure that other high-risk commodity items in your supply chain are also certified to environmental and ethical standards (i.e. rice). Check out the <u>sustainable rice platform</u>.
- ☐ Ensure that you have a policy that addresses responsible soya sourcing, including hidden soya (in animal and/or fish feed). Check out these resources to help design your responsible soy policy from <a href="#FEFAC">FEFAC</a> and <a href="#EFECA">EFECA</a>.
- Share your work to source fairtrade certified exotic fruit with our network, many businesses struggle to source fruit (other than bananas) that are Fairtrade certified.

### TREAT STAFF FAIRLY

Treating people fairly, especially staff, is good for business. It's hard enough attracting new team members. Treating them fairly is key to retaining them. High staff turnover costs the hospitality industry close to £300m a year and almost half of all chef vacancies are considered hard to fill.

Best performers in this area are thinking about how to offer their staff more than just a fair wage by experimenting with new working patterns and benefit packages, and from 2021 have implemented an equal pay policy. We will also value inclusive employment by asking the percentages of BAME staff members and women in leadership positions.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess the diversity of your workforce, as well as career progression opportunities, your policies to treat staff fairly, their availability, comprehensiveness and whether they exceed legal compliance and your employee package; benefits, pastoral care, parental leave, sick pay.

### YOUR ATTENTION TO DETAIL

"King's College London scored incredibly highly in *Treat Staff Fairly* due to their generous employee package and variety of soft-benefits."

90%



#### **YOUR PROGRESS**

+ 10% since 2019

## **YOUR TO DO LIST**

- ☐ Set time-bound targets to increase the % of women that work in your business (both operationally and in management). Analyse the information provided at exit interviews to understand if you have a barriers preventing you from retaining female employees and work to mitigate those barriers.
- □ Set time-bound targets to increase the % of BAME employees in upper management positions in your business.
  Consider working with <u>BeInclusive</u> <u>Hospitality</u> to deliver DEI training to your teams.
- Share your work to treat staff fairly with our network in order to drive sustainable behaviours and amplify the impact of the work you do.

## SUPPORT THE COMMUNITY

78%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

Best performers in this area are developing closer ties with their local neighbourhoods, and their staff are being motivated by the enriching experiences this provides.

#### **YOUR PROGRESS**

+ 14% since 2019

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess your community & charity engagement strategy and how you communicate this internally & externally, whether your recruitment and/or procurement strategy supports your community engagement and how your business interacts with the immediate environment and supports a diversity of customers.

### YOUR ATTENTION TO DETAIL

"King's College London have a commitment to service that percolates throughout its operations, and shines through in its social engagement strategy, leaning on employee volunteering to make a difference in their communities."

# YOUR TO DO LIST

- ☐ Interrogate your supply chain and evaluate where you can support charities or social enterprises through your procurement, i.e. teapigs or karma cola. See a longer list here. Best practice is to a set time-bound spend target for VCSEs, local, or minority owned businesses.
- ☐ Consider other ways to record your social impact, the <u>TOMS framework</u> is a popular method of measuring social impact.
- Consider supporting charities that support disadvantaged populations into employment, for instance <u>Luminary Bakery</u> or <u>The Clink</u> <u>Project.</u>
- ☐ Consider working with your customers (students and staff) to find causes that you can use your food offering to raise money for. i.e. a special from which all sales goes to charities, or a diner donation. This can act as a way to educate your customer base and generate sizeable donations.

## FEED PEOPLE WELL

Feeding people well helps to encourage and educate the public about how interesting healthy eating can be.

With eating out no longer being a rare treat, it is important to provide people with dishes that are good for both them and the planet, meaning well balanced dishes which are rich in vegetables.

Best performers in this area are capitalising on families' growing appetite for an eating out experience that not only tastes great but is also nutritious.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess your healthy eating policy & strategy and the operational ways that your business support a healthy & equitable food environment.

### YOUR ATTENTION TO DETAIL

"King's College London catering have partnered with the University's nutrition department to develop a training scheme for all catering employees to educate them on healthy eating."

89%



#### **YOUR PROGRESS**

+ 33% since 2019

## **YOUR TO DO LIST**

- ☐ Increase the % of fruit and vegetables that you procure which are grown with limited pesticides. This is particularly important for produce that will be served raw (salad leaves, fruit etc) or that make up the dirty dozen list.
- ☐ Consider introducing a traffic light system on your menus to highlight dishes that are high in salt, saturated fat, sugar and/or calories help guide informed decision-making around healthy eating.
- Share your work to remove all drinks with added sugar from the catering at the university with our network in order to drive change and provide evidence that it can be done!

## VALUE NATURAL RESOURCES

83%

Global temperatures are rising, damaging the planet and our food supply. Restaurants use over twice as much energy per square foot compared to other commercial buildings, but simple things like turning the thermostat down by 1°C can reduce energy bills by 7%.

Best performers in this area are benefiting from a reduction of up to a third on their bills thanks to a smart combination of innovation, training and investment in greener technology, and are on a fully renewable tariff. From 2021 we are also asking for specific reduction targets for electricity, gas and water and will give greater value to renewables.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess your natural resource management (both in terms of governance and operations) and how you establish efficient resource management through equipment and building design.

### YOUR ATTENTION TO DETAIL

"King's College London are committed to being net zero for their carbon emissions by 2025. They are approaching the issue as a whole university working innovatively to reduce their emissions."

#### **YOUR PROGRESS**

+ 4% since 2019

# **YOUR TO DO LIST**

- ☐ Consider increasing the frequency with which you review the progress of resource reduction against your targets. This will enable you to take action in a timelier manner.
- Consider introducing battery storage capabilities in order to allow you to store the energy generated by solar and use it when needed.
- Consider looking into heat recovery systems that can capture the heat generated by your kitchens and cooking and instead of being released outside use it for energy increasing your energy efficiency.
- ☐ Ensure that the catering scope 3 emissions are calculated and included in the University's carbon footprint and reduction plan. We can recommend <a href="Met Zero Now">Net Zero Now</a>, <a href="Foodstep">Foodstep</a>s or <a href="Small World Consulting">Small World Consulting</a> to support with this.

## REDUCE REUSE RECYCLE

Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away. With the huge increase in takeaway and delivery this has never been more important.

Best performers in this area are actively seeking out reusable options (beyond cups and straws) and influencing their suppliers to do the same. 70%



#### **YOUR PROGRESS**

+ 1% since 2019

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess your work to set standards internally and through your supplier relationships to reduce single-use materials as well as your work to establish efficient non-food waste management through training, strategies and operations.

#### YOUR ATTENTION TO DETAIL

"King's College London recently removed all single-use plastic glasses from their graduation ceremonies, replacing them with reusable options, a simple decision with a huge impact saving 8000 single-use items from hitting their waste streams."

# YOUR TO DO LIST

- Consider reducing your single-use packaging as much as possible. There are circular packaging schemes that are being more popular across campuses in the U.K. for instance check out <u>UCL's</u> <u>partnership with Club Zero replacing disposable</u> <u>coffee cups.</u>
- ☐ For the items where circular economy is not an option, consider moving towards FSC certified fully recycled packaging which is itself fully recyclable. Unless you are a closed loop system compostable and/or biodegradable takeaway packaging can cause issues in domestic systems where it can contaminate household recycling streams.
- ☐ Consider increasing the frequency with which you review your non-food waste reduction targets and monitor reduction progress.
- ☐ Ensure that your non-food waste reduction strategy considers supplier packaging and implement measures to shift supplier behaviors and packaging materials to more sustainable options, e.g. back-hauling, compostable materials, or reduced packaging.

## **WASTE NO FOOD**

Wasting food makes no sense, environmentally, socially or financially.

On top of helping to cut greenhouse gas emissions, reducing food waste can also have significant financial gains. Restaurants can make a profit of £7 for every £1 they invest in cutting food waste.

The best performers in this area are monitoring their waste, setting realistic targets with good action plans and being innovative in creative ways to manage unavoidable waste.

# UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

In this impact area we assess your work to set standards internally and through your supplier relationships to reduce food waste as well as your work to establish efficient food waste management through training, strategies and operations.

### YOUR ATTENTION TO DETAIL

"King's College London have aligned with some fantastic suppliers to help combat industry food waste, including Angry Monk, a hyper local supplier who finds unwanted but delicious produce for the University."



#### **YOUR PROGRESS**

+ 22% since 2019

# **YOUR TO DO LIST**

- Consider increasing the frequency with which you review your food waste reduction targets and monitor reduction progress.
- ☐ Consider interrogating the reliability of the food waste data you collect. Often food waste data supplied by a contractor is an average of all food waste processed by a waste processing site.
- ☐ Ensure that your data gives you the full picture, whilst you segregate your waste into the different streams and visually monitor this, the waste is then weighed together, this doesn't allow you to interrogate which types of waste KCL produce the most of. Monitoring the different streams and analyzing the waste per cover will allow you to understand the types of food, and times of the week/day are your biggest causes of food waste. Check out this handy plate waste audit guide to help.



# **HOW DOES THE SCORING WORK**







The sustainability of your business has been assessed in 10 sustainability areas.

Each one carries equal weighting.

Your score in this area is made up by your policies, current operations, and influence.

These areas combine to provide your overall performance score in Sourcing, Society and Environment.







60% - 69%



50% - 59%

## **ANY QUESTIONS?**

Head to the Food Made Good Community or contact us at community@thesra.org

#### **How We Conduct Assurance**

To ensure the integrity of the Food Made Good Rating and to confirm your final score we conduct three levels of assurance. We check:

- 1. That your policies comply with good practice.
- 2. With your suppliers, the standards to which you buy key items, such as meat, dairy and seafood.
- 3. Areas of exceptional performance by asking for further evidence on how you've achieved success.

#### **Your Opinion Matters**

From small independent restaurants, to large chains, to university cafeterias and catering companies, you are part of a diverse group of foodservice businesses.

We recognise the need to make your Rating score reflective of your particular business and work behind the scenes to ensure that our Rating is as accurate and as relevant as possible. If you are interested in being involved in the conversations or focus groups that inform future adjustments, or have further questions, please let us know.



# **SHARING YOUR RATING**

#### WHY SHARE?

#### Your customers care

2 out of 3 diners say that knowing the restaurant they are eating at is focussed on improving its impact on society and the environment makes them feel good.

85% of diners say knowing staff are treated fairly would impact their choice of restaurant.

#### **HOW TO SHARE**

#### Share with your customers

- ☐ Celebrate your FMG Rating on your menu
- ☐ Display your Rating sticker in your window
- ☐ Feature your Rating on your website
- ☐ Share and talk about your Rating on social media

#### Share with your staff

- ☐ Announce your achievements through internal newsletters and team briefings
- ☐ Thank your team for their hard work
- ☐ Ask their ideas, involve them in goal setting
- ☐ Provide sustainability training for your staff, let them know the difference they can make

#### Share with your suppliers

- ☐ Thank your suppliers for their contribution to your Rating
- ☐ Work with your suppliers to see how they can help improve future Ratings
- ☐ Ask your suppliers to speak with their other customers about the benefits of an FMG Rating

#### TOP TIPS TO DO MORE

**Sustainability is a journey.** Don't wait until you've finished a project to share what you are doing.

**Bring your star Rating to life.** Share it with a story about one of your proudest sustainability achievements.

**Empower your staff.** Encourage them to promote your achievements and confidently answer customer questions.

Involve your team and customers in the journey. Why not ask them to help nominate a local charity to support?

Look at what other rated businesses are doing to get some ideas. Browse the Food Made Good Community and get in touch if you'd like some further guidance.

**Celebrate efforts and achievements** on your website's sustainability page and share stories in all your marketing. Customers care.

**Join our Campaigns**. Visit <a href="https://www.oneplanetplate.org">www.oneplanetplate.org</a> and submit your dish for a better food future.

#### WHAT TO SHARE?

You will have received your social media-ready Rating logo along with this report and logos for print are also available. **Tweet** about your achievements, or share a photo on **Instagram** to get started @FoodMadeGood.

If you would like specific logos or more advice on sharing your achievements, head to the Rating Feedback and Support group.

#### PR OPPORTUNITIES

Need further help brainstorming ideas? Reach out to our PR expert Tom Tanner to discuss further opportunities. tom@thesra.org



# SUSTAINABLE DEVELOPMENT GOALS

Our 10 key area framework is a fantastic way to make sense of the key sustainability areas that relate to foodservice and serve as a common framework to make collective progress. In order to emphasize the impact you have on the wider food system through working with the SRA, and to help you use your Food Made Good Report in your business reporting, we've mapped out how our framework relates to the UN's Sustainable Development Goals or SDGs. The 17 SDGs were agreed by all UN members in 2015, and represent a global collective progress towards a sustainable future by 2030.

## sourcing



Celebrate Local



& Seasonal



Serve More Veg & Better Meat







Source Fish Responsibly









Support Global **Farmers** 











Treat Staff Fairly











Support the Community







Feed People





## environment



Value Natural Resources



Reduce Reuse Recycle

















Waste No Food



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King's College London

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