



FOOTPRINT INTELLIGENCE

SUSTAINABLE RESPONSIBLE BUSINESS

Welcome to Footprint

Footprint is the UK's leading sustainability expert in the foodservice industry. For a decade, we have been a catalyst for debate, shifting the sustainability agenda in the industry significantly.

Through our forums, conferences, awards, research, consultancy and media channels, we provide knowledge, insight and practical support to the food and drinks industry. We help them tackle complex sustainability and responsible business challenges.

We are the number one community for sustainability leaders in the food and drink industry.

Footprint Intelligence: our unique offering

Footprint Intelligence is Footprint Media Group's research and analysis division.



Footprint Intelligence: our unique offering

Through our insights, consultancy, outsourcing services and training:

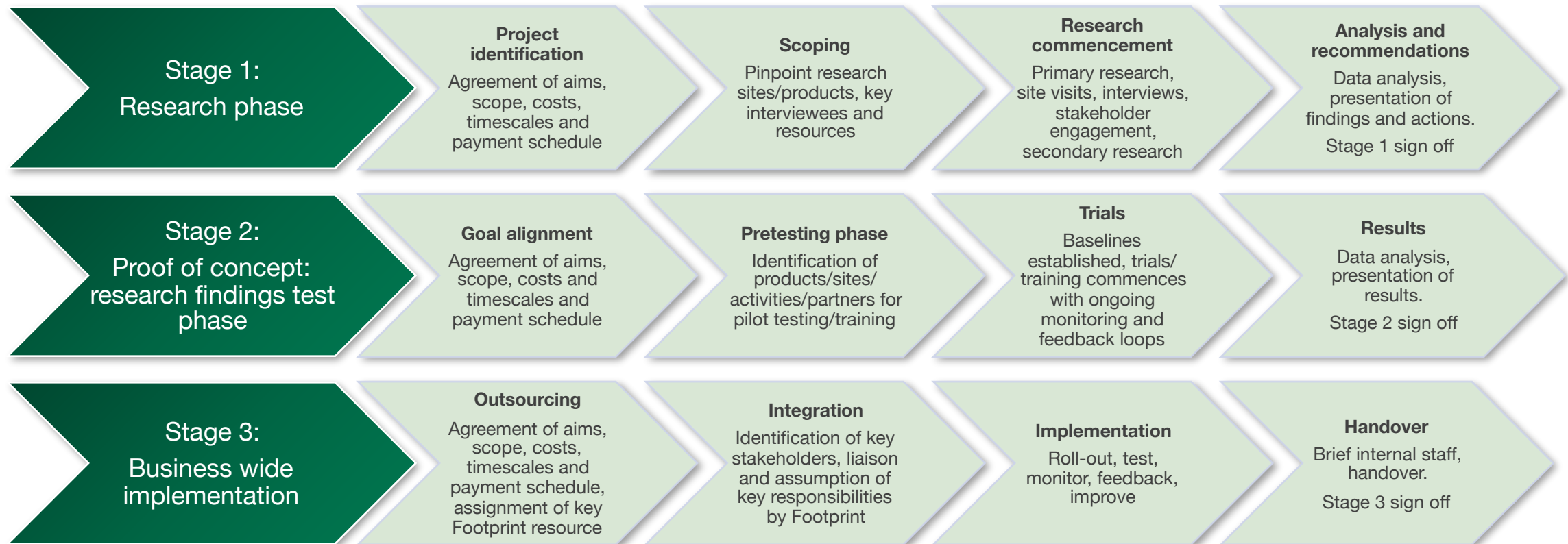
- We drive, promote and share best practice by helping our clients and the industry to answer some of the most pressing sustainability questions of our time. We ask tough questions and find answers.
- We find workable solutions, revealing cost savings, opportunities, trends and challenges.
- We are independent, passionate and committed to making a positive difference.
- We bring credibility, traction and authenticity to sustainability efforts and strategy.
- We have market-leading experience in sustainability and the food industry.
- Our consultancy work and insights are highly influential across foodservice.

Our experience: Footprint Intelligence clients



Approach and processes

For more detail, see appendices.



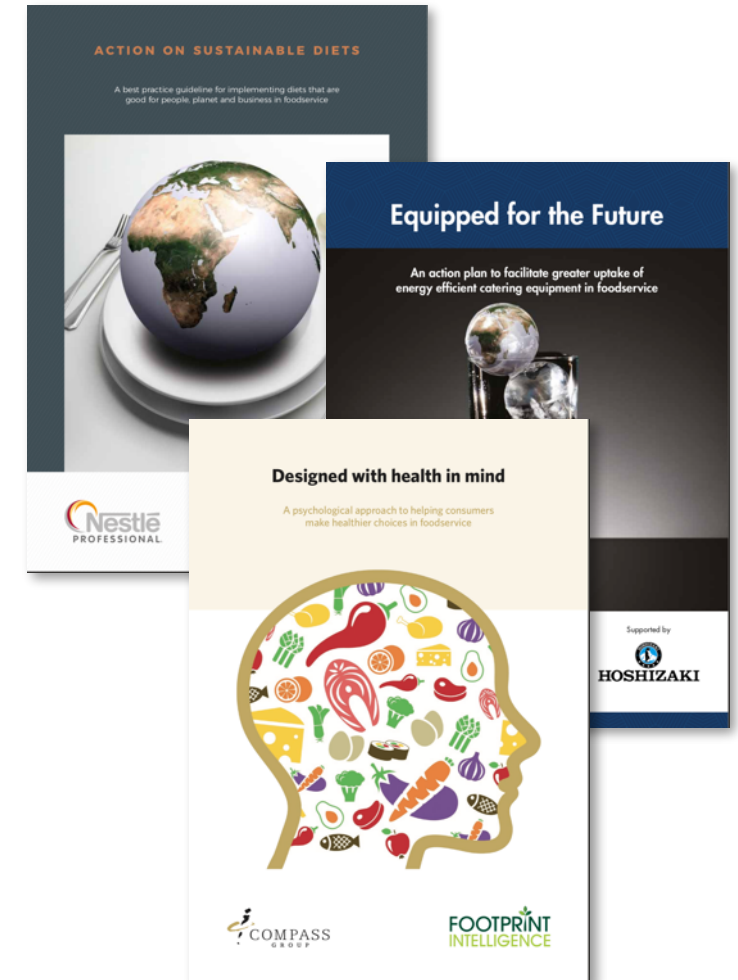
Business benefits – consultancy

- Typically identifies £ millions in savings
 - e.g. recent food waste project identified £2.8m in food waste cost saving for 10% reduction in food waste across the three sub-brands targeted.
- Highlights hotspots for interventions – in some cases, prompting instant improvement
 - e.g. Spoilage reduced by 64% during food waste audit by highlighting need for correct portioning and cooking to order.
- Deeper insight, more effective actions. Fosters deep understanding of issues in practice, providing management with direct insight into real-life behaviours whilst identifying hotspots
 - e.g. Identified over £400K savings in dessert takeaway boxes for one sub-brand through more efficient staff practices.



Business benefits - insights

- Industry leading. Sponsoring research and guidelines that enable foodservice to tackle key challenges demonstrates your business is a sustainability leader.
- Builds resilience. Providing clear roadmaps to tackling sustainability issues builds business and industry resilience.
- Demonstrates authentic commitment and builds brand. Increasingly important to sustainability-focussed clients and the conscious consumer in a social media age.
- Broadens your network. Enables collaboration for solutions but also creates new business opportunities.
- Fosters collaboration across foodservice and stakeholders. This makes sustainability challenges easier to overcome, strengthening business.
- Meets customer expectation by demonstrating commitment to being a responsible business.



Business benefits - outsourcing

- Effective action to strengthen business. Dedicated expert resource to implement or tackle a sustainability issue that internal staff do not have the time, knowledge or resources to manage.
- Flexible to address your business need. Can be designed to address a particular issue/project or as expert sustainability resource across your business.
- Cost effective. Embedding sustainability into your business builds brand and efficiencies, improving profitability without the overheads and commitment of additional head count.

Business benefits - training

- Targeted training to meet your specific business need.
- Designed to ensure your personnel are engaged and empowered, so they understand not only **what** needs doing but **why** they should do it.
- Tailored to suit each audience, from boardroom to factory floor.



Areas of expertise



Appendices:

Approach & processes – stages 1, 2 & 3

Projects are bespoke, and the approaches and processes outlined below and over are tailored to perfectly match your goals and agreed research aims.

Stage 1: Research

Stage 2: Proof of concept: research findings test phase

Stage 3: Business-wide implementation

Approach & Processes – Stage 1: Research

Project identification	<ul style="list-style-type: none"> • Identify key research parameters • Agree overarching project aims, fees and payment schedule
Scoping	<ul style="list-style-type: none"> • Pinpoint research sites/products (if applicable) • Recruit and schedule key interviewees – internal, external, identify key resources • Agree key deadlines
Research commencement	<ul style="list-style-type: none"> • Primary research – qualitative/quantitative, site visits (if applicable) • Internal, industry engagement and other stakeholder engagement • Secondary research
Data analysis	<ul style="list-style-type: none"> • Primary and secondary research analysis • Recommendation development • Stakeholder engagement to gauge recommendation feasibility
Delivery	<ul style="list-style-type: none"> • Presentation of research findings • Hotspot identification, recommendations (solution/intervention options) revealed • Stage 1 sign off

Approach & Processes – Stage 2: Proof of concept

Goal alignment

- Client engagement to ascertain priority areas
- Identification of which recommendations (solutions/interventions) to be actioned
- Agreement of costs, scope and timescales

Pre-testing phase

- Identification of relevant partners (e.g. suppliers) for solution/intervention development
- Identification of appropriate products/sites/activities for pilots/product testing/training

Trials/pilots

- Baselines established
- Trials/pilots/training commences of promising interventions
- Ongoing monitoring of effectiveness in real-world environment
- Feedback loops used to perfect intervention

Results

- Data analysis
- Presentation of results
- Identification of elements critical to intervention success
- Stage 2 sign off

Approach & Processes – Stage 3: Business-wide

Outsourcing

- Client engagement to ascertain priority areas
- Identification of which recommendations (solutions/interventions) to be actioned
- Agreement of costs, scope and timescales

Integration

- Identification of key stakeholders
- Liaison and assumption of key responsibilities to ensure smooth roll out

Implementation

- Roll out, establish feedback systems
- Test, monitor, feedback, improve

Handover

- Brief internal staff to assume ongoing responsibility
- Handover and Stage 3 sign off

FOOTPRINTMEDIAGROUP

FOOTPRINT INTELLIGENCE	FOOTPRINT MEDIA	FOOTPRINT EVENTS
Insights	Footprint News	Footprint Forum
Consultancy	Footprint Premium	Footprint Awards
Outsourcing Services	Plastics Bulletin	Footprint Drinks Sustainability Awards
Training	Health & Vitality Today	Health & Vitality Honours
		waste2zero Awards
		Triple Bottom Line Purchasing Awards
		Public Health Responsibility Conference