



Guidebook Ce4Re

A Guidebook on the Ce4Re project – including the lessons learned, reports, training materials, case studies, and handbooks for created applications.

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THE CE4RE Guidebook was created through close international cooperation between partners from Finland, Latvia, and Sweden. The publication brings together the expertise, experiences, and practical insights developed during the project to support circular economy transition in the restaurant sector.

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1. Introduction

CONTEMPORARY CONSUMPTION patterns in Europe and globally are increasingly recognised as unsustainable. Economic systems have largely relied on a linear model—take, make, dispose—which has contributed to the overuse of natural resources, growing waste streams, and environmental pressures. The food sector is an example that illustrates these challenges clearly, as significant amounts of edible food are lost or wasted while resource use remains high.

THESE CONCERNS have become central to policy development within the European Union (EU). Through initiatives such as the Circular Economy Action Plan (CEAP) under the European Green Deal, the EU seeks to reduce resource use, prevent waste, and promote more sustainable production and consumption patterns. The aim is to shift from a linear to a circular model, in which materials are retained in use for as long as possible.

EU POLICIES related to circularity and waste management have become progressively more stringent. Member States are required to meet higher recycling targets, limit landfill use, and strengthen waste prevention measures. For instance, municipal waste recycling targets are set to reach 65% by 2035. In parallel, there is increasing emphasis on reducing food waste, including commitments to halve it by 2030. These developments indicate a move towards more binding and measurable policy frameworks.

TO SUPPORT policy implementation, the EU funds programmes that enable practical experimentation and cross-border cooperation. For example, the Interreg programmes are set up to facilitate collaboration between regions and sectors to address shared challenges and develop transferable solutions. Within this context, projects translate policy objectives into operational practices.

THE INTERREG Central Baltic project **Ce4Re (Circular Economy for Restaurants)** that has been in operation from September 2023 to June 2026 has addressed these issues within the restaurant sector. The project has aimed to support the transition towards circular economy practices by developing and testing solutions related to purchasing, food preparation, and serving. The focus has been on identifying inefficiencies and reducing waste in everyday operations.

A KEY outcome of the project has been developing practical, low-cost tools that support restaurants in adopting circular practices. These include applications for menu planning, waste reduction, and restaurant sustainability communication. The emphasis is on usability and applicability within the constraints of restaurant operations.

THE PROJECT has also highlighted the operational context in which restaurants function, including financial pressures, staffing challenges, and changing conditions. Participation provides an opportunity for reflection and incremental improvement, rather than a purely technical intervention.

CE4RE HAS been implemented through a partnership of organisations from Finland, Latvia, and Sweden, coordinated by Satakunta University of Applied Sciences (SAMK). The project has been set up to reflect the broader objective of aligning practical sectoral development with evolving European policy on circular economy and waste reduction.

2. Circular Economy in the Restaurant Sector

Introduction

THE CONCEPT of circular economy (CE) offers a transformative approach for the restaurant sector by moving away from the traditional take–make–dispose model toward systems that minimise waste, extend the life cycle of food products, and improve overall resource efficiency, delivering both sustainability and cost-savings.

IMPLEMENTING CIRCULAR practices in the restaurant industry involves actions across the entire value chain from sourcing and kitchen operations to customer and stakeholder engagement. Importantly, these practices can be applied at both organisational and customer levels¹ and in pre-customer and post-customer phases, making sustainability a shared responsibility between restaurants, suppliers, consumers, and even the community at large.

CIRCULAR RESTAURANTS aim to operate with little or no waste at all by rethinking how food, materials, and resources are used. Instead of throwing ingredients or food away, these restaurants design all their operations around prevention, reuse, and smart planning.

Key Principles of Circular Restaurants

- » **Avoid waste before it is created.** Circular restaurants carefully plan their menus based on seasonal and local ingredients and use food ingredients in their entirety as much as possible. Parts that are often discarded – such as stems, peels, or bones – are turned into stocks, sauces, or other dishes. This approach known as ‘closed-loop cooking’ helps reduce food waste while encouraging creativity in the kitchen.
- » When waste cannot be avoided, it is **treated as a resource** rather than rubbish. Organic waste is composted, recycled, or reused, so that traditional waste bins are no longer needed. Circularity also extends beyond food: restaurants may use secondhand or recycled materials in their interiors, or choose reusable or sustainable packaging options.
- » **Social responsibility** is another important part of circular restaurants. Fair working conditions, staff wellbeing, and strong relationships with local suppliers and communities are seen as essential. By working closely with farmers, suppliers, and customers, circular restaurants help create a more sustainable food system that fosters the local community and economy.²

¹Melo et al: Circular Economy in the Restaurant Sector: Do Practices Go Hand in Hand? April 2025. https://www.researchgate.net/publication/390823268_Circular_Economy_in_the_Restaurant_Sector_Do_Practices_Go_Hand_in_Hand

²Renfors & Wendt: Restaurants without Bins: How Does a Circular Restaurant Operate? March 2004. <https://www.mdpi.com/2071-1050/16/6/2312>



Strategies for Implementing Circular Practices in Restaurants:

» **Sourcing, storage, and planning:** Sustainable sourcing is a cornerstone of circular restaurant operations. Restaurants can prioritise locally produced, seasonal, organic, and/or unpackaged ingredients to reduce environmental impact and support local economies. Careful menu planning helps minimise waste by ensuring that all available ingredients are used efficiently, including surplus fresh food and edible parts that are often discarded, such as certain leaves and stems. Proper storage practices—such as temperature control, stock rotation, and clear labelling—combined with adequate staff training further extend the shelf life of ingredients and prevent unnecessary spoilage.

» **Waste management and food waste reduction:** Effective waste management focuses first on prevention. In the kitchen, food waste can be reduced through careful preparation practices that discard only unavoidable parts (such as bones, peels or skins), while maximising the use of by-products. For example, vegetable trimmings and bones can be used to make broths, while citrus peels and herbs can be repurposed for infusions.

Plate waste provides valuable insights into customer behaviour and portion sizing. By analysing leftovers, restaurants can adjust recipes and serving sizes to better match customer demand.

Fresh leftover food can be resold at discounted prices through surplus food applications such as the ResQ app or repurposed in other dishes, like making a tart from leftover grilled vegetables, turning potential waste into revenue. Additionally, unavoidable organic waste can be repurposed through composting, transforming it into valuable resources like fertiliser.

» **Packaging and material choices:** Packaging plays a significant role in efforts to reduce restaurant waste. Restaurants can reduce their environmental footprint by replacing single-use packaging with reusable take away containers or encouraging customers to bring their own (wherever possible for hygiene reasons). When disposable packaging is unavoidable, compostable or plantbased materials should be used wherever possible and financially viable to minimise environmental harm.

» **Customer and community engagement:** Engaging customers and stakeholders is critical to the success of circular economy initiatives. Restaurants can communicate their sustainability efforts through marketing and on-site messaging, offering customers practical ways to contribute by reducing their plate waste or choosing reusable packages.

Collaboration with suppliers, other businesses, and community stakeholders strengthens circular practices across the value chain. Examples include working with suppliers on reusable transport crates and bulk purchasing, or partnering with redistribution centres or social organisations to donate surplus food to those in need.

Summary of Circular Practices in the Pre- and Post-Consumer Phases

» **Pre-Consumer Phase** (Back-of-House) includes everything that happens before the food is served. Preventing overproduction in the pre-customer phase is one of the most effective ways to reduce food waste. Circular economy principles can be integrated into daily restaurant operations through better ordering, purchasing, and production planning:

Sustainable sourcing: Buying local, organic, seasonal ingredients, and sourcing ingredients from local farms practicing circular agriculture (i.e. reusing organic waste)

Efficient inventory management: Using data to predict demand and avoid over-ordering, tracking expiration dates, and using first-in/first-out storage to prevent spoilage

Food preparation efficiency: Using entire ingredients (nose-to-tail and root-to-stem cooking), repurposing trimmings (making stocks and sauces out of vegetable scraps or bones), using suitable portioning to reduce excess.

Waste reduction and reuse: Donating unsold but edible food to social purposes, reselling fresh leftover food through discount applications, and sending organic waste for composting

» **Post-Consumer Phase** (Front-of-House) deals with what happens after the food is served. Hereby, informing and engaging with customers, and influencing customer behaviour towards circularity, plays a key role.

Plate waste reduction: Offering different portion sizes, encouraging buffet customers to take only what they eat, influencing customer behaviour through information on reducing food waste

Redistribution: Redirecting leftover edible food through food-sharing platforms, and partnering with local food banks

Recycling and composting: Separating waste (food waste, packaging, recyclables), composting organic waste

Reusable systems: Using reusable takeaway containers, introducing deposit-return schemes for cups and packaging, and eliminating/minimising single-use packaging.

Benefits of Circularity in Restaurant Settings:

ADOPTING A circular economy model in the restaurant sector delivers multiple benefits. Environmentally, it reduces waste, helps preserve natural resources, and lowers harmful emissions. Economically, improved resource efficiency reduces operational costs—such as waste disposal expenses, costs for energy and water use—and creates new revenue streams through the sale of surplus food instead of discarding it.

SOCIALLY, CIRCULAR practices enhance a restaurant's brand image, strengthen staff wellbeing through shared values and responsible management, attract sustainability-minded customers and stakeholders, and contribute to setting higher social standards for the industry as a whole.

Supporting the Transition to Circularity

TRANSITIONING TO a circular economy requires sector-specific knowledge, and collaboration and support among stakeholders. Initiatives such as the Ce4Re project (Development of Joint Circular Solutions in the Central Baltic Restaurant Sector) play an important role in facilitating this transition by developing practical tools and providing training for restaurant professionals. Through such efforts, the restaurant sector can move toward more resilient, sustainable, and economically viable operating models.

IN THE following chapters, you will find a compilation of tools and solutions, trainings, and case studies as well as recommendations developed through the Ce4Re project.

3. Enhancing Circularity in Restaurants: The Ce4Re Project

THE MAIN objective of the Ce4Re project was to support the restaurant sector's transition towards Circular Economy (CE) in the Central Baltic (CB) region by developing and piloting three easy-to-use, low-cost solutions and tools for use by restaurants in the region.

- » A Waste Reduction Toolset (WRT) and a Circular Menu Tool & Buffet Menu Calculator (CMT) were developed and piloted to prevent and reduce food waste, and to enhance the use of food ingredients more fully.
- » The EkoGo App was created for two main purposes: to be used by restaurants as a marketing tool, and to help customers locate sustainable restaurants in their area.

THESE THREE solutions are duplicated and extended across CB borders, and this Guidebook aims at contributing to that end.

THE MAIN target group of the Ce4Re project was micro and small-sized private restaurants, bars, cafes, pubs, and catering businesses, as the existing solutions are primarily created for larger scale, usually public restaurants such as hospitals or schools.

THE SOLUTIONS developed focused on three CE principles and processes regarding purchasing, preparing, and serving food in restaurants to reduce waste: Redesign, Reduce, Rethink.

THESE ARE logically connected: it is essential for restaurants, firstly, to purchase a right amount of locally grown food, secondly, to prepare and serve it in a sustainable and circular manner, and thirdly, to influence consumers to increase its demand and their awareness. Thus, the developed solutions aimed at reducing pre- and post consumer waste, and improving the ordering, purchasing and production planning in micro and small sized restaurants in the CB region.

IN THE following you will find a short description of each of these tools and how they might benefit your restaurant or business. Included is also information on how to access and use them for free.

Waste Reduction Tool

THE CE4RE WASTE REDUCTION TOOL (WRT) helps restaurants monitor food waste, understand where it comes from, and reduce both waste and costs using real data from their own restaurant. The Waste Tool has three main uses:

» **Monitor food waste by source:**

Register food waste based on where it occurs in your kitchen. The tool tracks waste in four main categories 1) preparation waste, 2) overproduction / serving waste, 3) storage losses, and 4) plate leftovers

» **Track the financial impact of waste:**

Add prices to products and dishes to see not only kilos of waste, but also the value of wasted food in currency.

» **Adapt the tool to your kitchen:**

Easily adjust waste categories and classifiers to match your menu, workflows and business needs, while supporting the introduction of practical circular practices in daily kitchen work

Access and start using the Waste Reduction Tool for free here:

zerofoodwaste.vidzeme.lv

You can find the Waste Tool handbook with clear step-by-step user instructions in the attachment to this Guidebook. Alternatively, you can download it on the above website.

Circular Menu Tool & the Buffet Menu Calculator

THE CIRCULAR Menu Tool and the Buffet Menu Calculator (CMT) have been developed to help restaurants design sustainable menus by efficiently, while combining available ingredients, reducing waste, improving operational flow, and carefully planning the amounts required for certain buffet dishes.

BOTH TOOLS are available for free at <https://menutool.circularmenu.eu>.

ON THE CMT, you can search for suitable recipes with specific ingredients/leftovers for the desired number of guests without registering.

Registering and creating an account allows you to:

- » add or create your own recipes
- » add new ingredients and define custom categories in addition to those already available
- » manage your ingredient stock and monitor your stock.

THE CMT Handbook offers step-by-step guidance on how to start using the Menu Tool, its recipe bank, and the Buffet Menu Calculator. The Handbook is available in the attachment to this Guidebook. Alternatively, you can download it at <https://menutool.circularmenu.eu>.

EkoGo application

THE EKO GO application has been designed to support your sustainability marketing and communications with your current and potential customers. The EkoGo application is a platform for two target audiences: sustainable restaurants, and customers seeking sustainable restaurants.

FOR RESTAURANTS, EkoGo helps them show clearly what they do for people and the planet. The idea is that restaurants can join the platform with what they have and do without needing to be perfect. Sustainability is a journey, and the EkoGo platform is a place for restaurants who might have achieved important milestones in terms of sustainability, but who – above all – are honest, and committed to sustainability with what it means for them.

What the EkoGo platform offers to restaurants:

- » Making their sustainability actions visible without greenwashing
- » Building trust through transparent and authentic marketing
- » Reaching new customers who care about good food and sustainability values
- » Tracking user engagement through views, saves, and QR scans
- » Being in control and able to update their restaurant information whenever they want

Access and start using the EkoGo application for free here:
ekogoapp.com

You can find the EkoGo handbook with clear step-by-step user instructions in the attachment to this Guidebook. Alternatively, you can download it on the above website.

4. Ce4Re Trainings for Restaurants

Introduction to Circular Economy - Webinar held on 10 April 2024

Summary of the main points:

THE WEBINAR "Introduction to Circular Economy" introduced the concept of circular (CE) economy in the restaurant sector. It explained why introducing circular principles in restaurants is necessary, how it works, and how it can be done in practice.

THIS WAS the first part of a webinar series focused on supporting restaurants in transitioning toward more sustainable and circular business models in the Baltic Sea region. The webinar series is part of the Interreg Central Baltic project "Development of Joint Circular Solutions in the Central Baltic Restaurant Sector" (in short: Ce4Re) funded by the European Union. The project helps restaurants, cafés, catering companies, food professionals, and customers learn and adopt circular and sustainable practices.

THIS WEBINAR was facilitated by **Ted Wendt**, Chief Operating Officer of Ekomatcentrum, Sweden. He was also the first presenter, and his presentation began by **contrasting linear economy with circular economy**.

IN A linear economy, resources are taken, used, and discarded, leading to food waste, environmental damage, health impacts, and economic losses. Restaurants were used as a clear example, where unused ingredients, inefficient energy use, and poor planning often result in unnecessary waste. Ted Wendt emphasised that food systems play a major role in climate change and environmental degradation, making behaviour change and reduced consumption essential.

CIRCULAR ECONOMY was presented as an alternative approach that focuses on using fewer resources, keeping materials in use for as long as possible, and designing waste out of the system. It prioritises the planet, people, and business, rather than profit alone. Circular economy thinking requires a holistic, systems-based mindset where all parts of the restaurant operation are connected.

HE THEN went on by outlining key principles and pillars of the circular economy, such as rethinking processes, reusing resources, designing out waste and pollution, using renewable energy, and offering solutions rather than just products. These principles were translated into practical areas for restaurants, including food and drink, energy, water, packaging, maintenance, consumables, and transportation.

Webinar recording
can be found here:

[www.youtube.com/
watch?v=BnBdAlqcDjk](https://www.youtube.com/watch?v=BnBdAlqcDjk)

THE SECOND presentation was delivered by **Sanna-Mari Renfors**, Adjunct Professor and Chief Researcher at Satakunta University of Applied Sciences (SAMK), and showed **how restaurants can apply circular practices in their daily operations.**

Key actions include:

- » Preventing food waste through better forecasting, monitoring, and menu planning
- » Designing menus based on seasonal, local availability and flexible portion sizes
- » Improving procurement through closer collaboration with suppliers and reduced packaging
- » Training kitchen staff in sustainable cooking techniques and whole-ingredient use
- » Adjusting serving practices to reduce plate waste and overproduction
- » Engaging customers through communication, transparency, and awareness
- » Managing leftovers through redistribution, composting, or donation.

THE IMPORTANCE of attitudes, values, and internal communication was emphasised, noting that successful circular transitions start with the mindset of restaurant owners and staff. Collaboration with suppliers and customers was highlighted as essential, since restaurants cannot achieve circularity alone.

THE FINAL part of the webinar presented **a practical case study** of the Latvian restaurant Valmiermuiza that applies circular economy principles in practice. The presenters **Liana Kazmere**, Marketing Manager, and **Marita Mastina**, Manager and Gardener, demonstrated how circularity can be embedded naturally in many ways, including through: local sourcing, seasonal menus, reuse of brewery by-products, in-house food preservation, composting, reusable packaging, deposit systems, kitchen gardens, energy efficiency efforts, and community engagement. The case showed that circular economy is not a single action, but a connected system of choices rooted in values, local culture, and long-term thinking.

THE WEBINAR was concluded by encouraging participants to join future seminars that will go deeper into specific topics such as sustainable menu planning and operational tools for circular restaurants.

Circular Menu Planning - Webinar held on 15 April 2024:

Summary of the main points:

THIS WEBINAR was the second session in a four-part webinar series focused on circular economy practices in the restaurant sector, facilitated by Annika Koskenkorva, Project Expert at Satakunta University of Applied Sciences (SAMK).

THE FIRST presentation focused on circular economy in restaurant menu planning and was delivered by Olli Takanen, Instructor at the training and services company PERHO Pro, Finland. He introduced the principles of the circular economy in restaurant operations, with a strong focus on menu planning and food waste reduction.

Key points included:

- » **Food waste and environmental impact:** Animal-based products have the highest carbon footprint, making it especially important to reduce waste and portion sizes related to them.
- » **Linear vs. circular systems:** Traditional food systems extract resources, produce food, and discard waste. Circular systems aim to keep resources in use for as long as possible through reuse, recycling, and smarter planning.
- » **Local food and partnership agriculture:** Cooperation between restaurants and producers helps align crop planning with actual demand, ensures fresher ingredients, reduces waste, and creates shared economic and environmental benefits.
- » **Main causes of food waste:** Overproduction and plate waste are the biggest contributors. These can be reduced through batch cooking, better demand forecasting, flexible portion sizes, and takeaway options.
- » **Efficient use of ingredients:** Whole-ingredient cooking, using peels, trims, and by-products (e.g. onion skins for flavouring, potato peels for crisps, marinade liquids for sauces), helps keep materials in circulation.
- » **Stock management:** First-in-first-out practices, careful use of expensive and high-impact ingredients, and avoiding unnecessary preparation help prevent waste.
- » **Menu planning:** Menus should be designed so that ingredients and their by-products can be used across multiple dishes.
- » **Composting and closed loops:** The speaker shared an example of a restaurant with its own field, where food waste is composted and returned to the soil, creating a closed nutrient loop.
- » **Education and mindset:** Teaching chefs and students where food comes from increases respect for ingredients and reduces waste.

Watch the webinar

recording here:

[www.youtube.com/
watch?v=2xyDW6woxIs](https://www.youtube.com/watch?v=2xyDW6woxIs)

THE SECOND speaker was **Laura Avikainen**, Executive Vice President at FresCo Restaurants, who shared **how circular economy principles are applied** in this multi-location restaurant company in Finland.

Key points included:

- » **Company short facts:** FresCo Restaurants is a family-owned business with 16 locations, 70 employees, and around 1,500 lunches served daily across multiple business areas.
- » **Centralised procurement:** Using one main wholesaler reduces transportation, emissions, and costs, while still allowing access to local producers.
- » **Logistics optimisation:** Reducing delivery days significantly lowered costs and environmental impact.
- » **Seasonal and local sourcing:** Ingredients are chosen based on availability and sustainability.
- » **Kitchen-level practices:** Menu cross-utilization (e.g. using sauces or ingredients across multiple dishes) helps reduce surplus.
- » **Energy efficiency:** LED lighting, centralised baking, and use of off-peak electricity reduce energy use.
- » **Waste recovery services:** Used cooking oil and coffee grounds are collected and repurposed into renewable fuel and soil products.
- » **Surplus food management:** Excess food is reused creatively, sold via food rescue platforms, donated to charities, or used for customer relations and marketing.
- » **Future goals:** Improved data use for demand forecasting, shared sustainability practices across locations, and better communication with customers about circular actions.

THE FINAL speaker was Artur Taskans, Head Chef with international Michelin-level experience from the Restaurant COD, Latvia, who shared a personal and professional perspective on sustainability and food waste.

Key points included:

- » **Early awareness:** Exposure to food waste in large hotels motivated a strong commitment to reducing waste.
- » **Local and organic sourcing:** Local produce offers better quality, flavour, and freshness while supporting farmers and reducing transport impacts.
- » **Close collaboration with farmers:** Understanding seasonal availability and production challenges improves menu planning.
- » **Kitchen organisation:** Trimmings and by-products are systematically reused for stocks, sauces, curing, and pickling.

- » **Nose-to-tail philosophy:** Whole animals and fish are used fully, with different parts incorporated into multiple dishes.
- » **Composting and growing food:** Plans include on-site composting and small-scale gardening to further close the resource loop.
- » **Preservation techniques:** Fermentation, curing, and pickling extend ingredient life and reduce waste.

AS AN overall takeaway from the webinar, all presentations highlighted that circular economy practices in restaurants are not only environmentally responsible but also economically beneficial. Key success factors include cooperation with suppliers and farmers, smart menu planning, efficient logistics, creative use of surplus and by-products, staff education, and transparent communication with customers. Circularity is increasingly seen as essential for the future resilience of the restaurant industry.



Waste Prevention and Reduction – Webinar held on 22 April 2024

Summary of the main points of the webinar:

THIS WEBINAR was the third webinar in a four-part series that focused on preventing and reducing food waste in restaurants as a key part of circular economy practices.

THE FIRST speaker was **Lina Andersson Fasth**, Head of Training at Generation Waste from Sweden. Generation Waste works with both private and public kitchens to reduce food waste. Their mission is to create sustainable behavioural change through tailored training for kitchen staff and management. Their long-term vision is Zero Waste, and their guiding message is “**Changing the world, one plate at a time**”

Key messages:

- » Food production places a heavy burden on water, energy, and natural resources, and food waste significantly contributes to climate change. The presentation highlighted that food waste accounts for over 10% of global greenhouse gas emissions, making waste prevention a critical environmental action.
- » Food should not be considered rubbish until it is wasted. Preventing waste is always the most desirable option, followed by reuse, animal feed, biogas, composting, and only as a last resort, energy recovery or disposal
- » Food waste should be measured daily in three clear categories: Plate waste, which is food left on guests’ plates; Serving waste, which comes from buffets and serving lines; and Kitchen waste, which includes overproduction, spoiled food, and food spilled during preparation
- » Continuous measurement combined with staff training leads to significant reductions in waste, cost savings, and lower carbon emissions. For example, even 50 grams of food waste per guest per meal can result in tens of thousands of euros in annual costs and substantial CO₂ emissions
- » Results in practice: Hotels and restaurants using daily measurement and training achieved major reductions. For example, Arken Hotel & Spa reduced food waste by 39%, saving approximately 90 000 euros, while Best Western Bromma reduced waste by 68%, saving around 45 000 euros in just a few months
- » Tips for professional kitchens for reducing waste included keeping fridge temperatures at correct levels, prioritising leftovers in daily planning, organising freezers, measuring portions accurately, avoiding overproduction, and creatively reusing leftovers in sauces, soups, dips, and baked goods. Staff were encouraged to taste food instead of throwing it away and to adopt a mindset of measure, reflect, reduce, reuse, and respect

The webinar recording
can be watched here:
[www.youtube.com/
watch?v=H0oDrV2Q8Hc](https://www.youtube.com/watch?v=H0oDrV2Q8Hc)

THE SECOND part of the webinar was led by **Kirsi Silvennoinen**, Senior Research Scientist at Natural Resources Institute Finland “Luke” who presented on ‘**Why reducing food waste matters**’.

Key contents:

- » According to the UNEP Food Waste Index Report 2024 (<https://www.unep.org/resources/publication/food-waste-index-report-2024>), over 1.05 billion tonnes of food were wasted globally in 2022, and nearly 1/5 of all food available to consumers was wasted in retail, food services, and households. Most food waste occurs in households, but restaurants play an important role in reduction efforts
- » Food waste contributes 8–10% of global greenhouse gas emissions, while hundreds of millions of people still face hunger and food insecurity. Reducing food waste is a key UN Sustainable Development Goal, with a target to halve food waste by 2030
- » In Finland, food waste and food-related waste amount to hundreds of millions of kilograms annually, with significant shares coming from households, food services, retail, and the food industry. In restaurants, waste hotspots include buffet lines, meat products, and prepared meals
- » Finnish waste legislation requires food business operators to minimise food waste, keep records of food waste quantities and types, prioritise redistribution of edible surplus food for human consumption when feasible, and retain food waste records for six years and present them to authorities if requested

SHE THEN continued by presenting the Lukeloki measurement tool introduced by Luke. Lukeloki is a digital tool for food service operators to measure kitchen, serving, and plate waste daily. The tool provides clear reports, supports staff engagement, tracks costs and donated food, and ensures that individual restaurant data remains confidential

IN SUMMARY, restaurants differ greatly, so food waste reduction solutions must be tailored individually. Successful waste reduction depends on leadership, accurate forecasting of customer numbers, thoughtful menu planning, clear work practices, and strong staff engagement. Measuring food waste is essential for setting goals, tracking progress, and achieving long-term results. Cooperation, communication, and motivation are critical for a permanent change.

Sustainability Marketing and Communication

– Webinar held on 29 April 2024

Summary of the webinar main points:

THIS WAS the fourth and final webinar in the series “Increase Your Circular Economy Knowledge”.

Webinar recording is available here:

www.youtube.com/watch?v=QPI-pB53jOY

The topic of the first presentation was **how to communicate your sustainability actions** and was delivered by **Anu Nylund**, Educator and Entrepreneur from the training company Mood of Finland. Her presentation emphasised that sustainability marketing is not a separate activity but something that must be integrated into everyday operations. For restaurants, being sustainable and communicating sustainability is no longer a choice but a necessity.

Marketing was described as a process that follows four clear steps: research, define, do, and market. Restaurants should first understand why guests choose to visit them by talking with customers, listening carefully, and writing down insights. At the same time, businesses should reflect on their own motivations and values and clarify why and how they operate the way they do.

Defining sustainability starts with identifying a restaurant’s core values, strengths as seen by customers, and the promise it offers. What a restaurant does, should always be guided by why it does it. Sustainability actions should be part of daily decisions, product development, and operational practices.

Marketing was described as storytelling based on honesty and purpose. Quoting Simon Sinek and Seth Godin, the presentation highlighted that people do not buy what you do, but why you do it, and that good marketing helps customers become who they want to be by sharing meaningful stories that resonate and spread.

THE SECOND part of the webinar was devoted to a practical **case study on marketing sustainability** delivered by **Justine Kaleja**, Former Director of Pavary Maja, Latvia.

She began by sharing about the restaurant concept, which is to be a restaurant getaway designed to help guests escape city routines and enjoy slow, meaningful moments with loved ones while experiencing the brightest flavours of the region. This message was not created by marketers alone but reflected how customers themselves described the experience.

The restaurant offers a four-course lunch, an eight-course dinner, and private events. Its core values include experiencing regional flavours, collaborating with locals, connecting with nature, history and heritage, and spending quality time. Sustainability was described as a mindset that has been present from the very beginning instead of being a later addition.

Sustainability actions at Pavaru Maja were deeply connected to daily operations. These included bringing heritage products back to the table, working closely with farmers and local communities, and using traditional recipes, seeds, and ingredients.

The restaurant applies nose-to-tail cooking, creating menus dedicated to a single ingredient and using all parts of products for food, drinks, and themed events. Permaculture and ecological soil practices were used in the restaurant’s own garden, with seasonal products, reusable materials, heritage seeds, and no artificial fertilisers.

Food waste was reduced through composting, smarter planning, recycling, reusing, and repairing materials, including traditional repair methods such as 'Kintsugi'. The restaurant also respected history and heritage by renovating existing buildings, using natural materials, and preserving historical structures like sandstone cellars.

EDUCATION AND sharing were also important sustainability actions. The restaurant communicates openly about the natural food cycle, gardening, composting, and responsible resource use, helping guests understand the broader impact of their dining experience. Sustainability was communicated consistently through multiple channels, whereby all communication reflects the same values and message, ensuring authenticity and trust:

- » On-site communication, including staff interactions, storytelling during the visit, and the surrounding environment
- » Digital channels, such as the website, social media, advertisements, and newsletters
- » Other channels, including collaborations and community engagement

Webinar key takeaways include:

- » Effective sustainability marketing starts with understanding customers and clearly defining values, products, and promises.
- » Sustainability actions must be visible in everyday work and consistently communicated through all channels.
- » Collaboration with staff and partners is essential, and storytelling should be honest, value-based, and purposeful.
- » When sustainability is truly integrated into operations, marketing becomes a natural extension of what the restaurant already is and believes in.



5. Ce4Re Restaurant Case Studies

FINLAND

5.1. Fresco Restaurants: Small steps towards circular economy practices

Goal

THE BEST practice will showcase the practices FresCo Restaurants use in their daily operations to promote circular economy business models and thus more sustainable food production. The practice illustrates the concrete ways in which FresCo Restaurants are working to reduce waste.

Practice

FRESCO RESTAURANTS is a chain of 11 restaurants, including staff restaurants, fine dining restaurants, retail, catering and party services. The restaurants operate in the Pori, Turku, Rauma, Eurajoki and Uusikaupunki regions. The first FresCo Restaurant was established in 2004, and the company has continued to grow since then in line with customer demand. Growth has not been directly targeted, but has come naturally as part of the growing consumer base. Before the corona pandemic, Fresco Restaurants was more of a party service restaurant. Currently, the main cash flow comes from lunch sales. Lunches are also delivered for retail sale and are packaged without the use of fumes or preservatives, so the food is as fresh and high quality as possible.

FRESCO RESTAURANTS highlights the centralisation of operations. For example, they have made their operations more efficient by centralizing baking so that instead of leaving the ovens on for small quantities, they bake larger quantities at a time, making use of night-time electricity, among other things. In addition, purchases have been centralized in a single wholesaler, which is better able to tailor deliveries to the needs of each site.

OTHER PREVENTIVE measures include forecasting food preparation quantities and proactive menu planning. This can prevent wastage of raw materials, for example by standardising menus and using the same raw material in different portions of the menu. Optimising water and energy efficiency is also part of the same theme. Accurate ordering of raw materials and sustainable procurement procedures and supply chains are key to reducing not only food waste but also the high levels of packaging waste.

- **COOPERATION** with raw material suppliers is essential. They bring the raw materials in palletised transport boxes. There is no packaging waste, as the transport boxes circulate and are not cardboard boxes. When ordering, it is also important to consider the size of the packaging, ordering enough so that there is no waste of raw materials," say Laura Avikainen and Seppo Aronen from FresCo Restaurants.

RESTAURANTS ARE trying to reduce their food waste in many different ways. One example is the ResQ app, which focuses on selling waste food in restaurants and cafés and allows businesses to sell waste food to consumers at a discount of around 50%.

- **WE** are investing in making our staff even better at selling waste food through the app. It's a daily lifesaver for customers and an additional sale for us. We've already made a lot of progress in selling food waste," say Laura Avikainen and Seppo Aronen from FresCo Restaurants.

AT THE heart of everything in implementing circular economy solutions and reducing the environmental burden is skilled and professional staff. This is why the main topics in the training of new employees are preparing the right amount of food and recycling any waste. Communication between restaurants is also seen as important. If there is waste left over, it makes sense to discuss with the various branches whether the other restaurant could still make some use of it in its own operations.

Results and benefits

THE BEST practice shows how Fresco Restaurants' circular economy practices have led to significant benefits such as reduced food and packaging waste, cost savings and operational efficiencies. Centralized baking and purchasing, proactive menu planning and the use of the ResQ app to sell surplus food have minimized waste and optimized resource use.

5.2. Restaurant Naantalin Metsätähti: By love to sustainable food preparation

Introduction

RESTAURANT NAANTALI'S Metsätähti has been born to create light and community in Naantali as a basis for love of food and the preparation of good food, not forgetting sustainable ways of working. The operation of the restaurant is a good example of how the whole concept has been built from the very beginning with different aspects of sustainability in mind.

Objective

SINCE ITS establishment in 2018, Naantali Metsätähti has wanted to act with respect for the environment, in a resource-wise manner following the principles of circular economy and maintaining regional wellbeing. Economic, ecological and social sustainability aspects have been at the core. As a small-sized operator with 5-6 employees, Metsätähti has had to carefully consider working ways to develop the concept. The City of Naantali has been supporting companies' environmentally responsible operating models in a project-based manner, Naantalin Metsätähti had a strong desire to be involved. There has been a desire to further develop the operations after the project has ended. The choice of raw materials tends to favour locally produced raw materials and often also organic. Making environmentally responsible operations a marketing strength in communications could partly compensate for the challenge of gaining new customers due to the restaurant's location outside the Naantali city centre area.

Practice

IN MANY ways, work as an environmentally responsible operator has promoted environmental sustainability in particular, for example in the selection of restaurant energy systems and waste sorting solutions, as well as in water consumption. At the restaurant, the water is served by jugs that are brought to the tables to the customers, and the leftover water is collected during the day and utilized for watering the restaurant's own herb beds and ornamental plants and/or as the restaurant's washing water.

Restaurant e.g.

- » optimizes raw material orders by predicting customer numbers and reviewing portion sizes
- » optimizes energy consumption
- » has planned logistics
- » the amount of biowaste (plate waste) and water consumption are monitored on a volume-based basis.

MINIMISING FOOD waste is implemented in the restaurant in several ways. Lunch is served by plates, and locally produced ingredients are preferred. The producers of raw materials are highlighted on the restaurant's website, which information creates customer confidence in the origin of the food. In Naantali, Metsätähti invests in selling surplus food through the ResQ application, and thus food waste has been reduced further by enabling the purchase of leftover food at home after lunch.

THE RESTAURANT also offers banquet and meeting space for both private customers and businesses. The events are planned according to the customer's wishes and the servings are carried out either as dishes or as a buffet. In addition, the restaurant has the opportunity to implement a small-scale catering service. Staff training and competence in responsibility are maintained on a regular basis.

Results and benefits

RESOURCE WISDOM in menu design, kitchen operations and the hall side brings financial savings and reduces waste management costs. With its raw material choices and menu solutions, Naantalin Metsätähti has succeeded in reducing its carbon footprint. Water consumption has decreased. The use of local products and, for example, the use of self-picked forest berries and mushrooms has strongly reduced the carbon footprint produced by the restaurant and, on the other hand, increased the uniqueness of the offering and enabled its versatility in the offering at all times of the year. The restaurant has successfully created a sense of community and diversity among its customers, for example by organizing monthly wine tasting evenings. Attention has also been paid to the amount of packaging waste, and efforts are also made to recycle packaging where possible. For purchases, larger-sized packaging is preferred. The amount of plastic and cardboard packaging waste produced has been clearly reduced.

“Love and appreciation for food is number one - this is reflected in all activities, every day.”



5.3. Café Postelli: Improving the wellbeing of people and the planet

Goal

THE BEST practice presents how the circular economy's socio-cultural and environmental objectives can be integrated into everyday operations in a café. The practice is about how a café in a rural town serves its community while mitigating its environmental impacts.

Practice

THE CAFE operates in a culturally and historically valuable building, an old posthouse built in the 1930s. The building is located in the small rural town Kankaanpää and its market square, a central place for the townspeople to meet. Thanks to the local brick industry, an integral part of the town's history, red brick was selected as the facade material for the building.

THE CAFÉ regularly hosts a variety of events open to all. A cake buffet and crepe Saturdays offer delicious moments while you shop in the town center and enliven the everyday life of the locals. Art and culture play an important role in operating the café as a social space; art exhibitions and cultural events enrich the lives of locals. In addition, the café is engaged with the UNESCO Geopark situated in the area and its Geofood initiative to promote environmentally friendly food.

MANY EVENTS support the integration of migrants into the local community. Examples include art exhibitions by young Ukrainian artists living in the community and migrant craft evenings, for which the necessary materials are donated by locals. In addition, immigrants from different countries who come to the community organise evenings on the premises to cook and learn about the food culture of that country.

- **THIS** allows everyone to feel part of the community, take a break from their everyday lives and share ideas," says **Elina Kivikoski**, an active entrepreneur at Postelli.

POSTELLI ALSO employs immigrants. Currently, a Ukrainian baker is working in the café's kitchen as an apprentice. The interior is made by an Egyptian carpenter from recycled wood from an old barn. The café also sells a variety of handicrafts, which you can buy to take home as souvenirs.

THE OLD building defines the interior design of the cafe. In fact, the café features a circular interior design. The main idea is to furnish the interiors without using new materials. Therefore, sofas, chairs, and tables are secondhand or built from used materials, giving them a new life. The local employment services promoting youth employment has been involved in their design and building process. Utensils also fit the same philosophy: casseroles and plates are traditional Finnish designs and bought secondhand. In addition, there is a remarkable collection of old Finnish glassware, Arabia coffee cups.

SOCIAL SUSTAINABILITY also goes hand in hand with environmental sustainability when preventing food waste. The surplus products are distributed to the local parish, Red Cross, and youth employment services, which use them or further distribute them to those in need. This is an important means to support and give back to the community.

- **IF** there are unsold items left over, they are distributed to the local church, the Red Cross and youth employment services, says Kivikoski.

Results and Benefits

THE BEST practice shows how collaboration between different sectors and actors can promote circular economy objectives holistically. It is about embracing the social capital and a mindset to rethink the role of a café in the broader environmental and social ecosystem.

LATVIA

5.4. Hotel Wolmar – Integrating Circular Economy Principles in Hospitality

Introduction

HOTEL WOLMAR has taken steps to integrate circular economy practices into its operations, focusing on waste reduction, efficient resource use, and local sourcing. The hotel's restaurant serves as an example of how a mid-sized establishment can embrace sustainability while continuing to provide excellent service to its customers.

Problem or Goal

THE PRIMARY challenge for Hotel Wolmar was to enhance the sustainability of its restaurant by reducing food waste, improving energy efficiency, and maximizing the use of local and seasonal ingredients. Additionally, the hotel aimed to reduce its reliance on disposable materials and enhance recycling efforts, all while maintaining high standards of hospitality for both hotel guests and external clients.

Solution/Practice

To achieve these goals, Hotel Wolmar implemented several key circular economy practices:

» **Menu Optimization & Local Sourcing:**

Hotel Wolmar optimizes its menu by using the same ingredient in multiple dishes, reducing the likelihood of food waste. The restaurant's menu is also designed around seasonal availability, ensuring that local produce such as potatoes, carrots, beets, and meat are used efficiently. Local sourcing is a major component, with partnerships in place for products like pikeperch from lake Burtnieks, local meat, and dairy. By supporting local farmers, Wolmar reduces its carbon footprint while promoting regional agriculture.

» **Food Waste Reduction & Reuse:**

Hotel Wolmar minimizes food waste by careful planning of portion sizes and predicting guest needs. Any surplus from the buffet is either repurposed for staff meals or sent with guests. Additionally, by using by-products such as bones for broth and meat offcuts like liver, tongues, and cheeks, the hotel maximizes ingredient use. They also avoid unnecessary packaging, returning excess packaging materials to local suppliers when possible.

» **Energy Efficiency & Waste Management:**

The restaurant has invested in energy-efficient kitchen appliances, such as induction stoves and ovens tailored to the needs of their operation. Excess heat from the kitchen is used to warm the hotel's building, contributing to overall energy savings. They also separate waste into different categories (organic, plastic, glass, and general waste), ensuring that recyclable materials are properly processed. Organic waste is collected for composting, further reducing the environmental impact of their operations.

» **Sustainable Hotel Practices:**

BEYOND THE restaurant, Hotel Wolmar applies sustainable practices across its hotel operations. They have replaced single-use plastic cosmetic containers with refillable, eco-friendly alternatives in guest rooms. While they acknowledge that further progress is needed, such as eliminating plastic bottled water, these efforts represent a significant step toward greater sustainability. The hotel is also exploring solutions for packaging reduction and more eco-friendly amenities in guest rooms.



“At Hotel Wolmar, sustainability is not just a goal but a journey, where each step helps us improve our service while reducing our impact on the planet.”

Results and Benefits

THE INTEGRATION of circular economy practices has led to tangible benefits for Hotel Wolmar:

» **Reduction in Waste:**

By using the same ingredients in multiple dishes and repurposing surplus food, the hotel has reduced food waste by a significant margin. Moreover, the separation of organic waste has lowered the volume of waste sent to landfills, while composting has further minimized waste.

» **Local Economic Support:**

Hotel Wolmar’s focus on local sourcing benefits both the environment and the regional economy. By partnering with nearby farmers and suppliers, the restaurant supports local businesses while ensuring that fresh, seasonal products are available to its customers. This approach has strengthened ties with the community and promoted sustainable agriculture in the region.

» **Increased Energy Efficiency:**

The restaurant’s energy-efficient appliances and heat recovery system have reduced energy consumption, resulting in lower operational costs. Additionally, the waste sorting system has optimized recycling efforts, and the use of local, minimally processed ingredients has decreased the environmental impact of their supply chain.

» **Improved Guest Experience:**

Hotel guests appreciate the eco-friendly initiatives, particularly the use of refillable cosmetic containers and the commitment to reducing waste. These practices align with the increasing demand for sustainable tourism, enhancing the hotel’s reputation and appeal to environmentally conscious travelers.

5.5. Karlamuiza Country Hotel – Implementing Circular Economy Practices

Introduction

KARLAMUIZA COUNTRY Hotel has embraced circular economy principles to optimize resource use, reduce waste, and promote sustainability. Through creative reuse, local sourcing, and a commitment to waste minimization, the hotel's restaurant stands as a model of how smaller-scale operations can integrate circularity into everyday practices.

Problem or Goal

KARLAMUIZA COUNTRY Hotel's goal was to reduce food waste, enhance resource efficiency, and build a sustainable dining experience. One of the primary challenges they faced was designing a circular approach while catering to both individual and group customers, often with varying needs, especially during peak tourist seasons. Like many small rural restaurants, their challenge included finding ways to minimize food wastage and use resources efficiently, all while maintaining high-quality service.

Solution/Practice

TO ACHIEVE their sustainability goals, Karlamuiza Country Hotel implemented several innovative practices based on circular economy principles:

» **Menu Customization & Waste Reduction:**

The restaurant shifted from offering buffet-style meals, which often resulted in excessive food waste, to pre-planned breakfast sets and personalized dinner menus. This practice significantly reduces surplus food and ensures ingredients are used efficiently. By offering a tailored menu based on customer preferences and seasonal availability, they've minimized waste from uneaten food.

» **Local and Seasonal Sourcing:**

Karlamuiza sources many of its ingredients locally, including fresh fish from nearby farms and vegetables from their own gardens. Key local products include apples, potatoes, beets, carrots, herbs, and locally farmed eggs and fish. This not only supports the regional economy but also reduces the environmental impact of long-distance transportation. Their commitment to seasonal sourcing ensures that dishes reflect the freshest available ingredients, promoting a farm-to-table ethos that supports circular economy values.

» **Composting and Recycling:**

The hotel is actively engaged in composting organic waste, such as vegetable peels and food scraps. This practice reduces landfill waste and allows the restaurant to enrich their own gardens with composted material. Karlamuiza also implements waste sorting, separating recyclables from general waste. Additionally, reusable packaging is returned to suppliers, further minimizing single-use waste.

» **Energy Efficiency and Sustainable Kitchen Practices:**

While Karlamuiza acknowledges that there is room for improvement, they are dedicated to making their kitchen operations more energy-efficient. The team regularly assesses how to optimize resources, such as freezing large batches of soup for future use, balancing the costs and benefits of preparing in bulk versus smaller portions.

Results and Benefits

THE IMPACT of Karlamuiza's commitment to circular economy practices has been significant:

» **Waste Reduction:**

The shift from buffets to pre-set meals has drastically reduced food waste. By tailoring meals to individual and group needs, the restaurant ensures that food is not prepared unnecessarily. Their composting initiative has also diverted a substantial amount of organic waste from landfills.

» **Support for the Local Economy:**

By sourcing ingredients locally, Karlamuiza not only reduces its carbon footprint but also supports nearby farmers and producers. The emphasis on local sourcing enhances the quality of the food served while fostering strong connections with the community. This local-first approach ensures that the restaurant remains in harmony with its surroundings.

» **Improved Operational Efficiency:**

The hotel has seen improvements in resource management and energy use through efficient planning and the use of seasonal ingredients. This has allowed the kitchen to run smoothly with minimal waste, contributing to both environmental sustainability and cost savings.

» **Sustainability Recognition:**

Karlamuiza holds the "Green Certificate" from the "Lauku ceļotājs" initiative, which highlights their commitment to environmentally friendly practices. This certification reflects their dedication to sustainable tourism and restaurant operations, further enhancing their reputation as a leader in circular practices.

“At Karlamuiza, every meal tells a story – from the fresh ingredients we grow to the waste we turn into compost, we ensure nothing goes unnoticed or unused.”



5.6. Valmiermuiža Beer Kitchen – Embracing Circular Economy Principles

Introduction

VALMIERMUIŽA BEER Kitchen (Valmiermuižas alus virtuve) is a shining example of how restaurants can successfully integrate circular economy principles into their operations. Through local sourcing, waste reduction, and the reuse of brewing by-products, they've created a business model that balances sustainability with high-quality culinary experiences.

Problem or Goal

THE PRIMARY challenge for Valmiermuiža Beer Kitchen was to develop a sustainable and circular approach to restaurant operations. This involved reducing food waste, optimizing resource use, and finding innovative ways to use by-products from the Valmiermuiža brewery. Additionally, the goal was to source as many ingredients as possible from local farmers and producers to reduce the environmental impact of transportation and support the local economy. The restaurant needed to maintain its high standards while embracing a sustainable model in a sector where waste and inefficiency can easily proliferate.

Solution/Practice

VALMIERMUIŽA BEER Kitchen tackled these challenges with several innovative practices rooted in the principles of the circular economy:

- » **Local Sourcing:** Approximately 70% of the restaurant's food ingredients come from nearby farms and suppliers, significantly reducing the carbon footprint associated with transportation. Valmiermuiža partners with local producers such as Straupes Piens, Smiltenes Piens, and Liepkalni Bakery to procure fresh, high-quality products. This focus on local sourcing not only supports regional businesses but also ensures that ingredients are fresh and seasonal, promoting a farm-to-table approach.
- » **Seasonality:** A critical component of their sustainability strategy is seasonality. Valmiermuiža Beer Kitchen carefully plans menus based on the availability of seasonal ingredients, avoiding items that need to be imported from afar. This reduces food miles and ensures that dishes are aligned with nature's cycles. During winter months, they refrain from using non-seasonal produce like strawberries, opting instead for preserved, frozen, or dried versions. The kitchen's chef and team work closely to ensure that their menu reflects the best of what local producers can offer throughout the year.
- » **Creative Reuse of By-products:** One of the most innovative aspects of Valmiermuiža Beer Kitchen's circular practices is their use of brewing by-products. The brewery's spent grains, a by-product of beer production, are creatively integrated into the menu. These grains are used in dishes like cakes and bread, creating a unique flavor profile while ensuring nothing goes to waste. This practice reduces the need for additional ingredients and transforms waste into valuable components of their culinary offerings.
- » **Waste Reduction and Composting:** Valmiermuiža Beer Kitchen is committed to minimizing waste at every step of the food production process. Organic waste, such as vegetable peelings and food scraps, is composted, significantly reducing the volume of waste sent to landfills. Additionally, leftover food from customer plates and unsold items like cakes are repurposed for the next day or sold at a discounted rate during closing hours, further reducing food waste.

» **Energy Efficiency:** The restaurant also employs lean methods to make its kitchen operations more energy-efficient. By carefully managing staff workloads and equipment use, they minimize energy consumption. While they acknowledge that there is room for improvement in terms of energy monitoring, the team is dedicated to learning and applying energy-saving practices as they continue their journey toward greater sustainability.

Results and Benefits

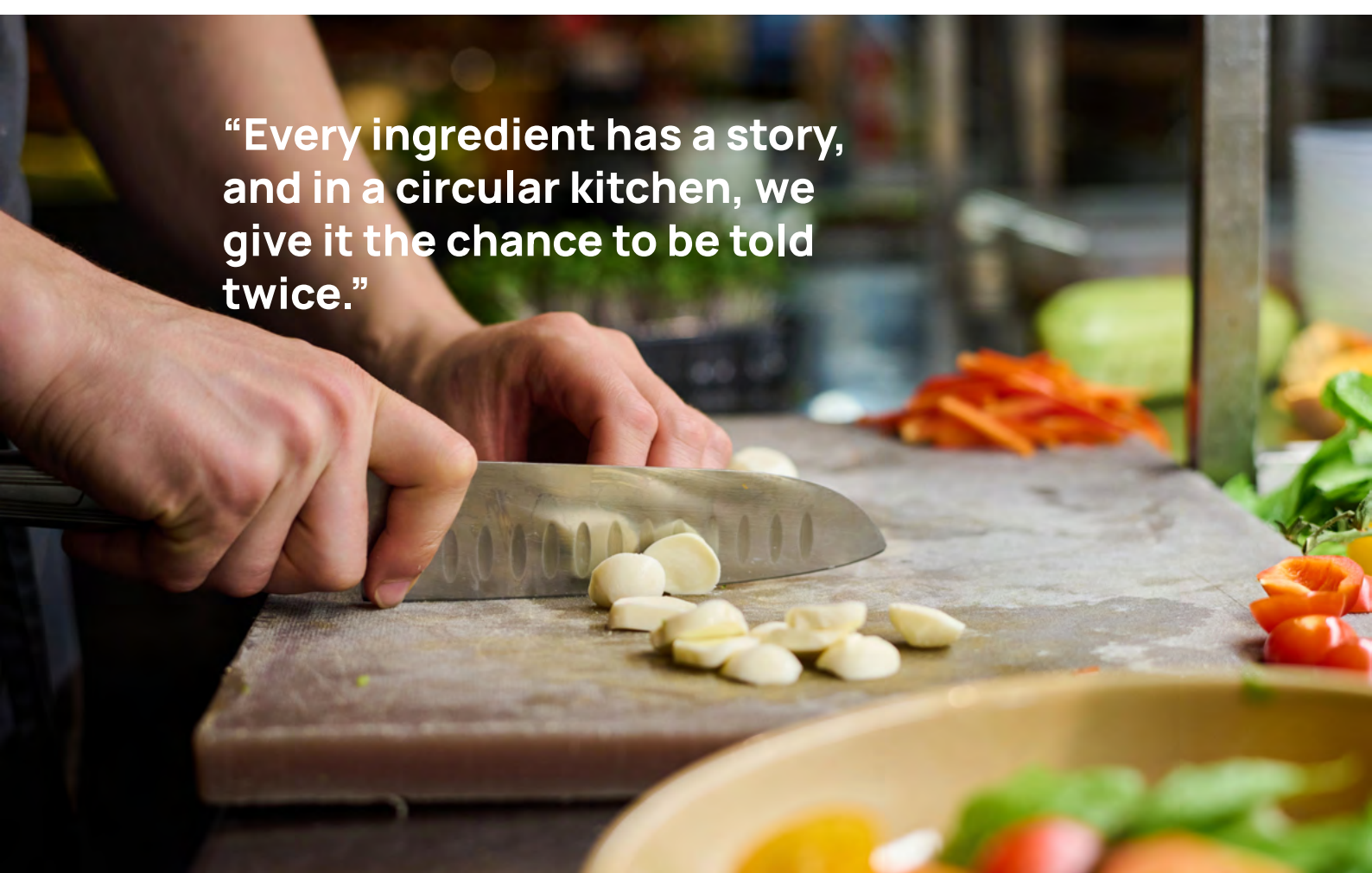
VALMIERMUIŽA BEER Kitchen has seen tangible benefits from its commitment to circular economy practices:

» **Waste Reduction:** By composting and creatively reusing by-products, they have significantly reduced the amount of food waste generated in their kitchen. Approximately 70% of their organic waste is now composted or reused.

» **Local Economic Support:** Through partnerships with local producers, Valmiermuiža Beer Kitchen has reinforced its ties to the community, benefiting both the restaurant and its suppliers. This focus on local sourcing ensures that 70% of the restaurant's ingredients are local, boosting the regional economy while providing fresh and high-quality products to customers.

» **Customer Engagement:** Valmiermuiža's sustainability efforts resonate with their customers, many of whom appreciate the restaurant's focus on local, seasonal food and its commitment to reducing waste. This enhances the brand's reputation and attracts a customer base that values environmental responsibility.

» **Operational Efficiency:** The introduction of lean kitchen methods has improved the efficiency of the restaurant's operations, reducing energy consumption and optimizing staff performance. While the restaurant continues to seek ways to improve, these efforts have already yielded positive results in terms of resource use and cost savings.



“Every ingredient has a story,
and in a circular kitchen, we
give it the chance to be told
twice.”

SWEDEN

5.7. Fotografiska, Stockholm – Closing the Loop with Creative Reuse and Zero-Waste Dining

A PLANT-BASED fine dining creation at Fotografiska restaurant – using every part of ingredients for unique flavors.

Introduction

THE RESTAURANT at Stockholm’s Fotografiska museum has become a world-renowned example of circular gastronomy. With an approach of “leaf-to-root, nose-to-tail” cooking and inventive reuse of by-products, Fotografiska’s kitchen showcases how to achieve a zero waste, closed-loop system in a fine dining setting.

Problem or Goal

FOTOGRAFISKA SET out with the ambition of a zero-waste kitchen, recognising that even high-end restaurants generate significant waste from trimmings, stale bread, and leftovers. Chef Paul Svensson and his team wanted to redefine waste as a resource, proving that a sustainable restaurant can deliver top-tier cuisine without trashing valuable food. The goal was not only to reduce waste but to create a circular system where outputs from one process become inputs for another – all while delighting guests and raising awareness.

Solution/Practice

AT FOTOGRAFISKA, every ingredient is used to its full potential. The menu is largely plant-based and seasonal, meaning the kitchen can incorporate all parts of vegetables, fruits, and herbs in creative ways. Trimmings that might be discarded elsewhere are fermented into sauces, pickles or turned into powders and crisps, contributing to new flavor dimensions instead of ending up in a bin.

A STANDOUT example of their circular practice was the creation of “Echo” beer made from leftover sourdough bread from the restaurant. In collaboration with a local brewery, stale bread was collected and brewed into a Belgian blond ale served at the bar. “We always strive for zero waste and see waste as a new raw material,” explained Paul Svensson, Fotografiska’s culinary creator, when launching the beer. This closed-loop beer not only gave new life to bread that would have been thrown away, but the brewing process itself produced spent grain that could circle back as animal feed or compost.

FOTOGRAFISKA ALSO turns citrus peels into kombucha, coffee grounds into soil for their rooftop garden, and meat or fish scraps (sourced only from sustainable producers) into stocks and seasonings. The restaurant’s entire philosophy is called “Sustainable Pleasure,” emphasizing that nothing delicious should go to waste. They even design their non-alcoholic drink pairings from surplus produce – for example, a fizzy drink made from leftover apple peels or a syrup from wilted berries, demonstrating creativity at every turn.

Results and Benefits

FOTOGRAFISKA’S CIRCULAR practices have yielded impressive results. The restaurant achieved a Michelin Green Star every year since 2020 for its leadership in sustainable dining. It was also named Sweden’s best sustainable restaurant by the 360°Eat Guide. These honors reflect tangible outcomes: the kitchen reportedly reduced its food waste by over 90%, essentially only inedible parts (and even those often-become compost).

BY REUSING materials, Fotografiska lowers disposal costs and purchasing needs (for instance, brewing beer from leftover bread reduces buying new malt). The environmental impact is significant – less waste means lower carbon footprint and a fuller utilization of the resources that went into producing the food.

FINANCIALLY, THE innovative products like their signature beer and house-made juices create new revenue streams and marketing buzz. Guests flock not only for the food and stunning city views, but to experience how luxury and sustainability go hand-in-hand.

THE RESTAURANT proves that a “planet-forward” approach can attract diners and media attention just as much as any traditional fine dining experience. Perhaps the biggest benefit is how Fotografiska inspires others – chefs and restaurateurs visit to learn its techniques, and it has become a case study in how to run a circular kitchen. By showing that no flavor is lost in the process (in fact, many dishes gain complexity by using fermented peels, etc.), they dispel the notion that sustainability limits creativity.

FOTOGRAFISKA'S SUCCESS demonstrates a scalable model for urban restaurants: sourcing responsibly, wasting nothing, and even producing some of their own ingredients in-house (like honey from their beehives or herbs from their garden).



“We’re on a mission to prove that sustainable restaurants can be high-end gastronomy and sustainable at the same time,” says Executive Chef Martin Wall.

This ethos at Fotografiska shows the world that running a restaurant sustainably isn’t just responsible – it can be cutting-edge, inspiring, and truly rewarding.

5.8. K-märkt, Stockholm – Fighting Food Waste with a “Pay-by-Weight” Buffet

K-MÄRKTS LUNCH buffet offers seasonal dishes made from surplus ingredients – guests pay by the weight of their plate

Introduction

K-MÄRKTS IS a popular lunch restaurant in Stockholm that has turned the buffet concept on its head to eliminate food waste. By sourcing surplus ingredients and letting diners pay based on how much food they take, K-märkt dramatically reduced waste while serving high quality, affordable meals

Problem or Goal

THE FOUNDERS of K-märkt saw the huge volumes of food wasted in traditional restaurants and buffets. Fixed menus often lead to unused ingredients and diners leaving uneaten food. Their goal was to prove that a restaurant can operate with nearly zero food waste without sacrificing quality or profitability. They aimed to create a dining experience that tackles “the alarming food waste” problem in the industry.

Solution/Practice

OPENED IN 2014 inside Stockholm’s Garnisonen building, K-märkt implemented a unique buffet with no set menu. Each morning, chefs creatively design the day’s dishes based on whatever ingredients suppliers have in oversupply or near expiry. This means K-märkt “buys things which their suppliers have too much of...food which is perfect now but would be bad tomorrow,” using it immediately that same day.


The buffet is arranged to nudge healthier, less wasteful choices – guests encounter vegetables first, then sauces, and finally proteins, so plates fill up with more greens than meat. Most importantly, diners pay by the weight of their plate instead of a fixed price. At checkout, each plate is weighed (previously about 27 SEK per 100g), meaning customers pay exactly for what they take. This creates a direct incentive not to overload on food they won’t finish. As co-founder Johan Gottberg noted, it triggers guests “to not throw away food they just paid so precisely for”. K-märkt also runs an on-site bakery and pastry kitchen, using surplus produce in breads and desserts, further closing the loop.

Results and Benefits

BY SOURCING would-be waste and letting demand determine supply, K-märkt has virtually eliminated kitchen waste and plate leftovers. The team reports “almost no food waste at all” remains. Hundreds of kilos of food are saved from the trash each week and instead served to happy customers. This model also cut food costs, allowing K-märkt to offer gourmet-quality lunches at reasonable prices (often cited as some of the best value in Stockholm).

The restaurant became profitable and even attracted an acquisition by a major foodservice company, showing that circular practices can be good business. K-märkt has inspired other Swedish cafeterias to experiment with pay-by-weight and surplus sourcing to slash their own waste. The environmental benefits are significant – reducing waste means lowering disposal and emissions, and every bit of rescued food is put to good use feeding people.

K-märkt also proved that chefs enjoy the creativity of this approach: with no set menu, they innovate constantly and use ingredients fully, which is both a culinary and sustainability win. Diners have embraced the concept, learning not to take more than they can eat. One reviewer noted it’s a “really nice way to fight food waste” and appreciated that the menu varies with what produce is available.

A close-up photograph of a chef's hands in a dark kitchen setting, preparing a dish. The chef is wearing a white chef's hat and a dark apron. The focus is on a plate of food featuring several pieces of seared salmon with a golden-brown crust, resting on a bed of fresh green arugula. There are also some yellow potatoes visible in the background. The lighting is dramatic, highlighting the textures of the food and the chef's hands.

“We work with a focus on sustainability but not in the classic way... Instead, our whole mission is to fight against food waste” says co-founder Jens Dolk, explaining K-märkt’s ethos.

This pioneering mindset showcases how bold ideas in restaurants can tackle waste and inspire a more sustainable food culture.

5.9. Lilla Bjers, Gotland – Local & Organic “Seed-to-Plate” Dining on a Family Farm

LILLA BJERS' organic farm in Gotland grows hundreds of crops with sustainable methods, providing a bountiful “seed-to-plate” dining experience.

Introduction

LILLA BJERS is a farm-to-table restaurant set on a lush organic farm just outside Visby on Gotland Island. This family-run oasis has mastered circular sustainability by producing its own ingredients and crafting seasonal menus around them. The result is a closed-loop dining experience where local, organic, and even fossil-free farming come together on the plate.

Problem or Goal

THE FOUNDERS of Lilla Bjers sought to prove that truly sustainable agriculture and gastronomy can be one and the same. In an era of long supply chains and industrial farming, they faced the challenge of running a restaurant with minimal environmental impact, preserving biodiversity, and supporting their local community. Their goal was to operate “under an ecological holistic approach” – showing that a farm can feed a restaurant in a regenerative way, without chemical fertilizers or long transport, and even avoid overfishing the local seas. Essentially, they wanted to set a new standard for local and organic dining in Sweden, where every aspect of production and consumption is considered.

Solution/Practice

LILLA BJERS implemented a “seed-to-plate” philosophy. The owners have managed their 19-hectare farm organically for over 25 years, growing an astonishing variety of around 300 different crops to ensure diversity and year-round produce. Everything from heritage grains like emmer wheat to seasonal vegetables, fruits, and even wine grapes and hops are cultivated on site. They introduced greenhouses and tunnels to grow warm-climate crops like melons and ginger in Gotland’s cool climate. The farm is powered by renewable energy (wind and biogas) and runs on fossil-free fuels for equipment, making the operation climate-friendly.

UNIQUELY, LILLA Bjers decided years ago not to serve any Baltic Sea fish or shellfish due to local overfishing; instead, they found a sustainable protein alternative by establishing a snail farm (escargot) in one of their greenhouses. Free-range hens wander the farm and eat kitchen trimmings – all those peels and scraps from prepping vegetables become feed for chickens that in turn produce eggs and manure for the soil. This closed-loop system means almost no organic waste leaves the farm, even compost and scraps cycle back as nutrients.

THE RESTAURANT'S menu changes constantly to reflect what’s ripe that day. Chefs work closely with farmers (often they are the same family members) so that the day’s harvest dictates the dishes, rather than recipes demanding outside ingredients. They also collaborate with other local organic farms for pasture-raised meats and dairy, keeping supply chains short.

EVERY ITEM served – even wines and beers – are organic, and many beverages like juices and herbal teas are made from the farm’s yield. Lilla Bjers doesn’t stop at running a sustainable business; they actively share knowledge. They host “inspiration days” and training programs to teach young chefs and farmers about organic cultivation and circular restaurant practices, truly spreading the movement.

Results and Benefits

LILLA BJERS has achieved full-circle sustainability with remarkable outcomes. In 2022, they were awarded “Best Organic Restaurant in the EU” – topping 200 nominees across Europe. The award praised how the farm “preserves biodiversity, is free from fossil fuels, and collaborates with local farms,” avoiding packaging waste and even choosing not to contribute to Baltic Sea depletion.

BY GROWING hundreds of crops, Lilla Bjers has created a resilient ecosystem on their land: soil health is maintained naturally, pollinators thrive (they keep bee colonies for honey and pollination), and old varieties of fruits and vegetables are preserved. This biodiversity translates into a rich culinary palette for the kitchen and protects the farm from pests without chemicals.

ECONOMICALLY, BEING largely self-sufficient reduces costs on procurement and transportation. The restaurant has become a destination for eco-conscious food lovers, boosting local tourism – diners come to enjoy a meal literally surrounded by the fields and greenhouses where the food was grown. Reviews often note the “authenticity” of flavors when ingredients are harvested at peak ripeness just meters away.

LILLA BJERS also turned its sustainable model into an educational hub; their on-farm courses have already influenced other restaurants and farms to adopt organic, circular methods. The community benefits through job creation and by having access to the farm shop’s produce year-round. Importantly, Lilla Bjers proves that luxury and sustainability can coexist it consistently earns top ratings for its gourmet experience, showing that local organic ingredients can be the foundation for innovative, high-end cuisine.

THE ENVIRONMENT benefits through zero synthetic chemicals, drastically lower food miles, and a near-zero waste loop. Their integrated approach even addresses climate concerns – running farm machinery on biogas and using solar/wind means the operation’s carbon footprint is minimal.

“Our goal is that a meal at our restaurant will be more than a plate to still your hunger. We want to celebrate the genuine, personal craft that is our food – all the ‘short’ way from soil to table.”

This guiding vision from the Lilla Bjers family captures how they inspire others: by showing that every dish can tell the story of the land it came from. Their success is proof that farm-to-table done right can nourish people and planet alike, motivating restaurants everywhere to shorten the gap between producer and plate.

6. Monitoring, Lessons Learned and Insights Gained

BASED ON the lessons learned from the Ce4Re project, future projects and their stakeholders should focus on keeping project management and actions as flexible as possible. The conditions under which different restaurants operate vary largely, and participating in development projects involves multiple challenges, including financial constraints, staffing and skills, motivation, and the accuracy of documentation, just to mention a few.

IN ADDITION to daily challenges, restaurants have built their concepts on different foundations. Trying to apply “a one-model-fits-all” concept does not work, as restaurant themes, models of operation, sizes, business strategies and locations vary immensely.

BELOW ARE some of the key insights and observations we have gained through developing and piloting applications, tools and solutions as part of the Ce4Re project.

Waste Reduction Tool (WRT)

AS A whole, developing and piloting the waste management tool was a success. The tool builds the basis for data-driven decision-making in restaurants. With a free and easy-to-use interface, participating in the piloting phase was made easy.

DURING THE five-month pilot, food waste reduction was observed in all 15 pilot restaurants, and the presence of the Waste Reduction Tool in the restaurant premises was mentioned as one of the main contributing factors, as can be seen in the Table 1 below based on restaurant feedback on what they thought influenced food waste reduction during the pilot:

	Points	Mentions
WRT presence made employees think more carefully	53	12
We changed our daily kitchen routines and preparation practices	43	12
Ingredients were used more comprehensively (e.g. nose-to-tail, root-to-stem)	42	11
Better forecasting and planning	40	11
Reuse of surplus food for other dishes or staff meals	36	11
Seasonality impact	35	10
We changed the menu (reduced menu complexity / seasonal or limited menus to reduce overstock)	33	10
We improved storage and labeling	28	10
We changed portion sizes on plates	25	7
Change in customer volume	24	9
We started to encourage take-away of leftovers	20	7
We changed the product delivery system	7	4

Table 1: Causes of waste reduction during pilot (n=12)

DURING THE pilot, restaurants were equipped with digital scales which were connected to tablets. Once the pilot has been finalised, the Waste Reduction Tool can be used with any cellphone, tablet or computer by entering the weighting data manually in the online profile of the restaurant (in other words, no special equipment is required). Each restaurant can adjust food waste classifiers to their needs, which makes this tool handy for all needs. It can also be used in the school kitchens or any other places where food waste is generated.

The piloting phase demonstrated that staff motivation plays a central role in the successful use of waste measurement tools. In some restaurants, measuring surplus and biowaste was adopted with a sense of engagement, even resembling a game—staff followed results with interest and aimed to reduce waste over time. In other cases, the same activities were perceived as an additional burden within already busy routines. This variation highlights the importance of internal communication and management support in shaping how such tools are received.

Technical reliability also proved essential. The tools and devices used for measuring and recording waste need to be of industrial quality and function consistently in demanding kitchen environments. Any uncertainty or malfunction quickly reduces trust in the system and lowers the willingness of staff to use it regularly and correctly.

Finally, the accuracy of documentation emerged as a key factor in producing meaningful data. Reliable insights depend on consistent and precise recording practices. This requires not only initial staff training but also ongoing guidance and follow-up to ensure that data collection remains systematic. Staff training and background information, such as putting a price tag on waste should be clearly introduced to all levels of the workforce.

Without sufficient attention to these aspects, the value of the collected data—and the conclusions drawn from it—remains limited.

Circular Menu Tool (CMT)

THE PILOTING of the Circular Menu Tool indicated that its primary value lies in supporting awareness and inspiration rather than daily operational planning. Restaurants used the tool to explore new ways of utilising surplus ingredients, such as repurposing leftover bread or vegetable side streams. It also helped introduce recipe ideas based on underused materials and encouraged more circular thinking in menu planning. However, in practice, the tool was more often consulted as a source of ideas than integrated into routine kitchen workflows.

ONE CLEAR benefit was its contribution to internal discussion. The tool supported increased awareness of circular menu planning principles and prompted conversations among kitchen staff about reducing overproduction and making better use of available ingredients. Features such as the buffet menu calculator were considered particularly useful in estimating quantities for group bookings, where overproduction is a common issue.

AT THE same time, several limitations were identified. Time constraints in busy kitchen environments reduced the willingness to actively use the tool during daily operations. Menu planning is often done under tight schedules with limited flexibility, and experienced chefs may rely on their own expertise rather than external applications. In addition, the current range of recipes and filtering options was seen as somewhat limited, which affected usability in specific contexts such as breakfast services or seasonal planning.

OVERALL, THE piloting suggests that the menu design tool has clear potential as an educational resource. Its main contribution is in encouraging more systematic consideration of ingredient use and waste reduction during menu planning.

WITH FURTHER development—particularly expanding content and improving search and filtering functions—it could become a more practical resource for restaurants aiming to integrate circular economy principles into their operations. Integrating AI into the application would take the application to a whole new level.

EkoGo application

THE DEVELOPMENT, piloting and launch of the EkoGo platform provided valuable insights into the role of digital tools in promoting circular practices within the restaurant sector. A key challenge was engaging restaurant owners in the onboarding process. Although many expressed strong interest in sustainability, the operational realities of running a restaurant, including time constraints, staff shortages, and limited digital capacity, often led to low prioritisation of registration, profile updates, and self-assessments. This highlighted the need for proactive outreach, hands-on support, and a clearly communicated value proposition to secure participation.

AMONG THE restaurants that did engage, feedback was positive. They appreciated having a structured space to showcase their circular efforts, including food waste reduction, use of local ingredients, and transparency in operations. Features like EcoBadges and QR codes were seen as simple yet meaningful tools that added credibility and helped communicate their sustainability work to customers. Some reported increased interest from environmentally conscious guests, particularly younger demographics.

GUEST FEEDBACK during consumer testing also confirmed interest in the platform. Users valued the ability to filter by sustainability criteria and found the EcoScore helpful in making conscious dining choices. However, they also emphasised that the platform's usefulness depended on scale; without a critical mass of participating restaurants, it would be difficult to generate ongoing engagement.

STRATEGICALLY, THE EkoGo showed that while digital platforms can play a role in behavioural change, they must be embedded within broader communication efforts and trust-building strategies. The restaurant sector requires a relational, not just technological, approach to change. Flexibility, ease of onboarding, and visible benefits (such as increased visibility and brand trust) were identified as essential enablers. Additionally, partnerships with municipalities, tourism actors, and food networks could provide new avenues for scale and relevance.

EKOOGO LAID a solid foundation for a digital tool supporting circular restaurants, but long-term success depends on integration into real-world contexts, continuous partner engagement, and alignment with the everyday priorities of restaurants and their guests.

7. Recommendations and Next Steps for Restaurants

THE RECIPES form the heart of a restaurant. They affect the whole chain of operations: what is ordered, from where, how much, how it is handled, what is made out of it, and what is disposed of. At the end of the day, the recipes determine the fate of a restaurant.

BASED ON the observations on the restaurants that participated in our project, it can be noted that progressing towards more circular practices in restaurants is doable but it requires a pragmatic, tailored, and incremental approach. Rather than introducing several major changes at once, it is advisable to begin with small, clearly defined actions that can be incorporated into existing routines. For example, measuring waste or adjusting menus should first be tested in specific areas (such as buffet services or selected dishes) before they are introduced across all restaurant operations and areas.

ENGAGING STAFF should be treated as a priority. Whether tools and practices are adopted in the correct way in daily work largely depends on staff motivation. Communicating goals clearly, along with making achieved results visible (for example reduced waste levels or cost savings), can help strengthen staff commitment. In some cases, framing activities in a more engaging or goal-oriented way may enhance staff participation, while in other cases, it is more effective to simplify tasks.

IT IS also essential to invest in reliable tools and basic training. It is pivotal to ensure that measurement systems and digital applications function consistently in demanding kitchen environments, and that staff receive sufficient guidance to be able to use them correctly. It is difficult to identify meaningful improvements or justify changes without accurate and consistent data.

FROM AN operational perspective, restaurants may benefit from integrating circular thinking into existing planning processes rather than approaching it as a separate activity. This includes considering available inventory in menu design, using surplus ingredients creatively, and improving portion estimation—particularly in buffet settings. Tools can be used to support this, but they should complement professional expertise, not replace it.

LOOKING AHEAD, strengthening internal routines for monitoring and reflection is a useful next step. Regular but lightweight review moments—such as brief team discussions on waste levels or menu outcomes—can help maintain focus without adding a significant workload. At the same time, continued use of external tools as sources for new ideas or benchmarking practices can support gradual development.

FINALLY, MAINTAINING economic viability remains fundamental. Circular practices are more likely to be sustained over time if they are aligned with financial goals. Developing the ability to link waste reduction and resource efficiency to cost savings—“money talk”—will support both decision-making and long-term commitment. On an EU level, this is widely beneficial on ecological and economical levels.

Attachments

Handbook for Waste Reduction Tool (WRT)
Handbook for Circular Menu Tool & Buffet Menu
Calculator (CMT)
Handbook for EkoGo application

Attachment - 1

Handbook for Waste Reduction Tool

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Introduction

This program is developed to assist you in the monitoring of the food waste in your catering enterprise, so you can choose the right approaches in reducing the waste flow. By regular registration of waste by its sources, you can track the food waste by four main categories - preparation waste, serving waste, storage and plate waste. The program is designed so that you can easily adjust waste classifiers in order to suit your enterprise's needs. By adding the prices to the products and dishes, you can also track the amount of "wasted" money.

To follow the progress in your enterprise, the system allows you to perform daily, weekly, monthly and yearly reports of your waste in kilos, food waste value in currency and Co2 emissions coming from the food waste. For more precise data you can add visitor numbers daily and track the amount of waste per visitor-client. You can also download food waste data of your enterprise in excel and make more detailed analysis.

Furthermore, you have access to the knowledgebase, where you can find

guidance to implement circular economy principles within the restaurant and catering sectors. The knowledge base contains approaches to deal with the leftover food and reduce food waste. These strategies include:

- Proper planning of menus and smart product ordering;
- Circular cooking (use of food residues in cooking);
- Community based solutions for sale of overproduced food.

Development of this program is financed by the European Union and it is available free of charge for use in four languages - English, Latvian, Swedish and Finnish.

Link to login and registration page:

<https://zerofoodwaste.vidzeme.lv/identity/login?ReturnUrl=%2Fmanagement%2Fclassifiers>

1. Restaurant configuration

1.1. Creating a user account

Choose the “Register new account” button.

REGISTER NEW ACCOUNT

Username

Password

Confirm password

I agree to the [Terms and Conditions of Service](#) and [Privacy Policy](#) *

- Create a username for your account, enter it in the first field.
- Enter a Password in the second field and third field.
- Check the “Terms and Conditions of Service” and “Privacy Policy” checkbox.
- Click the green “Register” button to create the account.
- To return to the login page, click Go to login page.

REGISTER NEW ACCOUNT

Username

Password

Confirm password

I agree to the [Terms and Conditions of Service](#) and [Privacy Policy](#) *

You will be prompted to the restaurant setup page.

RESTAURANT SETUP
English (United States) v

BASIC RESTAURANT INFO

Restaurant name*

Select UI language*
English (United States) v

Select currency*
v

Co2 base multiplier

This multiplier will be used for calculating Co2 (kg) generation from waste info. If left empty, Co2 calculation will not be done. Formula: Generated biowaste kilograms TIMES multiplier = generated Co2 kg

Admin email*

Here will be sent alerts about various events that require the attention from the restaurant admin.

Data entry username: **test-scale**
This user should be used for the weighing station, as this user cannot access management tools.

Password for data entry user*

Create restaurant

EMPLOYEES

Employees, who will measure biowaste

Create employee Add

Enter the name of the employee and press *enter*

- Fill in Restaurant Information
- Enter the Restaurant name (required).
- Select the UI Language from the dropdown menu (required)

Important! The chosen language will set the base language for classifiers and categories. While the UI language can be changed later, classifier names will remain in the initially selected language.

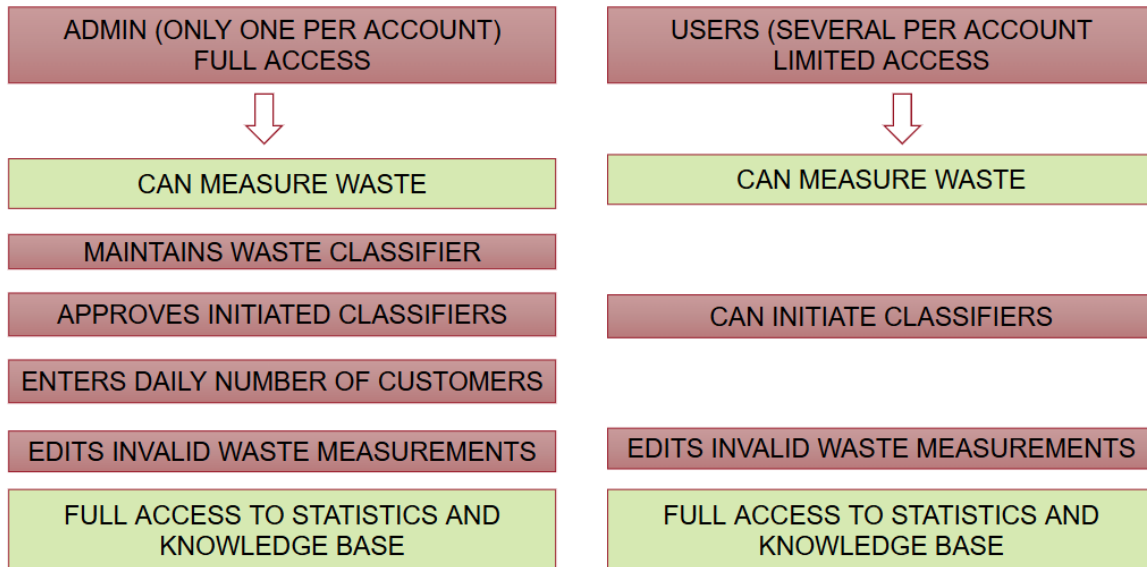
- Choose the Currency from the dropdown menu (required).
- (Optional) Input the CO2 Base Multiplier for CO2 calculations.
 - If left empty, CO2 calculations will not be performed.
 - A multiplier of 0.37 is used if food waste is further composted. If you use other methods of dealing with food waste, this figure might not be accurate.
- Provide the Admin Email (required) for receiving alerts and notifications.
- Set the Password for Data Entry User (required).

Important! Make sure you have written down the password for the everyday user as this password cannot be recovered!

1.2. Types of users

There are two types of users in the account:

1 TYPE OF USERS WITHIN ACCOUNT



Admin:

- Only one Admin per account
- Has full access

Admin permissions:

- Can measure waste
- Maintains the waste classifier
- Approves classifiers initiated by other users
- Enters the daily number of customers
- Edits invalid waste measurements
- Has full access to all statistics and the knowledge base

General user:

- Several Users can be added per account
- Have limited access

User permissions:

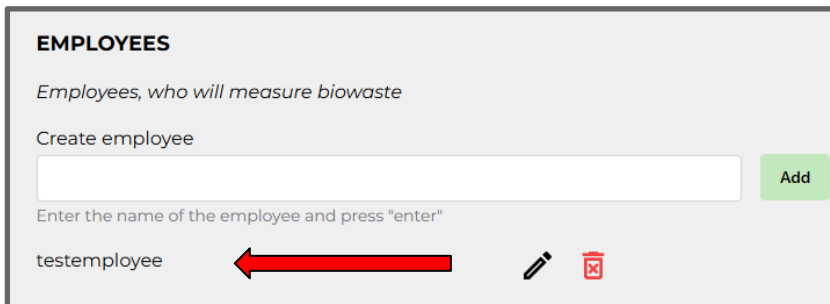
- Can measure waste
- Can initiate classifiers
- Can edit invalid waste measurements
- Have full access to statistics and the knowledge base

1.3. Add Employees

It is mandatory to add at least one Employee.

In the Create Employee field on the right:

- Type the name of an employee responsible for measuring food waste (this could also be a name of a specific shift or a team).
- Click the green Add button.
- Repeat this process to add additional employees.
- Confirm that added employees appear in the list below.




EMPLOYEES

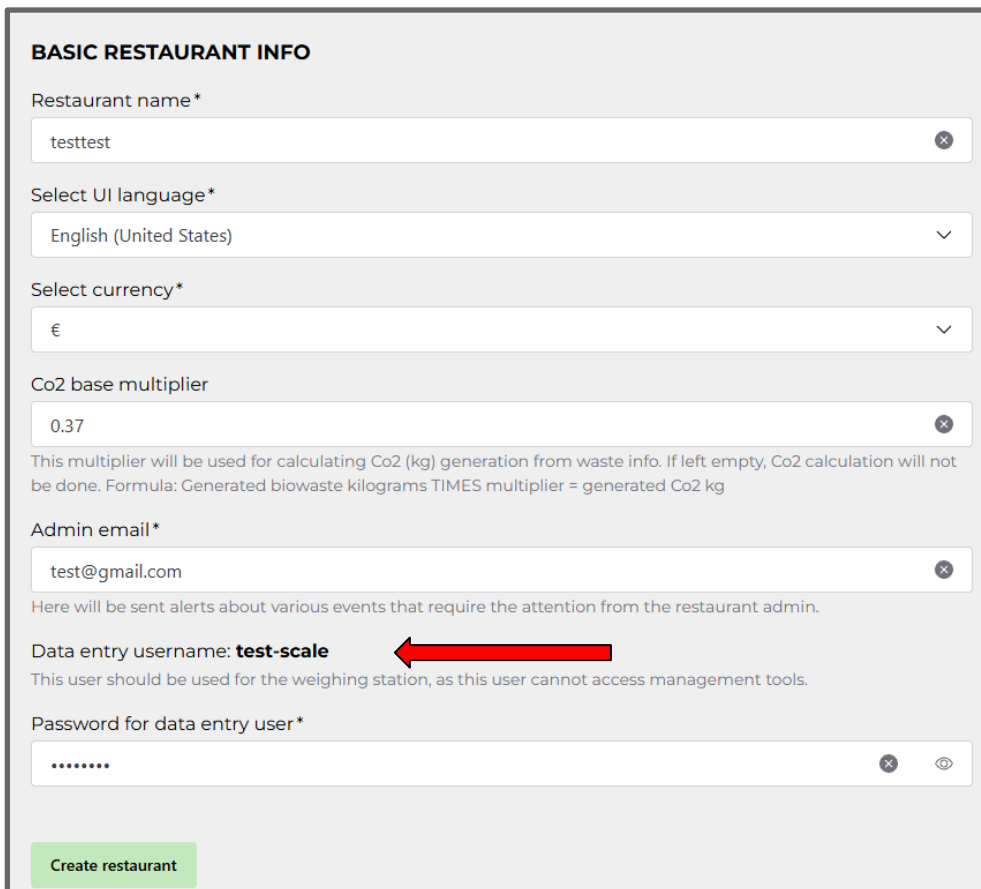
Employees, who will measure biowaste

Create employee


Enter the name of the employee and press "enter"


testemployee   


Click the Create restaurant button.




BASIC RESTAURANT INFO


Restaurant name*
testtest 

Select UI language*
English (United States) 


Select currency*
€ 



Co2 base multiplier
0.37 

This multiplier will be used for calculating Co2 (kg) generation from waste info. If left empty, Co2 calculation will not be done. Formula: Generated biowaste kilograms TIMES multiplier = generated Co2 kg

Admin email*
test@gmail.com 

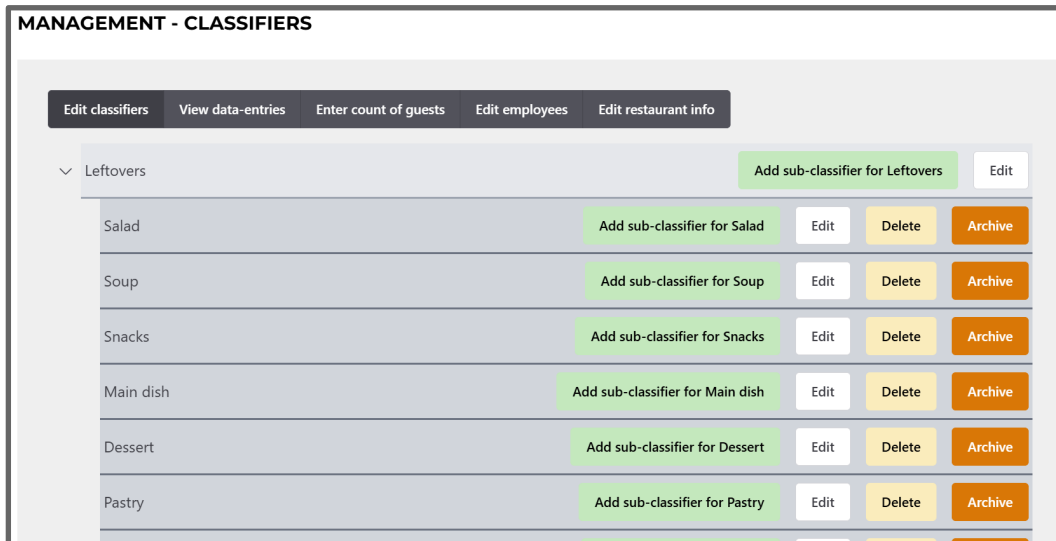
Here will be sent alerts about various events that require the attention from the restaurant admin.

Data entry username: **test-scale** 
This user should be used for the weighing station, as this user cannot access management tools.

Password for data entry user*
.....  

Notice, that username for users with no administrative role will be in format “username-scale”.

You will be prompted to Classifiers Management page



2. Managing Waste Classifiers

2.1. What Are Classifiers?

Waste classifiers are types of food waste to be assigned to each registered food waste record. The purpose of classifiers is to make food waste monitoring structured and transparent as well as relevant to the particular enterprise food waste specifics. Toolkit provides a set of pre-defined classifiers to be accepted or modified before food waste monitoring begins in your enterprise.

Root-level classifiers are main categories representing food waste sources. They can be added, edited, deleted, and archived.

Note that if a classifier has been previously assigned to a food waste record, it can no longer be deleted. Instead, it can be archived.

The system uses four main (base-level) waste categories:

- **Preparation Waste** - All waste generated during the cooking process, including waste from cooking errors.
 - o *Default sub-classifiers:* Vegetables, Fruits & Berries, Dairy and eggs, Meat, Fish and seafood, Groceries and dry ingredients, Mise en place, Plant based vegan production, Cooking errors.
- **Serving Waste** - All food that has been prepared but not sold (e.g. from the buffet or food display) – food for which customers have not paid.
 - o *Default sub-classifiers:* Salad, Soup, Snacks, Main dish, Dessert, Pastry.
- **Storage Waste** - Spoiled or expired food ingredients coming from storage.
 - o *Default sub-classifiers:* Vegetables, Fruits & Berries, Dairy and eggs, Meat, Fish and seafood, Groceries and dry ingredients, Mise en place, Plant based vegan production.
- **Plate Waste** - Leftover food remaining on customers' plates.
 - o *Default sub-classifiers:* Salad, Soup, Snacks, Main dish, Dessert, Pastry, Other.

Below each base category, additional sub-level classifiers can be created.

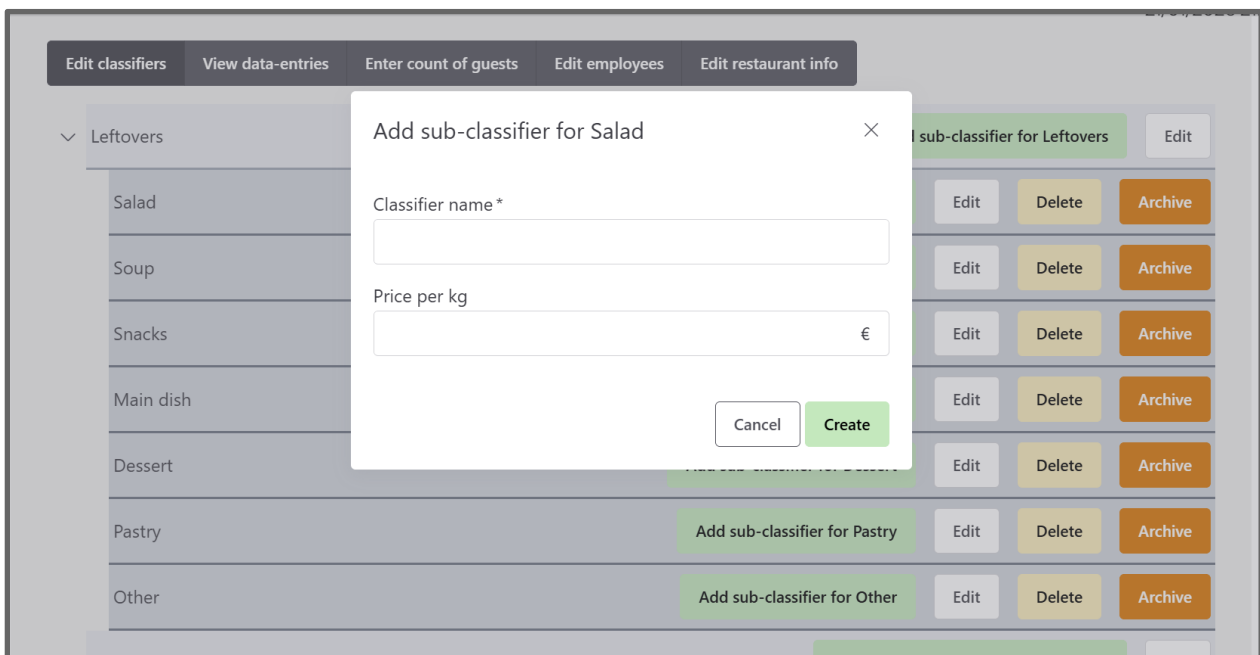
Sub-classifiers are subcategories like food types, dish types, or ingredients (e.g., Salad, Soup under Leftovers).

These sub-categories can be added, modified, or deleted as needed.

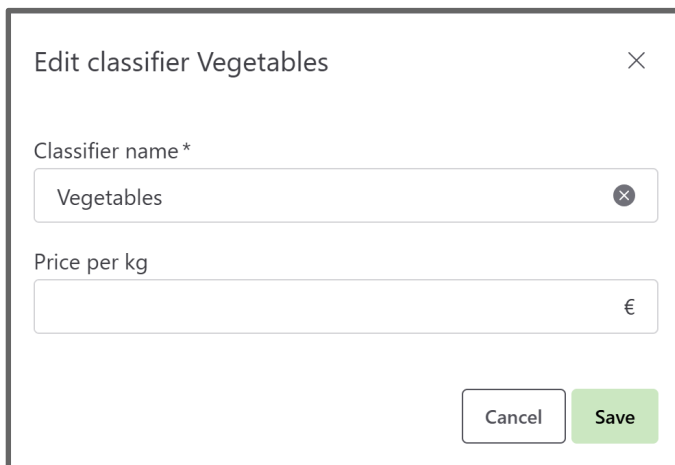
Viewing classifiers - click the arrow (>) to expand and view sub classifiers under a root-level category.



Add sub-classifiers - click Add sub-classifier next to a parent classifier, enter a name, and save.

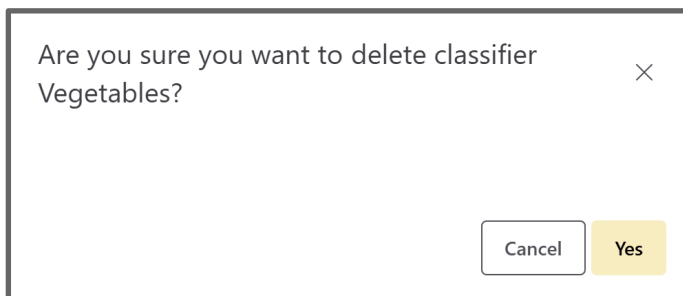


Edit sub-classifiers - click Edit, make changes, and save.



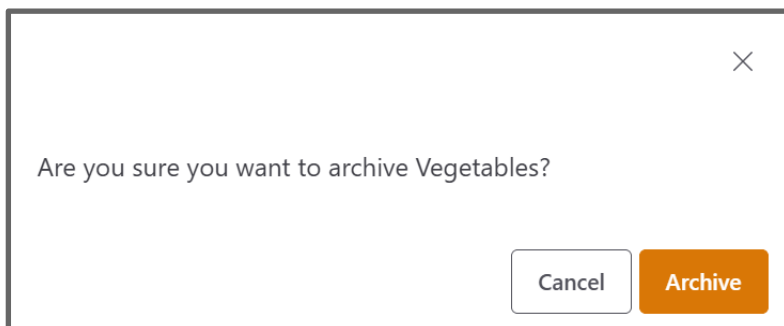
The screenshot shows a dialog box titled "Edit classifier Vegetables" with a close button (X) in the top right corner. It contains two input fields: "Classifier name*" with the value "Vegetables" and a clear button (X) on the right; and "Price per kg" with a currency symbol (€) on the right. At the bottom, there are two buttons: "Cancel" and "Save".

Delete root or sub-classifiers - click Delete and confirm.



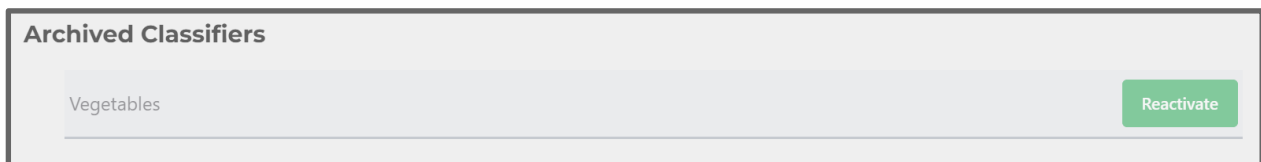
The screenshot shows a confirmation dialog box titled "Are you sure you want to delete classifier Vegetables?" with a close button (X) in the top right corner. At the bottom, there are two buttons: "Cancel" and "Yes".

Archive sub-classifiers - Click Archive to remove the sub-classifier from the active list.



The screenshot shows a confirmation dialog box titled "Are you sure you want to archive Vegetables?" with a close button (X) in the top right corner. At the bottom, there are two buttons: "Cancel" and "Archive".

You can find and reactivate archived items in the "Archived Classifiers" section at the bottom of the page.



The screenshot shows a section titled "Archived Classifiers" with a light gray background. It contains a list item "Vegetables" with a green "Reactivate" button to its right.

Accepting the classifiers (or ingredients / products) added by users

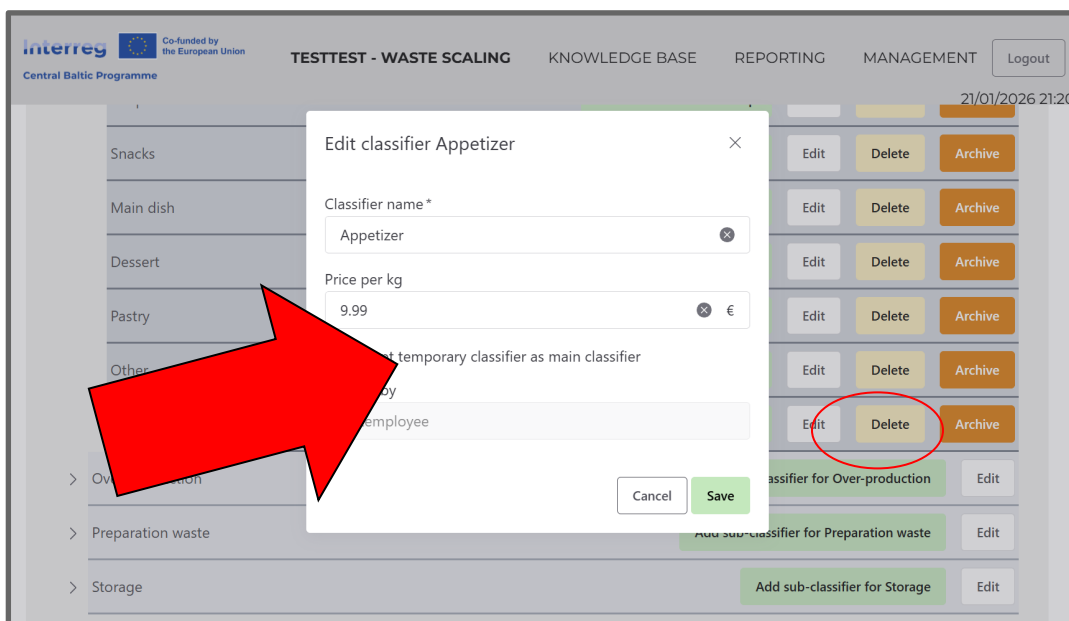
Users are able to add classifiers, if the appropriate classifier seems to be missing. When they do so, the administrator will receive an e-mail notification.

A user **testemployee** has created a temporary classifier with the name **Appetizer** and path **Appetizer > Leftovers**. There are in total 1 unvalidated classifiers. Please review.

To accept the added classifier, log into the Waste Tool as an administrator, navigate to the Management panel, select the Classifier Management tab, and follow the path indicated in the email. The added item will be highlighted in red font.

Appetizer **(Classifier not validated)** (9,99 €) Add sub-classifier for Appetizer Edit Delete Archive

Hit the Edit button of the added item, in the pop-up tick “Accept temporary classifier as main classifier” box. Adjust the name and add item price, if needed and click Save.



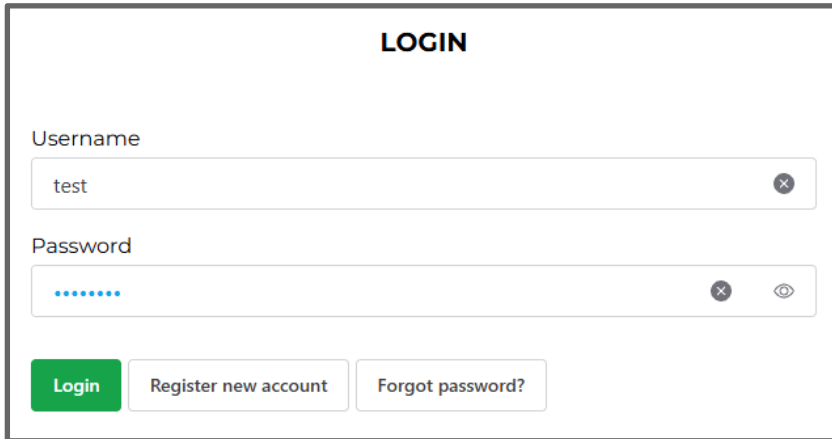
Accepted classifiers will appear among original classifiers.



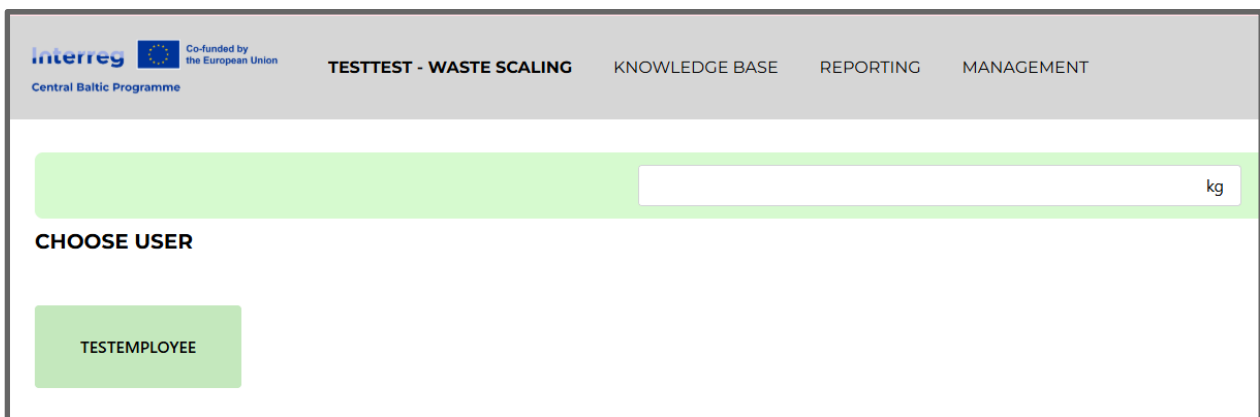
Also, on the Waste Weighing panel, the classifier, when approved, appears as an original classifier in a green-backgrounded button. If the approval was unsuccessful, the button appears grey.

3. Logging into the system

Log into the system using the credentials provided by your organization administrator, click Login.





You will be prompted to the waste weighing screen.



3.1. Starting the Weighing Process

Enter the weight, choose the employee or team (e.g., “Jane Doe”). You will be prompted to the group selection screen. Choose the appropriate group for the food waste and sub-groups or sub-classifiers (depending on your restaurant preconfigured settings described in user manual section “2.1. What Are Classifiers”).



TESTTEST - WASTE SCALING
KNOWLEDGE BASE
REPORTING
MANAGEMENT
Logout

21/01/2026 21:04:24

kg

CHOOSE ITEM **User: testemployee**

Employee → Select Group

LEFTOVERS

OVER-PRODUCTION

PREPARATION WASTE

STORAGE

A summary of the weighing process will be displayed. Press Done to finalize the record, or if preferred, edit the parameters as needed. You can modify the weight, date (if the waste originated earlier that day or the previous day), and add free-form text to specify the reason for the waste.

SUMMARY

Classifier:	Fish and seafood	
Classification:	Preparation waste	
Amount:	1.50 kg	Edit amount
CO2:	0.555 kg	
Entered by:	testemployee	
Time of waste generation:	21.01.2026 21:05	Edit time
Reason for throwing out:	-	Edit reason
Cost:	-	

BACK
DONE

3.2. When the classifier does not exist?

When selecting a category, the classifier you are searching for might not exist. In that case, you can add the category, ingredient, or product yourself. Note that the item you create will be temporary (appearing on a grey background) until approved by the administrator.

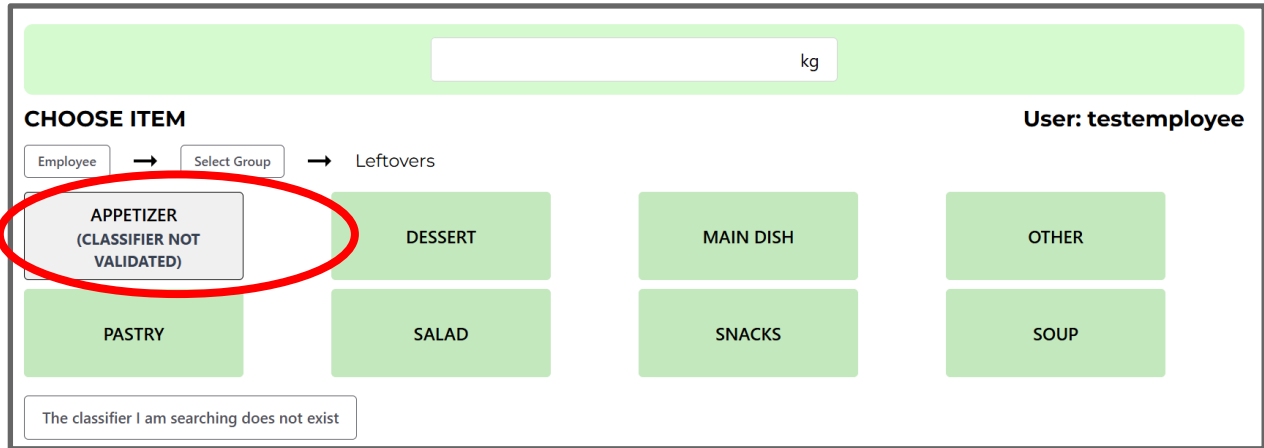
To add a missing category, tap the button below the categories, The classifier I am searching for does not exist.

The screenshot shows a mobile application interface for selecting an item. At the top, there is a search bar with the text '1.5 kg'. Below this, the section is titled 'CHOOSE ITEM' and the user is identified as 'User: testemployee'. There are two buttons: 'Employee' and 'Select Group', with arrows pointing to 'Leftovers'. Below these are several green buttons representing categories: 'DESSERT', 'MAIN DISH', 'OTHER', 'PASTRY', 'SALAD', 'SNACKS', and 'SOUP'. At the bottom left, there is a button with the text 'The classifier I am searching does not exist', which is circled in red.

In the pop-up, define the Name and Price per kg for the item and tap Create. You will be redirected to the usual waste recording summary page.

The screenshot shows a pop-up form titled 'Weight entry with temporary classifier' with a close button (X) in the top right corner. The form contains the following text: 'This form should be used only when there is no desired classifier listed.' Below this, there are two input fields: 'Proposed classifier name*' with the text 'Appetizer' entered, and 'Price per kg' with the text '9.99' entered. At the bottom right, there are two buttons: 'Cancel' and 'Create'.

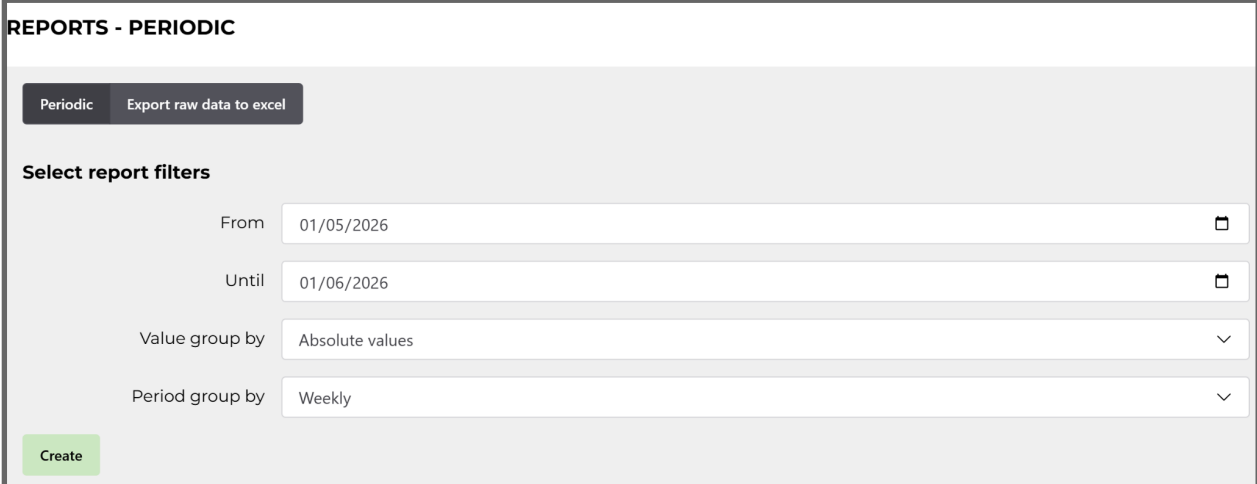
On the waste classification screen, the submitted classifier will appear grey until approved by the administrator (Described in section 2.1. What Are Classifiers). Food waste recorded with a temporary classification will still be logged the same way as with an original classification, and no data will be lost.



4. Reports

4.1. Generate periodic reports

You can generate periodic reports to analyse waste data over a selected time frame.



The screenshot displays the 'REPORTS - PERIODIC' interface. At the top, there are two tabs: 'Periodic' (selected) and 'Export raw data to excel'. Below the tabs, the section is titled 'Select report filters'. It contains four input fields: 'From' with the date '01/05/2026', 'Until' with the date '01/06/2026', 'Value group by' with the selected option 'Absolute values', and 'Period group by' with the selected option 'Weekly'. Each date field has a calendar icon on the right. At the bottom left, there is a green 'Create' button.

- Select date range - set the From and Until dates to define the reporting period.
- Choose value grouping - select how values are grouped (e.g., Absolute values, Per visitor).
- Set Period Grouping - define how data is grouped by time (e.g., Weekly, Daily).
- Create Report - click the green Create button to generate the report based on the selected filters.

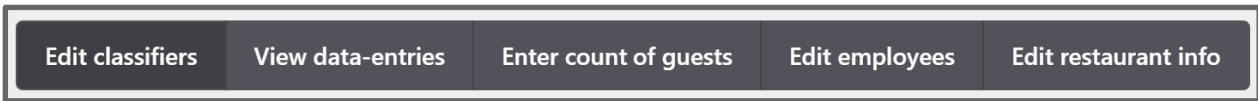
4.2. Exporting Raw Data to Excel

- Select the "Export raw data to excel" tab.
- Click "Export to Excel" - Press the green Export to excel button to generate an Excel file.
- Report delivery - The exported report will be sent to the admin email provided in the restaurant information.
- Confirm or Cancel - Confirm the export by clicking the green Export to excel button, or click Cancel to exit without exporting.

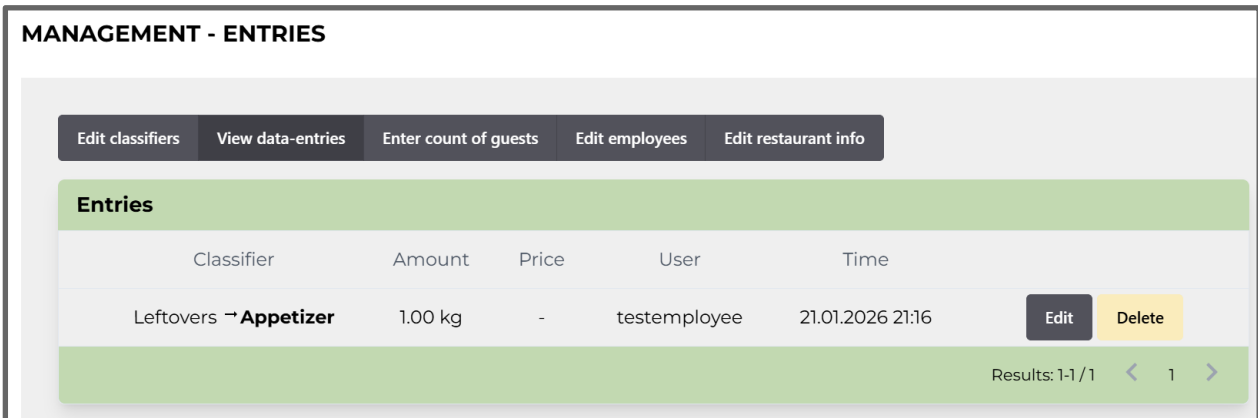


5. Data management

5.1. What else can be managed in the management section?

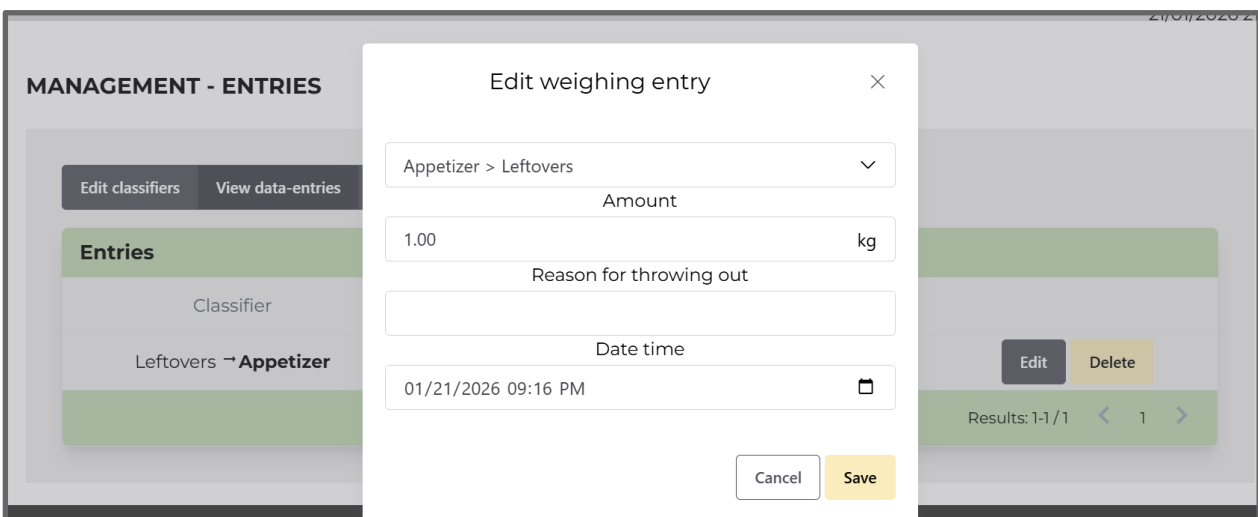


View and manage recorded waste data entries, including their associated classifier, amount, price, user, and time of entry.



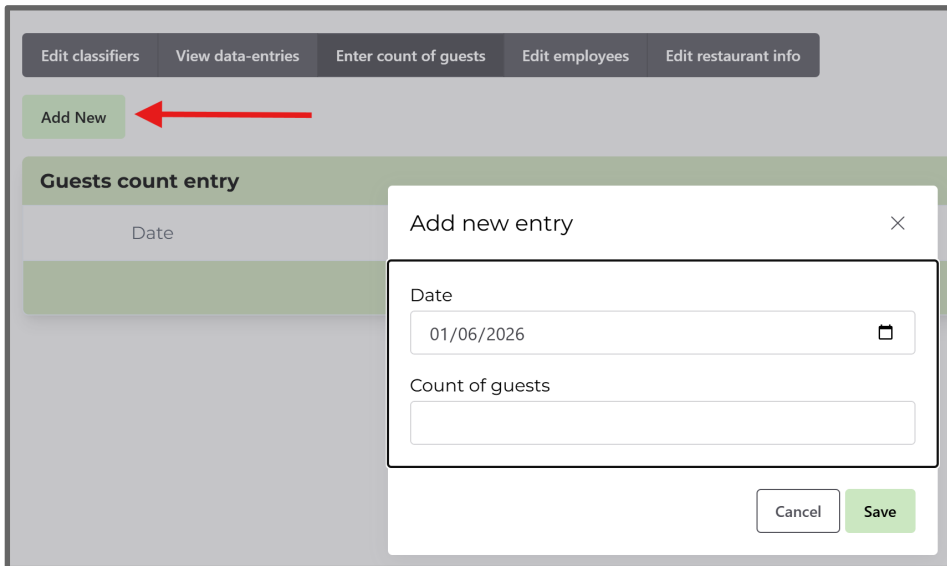
To edit a food waste data entry, click "Edit" next to the entry, make the necessary changes in the form, and click "Save".

To delete a food waste data entry, click "Delete" next to the entry and confirm the action.



5.2. Steps to add visitor information

To add a restaurant guest number, click “Add new” and insert the number. The current date is offered by default.



The screenshot displays a software interface for managing restaurant data. At the top, a navigation bar includes buttons for 'Edit classifiers', 'View data-entries', 'Enter count of guests', 'Edit employees', and 'Edit restaurant info'. Below this, a green 'Add New' button is highlighted with a red arrow pointing to it from the left. The main content area is titled 'Guests count entry' and features a table with a 'Date' column. A modal window titled 'Add new entry' is open, containing a 'Date' field with the value '01/06/2026' and a calendar icon, and a 'Count of guests' field. At the bottom of the modal are 'Cancel' and 'Save' buttons. A red arrow on the right side of the screen points upwards towards the modal.

To edit the restaurant guest number, click "Edit", enter the date and the number of guests, and click "Save".

5.3. Manage employee records

Choose the “Create new employee” button for adding a new employee or “Edit” button for editing the existing employee. Employee records can be removed (“Delete”) or archived if an employee no longer works for the company.

Note: Employees who have created data entries cannot be deleted, but they can be archived. Their data is retained to ensure the accuracy of historical reports.

MANAGEMENT - EMPLOYEES

Edit classifiers View data-entries Enter count of guests Edit employees Edit restaurant info

Create new employee

Employees

Name	Count of weighing entries		
testemployee	1	Edit	Cannot delete employee, as this employee has created data entries

Archive

Results: 1-1 / 1 < 1 >

You can find and reactivate archived employees at the bottom of this page.

Employees

Name	Count of weighing entries	
testemployee	1	Reactivate

Results: 1-1 / 1 < 1 >

5.4. Manage restaurant information initially entered during setup

MANAGEMENT - RESTAURANT INFO

Edit classifiers View data-entries Enter count of guests Edit employees Edit restaurant info

Restaurant name*
testtest

Select UI language*
English (United States)

Note: Changing the language will NOT change the classifiers - they will stay in their original language.

Select currency*
€

Co2 base multiplier
0.37

This multiplier will be used for calculating Co2 (kg) generation from waste info. If left empty, Co2 calculation will not be done. Formula: Generated biowaste kilograms TIMES multiplier = generated Co2 kg

Admin email*
test@gmail.com

Here will be sent alerts about various events that require the attention from the restaurant admin.

Save

- Update Restaurant Name to reflect changes.
- Set or Modify UI Language for the application interface.

Important! Changing the UI language after the restaurant has been set up does not affect the language of the initial classifiers. These will remain in the language that was selected during the initial setup.

- Change Currency for financial calculations.
- Adjust CO2 Base Multiplier for emissions tracking (optional).
- Edit Admin Email Address for notifications and alerts.
- Save updates by clicking the Save button.

6. About Knowledge Base

The Knowledge Base is a comprehensive digital resource designed to familiarize users with the Ce4Re Waste Tool. It serves as a central hub for practical information, offering the necessary guidance to implement circular economy principles within the restaurant and catering sectors. Through a curated collection of instructional videos, webinars, and specialized tools, the Knowledge Base provides actionable insights into waste reduction, sustainable procurement, and efficient resource management.

Knowledge base link: https://ce4re-vidzeme-toolkit.wastelocker.com/en/home_en/

6.1 Language

To change the language of the knowledge base, locate the country flags in the top-right corner and click on your preferred language. This will apply the setting across the entire website.

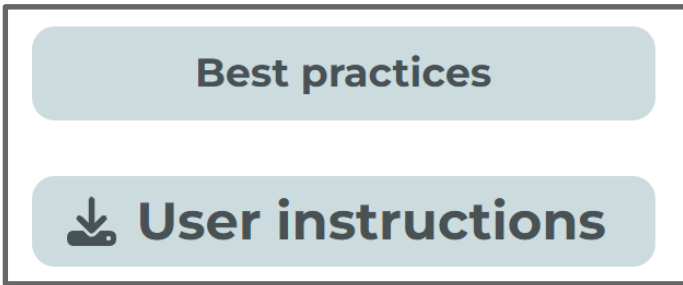


6.2 How to use

To find information related to the Waste Tool, select it from the menu options on the website's homepage.



This will take you to a new page where you can choose between two sections: “Best Practices” and “User Instructions”.



6.3 Waste tool

a. Best Practices

As part of the Ce4Re Waste Reduction Tool, the Best Practices section features eight instructional videos: five in English, one in Latvian, and two in Finnish.

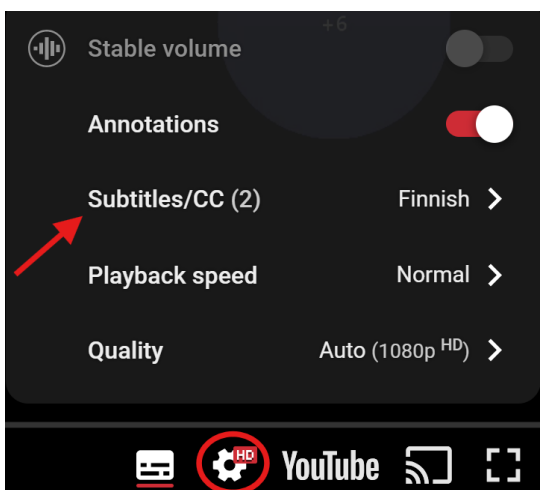
To improve your experience, you can enable captions in your desired language. Detailed instructions on how to activate captions are provided below.

b. User Instructions

The User Instructions section provides guidance on how to use the tool, similar to the information found in this handbook. You can download the instructions as a document in your preferred language or view them directly on the website by clicking the provided links.

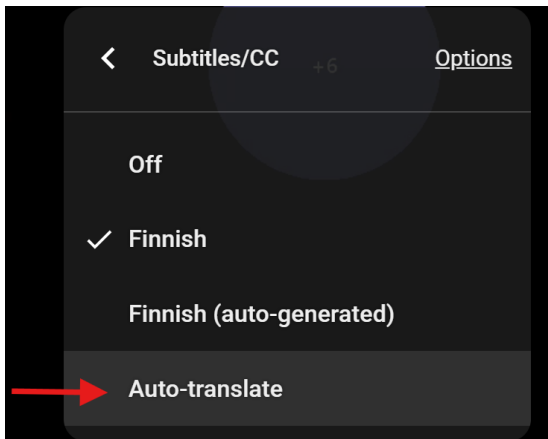
How to turn on automatic captions on YouTube

- Open the video on YouTube.
- Click the Settings icon (⚙️) in the bottom-right corner of the video.
- Select Subtitles/CC.
- Choose the language marked as Auto-generated (for example: English (auto-generated)).
- The automatic captions will appear on the video.



How to use automatic translation for captions

- While the video is playing, click the Settings icon (⚙️).
- Select Subtitles/CC.
- Click Auto-translate.
- Choose the language you want.
- The captions will now be shown in the selected language.



Important! Automatic captions and translations are generated by YouTube and may contain inaccuracies. Auto-translate is available only if automatic captions are enabled. Not all videos support automatic captions.

6.4 Menu Tool

On the main page, you can also access the Menu Tool section of the Knowledge Base.

The Ce4Re Project's Menu Tool is designed to help restaurants create more sustainable menus by reducing waste and maximizing the use of every ingredient. The tool provides access to innovative, low-waste recipes, a lightweight inventory management solution, and features for organizing your own recipe library.

To learn more, click on "Menu Tool." You will be redirected to a new page where you have two options:

Webinars: Click here to access educational videos and expert sessions.

User instructions: The User Instructions section provides guidance on how to use the tool, similar to the information found in this handbook. You can download the instructions as a document in your preferred language or view them directly on the website by clicking the provided links.

[Webinars](#)

[↓ User instructions](#)

Note: The Webinars page contains the same educational resources found in the Waste Tool section, as these sessions cover foundational circular economy principles applicable to both tools.

Attachment - 2

Handbook for Circular Menu Tool & Buffet Menu Calculator

Table of contents

1. Basic use of the CMT	1
2. Recipes	5
3. Ingredients	11
4. Buffet Menu Calculator	15
5. Planning Circular Menus: Key Concepts	17
Checklist for Creating a Circular Menu	22

Handbook for Circular Menu Tool & Buffet Menu Calculator (CMT)

The **Ce4Re Project's CMT** is designed to help restaurants create greener, more sustainable menus by reducing waste and making the most of every ingredient. The tool provides access to innovative recipes that minimise waste, a lightweight solution for managing inventory, and options for saving and organising your own recipes. By using this handbook, you will learn how to take full advantage of the tool's features and understand the principles of circular economy as they apply to menu planning.

Use the CMT online at: <https://menutool.circularmenu.eu/>

The purpose of this handbook is to support restaurants in integrating circular economy thinking into their everyday operations. Circular practices are not only environmentally responsible but also make businesses more resilient and competitive. While the tool and handbook are primarily intended for restaurants, private individuals can also apply these ideas at home on a smaller scale. Whether you run a large kitchen or cook for your family, the principles remain the same: reduce waste, use resources wisely, and create delicious meals that respect the planet!

The CMT and its handbook have been developed by the **Development of Joint Circular Solutions in the CB Restaurant Sector (Ce4Re)** -project (1.9.2023 - 30.6.2026). The project has been co-funded by the EU Interreg Central Baltic Programme.

1. Basic use of the CMT

To create your own recipes and manage ingredients, you first need to create an account. Browsing recipes (2) or using the Buffet Menu Calculator (4) can also be done without registering, but you will have access to the full tool via creating yourself an account. Once you have an account, you can log in to the Menu Tool, access its main features, and switch between the available languages.

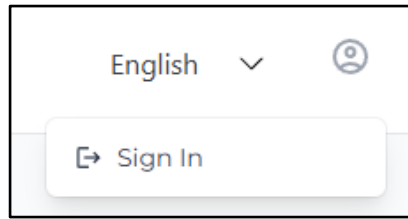
New user

To create a new user account, go to the top-right corner of the CMT website and click the user icon, as shown in Picture 1.1.



Picture 1.1 User icon

After you click the icon, you will see a “Sign in” option (Picture 1.2). Select this option to proceed.



Picture 1.2 Sign in button

You will then be redirected to the Login page. On this page, click “Register new account” to open the registration form.

A screenshot of a "LOGIN" page. The title "LOGIN" is centered at the top. Below it are two input fields: "Username" and "Password". The "Password" field has a small eye icon on its right side. At the bottom of the form are three buttons: a green "Login" button, a white "Register new account" button, and a white "Forgot password?" button. A red arrow points from the "Register new account" button towards the left.

Picture 1.3 Register new account button

When you are on the registration page, you will see the text “Register new account” at the top of the form. All fields in this form are mandatory.

A screenshot of a "REGISTER NEW ACCOUNT" page. The title "REGISTER NEW ACCOUNT" is centered at the top. Below it are four input fields: "Username", "Email", "Password", and "Confirm password". The "Password" and "Confirm password" fields have small eye icons on their right sides. At the bottom of the form are two buttons: a green "Register" button and a white "Go to login page" button.

Picture 1.4 Register new account page

Enter the required information:

- Username – used to identify you in the system and to log in to your account.
- Email – the email address where you wish to receive important information related to the website and which will also be used for logging in.
- Password – must be at least 8 characters long.
- Confirm password – re-enter the same password as in the Password field.

After you have filled in all fields, click the green “Register” button to create your account.

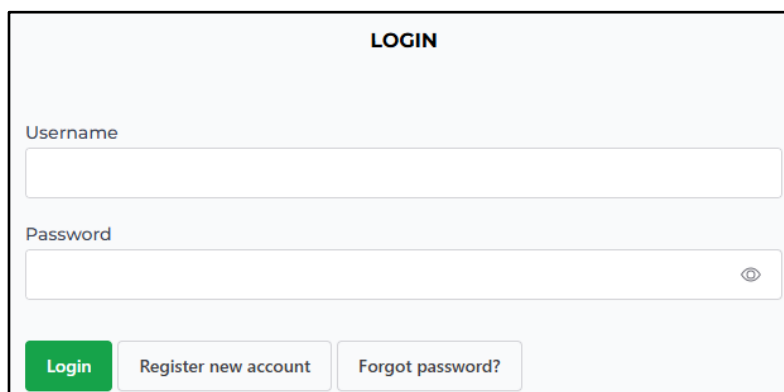


Picture 1.5 Email has been sent text

Once the registration is submitted, you will see a message indicating that an email has been sent. Go to the inbox of the email address you provided and find the message containing a confirmation link. Click the link to confirm your email address. After your email has been confirmed, you will be able to log in to your account and start using the Menu Tool.

Login

To log in to your account, go to the top-right corner of the Menu Tool website and click the user icon (Picture 1.1). Then click the “Sign in” option (Picture 1.2). You will be redirected to a new page.



Picture 1.6 Login page

On this page, enter the following required information to log in to your account:

- Username - the username you provided during account registration.
- Password - the password you set for your account. You can click the “eye” icon on the right side of the password field to make the password visible.

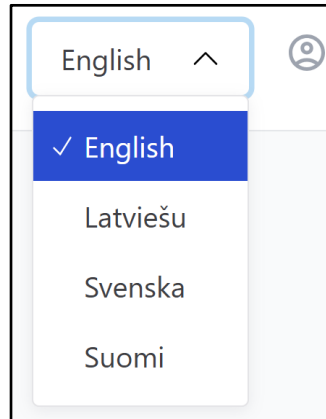
If you have forgotten your password, click the “Forgot password” button to reset it and create a new one.

After entering your login details, click the green “Login” button. You will be redirected to the Menu Tool main page.

Language

Users can switch between four languages: English, Finnish, Latvian, and Swedish.

To change the language, go to the top-right corner of the Menu Tool website and click the currently selected language. A drop-down menu will open, allowing you to choose your preferred language.



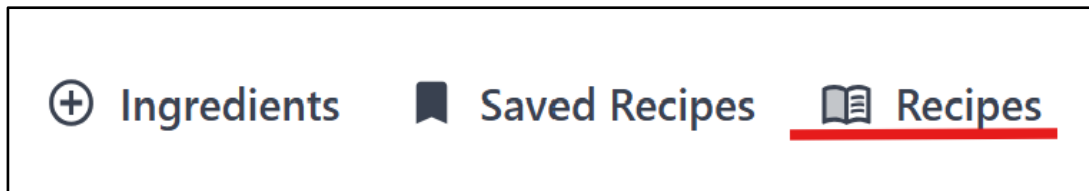
Picture 1.7 Language selection menu

2. Recipes

The majority of the CMT's recipes focus on the circular use of the twelve most popular used local ingredients of the Central Baltic region according to project interviews with restaurants that can commonly have by-products or leftovers from the preparation stage. These ingredients were identified as **potatoes, carrots, red beets, onions, apples, lettuce, cucumber, tomato, bread, chicken, pork and fish.**

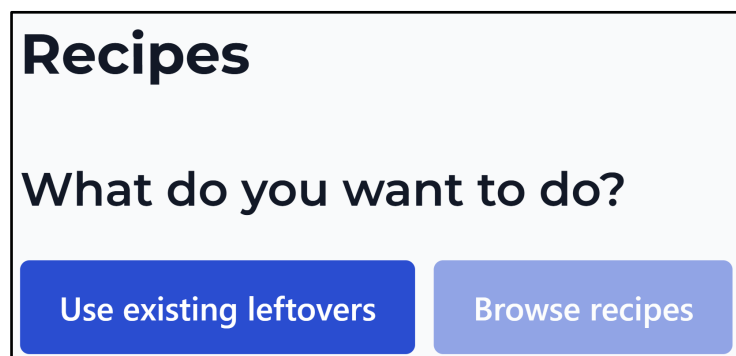
The recipes focus on using all parts of an ingredient, its by-products, or leftovers of dishes made with the ingredient. By utilising the possibility of changing the measurements of a dish according to how many servings it should yield, or according to the amount of a specific ingredient there is available, you can effectively find use for common leftovers and wasted ingredient parts and reduce your overall food waste.

To find a suitable recipe for preparing a dish using desired ingredients/your leftovers, click the "Recipes" option at the top of the page.



Picture 2.1 Page choice

This will redirect you to the Recipes page. Here, you can choose between the "Use existing leftovers" and "Browse recipes" options. The "Use existing leftovers" option shows you recipes that you can cook using leftovers from your previous meals or main courses. The "Browse recipes" option allows you to explore all available recipes.



Picture 2.2 Browse recipes chosen

Use existing leftovers

i. Filters

There are two main filters. One is for ingredients and another one is more detailed.

The filter on the right is used to enter the ingredients you want to use. To do this, fill in the following fields:

- Select ingredient - type the ingredient you have available.
- How much? - enter the quantity of this ingredient.
- Unit - select the measurement unit used to measure your ingredient (e.g. grams, litres).

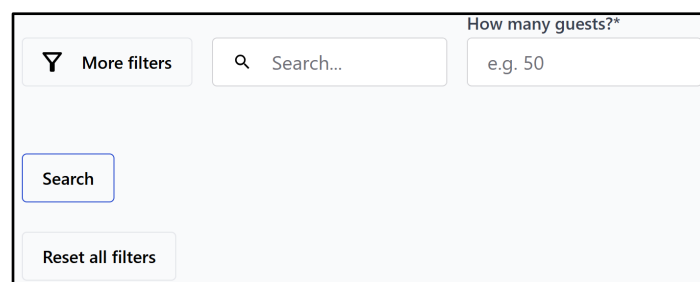
After entering the information, click the “Add” button to confirm the ingredient.



The screenshot shows a form with three input fields and one button. The first field is labeled 'What do you have leftover?' and contains the placeholder text 'Select ingredient...'. The second field is labeled 'How much?' and contains the placeholder text 'e.g. 500'. The third field is labeled 'Unit' and contains a downward arrow icon. To the right of these fields is a blue button with a plus sign and the text 'Add'. Below the fields, there is a small note: '*All ingredient quantities will be adjusted according to the number of guests, including seasoning.'

Picture 2.3 Filtering ingredients

On the left, you will find a field for the number of guests. After entering the number of people and clicking the “Search” button, all ingredient quantities will be automatically adjusted according to the number of guests. A “Search” field on the left allows you to search for the desired recipe by its name.



The screenshot shows a filter section with a search bar and a guest count field. The search bar is labeled 'Search...' and has a magnifying glass icon. To its right is a field labeled 'How many guests?*' with the placeholder text 'e.g. 50'. Below these fields are three buttons: 'More filters' (with a filter icon), 'Search', and 'Reset all filters'.

Picture 2.4 Filtering guests number

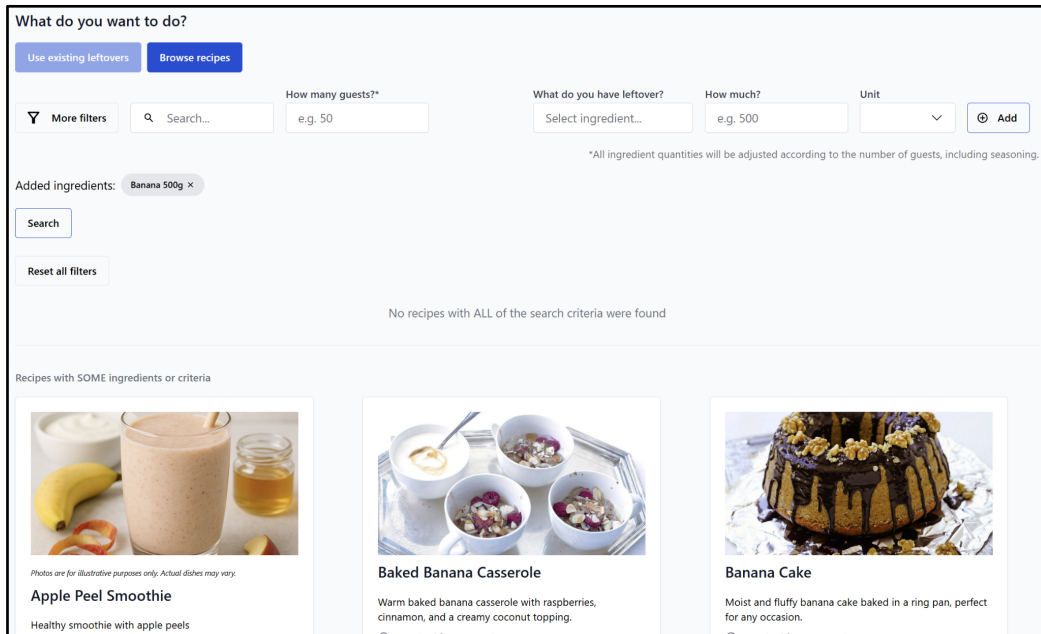
To access the last filter option, click the “More filters” button, which you can find in the left-hand filter (see Picture 2.4).

After clicking this option, an expanded filter section will appear:

- Courses - the type of dish you want to cook (for example, dessert, appetizer, or main dish)

You can select as many options as you like. When an option is selected, it is marked with a tick inside a blue box. For example, in Picture 2.5, Appetizer, Soup are selected.

After you apply the filters, the results will appear below the filter section. If you enter more than one ingredient, recipes that contain all the ingredients you entered are shown first. Below them, you will see recipes that match your ingredients only partially. If there are no recipes that use all of the selected ingredients, only partially matching recipes are displayed.

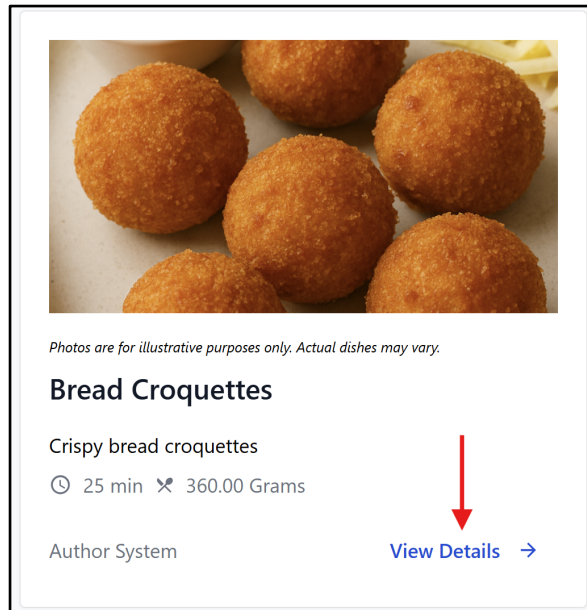


Picture 2.5 Browse recipes

Browse

The Browse view is designed to help you find inspiration by exploring different recipes. In this view, you can only use the Course type filters, located within the “More filters” option.

To view a recipe in more detail, click “View details”. You will then see the full list of ingredients and quantities needed, as well as step-by-step preparation instructions, estimated cooking time, and other useful information.



Picture 2.6 Recipe card

Create recipe

If you are logged in, a button will appear on the right. Click Create recipe to start creating a new recipe.

A new form will open. Fill in the information related to your recipe for it to appear in the system.

Picture 2.7 Add new recipe form – first part

Below is a table representing the form fields from Picture 2.7, namely the field name, description, whether the field is required, and a sample answer.

Field	Description	Required?	Sample answer
Name	Official name of your recipe as it will appear on the Menu tool platform.	✓	Creamy carrot-top pesto pasta
Recipe image URL	Direct link to a recipe photo hosted online.	✗	https://example.com/images/pesto-pasta.jpg
Upload image	Image file you upload from your computer instead of using an external URL.	✗	pesto-pasta.jpg
This is an AI-generated image	Tick this box if the recipe image was created using AI rather than being a real photo.	✗	<input checked="" type="checkbox"/> (ticked if the image is AI-generated)
Description	Short description of the recipe shown at the top of the recipe page.	✓	A creamy pasta made with carrot-top pesto and leftover roasted vegetables.
Preparation time (minutes)	Time needed to prepare the ingredients before cooking (washing, peeling, chopping, etc.).	✗	15
Cooking time (minutes)	Time the dish needs to cook (baking, boiling, frying, etc.).	✗	25
Author	Name of the person or organisation who created the recipe.	✓	The menu tool test kitchen

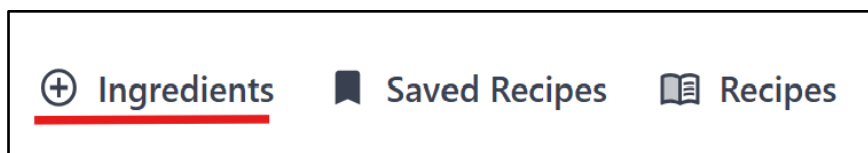
Field	Description	Required?	Sample answer / selection
Make Recipe Public	Tick this box if you want the recipe to be visible to all users on the platform.	✘	<input checked="" type="checkbox"/>
Courses	Select one or more course types that best describe the recipe.	✘	Appetizer, Main
Ingredients	List all ingredients used in the recipe. Each ingredient is added via the “Add” button.	✔	200 g carrots; 1 tbsp olive oil; 150 g cooked rice
Steps	Step-by-step instructions on how to prepare the recipe.	✔	1. Preheat the oven to 180 °C... 2. Chop vegetables... etc.

To insert an ingredient, enter the ingredient name, amount, and measurement unit, then select whether the ingredient is a product, by-product, or used ingredient. The ingredients you enter must already exist in the ingredient database or have been created earlier in the Ingredients management tool.

When you have finished defining the recipe, click the Create new button in the bottom-right corner to save it. The recipe will then appear on the Recipes page, where you can view it or find it later using the search bar and filters.

3. Ingredients

When you are logged in, you can start managing your ingredients. To do this, click the “Ingredients” button at the top of the page. You will be redirected to the ingredient inventory management page, where you can add and update ingredients that you want to start tracking.



Picture 3.1 *Ingredients button*

On this page, you can see the Add ingredient button, filters, a search bar, and the list of all ingredients.

NAME	CATEGORY	DIET & SEASON	AMOUNT	STATUS
Allspice	Spices		500 g	In stock
Almond Flakes	Nuts		355 g	In stock
Almond Flour	Grains		0 g	Out of stock

Picture 3.2 *Ingredients page*

Adding ingredients

To add an ingredient, click the “Add ingredient” button. A new page will open for creating a new ingredient. Here, you can define the ingredient name, category, amount in stock, low stock amount, course types and any notes.

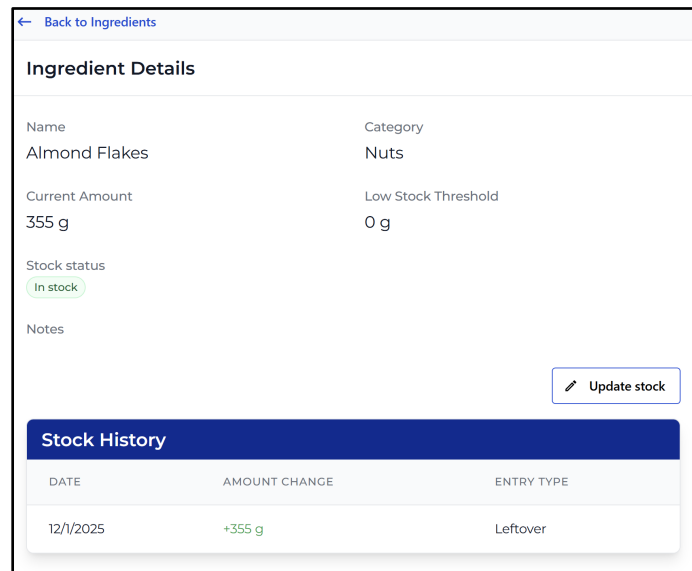
Note:

- You can create your own categories by clicking “Enter custom category instead”.
- Low stock means the threshold below which you would want to add more of the ingredient.
- All ingredient amounts are entered in grams only.

Picture 3.3 *Ingredients page*

Updating ingredients

To update an ingredient, click on it in the ingredients list (Picture 3.2). A new page will open. Here, you can view the ingredient in more detail and see its stock history. The stock history shows all updates related to stock levels for this ingredient.



Picture 3.4 Ingredient details

To start updating your ingredient's stock, click the Update stock button located on the right, above the stock history. A new pop-up will open.

Update Stock Level for Almond Flakes

Amount*

Type*

Date & Time*

Notes

Optional notes about this stock update

Cancel Update stock

Picture 3.5 Update stock

Here, you need to enter the amount of the ingredient that you currently have in stock, its type (whether it is a leftover, virgin, or by-product), the date when the stock was updated, and notes if needed. Click "Update stock" when you have filled in all the information.

4. Buffet Menu Calculator

The Buffet Menu Calculator helps you estimate how much food to prepare for a buffet based on the number of guests and the composition of your menu (main dishes vs. side dishes). It is useful for catering, events, meetings, hotel breakfasts, and other situations where guests serve themselves.

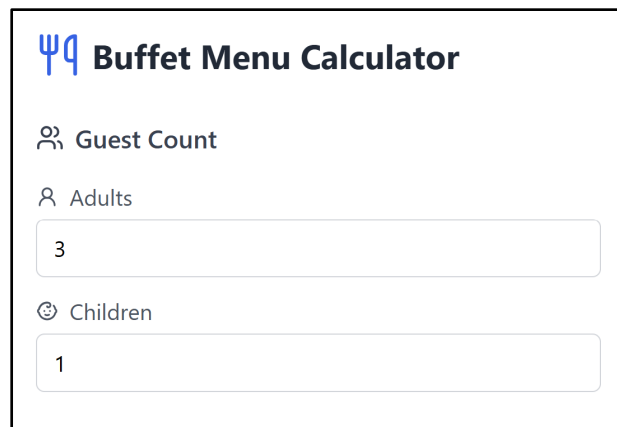
Using the calculator supports circular menu planning because it helps you avoid overproduction – one of the most common reasons for buffet food waste.

Use the Buffet Menu Calculator online at: <https://calculator.circularmenu.eu/>

How to use the Buffet Menu Calculator

Open the calculator and enter the number of Adults and Children (see Picture 4.1).

Portion rule: 1 adult = 1 portion, 1 child = 0.5 portions.

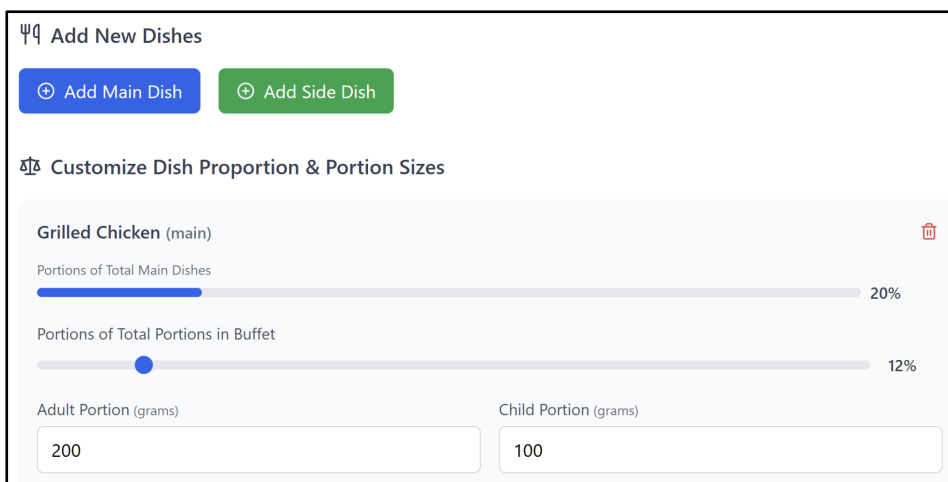


The image shows a screenshot of the 'Buffet Menu Calculator' web interface. At the top, there is a logo consisting of a blue Greek letter psi (Ψ) followed by the text 'Buffet Menu Calculator'. Below the title, there is a section labeled 'Guest Count' with a person icon. Underneath, there are two input fields: 'Adults' with a value of '3' and 'Children' with a value of '1'. Each input field has a rounded rectangular border and a small 'x' icon to clear the input.

Picture 4.1 Buffet Menu Calculator guest count

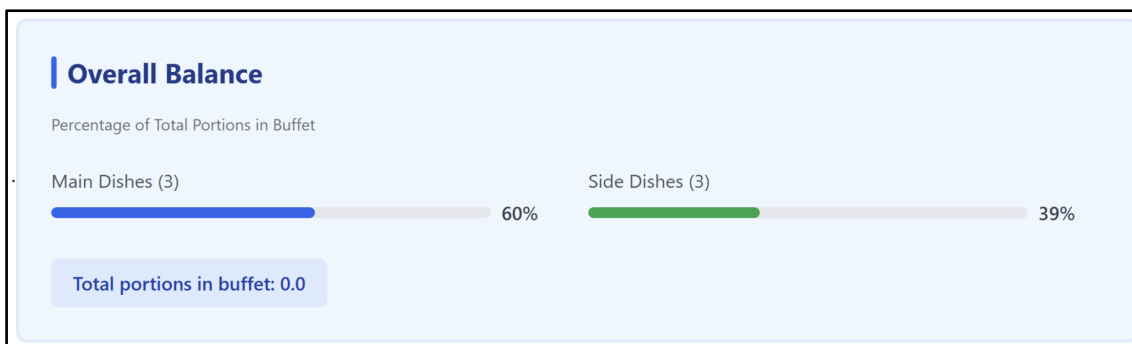
Add dishes by clicking Add Main Dish and/or Add Side Dish.
For each dish, you can customise:

- The dish's share within its category (main dishes or side dishes)
- The dish's share of the total buffet
- Adult portion (grams) and Child portion (grams)



Picture 4.2 Buffet Menu Calculator: Adding a dish

Review the Overall Balance (main vs. side dish proportions) and the Required Quantities list.



Picture 4.3 Buffet Menu Calculator: Overall balance

Adjust dish proportions or portion sizes until the required quantities match your plan and kitchen capacity.

Tip: If you often have leftovers after buffet service, try reducing portion sizes or lowering the share of the dishes that are most frequently wasted, and recalculate.

5. Planning Circular Menus: Key Concepts

What is a Circular Menu?

A circular menu is built on the principles of **circular economy**, which means **keeping products and materials in use for as long as possible while minimising waste and resource consumption**. In practice, this involves designing menus that make full use of ingredients, including parts that are often discarded, and finding creative ways to repurpose leftovers. For example, vegetable peels can be turned into flavorful stocks, stale bread can become crunchy croutons, and bones can be simmered into rich broths. Circular menus also emphasize the use of local and seasonal ingredients, which reduces environmental impact and supports local producers.

Creating a circular menu is not only good for the environment; *it also makes economic sense*. By reducing waste and using ingredients more efficiently, restaurants can lower costs and improve profitability. At the same time, customers increasingly value sustainability, so adopting circular practices can enhance your restaurant's reputation and attract a loyal clientele.

How to build a Circular Menu

There is no single formula for creating a circular menu. Instead, think of it as an ongoing process rather than a fixed goal. Start with small, manageable changes that fit your context. For instance, rather than trying to eliminate all virgin ingredients from your restaurant's use overnight, begin by reducing them gradually. You might start by introducing one or two dishes that use leftover or unconventional parts of ingredients, such as carrot tops in pesto or potato skins baked into crispy snacks. Over time, these changes will add up and transform your menu into a more circular and sustainable one.

Controlled, tailored changes are the most effective. Every restaurant is different, so your approach should reflect your unique circumstances, customer preferences, and available resources. The key is to move forward consistently and creatively, always looking for new opportunities to reduce waste and make better use of what you have.

Essential Practices for Circular Menu Planning

Inventory management

Effective inventory management is the foundation of a circular menu. It involves tracking all ingredients, prepared dishes, and reusable leftovers so you know exactly what you have and what you need. A clear inventory helps you control food costs, avoid overstocking, and identify sources of waste. For example, if you notice that certain vegetables often spoil before they are used, you can adjust your ordering practices or create dishes that feature those ingredients more prominently.

Inventory can be managed using an electronic system, traditional pen and paper, or a combination of both. The CMT offers a lightweight option for inventory management in its "Ingredients" section, but the best solution depends on your restaurant's size, workflow, and staff preferences. Experiment with different tools until you find one that fits your needs.

Your inventory should reflect the full scope of your kitchen operations. Your inventory will reflect your individual restaurant, but can include things such as

- Fresh ingredients - fruits, vegetables, meats, eggs...
- Dry goods - pasta, beans, rice, flours, spices...
- Liquids - beverages, liquor...
- Ready-to-serve dishes – grated root vegetables, bread spreads, ice cream...
- Leftovers or scraps suitable for further use – mashed potatoes, bones, coffee grinds...

Consistency is crucial. Review your inventory regularly—daily, weekly, or at another fixed interval—and update records promptly after deliveries or usage. In addition to expiry dates, use sensory checks to confirm that items look, smell, and taste as they should. This prevents serving spoiled food and reduces unnecessary waste.

To further optimize your inventory, apply methods like FIFO (First In, First Out) to ensure older items are used before newer ones. Arrange storage so that older products are easy to access, reducing waste and maintaining freshness. Beyond FIFO, you can use inventory insights to schedule production efficiently, reduce emergency purchases, and even coordinate with suppliers for just-in-time deliveries. Over time, these practices lead to smoother operations, lower costs, and a more sustainable kitchen.

Beyond tracking amounts and freshness, a good inventory should also include storage conditions (temperature, humidity, and packaging), supplier information (source, delivery dates, and batch numbers), and cost data for each item. Monitoring these factors helps ensure food safety, maintain quality, and support traceability in case of recalls and allows you to evaluate supplier reliability and negotiate better purchasing terms. For the uses of menu planning though, staying on top of ingredient amounts and their status is the most important step.

Minimising waste

The first step in minimizing waste is to track it carefully. You cannot reduce what you do not measure. Begin by recording all sources of waste, from preparation errors in the kitchen to plate leftovers from customers. This includes food that is trimmed away during preparation, dishes that are mistakenly cooked, and uneaten portions returned from the dining room. Tracking waste allows you to identify patterns and understand where losses occur, whether it is overproduction, poor storage, or oversized portions.

Tracking can be done with simple tools such as scales and notebooks, or with digital solutions like the Ce4Re Waste Reduction Tool <https://zerofoodwaste.vidzeme.lv/#> which offers an easy way to log and analyse waste data. The key is consistency—measure waste regularly and categorise it by type and source. Over time, this data becomes invaluable for making informed decisions.

Once you know where waste is created, you can take targeted steps to reduce it. For food that cannot be reused internally, consider external solutions. Partner with food donation programs to ensure that surplus meals reach those in need rather than ending up in the bin. Selling unsold dishes at a reduced price at the end of the day is another effective approach, and many restaurants now use apps or local networks to connect with customers for this purpose.

Waste reduction also extends to the dining room. Uneaten food on plates often results from oversized portions or mismatched expectations. Adjust portion sizes based on customer habits and seasonal trends to avoid unnecessary leftovers. Offer flexible serving options, such as half portions or shareable plates, and engage customers by providing the choice to take leftovers home. Share the metrics with your customers on how much waste was created on previous days and showcase your commitment to do better in the future.

Making Use of Commonly Wasted Edible Parts

Rethink how you use ingredients. Many parts that are commonly discarded can be transformed into valuable components of your dishes. Vegetable peels, stems, and leaves can be used in stocks, purees, or even fried into crispy garnishes. Citrus peels can infuse syrups or oils and bones and vegetable trimmings make excellent stocks – the sky is the limit!

Repurposing leftovers is another powerful strategy. Yesterday's roasted vegetables can become today's hearty soup, and stale bread can be turned into croutons or bread pudding. Desserts can incorporate fruit that is slightly overripe, reducing waste while adding natural sweetness. These practices not only save money but also inspire creativity in the kitchen.

The CMT's recipe bank offers numerous ideas for using these parts, but experimentation is encouraged: be curious and inventive with the ingredients you already have. Sometimes inspiration can strike from beyond your usual culinary sensibilities: if you are looking for new inspiration, different world kitchens can give you ideas for novel as well as traditional uses for commonly wasted edible parts.

Alternative Uses for Waste

Not all waste is edible, but it can still be useful. Composting biodegradable scraps is an excellent start, but you can go further by finding partners who can use your waste. For example, coffee grounds and tea leaves can nourish plants. Citrus peels can be pressed for oils or used in cleaning products. Some restaurants even recycle waste into growing new resources, such as maintaining a small herb garden. These practices not only reduce waste but also create new opportunities for sustainability.

Seasonality and Local Sourcing

Using seasonal ingredients means cooking with produce that is harvested near the time of consumption. Seasonal food is fresher, tastier, and often more nutritious. It also typically requires fewer resources to grow, such as artificial heating or irrigation, making it more environmentally friendly and reducing its carbon footprint.

For example, summer berries can be the star of vibrant desserts, while autumn apples lend themselves to comforting pies and compotes. In winter, root vegetables like carrots, parsnips, and beets are perfect for hearty soups and roasts, and spring brings tender greens and herbs that brighten any dish. Preserving seasonal produce through drying, freezing, fermenting, or pickling allows you to enjoy these flavors year-round and reduce reliance on imported goods during off-seasons.

Favoring seasonal ingredients is not only a sustainable choice but also a way to celebrate the natural rhythm of food. It encourages chefs to explore new ingredients and design menus that reflect the time of year, creating a sense of connection between the diner and the environment. Seasonal menus can also become a marketing advantage, offering customers dishes that feel timely and authentic.

To plan effectively, there are many free online resources that list what ingredients are in season nationally or regionally. However, the most accurate information often comes from local producers and wholesalers, who can provide insights into current harvest conditions and expected yields for upcoming seasons. Building relationships with these suppliers can help you anticipate availability, secure the freshest products, and even collaborate on special items grown specifically for your menu.

Local sourcing complements seasonality by reducing transportation emissions and supporting local economies. Local products can be a source of creativity, a spark into redesigning dishes or the menu to reflect the local culture, the current season or the origin of the ingredients. It is both a sustainable, circular way of cooking, but a very attractive way to adhere meaning and value to your food for the customers.

Building relationships with local farmers can give you access to high-quality ingredients and unique stories to share with your customers. You might even consider foraging or growing specialty items yourself, which adds authenticity and reduces reliance on vulnerable supply chains. You can also support local producers by asking wholesalers for more local ingredients to be available and buying them to show demand.

Catering to Different Diets

Accommodating common dietary needs is essential for serving a diverse customer base while minimising waste. Thoughtful menu planning ensures that dishes appeal to multiple dietary preferences, reducing the need to stock specialty ingredients that are rarely used and lowering the risk of spoilage. This approach not only improves efficiency but also demonstrates inclusivity, which customers increasingly value.

When designing your menu, consider incorporating dishes that naturally meet several dietary requirements. Vegetarian options are a good starting point, as they provide flexibility for guests who avoid certain meats or fish. Vegan dishes go a step further by excluding all animal products, making them suitable for those who are dairy-free or egg-free as well. Gluten-free choices are also important, not only for individuals with celiac disease but for those who prefer or need to limit carbohydrates or wheat-based products.

Creating versatile dishes can help you cater to these needs without complicating your operations. For example, a hearty vegetable stew can be gluten-free if thickened with legumes instead of flour. Similarly, offering plant-based proteins such as lentils, chickpeas, or tofu allows you to craft dishes that are nutritious, tasty and adaptable.

Beyond these common diets, consider how your menu can accommodate other preferences, such as lactose-free or nut-free options, without requiring separate preparation for every restriction. The

goal is to design a menu that feels inclusive and practical, avoiding unnecessary complexity while reducing waste from unused specialty items.

Additional Considerations

Circular menu planning is not just about ingredients - it also involves training staff to understand and implement sustainable practices and engaging customers in your efforts. Share your commitment to sustainability through your menu descriptions and marketing! You can use the **EkoGo app** for free to start showing your efforts in sustainability, big or small!

Use EkoGo online: <https://ekogoapp.com/>

Customers appreciate knowing that their choices contribute to reducing waste and protecting the environment. Flexibility is key: design dishes that can adapt to available ingredients and seasonal changes, ensuring that your menu remains dynamic and resource-efficient.

Checklist for Creating a Circular Menu

INITIAL PLANNING

1. Define the time frame for your menu (daily, weekly, seasonal) and create a meal plan template.
 2. Estimate the number of customers and portions required for each service period.
 3. Identify any special events or peak times that may affect demand.
-

TAKING STOCK OF AVAILABLE INVENTORY AND POSSIBILITIES

4. Review your inventory thoroughly:
 - Fresh ingredients, dry goods, liquids, ready-to-serve items.
 - Note any surplus or items nearing expiry for immediate use.
 - Apply FIFO (First In, First Out) to prioritise older stock.
 5. Assess available leftovers and by-products suitable for reuse (e.g., cooked vegetables, bread)
-

CONSIDER SEASONALITY AND LOCAL SOURCES

6. Identify ingredients currently in season.
 7. Check availability from local producers and wholesalers; consider building relationships for future supply.
 8. Explore preservation options for seasonal produce (freezing, pickling, drying).
-

MENU PLANNING

9. Design dishes for the chosen time frame:
 - Incorporate inventory items and surplus ingredients.
 - Use all edible parts of ingredients (e.g., peels, stems, bones).
 - Plan substitutions based on seasonality and local availability.
 - Consider customer dietary needs (vegetarian, vegan, gluten-free).
 10. Evaluate potential waste from preparation and service; plan ways to reuse or repurpose it.
 11. Include versatile recipes that can adapt to unexpected changes in stock.
-

ADJUST AND IMPLEMENT

12. Be ready to substitute ingredients based on inventory changes or supplier availability.
13. Keep recipes on hand for unexpected leftovers or surplus stock.
14. Track customer numbers, dishes served, and waste generated.

15. Review performance regularly and adjust portion sizes, menu items, and purchasing accordingly.

Attachment - 3

Handbook for EkoGo application

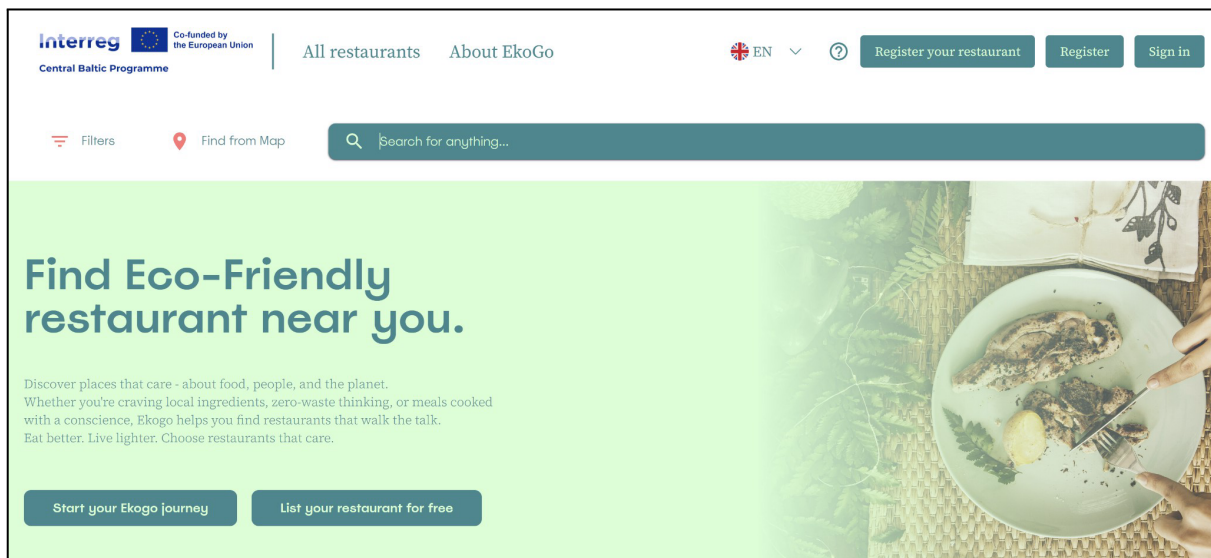
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1. Introduction

1.1. Website

EkoGo allows restaurant owners to register their restaurant on the platform and configure its sustainability criteria. This way, customers can see how eco-friendly your restaurant is and discover places that match their sustainability preferences.



Picture 1. EkoGo website

1.2. Handbook

This handbook explains how to use the EkoGo website. Here you can find step-by-step instructions for restaurant owners on registering their restaurant, adding information to it, using analytics tools, reviewing customer reviews and more.

2. Create an account and log in

2.1. Register

To start registration, you can choose between a **personal account** (“Register”) or a **restaurant account** (“Register your restaurant”). You may also register a personal account first and add a restaurant later.



Picture 2. Register button

You will be redirected to the registration page.

NB! You can switch between the “Sign in” and “Register” options at the top. To register a new account, make sure the “Register” option is selected.

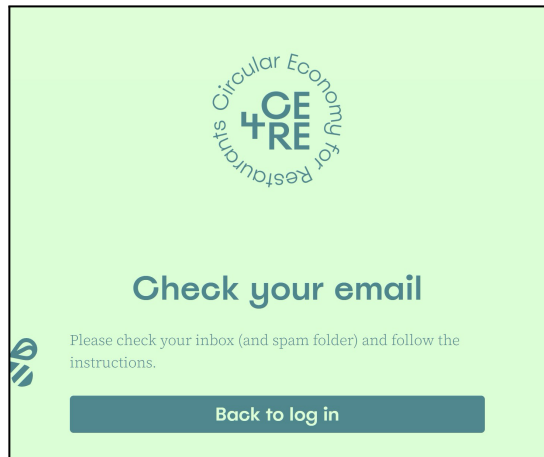
Next, you will have to enter the required information to create your account:

- **Username** – this will be used to identify you as a restaurant owner and to log in to your account.
- **Email** – the email address where you want to receive important information related to this website and which will be used to log in to your account.
- **Password** – must be at least 8 characters long.
- **Password confirmation** – enter the same password that you entered in the *Password* field.
- Agree to the Terms and Conditions and Privacy Policy (tick the small square at the bottom of the form)

Click the “**Start registration**” or “**Sign in**” button to finish creating your account. If you wish to register via other accounts, click one of the small icons representing other platforms. Available platforms are: Google and Facebook. Then proceed with logging in to the chosen platform account.

2.2 Confirm your email

If you completed the registration,, you will be redirected to the “Check your email” page.



Picture 3. *Check your email page*

This means that your registration was successful. Before logging in to your new account, you must confirm your email. For that, you need to check your email inbox (if you don't see this email, check the spam folder or wait a bit longer) and click on the **Confirm Email** link.

2.3 Login

When you want to log in to your account, you can do it by clicking the **“Sign in”** button in the top right corner of the website page or selecting **“Back to log in”**.

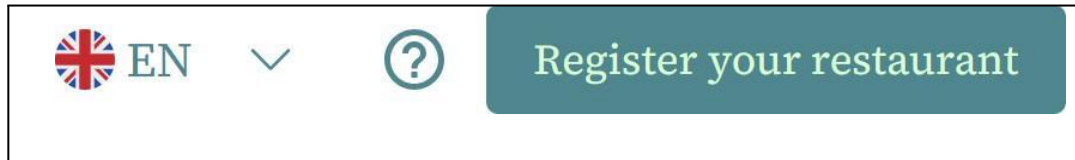
To log in, you have to enter 2 mandatory fields:

- **Username**
- **Password**

For both fields, use the information that you entered during your registration. After filling in the required fields, click the **“Sign in”** button. You will be redirected to the website, but this time you will be signed in.

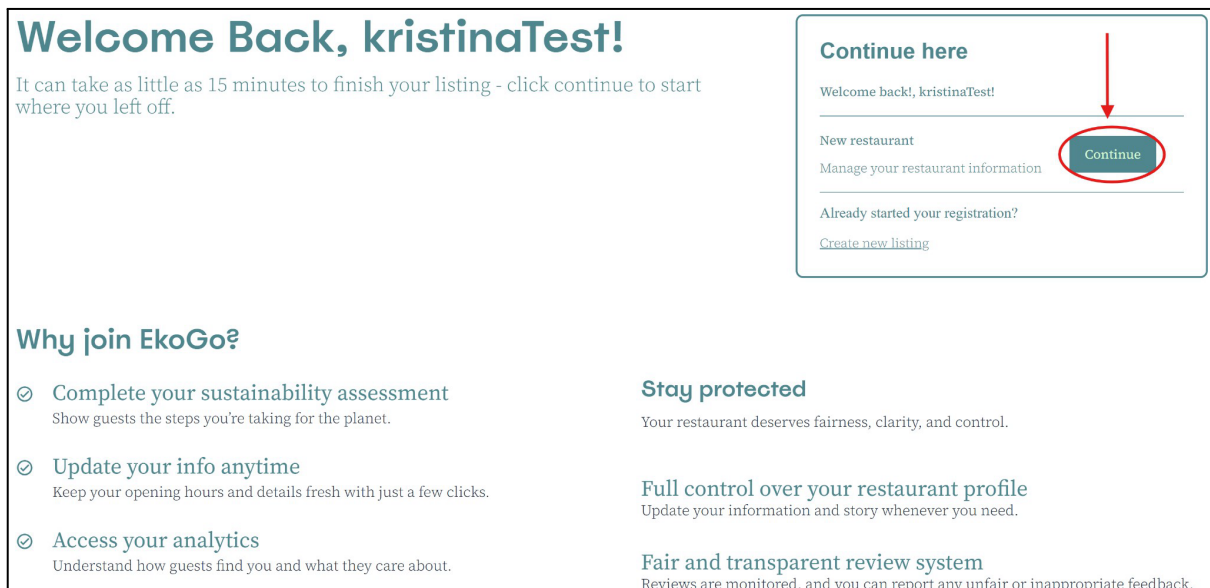
3. Add restaurant to personal account

To register your restaurant when you already have a personal account, click the **“Register your restaurant”** button in the top right corner.



Picture 4. Register your restaurant button

You will be redirected to a new page. On this page, you will see a **“Continue”** button in the right-hand box. Click **“Continue”** to begin creating your restaurant.



Picture 5. Register your restaurant page

3.1 Basic information

For your restaurant to appear on the EkoGo platform, you need to complete this form by entering the required information.

The tables below present the form fields with their description, sample answer, and whether the field is mandatory (required to fill). If a field is not required, it is up to you whether to fill it or leave it blank.

Basic information

Let's start with the essentials

Tell us who you are and where guests can find you.
This helps us place your restaurant on the map and make it visible to sustainability-minded diners.

Restaurant name*

Your restaurant's official name

Restaurant email address*

For bookings, info, and updates

Restaurant phone number*

Optional but helps guests connect faster

Restaurant website

<https://www.restaurant.com>

Picture 6. Register your restaurant form

Field	Description	Required?	Sample answer
Restaurant name	Official name of your restaurant as it will appear on the EkoGo platform.	✓	The EkoGo restaurant
Restaurant email address	Contact email where customers can reach your restaurant.	✓	contact@ekogo.com
Restaurant phone number	Main phone number for customer inquiries and reservations	✓	+1 234 567 8900
Restaurant website	Link to your restaurant's existing website	✗	https://www.ekogo.com

3.2 Social Accounts

Under the Basic information section, you will see the “Social accounts” section. Here you can enter your restaurant’s Facebook, LinkedIn, Instagram, and X links. None of these fields are mandatory.

Social accounts

Facebook

LinkedIn

X

Instagram

Picture 7. Social accounts section

3.3 Location

Here you can enter your restaurant's location.

Help guests find you

Fill in your address so we can place your restaurant accurately on the map.

Street address*

City*

Region / State

Postal code*

Country*

Find on map

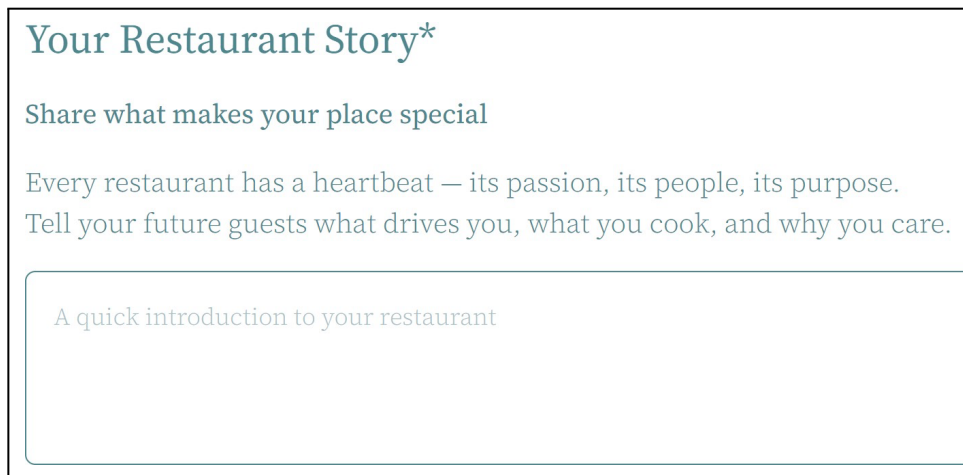
Picture 8. Location section

Field	Description	Required?	Sample answer
Street address	Street and house number of the restaurant's location.	✓	123 Main Street
City	City where the restaurant is located.	✓	Stockholm
Region / State	Region, state, or county where the restaurant is located (if applicable).	✗	Stockholm County
Postal code	Postal or ZIP code of the restaurant's address.	✓	11455
Country	Country where the restaurant is located.	✓	Sweden

Note that you can also use the “**Find on map**” button to ensure that the entered address is correct.

3.4 Restaurant Description

Under the map, you will see a “Your Restaurant Story” box, where you can describe your restaurant as you wish. This field is mandatory.



Your Restaurant Story*

Share what makes your place special

Every restaurant has a heartbeat – its passion, its people, its purpose.
Tell your future guests what drives you, what you cook, and why you care.

A quick introduction to your restaurant

Picture 9. Restaurant description section

3.5 Other Restaurant Configuration

Here you can define your restaurant concept (café, canteen, restaurant, or other). If you are not sure which restaurant concept to select, you can hover over the question mark next to each option to read its description.

Next, you can define the types of meals that you serve:

- Breakfast
- Brunch
- Dinner
- Lunch

Finally, select your Cuisine type. These are divided into 3 groups:

- Region/Nationality (e.g., Italian, Swedish, Asian)
- Food diets (e.g., Vegan, Plant-based)
- Food allergy and preference friendly (e.g., Gluten-free, Egg-free)

<h3>Restaurant Concept</h3> <ul style="list-style-type: none"> <input type="checkbox"/> Café ? <input type="checkbox"/> Canteen / Food Hall Vendor ? <input type="checkbox"/> Casual Dining ? <input type="checkbox"/> Catering Service ? <input type="checkbox"/> Fast Casual ? <input type="checkbox"/> Fine Dining ? <input type="checkbox"/> Restaurant ? <input type="checkbox"/> Street Food ? <input type="checkbox"/> Takeaway / To-go ? 	<h3>Meals Served</h3> <p>Select the meals your restaurant currently offers. This helps guests find the right place at the right time.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Breakfast <input type="checkbox"/> Brunch <input type="checkbox"/> Dinner <input type="checkbox"/> Lunch
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Cuisine Type

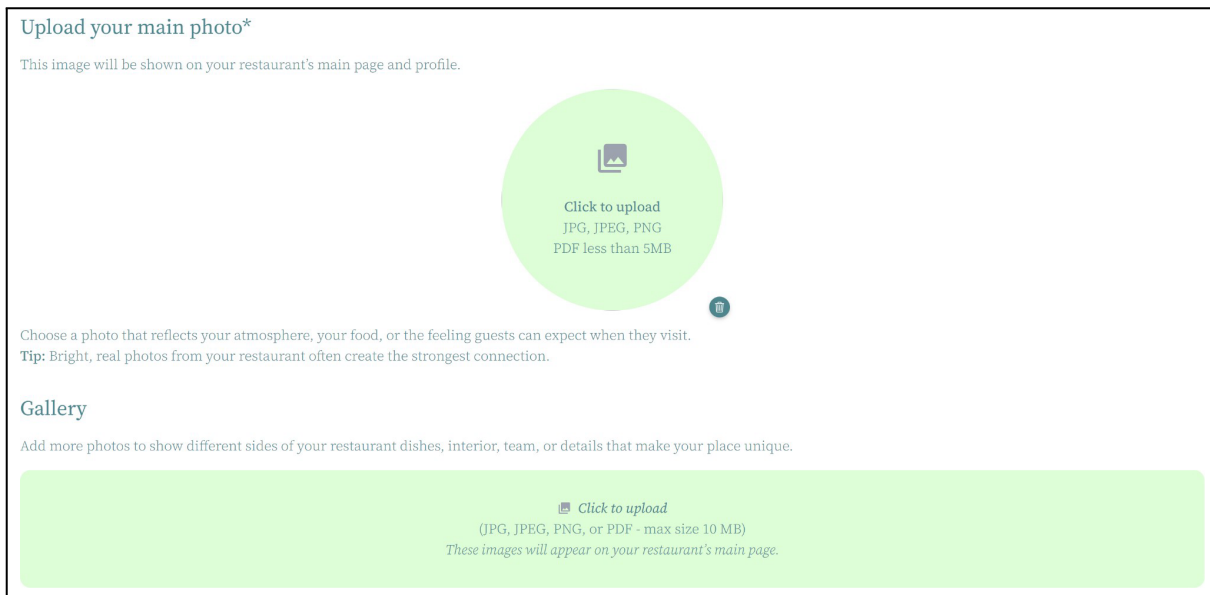
Select the cuisine style(s) that best describe your menu.

Choose one or more options. This helps guests find your restaurant when they search by cuisine.

Cuisine	Food Diets	Allergy & Preference Friendly
<input type="checkbox"/> African	<input type="checkbox"/> Flexitarian ?	<input type="checkbox"/> Dairy-free options
<input type="checkbox"/> Asian	<input type="checkbox"/> Omnivore-friendly ?	<input type="checkbox"/> Egg-free options
<input type="checkbox"/> Chinese	<input type="checkbox"/> Pescatarian ?	<input type="checkbox"/> Gluten-free options
<input type="checkbox"/> Danish	<input type="checkbox"/> Plant-based ?	<input type="checkbox"/> Lactose-free options
<input type="checkbox"/> Estonian	<input type="checkbox"/> Vegan ?	<input type="checkbox"/> Nut-free options

Picture 10. Other Restaurant configuration sections

3.6 Upload your main photo and gallery



Picture 11. Upload your main photo and gallery sections

In the “Upload your main photo” section, you must choose the main photo of your restaurant. It will be displayed on the restaurant’s main page and in its profile.

To upload a photo, click on the green circle to choose a photo from your device, and then click “Open” to confirm. You’re also welcome to use images from our gallery if you don’t have your own. Click the **“Open our gallery”** button in the gallery section to choose an AI-generated photo. However, real photos usually look better, so we recommend adding your own.

For the Gallery, you can choose multiple photos that you want displayed on your restaurant's page.

3.7 Opening hours

You can also configure your restaurant's opening hours.

Day	Course	Opening time	Closing time	Closed	Split / merge day
Monday		--:-- --	--:-- --	<input type="checkbox"/>	<button>Split day</button>
Tuesday		--:-- --	--:-- --	<input type="checkbox"/>	<button>Split day</button>
Wednesday		--:-- --	--:-- --	<input type="checkbox"/>	<button>Split day</button>

Picture 12. Opening hours section

You can either type the time manually or click on the watch icon to choose the opening and closing times. On the right side, you can check the “Closed” box in case your restaurant is closed at that time of the week.

The Split/Merge day option allows you to define your working hours based on shifts. If you choose a split day, you will see 3 different time slots for a single day. To revert this option to a regular one, click on the "Merge day" button.

Day	Course	Opening time	Closing time	Closed	Split / merge day
Monday	Breakfast	--:-- --	--:-- --	<input type="checkbox"/>	<input type="button" value="Merge day"/>
	Lunch	--:-- --	--:-- --	<input type="checkbox"/>	
	Dinner	--:-- --	--:-- --	<input type="checkbox"/>	

Picture 13. Opening hours for split day

Note that you also have a “Special dates & exceptions” section where you can define opening hours for days when your regular schedule is not applicable. For instance, Christmas, New Year, etc.

3.8 Price level

Price level shows how much money a person usually spends per visit when dining at your restaurant. You can choose between predefined price levels (for example,

€ / €€ / €€€) and select the one that best matches your guests’ typical spending.

Price level

Help guests understand what to expect.
Choose the price range that best reflects the average cost per person for a meal at your restaurant.

Select one option

€ – up to 15 € per person

€€ – up to 15-30 € per person

€€€ – up to 30-60 € per person

€€€€ – 60 € and above per person

Helpful note

This is a general guide, not an exact price.
It helps guests choose a place that fits their budget and plan their visit with confidence.


Picture 14. Price level section

3.9 Sustainability Assessment form

By completing the Sustainability Assessment form, you will unlock badges such as Food, Energy, Waste, and Social. These badges showcase your restaurant's commitment to sustainability. By earning EcoBadges for reducing waste, sourcing locally, and promoting green practices, you can attract new customers who care about the planet.

- The form consists of four parts.
- For each badge, you can choose predefined statements that your restaurant follows, such as "We use organic ingredients". You can choose more than one option.
- The number of selected statements will appear on your restaurant's page as stars for a specific badge. For example, if you select 2 values related to the FOOD badge, you will see 2 stars above that badge.
- In addition, you can add a description of the sustainability practices your restaurant follows.

All this information will appear on your restaurant's page, and customers will be able to become familiar with your practices.

 **FOOD Badge**

Please select all that apply:

(Each tick adds one star to your Food badge)

- We use organic ingredients
- We source from local producers
- We offer vegetarian and/or vegan options
- We design menus with seasonal ingredients

Tell us more about your food choices

Describe how you work with ingredients, suppliers, and menu design to reduce impact and improve quality.

Tell guests how you choose ingredients, support producers, or design your menu with care.

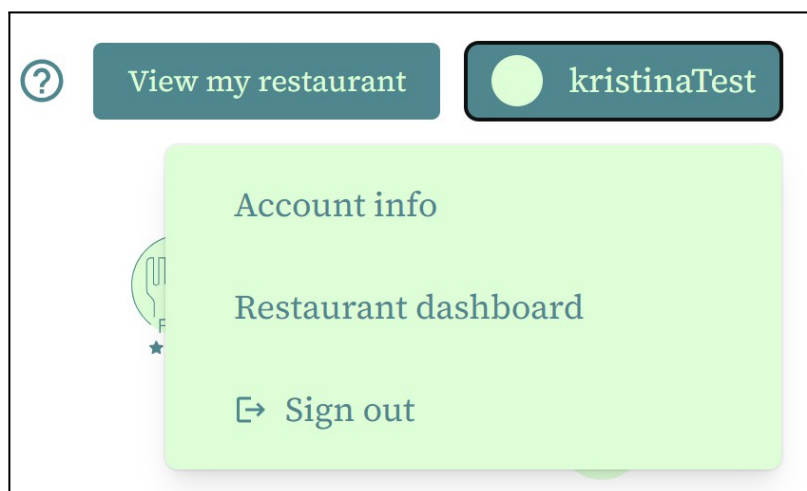
Picture 15. Example of a sustainability badge form

3.10 Form submission

After filling in the form, click the **“Submit”** button. After submitting the form, you will be redirected to the page of your restaurant. Congratulations - you have successfully registered your restaurant on the EkoGo platform.

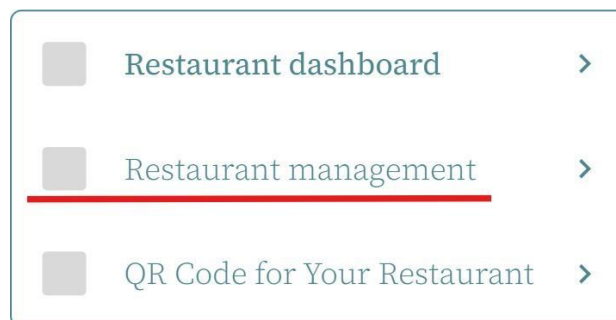
4. Edit your restaurant

To start editing your restaurant, first ensure you are logged in to your account. Then, click on your username in the top right corner. A new menu will appear.



Picture 16. Restaurant dashboard button

Select the “Restaurant dashboard” button. You will be redirected to a new page. On this page, you will see the restaurant information you entered previously. To edit your information, click on the “Restaurant management” option in the left menu.



Picture 17. Restaurant management button

5. QR code for your restaurant

Your restaurant has a unique QR code that can be used to quickly access your restaurant's page by scanning it with a phone. This is useful when you want customers to view your page on the EkoGo website and become familiar with your commitment to sustainability.

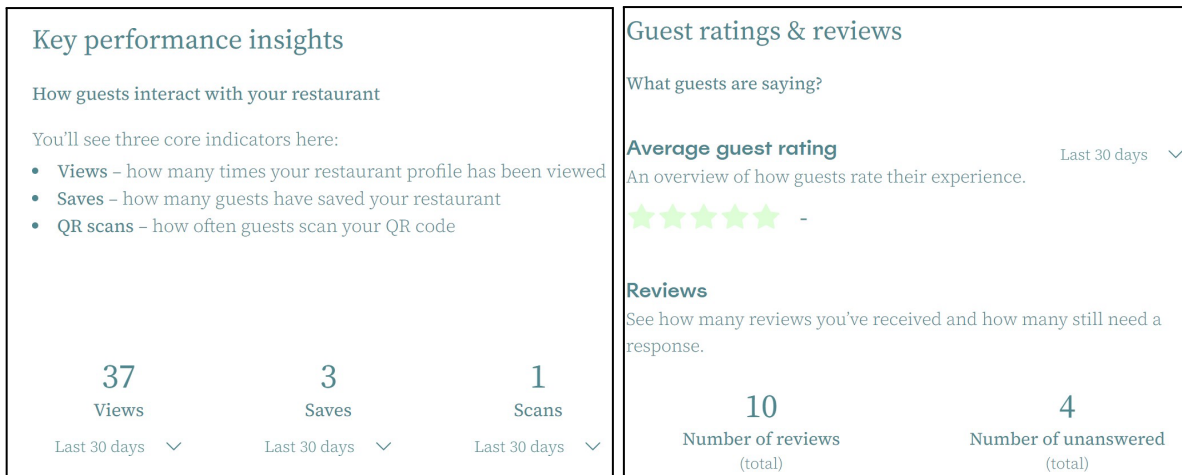
To find it, navigate to the menu shown in Picture 26 and select **"QR Code for Your Restaurant"** You can download it by clicking the **"Download QR"** button and distribute the code however you like.



Picture 18. Example of a QR code view

6. Restaurant dashboard

If you navigate to the **"Restaurant dashboard"** via the menu, you will see your restaurant information and its analytics. Here, you can see how popular your restaurant is based on the number of views, saves, and QR code scans, as well as average guest ratings and reviews. These metrics help you understand how often customers interact with your restaurant on the EkoGo platform and how satisfied they are with their experience.

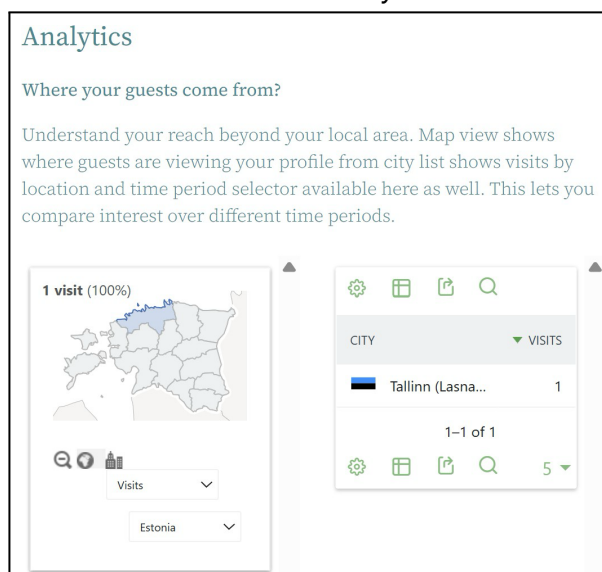


Picture 19. "Key performance insights" and "Guest ratings & reviews" sections

Note that not all information is displayed at once. You can review specific periods by selecting your desired date range.

Under that you can also view an Analytics by Visitor heatmap and city level statistics.

Picture 20. Analytics



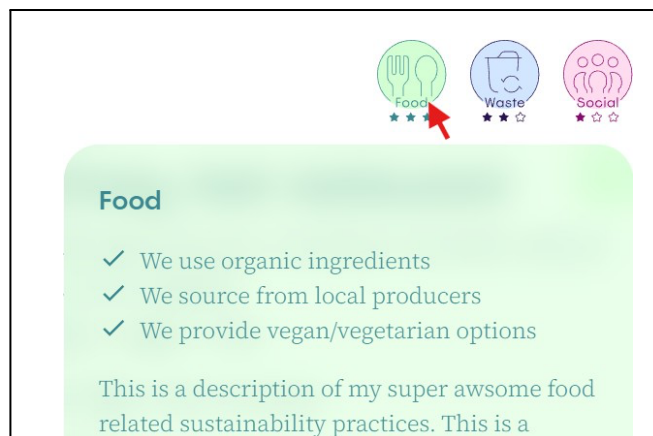
7. Restaurant's page

When you have a registered restaurant, you can access it by clicking "View my restaurant" on the top right of the screen.



Picture 21. View my restaurant button

Now, you can see your restaurant photo and restaurant information that you have entered before. On the right side, the badges that you added before will appear. To read their description you should hover your cursor on it.



Picture 22. Food badge

At the bottom of the page, you can also browse reviews, see your restaurant's location on the map, and view its profile and contact information.

- In the **Reviews** section, customers can share their thoughts about your restaurant and give you a star rating (from 0 to 5).
- In the **Profile** section, you can see your social media accounts and the gallery photos you have previously added.
- The **Contact** section contains your contact information and your restaurant's opening hours.

8. User Profile

To open your user profile settings, click on your user icon. A new menu will appear. This time you need to select "Account info". This will take you to a new page where you can browse different settings. The most important sections are "Login and security" and "Edit profile".

8.1 Login and Security

In this section, you can change your password by clicking the "**Update password**" button, permanently delete your profile by clicking the "**Delete account**" button, and log out of your account by clicking the "**Log out**" button.

8.2 Edit Profile

In the Edit profile settings, you can change your profile picture. You can also update your username and email address.

Note: This will not change your restaurant's profile picture; it applies only to your personal user profile.

User avatar

Click to upload
JPG, JPEG, PNG
PDF less than 5MB

Username*

kristinaTest

Email

testtest@gmail.com

New email

Enter to change your primary email

Confirm new email

Confirm new email address

Entering a new email address will log you out of your account and send an email confirmation request to your new email address. Check your mailbox and confirm the new email address to log in and continue using your account.

Update profile

Clear all

Picture 23. Edit profile page

9. Additional information

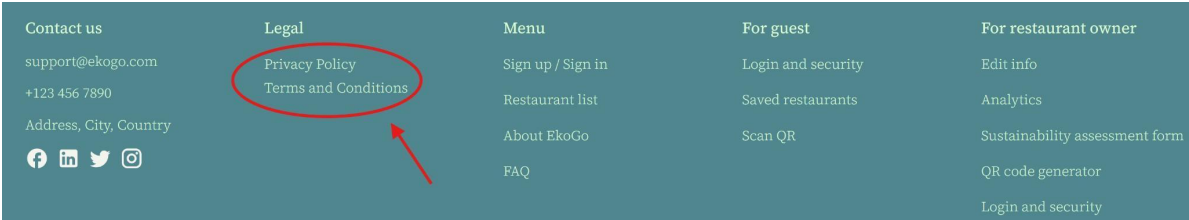
9.1 FAQ

If you have any questions, it is recommended to first check the FAQ section (which stands for Frequently Asked Questions). Here you can find common questions and their answers.

You can find this section at the bottom of any page, under the “Menu” section. Or by clicking on the “?” icon in the upper right corner.

9.2 Privacy policy and Terms of conditions

In the Privacy Policy and Terms and Conditions sections, you can find information about how your personal data is collected, used, and protected, as well as the rules for using the platform, your rights and responsibilities as a user, and important legal conditions related to our services.



Picture 24. Privacy policy and Terms of conditions

