

2023

Restaurant Partner Sustainability Guide

Put sustainability at the top of your menu



The story

SkipTheDishes wants to deliver a more sustainable take-out order and that starts with you – our restaurant partner.



Do your part for the planet

Around 50 billion tonnes of CO2 equivalent is produced globally, 1/3 of these global CO2 emissions come from food production¹. There are over 50,000 SkipTheDishes restaurant partners. If every partner took one action, that's a BIG impact.

Drive business & customer loyalty

A study by Deloitte shows that 72% of Canadian consumers prefer food outlets with strong sustainability practices².

Save costs



Many of the tips in this guide can help your business save money by cutting waste or switching to more efficient options.

The big picture

The world is facing a climate crisis, which means if we don't act on reducing our greenhouse gas (GHG) emissions now, the world in 2050 will be unrecognisable. We're already facing increased heatwaves, droughts and floods which are impacting people's lives and livelihoods and we've seen shortages of food and water because of these extreme weathers.

“...restaurants and take-out meals have a unique opportunity to have a massive impact”

Tackling these challenges requires wide scale and immediate action from everyone and what we eat is central to that. Food production contributes around 37% of global greenhouse gas emissions³. This means restaurants and take-outs have a unique opportunity to have a massive impact and to help ensure we have a planet that we can continue to serve take-outs on. Many are already doing their bit.



¹ <https://www.newscientist.com/article/2290068-food-production-emissions>

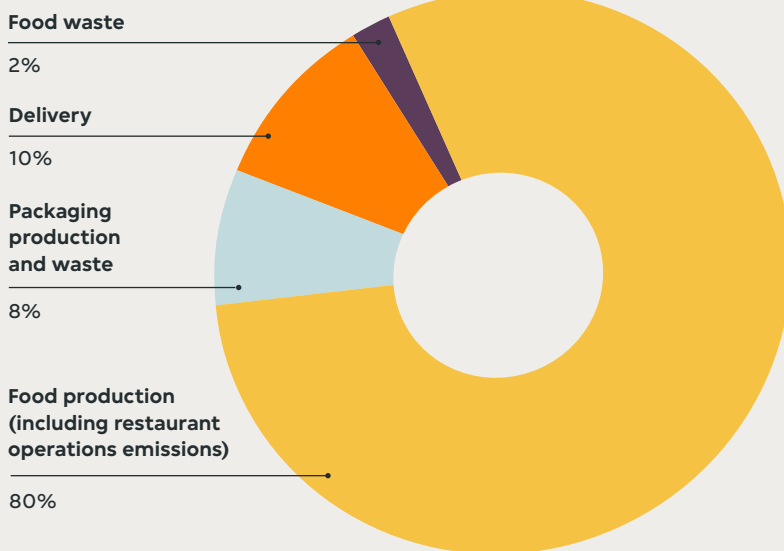
² <https://www2.deloitte.com/content/dam/Deloitte/ca/Documents/consumer-business/ca-en-consumer-future-of-food-pov-sustainability-aoda.pdf>

³ <https://cgastrategy.com/sustainability-to-the-fore-in-the-post-lockdown-market>

Simple changes can create a big impact

SkipTheDishes believes in having a positive impact on our communities and the planet. There are over 50,000 SkipTheDishes restaurant partners on our platform and if every partner took just one positive action, that could have a huge impact and make a big difference.

Whether it's how you operate your building, how you source your ingredients, how you package your meals or how you deliver them to your customers, there are lots of ways to make your business more sustainable.



More customers are seeking sustainable companies. Show them how you are doing your part by sharing your sustainability journey with them.

Here are our top three changes to get you started:

1

Offer lower carbon food choices

Include a range of plant-based options across your menu to appeal to the growing number of flexitarian customers.



3

Cut energy consumption

Start by finding out what you're currently using.



2

Pack it in

Remove or reduce single use packaging.



Sustainability cheatsheet

Short on time? Here is the list of recommendations that you will find throughout this guide.

Check the box for the steps you're already taking to become more sustainable and have a read through the guide to learn more about each of the topics.

Recommendation	Topic	Impact	Investment	Status <small>(click to fill)</small>
<ul style="list-style-type: none">• Offer lower carbon food choices Find carbon labeling agencies, like My Emissions	Food	☆☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Centre lower carbon foods, like veggies or chicken Find out how here	Food	☆☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Help customers reduce food waste Read Food Waste Race Report	Food	☆☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Use electric vehicles where possible	Delivery	☆☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Deliver smart Choose the short routes and combine orders	Delivery	☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Reduce the impact of your packaging Reduce plastic, and use recyclable or reusable containers through Friendlier or Sharewares	Packaging	☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Cut energy and water consumption	Operations	☆☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Use renewable energy where possible	Operations	☆☆☆	\$\$	<input type="radio"/>
<ul style="list-style-type: none">• Separate waste and recycle oil Free oil waste recycling through Eco Dine (Alberta only)	Operations	☆☆	\$	<input type="radio"/>
<ul style="list-style-type: none">• Update your appliances	Operations	☆☆	\$\$	<input type="radio"/>

Low carbon menus and no food waste

Did you know?

Your menu can have a big **environmental impact**. Greenhouse gases from meat and dairy can be twice those of plant-based foods (with red meat being particularly high). Plant-based foods require less land, water and feed to grow. For example, a plant based burger has 90% fewer emissions compared to a regular beef burger⁴.

In Canada, food worth an estimated **\$49 billion is wasted each year, costing the hospitality sector significant sums in wasted food**. The majority of the food waste happens in the customer's home, with rice and fries being the most wasted take-out food ingredients⁵.



Did you know that a plant based burger has up to 90% fewer emissions compared to a regular beef burger?



1

Your menu is already low-carbon!

Helping customers make climate-friendly choices can often be quite simple. For example, try offering vegetarian or vegan versions of meals you already offer. Take a 'Create your own' approach to allow customers to customize their own protein source. Even swapping beef for chicken will reduce a meal's environmental impact.



2

Tag meat-free options

You can tag menu items as vegan or vegetarian – this will help hungry, veggie-eating customers find you! Or include this in the product description. Go beyond labeling meals as just 'meat-free' by capturing imaginations. Talk about flavours, textures and origins, this will help them understand if the dish is right for them⁶. Consider creating a dedicated meat-free or vegan section, and have this closer to the top to encourage more engagement.



Three things to do now:



3

Help customers to order more of what they want and also reduce food waste at home

Offer different portion size options (especially with rice and fries) so that customers can choose the amount of food to suit their appetite. Read the [Hubbub Food Waste Race](#) report to find out more about food waste.

⁴ <https://www.wri.org/insights/6-pressing-questions-about-beef-and-climate-change-answered>

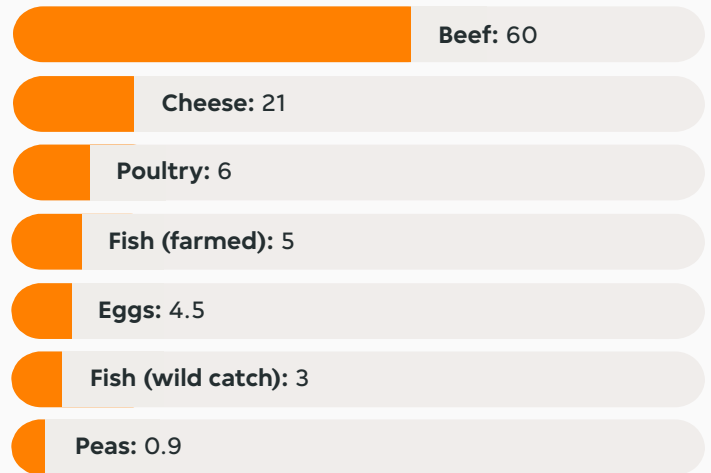
⁵ https://issuu.com/hubbubuk/docs/impact_report_food_waste_race_just_eat_a4_2021-11_

⁶ <https://www.wri.org/insights/its-all-name-how-boost-sales-plant-based-menu-items>

“Changing the protein source of your meal can make a big difference to its environmental impact.”

Meat consumption in Canada is decreasing and the preference for more climate-friendly proteins, such as chicken or fish, is increasing⁷. Similarly, our own research shows that more and more people are choosing to eat vegan and vegetarian meals.

Changing the protein source of your meal can make a big difference to its environmental impact⁸. Even choosing chicken over beef will result in a lower carbon cost per meal.



Greenhouse gas emissions per kg of food (kg CO2 equivalents)

Data source: Our world in Data⁸

Want to go the extra mile?

Have you considered labelling your dishes based on their environmental impact to help customers make more informed and sustainable choices?

Find out more about carbon labelling and the benefits of using it:



My Emissions

GRUBBY, a My Emissions client has implemented carbon labelling for all menu options and a personalised carbon tracker dashboard for customers. Early data suggests that their customers are already responding positively to the labelling, as a reason to purchase from Grubby over their competitors, and they are opting for more “A-rated” meals.



Carbon rating



⁷ <https://theconversation.com/meat-consumption-is-changing-but-its-not-because-of-vegans-112332>
⁸ <https://ourworldindata.org/food-choice-vs-eating-local>

Sustainable packaging

Did you know?

- Plastic packaging represents nearly half of all plastic heading to landfill in Canada. Less than 15% of plastic packaging is recycled⁹.
- The Canadian government has set out legislation to address single-use plastic waste. In 2022, several single-use plastic items were banned such as straws, checkout bags, cutlery, stir sticks, and food service ware with hard-to-recycle plastics¹⁰.
- Customers are trying to reduce their use of plastic packaging and 46% of Canadian customers state that they are intentionally buying items with eco-friendly/less packaging¹¹.



Three things to do now:

“...46% of Canadian customers state that they are intentionally buying items with eco-friendly/less packaging.”

1

Cut down single-use packaging

Can you reduce the number of napkins, cutlery or sauce packets by making them optional add-ons on your menu? For dine in, move away from single use plates, cups and cutlery.

2

Choose more sustainable materials

Choose packaging made from recyclable or recycled materials or that have compostable certificates. Or choose reusable packaging that can be used again and again.

3

Avoid packaging made of plastic or materials that can't be recycled

Cardboard cups or containers lined with plastic are hard to recycle and have to go in the garbage can or be sent to specialist recycling centres.



⁹ <https://www.canada.ca/en/environment-climate-change/news/2023/04/moving-canada-to-its-zero-plastic-waste-goal.html>

¹⁰ <https://www.canada.ca/en/environment-climate-change/news/2022/12/change-is-here-canadas-ban-on-certain-harmful-single-use-plastics-starts-to-take-effect-this-month.html>

¹¹ <https://www.pwc.com/ca/en/industries/consumer-markets/consumer-insights-2021.html>

Spotlight on SkipTheDishes Trial Learnings



What about reusable packaging?

Reusable packaging can be part of the packaging waste solution. However, it comes with its challenges and opportunities for both restaurants and consumers.

SkipTheDishes has carried out trials with two reusable packaging providers across a number of restaurants. Restaurants saw a 20% increase in orders when listed as restaurants with reusable packaging. They also saw an increase in return customers. We have learned that when offering reusable containers for take-out orders there are additional steps in the order flow, registrations and deposits required, plus logistics of returning and cleaning of the packaging itself. The most seamless process occurs when reusable containers are offered as the default rather than as an option. It is also important to educate staff to answer any questions.

There are opportunities to offer reusable packaging to your customers. Here are our top tips:



Connect to an existing reusable network to make it more convenient for customers to return containers by providing multiple drop off points. A couple of existing Canadian providers are [Friendlier](#) and [Sharewares](#).



Offer reusable containers for pick up or dine in orders to make it less of a barrier and for customers to get to know the system. For pick up orders, you could even allow customers to bring their own tupperware.



Actively share information with customers about the hygiene measures you take to ensure the containers are clean and safe.



Partner offers

Some of Canada's eco-friendly business have created offers for interested restaurants



Sharewares

Ditch Disposables: Free first order of ShareWares reusable containers*

*Deposits are excluded. Limit of 1 case, valued up to \$100. Offer valid for businesses residing in Share wares operating areas and surrounding areas (Vancouver, BC). Must meet ShareWares' guidelines. Limit one per business, offer ends December 31, 2023.

Scan to claim



Friendlier

Free first order of Friendlier reusable containers*

*Deposits are excluded. Limit of 1 case, valued up to \$100. Offer valid for businesses in Friendlier operating areas (Southern Ontario, Montreal and surrounding regions) and meeting Friendlier guidelines. Limit one per customer, offer ends December 31, 2023.

Scan to claim



Eco Dine

Free grease trap cleaning, value \$250

Eco Dine is a zero waste Alberta based business and is 100% free. Receive a free grease trap cleaning when you sign with Eco Dine*

*Offer is limited to one per restaurant. Only available in Alberta.



Contact us!

ecodine.ca
587-897-3463
accounts@ecodine.ca



Green Operations

Did you know?

Improving the sustainability of your restaurant facility can help you drive down costs:

- LED bulbs use 90% less energy than incandescent bulbs
- Heat is lost through single glazing twice as fast as through double glazing
- Training staff on ways to reduce energy and waste in your restaurant can be a simple and cost-effective way to cut consumption and cost

Three things to do now:



1

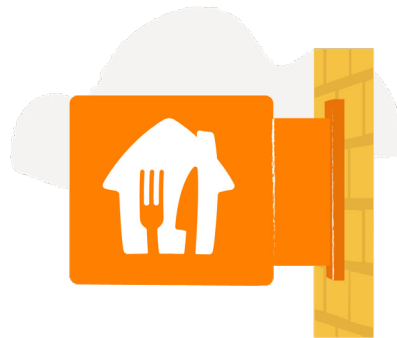
Update your appliances

Upgrade to low-energy appliances where possible and when required, be sure to check the energy labels and remember to evaluate the cost of running the equipment, not just the cost of buying it. All appliances have an EnerGuide label which shows its energy usage. Look for an appliance with a lower kWh value as these use less energy and will be cheaper to run¹².

2

Cut energy consumption

Be sure to get visibility on your current electricity and heating use from bills, landlord or smart meters. Implementing a switch off policy for lights and devices outside of working hours, and using natural light, ventilation and shade can help you further decrease your bill and impact.



3

Update your appliances

You can get creative with your waste management: collect food scraps to create compost and make sure that your used cooking oil is collected to be recycled and/or converted to biofuel. Free oil waste recycling through [Eco Dine](#) (Alberta only).

¹² <https://natural-resources.canada.ca/energy/efficiency/energuide-canada/energuide-label/reading-label-energuide/appliances-energuide/13632>

Want to go the extra mile?

The next time you have to undergo a refurbishment opt in for a heat pump, insulate the property, install controls and check if you have space for installing solar panels on site.

Share your sustainability journey with your customers too... a sign in your window to say you're powered by renewable electricity, in store signage showcasing your locally sourced low carbon dishes.



Case studies and inspiration

Big restaurant chains are already embracing the transition to a more sustainable future, putting forward big commitments and achieving great results.



Burger King

Burger King now offers the Impossible Whopper, a beef-esque meat-free alternative to their infamous Whopper burger. Guests who choose the Impossible Whopper avoided emissions equivalent to driving approximately 520 million miles. Burger King is improving packaging materials to reduce environmental impact and total packaging used. All North American restaurants utilise LED lighting to reduce energy usage.



Pizza Hut

Pizza Hut has an ambition to reach zero emissions by 2030 and have been working to make their restaurants more efficient by installing smart metres and switching to LED lighting as well as maintaining their fridges to prevent refrigerant leaks. They've also helped to combat food waste by donating surplus buffet pizza to good causes.



Domino's Pizza

Domino's is exploring ways to reduce its footprint. They carry out energy audits of their stores to identify opportunities for reducing energy consumption and integrating renewable electricity. They are increasing the usage of alternative delivery vehicles and use operational planning to improve delivery efficiency and reduce miles driven. All Domino's pizza boxes are made up of more than 70% recycled material. Plus, they've created a [pizza footprint calculator](#) so customers can understand the impact of their pizza!

Definitions for commonly used sustainability terminology

Sustainability	means meeting our own needs without compromising the ability of future generations to meet their own needs. At SkipTheDishes, sustainability refers to carrying out business activities in a responsible way, reducing our impact on the environment and positively impacting restaurants, customers, couriers and communities.
Greenhouse gas emissions	Greenhouse gases (also known as GHGs) are gases in the earth's atmosphere that trap the sun's heat to help keep the earth warm, a bit like a greenhouse. The main Greenhouse gases are carbon dioxide, methane and water vapour. We need these in the atmosphere, but too much of these gases can cause the earth to warm up.
CO₂e	Carbon dioxide equivalent is commonly used as a standard unit to measure greenhouse gases.
Carbon footprint	<p>Total greenhouse gas emissions released into the atmosphere resulting from activities/ operations of a person or organisation. There are 3 scopes of greenhouse gas emissions that make up a carbon footprint.</p> <p>Scope 1; missions resulting from directly burning fuels (e.g. gas heating or fuel consumed by cars) Scope 2; indirect emissions associated with purchasing electricity Scope 3; emissions from all the other activities (e.g. purchased goods, business travel)</p>
Net zero target	Setting a target to reduce emissions by at least 90-95%, offsetting the remaining residual emissions.
Carbon neutrality	Means that any carbon dioxide (CO ₂) released into the atmosphere from a company's activities is balanced by an equivalent amount being removed or offset.
Renewable electricity	Electricity coming from naturally replenishable sources such as wind, sun, water.
Plant-based (food or diet)	Consisting largely or solely of vegetables, grains, pulses, or other foods derived from plants, rather than animal products.
Flexitarian (diet)	Deliberate decreased consumption of meat in favor of plant-based alternatives.
Vegetarian (diet)	Diet that is completely free of products or ingredients that come from the slaughter of an animal. This includes meat, poultry, fish, seafood, animal fats, broths made with bones, some cheeses and gelatin.
Vegan (diet)	Diet completely free of any animal products whatsoever, including meat, poultry, fish, seafood, gelatin, animal fat, lard, dairy products (like cheese, milk, cream, yogurt, butter, ghee etc.), eggs, honey and beeswax.

