

## Summary

Every year in France the government organizes the Sustainable Development Week from 1 to 7 April. To support this event, in 2012 Sodexo organized the "Less crumbs, more meals!" operation at all its 1,200 school restaurants. Nearly 300,000 children from kindergarten to high school, have been made aware of the issues of food waste through the example of BREAD. On a nominated day and unknown to the students, the bread discarded by the students was collected and counted. The following day, the amount of bread collected was displayed in the restaurant to raise awareness about the amount of food waste. The operation was then repeated the following week, and the quantity of bread "saved" was measured compared to the previous week. The difference in the amount of bread wasted in the second week was substantial. These quantities were then converted into a "number of meals" and in turn a meal equivalent amount was donated to "Les Restos du Coeur", a Sodexo NGO partner as part of its STOP Hunger program.

## VALUE CREATION

The goal is to respond to our clients expectations and educate young consumers to the challenges of sustainable development and particularly the link between food waste and hunger. The objective of this operation was to involve children and teenagers in a very visible representation of the issue, with the aim of engaging them and to influence them to change their habits.

**TRANSFERRABLE & REPLICABLE:** This simple operation can be set up in any restaurant.

**MEASURABLE:** During the week, 725 bags of bread were "saved" at the 1,200 school restaurants that participated. 1,500 meals were donated to "Les Restos du Cœur".

**RECOGNIZED:** This initiative allowed Sodexo to amalgamate its actions at all its restaurants and highlight a national event with a strong story in the media.

## More information

[Sodexo.fr](http://Sodexo.fr)

[Press release](#)

## Better Tomorrow Champion

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## Creator/Expert

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Communication manager



## BETTER TOMORROW PLAN COMPLIANT

### WE DO

- STOP Hunger
- Organic Waste

### WE ENGAGE

- Clients
- Consumers

### BOTTOM LINE

- **1,200** participating restaurants
- **725** bags of bread "saved"
- **1,500** meals donated

