

thesra.org

SUSTAINABLE  
RESTAURANT  
ASSOCIATION

# SUSTAINABILITY RATING REPORT



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SRA Sustainability Rating Report  
prepared by:

This rating was conducted by the Sustainable  
Restaurant Association for:

The information contained herein is valid for one  
year from its publication date. During this period  
the Sustainable Restaurant Association (hereafter,  
The SRA) retains the right to withdraw a rating  
should any information emerge that significantly  
affect the score. The SRA retains intellectual property  
rights for its Sustainability Rating method and  
process. All information and images within this report  
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from the SRA. All data provided by the client remains  
confidential unless approved for release.

# INTRODUCTION

The Sustainable Restaurant Association (SRA) is an organisation whose membership represents a broad spectrum of the hospitality industry including independent restaurants, groups and chains, contract caterers, universities, retail centres, train and aviation caterers all united in their commitment to sustainability.

The SRA Sustainability Rating system provides restaurants with recognition for their sustainability as well as a tool to engage staff, suppliers and inform customers.

The SRA awards One, Two or Three Stars against 14 key sustainability criteria, divided across the three pillars of Sourcing, Society & Environment.



GOOD  
50–59%



EXCELLENT  
60–69%



EXCEPTIONAL  
70% +

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# EXECUTIVE SUMMARY

% SOURCING	% SOCIETY	% ENVIRONMENT
 <b>Environmentally positive farming</b> %	 <b>Community engagement</b> %	 <b>Water saving</b> %
 <b>Local and seasonal</b> %	 <b>Treating people fairly</b> %	 <b>Workplace resources</b> %
 <b>Sustainable Fish</b> %	 <b>Healthy eating</b> %	 <b>Supply chain</b> %
 <b>Ethical meat and dairy</b> %	 <b>Responsible marketing</b> %	 <b>Waste management</b> %
 <b>Fair trade</b> %		 <b>Energy efficiency</b> %

# BENCHMARKING

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Your performance across the SRA's three pillars of sustainability, compared with the average score of Sustainability Rated restaurants.

■ Your score      ■ SRA average

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You scored

%

overall in this rating

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You are in the top

%

of SRA members

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You are in the top

%

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You are in the top

%

# OPPORTUNITIES SOURCING

A key to the SRA sustainability areas

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## Environmentally positive farming



Sourcing from farmers that are committed to high environmental stewardship.

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## Local & Seasonal



Buying locally and seasonally to support UK producers and reduce the negative environmental impacts associated with importing produce from abroad

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## Ethical Meat & Dairy



Purchasing high welfare meat and dairy, to help combat animal cruelty and protect the environment.

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## Sustainable Fish



Sourcing sustainable seafood to help conserve fish stocks, protect the marine environment and offer customers better seafood choices.

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## Fair Trade



Sourcing fairly traded products to ensure producers in the developing world have access to a trade system based on justice and fairness



## Fruit & vegetables



## Dairy

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# OPPORTUNITIES SOURCING CONTINUED



Meat



Fish &  
Seafood



Drinks



Dry store

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# OPPORTUNITIES SOCIETY

A key to the SRA sustainability areas

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## Community engagement



Working closely with the local and wider community to share the business' goodwill, time and expertise to make a positive difference in the community.

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## Treating people fairly



Treating employees fairly, paying suppliers on time and making sure that customers experience the highest levels of service.

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## Healthy eating



Ensuring that menu options are well balanced, with reasonable portion sizes and the option for customers to request healthy cooking methods.

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## Responsible marketing



Making claims that are legal, fair and honest about the business' operations and communicating clearly with customers on sustainability and costs.

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## Community engagement



## Treating people fairly



# OPPORTUNITIES SOCIETY CONTINUED



Healthy  
eating



Responsible  
marketing

# OPPORTUNITIES ENVIRONMENT

A key to the SRA sustainability areas

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## Water saving



Using water wisely and monitoring water consumption to meet the highest possible standards of efficiency.

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## Workplace resources



Ensuring that workplace resources, including paper, cleaning products and furnishings, are sourced sustainably.

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## Supply chain



A responsible supply chain policy considers the environmental and social impact of logistics, such as the greenhouse gases emitted during transportation.

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## Waste management



Managing waste effectively in order to reduce, re-use and recycle wherever possible.

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## Energy efficiency



Improving energy efficiency across all areas saves resources, protects the environment and cuts costs.

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Water saving

# OPPORTUNITIES ENVIRONMENT CONTINUED



Workplace  
resources



Supply  
chain



Waste  
management



Energy  
efficiency

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# CONCLUSION

# GLOSSARY

## APPENDIX ONE

TERM	DEFINITION	RATIONALE
<b>Biodynamic (wine)</b>	Biodynamics is an agricultural method that aims to reuse all of a farm's resources, creating a balanced ecosystem within it. Manure, minerals and herbs are recycled to enhance health, quality and flavour while creating ecological, social and economic sustainability.	Purchasing biodynamic wines supports a practical method of farming, which embodies the idea of ever-increasing ecological self-sufficiency.
<b>British</b>	This refers to any place in the UK: England, Scotland, Northern Ireland and Wales.	This helps support the British economy, whilst reducing food miles from imports and subsequently the carbon footprint of the business.
<b>Carbon footprint</b>	The amount of carbon dioxide released into the atmosphere due to human activity.	Calculating a business' carbon footprint can enhance its sales and the brand. It also helps identify where cost savings and improvements to business practice can be made.
<b>Certified Organic</b>	Organic produce is farmed in ways that best preserve the environment, such as minimal use of synthetic pesticides and antibiotics.	This ensures products are made in line with IFOAM's principles of ecologically, socially and economically sound systems of organic agriculture.
<b>Energy efficiency</b>	Reducing, reusing and recycling energy to save resources and cost.	The restaurant can improve its energy efficiency by implementing best practice, such as turning off lights/equipment when not in use, regular maintenance schedules and setting thermostats to an optimum level. Likewise, technical solutions such as low energy lighting, energy efficient equipment and sensors/timers on lights help increase energy efficiency.
<b>Fairtrade</b>	The Fairtrade Foundation supports farmers, ensuring they get the money they deserve to improve their lives and communities. Fairtrade marked produce comes from small farms that meet Fairtrade social, economic and social standards. These include protection of workers' rights, Fairtrade Minimum Price as well as Fairtrade Premium.	Purchasing Fairtrade produce guarantees farmers receive a minimum price for their produce, together with a premium to benefit their families and communities. This secures a better deal for farmers in developing countries and ensures a more sustainable supply chain.

# GLOSSARY

## APPENDIX ONE

### CONTINUED

TERM	DEFINITION	RATIONALE
<b>Farmed fish</b>	Fish farming is raising fish commercially in tanks or enclosures within their environment. Farmed fish must come from a certified source to ensure key welfare and environmental standards are in place. Otherwise, it can cause problems: farmed fish can feed from, compete with and spread disease to wild stocks, and fishmeal may pollute the surrounding habitat.	Ensuring that any farmed fish products are certified to a recognisable standard, in this case: MSC Ecolabel, Organic, Global Gap, Freedom Food, GAA/BAP Best Aquaculture Practices Aquaculture Stewardship Council.
<b>Free-range</b>	Free-range animals have led a life with access to natural light and open space. It allows them to exhibit natural behaviours, e.g. foraging, and has the additional benefit of lower stocking densities in outdoor areas.	Purchasing products that adhere to high animal welfare standards, such as free-range, ensures that the business is spending money on high quality meat and dairy. Furthermore, the animals lead a better life, promoting the positive environmental and ethical stance of the business.
<b>FSC certified paper</b>	The Forest Stewardship Council (FSC) promotes an economically viable but environmentally beneficial approach to forest management. FSC certified paper indicates that it was sourced from well-managed forests.	Ensuring that all paper used in the restaurant and back-of-house is FSC certified, or made from recycled materials, minimises the use of virgin resources in the manufacturing process.
<b>Grass- and pasture-fed</b>	Grass- and pasture-fed animals, e.g. cows and sheep, are provided with open space to roam outdoors. This enables them to express their natural behaviour and access a natural diet of grasses.	Increases the business' animal welfare standards, and promotes their positive environmental and ethical stance.
<b>High welfare meat and dairy</b>	Meat and dairy that strongly takes the welfare of the animal into account. The RSPCA stipulates five freedoms that all kept animals should have.	Buying high welfare meat and dairy ensures that farm animals lead better lives. It also helps a restaurant take advantage of the increase in consumer demand for high animal welfare standards, as it differentiates the business from competitors and increases product value.
<b>IFOAM</b>	IFOAM (International Federation of Organic Agriculture Movements) maintains an organic farming standard, and an organic accreditation and certification service. Its vision is worldwide adoption of ecologically, socially and economically sound systems.	By purchasing IFOAM accredited organic produce you can be sure that it was farmed in a way that sustains the health of soils, ecosystems and people. Organic farming relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects.

# GLOSSARY

## APPENDIX ONE

### CONTINUED

TERM	DEFINITION	RATIONALE
<b>LEAF certified</b>	Linking Environment And Farming (LEAF) certification ensures produce is grown sustainably, with environmental stewardship methods incorporated into farming practice.	Purchasing LEAF certified vegetables reduces the restaurant's environmental impact while promoting sustainable food and farming.
<b>Local produce</b>	Produce sourced within a 100 mile radius if in the London area, or within a 50 mile radius for the rest of the UK.	This ensures that money is invested in the local economy meaning the business supports the local community. Furthermore, it considerably reduces food miles, which improves the business' carbon footprint.
<b>London Living Wage</b>	The recommended minimum wage in the London area. It is higher than the National Minimum Wage to account for London living costs.	Paying London Living Wage enhances the work quality of staff. 70% of employers feel that LLW increases consumer awareness of an organization as an ethical employer.
<b>MCS 1–5 rating</b>	The Marine Conservation Society (MCS) 1–5 rating indicates the sustainability of stocks for different species of fish. This helps suppliers and consumers choose which fish to eat (1) and avoid (5).	By removing 'fish to avoid' (5) from the menu, the restaurant can be confident that the fish they are serving are not under severe pressure from over-fishing.
<b>MSC Chain of Custody Certification</b>	The Marine Stewardship Council (MSC) Chain of Custody standard ensures that the MSC eco-label is only displayed on MSC certified products. It guarantees the consumer/buyer that the fish comes from a fishery that meets MSC regulations.	Having MSC Chain of Custody certification for the restaurant complements its sustainable seafood sourcing policies – all fish purchased under the Chain of Custody scheme are fully sustainable. It also enables the restaurant to promote the sustainability of its seafood by using the MSC eco label on menus, next to MSC items.
<b>Natural (wine)</b>	The wine production process is taken back to its roots, using minimal chemical and technological intervention when growing grapes and making them into wine.	This process is energy efficient, and retains and promotes the historical culture of wine production.
<b>Palm Oil – Responsibly sourced</b>	Palm oil is an edible vegetable oil extracted from the fruit of palm oil trees. The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative aiming to promote the growth and use of sustainable palm oil. The RSPO have formed a set of global guidelines for producing palm oil sustainably.	Ensuring that the palm oil in any processed products is from a responsibly sourced origin. Responsible sourcing reduces the threat of deforestation, intensive cultivation and peat land removal often associated with palm oil cultivation.

# GLOSSARY

## APPENDIX ONE

### CONTINUED

TERM	DEFINITION	RATIONALE
<b>Public Health Responsibility Deal</b>	Launched in 2011, the aim of this voluntary partnership is for businesses and influential organisations to work collaboratively to improve public health. They do so by creating the right environment for people to make informed choices that lead to healthier lives.	Organisations signing up to the PHRD commit to taking action voluntarily to improve public health through their responsibilities as employers, as well as through their commercial actions and community activities.
<b>Rainforest Alliance</b>	Rainforest Alliance aims to help the world's most vulnerable ecosystems by conserving biodiversity and transforming land-use practices, business practices and consumer behaviour.	Purchasing Rainforest Alliance products supports their mission to conserve natural resources and support the economic health of communities that rely on the forest.
<b>Red Tractor</b>	A food assurance scheme that covers all aspects of the supply chain, from farm to fork. It covers food safety and traceability, animal welfare and environmental protection. Standards must be met at every critical link in the food supply chain. It also shows the food has been farmed, processed and packed in the UK.	Purchasing food displaying the Red Tractor mark promotes the recognition of professionally produced assured food. This is becoming a higher priority for consumers. It will also improve the reputation of food production in the UK.
<b>RSPCA Freedom Foods</b>	Freedom Food accredited products have been inspected to the RSPCA's animal welfare standards.	Consumer demand for high animal welfare standards continues to grow. Buying Freedom Food helps a restaurant take advantage of this trend by differentiating the business from competitors and increasing product value.
<b>Smart meters or sub-meters</b>	An electronic device that records consumption of energy in intervals for utility, monitoring, and billing purposes.	Installing smart meters and/or sub-meters in the restaurant enables energy load profiling and in-depth analysis of bills. This helps the restaurant determine patterns of energy usage and see if they match expectations for different seasons and times of day.
<b>Supply Chain</b>	The series of steps involved in the manufacturing and distribution of a product. It begins with natural resources, which are then transformed into products and supplied to consumers. Products may re-enter the supply chain at any point if they retain recyclable value.	A business can reduce the negative environmental impact of its supply chain by reducing the amount of air freighted imports. It may also wish to agree on sustainable sourcing standards with suppliers, urge them to use reusable delivery boxes and develop more efficient delivery systems.



# SUPPLIER LIST

## APPENDIX TWO

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Outline	Company	Name
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# HOW TO PROMOTE THIS AWARD

## APPENDIX THREE

Don't forget to tell people about all the amazing things you are doing and bring them on your exciting journey.

### Communicating your achievements

Your customers really want to know, just look at the stats:

48% of the UK population undertook five or more sustainable actions last month in their daily life. From recycling to buying British meat, your customers care.

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

Almost two thirds of diners say knowing that the restaurant they are eating at is taking care of its impact on society and the environment would make them feel good. *Source: Populus survey 2014*

Here are some ideas:

### Celebrate on your menu



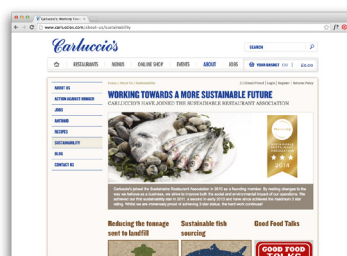
The Scottish Cafe & Restaurant in Edinburgh share their stars and scores across the three pillars

### Proudly display in your windows

The Railway Pub in London clearly display their stars on windows, an easy way to communicate their achievements to passing trade



### Feature on your website



Carluccio's includes the SRA star rating and specific examples of their activity. A click through to the SRA provides information for diners interested to know more.

### Highlight on social media

It starts conversations and gets the attention of press, bloggers and customers



### Top tips

- Sustainability is a journey, don't wait until you've finished to tell everyone what you are doing
- Bring the SRA logo & star rating to life by including a line about one of your proudest achievements
- Empower your staff to be able to promote your achievements and confidently answer customers' questions
- Involve your customers & staff — why not ask them to nominate a local charity to support?
- Look at what other members are doing to get some ideas — ask us if you'd like some examples

Marketing materials, including low or high resolution logos, are available from your Account Manager. The Marketing and PR team are also on hand to help with press releases, brainstorm ideas and promote your initiatives — ask your Account Manager for more information.