

Reconcile Business Excellence and Sustainability

Who is LightBlue?

LightBlue is a for-profit social enterprise with a vision to reconcile sustainability and business excellence. Since 2013, we have developed unique skills, technologies and methodologies to minimize food waste for international hotel groups (Marriott, Hyatt, Accor), government agencies (TCEB), international organizations (Michelin Guide Thailand, GIZ, WWF) and restaurant groups (Cofoco) in 8 countries.

Overview of Solutions:

1. Technical Online Workshops

Online live teaching, with maximum 25 participants, based on real case-studies and including practical tools



Full Course: Food Waste Prevention (click here)

Immersive workshops (3x3-hour modules) designed for Professionals in Food Industry, Government Officials, NGO Officers, CSR Executives, Lecturers and Researchers



Becoming a PLEDGE™ Accredited Consultant (click here)

Technical traineeship (3x3-hour modules) to start your career as a Food Waste Consultant



Technical Food Waste Modules (click here)

Designed mainly for food service professionals. We are putting a strong emphasis on real case-study, the practicality of the knowledge transferred, and the applicability of the tool shared

TECHNICAL

2. The PLEDGE $^{\text{TM}}$ on Food Waste

Third-party verified Certification and Benchmarking system designed for restaurants and canteens to save, connect with solution providers, and access new customers

Video presenting The PLEDGE™ (click here)

Testimonial video of JW Marriott Hotel Bangkok (click here)

The PLEDGETM is now an **OPEN SOURCE** for Academic **Projects** (click here)

3. Food Waste Monitoring Tech

FIT Food Waste Monitoring Tech is an agile tech solution for commercial kitchens willing to track and reduce food waste and associated costs at multiple locations.

FIT has been officially awarded the **Solar Impulse Efficient Solution Label** in 2020 (click here)

Video presenting FIT (click here)







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FOOD EFFICIENCY Programs and Solutions

For Hotels:

- Our main partners are Marriott Hotels (see how Marriott Marquis saved 27 tons in 4 months with us), alongside Accor (Sofitel), IHG, Minor Hotels, and Hyatt in Thailand, Maldives and Singapore.
- Pullman Kingpower Bangkok reduced food waste by 21 tons in 6 months. Other case studies (JW Marriott BKK, JW Marriott Phuket, etc.) are accessible here.
- Corporate: we are designing and executing scalable food efficiency strategies for hotel groups.

For Restaurants:

- The PLEDGE™ on Food Waste is the most comprehensive food waste prevention system/certification designed for restaurants to save on cost, cut on food waste and foster collaboration with solution providers. It is third-party verified, fully online, and comprises of 95 criteria articulated around 7 key pillars. Restaurants (Rain Tree of The Athenee Hotel, a Luxury Collection, JW Café of JW Marriott BKK, Goji from Marriott Queen's Park, etc.) and restaurant groups (Denmark) have already achieved The PLEDGE™ on Food Waste. Momo Café of Courtyard BKK is currently implementing it.
- We are Michelin Guide Technical Sustainability Partner, and organized the 1st ever <u>Zero Food Waste to Landfill Michelin Star Revelation Event</u>, in partnership with a Food Rescue Association (Scholars of Sustenance).

FIT Food Waste Monitoring Tech (app + software)

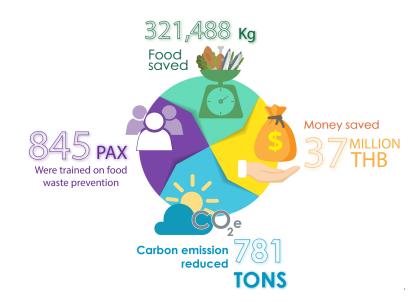
• <u>Food Intel Tech (FIT)</u> is an agile tech solution for commercial kitchens willing to track and reduce food waste and associated costs at multiple locations. It is an integrated solution, fully compatible across devices, that gives an overview of your food operation. It has already helped dozens of kitchen to positively impact their bottom-line.

Education

- We worked with culinary schools (Insitut Paul Bocuse, France), and business schools (<u>ESCP Europe</u>) and aim at integrating food efficiency into their operations and their curriculum.
- We designed 5x4-hour advanced modules on food efficiency for culinary (Ferrandi) and hospitality schools.
- We ran some campaigns with schools ("if you waste it, you didn't get it") in Bangkok.

Government Partnership

- LightBlue designed the first ever Food Waste Prevention program subsidized by a governmental agency (Thailand Convention Exhibition Bureau - TCEB).
- This performance-based program is offering subsidies for hotels and convention centres in Thailand implementing food waste prevention (monitoring, training, adaptation of SOPs), and showing progress and change in their operations. Results over 18 months in 2018-19 are audited by a lecturer of Thammasat University.



food wasted

BENJAMIN F.R. LEPHILIBERT

Food Efficiency Hotel Sustainability Circular Systems Design



Founder of LightBlue Environmental Consulting

Expertise

Food Waste Prevention System Design Hotel Sustainability Awareness & Capacity Building of Employees Hotel Sustainability Certification Compliance Guest Engagement in Sustainability Policies Integration of Sustainability into Hotel's Core Culture

Education



King's College London University of London MSc - Environment and Development, 2011



Graduate Institute of International Studies (IHEID)
University of Geneva
MA - International Relations and Development Studies, 2005

Speaking Records Conferences & Talks:

2021

MICE Sustainability and Thailand Convention and Exhibition Bureau Responsible Food and Beverage Operations

Online, August 2021

Interseed.co Impact InSight: Food Waste for Thought (Podcast)

Online, August 2021

UNEP-Thailand Environmental Institute: "Alternative to adopt digital technology for food waste management"

Online, August 2021

Multi-dimensional Approach to Food Waste Prevention, be Waste Wise (Webinar)

Online, July 2021

Episode 46: The Big Picture on Food Waste with Benjamin Lephilibert, Food Waste Solution Designer, Worldchefs - World Association of Chefs Societies (Podcast)

Online, June 2021

Bin-Diving into Commercial Kitchens: Innovative Solutions in Food Waste Prevention, NUS Enterprise-BoP Hub Joint Initiative on Social System Innovation (Webinar)

Online, July 2021

Restaurants of the Future - The Powerhouse for inclusion, prosperity and resilience, UN Food Systems Summit Dialogue

Online, June 2021

Food Waste Prevention Tips for Mauritian Food Services (Webinar)
Online, May 2021

Food Waste Prevention Tips for Singaporean Food Services (Webinar)
Online, April 2021

A Food Waste Entrepreneur Journey Talk, Nanyang Technological University, FEEDHOOD SG

Online, March 2021

Inspire Students Alumni Round Table: Sustainability and Entrepreneurship, The Graduate Institute (IHIED)

Online, December 2020

Guest-Talk for Hospitality Students, Manipal Academy of Higher Education Online, November 2020

Sustainability - The Future of Travel (Panelist), 4th International Hospitality Forum Online, November 2020

Food Waste in Hospitality: Misunderstandings and Solutions (Spotlight Webinar), Pacific Asia Travel Association (PATA)

Online, November 2020

Using Technology to Improve Sustainability in Hospitality Businesses (Panelist), ASEAN Sustainable Tourism Solutions Expo 2020

Online, November 2020

Innovation & Business Solutions to Reach Zero Food Waste to Landfill (Panelist), Multi-Year Policy Dialogue on Innovative Waste Management (MYPD on IWM), APEC Online, October 2020

The Business Case of Food Waste Prevention (Webinar), Rethink2gether Online, September 2020

Press Conference MICHELIN Guide Thailand New Recognitions Debut (Panelist)
Bangkok, Thailand, September 2020

G.R.E.E.N. Hospitality Pre-Conference Talks: Food Waste

Online, September 2020

What The Fork Sessions: Food WASTE (Webinar), Feeding Cities

Online, September 2020

Sustainable Tourism Solutions Expo 2019, GIZ Lao PDR

Vientiane, Lao PDR, September 2019

SCP and Circular Economy through Sustainable Tourism and Food Waste, ASEAN EU-UN SCP Multi-Stakeholders Dialogue

Bangkok, Thailand, July 2019

Leadership in Food Innovation Conference Series: THAIFEX Future of Food Experience+, THAIFEX-World of Food Asia 2019

Bangkok, Thailand, May 2019

Sustainability for Business Forum 2019

Bangkok, Thailand, May 2019

Structural Issues and Opportunities of Sustainability in the Context of the ASEAN Gastronomy Network, ASEAN Gastronomy Summit

Bangkok, Thailand, April 2019

Sustainability as a Business Edge, AGM Denis Holding

Bangkok, Thailand, February 2019

Fighting Food Waste in Large Hotels, SITE International MICE Conference, TCDC Bangkok, Thailand, January 2019

Sustainability and Food Efficiency, ESSEC Business School

Paris, France, December 2018

Food Innopolis Startup Pitch Battleground

Bangkok, Thailand, November 2018

LCA Agri-Food ASIA Conference

Bangkok, Thailand, October 2018

2019

2020

2019

2018

Technology & Innovation in order to Tackle Food Waste, La French Tech Thailand Bangkok, Thailand, October 2018

S.L.O.W Life Symposium, Soneva Kiri

Maldives, October 2018

HR & CSR Breakfast Talk by FrancoThai Chamber of Commerce and AccorHotels

Bangkok, Thailand, June 2018

Innovative Partnerships in the Hospitality Industry, Sustainability for Business Forum 2018

Bangkok, Thailand, May 2018

Hispack, the Future of Packaging, Processes and Logistics: Food Waste in Hospitality

The Fuetone, of Febroad/Whitestell (Re) Food Forum

Bangkok, Thailand, March 2018

Food Waste Prevention, Thailand Convention and Exhibition Bureau Bangkok, Thailand, March 2018

Entrepreneurship Education for Sustainable Development Goals (SDGs 2030), ICE 2018, King Mongkut's University of Technology Thonburi

Bangkok, Thailand, February 2018

Global Sustainable Tourism Council (Webinar)

February 2018

Rooting for Sustainable Food: Doing More and Better with Less, Palais des Nations Unies

Geneva, Switzerland, November 2017

Listen & Learn: Sustainability, The Hive Bangkok Bangkok, Thailand, November 2017

Structural Challenges, Solutions (Tech & Innovative Approaches) and Success Stories in our Battle against Food Waste in the Hospitality Sector, ITB ASIA Marina Bay Sands, Singapore, October 2017

UNESCAP Sustainable Agro Food Business Forum (Speaker and Moderator)

Bangkok, Thailand, September 2017

Tourism & Sustainable Food Management (Webinar), UNWTO/UNEP September 2017

Hospitality Technology Next Generation, Asia-Pacific Conference Singapore, August 2017

APEC Expert Consultation on Food Losses and Waste Reduction Roadmap Taipei, Taiwan, June 2017

Sustainable Tourism and Technologies, Forum TurisTIC (Keynote Speaker)

Barcelona, Spain, April 2017

Forum on Sustainability in Tourism & Hospitality, Global Sustainable Tourism Council

YY & Togckt, all y & Reac Ajm & 20 Waste through Social Business, Yunus Center of the AIT Bangkok, Thailand, March 2017

Multi-stakeholders Platform on Sustainable Food Supply & Consumption for Food Waste Reduction, National Academy of Sciences

Beijing, China, November 2016

Thailand Pollution Control Department, Ministry of Natural Resources Bangkok, Thailand, October 2016

MICE Sustainability Forum 2016, Thailand Convention and Exhibition Bureau Bangkok, Thailand, August 2016

2017

2016

Asia Pacific Roundtable for Sustainable Consumption and Production (APRSCP), UNEP and European Union

Siem Reap, Cambodia, July 2016

My Save Food Forum Initiative, UNFAO and Ministry of Agriculture

Kuala Lumpur, Malaysia, May 2016

Luxury and Hotel Sustainability, Franco Thai Chamber of Commerce

Bangkok, Thailand, March 2016

French Tech Event on Sustainability

Bangkok, Thailand, February 2016

WWF Executive Luncheon

Bangkok, Thailand, February 2016

International Ecotourism Conference (UNWTO)

Mulu, Malaysia, January 2016

2015

Regional Capacity Building Workshop on Food Waste, UNEP/UNFAO

Bangkok, Thailand, December 2015

Hotel Management Thailand Summit

Bangkok, Thailand, May 2015

The PLEDGE™ on Food Waste: Why and How to Reduce Food Waste | Solutions for Water Conservation and Hotel Sustainability (Webinar), Book Greener

May 2015







Lectures & Workshops:

2021

Becoming a PLEDGE™ Accredited Consultant (3x3-hour traneeships) - Batch 4 Online, May 2021

Innovation in Food Waste Prevention Course (Master's students), FERRANDI Paris
Online, April-May 2021

FIT Food Waste Monitoring for Accredited Consultants (2-hour workshop)

Online, April 2021

The global food waste issue and innovative solutions to achieve Zero Food Waste to Landfill, Sustainability Week, The Graduate Institute (IHEID)

Online, March 2021

Innovation in Food Waste Prevention Course (Master's students), ESCP Europe Online, February-April 2021

Full Course on Food Waste Prevention (3x3-hour immersive workshops) - Batch 4
Online, January-February 2021

Becoming a PLEDGE™ Accredited Consultant (3x3-hour traneeships) - Batch 3
Online, January 2021

2020

Full Course on Food Waste Prevention (3x3-hour immersive workshops) - Batch 3 Online, October 2020

MICHELIN Guide Special Food Waste Monitoring (3-hour workshop)

Online, September 2020

Becoming a PLEDGE™ Accredited Consultant (3x3-hour traneeships) - Batch 2
Online, September 2020

Republic Polytechnic (RP) Full Course on Food Waste Prevention (16 academic staff were trained in-depth)

Online, August-September 2020

Full Course on Food Waste Prevention (3x3-hour immersive workshops) - Batch 2 Online, August 2020

TCEB Special Education on Food Waste Prevention for MICE Industry Online, June 2020

Becoming a PLEDGE™ Accredited Consultant (3x3-hour traneeships) - Batch 1 Online, June 2020

Full Course on Food Waste Prevention (5x3-hour immersive workshops) - Batch 1
Online, May-June 2020

How to Monitor Food Waste, Phuket Hotels Association Phuket, Thailand, February 2020

Food Waste: Situation at the Global and Regional Level, Preconceived Ideas about it, Innovation and Technologies, Space-F

Bangkok, Thailand, February 2020

Misconception about Food Waste, Marriott Business Council

Bangkok, Thailand, February 2020

2019

Training of 14 Chefs/Restaurant Owners (of 1 hotel and 3 Michelin Star Restaurants) in Preparation and Implementation of the 1st Ever Zero Food Waste to Landfill Michelin Star Revelation Thailand 2020 Event, Michelin Guide Thailand Bangkok, Thailand, October 2019

The PLEDGE™ on Food Waste Certification Standard for Restaurants and Canteens (Business Case Study) in Designing a Communication Strategy, the Faculty of Communication Arts, Chulalongkorn University

Bangkok, Thailand, September-November 2019

Embedding Sustainability in Employees' Mindsets, BNP Paribas

Bangkok, Thailand, August 2019

Food Efficiency and the Future of Sustainability in the F&B Industry Workshop, ESCP Europe, International F&B Management Master's, FERRANDI Paris

Paris, France, June 2019

Sustainable Business Value and Practical Solutions for the Event Industry Workshop, Sustainable Event Professional Certification (SEPC) 2019

Bangkok, Thailand, 20 February 2019

Chef-Instructors Awareness Training Workshop (3hrs), Institut Paul Bocuse Lyon, France, January 2019

2018

Future Chefs Awareness Training, Le Cordon Bleu

Bangkok, Thailand, November 2018

The PLEDGE Training Session

Bangkok, Thailand, October 2018

Mahidol University

Bangkok, Thailand, October 2018

Seedstars World (Workshop Facilitator)

Bangkok, Thailand, August 2018

Sustainable Tourism Training, Global Sustainable Tourism Council

Bangkok, Thailand, March 2018

Sustainable Consumption & Production in Tourism, The Asian Institute of Technology Bangkok, Thailand, February 2018

2017

Environmental Management of International Tourism Development (Guest Lecture), Havard Extention School

September 2017

Sustainable Tourism Training, Global Sustainable Tourism Council

Yangon, Myanmar, March 2017

2016

Bangkok University

Bangkok, Thailand, November 2016

MICE Course on Sustainability

Pattaya, Thailand, October 2016

Chulalongkorn University, Sasin Graduate Institute of Business Administration Bangkok, Thailand, July 2016

IUBH School of Business and Management, Bad Honnef-Bonn

Germany, May 2016
Srinakharinwirot University, School of International Tourism

Bangkok, Thailand, May 2016

KUONI Water Champion Workshop

Phuket & Bangkok, Thailand, February 2016

Sustainable Consumption and Production in the Hospitality Sector, United Nations Winter School

January 2016

Dusit Thani College School of Hotel Management

February 2015

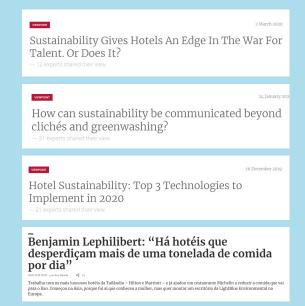


Travel Companies

Most companies will only do what's mandated by law, which is why non-binding pledges from companies to reduce plastics mean nothing. This also explains why companies, when they do take action preemptively, will typically do something simple, easy, and quick like cutting straws and bottles.

'Once again we're going to scratch the surface and leave the big issues under the rug,' said Benjamin Lephilibert, founder and managing director of Bangkok-based lightBlue Environmental Consulting. Governments should impose stricter rules on plastics producers first and foremost. regardless of which industry the end product is destined to,' he added by email. >





Publications & Coverage:

2021

Sidney K., & Jihye S. (2021, June 27). Celebrate SME Day with PATA International Member LightBlue Environmental Consulting. Pacific Asia Travel Association (PATA).

ESCP Turin Campus. (2021, April 21). Reducing food waste and nurturing the next-gen. ESCP Business School.

HOTREC Hospitality Europe. (2021, January 13). Industry interviews. Hospitality Europe Business Newsletter. (24), 2-4.

2020

Lephilibert, B. (2020, December 23). Adaptation, resilience, and absolute commitment: Experience sharing from a small sustainability business in time of covid. LinkedIn.

Lephilibert, B. (2020, December 7). Driving resiliency and sustainability in hospitality: Five priorities for 2021 [Viewpoint]. Hospitality Net.

Lephilibert, B. (2020, July 13). The future of sustainability certification: Microcertification? [Viewpoint]. Hospitality Net.

Hicks, R. (2020, March 17). Ego versus eco - Is vanity compromising the impact of Asia's sustainability leaders? Eco Business.

Lephilibert, B. (2020, March 2). Sustainability gives hotels an edge in the war for talent. Or does it? [Viewpoint]. Hospitality Net.

Lephilibert, B., & Oestereich, C. (2020, February 7). Why is food waste not really a priority for hotels groups, and why it should. *LinkedIn*.

Hoisington, A. (2020, February 6). Building sustainability into your supply chain. HOTELSMag.

Lephilibert, B. (2020, January 24). How can sustainability be communicated beyond cliches and greenwashing? [Viewpoint]. Hospitality Net.

2019

Lephilibert, B. (2019, December 16). Hotel sustainability: Top 3 technologies to implement in 2020 [Viewpoint]. Hospitality Net.

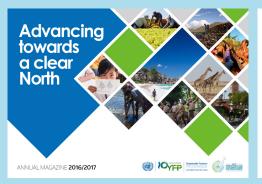
Liumpetch, C., & Srisuwannaket, T. (2019, October 23). Tackling Thailand's food waste crisis. Bangkok Post.

Enelow-Snyder, S. (2019, September 25). Everyone needs to get on board against plastics. Skift Magazine, (14), 24.

Lephilibert, B. (2019, September 24). Climate emergency and the hospitality industry: Are we on track? [Viewpoint]. Hospitality Net.

Lephilibert, B. (2019, June 25). The business of sustainability. Elite Plus Magazine.

Lee, R. AJ. (2019, May 21). Food waste for thought. TTG Mice.



Supporting hoteliers to champion food waste reduction with "the PLEDGE"

Food waste is still a largely uncategorized type of waste in most sustainability certifications and labels in the tourism sector. With the environmental impact of food waste reaching critical levels, more monitoring systems must be in place to calculate food waste costs in operations on a daily basis. In addition, hotel and restaurant managers are still using incomplete Key Performance indicators, with the Food Cost percentage still being the industry standard, even if it does not accurately reflect food management efficiency.

As a response to this challenge, LightBlue Environmental Consulting has developed The PLEDGE on Food Waste, a pioneering thirdparty audited standard designa pioneering thirdparly audited standard designed to cut food waste, save on food costs and get organizations' efforts recognized. It aligns with LightBlue's mission to offer organizations seeking to minimize their social and environmental footprint talior-made solutions to cut operational expenses, increase employee efficiency and loyalty, and also improve the reputation of organizations that are operating more responsibly.

The PLEOGE is articulated around nine guidelines, which include integrating implementation of a food waste monitoring system, data tracking, internal and external behavioral change, revision of Standard Operating Procedures at critical food waste generation points and options for the redistribution and transformation of food waste.

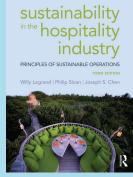
The critical issue of food waste can only be addressed with a better understanding of the situation, higher employee engagement and by stimulating the already growing demand for more responsible and transparent tood operations by restaurant owners - a challenge that the PLEDGE adopters in Thailland are tackling head on. As an incentive, the Thailland Convention and Exhibition Bureau is currently providing subsidies for organizations that take the PLEDGE. Sampran Riverside in Thailland, the first resort to adopt the PLEDGE, saw a reduction of food waste by more than 25% since its adoption.













Taborda, A. (2019, May 4). Benjamin Lephilibert: "Há hotéis que desperdiçam mais de uma tonelada de comida por dia." *Sabado.*

Enelow-Snyder, S. (2019, April 27). Hotels have a problem with plastics: A Skift deep dive, *Skift*.

Florian. (2019, March 7). Interview with Benjamin Lephilibert on hotels, food waste and other sustainability challenges. Sustainability Leader Project.

Decitre, I. (2018, November - December). Food reimagined: What enablers exist to reduce food waste in urbanising regions like Asia? *Envision Magazine*, (15). 63.

Garlick, H. (2018, June 27). Is this the end of the hotel breakfast? *The Financial Times.*

Tun-atiruj, C. (2018, June 5). This Bangkok consulting firm helping big hotels to cut down their food waste. *BK Asia City*.

Lephilibert, B., & Oestereich, C. (2018, May 13). How much cash are you throwing in the trash? *Hotel Executive*.

Hendricks, N-L. (2018, March 30). Food waste engineers. Bangkok Post.

Lephilibert, B. (2018). The future of hotel food waste. In W. Legrand (Eds.), *Hotel yearbook - Sustainable hospitality* (pp. 60-61). Grandvaux: Wade & Company.

Work Referenced in Thailand's Sustainable Business Guide by Editions Didier Millets Books 2018

2017

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Lephilibert, B. (2017). Food waste case study. In M. E. Wood (Eds.), *Sustainable tourism on a finite planet: Environmental, business and policy solution* (p. 127). London: Routeldge.

Koh, H. (2017, October 16). The unseen scandal of hotel food waste. *Eco Business*. Montes, L. (2017, April 27). España produce ocho millones de toneladas de desperdicio alimentario. *Elomundo*.

World Tourism Organization. (2017). 10YFP sustainable tourism programme: Advancing towards a clear north. *Annual Magazine 2016/2017*, 50.

2016

Lephilibert, B. (2016). Food excess: The neglected issue in the hospitality industry. *TEAM Journal of Hospitality & Tourism, ISSN: 1823-4003, 13*(1), 73-75.

Lephilibert, B. (2016, December 13). Fighting food waste is like going to the gym: 7 excuses that sabotage success. *Sustainable Brands*.

Lephilibert, B. (2016). Hotel food waste prevention programme by LightBlue Environmental Consulting. In W. Legrand, P. Sloan, P. & J. S. Chen (Eds.), Sustainability in the hospitality industry: Principles of sustainable operations (pp. 96-97). London: Routledge.

Lephilibert, B. (2016, January 15). Food waste: The elephant in the room for the hospitality industry. *Sustainable Brands*.

About

Benjamin Lephilibert is the Founder and Managing Director of LightBlue Environmental Consulting, a social enterprise working predominantly on food waste prevention across Asia and Europe with hotel groups (Marriott, Accor, Hyatt), restaurants (Cofoco Denmark, Bo.lan, J'AIME by Jean-Michel Lorain), international organizations (Michelin Guide Thailand, GIZ Laos, WWF), and government agencies (TCEB). He is an international speaker (50+ international conferences and webinars), guest-lecturer in culinary and business schools (Institut Paul Bocuse, FERRANDI Paris, ESCP Europe), counselor at Franco-Thai Chamber of Commerce, solution designer of FIT Food Waste Monitoring Tech, co-designer of The PLEDGE™ on Food Waste certification and benchmarking system, and a certified trainer for the Global Sustainable Tourism Council.









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https://www.youtube.com/channel/UC1nmjrpXuuctUTV37PdL8UQ