

MICROCREDENTIALS

FOR THE
digital course

 **Green**
Mystery Guest

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Sustainability has become a critical focus across industries as organizations recognize their responsibility to mitigate environmental impacts and promote social and economic well-being. The hospitality and events sectors, in particular, play a role in addressing global challenges such as climate change, resource depletion, and waste management. By adopting sustainable practices, businesses in these fields can reduce their ecological footprints while enhancing public health, improving stakeholder engagement, and fostering long-term profitability.

Research highlights the importance of tailored strategies for promoting sustainability, including effective communication, stakeholder collaboration, and the integration of sustainable principles into operational frameworks. From ethical food sourcing to eco-friendly event planning and behavioral change initiatives, professionals equipped with specific sustainability skills can drive significant progress in achieving environmental goals.

These competencies, captured in microcredentials, enable individuals to demonstrate their expertise in areas such as sustainable menu design, green venue management, and persuasive communication strategies.

This document outlines structured microcredentials across three key modules: Green Food and Beverage, Green Events and Furniture, and Green Motivation and Communication Strategies. Each module is designed to empower professionals with the knowledge and tools needed to lead sustainability efforts in their respective domains.

MODULE 1: GREEN FOOD AND BEVERAGE

The food and beverage industry plays an important role in environmental sustainability. Adopting sustainable practices in this sector can significantly reduce environmental impacts and promote public health. Indeed, research indicates that sustainable food systems contribute to environmental preservation and offer economic benefits to businesses through cost savings and enhanced brand reputation (Garnett, 2013).

Microcredential 1: Promoting Ethical, Healthy, and Sustainable Food

This credential certifies expertise in promoting sustainable and ethical food choices in the hospitality sector. It includes:

- Learning objectives:
 - Understanding how to design campaigns for promoting sustainable food.
 - Using neuroscience to influence guest decisions toward healthier and more ethical choices.
- Practical application:
 - Creating engaging communication strategies for restaurants and hotels to highlight sustainable offerings.

Microcredential 2: Making Healthy and Sustainable Purchasing Decisions in Hotels

This certification focuses on equipping professionals with the skills to influence purchasing decisions toward sustainability.

- Learning objectives:
 - Analyzing consumer behavior to guide decisions toward sustainable and healthy food options.
 - Leveraging menu design to promote sustainable choices.
- Practical application:
 - Implementing sustainable procurement policies for hospitality establishments.

Microcredential 3: Sustainable Menu Engineering Techniques

This credential demonstrates the ability to optimize menu design with sustainability in mind.

- Learning objectives:
 - Assessing the environmental impact of menu items.
 - Creating menu options that minimize waste and prioritize seasonal, local ingredients.
- Practical application:
 - Helping restaurants reduce costs while increasing their sustainability credentials.

Microcredential 4: Restaurant Analysis Techniques for Green Mystery Guest

This certification trains professionals in evaluating restaurant practices against sustainability benchmarks.

- Learning objectives:
 - Identifying areas for improvement in waste management and energy efficiency.
 - Recommending actionable steps for sustainability compliance.
- Practical application:
 - Conducting green audits and assessments for dining establishments.

Microcredential 5: The Practice of Green Mystery Guest

This credential certifies hands-on experience in analyzing and recommending improvements for sustainable hospitality.

- Learning Objectives:
 - Applying analytical tools in real-world restaurant evaluations.
 - Generating actionable sustainability reports.
- Practical Application:
 - Supporting businesses in achieving their sustainability goals through thorough assessments.

References:

Garnett, T. (2013). Food sustainability: problems, perspectives and solutions. *Proceedings of the nutrition society*, 72(1), 29-39.

MODULE 2: GREEN EVENTS AND FURNITURE

The events industry has a substantial environmental footprint, encompassing energy consumption, waste generation, and resource utilization. Implementing sustainable practices in event planning and venue management is essential to mitigate these impacts. Studies have shown that sustainable event management not only reduces environmental harm but also enhances attendee satisfaction and organizational reputation (Mair & Jago, 2010).

Microcredential 1: Planning Sustainable Events

This certification validates skills in organizing low-impact, sustainable events.

- Learning Objectives:
 - Developing event strategies that prioritize sustainability.
 - Managing resources efficiently to reduce the carbon footprint.
- Practical Application:
 - Implementing green policies in event planning processes.

Microcredential 2: Sustainable Venue Management

This credential demonstrates the ability to select and manage eco-friendly venues.

- Learning Objectives:
 - Assessing energy efficiency, waste management, and overall sustainability of venues.
 - Implementing operational practices for sustainable venue use.
- Practical Application:
 - Advising clients on green venue options for events.

Microcredential 3: Catering and Food Sustainability

This certification highlights expertise in sustainable food solutions for events.

- Learning Objectives:
 - Planning menus that use locally sourced, seasonal ingredients.
 - Reducing food waste during event catering.
- Practical Application:
 - Assisting event managers in selecting sustainable catering options.

Microcredential 4: Transportation and Accommodation

This credential addresses logistics planning for eco-conscious events.

- Learning Objectives:
 - Promoting sustainable transport solutions for attendees.
 - Selecting green-certified accommodations for event participants.
- Practical Application:
 - Reducing overall event-related environmental impact through strategic logistics.

Microcredential 5: Engaging Stakeholders

This certification confirms skills in stakeholder engagement for sustainable events.

- Learning Objectives:
 - Effectively communicating sustainability goals to all parties involved.
 - Building partnerships to support green initiatives.
- Practical Application:
 - Enhancing stakeholder collaboration for successful, sustainable events.

References:

Mair, J., & Jago, L. (2010). The development of a conceptual model of greening in the business events tourism sector. *Journal of Sustainable tourism*, 18(1), 77–94.

MODULE 3: GREEN MOTIVATION AND COMMUNICATION STRATEGIES

Effective communication and motivational strategies are crucial in promoting sustainable behaviors among consumers and stakeholders. Behavioral change theories suggest that tailored messaging and persuasive communication can significantly influence individuals' adoption of sustainable practices (Steg & Vlek, 2009). Organizations that effectively engage and motivate their audience towards sustainability can achieve greater environmental outcomes and foster a culture of responsibility.

Microcredential 1: Driving Behavioral Change Towards Sustainability

This credential certifies expertise in influencing sustainable behavior in customers.

- Learning Objectives:
 - Understanding psychological drivers of sustainable behavior.
 - Designing campaigns to encourage eco-friendly choices.
- Practical Application:
 - Helping businesses shift customer behaviors toward sustainability.

Microcredential 2: Delivering the Sustainability Message

This certification highlights skills in effectively communicating sustainability efforts.

- Learning Objectives:
 - Crafting clear and impactful messages about sustainability.
 - Utilizing appropriate communication channels for maximum reach.
- Practical Application:
 - Supporting organizations in enhancing their sustainability communication strategies.

Microcredential 3: Personalizing the Sustainability Message

This credential validates the ability to tailor messages to specific audiences.

- Learning Objectives:
 - Segmenting audiences to deliver more impactful messages.
 - Aligning messages with customer values and preferences.
- Practical Application:
 - Designing customer-specific communication strategies to promote sustainable practices.

Microcredential 4: Using Persuasion Techniques

This certification demonstrates expertise in applying persuasive techniques to foster sustainability.

- Learning Objectives:
 - Leveraging principles of persuasion (e.g., reciprocity, authority, scarcity) for sustainability campaigns.
 - Creating emotionally and logically compelling arguments for sustainability.
- Practical Application:
 - Increasing the effectiveness of sustainability campaigns through advanced persuasion techniques.

References:

Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of environmental psychology*, 29(3), 309-317.



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