



FOR PEOPLE AND PLANET
thesra.org

SUSTAINABLE RESTAURANT ASSOCIATION

Start Up Toolkit

Overview

**PUBLICATION:
SRA003**

**VERSION:
V001**

**PUBLISHED:
10/11/10**

**AUTHOR:
SRA**

***Helping UK restaurants become global
leaders in sustainability***

About the *SRA Start Up Toolkit*



TOOLKIT CONTENTS

1 SRA Welcome Pack

2 Topical start up Advice

3 Five hours support from SRA Account Manager

4 CIBSE/CSFG energy efficiency guide worth £60

5 Access to SRA Members website

6 First three months of SRA Membership FREE (if you decide to become a Member)

COST

Only £250 (+VAT)

Sustainable Restaurant Association

25 Gerrard Street
London W1D 6JL
Tel: 020 7479 4224
Fax: 020 7479 4220

www.thesra.org

WHY A START UP TOOLKIT?

Sustainability is a big and complex concept and building sustainable thinking into an existing business can be time consuming and expensive. However, ensuring that sustainability is considered right from the start, at the design stage of a project, makes perfect business sense. Now is the time to ensure that your restaurant is designed to be as low energy as possible, will have space for storing recyclables, and will use low impact materials. When choosing your equipment, asking the right questions about its performance will save significantly on your bills. And there's no better time to look into the sustainability of potential suppliers and produce.

Considering sustainability now will help you keep your bills low, and give you a strong message to tell your potential customers and staff. After all, our research shows that a third of diners think restaurants aren't doing enough to be sustainable, and 95% think diners should ask restaurants to be more sustainable.

WHAT DOES THE TOOLKIT INCLUDE?

The cost for the *SRA Start Up Toolkit* is £250 (+VAT) and includes:

1. SRA Welcome Pack with topic guides covering our 14 sustainability topics.
2. Start up Information Guide with sections covering all the key areas to think about.
3. Up to five hours support from your Account Manager – there to answer any ad hoc questions that arise.
4. A copy of *Energy Efficiency in Commercial Kitchens*, worth £60 (by The Chartered Institution of Building Services Engineers and the Catering for a Sustainable Future Group), with excellent detailed information on setting up and running an energy efficient kitchen.
5. Access to Members' section of the SRA website and to our specialist Supplier Directory with exclusive discounts for Members on a range of sustainable products and services including food and drink suppliers, kitchen equipment, food waste contractors and sustainable design specialists.
6. And when your doors open, if you become an SRA Member, get the first three months of your SRA Membership for FREE.

BECOMING A MEMBER ONCE YOU'VE OPENED

The *SRA Start Up Toolkit* is designed for restaurants in the planning stage. And we'd love you to become a full member of the SRA once you're up and running so we're offering a fantastic three months membership for free when you join. Being a Member will mean that you get ongoing support and up to the minute information and advice. Crucially it will allow you to celebrate and promote all the hard work you put into making your restaurant sustainable in the first place.

FIND OUT MORE

For further information and to purchase your *SRA Start Up Toolkit* please contact Ed Franklin ed@thesra.org or 0207 479 4221

Information Guide: Contents

The *SRA Start Up Toolkit* includes information, advice and further links on the following topic areas:

- 1. ENERGY: EQUIPMENT & SERVICES** 4-8
 - Air-conditioning and heating
 - Ovens and appliances
 - Boilers
 - Refrigeration
 - Lighting
 - Dishwashers
 - Toilet hand dryer
 - Tariffs, metering and contract negotiation
- 2. WATER: EQUIPMENT & SERVICES** 9-10
 - Equipment
 - Toilets and taps
 - Utility services & meters
- 3. WASTE: MANAGEMENT & SERVICES** 11-15
 - Food waste
 - Glass
 - Oil & grease
 - Packaging
 - Disposables (eg take-away coffee cups)
 - Electronic waste and batteries
 - Waste contracts and regulations
- 4. SUPPLY CHAIN: NON-FOOD** 16-19
 - Laundry, uniforms and table linen
 - Cleaning fluids & equipment
 - Cookware,
 - Front of house tableware and accessories
 - Office supplies
- 5. SUPPLY CHAIN: FOOD** 20-23
 - Food and beverage sourcing
 - Right questions to ask potential suppliers
 - Menu planning
 - Food transport options
 - Food eco-labels descriptions
- 6. FURNITURE, FIT-OUT & BUILDING DESIGN** 24-26
 - Design
 - Windows
 - Insulation
 - Paint and finishes
 - Furniture purchase
- 7. GRANTS & REGULATIONS** 27-30
 - Grants and funding
 - Environmental certifications
 - Environmental regulations
- 8. COMMUNITY ENGAGEMENT** 31-33
 - Employment
 - Community engagement
- 9. RESPONSIBLE MARKETING & PUBLICITY** 34-38
 - Communicating your marketing message responsibly



FOR PEOPLE AND PLANET
thesra.org



Water Saving



Energy Efficiency



Waste Management



Supply Chain: Non-Food



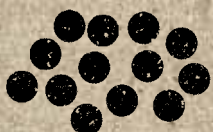
Supply Chain: Food



Furniture & Building Design



Grants & Regulations



Community



Publicity & Marketing

© Sustainable
Restaurant
Association

25 Gerrard Street
London
W1D 6JL

Tel: 020 7479 4224
Fax: 020 7 479 4220

Email: hello@thesra
www.thesra.org

When you've finished
with me, please
recycle me.

