



Evaluation of the environmental, economic and cultural impacts resulting from the application of the label Ecoristorazione Trentino

The environmental, economic and cultural evaluation of the application in Trentino of the label Ecoristorazione is part of a more comprehensive evaluation commissioned by the autonomous Province of Trento and carried out by APPA (Agenzia Provinciale per la Protezione dell'Ambiente - Provincial Environmental Protection Agency), which included other two eco-labels: the EU Ecolabel for accommodation services and "Ecoacquisti Trentino" for shops and retail channels.

The study was carried out using on-line surveys and interviews targeting restaurants that were awarded the label Ecoristorazione and a set of "standard" restaurant that were not awarded: the latter were used for comparison.

An aggregated sustainability index was made to capture the overall performance of the restaurants with regards to waste management, CO₂ emissions, energy management, water management and usage of organic products. The aggregated index highlighted that eco-restaurants, on an environmental performance scale from 0 (worst performance) to 100 (best performance), score 24 points more than standard accommodation services (68 points against 44 points).

Compared to standard restaurants, these results mean that Ecoristorazione restaurants produce less waste (-1,01 kg/ m²/year) and CO₂ (-80,55 kg/m²/year), consume less energy (-4,54 KWh/ m²/year) and water (-0,07 cum / m²/year), and use more products from organic farming (+0,05 kg/mq/year).

The study highlighted that the environmental performances related to some of the "Ecoristorazione Trentino" criteria¹ can generate an estimated economic saving on average of €3.170 per year compared to a standard restaurant, even though some other criteria can entail an increase of costs compared to standard practices. In fact, 74% of the eco-restaurant managers maintains that awarding the certification entailed a rise in costs on mainly: organic

¹ B1 "Removal of disposable products", B7 "Tablecloths and napkins", B8 "Towels", D1 "Toilet flushing", D2 "Water flow from taps", C2 "Renewable Energy", C3 "Lightning".



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products' purchase (58%), certified eco-friendly products² (26%) and locally-sourced products (16%). Moreover, even if eco-restaurants attain an effective and substantial waste reduction, the taxation system in place does not repay their efforts (the average saving is around 0,76€/m² compared to standard restaurants). Specifically, these efforts' results only show on the variable quote of the waste tax (which refers to the production of unsorted waste) and not on the fixed quote, which is generally much higher and that applies regardless the certification of the restaurant.

Cost estimations were made with regards to the choice of offering tap water to costumers. In order to make up for the lost income from selling bottled water, it would be necessary to increase service charge by €0.79 in case of offering both still and sparkling water (using a carbonation system) and by €0,51 if only still water was offered (and by using returnable bottle for sparkling water).

The study has shown that the project Ecoristorazione Trentino has contributed to increase the number of customers that ask for leftover food and/or to drink tap water (+12% compared to standard restaurants in both cases). In fact, the study has also highlighted that 24% of the customers feel embarrassed to ask for tap water and 40% of the customers to ask for leftover food: these customers would not do it unless the waiter suggested it or it was suggested very clearly on the menu.

The project Ecoristorazione Trentino is also significantly promoting local food products: 87% of the costumers has at least once chosen a course from the "local menu". However, the study has also pointed out that poor information is available for customers on the menu with regards to the local products' supply chain.

On a final note, it is very positive to observe that 70,1% of the customers very much appreciate the project Ecoristorazione Trentino and its criteria, while 61,2% of the customers trusts the label Ecoristorazione. According to the eco-restaurant managers tourists are the customers that appreciate the project the most. Also, 57,4% of the managers appreciate the project very much, and only 2,9% do not appreciate it at all.

Study carried out by

Autonomous Province of Trento - Provincial Environmental Protection Agency

For more information regarding the present document, please contact APPA Trento via email ecoristorazione@provincia.tn.it

² Cleaning products, paper products