COOK FOR FUTURE

Cook for Future
Social Restaurant

CRITERIA TO SELECT SOCIAL RESTAURANTS AND CATERING BUSINESSES

INTRODUCTION

The selection of social restaurants and catering listed on the platform has taken into account a set of criteria directly related to the characteristics of social enterprises. In this sense, in 2011 the European Commission developed a definition of a social enterprise that refers to an operator of the social economy whose main objective is to have a social impact, rather than to generate benefits for its owners or its partners. The social entrepreneur is, in this context, the agent that identifies a business opportunity based on the resolution of a social problem through a creative and innovative solution. The social enterprise is, therefore, a private organization whose sole purpose is not profit and that provides goods and services directly related to the satisfaction of a social need in a given community. On this basis, the present work has taken into account three criteria through which the selection of the different cases has been made.

ECONOMIC CRITERIA

As financially sustainable companies, one of the key criteria for the selection of restaurants and social catering has been its economic viability. Thus, among the key elements that have to do with this financial sustainability of the selected cases are its consolidation in time (seniority), the variety of its offer (restaurant and catering), the quality and scope of its website and the information included. Likewise, its pricing policy has been taken into account, appreciating whether it implements any social and solidarity practice (such as "pay as you wish").

So, the scale through which the restaurants have been selected was the following:

- High probability of closing the establishment, limited website (1 point)
- Difficulties to achieve financial sustainability, limited website (2 points)
- Current sustainability but declining perspectives, acceptable website (3 points)
- Highly consolidated, well-informed website (4 points)
- Great viability, complete website, chances of opening new stores (5 points)

SOCIAL CRITERIA

The social criteria on the basis of which social restaurants and catering have been selected have had the most relevant weight of the three sets mentioned here. In this context, social restaurants and catering have been privileged in which, to a greater extent, a social impact could be found by developing a project rooted in its intervention territory.

To this end, those social restaurants or caterings who work for the social and labor inclusion of people through improving personal and professional competencies of the users have been taken into account. Another criteria has been whether their experience has been successful for providing assistance to cultural integration, especially immigrants or refugees (sometimes without legal documentation in order), and if they work in the field of improving inclusion and health with people with disabilities. In this context, this criterion of concrete actions has been complemented by the nature of the people to whom they have directed their efforts, so that the social enterprises that have worked with the groups in greatest difficulty have been chosen: inmates and ex-prisoners, people with psychic disabilities, youth at risk of exclusion, etc.

Finally, the connection between the social project, the economic business and the territory has been an additional element for the selection of restaurants and social catering. In this sense, those whose operation would have contributed to interculturality and to the development of local identity (mainly in the neighborhood) have been chosen.

So, the scale through which the restaurants have been selected was the following:
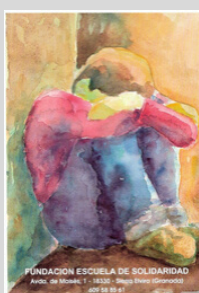
- Fragile social concerns, too much emphasis on economic results (1 point)
- Good work conditions without a specific social project supporting it (2 points)
- Helps a vulnerable collective with general actions without impact measurement and with no connection to their local environment (3 points)
- Helps several vulnerable collectives with specific actions without impact measurement and connected to their local environment (4 points)
- High and proven social impact and culturally connected to their local environments (5 points)

ENVIRONMENTAL CRITERIA

Finally, the third set of criteria that have supported the selection of restaurants and social catering has been the incorporation of "green" parameters in the kitchen. The elements that have scored the most have been the local nature of the dishes, their low environmental footprint (waste recycling policies), the weight of vegetarian or vegan cuisine, and the deployment of cultural activities related to raising awareness of environmental issues.

So, the scale through which the restaurants have been selected was the following:

- No environmental concerns (1 point)
- Waste recycling policies without any special stress on green cooking (2 points)
- Green cooking (ecological ingredients) mixed with conventional food and waste recycling policies (3 points)
- Mainly green cooking (ecological ingredients) and waste recycling policies with no additional actions (raising-awareness) (4 points)
- Mainly or completely vegetarian or vegan cuisine (with ecological ingredients) and waste recycling policies with additional actions (raising-awareness) (5 points)