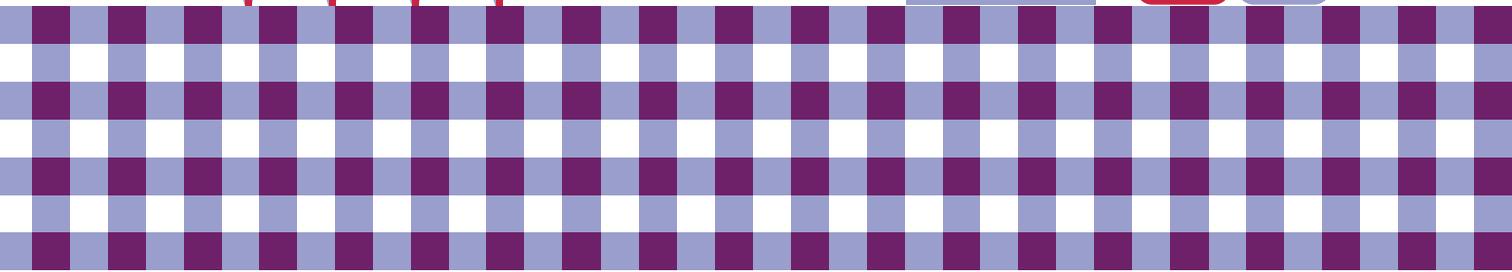
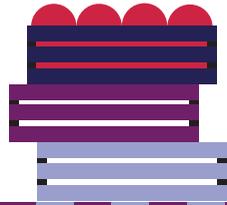




**Good
practices
for sustainable
gastronomy**



Jean-François Têtedoie

Café Terroir Restaurant

takes the floor

"Sustainable gastronomy is an essential but complex subject. For ten years at Café Terroir in Lyon, and since this summer at Café Terroir chez Saint-Cyr in Anse, our main concern has been sourcing. As our name suggests, our credo is local and we try to get as close as possible to regional producers and breeders while striking the right balance between proximity and quality.

There are two reasons for this commitment to short supply chains: to reduce the carbon footprint of our distribution model, and to do our bit to support the local economy. Restaurants have a role to play in both these areas. What's more, we're all convinced that there's a lot going on around us. When Paul Bocuse called Lyon the larder of France, he wasn't wrong. You can find butter, cream and milk in Bresse, poultry and fish in Isère and Savoie, fruit and vegetables in the Rhône Valley... With all this at your fingertips, why buy products that go through the Rungis international market before coming back to Lyon? We lose out on quality, freshness, vitamins, time, fuel and so on, without gaining anything!

At Café Terroir, we promote the region wholeheartedly as a matter of ethical importance to us. I want to look at myself in

the mirror in the morning and tell myself I'm doing the right thing. But it's not always easy: I want to do everything at once, but I can't. It's not a question of will, but capacity. We need help, solutions and new industries for recycling waste and bio-waste.

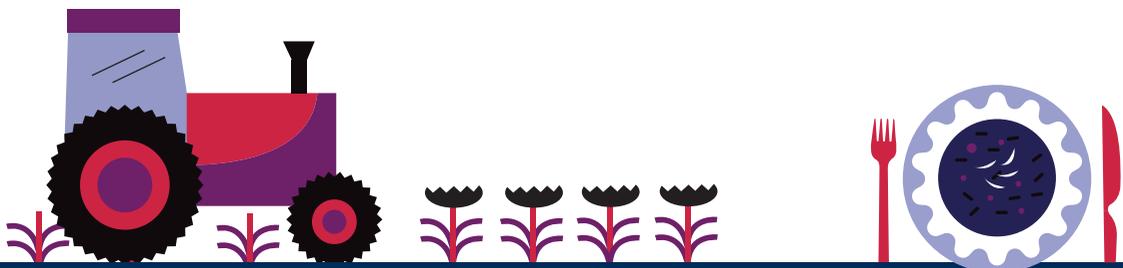
This is the prerequisite for continuing to grow and help our restaurant employees grow at the same time, while respecting entrepreneurial morality by supporting those who are trying to develop their business.

Restaurant owners are not averse to change or the transition to a healthy diet - in fact, they've already done a great deal. They just need consistency, training and support as businesses and owners. The story begins with this guide, which highlights the immense variety of good practices that already exist in our establishments.

These tried and tested initiatives once again demonstrate the great vitality of Lyon's catering sector in facing up to the economic and environmental challenges of the future."

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The approach

Renowned for its creativity, Lyon's gastronomy has always stood out from the field and played a major role on the French culinary scene. Now it must face up to new challenges, conjure up more plant-based recipes and help protect natural resources and the environment, without compromising on taste or pleasure.

Besides being sustainable, the new gastronomy must also broaden its appeal by catering for an ever-expanding range of dietary trends.

All of these topics are covered in this guide to sustainable gastronomy produced by ONLYLYON Tourism & Conventions for Lyon's restaurants, hotels and caterers.

The guide highlights the inspiring practices of local professionals seeking feasible solutions to current and future economic and environmental challenges.

Around 20 experts and local caterers representing all branches of the industry (brasserie, gourmet, street food, bouchon, caterer, food court, bistro, etc.) agreed to share their experiences and best practices. While

we had to make some choices to "classify" them under one of our themes - sourcing, anti-wastage or waste management - it is clear that they are all committed to a global approach, as sustainability means making progress on multiple issues at once.

We have gathered all this information together in a single guide, examining each theme through **three different lenses**:

- What **the law** and current regulations say
- **Testimonials** from local professionals and the best practices they have introduced in their establishments
- Tried-and-tested **solutions** and available support

01

Sourcing

Raw materials account for around 80% of a restaurant's carbon footprint. Not surprisingly, product supply and sourcing are the areas that demand a priority commitment on the part of catering professionals. How can they do this? By prioritising seasonal products, local produce and short supply chains and by promoting organic farming wherever possible.



What the law says

- Restaurants owners are **required to inform consumers about the origin of their meat.**
- **Organic ingredients (milk, eggs, etc.) used in cooking can be promoted on the menu** by displaying the AB logo next to the ingredient.



What are you doing about it?

— **Jérémy Galvan**
Chef of Bistrot Contre-Champ and BPM. Heartbeat gastronomic restaurant

"I come from a family of market gardeners. For me, what I do is just good farming sense. I don't want to buy organic produce at any price, because I'm not interested if it comes from the other side of the world. Instead, I look for regional producers who can offer me a healthy product I can use in its entirety, including the skin. I source my supplies within a 250 km radius of the restaurant, which gives me the option of going as far as Lake Geneva. I've built up my ecosystem bit by bit, and today it's me who adapts to what my producers have, not the other way round, even if that sometimes means changing all my plans. It's a different ball game, but you get used to it, and I think it's important to remember that there are times and places to eat certain products. There's nothing like tasting fish by the sea, is there?"

Local (around 200 km from Lyon) Short supply chain
Seasonal products Organic products

In practical terms

- Creation of a **system to recover heat from the kitchen to help heat the dining room** at the 220 BPM restaurant, which also has a vegetable garden and an electric vehicle transport system
- **Use of Ceetal organic products** based on grease-eating bacteria to clean surfaces
- Purchase of a **more energy-efficient iVario cooking machine**
- **Phase-out of plastic boxes** in favour of glass containers



— Olivier Canal - La Meunière Bouchon lyonnais

Olivier Canal, chef of La Meunière restaurant and Président of the Les Bouchons Lyonnais association, points out that "there is a kind of common sense in the bouchon [by the way, typical Lyon restaurants serving local cuisine are known as "bouchons", the French word for "cork"], which consists of using all the products available around us. Our customers come to discover local cuisine, and it's our duty to make sure they eat regional, fresh, local and seasonal produce. Even if finding the right producers is complicated, time-consuming and less cost-effective, it's a vital process - I can't allow myself to cheat my customers!"

Resources

La Super Halle

Launched by the founding members of the GRAP regional local food association, this grocery store located in Oullins, a suburb of Lyon, is already partner to a number of festivals. For several months now it has been supplying restaurant owners with organic (300 items ranging from meat to hygiene products) and sustainable products that comply with the GRAP charter.

commande@lasuperhalle.fr
or 04 78 56 69 72

De L'Autre Côté De La Rue

This grocery shop in Lyon's 3rd district works directly or semi-directly with local producers, offering a semi-wholesale range for professionals including an urban delivery service.

commande@delautrecoatedelarue.net
ou 09 72 54 29 53

Diary

En Terroirs Connus

A speed meeting for producers and restaurant owners working in short supply chains organised by the City of Lyon, the 11, the Rhône Union of Hotel Trades and Industries and the Rhône Chamber of Trades and Crafts. The next meeting is scheduled in February 2026.

enterroirsconnus@mairie-lyon.fr
www.enterroirsconnus.lyon.fr

Biocal

Cluster Bio Auvergne-Rhône-Alpes and Agribio Rhône et Loire, the organisers of Biocal, a trade fair for organic and local supplies (next to be held in 2026), help restaurant owners to source organic products.

bboissonnier@cluster-bio.com
www.cluster-bio.com



La Commune, Food court

📍 What are you doing about it?

— Lucie Bouvier - La Commune

Food court

"All the chefs working at our food incubator are independent. In other words, we can only suggest what to do. For example, we ask them to source 50% of their produce locally, especially fruit, vegetables and meat. With so many world cuisine counters using specific spices and products, it's difficult to do more, but we try to make things easier by giving them the right contacts, like Agriz. Local sourcing requires a few adjustments for both kitchens and bars. In the bar, for example, we prefer to use French organic lemons, rather than organic limes from the other side of the world when they're not in season in France... but it's a decision the bartender has to explain several times a day while mixing the mojitos."

In practical terms

- **French craft beers** (Nepo, Jean-Louis...) have replaced industrial beers
- Wines from Vinister, a wholesale agent offering a range of **wines, beers and spirits that are 80% organic, biodynamic or undergoing certification**
- **Fruit juice purchased in glass bottles** (no individual bottles) from Alain Milliat

— Maxime and Gauthier Dorner

Dorner Frères

Pastry shop

"Our citrus fruit, herbs and some of our other fruit come from the Drôme department, as does our chocolate, selected from Valrhona, with whom we are currently developing our own custom-made chocolate. It's a way for us to check the origin of the beans we use and develop a product in keeping with our tastes. We use flour from an Auvergne mill with zero additives. Our butter comes from a dairy in Bresse and we mix our own blends of tea from selected leaves, to which we add flowers we dehydrate ourselves, as well as some slightly less attractive fruits, so that we can use them in our granola."



Maxime Laurenson, Rustique

— Maxime Laurenson – Rustique

Gourmet restaurant

“In my restaurant, called Rustique, I offer my customers catfish, a local, much maligned fish that I have chosen to work with alongside Jean-Thomas Vuillard, a fish farmer in Bresse. It’s a mistake to go for local produce and then turn to intensive farming. For me, you have to look for products that come from solid, reasonable channels that respect the environment and the consumer, in other words, clean channels. To do that, you sometimes need to be prepared to move away from local extremism and go 50 km further afield. What I want is the healthiest, best-quality product possible, bought from someone who does things well. We need to help these producers and turn the spotlight on them. That’s what I’m trying to do with catfish, which nobody wants even though it’s a great product. Jean-Thomas Vuillard came to see me, we swapped ideas, worked together, made progress and now I have a duty towards him. Although this means I have to rethink my approach, it’s important because getting into this business means committing to a relationship of trust.”

In practical terms

- **Buy your produce at the market:** at the Place Carnot market, for example, you’ll find great farmers and exceptional products
- **Choose products according to your convictions.** Sustainable cooking also means offering the healthiest product possible
- **Simplify the task and have your produce delivered**



What you can do

— Source directly from the Auvergne-Rhône-Alpes region

The region has everything you need, and it’s much easier to work with local producers, which you can often do directly and cut out the middlemen. Some of them feature in this guide, but we could also mention **Jardins de Vartan**, **Jardins Telluriques** and **Maison Fressenon** for market gardening, **Miéral** for poultry, **Viabat** and **Véronique Laby** for meat...the list is endless. Furthermore, **mesproducteursmescuisiniers.com** is a useful website open to the general public that allows you to geolocate producers within a given area. You can also do this on **monproduitlocal69.com**, a website set up by the Rhône Chamber of Agriculture, and **bonplanbio.fr**, an interactive map developed by a number of organic farming groups.

— Use local produce platforms

The difficulty with a large address book packed with small producers is often getting the goods to the restaurants. To make logistics easier, some platforms centralise orders and pool rounds in order to deliver to multiple establishments, such as **Agripousse** (Limonest) and **Agриз** (Saint-Priest), while **Bio A Pro** and **Le Relais Local** specialise in local organic produce. There are also cooperatives like **Sicol** based in the Monts du Lyonnais.

— Prefer organic local products from standard suppliers

Traditional suppliers are increasingly developing specific corners for local organic producers, for example at **Pomona**, **Metro** and the **Lyon-Corbas wholesale market** (“carreau des producteurs”).

02

Green your kitchen

Whether you like it or not, vegetarianism is booming and the dietary transition is underway. While still seen as a constraint, reducing animal protein consumption has a number of advantages. It helps reduce CO2 emissions, keep sourcing costs under control and broaden the customer base by catering for a wide range of dietary requirements (vegetarian, flexitarian, intolerant, specific cultural requirements, etc.), besides fostering creativity.



What the law says

At present, restaurant owners are under **no obligation to offer vegetarian options** on their menus, unlike mass catering establishments.



What are you doing about it?

— **Christian Têtedoie**
Restaurant Têtedoie
Gourmet restaurant

"Plant-based food is a fairly obvious choice for me. I grew up in a family of market gardeners and we didn't eat meat every day. The other catalyst was the birth of my granddaughter, which made me think about what I could do to leave her a cleaner planet. As a result, we made a big U-turn five or six years ago by developing recipes with vegetables as their primary ingredient. Take celeriac, for example. We cook it whole on a bed of salt, then slice it, interlace it with strips of truffle, a bit like a custard slice, then carve it up in the restaurant like meat. Whether by necessity or choice, everything leads us to believe that in the years to come people will be eating less meat and fish. It's a different style of cooking that's really exciting because there's so much scope for creativity. I'm also working with the Applied Botany Resource Centre (CRBA) on forgotten grains and seeds that are suited to our region due to their hardiness, such as the Bresse chilli pepper and the 'meat bean', which are very interesting in nutritional terms."

En pratique

- **Source vegetables from growers** with whom the planting schedule for the year is fixed
- **Develop creative plant-based recipes** like watermelon steak
- Work alongside public authorities to **help young farmers set up their business**

— Emily Dader Trèfle - Vegan restaurant

"After an initial experience in plant-based cuisine at Mauvaises Herbes, I felt the need to spread my wings and pursue my own vision. That is how Trèfle was born: a fine-dining vegan restaurant, meaning that we exclude everything of animal origin, meat, fish, but also butter, milk and eggs. This approach calls for a high level of creativity, I have completely reinvented the way I approach a dish. Plant ingredients take center stage on the plate, and to build depth and flavor, I rely as much on wild herbs and aromatic plants as on textures and reductions. It requires more work, but since the raw ingredients are less costly than animal proteins, the balance ultimately works out. For me, plant-based cooking is also a more humane philosophy, a desire to reconnect with the living world. And in fact, our cuisine is meant for anyone who enjoys good food, not just vegetarians."

In practical terms

- **A single tasting menu** allows us to anticipate quantities and reduce waste
- **Treating vegetable juices** the same way one would treat meat juices brings depth and complexity to the dishes
- **Sourcing tableware** with minor imperfections from ceramicists' sales and studio clearances

— Nicolas Guilloton Atelier des Augustins Gourmet restaurant

"Our six-course evening menu includes two vegetarian starters. The rest of the menu includes fish, meat or vegetarian options and two desserts, one of which is fruit. Salt, pepper and spices can't be sourced locally, although I do sometimes use salt from the Bex mine in Switzerland. I think it's very important for a restaurant like ours to put down roots in the local area and consider what makes up the culture and identity of a region and its inhabitants. Like many, I'm fed up with the standardisation of cities and I'm trying to preserve a gastronomic legacy and defend local producers so as to offer an experience you can only find in Lyon. We're currently setting up a farm in the north of the Rhône department with a view to becoming self-sufficient in plant-based food in three or four years' time."

In practical terms

- A surprise menu that can be **all-vegetarian on request**
- **A list of locally-produced spirits** (whiskies from the Domaine des Hautes-Glaces in Isère, verbena liqueur and Marc de Bourgogne from a small Burgundy distillery, etc.)
- **99% of purchases made within a 200 km radius**



What you can do

— Increase the number of vegetarian options

By systematically offering at least one vegetarian dish (or better still, a complete menu) and by clearly identifying dishes that can be adapted for vegetarians or vegans on request.

— Diversify your protein sources

To replace meat or fish and vary the protein sources in your menus, don't hesitate to consider plant proteins such as pulses, cereals, tempeh and tofu.

— Training

To change your approach and consider vegetables not as a garnish but as a dish in their own right, try out a training course on vegetarian cuisine. For example, courses are provided by **Institut Lyfe, La Fabuleuse Cantine, La Source Dorée, Wellness by Sophie.**



Nicolas Guilloton, Atelier des Augustins

Laëtitia Escarabajal - C Gastronomie

As the official caterer for the WorldSkills international event in September 2024, C Gastronomie rose to the challenge by supplying some 60,000 meals over 6 days to more than 70 nationalities. Disposable tableware was banned and the menus had to cater for a bewildering variety of diets and cultural factors. Sourcing challenges and the rigorous logistics required to pass each person through in less than 30 minutes demanded exceptional organisation: "All the starters were vegetarian, as were 20% of the main courses. We were able to meet our anti-wastage commitment by redistributing uneaten meals."

03

Waste management

The easiest way to reduce the amount of rubbish in our bins and minimise waste-related costs is not to produce any at all. How can we do this? By reducing or eliminating disposables, changing containers and supplies, and thinking in terms of reuse and the circular economy.



What the law says

Since 1 January 2024, under Article L. 541-21-1 of the French Environment Code all businesses have been **required to sort their organic waste**.

The so-called "AGEC Act" (Act no. 2020-105 of 10 February 2020) **banned disposable plastic** cups, glasses and plates.

A catering professional is **required to accept a consumer's container** as long as it's clean and suitable.

By 2027, 10% of the containers used for drinks and takeaways must be returnable.

Establishments seating over 20 people must use reusable tableware for all on-site consumption.

Since 1 January 2025, **textile waste** (tablecloths, napkins, aprons, uniforms, etc.) must be sorted at source.



What are you doing about this?

— **Bernard Goret – Newtree**
Coffee shop

"There are a few establishments that do organic food, but very few are 100% certified organic like our two restaurants in Lyon. When it comes to sourcing and managing packaging and waste, we always pay attention a proposal or initiative that could help us reduce our impact. For example, a year ago we changed our cow's milk supplier to work with Le Fourgon, which delivers in returnable glass bottles. This is a source of savings, because reducing waste means buying less packaging. There's a book on the subject I really like, Économie by Emmanuel Druon, which shows that, contrary to popular belief, doing things well pays off. In other words, if we encourage restaurant owners to change their behaviour because it can help them increase their profits, I think we'll get there faster."

In practical

- **Returnable containers**, which save money as well as helping the environment
- Use of **collective compost** bins in the city
- **Teams proud to commit to zero waste** and ready to challenge their suppliers
- **Vegetarian and vegan dishes** less expensive than meat dishes, acting as an incentive

— Vincent Leblond – Nomad Kitchens Lyon Street Food Festival

Festival of street food and music

"Sorting was one of the first things we did at the festival. To start with, we just collected waste to make sure nothing was left over after we'd gone. Then we moved on to installing sorting bins and recovering all disposable and non-disposable containers, glass, cardboard, oils and organic waste. We've been working with Les Alchimistes on this for three years. We also work with Ecovalim for oils and Paprec for the glass, cardboard and wood used in our stage designs. Between festivals, the wood is recovered, stored and then recycled to make furniture or new stage designs."

In practical terms

- **Recovery and cold storage of all unsold food for donation to charity**
- **Encouraging guest chefs** to source local and/or organic produce and include a vegetarian dish in their offer
- We are currently looking at ways of **supporting chefs who have travelled long distances, to encourage them to optimise their travel** arrangements by taking part in other culinary events in France

— Tom Thiellet – Le Moulin

Catering - Digital canteen - Delivery

"Le Moulin, which holds Restauration AB50% catering certification, has been in business for 18 years. We limit single-use packaging in favour of recycled and/or recyclable containers; we use unbleached kraft paper packaging and napkins. We provide cutlery made from bamboo or bio-based materials on request. For certain customers, such as the Lyon metropolitan area, our ready meals are delivered in returnable glass jars. Finally, we provide zero-waste catering services for up to 1,000 people."

In practical terms

- **Production triggered "to order" with zero-loss system** (unsold goods consumed by the team, placed in the solidarity fridge in the shop in Lyon's ninth arrondissement or donated to charity)
- **Meals delivered by tricycle or electric vehicle**
- **Systematic sorting:** organic waste composting (Les Alchimistes), recycled paper (La Cocotte à Papiers) and returnable glass (Revera)



What you can do

— Sort your waste

Hotels and catering establishments are required to sort their waste at source into nine streams, each of which has its own separate sorting bin (paper & cardboard, metal, plastic, glass, wood, plaster and plasterboard, mineral fraction, organic waste, textile waste) or by entrusting the task to a service provider.

— Recover organic waste

By using the municipal **compost bins**, up to a maximum of **120 litres per week**, equivalent to the output of a 50-seat restaurant (for more information, contact dechets_professionnels@grandlyon.com), and through companies like **Les Alchimistes** and **Ecovalim** specialising in the collection and recycling of organic waste to be transformed into compost.

— Encourage reuse

By working with **Revera**, which collects, cleans and reuses standardised glass bottles. By testing **the Billie® returnable container** system within a community of retailers where customers can freely drop off their containers and collect their deposit. By serving takeaway meals in reusable containers that can be hired from **Bako Consigne** or **Vytal**.

— Limit the production of plastic bottles

By displaying the **#gourdefriendly** logo in your shop window and offering free tap water to passers-by and customers.

04

Anti-wastage

Out-of-home food accounts for 13% of the 4 million tonnes of food wasted every year! This deadweight loss can be limited through anti-wastage initiatives, by producing less, but better, and by fully recycling products in keeping with circular economy principles.



What the law says

Under the AGEC (Act no. 2020-105 of 10 February 2020), **the commercial catering industry must halve the amount of food waste it generates** between 2015 and 2030.

Since July 2021 and the implementation of the EGalim Act, commercial catering establishments and on-trade drinks outlets have been required to provide **doggy bags** to allow customers to take away what they don't consume on the premises.



La Fabuleuse Cantine



What are you doing about it?

— **Juliette Gérossier**
La Fabuleuse Cantine
Restaurants and catering

"La Fabuleuse Cantine avoids wastage at source. In practical terms, we adapt to producers by buying both their overproduction and their underproduction, such as fruit and vegetables with an original appearance that restaurants and wholesalers don't want. We cook a new menu every lunchtime and transform the produce in every possible way in order to use it in its entirety, by offering jars and pickles (lactic fermentation). This allows us to offer seasonal, fresh, local cuisine affordable for all, as unsold produce is always cheaper, even if it's organic or sustainable. One example is the Super Waste burger: the buns are made from 15% milled stale bread collected from bakers and processed into flour. It's a simple gesture that just needs to be 'told'. In our restaurants, there's always someone to explain our philosophy: we adapt to what nature can give us, rather than imposing our desires on it. We take the same approach to our catering service. The challenge is not to break the cold chain, so we lay out the buffet according to demand in order to limit waste and keep the option of giving away uneaten food."

In practical

-**All menus are vegetarian and a meat supplement (organic or sustainable) can be added**, the idea being to remind people that meat has a cost, particularly for the environment

- **Processing unsold produce into jars** at the Conserverie de Territoire
- **Cutlery made from beer grain residues** by Reus'eat, a collection of No Waste plates jointly created with Revol from porcelain residues

— Charles Lazarescu – Heat

Food hall

"As far as wastage is concerned, the most important but least visible aspect is the upstream work carried out with each restaurant owner. We produce estimates based on the type of restaurant, day of the week and time of service, which gives us a pretty accurate idea of what is going to be consumed. We have data for this which allows us to guide restaurant owners with their purchases and margins. We also ask chefs about the possibilities they have for reusing their food. Most of them do this anyway, by putting back into their restaurants on Monday what they didn't cook on Sunday. This system generates very few leftovers, and we work with the Linkee association for any food that remains. We also work with them on our catering service: it's written into our contracts that, in the event of major wastage, a small sum will be charged to allow them to collect and redistribute unsold food without breaking the cold chain."

In practical

- **Stands set up in disused containers** with upcycled furniture
- **Disposable containers phased out** in favour of washable plates, glasses and cutlery
- In addition to the standard sorting arrangements with TRiBü, **cigarette butts are collected** with Écomégot
- **No more water for sale**, just free jugs or glasses

What is the circular economy?

The circular economy consists in sharing, reusing, repairing, renovating or recycling a product in order to extend its lifespan while reducing waste. It is also a source of profit.



What you can do

— Adapting quantities on the plate

Offering several portion sizes helps limit wastage without systematically relying on the doggy bag, which has its limitations (cold chain, additional packaging).

— Use organic products

Because organic products can be used in their entirety (leaves, tops, seeds, etc.) in a variety of forms (broths, peel chips, etc.). Less waste means more savings.

— Recycle and transform

As our grandmothers did in their time, many of you have got used to reusing everything you can: stale bread as French toast, croutons or breadcrumbs, carrot tops as pesto, pumpkin seeds as toppings, the list is endless. There are many different ways of preserving food, including **dehydration**, canning and **lactic fermentation**.

— Resell or donate your unsold produce

A number of charities offer to collect unsold produce and redistribute it to those in need. But did you know that you can also resell it at a low price (**Toogoodtogo**) or achieve tax savings on your donations (**HopHopFood**)?

— Training innovation

Want to go zero wastage but don't know where to start? Get training from the **Récup & Gammelles** association and/or try out the **Winnow AI** solution to combat food waste. The solution has been set up in the **Institut Lyfe's application restaurant** (Saisons).

05

Foster employee engagement

At a time when the hotel and catering industry is struggling to recruit new staff, some establishments are taking the plunge and committing themselves to sustainability in order to restore meaning and value to their business. Can a CSR policy be a key selling point for attracting new talent or retaining existing staff? This is the conviction of a number of establishments harbouring a strong social commitment, as well as the so-called "mission-driven companies", the equivalent of community interest companies in the UK and benefit corporations in the USA.



What law says

Article L.4121-1 of the French *il est établi que* **employer must take the necessary steps to ensure the safety and mental and physical protection of its employees.** This implies obligations in terms of preventing occupational risks and providing information and training.



Vincent Le Roux,
Paul Bocuse restaurant



What are you doing about it?

— **Vincent Le Roux**
Restaurant Paul Bocuse
Gourmet restaurant

"We committed ourselves to becoming a mission-driven company for several reasons. Firstly, Maison Bocuse, which just celebrated its 100th anniversary, is like a beacon in the world of gastronomy. If we don't act, who will? The other aspect, the most important one, is passing on knowledge and training the next generation. Our work is challenging and has been under attack for some years. Being a mission-driven company shows that it is possible to train our young people under proper conditions and that well-being at work is both important and achievable. These principles can be enshrined in a charter with set targets. The company is 100 years old, so it was time to make a few changes, whether in terms of product seasonality, waste sorting or, above all, human resources. We now close two days a week and our employees work 8 to 9 hours a day instead of 15 a few years ago."

In practical

- Switch from traditional to **seasonal menus**
- **Chef Olivier Couvin's close involvement with the Groisy Campus** (initial training and retraining centre)
- **Installation of a digester** to transform 100 kg of organic waste into 10 kg of compost for reuse in gardens

— Reda Bendjebbour and Patrice Knecht Tosevents

Magner catering, le Moment M

"Since 2016 and ISO 20121* certification, CSR has been ingrained in the Tosevents group's fundamentals. We are committed on multiple levels to showing that it's possible to offer more sustainable services. This is the message we try to convey to our customers and staff. It's also about creating jobs for marginalised people or those who lack qualifications. We believe that young people are more attracted to companies that are certified and committed. Our approach is not utopian: we measure it on a daily basis and our CSR commitment enables us to enhance the value of our businesses and build loyalty among our employees."

In practical terms

- **Promoting apprenticeships and a return to employment** (7,000 hours were completed by employees under back-to-work schemes in the AURA region in 2023)
- **Use of recyclable and reusable containers** and design of zero-waste buffets
- **Amounts are estimated as closely as possible before each event** and refrigerated immediately in the event of a change, so that any uneaten meals can be redistributed to the Restos du Cœur and Red Cross charities



* International standard guaranteeing the implementation of procedures and tools for managing sustainable development policy within the company.

— Fabrice Deflue – Vatel Académie

Hotel & Tourism Business School

"Anti-wastage or sorting is something I think our students are pretty much into. We also explain sourcing to them, because we give priority to French products, local ones where we can, line-caught fish we buy when they're in season, and so on. Environmental considerations require a different kind of mental gymnastics, but they pass on naturally and all the more easily given that the new generation is curious and concerned about these issues."



— Les Aubergistes Lyonnais

Hotel group

"Becoming a mission-driven company has given us the opportunity to spread the word about everything we were already doing in our establishments, right down to the smallest detail. The idea is to challenge ourselves and constantly go further with our social, environmental and human commitments, particularly through the work of the Mission Committee. We prefer second-hand decoration whenever possible, we recycle our soaps through Unisoap and we prioritise origin in our sourcing. From a human point of view, we work with the Solikend system which allows customers to make a donation to charity when they book a room. The Simplon Hotel dining room is made available to Petites Cantines, an organisation of local canteens where people can enjoy a sustainable meal together in return for a discretionary contribution. Lastly, we offer the Foyers Matter charity temporary housing in our establishments for vulnerable prison leavers."



What you can do

— Foster dialogue with your staff

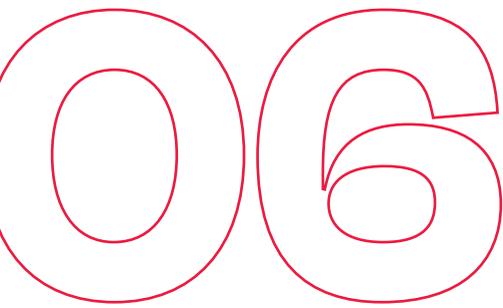
Brainstorm current practices and sustainable solutions tailored to your establishment and identify your employees' concerns and aspirations in order to bring in new processes and **instil meaning beyond the job itself.**

— Join a committed network

Sign the "**Charte des 1,000**", commitment launched by the French government, the Lyon metropolitan area and the Maison Métropolitaine d'Insertion pour l'Emploi in order to rethink your hiring model, train, take action, develop a CSR policy and join a network of companies sharing the same vision.

— Partner a charity

Want to pass on your skills and/or train the young people of tomorrow? Why not get involved with a school, **Refugee Food** (refugee-food.org) or **La Tablee des Chefs** (tableedeschefs.org), an association of chefs committed to fighting food insecurity.



Communications

When it comes to good environmental practises, it's all about taking action, in other words 'doing', but also about 'spreading the word' in order to inspire, encourage and raise awareness among others. Read the testimonials.



What the law says

Whether it meets the strict criteria defined by law or goes further in its commitment, **nothing obliges a restaurant or hotel to communicate on its good sustainability practices** apart from regulatory information such as allergens or product origin (see page 6). On the other hand, once an establishment has obtained a label, it must comply with the associated criteria.

Beware, too, of greenwashing, i.e. making your business look greener through misleading marketing practices. Under Article L. 121-2 of the French Consumer Code, all promotional terms displayed on menus, such as "homemade", "fresh", "craft", "organic" or "farmhouse", must be corroborated.



What are you doing about it?

— Charlotte Crozier - Ninkasi

Brasseries, restaurants, concert halls

"In our '360° impact' strategy defined in 2021 and reviewed in 2023 at the Convention des Entreprises pour le Climat, we based our 2030 vision on the following slogan: "every day, a little more alive'. We didn't communicate until 2022 because we wanted to gather all the necessary indicators. Impact strategy and CSR are not two sides of the same coin; they are complex and require a great deal of humility. We communicate today (website, social media, menus, etc.) because we have defined precise targets for 2030, on which we publish a small leaflet, video and press release each year to tell people where we stand. We're interested in facts and transparency. You mustn't be afraid to tell the truth, nor must you oversell yourself. We're just telling people about what we're doing, what our approach is and where we're going."

In pratical

- **90% of beers and spirits are rated A ou B on Planet-score**, the environmental rating system for food products
- **Company holding the PME+** CSR label for independent French companies since 2023
- **54% vegetarian menu**, with all burgers and salads available in vegetarian versions (using products from Lyon-based start-up Hari&Co)

Authenticity
Humility
Transparency



What you can do

— Clearly define your identity

This involves communicating clearly about the restaurant's values on its website, social media and posters.

— Informing consumers, and raising customer awareness

Customers want transparency. Explaining steps taken and justifying choices and trade-offs in a straightforward manner is more than enough to establish a pact of trust between restaurant owners and their customers.

— Showcase your commitment

Already doing something about it? Then earn the right to boast about it by applying for the labels and certification you so clearly deserve. The Maître-Restaurateur label, the only one awarded to restaurant owners by the French government, allows you to promote homemade, fresh and seasonal products to your customers. The Chamber of Commerce and Industry can help you obtain it: www.lyon-metropole.cci.fr



Ninkasi



Camille Carlier - Camille Carlier Agency Culinary communication

Why is it important for an establishment to speak out about its good practices?

The industry has evolved enormously in terms of relocating supplies, reducing wastage, which has an economic impact on every business, and managing waste. The problem is that everyone is talking about the same thing, defining themselves in terms of local produce, seasonal cooking, organic food, and so on. This being so, if you want to make successful, impactful communications, the content must not be misleading. The approach must be sincere, transparent and, above all, matched by deeds.

How do you show you're not just paying lip service to the idea?

By turning the spotlight from me, the chef, towards the men and women who provide the food. Showcasing the people who provide the raw materials we work with means sharing an approach that goes beyond the doors of the restaurant. I also think it's inspiring, it proves to others that it's possible and it gives meaning to a company and the work of its teams. The younger generation is very sensitive to this issue.

Does this approach apply to everyone?

There is no single style of cuisine that lends itself more to an eco-sustainable approach than another. Everyone is concerned, because if we don't protect the planet, we won't be able to feed the world properly in the future. Farmers have been warning us for years and chefs are going to have to change the way they work. The four seasons are over: there are now micro-seasons to which we're going to have to adapt. For example, I wouldn't be surprised if, in a few years' time, the Michelin Green Star became a prerequisite for obtaining the other stars, a coherent development that would send out a strong message.

07

Energy and facilities

The food on your plate is not the only “hot spot” in a restaurant’s carbon footprint. The resources used to run it (water, electricity, gas, etc.), the energy efficiency of its equipment, the quality of its insulation and the choice of materials used in the dining room are all factors to be taken into account.



What the law says

Since 2022, all tertiary sector buildings with a surface area of at least 1,000 m² must reduce their final energy consumption by 30% by 2030, 40% by 2040 and 50% by 2050 compared to a baseline year no earlier than 2010.

Article 181 of the Climate and Resilience Act of 22 August 2021 prohibits the use of outdoor heating and air conditioning systems in public areas.



What are you doing about it?

— Gaëtan Gentil – Prairial Gourmet restaurant

“Alongside architect Johany Sapet, we used natural stone and a lot of wood, particularly for the flooring. In terms of tableware, we called on three ceramic artists, including Hortense Montamal from Lyon. Our knife handles are upcycled, made specially for us by Roland Lannier, a cutler based in Thiers, the cradle of French knifemaking, from wine capsules and labels. As far as flowers were concerned, I didn’t want any more fresh-cut flowers you throw away after a week. So instead, we made flower bouquets from recycled paper, which work really well!”

— Marianne Borthayre - hôtels Collection

“Our philosophy is to use objects that already have a history. We were already doing this long before it came into fashion. When we opened the Collège Hôtel, the only thing new about it was the beds! As for the rest, we repaint, restore and recover. For example, we bought up the old designer furniture from the Cour des Loges restaurant to furnish our next hotel!”



Gaëtan Gentil & Céline Boiron



What you can do

— Get sustainable!

Don’t be afraid to switch to energy-efficient equipment (cookers, fridges, etc.).

— Get eco-crazy!

Optimise the lighting in your establishments (LED, motion detectors), adjust the temperature throughout the day and choose a green energy supplier like **Enercoop**.

— Get help!

If you’re a small business looking to improve your energy performance, you can get free support from Lyon Eco Energie or apply for the ‘Prime éco-chaleur’ eco-heat bonus, a scheme run by the local energy and climate agency (ALEC) and supported by the Lyon metropolitan authority and ADEME to finance renewable heat projects.

Read more on plan-climat.grandlyon.com and alec-lyon.org

— Assess your energy performance

By carrying out a **quick self-diagnosis** on the Auvergne-Rhône-Alpes CCI website - it only takes 10 minutes.

www.auvergne-rhone-alpes.cci.fr

08

Support

Despite all good intentions, it's often difficult to get started due to lack of time or funding. Fortunately, support and financial aid are at hand.

Support organisations

- **ADEME**: provides financial support for professionals in the areas of organic waste, energy, packaging, etc.
- **CCI Lyon Métropole Saint-Etienne Roanne**: runs a "Sustainable development, energy and environment" programme
- **CMA Auvergne Rhône-Alpes**: runs the "360 Transition" programme aimed at caterers and restaurant owners selling takeaways
- **Lyon Tourist Office**: operates an eco-labelling support programme and an ecological transition support scheme

What are you doing about it?

— Jonathan Chevalley Hôtel Mercure Saxe Lafayette Le Garage restaurant

"Embarking on a support programme allows you to join forces with others working on the same issues to find solutions. It's both inspiring and encouraging. This prompted us to work on our buffet offer, with an anti-wastage objective and specific communications aimed at customers."

— Thibault Salvat - CBH Group

"The desire to improve our practices is there, but economic and social realities are catching up with us. Help is needed, which is why we turned to ONLYLYON Tourism & Conventions for help obtaining the Ecotable label in 2023. Even if we don't get the label, the application process will have enabled us to introduce new practices such as using organic and local flour for our pizzas."

— Pascal Megard - Appart'City Lyon Cité Internationale Bistro City restaurant

"With help from ONLYLYON Tourism & Conventions and the Récup & Gamelles charity, we took the time to look into these issues. Observing our practices and exploring solutions tailored to our business constraints has helped us bring about change: anti-wastage recipes for bread, weight reduction for side dishes and waste reduction by raising staff awareness."



Mercure Saxe Lafayette Hotel

09

Sustainable labels



Organic certification: there are two types of certification, one based on “product quantities” purchased in terms of value: 50-75%, 75-95% and over 95% organic products. The second, based on “dishes and menus”, identifies dishes containing at least 95% organic

ingredients by weight on menus comprising 100% organic products.



Clef Verte, the first international sustainable tourism label for tourist accommodation and restaurants. Its criteria demonstrate the sincerity and effectiveness of the steps taken to reduce impact.



FiG diagnoses a restaurant’s carbon footprint without losing sight of profitability factors. An action plan is drawn up to choose new suppliers and change practices (waste, plants, wastage).



Ninkasi

écotable® **Ecotable** offers a platform of solutions designed to help restaurant owners measure their impact via the Resto-Score, identify committed service providers and implement best practices among their staff.



Green Food helps catering industry players to adopt a more sustainable approach and provides consumers with the addresses of restaurants and chefs committed to sustainable development..



The **Engagé à Lyon**, label was created by the City of Lyon to promote local hotel and catering establishments that meet the challenges of ecological and social transition through sustainable consumption.

Interested in learning more?

Sourcing

The **"Ma région et ses terroirs"** initiative organised by Auvergne Rhône-Alpes Gourmand helps identify regional products and producers

The Cluster Bio directory of organic catering suppliers and the guides to organic and local products in my restaurant and organic and local breakfasts in my hotel published by Agribio Rhône & Loire (in French only)

Les déchets

The Lyon metropolitan area guide to **"Professional waste: responsibilities, collection and best practices"** (in French only)

Vegetarian cuisine

Vegetarian cookery classes with La Fabuleuse Cantine or Wellness by Sophie, vegetarian chef

Ressources and energy

The ALEC local energy and climate agency directory of high-performance renovation professionals (in French only)

About us

The Sustainable Tourism department of ONLYLYON Tourism and Conventions, the Lyon Tourist Office, was created in 2022 to meet the challenges of naturally steering our strategy towards a more sustainable form of tourism that respects the environment and people and creates local and sustainable jobs.

The department is tasked with **ensuring the implementation of the city's sustainable tourism strategy**, both internally and among its members, partners and visitors.

Notre équipe

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Would you like to share a best practice?

Do you have any further questions?

Contact-us

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**Make a
Change.
Fell alive.**



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