

# <u>UM Catering: a New</u> Vision

UCV Think Tank Thursday January 31, 2019



# **OUTLINE**

- Explanation of assignment
- Key points, research, recommendations
- ☐ Claims
- Possible tensions
- Conclusion: new vision





#### THE ASSIGNMENT

- End of catering contract November 2020
- Establish a catering vision for Maastricht University, based on:
  - 1. input from users
  - 2. mission and vision of UM
  - 3. relevant frameworks



### **UM'S MISSION AND STRATEGY**

- To be an **innovator** in education and research by introducing the CORE philosophy at our university;
- To adopt an **inclusive** approach and to open our doors to all students and staff who fit with our profile and subscribe to our values;
- To take our social **responsibility** seriously by linking the university to society, from the local to the global level;
- To be a sustainable institution in the broadest sense.



# FROM ROADSHOWS AND SPEED DATES

Health promotion

Sustainability

Price/ quality

**Diversity** 

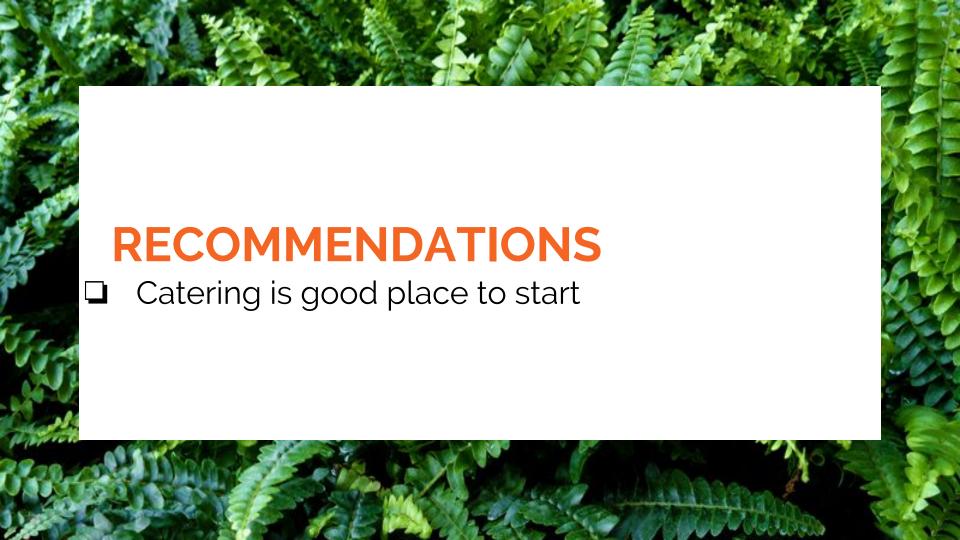




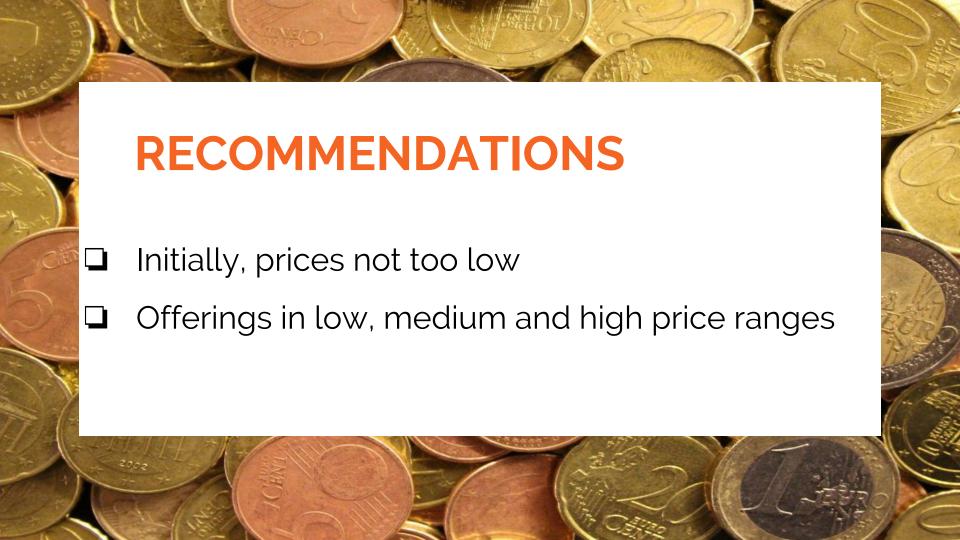
- Healthy lifestyle can prevent cancer, CVDs, type 2 diabetes
- □ Active/passive
- Nudging: healthier options at start of restaurant

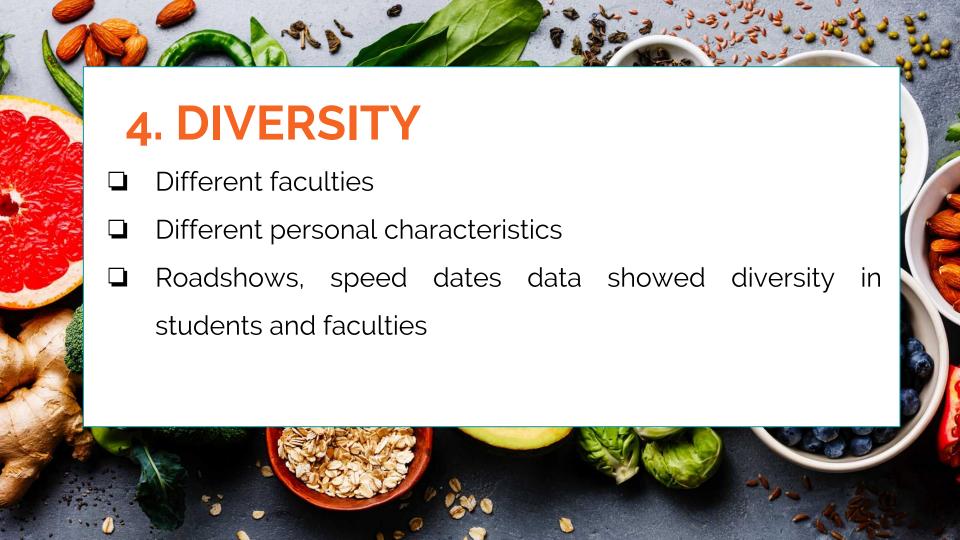














# FROM UM MISSION AND STRATEGY

Locality

**Innovation** 

**Customer** satisfaction



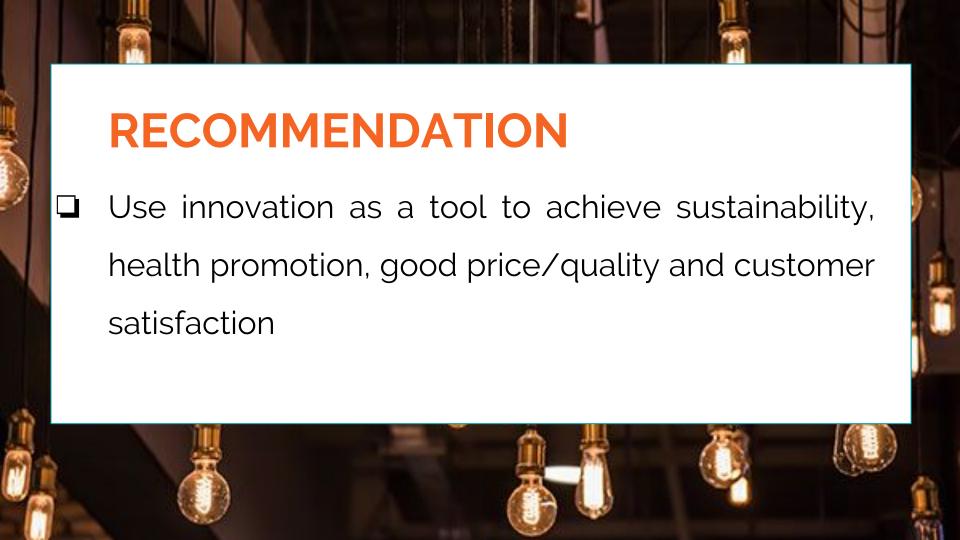
- Local producers/suppliers
- Data: more local products
- ☐ Image: fresh and healthy
- Local products linked to sustainability
- Social responsibility



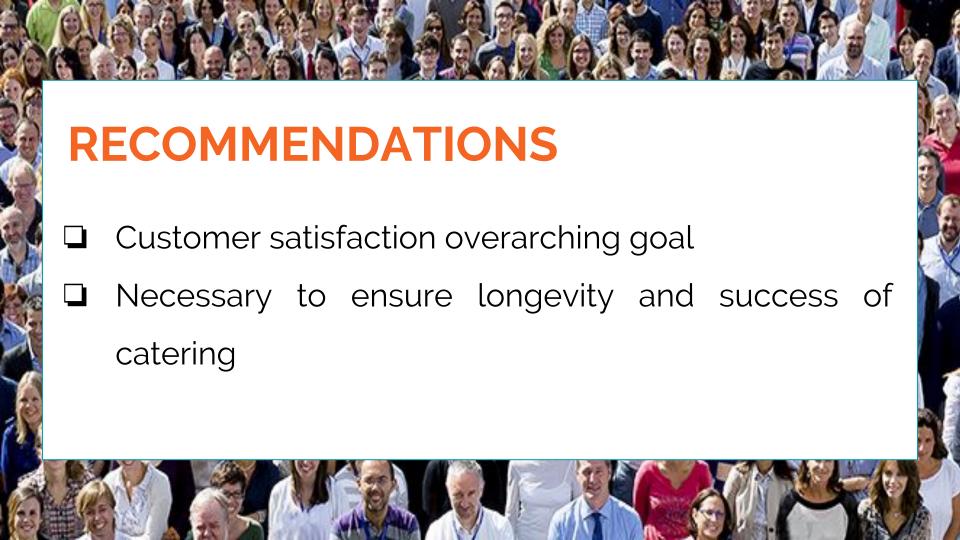
# 6. INNOVATION

- Co-creation: develop new services/products
- Technology innovations; improve customer satisfaction
- New partnerships with local vendors
- Can improve sustainability

Gustafsson et al., 2012; National estaurant Association, 2015; The niversity Caterers Organisation, 2017







# **OUTLINE**

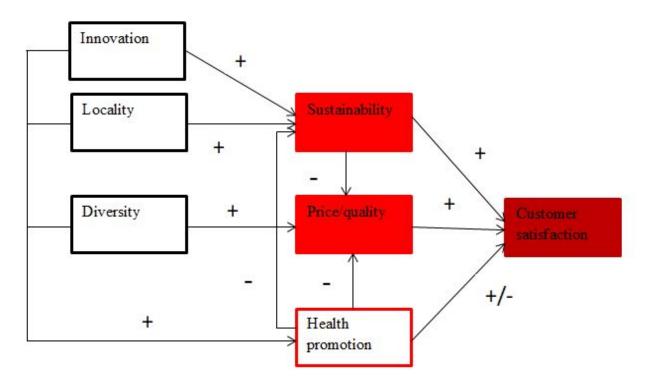
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#### **IMPORTANCE OF KEY POINTS**





- ☐ Main contributors: sustainability, price
- Health promotion: risky
- Innovation and locality big contributors for sustainability
- ☐ Diversity important for price, faculty specific offers can lead to different prices



☐ Health promotion vs. customer satisfaction

■ Locality vs. customer satisfaction

■ Sustainability vs. price/quality





Inclusive / innovative approach: Adaptive to different demands from different faculties

Promote **health** (strategic communication and quality products)

**Sustainability** (lower carbon footprint and reduce waste)

Different **price** ranges

**Local** suppliers (social responsibility)





# **IN TWO SENTENCES:**

Optimal customer satisfaction of the catering services will be achieved through focussing on sustainability, price/quality, and in lesser extent health promotion, supported by innovation, locality, and diversity. This is a direct outcome of the unification of the wishes of the UM and its community, analysed through a co-creation framework.

# THANK YOU!

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