



together we rise



REVITALISING AND RESTORING CATERING SERVICES ON CAMPUS

COVID-19 SOLUTIONS

RETURNING WITH RESILIENCE HAS NEVER BEEN SO IMPORTANT



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I hope that you, your families and loved ones are keeping safe and well during this pandemic.

Sodexo has been at the forefront of the coronavirus (COVID-19) response since it first emerged in Wuhan, China in December 2019. As a team we have learned a lot since the beginning, working closely with our clients to implement our pandemic and business continuity plans and sharing learnings from our teams in China and around the world.

In the UK & Ireland the Higher Education environment is fluid. Universities remain closed for traditional teaching and in many cases are starting to plan for a variety of blended learning approaches from the beginning of the new academic year. On paper at least, the short-to-medium-term looks challenging, with all data pointing to a reduction in international admissions. There may also be some impact on admissions as a result of the Government's decision postpone the Leaving Certificate for 2020 and to offer students a system of calculated grades.

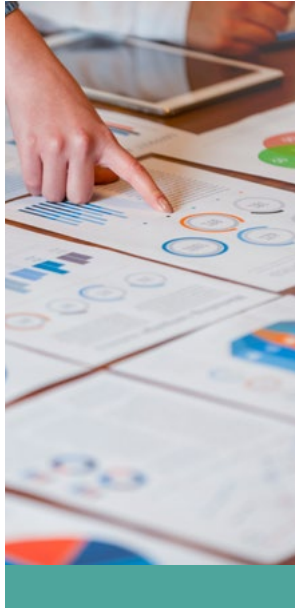
The combination of these means that our approach to the 20/21 academic year will require significant flexibility. We should not underestimate the increased anxiety that staff, students and parents will feel about coming back to campus. Accordingly, their expectations of non-academic services like catering will have changed. There are increased worries about hygiene, social distancing, online learning and the fear of missing out on many aspects of university life. In addition, many existing students are also starting to realise that they will be graduating into a global recession. It is therefore imperative that we empathise with and deliver solutions that respond to these issues in a post COVID-19 environment.

There are many unknowns, but one thing is for certain, the re-opening programme will require a collaborative approach. At Sodexo we pride ourselves on strong client relationships and committed teams. These relationships will help us all to navigate the challenges ahead and find solutions as long-term partners.

Out of these times of concern and uncertainty, our optimistic spirit rises with a return strategy that is grounded in global best practices and consumer insights. Together, we take up where we left off, confidently ready to meet the new normal. Your Sodexo team is focused on excellence in food, people and environments to ensure a safe return to campus. Renewed emphasis on student and staff well-being, convenience and enhanced community engagement will deliver increased satisfaction.

Take care
Dierdre

SERVICES AND CAPABILITIES



Prepare

- Consultancy based on risk assessment
- Site restart process
- Welcome back packages



Protect

- Human temperature monitoring
- Disinfection cleaning
- Changes to support physical distancing
- Contactless services
- Usage guidance for PPE and chemicals
- Virtual security



Enable

- Meal/food card with Sodexo benefits and rewards
- Gift card with Sodexo benefits and rewards
- Digital retail and digital services
- Convenience grab and go, pop-ups and stores
- Virtual concierge with Circles



Support

- On-site health communication
- Health and wellbeing live meetups
- Health and wellbeing apps



Optimise

- Services for the next normal
- Space design and management
- Energy management apps

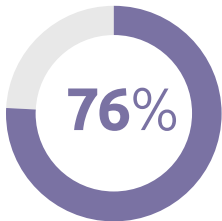


CONSUMER EXPECTATIONS

A resilient campus is built around a deep understanding of new consumer expectations and a nimble approach to addressing the needs that are unique to campus life. This is the foundation of Rise with Sodexo, a comprehensive offering of best-in-class practices created by a team of experts and based on our experience from around the world. This is paired with local data to give us actionable insights that ensure we develop a highly tailored service solution that reflects the needs of your campus.

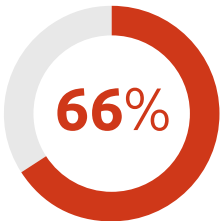
Health + Safety

DATA*



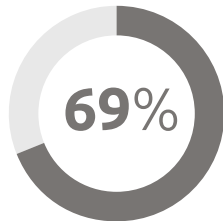
of consumers state that a restaurant's cleanliness and food safety matter more to them now

Menu Design



of consumers will avoid self-serve food such as buffets and salad bars

Environment



of consumers state they will avoid crowded places, even if the government says it is safe

INSIGHT

- Post-COVID-19, personal hygiene and cleanliness cited as a top driver of wellbeing
- Prior to COVID-19, healthy eating was top driver**
- Cleaning practices must be front-and-centre for the consumer to see

- Consumers need alternatives to self-service and open-air food cases
- They won't sacrifice quality, variety or taste

- Visible practices for social distancing by stage
- High-traffic locations reconfigured to deliver both experience and safety

ACTION

- Service protocols that highlight safety in a very visible way
- Clearly communicated hygiene and social distancing rules
- Uniforms that include PPE

- There may be increased interest in meal plan participation, especially for take-out for each stage of social distancing
- Take-out menus that feature student favourites
- Ongoing ability to customise orders using technology

- Global best practices
- Irish locations that remained open throughout the crisis provide a blueprint for appropriately sequenced operating models
- Contactless transactions and planning schematics
- Contactless entry into toilet facilities

Sources: * Datassential COVID-19 Report, Money Matters, 16 April 2020
 **GlobalData COVID-19 Case Study: The Pursuit of Health in Self-Isolation



GLOBAL BEST PRACTICE

Sodexo is leading the way in helping rise to the challenge of a post-covid world. We share best practice gained from our university contracts around the world.



CONFIDENCE

Increase visibility and frequency of preventative cleaning and disinfection practices



COMMUNICATION

Dial-up communications to reduce staff and student anxiety



PROCESS

Deploy a re-opening roadmap to ensure legislative compliance and best social distancing service initiatives



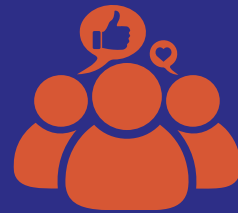
FLEXIBILITY

Implement agile approaches to food services and retail, more options of how and when catering can be accessed



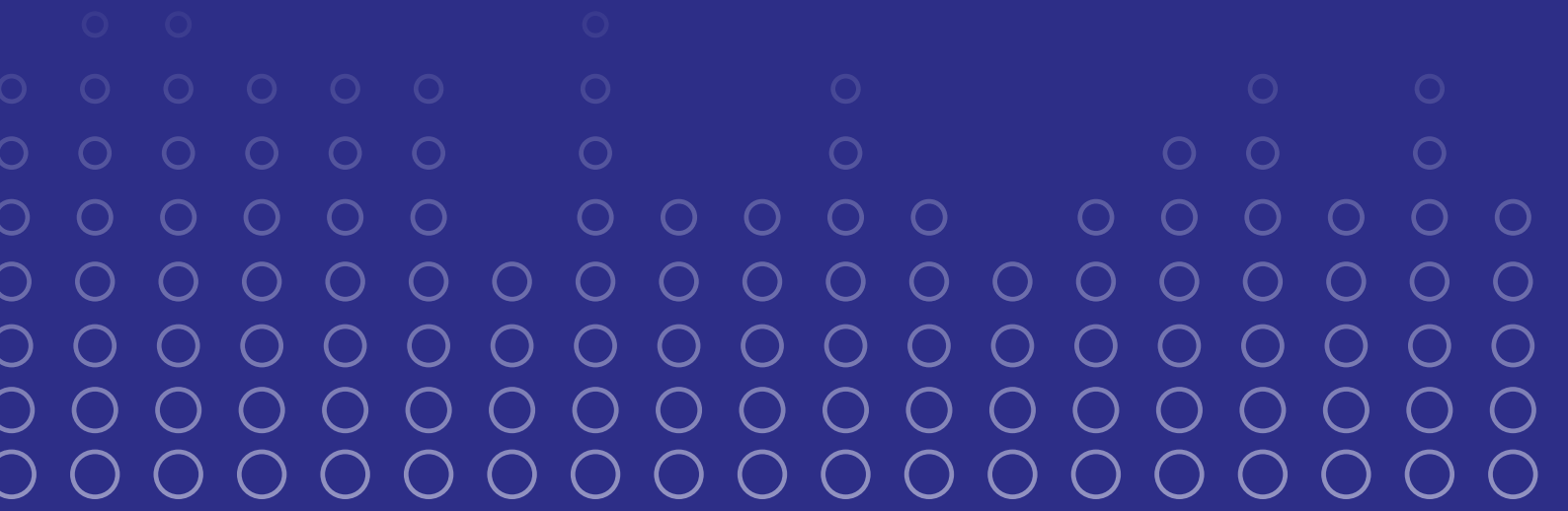
COMMERCIALITY

Deploy digital technologies to drive loyalty and engage with customers in new services



ENGAGEMENT

Train staff in new working practices, support their mental and physical well-being and share good news



KEY FOCUS AREAS

We are focused on having a futureproofed plan that acknowledges today's realities so that our customers feel safe and confident in the food services we deliver on campus. Our teams are transforming the way we do business and working in partnership with universities across the UK & Ireland to achieve positive outcomes that go beyond basic functions to add value to the student experience. Our plans are crafted against the backdrop of six guiding principles and supported by unambiguous opening roadmaps for our operational teams.



FLEXIBILITY IN MANAGING DECLINING VOLUME

- Flexible service and location planning
- Compelling marketing and loyalty programmes
- Building a community around food
- Commercial agility and a range of dining packages where required



BUILDING TRUST & REDUCING ANXIETY

- Safety is our number one priority
- Clear, more frequent customer communications
- Enhanced cleaning and social distancing practices
- Scientific Advisory Board



MANAGING SUPPLY DISRUPTION

- Future-proofed food concepts, tested with suppliers
- A commitment to local sourcing and supporting SME's
- Utilising global scale in sourcing key products like PPE



ENHANCED DIGITAL & CONTACTLESS

- Moving all services to a digital platform – contactless, click and collect/delivery, self-scan
- Rewarding loyalty and driving advocacy
- A fast and frictionless customer experience
- Un-manned 24/7 micro markets where required



PREPACKAGED BUT STILL SUSTAINABLE

- Pre-packed ranges of fresh foods and mobile options
- Continued commitment to sustainable sourcing and lower food miles
- Sourcing disposables with consideration for the planet



SERVICES THAT HELP UNIVERSITY COMMUNITIES THRIVE

- Circles – concierge services to support staff and students [Circles.com/UK](https://circles.com/uk)
- A digitally-enabled mental resilience programme
- Employee benefit and rewards sodexoengage.com

OUR PLAN IN ACTION

Building confidence every step of the way

Sodexo is committed to making a positive impact. Our approach to keeping students and staff healthy is based on understanding the social, economic and environmental challenges of their world.

We map out each step of their daily routines and create solutions to address each of their needs.



General

- New signage and social distancing measures
- Increased online and local communications
- Comprehensive staff training programme
- Supported by a scientific advisory board and subject matters experts
- Encourage distancing throughout campus with new signage, limited seating and operating procedures.

Catering

- Increased take-away options, sustainable packaging
- Snack packs and individual grazing options
- Immune boosting menus
- Bookable dining spaces
- New guard dividers and cleaning requirements are implemented for all kiosk screens, drink machines, counters and other contact surfaces.

Residential Meal Plan

- Pre-order and collect options
- Increased parental communications
- Comprehensive hygiene systems
- Reserved tables and delivery options

Retail

- Established pick-up area for groceries
- Self-check-out and contactless
- Revised layout to support social distancing

Hospitality

- Direct deliver and go
- Freshly pre-packaged options
- Continued focus on allergens
- Taking a phased approach, we are adding options and services as restrictions are relaxed. Safety is a priority as we reopen service stations and provide full menus.



LET'S RISE TOGETHER

Confidently rising to meet the challenge of the new normal will require thoughtful planning and a partnership approach for your campus.

Technology, packaging, new services, marketing and communications will be combined to meet staff and student expectations. In conjunction, we are launching a comprehensive staff development and training programme to equip our campus teams with the confidence and new skills required to deliver service excellence when we return to university.

Whether you are an existing client or just simply interested in learning more about how we are assisting many leading universities in preparing for the new future we'd love to hear from you.

rise with *sodexo*

We look forward to helping you and your people when the world starts moving again. If you would like any further details on any of the information provided, please get in touch.

ie.sodexo.com/reopen-and-rise

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