

SGA BUSINESS SCAN 2023

(analysis for implementing the principles of the Circular Economy)

1. General description of the activity

Company name MANUFATURA PIEKARNICZA GRYZMI

type of activity BAKERY MANUFACTURING

business sector BAKERY

business activity BAKING

2. Resource management

Raw materials and Ingredients:

Flour: Preference for flour from local mills, possibly from organic farming.

Sugar and other sweeteners: Choose fair trade or organic certified products.

Eggs and dairy products: Using local suppliers offering free-range or organic products.

Additives: Using natural, unprocessed additives.

Packaging:

Ecological packaging:

Biodegradable, compostable or reusable.

Minimizing the use of plastic: Reducing the amount of plastic materials used, e.g. by packaging products in paper bags.

Energy and Water:

Energetic efficiency:

Use of energy-saving baking equipment and LED lighting.

Water savings: Installing water-saving devices such as aerators and water recycling systems.

Waste Management:

Recycling and composting:

Waste segregation, composting of food remains.

Reducing food waste: Production planning based on actual demand, offering promotions for products with a short shelf life.

Delivery and Logistics:

Local deliveries:

Shortening the supply chain by working with local suppliers.

Effective logistics: Optimization of delivery routes, use of ecological vehicles.

Education and Environmental Awareness:

Staff training:

Educate staff on sustainability and green practices.

Communication with customers:

Informing customers about the benefits of green choices and sustainable practices.

3. Waste and disposal

In GRYZMI's small bakery and pastry business, including craft production, the main types of waste include organic waste, packaging, water waste and other waste generated during production and distribution. Here are some ways to reduce the amount of this waste and recycle it in the context of implementing the Circular Economy (Circular Economy):

Organic waste:

Composting: Food scraps such as crumbs and failed baked goods can be composted.

Surplus donations: Surplus bread and baked goods that are suitable for consumption can be donated to local food banks or charities.

Packaging:

Reduction of packaging use:

Minimizing the amount of packaging materials used, especially disposable ones.

Use of biodegradable or reusable packaging: Use of environmentally friendly packaging that can be easily recycled or reused.

Water waste:

Water savings: Use of water-saving devices such as efficient dishwashers and water recycling systems.

Water purification and reuse: Water used for washing can be purified and reused.

Other Waste:

Recycling: Segregation and recycling of waste such as plastic, glass, metal and paper.

Upcycling: Transforming waste into new products, for example using used packaging to create decorations or furniture.

Waste Management and Food Waste Reduction:

Precise production planning: Optimize the quantity of baked goods based on actual demand to avoid excess.

Employee training: Educate staff on practices that reduce waste and food waste.

Shopping and Deliveries:

Choosing raw materials with less packaging: Preferring raw materials delivered in returnable or reusable packaging.

Implementing these practices at GRYZMI can significantly contribute to reducing the amount of waste generated, reducing costs and improving the company's image as ecological and sustainable.

4. Life cycle of products and services

Products/services offered by GRYZMI.

In a small local bakery and pastry business like GRIZMI, which employs about 10 people and is characterized by artisanal production, the range of products and services often focuses on traditional, hand-made baked goods and a personal approach to the customer. Products and services currently offered by GRYZMI:

Products:

Bread:

Various types of bread, including traditional wheat, rye and whole grain breads, as well as special varieties such as sourdough bread.

Rolls, baguettes, croissants and other small breads.

Pastries:

Handmade cookies such as chocolate chip cookies, macaroons, biscuits.

Desserts including fruit cakes, cheesecakes, cakes and babkas.

Special Pastries:

Seasonal and regional specialties, e.g. baking for holidays or local festivals.

Vegetarian, vegan or gluten-free products, tailored to the needs of customers with specific dietary preferences.

Services:

Orders for Special Occasions:

Fulfilling orders for celebrations such as weddings, birthdays, corporate events.

Possibility to personalize orders, e.g. custom-made cakes with individual patterns and inscriptions.

Retail sales:

Direct sales in a bakery shop, offering fresh bread and cakes every day.

Sales through local fairs and markets, increasing customer reach.

Catering and Delivery:

Delivering bread and cakes to cafes, restaurants and other local businesses.

Offering catering services for local events and meetings.

Characteristics:

Artisanal Quality: Emphasizing traditional methods and hand-made breads and cakes.

Local: Strong ties with the local community and adapting the offer to its needs and preferences.

Freshness and Naturalness: No preservatives or artificial additives, which emphasizes the quality and freshness of the products.

GRYZMI has become an important element of the local community, offering high-quality products and services tailored to the needs of local customers.

Ways to extend the life cycle of products

In a small bakery and confectionery business employing 10 people, applying the Principles of Circular Economy (Circular Economy) and extending the life cycle of products can be done through various strategies. Here are a few of them:

1. Optimization of Production Processes:

- **Efficient Use of Raw Materials**: Minimizing waste through precise planning and using surpluses (e.g. old bread to produce croutons or desserts).

- **Energy-Saving Appliances**: Invest in energy-saving equipment such as highly energy-efficient ovens.

2. Local and Seasonal Ingredients:

- **Cooperation with Local Suppliers**: Purchasing raw materials from local farmers and producers, which reduces the carbon footprint associated with transport.

- **Use of Seasonal Ingredients**: Creating an offer based on the availability of seasonal products.

3. Sustainable Packaging:

- **Biodegradable or Reusable Packaging**: Using paper bags, recycled packaging or encouraging customers to bring their own containers.

4. Food Waste Reduction:

- **Donations to Food Banks**: Donating unsold bread and baked goods to local food banks or shelters.

- **Yesterday Sale**: Offering the previous day's products at discounted prices.

5. Education and Ecological Awareness:

- **Customer Information**: Educating customers about the bakery's sustainability practices.

- **Training for Employees**: Raising environmental awareness among staff.

6. Recycling and Upcycling:

- **Recycling Programs**: Effective waste management, including recycling of paper, plastic and metal.

- **Waste Upcycling**: Using baking leftovers to create new products, e.g. craft beer from leftover bread.

7. Product Innovations:

- **New Product Development**: Creating new products using surplus or less popular ingredients.

8. Sustainable Transport:

- **Green Deliveries**: Using bicycles or electric vehicles for local deliveries.

By implementing these practices, a small bakery and confectionery business not only contributes to environmental protection, but can also increase its competitiveness on the market, improve its brand image and build a loyal customer base who value pro-ecological activities.

5. Supply chain and supplier selection

GRYZMI is a small bakery and confectionery business with a craft bakery and two retail outlets where craft ice cream is also offered. In addition to direct sales of bread, cakes and ice cream, you can also find a number of services and indirect products. Here are some of them:

Indirect Services:

1. Individual Orders and Catering:

- Preparing individual orders for special occasions, such as weddings, birthdays, corporate events, including cakes, custom-made cakes, thematic bread.

- Catering offer including bakery and pastry products for companies, conferences, parties and other events.

2. Baking Courses and Workshops:

- Organizing baking and confectionery workshops for individual clients, groups or companies, where participants can learn baking and decoration techniques.

3. Customer Loyalty Programs:

- Loyalty programs offering discounts, promotions and special offers for regular customers.

4. Online Deliveries and Services:

- Possibility to order products online with the option of home or office delivery.

Intermediate Products:

1. Gift and Gift Packages:

- Gift sets that may include a selection of breads, pastries, artisan ice cream and other bakery products, elegantly packaged.

2. Gift Cards:

- Sale of gift cards that can be used at bakeries and retail outlets.

3. Frozen Cakes and Ice Cream for Home Use:

- Sales of frozen cakes and ice cream that customers can buy and prepare or defrost at home.

4. Own Brand Products:

- Offering your own line of products, such as baking mixes, jams, creams, that customers can use in home baking.

These GRYZMI services and intermediate products not only increase the diversity of the offer, but also contribute to building a strong brand and customer loyalty, while opening new revenue channels for the business. By offering a wide range of products and services, this business can better meet the needs of different customer groups.

GRYZMI can influence its impact on the environment, among others, by appropriately selecting suppliers and changing the raw materials used, such as:

1. Selecting Sustainable Suppliers:

- **Local Sources**: Collaboration with local farmers and suppliers, reducing the carbon footprint of transportation.
- **Organic Products**: Selection of suppliers offering ingredients from organic farming, without GMOs and pesticides.

2. Using Sustainable Materials:

- **Eco-friendly Packaging**: Replacing plastic packaging with biodegradable or paper packaging, which is easier to recycle.
- **Packaging Reuse**: Encouraging customers to bring their own bread and ice cream containers.

3. Minimizing Food Waste:

- **Production Optimization**: Production planning based on actual demand to avoid overproduction and food waste.
- **Organic Waste Recycling**: Composting organic waste such as peels and crumbs.

4. Energy Saving Practices:

- **Efficient Appliances**: Investing in energy-saving stoves, refrigerators and other appliances.
- **Renewable Energy Sources**: Considering the possibility of using solar energy to power bakeries and points of sale.

5. Ecological Production Methods:

- **Manual Baking Techniques**: Using traditional production methods that are often more sustainable and less energy-intensive.
- **Natural Ingredients**: Using natural flavors and colors instead of artificial additives.

6. Responsible Transport:

- **Green Deliveries**: Organizing the delivery of products to points of sale in an environmentally friendly way, e.g. using cargo bikes or electric vehicles.

Introducing these practices at GRYZMI can not only help reduce its environmental impact, but also strengthen the company's reputation as environmentally conscious and socially responsible, which can attract new customers looking for sustainable purchasing options.

6. Redesign and innovation

GRYZMI is a craft bakery factory, but this does not mean that several changes cannot be introduced to move closer to the Circular Economy, the simplest of them include:

In a small craft bakery, a number of changes and technological improvements can be introduced to reduce the amount of waste and extend the life cycle of products, which is consistent with the directions of the Circular Economy (Circular Economy). Here are some proposals with brief characteristics of each of them:

1. Digitization of Management Processes:

- **Inventory Management Systems**: Introduction of inventory management software enabling accurate tracking of raw material consumption and preventing overproduction.
- **Demand-Based Production Planning**: Using data analysis to better forecast sales, which allows you to adjust the amount of bread produced.

2. Effective Use of Raw Materials:

- **Ingredient Optimization**: Using ingredients in a way that maximizes their potential, e.g. using leftover dough to produce other baked goods.
- **Composting Organic Waste**: Processing organic waste (e.g. bread crumbs, peels) into compost.

3. Application of Energy-Saving Technologies:

- **Modern, Energy-Saving Ovens**: Invest in modern ovens that are more energy efficient and have a lower impact on the environment.
- **LED lighting**: Replacing traditional lighting with energy-saving LED lighting.

4. Recycling and Upcycling:

- **Packaging Take Back Programs**: Encouraging customers to return packaging, such as paper or plastic bags, that can be reused.
- **Product Upcycling**: Transforming unsold bread into other products, e.g. croutons, breadcrumbs.

5. Reducing Water Usage:

- **Water Saving Systems**: Installation of water saving systems, e.g. in sinks, for washing equipment.

6. Sustainable Packaging:

- **Biodegradable and Compostable Packaging**: Use of environmentally friendly packaging that can be composted or recycled.

7. Education and Environmental Awareness:

- **Training for Employees and Customers**: Educating staff and customers about circular economy practices and sustainable development.

Implementing these changes at GRYZMI can not only help reduce carbon footprint and waste, but also improve operational efficiency and the company's image as environmentally conscious and socially responsible.