

SReST self-assessment tool for SMEs

How close is my business to the principles of SReST and Slow Food?

This simple tool will help you find out to what extent your business is compliant with the principles of SReST and Slow Food. It is not an inspection or certification. The goal is to help you understand where you are right now, what you are already doing well and where you have room for improvement.

Assign points for each question:

- 0 points: We don't do it at all.
- Point 1: We do it occasionally or informally.
- 2 points: We do it regularly, but not yet systematically.
- 3 points: We do it systematically and we can explain it to the customer.

The maximum number of points is 60.

A. Local raw materials and suppliers

1. We use raw materials or products from local producers.
2. We can tell the customer where the main ingredients in our offer come from.
3. We have stable relationships with farmers, artisans or producers in the region.
4. When choosing suppliers, we look not only at price, but also at quality, origin and fairness.

Maximum score: 12 points

B. Seasonality and quality of supply

5. We adapt our offer to the season.
6. We use products typical of the season.
7. At least part of our menu is based on traditional or regional recipes.
8. We strive to offer dishes, products or services that are authentic to our place.

Maximum score: 12 points

C. Story, Legacy and Experience

9. In our communication, we explain the story of a food, product, place or producer.
10. The customer will not only experience consumption with us but will also learn or experience something new.
11. We use local traditions, recipes, crafts, landscapes or cultural heritage.
12. We have or are preparing an experiential offer, such as a tasting, workshop, themed menu, a visit to a producer or a hiking trail.

Maximum score: 12 points

D. Environmental liability

13. We are trying to reduce food waste.
14. We reduce single-use packaging and unnecessary waste.
15. We monitor the consumption of water, energy or other resources.
16. We support shorter supply chains and prefer fresh, local, or less processed products.

Maximum score: 12 points

E. Fairness, community and social contribution

17. We communicate truthfully about the origin of raw materials and what we offer.
18. We work with other local businesses, schools, organizations or communities.
19. We create opportunities for young people, seniors, people with disabilities, migrants, the unemployed or other vulnerable groups.
20. We see our business as part of the development of the region, not just as an independent business activity.

Maximum score: 12 points

EVALUATION

Add up the points from all five areas.

0 to 15 points: Beginner

So far, your business uses the principles of SReST and Slow Food only minimally. However, this is not a problem. The important thing is that you have started to think about how business can be more connected with the region, local ingredients, community and a responsible approach.

Recommended first step:

Choose one local ingredient, one producer or one traditional story and try to include it in your offer.

16 to 30 points: On the right way

You are already doing several things that are in line with the SReST approach. You probably use some local products, occasionally work with seasonality or work with local partners. However, these activities may not yet be clearly linked, regular, or well-communicated to customers.

Recommended next step:

Try creating a simple SReST product, such as a seasonal menu, a local breakfast, a tasting, a producer's story on the menu, or a small experience package.

31 to 45 points: Advanced SReST Enterprise

Your business already has strong elements of the SReST approach. You work with local suppliers, seasonality, the story of the place, and probably the community. Your challenge now is to better systematize, measure and present these activities so that they are understandable for customers and partners.

Recommended next step:

Create an annual action plan. Determine three specific goals, such as increasing the proportion of local ingredients, creating a new experiential product or involving another community partner.

46 to 60 points: SReST Access Ambassador

Your business is very close to the SReST business model. You probably already connect local products, traditions, a responsible approach, community and experiential tourism. You can set an example for other businesses in your region.

Recommended next step:

Share your experience. Join the network of SReST actors, accept the visit of other entrepreneurs, prepare a sample example of good practice or cooperate on a local gastronomic route.
