

## SME Action Plan

### How to become an SReST business step by step?

This action plan helps a small or medium-sized business plan concrete steps that will bring it closer to the principles of SReST and Slow Food. It is not about certification or control. It is a practical tool that helps a business decide **what it wants to change, who to work with, how to measure progress and how to communicate its change to customers.**

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#### 1. Where are we today?

The company should start with a brief assessment of its current situation. We recommend using the previous SReST self-assessment tool.

My current rating

- ☐ Beginner
- ☐ On the right way
- ☐ Advanced
- ☐ Ambassador

Our strongest area is:

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Our weakest area is:

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The biggest opportunity for improvement is:

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#### 2. What do we want to achieve?

A business should not set too many goals. For SMEs, we recommend choosing a maximum of three main objectives per 12 months.

##### Goal 1: Locality and seasonality

Example: increase the proportion of local ingredients, create a seasonal menu, include a local breakfast.

Our goal:

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##### Goal 2: Experience and story

Example: create a tasting, workshop, storytelling product card or gastronomic walk.

Our goal:

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### Goal 3: Community and responsibility

Example: involve a school, a local producer, seniors, young people or a disadvantaged group.

Our goal:

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### **3. What will we do in the next 30 days?**

This is the most important part. An entrepreneur often has good intentions, but change will not begin if he does not take the first small step.

First quick steps

(choose 3 to 5 simple activities)

- ☐ we will contact one local producer,
- ☐ we will find out which seasonal ingredients are available in the region,
- ☐ we choose one traditional recipe or a local product,
- ☐ we prepare a short story for one dish or product,
- ☐ we indicate the origin of at least one raw material in the menu,
- ☐ we will find out where the most waste is generated,
- ☐ we contact a school, municipality or community organization,
- ☐ we create the first design of an SReST product or experience.

Our steps for 30 days

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### **4. What will we do within 3 months?**

Within three months, the company should have the first visible result. It doesn't have to be perfect. It is important that it is specific and communicable to customers.

Possible outputs within 3 months:

- ☐ one seasonal dish on the menu,
- ☐ one local supplier mentioned in the communication,
- ☐ a short product story,
- ☐ first tasting or tasting,
- ☐ a simple map of local partners,
- ☐ reduction of single-use packaging,
- ☐ first community contact or collaboration.

Our output within 3 months will be:

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## 5. What will we do within 6 months?

Within six months, the company should expand the first step into a more stable offer. The point here is that the SReST approach is not a one-time activity but begins to become part of the business.

Possible outputs within 6 months:

- ☐ seasonal offer at least twice a year,
- ☐ cooperation with 2 to 3 local producers,
- ☐ created a simple SReST product or experience,
- ☐ basic communication on the web or social networks,
- ☐ a waste reduction measure in place,
- ☐ the involvement of one community partner,
- ☐ customer feedback.

Our output within 6 months will be:

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## 6. What will we do within 12 months?

After a year, the company should be able to say what has changed, what has worked and what it wants to develop further.

Possible outputs within 12 months:

- ☐ a stable network of local partners,
- ☐ a clearly named SReST product or package.
- ☐ measurable increase in local or seasonal raw materials,
- ☐ regular storytelling elements in communication,
- ☐ at least one event or customer experience
- ☐ community or vulnerable group involvement,
- ☐ a simple improvement plan for the next year.

Our main output within 12 months will be:

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## 7. Who will we work with?

SReST business is not based on an isolated business. It is based on cooperation in the region.

### Our potential partners

| Partner Type                      | Specific name / person | How we can work together |
|-----------------------------------|------------------------|--------------------------|
| Farmer / Producer                 |                        |                          |
| Craftsman / Manufacturer          |                        |                          |
| Restaurant / Accommodation        |                        |                          |
| Guide / Tourism                   |                        |                          |
| School/Educational Institution    |                        |                          |
| Municipality / Local Organisation |                        |                          |
| Community or social partner       |                        |                          |

## 8. How will we communicate to the customer that we are on the SReST path?

The customer should understand what the business is doing and why it is doing it. Communication should be simple, specific and truthful. A business doesn't have to claim to be perfect. It is enough to show that he is improving.

Examples of appropriate communication:

- "We prepare this dish with seasonal ingredients from local producers."
- "Our breakfast contains products from farms in the region."
- "This recipe is based on a local tradition that we have adapted to its current form."
- "We work with local suppliers to keep more of the value in the region."
- "We are on the way to doing business more responsibly and we are adding new measures every year."

Our short SReST sentence for customer:

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