



Press Release

Source: Green Globe, Ltd.

## **Green Globe Adds Chill Food Waste Management Solution as an Affiliated Product and Appoints Wayne McKinnon to its Advisory Board**

LONDON, UK--Jul. 19, 2023 (via *Green Globe News*)--Green Globe, Ltd., owner of the Green Globe brand and licensee of all Green Globe programs worldwide, has added the Chill Food Waste Management Solution, which allows hotels, restaurants, and commercial kitchens to classify, measure, and analyze their food waste, to its list of affiliated products and has appointed Chill developer, Wayne McKinnon, to the Green Globe Advisory Board.

Chill provides a simple yet powerful tool to combat the global problem of food waste in the food service industry and can be tailored to the needs of food businesses through a flexible navigation hierarchy that can be structured to suit individual requirements.

The reporting functions within the Chill solution directly address the food waste requirements of the internationally recognized ESG and CSR reporting initiatives in relation to consumption, disposal, cost, and CO<sub>2</sub>-e emissions.

A food labelling module, which allows users to produce Use-By, Freezer and Defrost labels, is also included. The correct usage dates for all food prepared in a kitchen are stored within the system eliminating the need to remember dates or manually refer to use-by tables for each item.

As part of implementation, two-day workshops are conducted, which cover concepts around food waste, baseline analysis, and implementation and training in the Chill solution. More details on Chill and other Green Globe affiliated products can be found at <https://www.greenglobeltd.com/products>.

Joining Green Globe's Advisory Board is Wayne McKinnon, Founder and CEO of Green Growth 2050 Pty Ltd, a sustainability certification and consulting firm providing state of the art ESG reporting technologies, frameworks, and assessment services to international organizations. As CEO of the consulting group VisionCSR, Wayne was responsible for the development of the current Green Globe tourism standards, Solution Center and the Green Globe Academy - the world's first e-learning initiative for sustainable tourism.

Wayne is an ISO14001 Environmental Lead Auditor and has many years of experience in the sustainable tourism arena. Wayne's career also includes over 10 years in the hospitality industry working with global hotel organizations including Hyatt Hotels and Southern Pacific Hotel Corporation. Wayne also has extensive IT experience working with major software manufacturers in a range of roles from product engineering and support, through to business development.

The Chill solution and the InVision2050 sustainability software solution that underpins the Green Growth 2050 Certification and reporting framework were conceived and developed by Wayne and his team.

“We are committed to assembling a diverse group of professionals and thought leaders for our Advisory Board, and Wayne brings impeccable sustainability and business leadership credentials to the group,” said Steven R. Peacock, Managing Director of Green Globe, Ltd. “His history with the brand, including his role in the development of current Green Globe tourism standards, and his extensive experience in sustainability solutions for businesses make him an ideal addition to our board.”

Green Globe recently launched its new brand website at <https://www.greenglobeltd.com>, which includes a blog, initial Green Globe partner products, planned sustainability initiatives around the world, the illustrious history of the brand, The Green Globe Manifesto, and more. People who share Green Globe's concern for the planet and would like to support our efforts implement the circular economy around the world are encouraged to follow us on Twitter at <https://twitter.com/GreenGlobeBrand>, on LinkedIn at <https://www.linkedin.com/company/green-globe-ltd/>, and sign up to receive updates from the brand by filling in the fields at <https://www.greenglobeltd.com/contact>.

### **About Green Globe**

The Green Globe brand, owned by Green Globe, Ltd., a UK company, is committed to promoting and implementing the concept of a circular economy in communities, countries, and regions around the world, both directly and through its licensees. Green Globe traces its roots to the United Nations Rio de Janeiro Earth Summit in 1992, where heads of state from around the world acknowledged, as a group, the impact of human socio-economic activities on the environment and the urgent need to address environmental degradation. First developed within the World Travel & Tourism Council (WTTC) in 1993, the Green Globe logo has long been recognized around the world as a symbol of environmental responsibility and social impact. Today, the brand and its associated programs hold even greater promise as the world further embraces the need for sustainability, diversity, equality, inclusion, and response to global climate change as essential core values. More information can be found at [www.greenglobeltd.com](http://www.greenglobeltd.com).

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