

**BE DIFFERENT**  
**CHOOSE HORECA**

# **MANIFESTO**

## **FOR A SHARED COMMITMENT**

**TOGETHER, FOR A FAIR,  
INNOVATIVE AND SUSTAINABLE  
HOSPITALITY SECTOR**

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This manifesto is for everyone who is part of the Brussels' hospitality, restaurant and events sector. Whether you are just starting out or a seasoned entrepreneur, you are an ambassador for your business and for the establishments that bring our region to life.



We are the people who are defining the Horeca industry today and shaping its future. We have the freedom to drive our vision forward, and make it a reality through the choices we make every day.

# COMMITTING TO THIS MANIFESTO MEANS

## VALUING OUR PROFESSIONS

and supporting the skills development in the sector

## RAISING STANDARDS

to deliver high quality experiences for our customers

## ENHANCING THE ATTRACTIVENESS OF HORECA

and strengthen the reputation of our businesses

## WHAT ARE THE FOUNDATIONS OF OUR VISION?

### TOWARDS FAIR AND MOTIVATING SOCIAL MANAGEMENT

We strive for a model based on fairness, well-being and inclusiveness, where both entrepreneurs and employees can thrive. We stand for fair working conditions, a workplace that values talent and supports continuous learning, and offers opportunities for everyone to grow and succeed.

### TOWARDS SUSTAINABLE AND RESPONSIBLE BUSINESS

We support a sustainable approach that prioritises responsible sourcing and mindful practices - benefiting the environment, the local economy and the long-term efficiency of our businesses. We recognise that progress is incremental and adapted to the realities of each operation.

# IN PRACTICE, WE COMMIT TO

- 1 ENSURE FAIR AND EQUITABLE WORKING CONDITIONS
- 2 STAY INFORMED AND UP TO DATE WITH SOCIAL LEGISLATION
- 3 DEVELOP EFFECTIVE AND INSPIRATIONAL LEADERSHIP
- 4 ESTABLISH A STRONG SERVICE CULTURE BY DEVELOPING THE SKILLS OF OUR TEAMS
- 5 PROMOTE DIVERSITY AND INCLUSION IN OUR TEAMS
- 6 TAKING A THOUGHTFUL APPROACH TO MANAGING RESOURCES - MATERIALS, ENERGY AND LOGISTICS
- 7 OFFER BALANCED MENU OPTIONS TO ENCOURAGE BETTER HEALTH
- 8 PRIORITISE LOCAL AND RESPONSIBLE SOURCING
- 9 OPTIMISE MENUS AND STOCK MANAGEMENT TO REDUCE WASTE
- 10 LEAD BY EXAMPLE - TURN COMMITMENTS INTO DAILY ACTIONS
- 11 BRING A SENSE OF HUMOUR TO EVERYDAY LIFE

**BE DIFFERENT**  
**CHOOSE HORECA**

**DON'T SIT ON THE SIDELINES.  
JOIN THE MOVEMENT TO SHAPE THE FUTURE.**

[CHOOSEHORECA.BRUSSELS](https://choosehoreca.brussels)