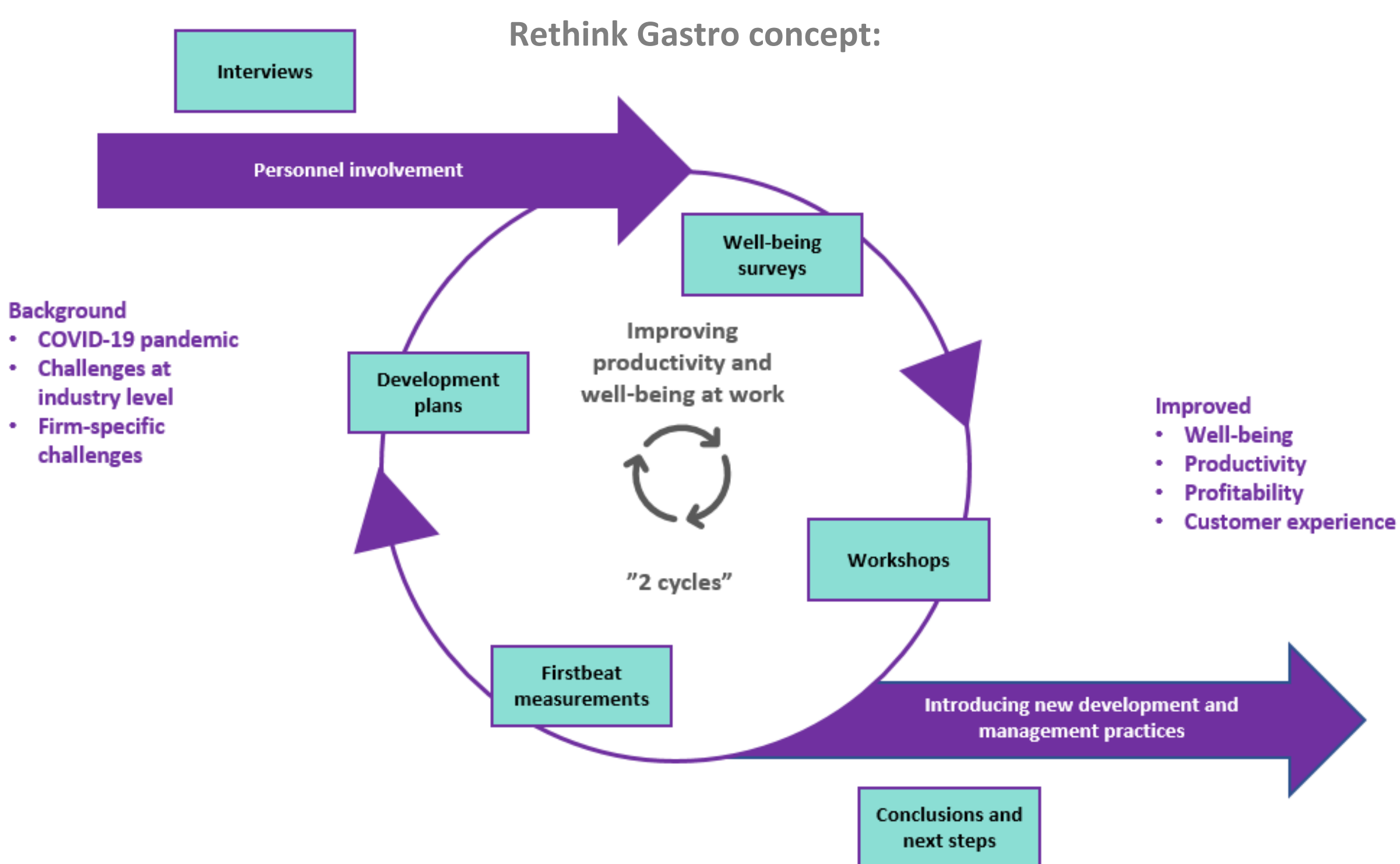


Rethink GASTRO

Challenging traditional thinking and work practices to develop restaurant industry's productivity and well-being

- Restaurant industry particularly suffered from the COVID-19, which challenged the well-being of the sector's employees and entrepreneurs in an unprecedented way. Also, the industry increasingly struggles with employee attraction and retention.
- Rethink Gastro addresses these challenges and looks for industry-specific solutions with the personnel of 16 SMEs that operate in the industry.
- The project aims at developing participating companies' practices, processes, communication, and leadership skills as well as innovation capabilities and creativity.
- As an outcome, the project introduces a cavalcade of tools – 4T MODEL – that help restaurateurs to clarify their business idea and concept, to develop their processes, to improve product and service development, and to enhance well-being and recovery in a participatory way.



Rethink Gastro offering examples

For the participating companies:

- Workshops with leading experts
- Company-specific development plans
- Individual well-being measurements
- Research-based tools, methods, and practices

For the industry:

- Understanding of the current challenges and opportunities
- Dissemination of knowledge on productivity and well-being
- Support for the industry revival and brand development
- Open access tools, methods, and practices – 4T MODEL



Rethink Gastro consortium:



Rethink Gastro publications:

- Jakosuo, K. & Kylänen, M. 2022. Miten löytää hyvä tyyppi, joka osaa homman? Vitriini: <https://www.vitriini.fi/ilmio/miten-loytaa-hyva-tyyppi-joka-osaa-homman.html>
- Jähi, M. 2021. Onko työhyvinvointiin panostaminen ravintola-alan piilevä mahdollisuus uudistua? TAMK-blogi: <https://blogs.tuni.fi/tamkblogi/hanketoiminta/onko-tyohyvinvointiin-panostaminen-ravintola-alan-piileva-mahdollisuus-uudistua/>
- Jähi, M., Kylänen, M., Leponiemi, S., Murtojärvi, P. & Simunaniemi, M. 2023. Henkilöstöä osallistamalla nostetta ravintola-alalle. UAS Journal, 1/2023: <https://urn.fi/URN:NBN:fi-fe2023030630163>
- Jähi, M., Kylänen, M. & Luuro, A. 2022. Misat tikkiin. Aromi, 2/2002: <https://www.lehtiluukku.fi/lue/aromi/2-2022/302836.html> (s. 38 alk.)
- Kylänen, M. 2022. Aikaa kehittämiselle kehittämisen aikana. TAMK-blogi: <https://blogs.tuni.fi/tamkblogi/hanketoiminta/aikaa-kehittamiselle-kehittamisen-aikana/>
- Luuro, A. 2022. Puheenvuoro: Ammatillisen kasvun tukeminen lisää ravitsemisalan arvostusta. AVECmedia: <https://www.avecmedia.fi/aromi/puheenvuoro-ammattillisen-kasvun-tukeminen-lisaa-ravitsemisalan-arvostusta/>

Rethink Gastro in brief:

- Funded by European Social Fund (ESF) /Euroopan sosiaalirahasto (ESR)
- Consortium: TAMK & 16 companies (SMEs and micro-firms)
- Time schedule: 1.4.2021–31.12.2023
- Target region: Pirkanmaa, Finland
- Focus: restaurant industry, productivity, well-being at work
- Methodology: multi-method RDI project based on participatory personnel involvement and action-research

<https://projects.tuni.fi/rethinkgastro/>