FROM THE FRYING PAN TO THE FIRE
Rewiring the Commercial Foodservice Industry for Behavior Change

Why
...is foodservice an important customer segment?

How
...to achieve behavior change in foodservice?

What
...is needed to change "business as usual" behavior at a larger scale?

Foodservice is a Relations-Based Industry

The PG&E Food Service Technology Center uses these tools to build relationships and successfully change behavior.

Fe3 is a public-private partnership designed to bring training deep into the foodservice industry.

RE-TRAIN the industry

CHANGE the "business as usual" culture

Modular
On-Line
Gamification
Skills-Building
Graphical
Testing

Narated
On-Demand
Avatars
Fun
Adult Learing
Certification

www.fethree.com

$40 BILLION Utility Bill

Employs 1 in 10 Working Americans

5 to 10x MORE energy intensive than other commercial customers

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Why

How

What

Food Service
Technology Center

WORKFORCE TRAINING

RESEARCH LAB

SITE AUDITS

UTILITY PARTNERS

INDUSTRY PARTNERS

STUDENT TRAINING

ONLINE TOOLS

ON-LINE ON-DEMAND TRAINING

HANDS-ON DEMOS

FIELD RESEARCH

ENERGY STAR

CODING AND STANDARDS

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