



GREEN RESTAURANT

Semih Yeşil, Green Restaurant

Bursa, Türkiye

Business in Numbers

Year established: 1956

Number of businesses: 1

Employees: 14

Energy as a % of costs : 3%

Local Sourcing Ratio : 70%

Digital Channel Presence: 65%

Semih's Story

I am Semih Yeşil. I am actually an environmental engineer, but I always imagined myself working in nature, alongside people. When I took over the small family restaurant my father founded about thirty years ago, I embraced this work not just as a means of livelihood, but as a way of life. In the early years of managing the restaurant, my goal was to create an environmentally conscious business while preserving traditional values. I wanted to combine the hospitality I inherited from my father with a modern approach. My interest in energy efficiency, local sourcing, and digitalisation grew significantly during this period. Today, every practice we employ at Green Restaurant—whether it's waste management

How is sustainability visible in daily operations?

At Green Restaurant, sustainability has become a natural part of daily operations. The majority of ingredients used in the kitchen are selected seasonally, and portion control is meticulously applied to prevent waste. The restaurant's garden blends in with the natural texture of Central Park, increasing the use of open space during the summer months, thereby reducing energy consumption and air conditioning needs. Limiting the use of plastic, preferring reusable serving materials, and preserving traditional white tablecloths are among the business's fundamental practices for reducing its environmental impact.

How is food waste monitored or reduced?

A daily measurement and recording system is implemented in the kitchen to reduce food waste. The amount of food remaining at the end of the day is determined, the sources of waste are analysed, and portion sizes are updated accordingly. Optimisation of appetiser and meat portions has resulted in a noticeable reduction in waste. In addition, vegetable and fruit waste is separated for composting, a practice that contributes to both environmental awareness and the strengthening of a culture of sustainability within the business.

What is the role of local sourcing?

The restaurant has adopted working with local producers in its supply chain as a fundamental principle. Meat, dairy products, vegetables, and fruit are mainly sourced from Bursa and the surrounding areas. This approach also allows the restaurant to emphasise having the "Bursa cuisine" identity in its menu. Long-term relationships of trust established with local producers enable rapid adaptation to seasonal changes and make the supply process more environmentally sustainable.

How does community involvement support sustainability?

As an active partner in the Bursa Central Park ecosystem, the restaurant maintains close ties with local communities. It contributes to the revitalisation of regional social life by supporting events organised by the municipality, such as concerts, open-air events, and gastronomy festivals. Furthermore, it organises kitchen tours and short promotional events in collaboration with local schools and tourism students. Such activities contribute to the development of local gastronomic awareness and strengthen Green Restaurant's social sustainability aspect.

How is digital used to grow and promote the business?

Recently, the restaurant has accelerated its digital transformation process. Access to the menu has been made easier with a QR code menu system, and customer communication has been made faster and more regular with the establishment of a digital reservation infrastructure. Social media posts increase visitor numbers, especially during concerts and events. Digital channels also enable the collection and analysis of customer feedback and its use in service improvements.

What data is informing key decisions?

Business decisions are made based on customer feedback, sales performance and cost analysis. Google and social media reviews are regularly examined, and this data plays a decisive role in menu renewal, portion sizing and pricing decisions. Furthermore, energy, water, and food costs are monitored monthly, and budget planning is aligned with sustainability goals.

How is social media shaping customer relationships? Use of AI?

Green Restaurant uses digital platforms as an effective feedback tool in customer relations. Its Instagram account, in particular, is the main channel through which customers can share their comments and suggestions. Social media data is an important source of information for monitoring service quality and identifying trends in menu preferences. Although an AI-based analysis system is not yet in use, the business aims to interpret customer data in the future to offer personalised recommendations.

What tools support energy or waste tracking?

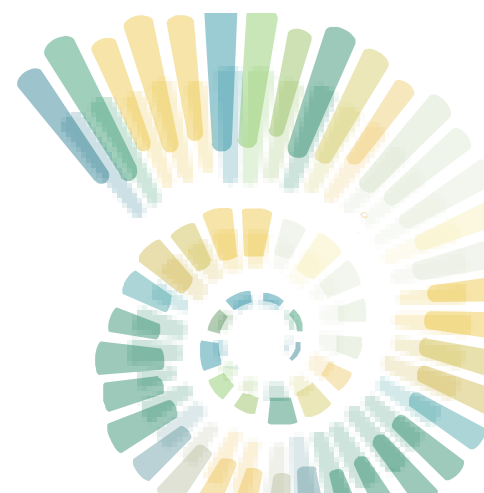
Energy consumption is regularly monitored through manual measurements, and the energy efficiency of kitchen equipment is taken into account. LED lamps are used in the lighting system, and the installation of sensor-based systems is being evaluated to prevent unnecessary energy consumption. As part of waste management, glass, plastic, and organic waste are collected separately; an integrated process is carried out with the municipality's recycling system.

What are the challenges of going digital in a rural setting?

As a business operating within a green space such as Central Park, Green Restaurant faces various constraints in terms of digital infrastructure. Occasionally weak internet connections or intermittent POS device operation can reduce the effectiveness of digital processes. Furthermore, the fact that a significant portion of the restaurant's customer base consists of middle-aged and older visitors who are not accustomed to digital menus or QR code systems necessitates staff support. For this reason, digitalisation steps are implemented gradually, taking into account both the employee and customer experience.



The little things we do every day- turning of the lights, sorting waste, serving customers with a smile- form the spirit of this restaurant. Together, we keep this value alive.



Describe your leadership style? What principles guide your daily decisions?

The leadership approach at Green Restaurant is based on traditional values but is open to innovation. The second-generation manager of the business makes daily decisions based on the principles of 'integrity, hospitality and continuity.' This approach instils confidence in employees and maintains customer loyalty. The manager generally supports operational decisions with observation and direct feedback, demonstrating a participatory leadership model by involving the team in processes.

An example of how you have led through adversity? What lessons did you take from crises like recession or flooding?

Green Restaurant has overcome difficult periods in the past, such as economic fluctuations and the pandemic, through a culture of solidarity. The manager prioritised maintaining employee loyalty during these processes and ensured that there was no loss of workforce despite cost increases. The key lesson learned from crises is that operational flexibility and trust-based team relationships are the keys to sustainability.

How is purpose embedded in branding and storytelling? How do your values show up in your business identity?

Green Restaurant's brand narrative is built on its long-standing history since 1967 and the 'Central Park tradition'. The restaurant's story emphasises intergenerational continuity and the preservation of local cuisine. In this context, the brand language is based on nostalgia and simplicity; guests are offered not just a dining experience, but a sense of connection to the past. Highlighting dishes unique to Bursa cuisine in the menu design is an important part of this narrative.

How is sustainability communicated to customers?

At Green Restaurant, sustainability is conveyed through experience rather than direct communication. The use of seasonal and local products on the menu, the reduction of waste, and the preservation of traditional service practices are key elements of this approach. Furthermore, the restaurant's natural setting and simple décor create an image of an environmentally conscious establishment. Customers perceive this experience as authentic, tranquil, and representative of a 'natural Bursa culture.' This indirect narrative strengthens the restaurant's credibility regarding sustainability.

What's next for your brand or sustainability goals? Are there plans for new services, certifications, or partnerships?

Green Restaurant aims to progress in the areas of sustainability and digitalisation in the future. In the short term, it plans to obtain ISO 22000 certification in the areas of hygiene and food safety, and in the long term, it plans to organise thematic events focused on gastronomic tourism. Furthermore, the 'locally sourced gastronomy' identity will be strengthened through joint promotional campaigns with local producers and sustainable menu projects. The integration of a digital reservation system, energy monitoring, and customer feedback platforms are also among the sustainable growth objectives.

How will you connect with the next generation of customers? → What channels, messaging, or experiences will matter most?

The effective use of digital channels is prioritised to reach the new generation of customers. Visual stories, short videos and nostalgic content on social media will bring the restaurant's historical identity in line with today's trends. In addition, seasonal menus, gastronomy days themed around 'flavours unique to Bursa' and digital loyalty programmes are planned to attract young customers. This experience-focused approach aims to create an innovative and accessible identity for the younger generation while preserving the brand's traditional roots.



**Co-funded by
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