

# Recipe of Change

**Mobilising Tourism to Halve Food Waste by 2030**



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initiative**

**Recipe of Change is a UNEP and UN Tourism led initiative that brings tourism businesses, chefs and influencers together to align ambition, measure and reduce food waste, and implement solutions—supporting the Global Roadmap for Food Waste Reduction in Tourism.**



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# What is Recipe of Change?

➤ **The Recipe of Change** initiative, led by the UN Environment Programme (UNEP) and the World Tourism Organization (UN Tourism), aims to mobilize the tourism sector to **reduce food waste** and **accelerate the transition to sustainable food systems**. It seeks to secure commitments from key actors (i.e. hospitality, accommodation providers, cruise lines, tour operators, booking platforms, supporting organizations, chefs and opinion leaders) and facilitates implementation.

➤ Hosted by the **One Planet Network Sustainable Tourism Programme**, Recipe of Change operationalises the **Global Roadmap for Food Waste Reduction in the Tourism Sector** and supports the global effort to halve food waste.

**Recipe of Change provides tourism businesses with a clear, practical pathway:**



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# Why Recipe of Change matters for tourism?

A hidden cost in tourism, a fast win:

For every **US\$1** invested in reducing food waste, **US\$7** is saved.

(UN Tourism and UNEP Global Roadmap, 2022)



Food service generates over

**20%** of global food waste.

(UNEP Food Waste Index Report 2024)

Food waste is also a major climate concern, generating

an estimated **8-10%** of global greenhouse gas emissions.

(FAO 2013)

All the above results in significant economic losses and environmental pressures.



**Key challenges include:**

- Operational inefficiencies
- Limited awareness
- Customer behaviour
- Regulatory gaps



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Recipe of Change helps tourism actors translate the Global Roadmap's strategic priorities into **practical, measurable action** that improves:

- Operational efficiency
- Guest experience
- Climate and nature outcomes



- Staff engagement
- Brand reputation

## Recipe of Change Approach

**Align the vision.  
Build the skills.  
Drive the change.**

Through **aligned commitments, working groups, targeted trainings, practical tools, behaviour-change campaigns**, Recipe of Change equips partners to implement effective food-waste reduction—directly contributing to global initiatives like **Food Waste Breakthrough**, **Tourism Food for Good** and advancing sector goals in line with the **Global Roadmap**.



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# So what does Recipe of Change offer?

## 1. Sector alignment: a shared vision for food waste reduction

**Recipe of Change helps organisations align with:**

- The Global Roadmap for Food Waste Reduction in Tourism
- The Food Waste Breakthrough
- SDG 12.3
- National food waste and tourism strategies



## 2. Measurement & reporting

**Recipe of Change provides:**

- Food waste measurement tools
- Practical methods for kitchen-level audits
- Templates for data collection and analysis
- Streamlined annual reporting, with confidentiality and aggregated data upon request



## 3. Practical solutions for operations & behaviour change

**Operational interventions:**

- Menu and buffet optimisation
- Procurement & forecasting improvements
- Portioning and kitchen workflow design
- Food redistribution partnerships



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### Behaviour-change solutions:

- Zero-waste buffet cues
- Guest-facing portion guidance
- Seasonal activations (e.g. **Sustainable Ramadan**)
- Annual participation in global moments (such as the **International Day of Awareness of Food Loss and Waste**)

**These actions translate Roadmap recommendations into real guest and staff behaviour shifts.**



## 4. A Flexible model for target stakeholders

### Recipe of Change is designed to work across the entire sector:

- Large hotel chains
- Resorts and independent hotels
- Restaurants
- Cruise and airline catering
- Chefs, influencers
- Tour operators, booking platforms
- Supporting organisations: business associations, culinary schools, NGOs





## 5. Scaling through partnerships & policy alignment

### Joining Recipe of Change:

- Facilitates multi-stakeholder collaboration
- Engages chefs, influencers to maximise visibility and engagement
- Supports policy dialogue by sharing aggregated learnings
- Helps align tourism strategies with national circular food system policies
- Contributes evidence to inform regulatory improvements



## 6. Visibility

### Recipe of Change facilitates implementation of:

- Behavioral change campaigns
- Awareness-raising activations
- Story telling and brand visibility highlighting signatories' commitments through co-branded materials, digital assets and media opportunities





# Joining Recipe of Change: What Signatories Commit To?

## 1. Align organisational vision with the Roadmap

- Declare food waste reduction a priority area of sustainability performance – (Include Recipe of Change as a strategic pillar within the corporate **CSR/ESG strategies** and reporting).
- Endorse the **Global Roadmap for Food Waste Reduction in the Tourism Sector** (Accommodation providers: By 2030, support global target of halving food waste per guest night; and Cruise lines: By 2030, support global target of halving food waste per guest day).

## 2. Measure food waste, set a reduction target within 12 months and report annually to Recipe of Change

- Begin with **baseline measurement** and set a target. Short updates enable visibility and contribute to global **reporting** mechanisms.

## 3. Implement actions

- Choose **operational** (Food waste prevention, circular food systems) and **behaviour-change interventions** suited to the organisation's reality. For example, by using Recipe Of Change toolkit and contributing to the Global Roadmap for Food Waste Reduction in the Tourism Sector.

## 4. Conduct a Recipe Of Change behavioural-change campaign every year

- E.g. International Day of Awareness of Food Loss and Waste, Zero-Waste Buffets Week, seasonal campaigns.





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# What Signatories Receive?

## 1- Global, regional, and national visibility

Signatories gain recognition as climate and sustainability frontrunners in UNEP and UN Tourism led communities.

## 2- Opportunities to showcase leadership

Through UNEP and UN Tourism platforms and international events.

## 3- Influence corporate policy

Signatories can use Recipe of Change engagement to shape internal sustainability strategies, integrate food waste reduction into CSR/ESG frameworks, and inform sectoral or national policy discussions.

## 4- Access to tools & engagement kits

Plug-and-play materials for measurement, operational changes and behavioural activations (Recipe Of Change toolkit).

## 5- Peer learning and cross-regional inspiration

A living repository of solutions contributed by the global Recipe of Change community.

# Join the initiative



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