



Hospitality
Sector
Council

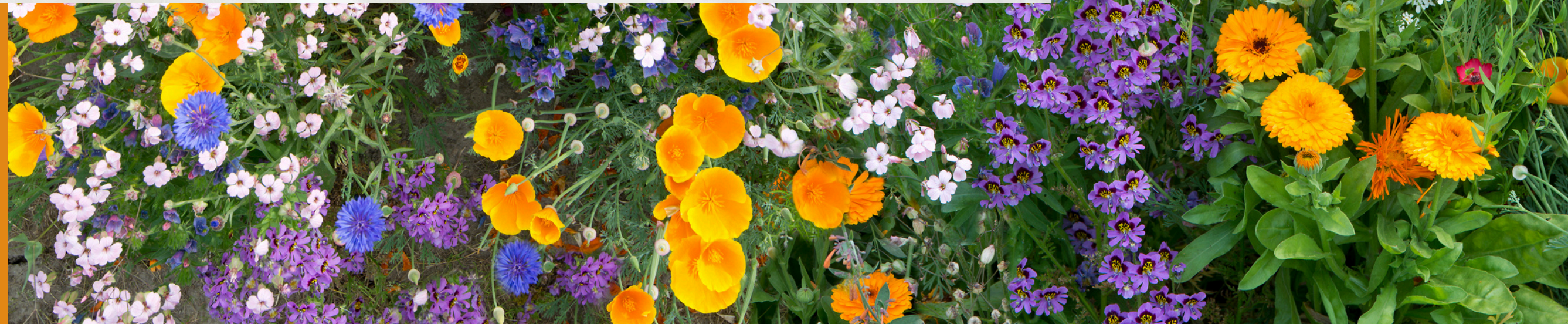


HSC SUPPORTING THE SECTOR ON BIODIVERSITY

In Partnership with The Sustainable Restaurant
Association



THE
SUSTAINABLE
RESTAURANT
ASSOCIATION



WHAT'S THE ISSUE?

BIODIVERSITY

As an F&B business, the prospect of understanding and addressing 'sustainability' let alone 'biodiversity' may feel overwhelming. With the recent Biodiversity Net Gain (BNG Regulation), and global ESG regulation having increased by 155% over the past decade, generally there is a growing awareness for the need to farm in harmony with nature - biodiversity is rising up the agenda.

But... many food service businesses are struggling to understand just how to approach the issue and get started!

 **OUR GLOBAL FOOD SYSTEM IS THE PRIMARY DRIVER OF BIODIVERSITY LOSS**
-UNITED NATIONS ENVIRONMENTAL PROGRAMME



WE NEED STRONG INDUSTRY ENCOURAGEMENT & SUPPORT

"This is a great initiative where, through the Hospitality Sector Council, hospitality businesses are working together to improve their biodiversity footprint."

Gareth Thomas, Minister for Services, Small Business and Exports & Dame Karen Jones, Joint Chairs of the Hospitality Sector Council

"It is becoming increasingly apparent that there is a real need for businesses to operate in better harmony with nature. Conversations about biodiversity are still in their infancy for many operators but there is a real appetite to learn more and understand what taking action looks like – wherever they are on their journey. From Biodiversity Net Gain regulation and its impact on businesses, to menu innovation and value chain setting the challenges and opportunities are vast. I believe the sector will really value the insights and support this resource provides, the discussion it will create and the initiatives it will develop, to collaborate together across the hospitality sector and with wider stakeholders".

-Tim Doubleday, CFO of Burger King UK & Chair of the Hospitality Sector Council Sustainability Committee

‘Natural England is delighted to support the Sustainable Restaurant Association in this funding proposal. Alongside climate change biodiversity loss is the single biggest environmental threat we face today. The UK is the most nature-depleted country in Europe which is not just bad for wildlife but also puts at risks all the things we depend on the natural environment for, such as pollination for food production, urban cooling and flood protection to make our towns, cities and businesses more resilient to climate change. We also know that our own health and well-being and quality of life is intimately connected to the natural environment. Access to nature close to where we live, work and play makes us healthier and happier as people.

Biodiversity, all the living things and the places in which they live, is a complex web but there are many things we can do to help nature to recover and, in doing so, help ourselves and our economy. Many of these steps can also help us adapt to and address the consequences of climate change and reduce its impact. The climate and nature emergency are, in many ways, two parts of the same coin.

There is a real opportunity for the restaurant and hospitality sector to undertake actions that can help nature and customers alike. Natural England is delighted to support this proposal.’

-Dr Nick White. Principal Advisor - Net Gain, Natural England

“The hospitality sector is an overwhelmingly SME-led industry, so it’s crucial that SMEs are equipped with specialised tools to deliver the environmental targets set out by government, and to build businesses whose everyday operations are environmentally friendly.”

- UKHospitality Chief Executive Kate Nicholls

“The successful redesign of the food system in support of biodiversity and improved public health will depend on three key ‘levers’: changing our diets; setting aside land for biodiversity; and adapting how we farm.

The hospitality sector has a key role to play in this change and is in fundamental need of support on how to get there. A myriad of solutions and innovation are already available to progress toward a more regenerative future, this resource will be fundamental to highlighting opportunities and supporting the necessary next steps”.

-Martina Dell, Head of Projects The Sustainable Restaurant Association



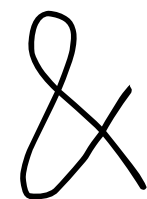
WHO WE ARE

HOSPITALITY SECTOR COUNCIL

The Sustainability Committee has been set up by the Hospitality Sector Council (HSC) to facilitate the sector's delivery of the government's environmental guidance. The Committee will work alongside government to co-create the solutions for the sector. The Sustainability Committee will look to prioritise areas and report back to the HSC on key developments, concerns as well as authoring the outputs (and associated outcomes).

Our main objective is to meet, create, and share best practice on environmental guidance to help businesses prepare for, achieve and exceed ESG legislation; emissions, waste & packaging, nature positive etc.

THE
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THE SUSTAINABLE RESTAURANT ASSOCIATION

The Sustainable Restaurant Association assess behaviour, measures action and celebrates progress. We connect businesses around the world to accelerate change towards a hospitality sector that is socially progressive and environmentally restorative. We do this through the world's largest sustainability certification tailored for the F&B sector: Food Made Good.

We set the Standard for sustainable F&B around the world.

Our approach is determined and grounded in collaboration. Our framework is holistic- focusing on societal and environmental metrics with a view that GHG emissions are an important part of a much bigger picture.

We understand the challenges and obstacles of the hospitality industry and are here to support and champion. If we commit to continuous improvement: we're better today than we were yesterday, and to work towards a better tomorrow. There is no time for perfectionism - it's the doing that counts - we must ACT NOW.



HOW WE CAN HELP THE SECTOR



WHERE WE ARE AT

At the start of 2023, the talk of the BNG Regulation sparked a call to action for the HSC Sustainability Committee, in order to best support the industry with what to expect and how to prepare.

We have since hosted quarterly meetings and been joined by representatives from government such as DEFRA, DBT, MHCLG, policy implementation experts from Natural England and heard about case studies and actions being taken from across the network.

It has become clear that whilst there is a NEED to comply with the newly enforced regulation for the sector - the opportunity for action is much bigger than that and the impact which the UK Hospitality Sector can have on nature with the right support is immense!

THE SUSTAINABLE RESTAURANT ASSOCIATION

HOW TO TAKE ACTION ON BIODIVERSITY

WHAT'S THE ISSUE?

As a F&B business, the prospect of understanding and addressing 'sustainability' let alone 'biodiversity' may feel overwhelming. Margins are slim, running an operation is busy, and something else always feels urgent. Yet, the urgency for restaurants to address these issues has never been greater. With environmental concerns looming large and consumer preferences shifting towards eco-conscious choices, restaurants have a pivotal role to play in shaping a more sustainable future. Embracing sustainability isn't just about meeting ethical obligations; it's also a strategic move to future-proof your business against regulatory changes and consumer backlash.

OUR PROPOSAL FOR YOUR SUPPORT TO AID THE UK HOSPITALITY SECTOR TAKE ACTION ON BIODIVERSITY NOW.

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OUR main objective is to meet, create, and share best practice on environmental guidance to help businesses prepare for, achieve and exceed ESG legislation; emissions, waste & packaging, nature positive etc.

*** GLOBALLY, ESG REGULATIONS HAVE INCREASED BY 155% IN THE PAST DECADE.**

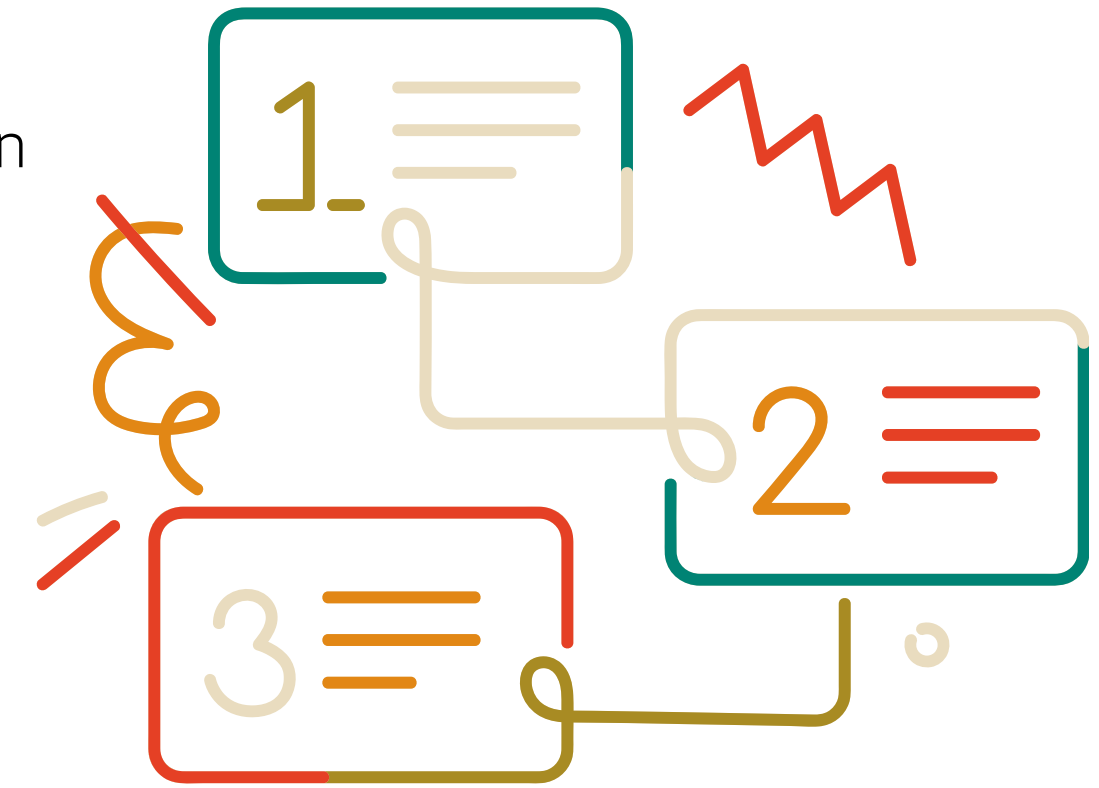
Our collective aim is to support the UK hospitality sector or leaning into these difficult issues by providing guidance, support, a knowledge hub and a community of like-minded businesses, thriving in an ethical and sustainable way - environmentally, socially and economically.

*** OUR GLOBAL FOOD SYSTEM IS THE PRIMARY DRIVER OF BIODIVERSITY LOSS**

* THE OPPORTUNITY

Our joint experience, through The SRA & HSC, in supporting the hospitality sector has taught us that many are generally very keen to improve upon their practices and have a great appreciation for the landscapes upon which our food is produced - for its impact on both food quality and for long term sustainability of our industry. The interest is there, often, they just need a little help translating what feels quite complicated, especially on top of running a busy operation in a challenging economic time, into taking action. There is also an opportunity to help businesses understand the investor landscape, and how expectations in this space are rapidly changing.

We have identified a 3 tiered approach to help breakdown the step by step actions and suggested sector objectives for businesses can take to support an industry working in harmony with nature and in turn support biodiversity aligned to the UK's Nature Targets.



THE PROPOSAL

- * For each tier we are hoping to secure sponsorship, to display true collaboration we are looking for multiple sponsors for each section, a combined approach where all parties are happy and the case study examples complement one another.
- * With each sponsor we will explore their understanding of what opportunities and challenges the sector encounters with regards to biodiversity and then present a case study positioning them as a potential solution provider.
- * The aim is to encourage collective action and showcase the sphere of influence and impact across the value chain & food system, linking business and board room decisions back to ecosystems, so businesses operate in harmony with nature.

THE OUTLINE & CONTENT BRIEF

- Ensure examples are relevant to improve nature literacy across various roles and functions in operations.

TIER 1- BUILT ENVIRONMENT

Focused on things which can be done around the built environment/ building.

THINGS TO INCLUDE:

- * 2-3 Case Studies
- * Relevant regulatory guidance & compliance/ reporting; BNG, FRC, CSRD, TNFD, SBTN etc.
- * Renewable Energy, building design & materials, landscaping on properties etc.
- * Waste and pollutants (including water)
- * Green spaces and social value/ mental health



TIER 2- MENUS & SOURCING

Focused on menu design and sourcing strategies.

THINGS TO INCLUDE:

- * 2-3 Case Studies
- * Commitments to standards; LEAF, SAI, Organic, deforestation etc.
- * Heritage varieties & breeds, invasive species
- * Targets around plant-based



TIER 3-VALUE CHAIN & COLLABORATION

Working at farm level, in collaboration with supply chain.

THINGS TO INCLUDE:

- * 2-3 Case Studies
- * Supporting regenerative growing methods which work in harmony with nature
- * Supporting restoration projects through credit schemes and rewilding initiatives



PACKAGE OPTIONS

Headline Partner Starting at £5–10K

Sponsor Starting at £2.5 –5K

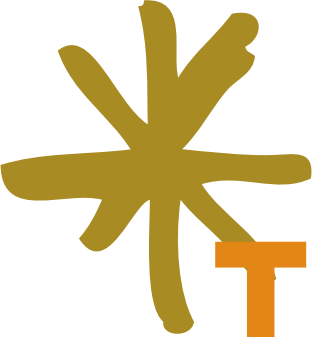
What's Included

- A full page feature showcasing your impact and commitments to biodiversity
- A case study featuring a hospitality business you have supported on their biodiversity journey
- 2 x invites to the launch event (details TBC pending funding) + an opportunity to speak on a panel
- Your logo featured in the asset
- Your channels linked to any PR & comms activity
- A reach & impact report in summary

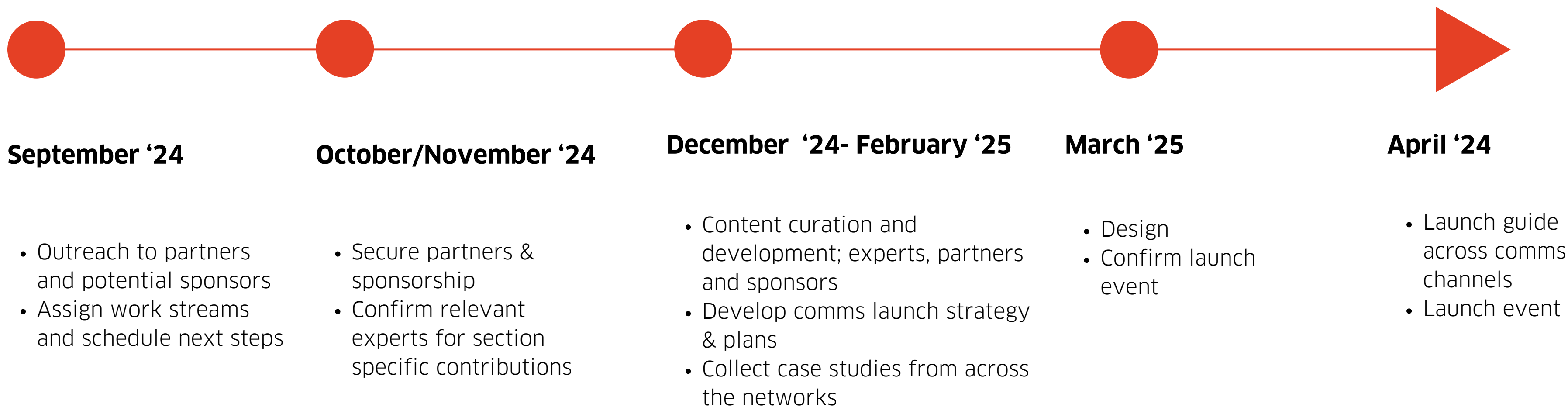
- A half page case study featuring hospitality business you have supported on their biodiversity journey
- 1 x invite to the launch event (details TBC pending funding)
- Your logo featured in the asset
- Your channels linked to any PR & comms activity
- A reach & impact report in summary

Non-competete

There are not options for exclusivity because we feel the greatest impact and potential will be realised through a collaborative approach which showcases as many possible solutions and examples as possible. Highlighting different challenges and opportunities, with diverse operations and different levels of the value chain.



TIMELINE & PROPOSED PLAN





REACH & IMPACT

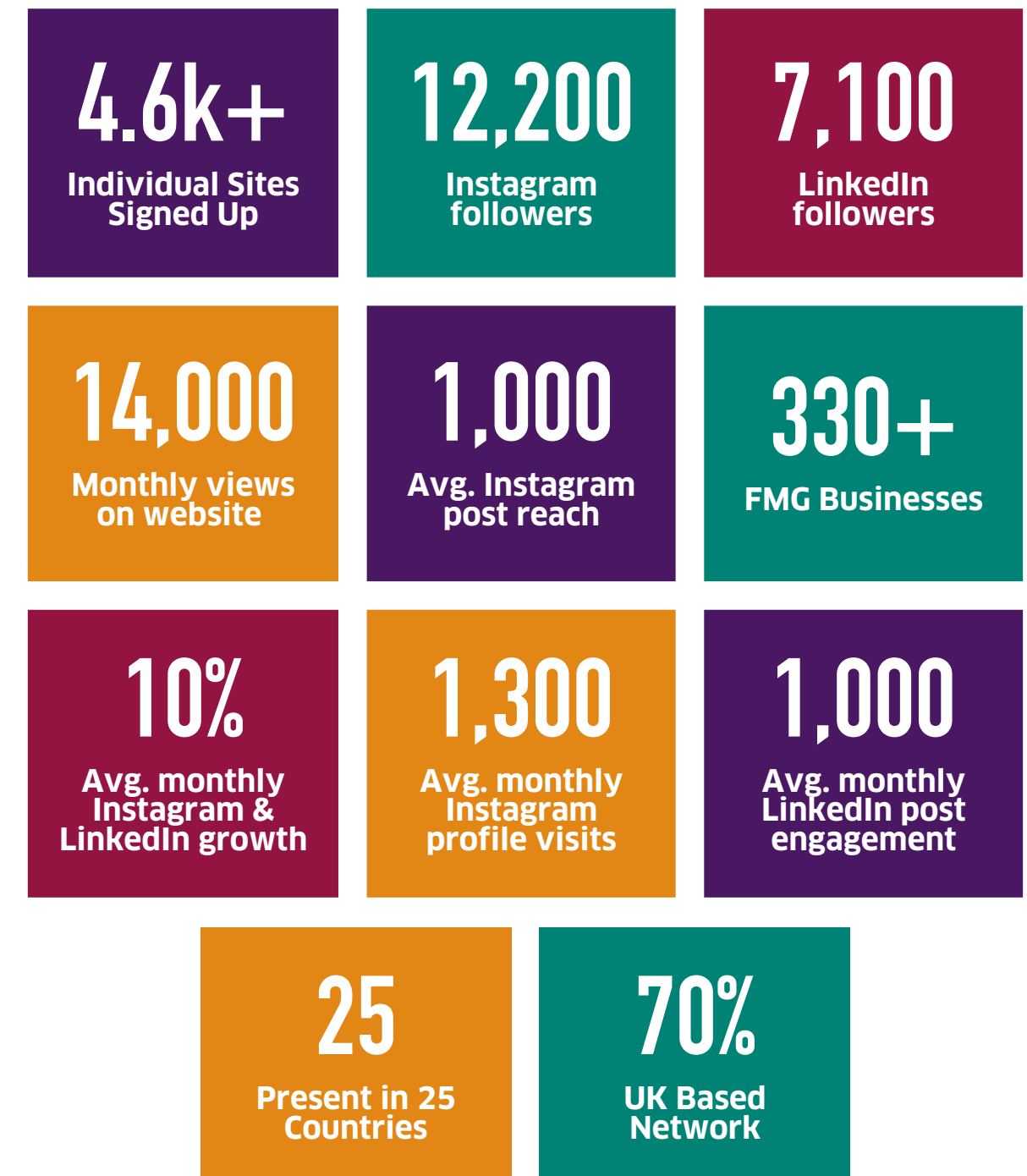
The aim is to share the asset far and wide, across the networks of all sponsors and collaborating partners. We would encourage, where possible for sponsors to share and host this guide on their own channels. It will also be hosted and shared by:

- Hospitality Sector Council
 - 740+ operators covering over 100,000+ outlets
 - 60k+ followers on LinkedIn & 6.5k followers on Instagram
 - Hosted on the HSC website and ZCF network
- The Sustainable Restaurant Association (reach stats featured here)

We are also hoping to gain support for comms & PR from HSC long term partners like;

- British Beer and Pub Association (BBPA)
- Society of Independent Brewers (SIBA)

As part of the sponsor/ partner pack we will produce an impact report showcasing where the asset has been shared and the resulting reach achieved.





THANK YOU!

MARTINA DELL
HEAD OF PROJECTS & CONSULTANCY & CHAIR ON BIODIVERSITY HSC-SC
MARTINA@THESRA.ORG