



Hospitality
Sector
Council

BIODIVERSITY TOOLKIT

In partnership with

THE
SUSTAINABLE
RESTAURANT
ASSOCIATION





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A Call to Action

“LESS BIODIVERSITY MEANS THAT PLANTS AND ANIMALS ARE MORE VULNERABLE TO PESTS AND DISEASES. COMPOUNDED BY OUR RELIANCE ON FEWER AND FEWER SPECIES TO FEED OURSELVES, THE INCREASING LOSS OF BIODIVERSITY FOR FOOD AND AGRICULTURE PUTS FOOD SECURITY AND NUTRITION AT RISK.”

JOSÉ GRAZIANO DA SILVA, DIRECTOR-GENERAL OF THE FAO

An age of extinction

We are living in an age of extinction. The number of species on our planet is declining faster than at any other point in human history. We stand at a dangerous threshold: if we don't change how we interact with the natural world, nearly

40%     
    

of all species will face extinction by the end of the century. Most of this is driven by our global food system; agriculture alone is the identified threat to 86% of the 28,000 species at risk of extinction.

Globally, biodiversity intactness — the proportion of the original number of species in an area that remain, and their abundance — stands at 75%, significantly below the 90% average defined as the 'safe limit' to maintain the ecological processes that are vital to our survival. According to a study by the Natural History Museum, the UK has just 53% of its natural biodiversity left, placing it in the bottom 10% of countries worldwide.

Once a species disappears, it's gone for good — and the impact is not limited to that one species. Every natural ecosystem exists in a delicate balance, and losing any species has a knock-on effect, devastating other plant and animal life and posing a lasting threat to our food supply.

Our future food supply depends on biodiversity

The effects of pollution, combined with the use of chemical pesticides and fertilisers and practices like monocropping, have greatly reduced our natural biodiversity while also degrading our soils and destroying natural habitats. Our food system is built on fragile foundations: depending on a limited range of crops renders our food supply vulnerable to drought, pests, disease outbreaks and a rapidly changing climate.

What's more, industrialised food production has greatly restricted our diet. It may seem like we have an incredible array of foods available to us — buying tropical fruits in the UK, or sourcing tomatoes at any

time of the year — but in truth, our diets are narrow and repetitive. According to the [FAO](#), humans have eaten around 6,000–7,000 plant species over the course of our existence. We now eat a miniscule fraction of this, with a staggering 50% of all calories coming from just three plants: rice, wheat and maize. Yet diverse diets remain crucial for our health.

What does this mean for restaurants?

With the climate and biodiversity crises at critical points, today's food choices will make all the difference to tomorrow's food landscape. The ways in which we choose to build and run our businesses have a significant impact on how we affect the natural world on a day-to-day basis. Furthermore, with growing awareness around the biodiversity crisis, regulatory requirements are tightening, while customers, staff and investors are increasingly concerned about environmental impact. From back-of-house to the boardroom, every decision we make — from how we light our premises to what

we include on our menus — needs to become a conscious, responsible act as well as a creative one.

While this is true for every industry, restaurants in particular have the power to contribute to a better food future for all of us. Your business has an opportunity to inform, guide and facilitate climate-friendly choices at consumer level. By actively championing biodiversity, chefs can build interest in more diverse ingredients, driving change upstream in what food is grown, raised and caught, and downstream to influence how people eat in restaurants and, ultimately, when they're at home. This can help to strengthen our food systems, support farmers and producers and improve public health.

If hospitality businesses across the globe were to view protecting biodiversity as a priority, the scale of change we could create would be incredible.

The business benefits of supporting biodiversity

The good news is that operating with biodiversity in mind can also:

- ✓ boost creativity in the kitchen
- ✓ help your restaurant stand out from the crowd
- ✓ benefit your bottom line
- ✓ act as an effective marketing tool
- ✓ help attract and retain environmentally-conscious staff
- ✓ prepare your business for future legislative demands, and
- ✓ provide peace of mind for investors and stakeholders.



HOW THIS GUIDE CAN HELP

In this guide, we'll look at three key focus areas, or tiers, in which hospitality businesses can manage their impact on biodiversity.



THE BUILT ENVIRONMENT AND OPERATIONS

Explores how businesses can enhance biodiversity through things like energy use, water stewardship and property management.



MENUS AND SOURCING

Focuses on creating biodiversity-friendly menus by diversifying ingredients, sourcing sustainably and reducing reliance on products linked to deforestation.



THE VALUE CHAIN AND COLLABORATION

Highlights opportunities to work with suppliers, support regenerative farming and participate in collective biodiversity initiatives.

Within each of these tiers, we'll look at how hospitality businesses of all shapes and sizes affect biodiversity, outlining key actions — big steps and small — that you can take to reduce the impact of your own organisation. Whether it's a café planting pollinator-friendly flowers, a restaurant sourcing regeneratively farmed produce or a hotel investing in rewilding projects, this structure gives you actionable steps to protect biodiversity while also enhancing your company's reputation and long-term resilience.

By taking the actions outlined, you'll be reducing your impact in other areas, too. A [Global Assessment Report](#) from The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) identified the five most important direct drivers of biodiversity loss: changes in land- and sea-use, direct exploitation of species, climate change, pollution and invasive species, all of which will be covered within this guide.

1. THE BUILT ENVIRONMENT

"The built environment consumes over 50% of virgin materials, significantly contributes to global carbon emissions, and impacts four of the five main drivers of biodiversity loss. Yet within these challenges lie immense opportunities for innovation, value creation, and positive environmental impact [...] a circular, nature-positive transformation of Europe's built environment could generate economic benefits equivalent to more than €730 billion annually, while at the same time increasing climate resilience and improving the health and well-being of citizens."

(NICK JEFFERIES, BUILT ENVIRONMENT LEAD, ELLEN MACARTHUR FOUNDATION, IN THE FOREWORD TO [ARUP'S 'UNLOCKING THE VALUE IN BUILDINGS: DEVELOPING THE BUSINESS CASE FOR BUILDING CIRCULAR', 2025.](#))

The built environment has an enormous effect on biodiversity. In addition to the obvious impact of taking land from nature for buildings, roads and landscaped areas, the materials used and the ways in which this is accomplished can be devastating to natural life. (These are also known as 'supply chain impacts' or 'embodied nature impacts'.)

In contrast, when designed with biodiversity in mind, these spaces can protect nature while also adding social value. Green spaces that allow room for nature can even support better mental health for both your team and your customers. What's more, there are significant financial benefits. A [2024 analysis](#) carried out by the Ellen MacArthur Foundation estimated that applying six circular and nature strategies across Europe could yield annual economic benefits of €575 billion to the construction industry and a further €160 billion to the wider urban business community, including restaurants and cafés.

There is a business case to be made at the company level, too. While some circular building strategies require higher upfront investments, all five models analysed in the

recent Arup report [Unlocking Value in Buildings: The Business Case for Building Circular](#) (supported by the Ellen MacArthur Foundation) were found to create long-term economic opportunities and support business success.



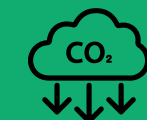
The circular fit-out strategy was found to be **7% cheaper** than the linear replacement, with **50% lower initial carbon emissions**.



Mass timber buildings take less time to build, can yield a **5-10% increase in rental incomes** over seven years and sequester large volumes of carbon.



Increasing building utilisation can **increase lettable area by 17%** and more than double rental income.



Compared to new builds, circular building renovation can avoid **70% of embodied emissions**, and **reduce costs by 30%** and construction time by three years.

1.1

THE LEGISLATIVE LANDSCAPE

MANDATORY BIODIVERSITY REPORTING

Biodiversity Net Gain (BNG)

Net gain is an approach to development and land management that leaves the natural environment in a measurably better state than beforehand. Biodiversity Net Gain legislation in England — compulsory since February 2024 — demands that developers deliver a BNG of 10% and encourages retention of habitats of higher biodiversity value. This means a development will result in habitats with 10% greater biodiversity value than there was previously, using the given metric. This can be accomplished from habitat creation/enhancement either on- or off-site or, where this is not possible, by buying statutory biodiversity credits. Habitats and BNG developed on sites must be maintained for a minimum of 30 years.

UK Forest Risk Commodities (FRC)

In 2021, the UK Government introduced new legislation to tackle illegal deforestation, known as UK FRC. The commodities in scope are cattle products (excluding dairy), cocoa, palm oil and soy, and this includes all products derived from these commodities, such as by-products, derivatives and embedded use — for example, where the chicken you purchase has been fed on soy grown in deforested areas. This legislation is relevant for businesses with an annual global turnover of £50m+, though there are exemptions for those using less than 500 tonnes of these commodities per year.

The Corporate Sustainability Reporting Directive (CSRD)

The Corporate Sustainability Reporting Directive (CSRD) is an EU regulation that outlines sustainability reporting requirements for large companies, aiming to increase transparency. It requires detailed disclosures, including how companies affect and are affected by environmental issues like biodiversity loss, and requires them to assess their risks and opportunities in regard to sustainability. While the UK is no longer part of the EU, the CSRD is still relevant for any UK company with operations in the EU or that trades with EU businesses.



1.1 THE LEGISLATIVE LANDSCAPE

VOLUNTARY BIODIVERSITY REPORTING

Voluntary reporting can offer several benefits, allowing businesses to identify their impact on nature and to be prepared for mandatory reporting in the future. It's also a way of showcasing your sustainability credentials in tangible ways, which can make it easier to attract customers, staff and investors.

Science-Based Targets Network (SBTN)

The Science-Based Targets are globally applicable, and they include biodiversity-related targets. These are aligned with the Convention on Biological Diversity's Post-2020 Framework and are designed to support the Sustainable Development Goals (SDGs).

Taskforce on Nature-related Financial Disclosures (TNFD)

Launched in 2023, the Taskforce on Nature-related Financial Disclosures framework provides guidance to businesses on assessing and disclosing their environmental impacts. At present, TNFD reporting is voluntary; however, the UK previously made similar disclosures (the Task Force on Climate-Related Financial Disclosures) mandatory, so it is possible that TNFD will become UK regulation down the line.



1.2

BUILDING AND LANDSCAPING

Whether you're working with an existing property or developing a new site, there are actions you can take to prioritise a net gain for nature. Working in collaboration with the Ellen MacArthur Foundation, Arup created the [Circular Building Toolkit](#), which identifies four design strategies to help the building industry reduce its impact on the environment. These principles are:

1. Build only what you need. Wherever possible, reuse, adapt or transform existing buildings to meet future needs.
2. Build with the right materials. Where you do build, use renewable, bio-based materials or those with lower embodied carbon. Track and set targets around material use, collecting data that will allow these materials to be collected and reused in the future.
3. Build efficiently. View every decision you make — no matter how small — as an opportunity to cut waste, minimise carbon emissions and protect nature.
4. Build for long-term value. While buildings don't last forever, their parts can and should be designed for reuse.



TAKE ACTION

- Where possible, choose to renovate existing structures rather than building from scratch.
- Before commencing any work, ensure that building, landscaping and/or maintenance teams understand your priorities. Clearly communicate why biodiversity matters and how you intend to safeguard it.
- Use natural materials where possible. For example, plant-based insulation materials — like hemp, wood fibre, cotton, cork and straw — have an effective thermal performance but won't damage the environment in the long term. Similarly, using timber for construction can vastly reduce construction time while also limiting environmental impact.
- Choose recycled and reclaimed materials where possible. Furthermore, use them in such a way that they can be repurposed again for other building projects if/when your building is deconstructed down the line.
- Maximise the use of your space as efficiently as you can. The more efficiently each building is utilised, the fewer buildings are needed in total, reducing the overall need to use resources for heating, cooling and lighting. If you're not using part of your building, could you rent it out for some extra income? You could even look at renting out your kitchen and/or front-of-house space only on the days your business is closed, providing an additional income stream.
- Integrate green spaces into your property. This can include living green roofs and/or walls as well as planters, trees, gardens, etc. Even small spaces can have a big impact.
- Plant pollinator-friendly flowers and native species of trees, bushes and shrubs. Aim for a variety of native species across your property.

1.2 BUILDING AND LANDSCAPING

**TAKE ACTION**

- Clearly demarcate certain areas where no landscaping will be allowed, leaving some space untamed and nature friendly. Integrate sectoral habitat banks like wildflower borders or natural hedgerows.
- If possible, allocate some of your land for food production; think orchards, beehives or allotments. This food can be used in your kitchen, providing a great storytelling opportunity to capture customers' attention.
- Ban the use of chemical pesticides and fertilisers on your land.
- Follow the advice under the light and noise pollution headings in the next section.
- Conform with sustainable building standards that incorporate biodiversity; in the UK, the most recognised of these is BREEAM. Larger businesses may already have commitments of this nature; if that's the case for you, make sure to highlight this in your communications around biodiversity.



1.3 CASE STUDY CH&CO

Catering company CH&CO operates a central production unit in Wimbledon called Create Food. The surrounding area is highly industrialised and the building itself is leased, so CH&CO had limited options when it came to promoting biodiversity on-site. However, they did have access to a small amount of green space: a grass verge beside a car park.

In an effort to develop and manage this green space to support local wildlife, provide amenity value for employees and demonstrate best practice in sustainable urban land management, CH&CO partnered with Urban Organic, an organisation that works with restaurants, businesses, schools and community groups to create gardens.

Together, they worked to transform this unused and neglected space, planting a native wildlife-friendly hedgerow of native bushes along with a variety of wildflowers; adding oak bollards helped to delineate the bounds of this new pollinator garden, preventing incursions from cars and pedestrians. They put in bird and bat boxes, bee 'hotels' and a compost system that could process garden and kitchen waste. Finally, making it a welcoming space for staff and others, they installed some benches and an attractive, nature-friendly woodchip path.

The team at Create Food has been encouraged to contribute to the development of this project and used volunteer days in which to do so. As a result, the team has been highly engaged in this project from the get-go and has recorded a wide variety of wildlife already thriving in this small oasis: at least 20 species have been spotted, including birds, bees, butterflies and moths, spiders and other insects. Team members are equipped with all the details they need to highlight and explain the project to visitors,

and have even started to collect seeds from the wildflowers now growing in the garden, drying them and presenting them to clients as memorable gifts. The project's success is beginning to spark a ripple effect, too, with other businesses in the surrounding area saying they have been inspired by the garden and now plan to embark on similar ventures.

This is a fantastic example of how even the smallest space can be leveraged to support biodiversity and add social value. What's more, compared to their previous landscaping fees for maintaining this verge, delivering this project is actually saving CH&CO £2,000 per year!

"THIS INITIATIVE HAS SPARKED GENUINE ENTHUSIASM FOR NATURE ACROSS THE BUSINESS, EXEMPLIFYING WHAT CAN BE ACHIEVED EVEN IN THE MOST MODEST OF SPACES. IT'S PARTICULARLY GRATIFYING TO SEE OUR CREATE TEAM SO ENGAGED AND INSPIRED BY WILDLIFE AND THE NATURAL WORLD. WE TAKE IMMENSE PRIDE IN WHAT HAS BEEN ACCOMPLISHED IN THE CREATE GARDEN — IT STANDS AS A TESTAMENT TO BOTH CREATIVITY AND POSSIBILITY."

CLARE CLARK, HEAD OF
SUSTAINABILITY, CH&CO

1.4 POLLUTION

Pollution is a leading cause of ecosystem collapse and biodiversity loss and a significant contributor to the climate crisis. It's also true that tourism and hospitality rely on the preservation of natural resources and often on areas of natural beauty; it's in our best interests to safeguard these for the future of the industry.

There are five key types of pollution where hotels, restaurants and other foodservice businesses can examine their current practices and look for areas for improvement: air, water, chemical, light and noise pollution.

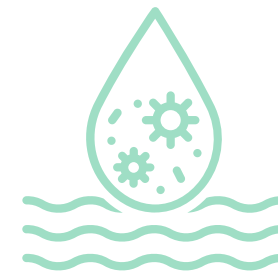
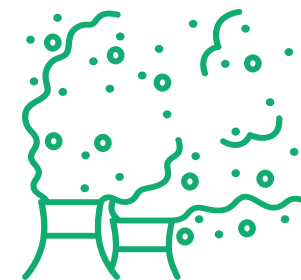
Air pollution

The F&B sector contributes to air pollution through the release of fumes from cooking, heating and cooling and transportation. Switching to renewable forms of energy can make a big difference to your footprint.



TAKE ACTION

- Switch to clean, renewable energy.
- Electrify your kitchen, swapping gas hobs and firewood ovens for electric options like induction.
- If you own and operate vehicles that run on petrol or diesel, these engines will also contribute to air pollution, producing carbon dioxide, carbon monoxide and oxides of nitrogen. Switch to electric vehicles if possible.
- Exploring the footprint of your supply chain can greatly multiply your overall impact. Are there ways to exert your influence upstream, encouraging your suppliers to reduce air pollution?



Water pollution

Water pollution happens when toxic substances enter lakes, rivers and oceans, degrading the quality of water, causing severe damage to aquatic ecosystems and contaminating our water supply.



TAKE ACTION

- In the kitchen, make sure you have clear policies in place for dealing properly with fat, oil and grease disposal.
- Place signs in on-site bathrooms to educate guests on the dangers of flushing the wrong kind of waste, including wet wipes and sanitary products.
- Use natural materials in bed linen and other washable fabrics. Over time, synthetic fabrics can shed microplastics from threads and micro-fibres in washing machines, entering rivers and oceans from there.
- Many hotels have now installed their own sewage treatment plants, which can greatly reduce pollution while also allowing for reuse of clear and grey water. Depending on your business type and size, this might be a worthwhile investment.
- Examine your supply chain, asking the farmers, producers and suppliers in your network how they are working to reduce their own water use.

1.4 POLLUTION

Chemical pollution

Chemicals for cleaning, etc., are washed down sinks and drains to end up in the water supply. If the use of eco-friendly chemicals in the hospitality sector becomes 'the norm', this will make a significant difference to our natural environment.



TAKE ACTION

- Conduct an audit of potential toxic chemical use in your business, involving the cleaning team or housekeeping department who will have on-the-ground insights. This should include the function of each room type, how each should be processed and the chemicals required.
- Assess and consider the active ingredients in your cleaning supplies, disinfectants, laundry detergents and even pest control initiatives. Look for options that clean thoroughly, are biodegradable, leave no solvent residue and have no ill effect on indoor air quality.
- While the covid-19 pandemic brought disinfectants into more common use, these chemicals should be used sparingly and only on touch points (e.g., door handles) or where there has been an accident involving a spill of bodily fluids. For best practice, use a 'green' cleaner to clean the area in question thoroughly, then disinfect only what needs to be disinfected.
- Beyond day-to-day operations, consider the chemicals used in longer-term investments and design choices, too. From the paint you choose for your walls and how your car park is paved to the chemicals used in your swimming pool, it's important to ensure that any potential for pollution is kept to a minimum.
- Throughout your supply chain, look to partner with suppliers that offer a range of sustainable options.



1.4 POLLUTION

**Light pollution**

Artificial light at night is a driver of biodiversity loss that is often overlooked — but, with the world getting 2% brighter every year, this should be on the radar for every business. This type of light affects critical natural behaviours like foraging, reproduction, migration and predation in animals and insects.

Noise pollution

Noise pollution is a threat to wildlife, interfering with migration and echo-location, drowning out warning and mating calls, and making it harder to hunt and to avoid predators.

**TAKE ACTION**

- Carry out a risk assessment of your operations to understand if, how and where you are contributing to light pollution.
- Only add lights for specific purposes.
- Design your lighting to light only the intended area.
- Use motion sensors so that lights switch off when not needed.
- Use downward-directional lighting, or add covers to avoid lighting the sky.
- Use adaptive light controls for both indoor and outdoor lighting to manage timing, intensity and colour.
- Use non-reflective dark coloured surfaces.

**TAKE ACTION**

- Good design can go a long way to addressing noise issues in buildings, and good insulation can successfully mitigate the noise that transfers to the outdoors. Insulate better using noise-dampening wall panels and ceiling tiles, choose soundproof windows and install doors that don't slam closed.
- Prioritise function areas where loud music will be a regular feature.
- Manage access to areas where wildlife is at risk. Using signage to establish quiet zones and/or periods can result in a significant decrease in noise pollution.
- Implement a no-fireworks policy at events like weddings or New Year celebrations.
- Use electric vehicles for transport where possible, supporting carbon and noise reduction.
- Regulate the use of noisy equipment and ensure proper maintenance.



1.5

CASE STUDY

FULLER'S

Fuller's is a pub and hotel group that's working to reduce its carbon footprint through a focus on clean, renewable energy. As part of a wider pledge to be Net Zero in operational emissions by 2030, Fuller's has committed to procuring 100% renewable electricity — powered by wind, solar and hydroelectricity — and to move away from using gas and liquefied petroleum gas (LPG).

The group now has three sites that are fully powered by electricity and a further 29 sites fitted mainly with electric kitchen equipment. With kitchens responsible for 50% of the average site's gas consumption, it made sense for them to be the primary focus of this project. Alongside other initiatives, electrifying their kitchens has allowed Fuller's to reduce operational

carbon emissions significantly while also using less energy overall; because they only switch on when in contact with a pan, their new induction hobs use power for just a fraction of the time that a typical gas hob does.

With the kitchens much cooler, chefs' working environments have become infinitely more pleasant, while other pieces of equipment — like fridges — don't have to work so hard to stay cool in the heat of the kitchen. Having found the transition to induction cooking financially beneficial as well as environmentally so, Fuller's now plans to switch at least 26 more kitchens to electric equipment over the coming year. This move has the potential to reduce their carbon output by over 450 tonnes of CO₂e.

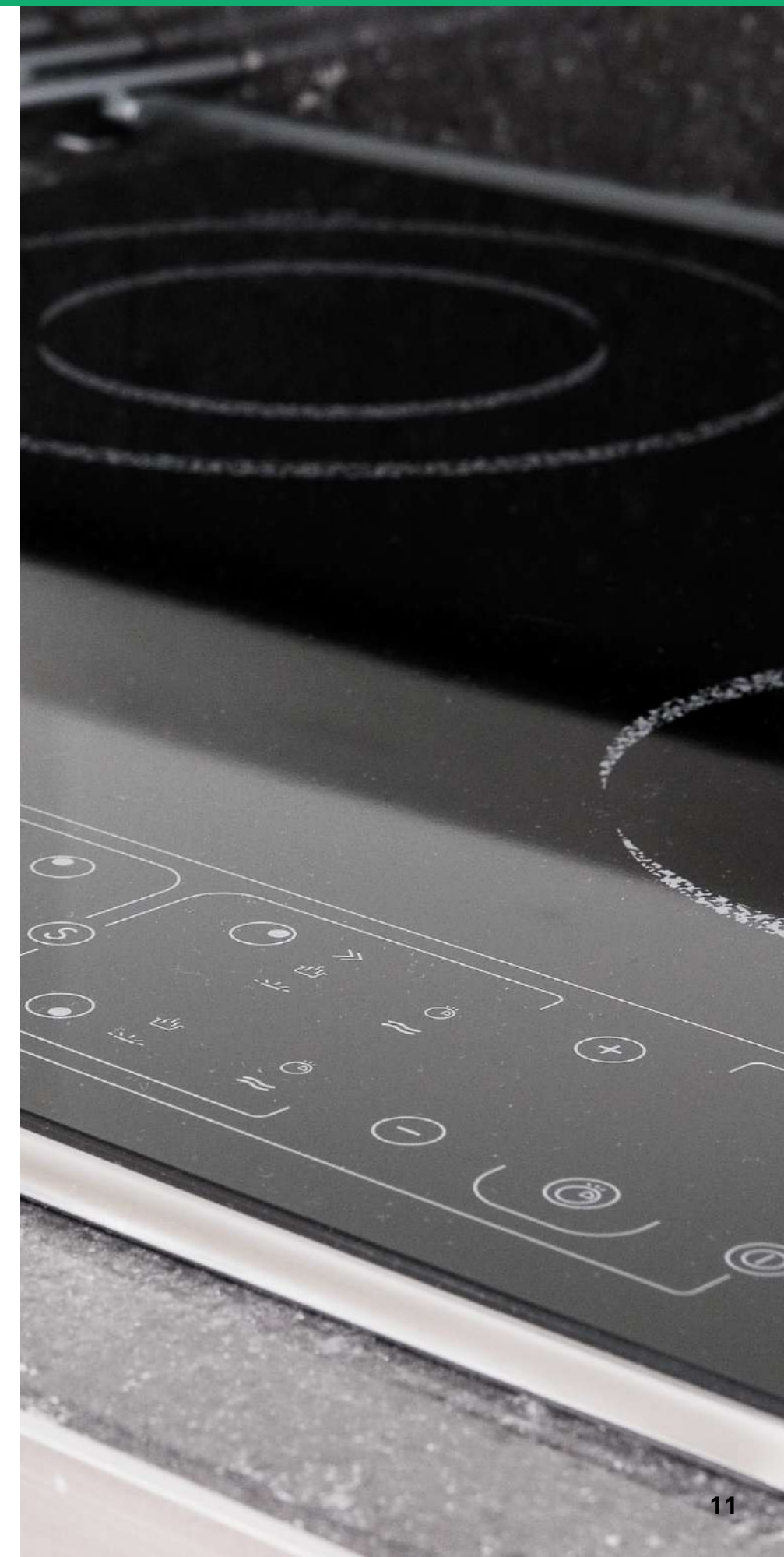
Team engagement is key to the success of any sustainability initiative. To help support their kitchen teams as they adjusted to the new equipment and to ensure they understood why the switch was important, Fuller's provided training on their internal learning and development platform, Attensi. Fuller's also worked with an external provider, Stickerbook, to create a climate change training course for their

Support Centre team members.

Stickerbook creates training modules that are researched at, and supported by, the University of Cambridge. Using Stickerbook's content and some of Fuller's own videos, they created a course that sits on Attensi. This takes only 15 minutes to complete and has been completed by over 100 colleagues.

Meanwhile, the Board and members of the Executive team all received sustainability briefings, which covered the principles of climate change and the latest climate science, as well as explaining the business case for reducing emissions. With input from Zero Carbon Forum and leading sustainability consultant Mike Barry (former Head of Sustainable Business at M&S), the briefings aimed to deepen management's understanding of how the climate crisis impacts both Fuller's and the wider sector, and to inspire further action.

Recognising the importance of third-party sustainability accreditations in communicating about their initiatives, Fuller's are now also working towards having all of their hotels accredited by Green Tourism.



1.6 WATER STEWARDSHIP

While water scarcity might not be high on your list of concerns as a UK-based business, this issue is much more urgent than you might suspect. Freshwater is surprisingly rare, accounting for just 3% of the world's total water — and two-thirds of that is frozen in glaciers or otherwise unavailable for use.

The climate crisis is accelerating this problem, altering global weather and water patterns, resulting in droughts in some areas and floods in others. More than half the world's wetlands have disappeared, while rivers and lakes are drying up or becoming too polluted to use. Meanwhile, our agricultural system relies on high volumes of water, tying our future food security to our dwindling freshwater reserves.

THIS IS A CRITICAL ISSUE: **ALL LIFE ON EARTH DEPENDS ON WATER.**

Large-scale water waste is a problem in almost every foodservice business, meaning that there is the potential for enormous volumes to be saved by implementing better practice and more careful monitoring across the industry.



TAKE ACTION

Conduct a water audit

1. Look for any physical damage or inefficiencies in your taps, pipes and appliances — even a dripping tap can have a significant impact over time. While most of your water use might be in the kitchen, don't forget the bathrooms: check automatic sensors on faucets, toilets and urinals to ensure they are operating properly and not using unnecessary water.
2. Examine your restaurant's water use patterns, identifying areas where positive changes could be made.
3. Set realistic but ambitious goals for reducing your water consumption.
4. Make a plan for how to meet these goals, putting timelines in place and clearly identifying who is responsible for each action.

Get your team on board

- Make water conservation a consistent part of your messaging. Include water consumption policies and procedures during inductions and training materials for new staff, and add water efficiency to the agenda at team meetings to keep everyone up to date on how you're progressing against your goals.
- Nominate one member of staff (or one per location) as a 'water steward' to help keep everyone on board.
- Install signs in your kitchen and bathroom areas to remind staff and customers to use water wisely. Display water smart posters in kitchens, staff rooms and toilets.
- Encourage employees to report any issues — such as leaks, drips or faulty equipment — as soon as they arise. Make sure any issues of this nature are fixed immediately.
- Celebrate milestones along the way and offer incentives for team members who help create positive change.

1.5 WATER STEWARDSHIP



TAKE ACTION

Equipment and fixtures:

- Invest in water efficient devices and appliances; over the long term, this can have a significant impact on the amount of water you use. You don't have to replace them all in one go if budget doesn't allow, but when the time does come to buy new equipment, be sure to choose water-smart options.
- Many ice machines actually discard some of the water they take in, rather than freezing it all. Choose a machine that converts as close as possible to 100% of its water intake into ice. As a bonus, newer models often have a better energy efficiency rating, meaning you'll also cut your energy bills.
- The food industry requires a lot of hand washing, so installing low-flow taps — preferably with motion sensors — is a simple, inexpensive and effective way to decrease consumption. When it comes to dealing with dirty dishes, low-flow rinsing nozzles use significantly less water than older models.
- Hotel rooms can benefit from low-flow taps and shower heads and dual-flush toilets.
- While potentially expensive to install, hotels with budget designated for sustainable investment might consider installing a greywater system. This enables up to 50% of wastewater from sinks and baths to be returned to the hotel after treatment; this can then be used in functions such as toilet flushing.





1.7 CASE STUDY THE COCA-COLA FOUNDATION

As a company that relies on water at every stage of its operations, Coca-Cola Europacific Partners (CCEP) takes its responsibility to manage and protect water seriously.

As part of its water stewardship strategy, CCEP has been working with The Rivers Trust for more than a decade, in partnership with The Coca-Cola Foundation and The Coca-Cola Company. They have focused on projects designed to improve the quality of rivers and freshwater environments, reduce flood risk, store carbon and preserve habitats and biodiversity in local communities.



The Rivers Trust movement supports wild, healthy rivers and works with communities to implement catchment-based replenishment projects across Great Britain. These projects are managed and implemented by local trusts, who use nature-based solutions to replenish rivers and provide more space for wildlife. These projects have also contributed to the establishment of a water stewardship service, enabling more businesses to get involved in collaborative action through their supply chains, and helped to initiate a new citizen science programme. In addition, the collaboration has supported landowner engagement with hundreds of farmers, encouraging a switch to regenerative agriculture, installing nature-based solutions, improving on-farm efficiency and restoring freshwater habitats. To date, the partnership has created over 3,000 square metres of wildlife friendly habitat and planted over 10,000 trees.

In just one example, Northumberland Rivers Trust has been working to improve biodiversity by creating a series of wetlands on one land holding on the River Wansbeck. The benefits were so impressive that the landowner committed to build additional wetlands himself. This hands-on project involved numerous volunteers from Coca-Cola Europacific Partners, who helped with planting trees and building a bird hide, owl and dipper boxes and a viewing platform.

“WE WANT TO SET THE BENCHMARK FOR RESPONSIBLE WATER STEWARDSHIP IN THE UK DRINKS SECTOR, AND THIS LONG-STANDING PARTNERSHIP IS A KEY PART OF OUR EFFORTS TO ENSURE THAT WATER REMAINS A SHARED RESOURCE FOR PEOPLE, NATURE AND BUSINESS.”

JULIAN HUNT, VICE PRESIDENT, PUBLIC AFFAIRS, SUSTAINABILITY & COMMUNICATIONS, CCEP GB

2.MENUS & SOURCING

We can save biodiverse species of plants and animals in seed banks and by leaving more spaces wild — but we can also save them on our farms, in our kitchens and on our plates.

Farmers can't afford to grow what we don't eat; it's up to restaurants to bridge the gap between farms and diners, supporting more variety in our agricultural systems and translating this into creative and delicious meals that spark conversation and — crucially — inspire demand.

Make sure your kitchen stays curious; the future of our food systems depends on it.



2.1 SOURCE WITH BIODIVERSITY IN MIND

Biodiversity must be a key consideration in any sourcing strategy; there is no such thing as sustainable sourcing where biodiversity is not protected.



TAKE ACTION

- Rid your supply chain of deforestation. Meat, soy and palm oil are the biggest contributors, but it's also important to be vigilant when dealing with high-risk products like coffee and chocolate. Interrogate your supply chain to guarantee responsible sources.
- When sourcing animal products, always ask about how the animals were fed and the embedded risk of deforestation, even with locally sourced options. For example, many of the chickens raised in the UK have soy in their diet.
- Limit resource-heavy ingredients — those that require heavy inputs in terms of water, chemicals (like pesticides) and land use. In addition to red meat and dairy, these include foods like almonds, which use a lot of water. In general, highly processed foods tend to require more resources, since their processing demands energy and water.
- Similarly, limit ingredients that are high in greenhouse gas emissions or that can result in pollution of waterways. Beef and lamb are particular hotspots here.
- Avoid serving any endangered species. This is a particular problem where seafood is concerned; aim for complete transparency in your supply chain.
- Support restorative agricultural methods as much as budget allows. Set measurable, actionable and time-driven targets for sourcing from regenerative or agroecological farms and/or those that are certified organic, certified by LEAF marque, SAI members, and/or certified deforestation-free by the Rainforest Alliance.
- Source reusable packaging and utensils wherever possible. Where single-use items are truly necessary, always choose FSC-certified biodegradable items.



2.2 DISCOVER THE LESS ORDINARY

Start exploring foods that go beyond the ordinary. Think ancient grains; heritage breeds; invasive species; unusual seafood varieties; native herbs, berries and other foraged foods; and wild game. In return, enjoy a wealth of inspiration and increased creativity as your chefs explore what they can do with these new ingredients — many of which have better flavour than more modern, high-yield counterparts.

Foods like these are more likely to come from small-scale agriculture using sustainable methods, and are more likely to have a better nutritional profile and flavour; much has been lost in the industrialisation of our food systems. Choosing foods like these helps to preserve our planet's edible biodiversity as well as our cultural heritage.



Heritage breeds

It might sound counter-intuitive, but the best hope of saving many of our endangered livestock species from extinction is to put them on more plates. Raising heritage breeds in their native climates, on natural diets and with the integrated use of manure is likely to result in healthy animals while also supporting the soils, plant life and natural ecosystems on and around the farm. In many cases, farmers like this are also directly responsible for keeping these species in existence.

Increased consumer demand for heritage breeds with dwindling numbers can support biodiversity as well as more ecologically sustainable farming systems and rural farming communities. Since they are naturally adapted for local conditions (and haven't been bred to grow as quickly as possible at the expense of everything else), the rare breeds native to your region are also likely to have superior flavour compared to much commercial meat. Anyone who has sampled outdoor-reared rare breed pork alongside that from industrially farmed pigs will agree.



Ancient grains

Landraces are ancient varieties of modern, standardised crops. Because these populations behave in natural ways, cross pollinating between populations, they have widely varying gene pools and are consequently better equipped to deal with disease, pest outbreaks or climate shocks. Furthermore, even though their yields are typically lower, farmers often see productivity and profit go up as they spend less on fertilisers, herbicides and pesticides.

Many ancient grains are also vastly more nutritious and flavoursome. Because modern varieties have been engineered for yield above all else, other valuable things have been lost: nutritional qualities like fibre, vitamins and minerals, and less tangible attributes like flavour. There is a wealth of landrace grains out there waiting to be rediscovered and enjoyed. We all witnessed the meteoric rise of quinoa; now it's time for millets, teff, einkorn, amaranth and other varieties to step into the spotlight.

2.2 DISCOVER THE LESS ORDINARY



Invasive animal species

As mentioned earlier, the [Global Assessment Report](#) from IPBES highlighted invasive species as one of the five most important direct drivers of biodiversity loss. While preventing the migration of these species in the first place is the best option, we are still left with those that have already made the journey.

One smart solution is to put these non-native species on menus, controlling populations and protecting local ecosystems by driving demand. Restaurants around the world are stepping up to this challenge and serving up mouth-watering, sustainable dishes from invasive animal species. In the UK, this includes things like American signal crayfish, four species of deer (sika, Chinese water, muntjac and fallow) and grey squirrel.



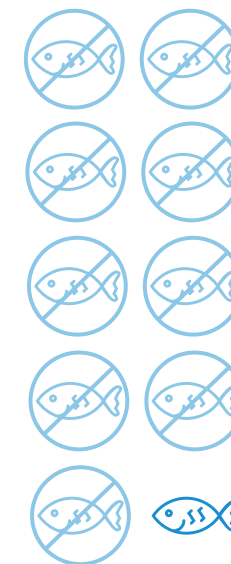
Sustainable seafood

Protecting marine biodiversity is essential if we are to achieve global SDGs and for future food security.

Currently,

90%

of global fish stocks are either fully- or over-exploited by human fishing practices, compounded by the effects of climate change, pollution and invasive species.



Shifting our sourcing strategies to protect and revitalise our oceans and their occupants is critical; destructive fishing methods are no longer an option.



Go wild

Plenty of wild foods are sustainable — in the UK, both rabbit and the deer species mentioned previously are particularly good options. Britain's woodlands and hedgerows are also plentiful with edible offerings for much of the year, from wild garlic, elderflowers and mushrooms to lesser-known foods like wild alexander, bramble leaves, sorrel, mallow and much more.

2.2 DISCOVER THE LESS ORDINARY



TAKE ACTION

- Set a target for adding more uncommon species to your menu; this could be incorporating one new ingredient every quarter, or aiming to swap 100% of your pork for rare breeds by 2028. Get creative and find accessible and delicious ways to use these new ingredients.
- Take inspiration from the [Knorr Future 50](#), a diverse collection of foods from across the globe that were carefully chosen with healthier people and a healthier planet in mind.
- Only buy seafood that's rated 1–3 in the [MCS Good Fish Guide](#). If you can't commit to this straight away, it is crucial that you at least remove all red-rated seafood from your menu — right now.
- Champion the use of lesser-known seafood species that are less at risk, and make these accessible to your customers. Many of these fish are delicious, but people can be nervous about ordering something they don't know; it's up to restaurants to educate and inspire.
- Farming fish in open sea nets can wreaks havoc on local marine life by leaching untreated waste, chemicals, antibiotics, diseases and parasitic sea lice into the surrounding environment. Organic and inorganic waste from fish farms accumulates on the seafloor, creating 'dead zones' where marine life cannot survive. Best practice is to avoid buying farmed fish, but you can also look for [BAP certification](#), the standards of which include biodiversity protection.
- Educate both staff and customers about the importance of putting biodiversity on the menu. Provide training for your kitchen team if necessary; this could include foraging classes. When foraging, follow the golden rule of taking no more than one-third of the plant in question (leaving one-third for birds and animals to eat, and one-third to propagate for the following year). Avoid pulling a plant up by the root.
- Ensure your menus include beans, legumes, bivalves (like mussels, oysters and clams), seaweed and mushrooms, all of which require very few inputs and have a net positive effect on the environment around them by supporting healthy soils or clean oceans.





2.3 CASE STUDY KNEPP WILDING KITCHEN

Knepp is a 3,500-acre rewilding project that proves how easily nature can bounce back if we simply give it the space to do so. Since the Knepp Estate began rewilding just 20 years ago, the land has flourished, with endangered species like nightingales, turtle doves and purple emperor butterflies finding sanctuary.

Integrated grazing is an important part of keeping the land healthy and abundant. Herds of old English longhorn cattle, Tamworth pigs, Exmoor ponies and red and fallow deer wander the landscape, and their activities — grazing, rootling, rubbing and trampling — provide a necessary check on the vegetation. This contributes to a dynamic variety of healthy habitats,

preventing the scrub from becoming closed-canopy woodland and transferring nutrients and seeds across the landscape. Knepp is a rewilding experiment, using animals to mimic natural processes and create ecosystem change. The intention isn't to create a type of landscape, but to see how animals contribute to a diverse ecosystem that supports biodiversity, mitigates flooding and captures carbon.

The key to establishing and maintaining this variety is to keep animal populations within established parameters: too many and the land becomes entirely grassland, too few and it reverts to closed canopy woods. To maintain this balance, Knepp sells 75 tonnes of free-roaming, pasture-fed organic meat every year — a vital income stream for the business. With the land just 35 miles from central London, in the most densely populated part of England, the extraordinary ecological results achieved here prove that this is possible anywhere. What's more, the soil at Knepp is heavy clay that becomes waterlogged during the winter and grows bone dry in summer, rendering it unsuitable for agriculture.

This makes it an incredible example of what could be done elsewhere in the UK on similar marginal land that cannot be farmed.

While the goal of this experiment is to produce nature, rather than producing food, the wild meat reared on the estate is a happy by-product. Knepp's restaurant celebrates the best of seasonal British ingredients, serving this wild meat alongside organic produce grown in the on-site regenerative market garden and sustainable fish caught by day-boat on the Sussex coast. They also share their knowledge by hosting talks, debates and tours led by ecologists and stockmen, helping people understand the real environmental impacts of food production.



2.4 MORE PLANTS, BETTER MEAT

Meat from agroecological and regenerative farms can have a very different impact than conventionally reared meat. However, both 'less' and 'better' need to be part of your strategy since, in general, plant-based dishes tend to have lower biodiversity footprints than meat. This is due to a number of factors:



Meat production requires a lot of land per calorie produced. This means more land given over to agriculture and more habitats destroyed.



It's not just about the land used to farm the livestock themselves, but also that required to grow feed for the animals. The most common practices for feeding livestock are directly responsible for global deforestation, with vast swathes of forest replaced by soy plantations —



soy is a key component in animal feed, particularly for poultry and pigs. Around 300 tonnes of soy are required for every 500 tonnes of chicken produced.



Meat production is water-intensive — both in terms of the water needed to raise animals, and the waterways often polluted by agricultural run-off. This devastates aquatic habitats like rivers, lakes and, ultimately, oceans.

In general, meat production generates much higher carbon emissions than growing crops. This is contributing directly to the climate crisis, which in turn is impacting biodiversity through rising temperatures, shifting habitats and extreme weather events.



TAKE ACTION

- Set targets for increasing the proportion of plant-based dishes on your menu and (more ambitiously) for increasing sales of these items.
- Make plants the focus of more of your dishes, reducing the amount of meat used per serving. You could feature meat in starters and sides, as garnishes or as optional extras, instead of making it the centre of your main course plates.
- Where your dishes do contain meat, choose more poultry and less ruminant meat.
- Use the money saved through buying less meat to choose higher-quality options that work to protect and restore nature, like meat from organic, regenerative and/or agroecological farms.
- Design circular menus that deliberately use every part of each ingredient you buy. Not only will this save you money, but it also reduces your menu's overall impact on biodiversity. When buying meat, plan to use every part of the animal, including cheaper cuts of meat and offal. Full carcass utilisation means fewer animals need to be reared overall.
- Ensure your plant-based items are the most delicious and mouth-watering dishes on your menu; make them sound irresistible, even for self-proclaimed carnivores. The goal is to render it easy and appealing for your customers to choose more plant-forward, planet-friendly options. WRI's '[Food Service Playbook for Promoting Sustainable Food Choices](#)' is an excellent source of inspiration for how to go about this.

WAHACA

2.5 CASE STUDY WAHACA

Wahaca is setting a powerful example of responsible beef sourcing with their 'less but better' approach.

The 'less' part comes from reducing the number of beef dishes on the menu and — crucially — by buying half a carcass at a time, working with The Ethical Butcher to make use of multiple cuts rather than only the most popular. This means far fewer animals are required to meet demand; in fact, they've gone from needing 420 cows per week to just 10!

Their partnership with Grassroots Farms supports the 'better' side of this approach, allowing Wahaca to source beef from farmers who use regenerative practices to restore soil health. Grassroots Farms are

independently audited every year, continuously working to improve water quality, air quality, soil health and biodiversity in soil, plants, insects and mammals.

These farms use practices that are known to improve the health of ecosystems, while also monitoring their progress. Practices include feeding animals mainly on pasture (Wahaca's herd is outdoors for over 300 days of the year) and forage produced on the farm or in the local area, rather than imported soy-based feed; managing animals as herds and moving them regularly to fresh feed; and boosting soil health by incorporating a diverse range of plants on the farm, weaning the land off the use of artificial fertilisers and chemicals in the process. An impressive 490 hectares of the land in question are now covered in herbal leys: pastures sown with a mixture of grasses, herbs and legumes. These leys account for 31% of the 1,579 hectares currently managed under Grassroots Farms' regenerative standards. New leys must contain a minimum of six species including two legumes, two grasses and two forbs.



2.5 CASE STUDY WAHACA



This helps to increase soil fertility and encourage biodiversity while also supporting the health of the herd.

Farmers also make sure to create new habitat and leave some spaces wild for nature, letting hedges grow larger than is usual and working to a target of planting 4,419 metres of new hedgerow by the end of 2025. Along with the prospect of soils teeming with tasty insect life, this cover has attracted a wide variety of bird life, with 77 unique species recorded across the six farms to date and an average of 42 species per farm (industry average stands at just 15.9 per farm). These include 16 Red List species (corn bunting, grey partridge, house martin, kestrel, lapwing, linnet, mistle thrush, skylark, spotted flycatcher, starling, swift, tree sparrow, willow warbler, woodcock, yellow wagtail and yellowhammer) and 17 of the 19 Farmland Indicator species of bird.

In addition to protecting biodiversity and restoring soil health, switching to regenerative beef has been a central part of reducing the carbon impact of Wahaca's menu and the business overall. Their beef-related greenhouse gas emissions are now 42.3% lower than average beef emissions, independently verified by MyEmission. The drop in Wahaca's own beef emissions is forecast to be 59.3% (measured from a 2022 baseline and forecast using 2024 volumes), with a 9% drop in their total emissions. This reduction in beef emissions is equivalent to taking 571 cars off the road for a year! By reducing their contribution to climate change, Wahaca is helping to protect biodiversity in the long term, too.

“I BELIEVE THAT YOU CAN FILL YOU DAY WITH POSITIVITY, JUST BY WHAT YOU CHOOSE TO EAT. OUR NEW BEEF, FROM FARMS THAT CHOOSE NOT TO SPRAY THEIR FIELDS WITH HARMFUL INSECTICIDES AND HERBICIDES, IS NOT ONLY MORE DELICIOUS, FROM COWS THAT HAVE LED BETTER LIVES, BUT WE CAN SEE THE POSITIVE IMPACT IT IS MAKING ON THE NATURE ON THOSE FARMS. AT WAHACA, WE LIKE TO GIVE OUR CUSTOMERS POSITIVE CHOICES EVERY TIME THEY COME IN TO EAT. IT MAKES THE WORLD JUST A LITTLE BIT BETTER.”

THOMASINA MIERS, FOUNDER, WAHACA

ASK ITALIAN

2.6

CASE STUDY

ASK ITALIAN, AZZURRI GROUP

In an example of how one sourcing decision can make a big difference, ASK Italian restaurants have switched to using 100% Wildfarmed flour for all pizzas, dough bites and garlic bread across their whole estate. While the move is designed to reduce the carbon footprint of their dough by 50% (part of the chain's work towards becoming net-zero by 2040), supporting regenerative farming practices also has important ramifications for soil health and biodiversity.

Working to third-party audited regenerative standards, Wildfarmed has built a collective of farmers across the UK, all committed to farming in a way that restores nature rather than depleting it. At Wildfarmed, this means putting the health

of the soil first by avoiding the use of chemical pesticides and fertilisers and growing more than one variety of wheat in each field, as well as dedicating space to 'companion crops' like flowers and grasses. These practices help to nourish the soil, building resilience and fertility, while also providing healthy habitats for wildlife like birds, bees, butterflies and insects.

ASK is now the first restaurant chain in the UK to offer pizza dough made with 100% Wildfarmed regenerative flour, actively supporting biodiversity through its procurement choices. By choosing one of its biggest inputs — flour — for this move, the chain has ensured that this one change in supplier will have a significant impact.

“WE’RE THRILLED TO BE THE FIRST CHAIN RESTAURANT TO USE 100% WILDFARMED FLOUR IN OUR DOUGH, BRINGING THE GREAT WORK OF THE WILDFARMED GROWING COMMUNITY TO ASK NEIGHBOURHOODS AND OFFERING CUSTOMERS MORE DELICIOUS, PLANET-FRIENDLY OPTIONS FOR EATING OUT. THE WORK THAT WILDFARMED DOES TO IMPROVE FARMING AND BIODIVERSITY IS HUGEY IMPORTANT WHEN LOOKING AT MAKING A POSITIVE IMPACT ON THE WAY WE FARM OUR FOOD. DOUGH IS AMONGST THE TOP FIVE INGREDIENTS THAT CONTRIBUTE DIRECTLY TO ASK’S FOOD EMISSIONS, SO OUR PARTNERSHIP WITH WILDFARMED IS A SIGNIFICANT STEP TOWARDS OUR NET ZERO GOAL.”

CORINNE PRIOR, ASK ITALIAN MARKETING DIRECTOR

3. THE VALUE CHAIN AND COLLABORATION

As with any sustainability-related work, you can greatly magnify your impact by creating wider change throughout the value chain. We are all stronger when we work together; explore collaborative opportunities with other like-minded businesses and support restoration projects where possible.



3.1

MAXIMISE YOUR IMPACT

Restaurants hold real power to shape our food system: how you spend your money makes a difference to how food is grown, now and for the future. Source from farmers and producers who play their own part in protecting biodiversity, using your procurement choices to support regenerative growing methods that work in harmony with nature. Even having a conversation can inspire positive change and provide opportunities for collaboration. You can also create wider change by supporting growers as they make the switch to organic, regenerative or agroecological methods.



TAKE ACTION

- Support regenerative growing methods that work in harmony with nature. Set measurable, time-driven targets for doing so (e.g., we will source 100% regeneratively farmed beef by 2030).
- Implement supply chain projects to support farmers in the transition towards more environmentally friendly practices. For many farmers working under time and financial pressure, initial investment is a barrier; as lucrative customers, hospitality businesses can help to smooth the path towards nature-friendly farming. For example, you could put a contract in place to guarantee a minimum order level every month while a farmer obtains organic certification or switches to regenerative methods, also agreeing to continue sourcing from them once they've made these changes.
- Further along the value chain, choose suppliers who are supporting biodiversity in transparent, measurable ways. One example is Wildfarmed, working with farmers to grow wheat using regenerative methods, ditching chemical pesticides and encouraging biodiversity. Another is Nestlé's Milk Plan in the UK, in which farmers are offered monetary incentives to switch to regenerative farming methods; increasing biodiversity on their farm is one of the actions they must complete in order to qualify for this 'sustainability bonus payment'. Meanwhile, McCain's Regen Fries initiative is partnering with farmers worldwide with the goal of implementing regenerative agriculture practices across 100% of the acreage used to grow McCain potatoes by 2030.
- Building strong and transparent relationships with suppliers is key. Look for those who are committed to tracing and verifying the origins of their products and who will keep you informed when there is a relevant change in the supply chain.



3.2 CASE STUDY BLUESTONE NATIONAL PARK RESORT

Set on 500 acres of rolling Pembrokeshire countryside, Bluestone National Park Resort offers luxury breaks in lodges and cottages. Despite its idyllic location within the UK's only coastal national park, biodiversity has not always been well-managed here; in fact, before the resort was built, over 60% of the land had been intensively farmed for many years. The remainder was covered in low-diversity conifer woodland that was due to be felled.

In order to reverse the course of degradation and return the land to a state of flourishing natural biodiversity, Bluestone

created a comprehensive Biodiversity Action Plan in 2008, the latest iteration spanning from 2020-2030.

They joined their Local Nature Partnership (LNP); funded by the Welsh Government and hosted by local authorities, these partnerships are available across Wales, working with a broad range of local organisations, businesses and people to plan, coordinate and deliver improvements in their local natural environment.

This is no 'one size fits all' approach: LNP initiatives are targeted to ensure the optimum impact for a particular area. This could mean tackling invasive species or creating better conditions for priority species, which differ throughout the UK. All activities are based on expert, localised ecological knowledge, taking the risk and uncertainty out of the decision-making process. Any business has the opportunity to engage with their LNP, and the credibility added by working with the LNP removes the risk of greenwashing when you share your efforts.

At Bluestone, a number of different nature-friendly environments have been introduced across the holding, supporting a variety of local wildlife and providing ample nourishment for the soil. Newly planted native woodlands cover much of what was previously pasture, including oak, ash birch, rowan, sweet chestnut, willow, alder, field maple, crab apple, elder and wild cherry. The woods are alive with insects, providing food for birds and bats.

A hay meadow, extensive bramble coverage and rough pastures throughout the resort are habitat for small mammals including rabbits, badgers, foxes, grey squirrels, weasels, otters and polecats. Hedgerows and verges create connective pathways, with hedgerows allowed to grow to 4m high and 2-3m wide and trimming allowed only for access and around buildings. Elsewhere, ponds and a man-made lake have been added, creating a new habitat to support frogs, toads and newts, as well as dragonflies and damselflies. Areas of wildflower meadow encourage pollinators and are traditionally managed by allowing seed to set before cutting in late summer.

3.3 CASE STUDY **BLUESTONE NATIONAL PARK RESORT**

The area around the Bluestone village, lodges and activity centres has been planted with trees, providing shelter for birds and small mammals and offering wildlife watching opportunities for guests. The lodges themselves have become a favoured nesting site for the swallows and house martins that return each year, while the external log cladding provides an attractive roosting site for bats. Lawns and ornamental borders support a wide variety of fungi.

Roughly five acres have been left to develop into rough grassland, a thick mixture of grasses that grow tall during summer and collapse in autumn, forming a thick litter layer through which next year's grass will grow. This is the perfect habitat for rodents like harvest mice (now listed as vulnerable in Wales due to habitat loss), shrews and field voles, which provide food for barn owls and other birds of prey. This grassland is also home to several butterfly species, with the common blue, small skipper, small copper, orange tip, ringlet and meadow brown all seen at Bluestone. This area is also home to the common toad and common lizard (a BAP priority species)

and, since 2019, the resort is used as a release site for rescue hedgehogs following rehabilitation at the Pembrokeshire Hogspital.

Sometimes, this work means creating the right conditions for particular species. Through Bluestone's partnership with their LNP, the prevalence of blackthorn was identified as providing an opportunity to support a local priority species — the brown hairstreak butterfly — which requires young blackthorn to lay its eggs. Taking this knowledge on board, and with the support of the LNP, Bluestone has initiated a five-year management cycle which sees them cut sections of their blackthorn back annually to allow for young blackthorn to re-grow, hopefully creating the right conditions to entice this species of butterfly back into the locality.

The Bluestone Local Nature Project is a superb example of how degraded land can be restored given the right attention and using a location-specific plan. Not only does this land now support an incredibly rich variety of plant, bird, mammal and insect life, but it also provides social value,

giving guests a place to reconnect with nature as it should be.

William McNamara, Bluestone's founder and CEO, advocates for the concept of an 'infinite business', one that prioritises long-term value over short-term gains, arguing that businesses that fail to embrace sustainability risk undermining both their profitability and long-term viability. In May 2025 they received the prestigious King's Award for Enterprise in Sustainable Development. As William says, this was "A hugely exciting and rewarding milestone for everyone at Bluestone National Park Resort in Pembrokeshire, Wales. Our ethos is centred on the three pillars of sustainable development: actively protecting natural ecosystems, growing the local economy and supporting local communities. This has become our operational blueprint. The King's Award for Enterprise in Sustainable Development gives us many reasons to celebrate, recognising the importance of our work as we continue to protect our planet for future generations."

Discover more about how people and the planet are at the heart of Bluestone National Park Resort at www.bluestonewales.com.



3.3 COLLABORATION

Working in collaboration with like-minded businesses, biodiversity initiatives and other relevant organisations can also greatly expand your impact.



TAKE ACTION

- Get involved in reforestation and conservation projects, whether it's planting trees at a local level — perhaps as a team-building activity — or raising money for bigger global efforts.
- If you're investing in carbon credit schemes, choose those that support biodiversity by funding reforestation or the restoration of other natural habitats.
- In your charitable work, raise money to support biodiversity-focused action, such as rewilding projects or WRAP's Water Roadmap initiatives.
- Join collaborative efforts that are already driving change, like the UK Soy Manifesto
- Meet with local business networks and/or local government to explain the importance of biodiversity and share your insights on how you can work together to support nature on a local level.
- Collaborate with other local businesses in boosting biodiversity. Could every business in a particular area put a planter outside with native, pollinator-friendly plants? What if every business in your town agreed to dedicate 1-2 annual staff volunteer days to working with a local rewilding charity? Even small actions have a big impact when you're working together.



3.4 CASE STUDY LIBERTY INSURANCE

As the effects of the climate and biodiversity crises become more pronounced, climate-related risks like wildfires, floods, droughts, hail and hurricanes are posing ever more intense threats to supply chains. Parametric insurance is emerging as a useful tool in managing the impacts of these climate shocks and extreme weather events on your supply chain.

Parametric insurance is a type of insurance policy that is designed to be triggered by a specific, pre-defined event. Unlike a traditional policy, which requires a detailed claims assessment and for losses to be verified before a payment is made (often taking months), parametric insurance issues

a pre-determined payment once the trigger event occurs, regardless of the individual's specific losses — and can be processed within a matter of days.

Parametric insurance offers the benefits of speedy pay-outs, scalable protection and clearly defined trigger events. Increasingly, technology provides accuracy in monitoring triggers based on measurable parameters like temperature or levels of rainfall, allowing parametric insurance to provide coverage across both developed and emerging markets — most notably in areas that are vulnerable to severe weather-related events and disasters.

One example of this is a collaborative project from Liberty Mutual Reinsurance, Sprout and Britam, which provides a parametric solution to protect coffee farmers in Kenya from climate risks. In addition to the insurance component, this service also includes advisory services that can assist farmers in adapting their practices in real-time based on weather predictions. This enhances their resilience while also empowering them to maintain productivity through varying conditions.

Similarly, the Milkshake product — developed by Liberty Mutual Reinsurance, AIR Parametric and Guy Carpenter — protects dairy farmers in the US against the losses caused by high temperatures, when cows may stop producing milk. This product uses advanced weather data to identify a customer's weather triggers based on their location. Crucially, the farmers receive their payments as soon as the pre-agreed conditions are met, i.e., once a certain temperature is reached — regardless of the actual effect on milk flow.

Climate change is making it increasingly difficult for those at the beginning of the supply chain to keep their businesses afloat; parametrics can help. At the other end of the value chain, for hospitality businesses themselves, there is also the potential for parametric insurance to cover things like closures due to events such as extreme heatwaves. With resilience increasingly essential to operating a successful hospitality business, working with partners — like your insurer — to help mitigate against the effects of climate volatility could make a real difference to your day-to-day operations, as well as those of your suppliers.

A CALL TO ACTION

Protecting biodiversity is critical for our planet, for our own health and for our future food supply — and hospitality businesses can make an enormous difference through design and building choices, procurement decisions, menu design and dedicated collaborative efforts.

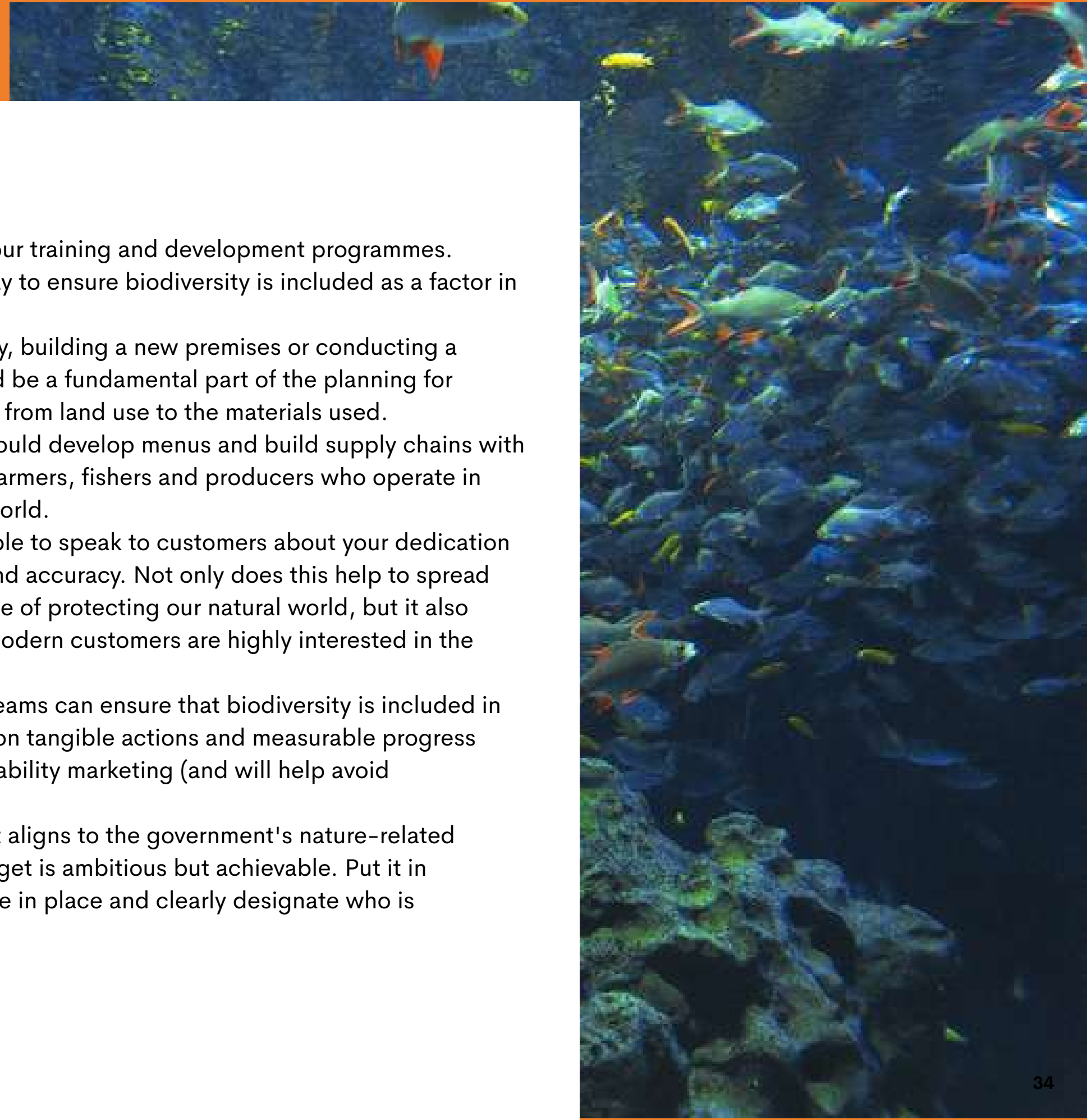
WILL YOU PLAY YOUR PART IN SAFEGUARDING OUR PLANET'S NATURAL DIVERSITY?

CONSIDER THIS YOUR CALL TO ACTION!



TAKE ACTION

- Ensure nature literacy is part of your training and development programmes. Educating your team is a great way to ensure biodiversity is included as a factor in decision-making at every level.
- Whether acquiring a new property, building a new premises or conducting a refurbishment, biodiversity should be a fundamental part of the planning for property and construction teams, from land use to the materials used.
- Chefs and procurement teams should develop menus and build supply chains with biodiversity in mind, supporting farmers, fishers and producers who operate in ways that safeguard our natural world.
- Front-of-house staff should be able to speak to customers about your dedication to biodiversity with confidence and accuracy. Not only does this help to spread the message about the importance of protecting our natural world, but it also makes for fantastic storytelling: modern customers are highly interested in the provenance of their food.
- Marketing and communications teams can ensure that biodiversity is included in your brand messaging. Focusing on tangible actions and measurable progress allows for highly effective sustainability marketing (and will help avoid greenwashing).
- Set a target for your business that aligns to the government's nature-related commitments. Make sure your target is ambitious but achievable. Put it in measurable terms, put a timeframe in place and clearly designate who is responsible for making it happen.



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ABOUT US



The Hospitality Sector Council (HSC) exists to ensure that the UK's hospitality industry continues to flourish into the future. The Hospitality Sector Council came into existence to support, guide and drive an agenda for the first national strategy for hospitality, which encompasses both post-COVID recovery and building the future resilience of the sector. Its formal remit is as a forum to facilitate cooperation between hospitality and Government, co-creating solutions for hospitality and supporting the delivery of the Hospitality Strategy.

www.hospitalitysectorcouncil.org



The Sustainable Restaurant Association (The SRA) is on a mission to drive positive change through the hospitality industry, building a sector that is both environmentally restorative and socially just. Join us on our mission by signing up to the [Food Made Good Standard](#), the only sustainability certification designed for hospitality businesses! We also offer a wide range of consultancy work on sustainability issues, including biodiversity, and can provide expert training for your team. Get in touch with any questions; drop Will a line at will@thesra.org.

www.thesra.org