

THE
SUSTAINABLE
RESTAURANT
ASSOCIATION



THE SUSTAINABLE RESTAURANT ASSOCIATION

GLOBAL IMPACT REPORT 2024



FOREWORD

There is a certain stillness to January. Those of us who work in hospitality know that the dramatic shift in gears after the holidays can feel almost like whiplash. The indulgences of December give way to restraint and, as the buzz of restaurants hushes to a murmur, there is a resounding feeling that now is the moment that we might take a breath; now, we might get something done. By its very nature, the start of a new year forces us to reflect and review, while the months stretching ahead of us dangle opportunity – not only to begin anew, but to do so with purpose and clarity.

2024 was a year of transformation and resilience for the entire industry, including for our team here at The Sustainable Restaurant Association. The world around us is evolving rapidly, and the conditions facing the food system, the hospitality industry and restaurants around the globe are challenging to say the least.

In 2024, The SRA welcomed more than 120 new businesses of all different shapes and sizes into our community, hailing from 34 different territories and countries around the world. We celebrated businesses receiving Food Made Good stars from Bali to Bogotá, Cape Town to California, Melbourne to Manchester, all joining a movement that has become truly global.

Our mission – to create a hospitality sector that is environmentally progressive and socially just – is a mammoth one, and we simply don't exist without the commitment and action of businesses like yours. I have been known to say (over and over again!) that sustainability in any hospitality operation is the sum of a thousand small decisions made by a hundred different people, day in and day out. Fundamentally, this is an industry that is only as strong as its people, and your commitment to doing things better is what keeps us going in the small, wobbly moments when this seems impossible. Thank you for joining us to build a more resilient industry, food system and future – for all of us.

This impact report serves as a testament to the collective efforts of our teams, partners, stakeholders and businesses around the world who are engaged and focused on driving meaningful change. Beyond the numbers, we aim to capture the stories of the teams whose businesses have been touched by our work – restaurants who have achieved their goals with our support. These stories remind us why we do what we do, and inspire us to aim even higher in the years ahead.



It's a profound wake-up call to realise that, as this hits your inboxes, we are about to be closer in time to the start of 2030 than we are to the first lockdowns and closures of the Covid-19 pandemic. A reality check indeed! The possibilities of 2025 lie ahead, and it's time for all of us to get serious about the work that is needed. There has never been a more urgent time to focus on building resilience – as individuals working in sustainability, as restaurants facing tough economic headwinds and as a food system in the grips of an ever-shifting climate crisis. As we kick off this critical year, it's time to embrace fresh perspectives, set ambitious goals and channel our energy toward creating meaningful change. This spirit of optimism and determination underscores every facet of our work here at The SRA.

We remain deeply committed to our vision of creating a hospitality sector that is better for people and for our planet. Our desire to connect with each and every one of you as we work toward this vision has never been stronger. On behalf of the whole team here at The SRA, thank you for joining us in reflecting on the past year, and for your continued support, partnership and commitment on the road ahead.

Juliane Caillouette Noble
Managing Director

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WHO WE ARE

The Sustainable Restaurant Association (The SRA) was founded in 2008 with a vision of creating a clear intersection between the sustainable food movement and the hospitality industry. Our mission is to accelerate change towards an F&B sector that is environmentally restorative and socially just – one that does good for both people and planet.

In 2010, we launched the first iteration of the Food Made Good Standard, the unique sustainability certification designed especially for the F&B sector. Since then, it has been used to assess the sustainability of tens of thousands of F&B sites all around the world and across all facets of foodservice – from high end to high street, from street food markets to workplace and university canteens.

The Standard is awarded to restaurants and other hospitality businesses around the world that meet a minimum threshold across a rigorous, measurable criteria covering Sourcing, Society and Environment. The Standard aims to encourage, support and recognise sustainability practices across the F&B industry worldwide.

The Food Made Good Standard clarifies what it means to be a sustainable restaurant in the 21st century, taking a big-picture, holistic view of what actions are required for the global hospitality industry. Undertaking this work pushes a restaurant not only to minimising food waste, carbon emissions or water use, but also to implement sustainable sourcing policies, designing menus that are good for both people and planet, treating staff with compassion and dignity, and putting down strong roots in the local community.

In addition to the Food Made Good Standard, The SRA sets out to influence change across the wider industry. We do this through industry level communications, events, education and networking sessions; bespoke project and consultancy work; and partnerships with many of the best-known industry awards across the world.

A YEAR IN REVIEW

This has been a big year for The SRA. While the updated global Food Made Good Standard hit the market in 2023, jumpstarting the global expansion of our network, 2024 was the year in which the worldwide community really began to take root. We focused on introducing sustainability to new businesses of all sorts and sizes, through growing the Food Made Good Standard and through impact partnerships, educational communications and a busy calendar of global events.

We had businesses from 19 new countries and territories commit to the Standard in 2024, pushing the boundaries of the Food Made Good network across the globe.

We launched the Standard in Traditional Chinese, joining English, Spanish and Japanese as the fourth language available to our network. With this, we saw the first restaurant in the People's Republic of China – Lamdre in Beijing – announce a three-star result, and 12 restaurants in Taiwan have kicked off their assessments.

Our global support network is growing quickly, and we now have official, on-the-ground partnerships promoting the Standard in Italy, the UAE, Japan, Taiwan and Singapore, in addition to The SRA team members in the UK, Ireland, France and Hong Kong.

Eager to share our expertise and galvanise change across the sector, we've hosted, spoken, chaired panels, and built networks at events across the globe from Manchester to Manhattan, Birmingham to Barcelona, Sicily to Singapore, reaching a cumulative audience of thousands throughout the year.

We've forged connections with more businesses and organisations worldwide and used our platform to tell more stories, focusing on the sustainability issues that matter most to the hospitality sector and, crucially, the most impactful and inspiring ways that restaurants and other F&B businesses are tackling these issues. Through our website, newsletters and social media channels, we've highlighted a hotel in Bali that sources salt from indigenous artisans using traditional production methods; a restaurant in Lima that's cleverly reworking familiar and heritage recipes using local plant ingredients; a Hong Kong chef who cooks meals for 160 people in need every month; and a guesthouse in the South of England where the kitchen has ditched cling film for good – to name just a few.

IN THIS REPORT

The goal of this report is to share the progress we've made throughout 2024 in working towards our overarching mission: **to accelerate change towards a hospitality sector that is environmentally restorative and socially progressive.** We'll look back over what we've accomplished in the last year, from new businesses signing up to the Food Made Good Standard to the continuing work we're doing with those already in our network. We'll highlight the new resources we've developed to support the industry; the partnerships we have established; the project and consultancy work we've carried out for various businesses; the events we've hosted and those at which we've spoken. Finally, we'll look forward, setting out what we hope to accomplish in 2025.

As we regularly remind the businesses we work with, sustainability is a journey, not a destination. We believe in celebrating each step forward while providing guidance as to what should come next. This attitude applies within our own operations, too; with each year that passes, we want to have a greater impact on the F&B industry, finding new ways to help hospitality businesses, deepening our networks around the world and refining our approach as we go to provide the best support we can to create the most change possible.



Photo credit: Hawksmoor, UK

THE FOOD MADE GOOD STANDARD

“The Food Made Good Standard has emerged as a valuable and widely recognised industry framework addressing the critical issues of sustainability in the hospitality sector. Its comprehensive approach and emphasis on sustainability aspects resonated with our business values, making it a natural choice for our institution.”

— PETER CROSS, SENIOR LECTURER, UNIVERSITY OF WEST LONDON

The Food Made Good Standard is the world’s most comprehensive sustainability assessment specifically designed for foodservice businesses. The evaluation dives deep into the operations of an F&B business, defining what ‘good’ looks like, rewarding action over intention and providing businesses with a thorough action plan for improvement as well as a certification ideal for communicating to customers, team members and other stakeholders.

The Standard is used by businesses of all shapes and sizes, from tiny single-site cafés to global hospitality groups, including fine dining establishments, casual high street eateries, university and workplace canteens, catering and event companies, hotels, bars and pubs, social enterprises and even trains.

Over the course of 2024, 51 businesses earned their very first Food Made Good stars, and 128 new businesses (of all sizes) committed to the Food Made Good Standard. That’s 2.5 new businesses every week! This exciting growth also added 19 new countries and territories to our network; the Standard is now being used in 34 different countries and territories worldwide, spanning all six of Earth’s habitable continents.



**AN AVERAGE OF
2.5
BUSINESSES
PER WEEK
SIGNED UP TO
THE FOOD MADE
GOOD STANDARD**



NEW COUNTRIES AND TERRITORIES ADDED IN 2024:
BRAZIL | BULGARIA | CAMBODIA | CANADA | CROATIA | FINLAND | GERMANY | ITALY
MEXICO | NEW ZEALAND | NORWAY | THE PEOPLE’S REPUBLIC OF CHINA | PORTUGAL
PUERTO RICO | SINGAPORE | SWITZERLAND | THAILAND | VIETNAM

2024 SNAPSHOT: NEW FOOD MADE GOOD BUSINESSES



A LITTLE EXTRA HELP...

The pressure on hospitality businesses continues to increase, as operators are consistently challenged with finding ways to do more with less. At The SRA, we recognise that finding the resources and the time to complete the Food Made Good Standard are not insignificant challenges. We also know that sometimes a little help can go a long way when it comes to getting admin done in a restaurant environment.

To meet this need, The SRA offers additional support for businesses, designed to cover much of the work of completing the Food Made Good Standard, speeding up the process and making the task significantly more manageable for busy teams.

“The level of support provided by The SRA’s team is very useful, and we love that it provides a clear structure for improvement. The star rating system of the Standard makes it easy to communicate our sustainability as well as providing a way to measure and track our progress. It also helps our teams to engage and aim for improvement.”

– VICTORIA GUNTER, PROCUREMENT MANAGER AT COMPTOIR GROUP

In addition to what the regular Standard offers, the tailored support of one of our Sustainability Consultants can provide a policy gap analysis, optional additional stakeholder interviews to deepen our analysis, an expanded report that includes internal brand and industry benchmarks and insights and an executive summary with the option of a presentation.



In 2024, we delivered 19 supported packages to F&B businesses in Spain, the UK, Türkiye, Cambodia, Thailand and across Europe. This support resulted in the development of **18 new sustainability policies**, from an animal welfare policy for a large high street chain to an environmental policy for a European hotel group.

WORKING GROUPS

For the past five years, The SRA has organised quarterly Working Groups for UK Food Made Good businesses with 10+ sites. Held in London and designed to facilitate collaboration and knowledge-sharing, the Working Group has become an integral part of the calendar for sustainability professionals across the UK hospitality industry. Each session incorporates an expert presentation, a case study from our network and a guided group discussion where businesses can share ideas, challenges and solutions with one another, finding answers and taking inspiration from people in their field.

“The Working Group was super insightful and – more importantly – practical. In this space it’s very easy to go to an event and come away discouraged and overwhelmed, but the session gave me some tangible actions.”

– CHERRY DEJOS, SUSTAINABILITY PARTNER AT FLAT IRON STEAK

Following each session, we combine the expert advice from the presentations with outcomes from the group discussions – as well as insights from our own team – to create practical guides and resources. Some of these are shared publicly and available to download for free, while others are reserved for businesses in our network; either way, attendees are the first to receive them.

4 WORKING GROUPS

77 ATTENDEES

45 BUSINESSES

2024 WORKING GROUP THEMES

- ➔ WATER SCARCITY
- ➔ DEFORESTATION
- ➔ BIODIVERSITY
- ➔ EFFECTIVE SUSTAINABILITY COMMUNICATIONS

“At first, I was really reluctant to join a Working Group. I thought, I don’t know anything about this topic and have nothing to add, but I was reassured this was exactly the place for me... I walked away from the first one thinking, that was brilliant. It gave me so much more confidence in what i am trying to achieve. Everyone is so generous with their knowledge and happy to share feedback and templates on things they have already implemented. This is so helpful to someone like me whose business is really just getting started on the journey! [...] The non-competitive environment fostered provides a fantastic community for someone who is a stand-alone sustainability team within their business.”

– PETRA SULCOVA, HEAD OF SUSTAINABILITY AT ARTFARM

FOOD MADE GOOD AROUND THE WORLD

We recognise the importance of local networks within hospitality; that's why we work with organisations who want to help us bring Food Made Good to their regions. Building these localised partnerships enables us to grow and deliver the Food Made Good Standard internationally, with partners in place to build awareness and offer localised guidance to restaurants on the ground.

Over the past two years we announced partnerships and associations with Green Media in **Taiwan**, Sustainability Consultant Keary Shandler and Restaurateur Omar Shabib in **Dubai**, and Boniviri in **Italy** while maintaining our partnership with The SRA-J in **Japan**. In 2024, we welcomed **Singapore** to the Food Made Good family. Through our new alliance with Singapore's F&B Sustainability Council, sustainability minded businesses across the island nation can avail of a tailored, members-only offer when signing up for the Food Made Good Standard.

Collaboration is a core value of ours at The SRA, and these on-the-ground partnerships show a growing movement of industry networks around the world with a shared vision to make food good for both people and planet.

2024 SNAPSHOT: FMG IN TRADITIONAL CHINESE

In summer 2024, working with our partners at Green Dining Guide in Taiwan, we announced that businesses can now complete the Food Made Good Standard in Traditional Chinese, marking language number four. At an Awards ceremony in the Grand Hyatt Taipei, Green Dining Guide launched the new language option on the platform, unveiled their new website and awarded the staff restaurant at Wistron NeWeb Corporation (WNC) 啓碁科技股份有限公司 – the first Taiwanese business to complete the Food Made Good Standard in Traditional Chinese – with two stars.



BUILDING A GLOBAL COMMUNITY

Throughout the course of the year, we held Food Made Good events in the UK, Hong Kong, Taiwan, Japan and Singapore – an incredible feat for a small organisation. Food Made Good events have run the gamut from an industry breakfast in Manchester and a webinar for hospitality professionals in Türkiye to panel discussions in London and an exciting launch breakfast in Singapore. We've presented at a cultural symposium in Sicily, a bar summit in Barcelona, a roundtable session at ReThink Hong Kong and a networking event at New York Climate Week, as well as at many of the UK's leading trade events.



2024 SNAPSHOT: THE FMG JAPAN AWARDS

Our partners at SRA-Japan hosted their fourth annual Food Made Good Japan awards at the Capitol Hotel Tokyu in November 2024. With over 200 attendees, this celebration marked the highest turnout yet, showcasing the growing momentum for sustainability in Japan's hospitality industry.

In addition to rewarding a number of Food Made Good certified establishments for their sustainability initiatives, the event also introduced the Food Made Good Future Recipe Contest, open to chefs aged 30 and under, bringing talented young chefs and culinary educators on board with building a sustainable hospitality sector.



FOOD MADE GOOD TESTIMONIALS

While the numbers and the growth figures are positive and meaningful, it's the stories of how the Food Made Good Standard has helped individual businesses that really fill our team with pride. Food Made Good is a movement working against an ever-shifting political backdrop and the challenging financial reality of the hospitality industry, and seeing how the Framework and the Standard drive change is more meaningful than any number can measure.

"We were lucky enough to get press coverage for being the first independent restaurant in Wales to achieve three stars in Food Made Good, and within days our bookings went through the roof."

— SAM ELLIOTT, CHEF-OWNER AT PASTURE, UK

"The FMG evaluation helped us by showing where we stand in our business: are we making an impact, and what more can we do to make a difference? As we make different changes in the property, we use the Standard as a tool to guide us to ensure we can grow more and help set new boundaries."

— SEYHA IN, IMPACT MANAGER AT ROSEWOOD PHNOM PENH, CAMBODIA

"We started using the three pillars to create our strategy – this is straightforward because the final report includes recommendations for what you can do. The Standard really helped us to take an organised approach."

— CRISTINA COVELLO, HEAD OF STRATEGIC GROWTH AT FOODITUDE, UK

"We knew we wanted to be a more sustainability-conscious restaurant, but we also knew that, in order to do so, we needed guidance to do it properly and ideas on what else we could improve upon. The Food Made Good Standard has really helped the whole team be more conscious. We treat it almost like EHO guidelines, so the staff knows what standards to follow. It's changed the way we do everyday activities."

— SANDIA CHANG, CO-OWNER AND SERVICE & BEVERAGE DIRECTOR AT KITCHEN TABLE, UK

"THERE'S NO POINT IN DOING A CERTIFICATION UNLESS IT'S GOING TO HAVE AN IMPACT."

"Having measurable indicators for our sustainability work helps us know what to work on and how to go about this. We can see where we need to improve and aim for even higher goals."

— YUDAI KITAKU, HEAD CHEF AT SELVAGGIO RESTAURANT, RIVERSIDE LODGE HOTEL, JAPAN

"The Standard has helped us understand the importance of storytelling. Even though we'd been doing a lot of the right things, if we're not communicating this effectively with our team, guests and suppliers, we're not able to reap the benefits. We now have the language, the understanding and the authority to speak as one of the leaders in sustainability within our industry."

— DAN HUNTER, CHEF AND FOUNDER AT BRAE RESTAURANT, AUSTRALIA

"CH&CO has been completing the Food Made Good Standard for years. It's an invaluable exercise for us to take stock of where we are and what progress we've made, and it functions as a tool to work with our teams to raise any areas of concern and identify areas of best practice. It ensures we maintain good governance and, in meeting the evidence requirements, it helps us build our data infrastructure."

— ROSIE RAYNOR-LAW, SUSTAINABILITY BUSINESS PARTNER AT CH&CO, UK

"The Standard has helped refocus our commitments to making BiBi a better place to work and helping our staff to learn and develop. When assessing our brand values or implementing initiatives around improving staff welfare, we can use the Standard as a benchmark to ensure we are best in class at everything we do."

— CHET SHARMA, CHEF-PATRON AT BIBI, UK

"This journey has been incredibly eye-opening. The Standard has had quite a significant impact: it made us think more about all aspects of our business from how we buy, to what we buy, how we cook and how we can minimise our waste. Even something as simple as what light bulbs we use in the restaurant was influenced by the FMG Standard."

— VIVEK SINGH, EXECUTIVE CHEF, FOUNDER & CEO AT CINNAMON COLLECTION, UK & UAE

"WE USE THE STANDARD AS A BENCHMARK TO ENSURE WE ARE BEST IN CLASS AT EVERYTHING WE DO."

"There's no point in doing a certification unless it's going to have an impact. When we received our Food Made Good Standard report, we celebrated what we did well, but we also asked, 'Where can we improve?' It's great to get top marks and three stars, but we know that if we don't continue to develop, we won't keep that. The three-star logo is on all our menus – not just for our customers, but for our teams too. It's something we're proud of, and we want everyone to know how hard we work on it."

— AIMEE MCDONALD, SUSTAINABILITY MANAGER AT YOUNG'S PUBS, UK

OUR WIDER INDUSTRY IMPACT

At The SRA, we believe deeply in the power of working together to create lasting change across the industry. We understand that a framework for assessment like Food Made Good is one way to leverage that change, but that businesses are often facing specific challenges that are standing in the way of progress. Through engaging in targeted project work, consultants from The SRA work with businesses across the world to unpick these challenges, engage stakeholders, deliver training and develop tools that drive businesses further, faster on their journey.

This year, our team worked with businesses across the world to write policies and design in-house training resources, as well as creating toolkits, guides and stakeholder presentations. We performed a deep dive on true cost accounting for a large foodservice operation, structured food waste assessment tools for forward-thinking bars, and launched a series of sustainability myth-busting communications for workplaces.

Belmond Hotels



Our team delivered a tailored learning and development programme for global F&B teams across **Belmond Hotels**, exploring topics like food waste, sustainable sourcing and animal welfare, in addition to conducting a thorough policy gap analysis for the group.

Pernod Ricard



We continued our partnership with **Pernod Ricard**, developing a two-phase, evidence-based verification process to ensure that responsible hosting measures were in place in each of their 30+ Brand Homes across the globe. This enables both The SRA and Pernod Ricard to be confident that all 18 of their responsible hosting criteria are firmly embedded into operations and culture in each Brand Home.

CH&Co



We developed a detailed true cost accounting tool that allows **CH&CO** to understand the true financial cost of their ingredients throughout the supply chain, helping to raise awareness around the real value of the foods we buy and eat.

Alliance Wine



Our Projects team previously worked with **Alliance Wine** to create an Anti-Waste Policy for their wine events. This launched in 2023 but was designed to be reviewed on an annual basis to encourage continuous improvement. This year, we helped review and refine the Policy, pushing the boundaries further to create a Circularity Policy.



Photo credit: Rosewood Phnom Penh, Cambodia

AWARDS PARTNERS

The expertise held within our team makes us valuable partners in judging the sustainability awards for a wide range of events around the world.

The World's 50 Best

Our long-standing partnership with The World's 50 Best continued, with our team of consultants evaluating the Sustainability Awards across the entire calendar year of events:

- Asia's 50 Best Restaurants,
- North America's 50 Best Bars,
- The World's 50 Best Restaurants,
- Asia's 50 Best Bars,
- The World's 50 Best Hotels,
- The World's 50 Best Bars, and
- Latin America's 50 Best Restaurants.

UK Awards

- In the UK, we were proud to judge the Sustainability Award at **the National Restaurant Awards**, the prestigious annual awards that shine a spotlight on the very best establishments on the UK's restaurant scene.
- We also evaluated sustainability awards at **the Publican Awards**, **The Cateys** and **the MCA Hospitality Awards**.
- Our team selected the winner of the Sustainable Street Food Award at **the British Street Food Awards**, too. This award recognises a street food vendor that is going above and beyond to ensure that their food not only tastes good, but does good too.

S.Pellegrino Young Chef Academy Competition

This year, we kicked off another cycle of the S.Pellegrino Young Chef Academy Competition. By acting as judges for the Social Responsibility Award, we aim to encourage, support and celebrate sustainability practices within the next generation of influential chefs.

Flor de Caña

For the fourth year, we partnered with Flor de Caña for their worldwide Sustainable Cocktail Challenge, journeying to Nicaragua in February to help guide the judges' decisions at the competition finals. This year's winner was Julie Nguyen of Opium Bar in Thailand, for whom the experience has been life changing.

"I've been dreaming about this moment and now it's finally come true. Thank you, Flor de Caña, for taking us on this sustainable journey and for creating amazing memories and experiences for all of us."

— JULIE NGUYEN, OPIUM BAR, WINNER OF THE SUSTAINABLE COCKTAIL CHALLENGE 2023

RESOURCES

Throughout the year, we created a selection of practical resources to support the industry, across numerous topics.



2024 SNAPSHOT: SMALL CHANGES, BIG IMPACT

In September, we released a digital guide to support sustainability in Hong Kong's hospitality industry, in partnership with Belu. 'Small Changes, Big Impact: Driving Sustainability Through Hospitality' was launched with a breakfast event supported by The Upper House and Fresh Accounting, including a panel discussion moderated by our Managing Director, Juliane, and joined by respected members from Hong Kong's hospitality community. Combining expert advice with real-life examples, this is a practical companion for all types of hospitality businesses, from assessing a starting point and taking action on sustainability right through to communicating your hard work to staff and customers and building a collaborative network.



2024: OUR YEAR IN NUMBERS

7,000+

OUTLETS AROUND THE WORLD ARE CERTIFIED WITH THE FOOD MADE GOOD STANDARD



WE EXPANDED OUR REACH TO

34

COUNTRIES AND TERRITORIES

AUSTRALIA | BRAZIL | BULGARIA | CAMBODIA | CANADA
 COLOMBIA | CROATIA | ENGLAND | FINLAND | GERMANY
 HONG KONG | INDONESIA | IRELAND | ITALY | JAPAN | MEXICO
 NEW ZEALAND | NORWAY | THE PEOPLE'S REPUBLIC OF CHINA
 PERU | PORTUGAL | PUERTO RICO | SCOTLAND | SINGAPORE
 SOUTH AFRICA | SPAIN | SWITZERLAND | TAIWAN | THAILAND
 TURKEY | UAE | THE USA | VIETNAM | WALES

91 NEW STANDARDS WERE ISSUED IN 2024

ACROSS A WIDE VARIETY OF BUSINESS TYPES AND SIZES

WELCOMING **1** NEW GLOBAL PARTNER, WE NOW HAVE A PRESENCE ON THE GROUND IN **7** COUNTRIES – THE UK, HONG KONG, TAIWAN, JAPAN, THE UAE, ITALY AND SINGAPORE – ACTIVELY SUPPORTING OUR FOOD MADE GOOD MISSION

THE FOOD MADE GOOD STANDARD IS NOW AVAILABLE IN **4** LANGUAGES!

- ENGLISH
- JAPANESE
- SPANISH
- TRADITIONAL CHINESE

OUR TEAM HOSTED, SPOKE AT OR MODERATED AT EVENTS AND CONFERENCES IN

- **13** CITIES
- **9** COUNTRIES
- **4** CONTINENTS



OUR DIGITAL PRESENCE SAW **34%** GROWTH OVERALL ON INSTAGRAM AND **39%** GROWTH ON LINKEDIN.

THE SRA FEATURED IN

30+

PUBLICATIONS, BOTH PRINT AND DIGITAL, IN AUSTRALIA, HONG KONG, INDONESIA, SPAIN, TAIWAN, THE UK AND INTERNATIONAL TITLES.

LOOKING FORWARD: 2025 AND BEYOND

While it's good to reflect on what we've accomplished throughout 2024, it's now time to look forward and set our own goals for the year ahead.

This year, we hope to deepen the **Food Made Good** community around the world. While 2024 saw FMG firsts in many countries, this year we are focused on depth over breadth. We're working on how we can maximise the impact of each pioneering Standard; when the first business in any country signs up, we want to make sure that this creates a ripple effect across that area's hospitality network, inspiring positive change in others and even kickstarting some healthy competition in terms of sustainability work. Our on-the-ground partnerships have a big role to play in this process, and we'll also have some exciting news on this to share in the coming months.

Look out for more events from The SRA, too, both online and in-person; we want to offer more opportunities for our international community to gather and share inspiration. We're strong believers in the power of collaboration; when businesses work together to share knowledge and brainstorm practical solutions, the entire industry moves forwards at a faster pace. Our goal is to facilitate more of this through webinars, working groups, networking sessions and roundtables, kickstarting more open, honest conversations about where the hospitality industry currently stands, where we need to go and how we can get there.

For us, spending time connecting with hospitality professionals also provides us with a deeper understanding of the challenges they're facing and where they need extra support or information – which means we can do a better job of supporting the needs of the sector. With this in mind, we're also offering more training to F&B businesses, with the goal of making sustainability more easily understood at every level of operations. If this is of interest, please get in touch – you'll find contact details opposite.

Finally, we'll be bringing more value to the businesses in our **Food Made Good** network – those who sign up to the Standard or are working with us in other ways. We're refreshing our tools to build a brand new Knowledge Library packed with invaluable resources, toolkits, checklists, training materials, explainers, how-to guides and much more – everything you might need to support, inform and guide you on your sustainability journey – along with exclusive network-only newsletters sharing insights from industry leaders and innovators. Look out for the launch later this year!



FOR MORE INFORMATION...

Thank you for your support throughout 2024 and for taking the time to read about what we've accomplished this year!

To learn more about The Sustainable Restaurant Association and how we work to drive positive change through the hospitality industry, visit www.thesra.org.

Interested in exploring how the Food Made Good Standard can help shape your F&B business into a resilient, future-fit operation? Looking for expert help with a specific sustainability issue? Drop Will a line at will@thesra.org!

Through sponsorship opportunities, we're developing a Knowledge Library rich with practical resources and guidance on how to address the key impactful issues facing restaurants and foodservice operators. These include guides and toolkits that break down the issues into digestible content and practical actions; themed webinars; focused staff training modules; and more! If you're keen to join us in creating knowledge-rich resources to guide the industry towards a more sustainable future, drop Hannah a line at hannah@thesra.org.