



GO 4 SDGs

GREEN RAMADAN INITIATIVE 2024

Tackling Food Waste | UN SDG 12.3

TOWARDS NET ZERO

EMEA & APAC teams across 32 hotels in 7 countries aimed to close the loop across the food and drink value chain, whilst serving 239,000 guests.

TRAVEL WITH PURPOSE

COMPOSTING
Where possible the hotels committed to a contract with a local waste partner to ensure all biodegradable waste was collected and composted to create soil, fertilizer or animal feed with results being faithfully reported.

FOOD BANKS
Where possible the hotels partnered with a local food bank to divert leftovers to charity – in a HACCAP compliant way.

MEASURING FOOD WASTE
The hotel installed both production and plate waste Winnow systems to serve their iftar and suhoor operations. Chefs were tasked with faithfully recording their data in LightStay.



PLASTIC FREE
No single-use plastics were permitted. Water served was sustainable (not plastic) ie if glass bottles were used collection in place for reuse, segregation and re-purposing of bottle caps etc. If packaging was used it was naturally compostable (not industrial compostable).

LOCAL SOURCING
The hotel's local basket was 30% as a minimum requirement. Local produce took center stage of the offer.

SUSTAINABLE GASTRONOMY
The iftar/suhoor contained innovative vegetarian and vegan items. The chefs adopted zero waste best practice guided by the working group.

BEHAVIOURAL INTERVENTIONS
Guided by Winnow and UNEP, hotel teams implemented interventions such as (but not limited to) smaller plates and portions, alterations to sequence of service, cafeteria binless and meatless days. Hotels also implemented UNEP Recipe of Change messaging in both the dining environments and their social media.



Total weight of consumer plate waste saved
1.7 tonnes

This is equivalent to green house gas emissions from
488,523 Smartphones charged

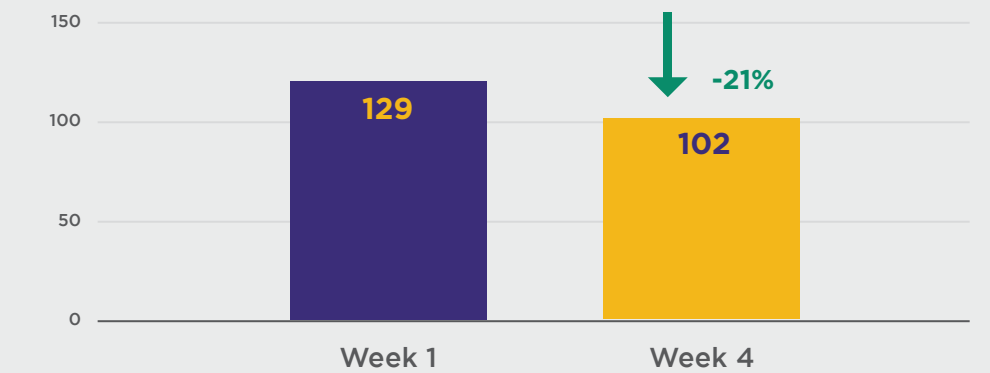
CO2e and meals saved
7.4 tonnes

Total meals saved from plate waste
4,300
Total CO2e saved from plate waste
7.4 tonnes

AVERAGE G/COVER POST CONSUMER WASTE FIRST VS FINAL WEEK



In GR23, we started the program in Week 1 at 385 g/cover and went down to 151 g/cover in GR23 Week 4, which resulted in a 61% reduction. In GR24, we started the program at 129 g/cover in week 1 which was already 14% lower, and then achieved a further 21% reduction by the end of the month.



# of hotels included in analysis	Week 1	Week 2	Week 3	Week 4	% reduction (wk 1 vs wk4)
32	129	109	94	102	21%

The top wasted categories are consistent across all countries. However, each country has different focus areas to tackle.

	BREAD/PASTRY	MEAT	VEGETABLES	GRAINS
Turkey	38%	4%	31%	4%
Qatar	38%	12%	24%	7%
KSA	34%	9%	28%	12%
UAE	23%	13%	27%	7%
Bahrain	15%	33%	11%	11%
Malaysia	11%	10%	12%	3%

CHANGING Behaviour



Hotels adopted the the Recipe of Change messaging in their Ramadan activations, as well as across social media, working directly with @TasteofHilton

