

THE COOL FOOD PLEDGE

Helping companies, universities, hospitals, and public facilities provide diners more of what they want while slashing food-related greenhouse gas emissions



BACKGROUND

Food production is a significant contributor to climate change, accounting for nearly a quarter of global greenhouse gas (GHG) emissions. But not all foods have equal impacts. Producing animal-based foods accounts for two-thirds of agricultural GHG emissions and more than three-quarters of agricultural land use, while plant-based foods generally have lower environmental impacts. Eating more plant-based foods is therefore a critical step in reducing pressure on forests, freshwater, and the climate.

As people strive to make more healthy and sustainable food choices, they are becoming increasingly interested in plant-based foods. In the United States, for example, 39 percent of Americans say they want to eat more plant-based foods, and 58 percent of millennials are consuming plant-based meat alternatives.

Dining facilities are a perfect place to put your sustainability strategy into action: diners increasingly expect menu items that taste great while reflecting their evolving dietary preferences, and food providers want to lower their emissions while engaging employees and customers in their sustainability efforts.

HOW IT WORKS

The Cool Food Pledge helps signatories commit to a science-based **pledge** for food-related GHG emissions reduction, develop the best **plan** to bring about change, and **promote** their achievements far and wide to help build a bigger movement.

PLEDGE

Signatories pledge to "provide delicious food that is better for the planet" and commit to a collective target of reducing the GHG emissions associated with the food they provide by 25 percent by 2030 relative to 2015—a level of ambition in line with keeping global warming below 2°C. The Cool Food Pledge team will advise signatories on how to gather the necessary data and conduct periodic monitoring of the associated metrics.

PLAN

The Cool Food Pledge team will provide guidance to signatories to help them develop a plan for serving more climate-friendly food while meeting other dining-related targets (e.g., number of diners, financial performance, nutrition). The Cool Food Pledge will also connect signatories with organizations providing innovative products, solutions, and training. Pledge signatories will be able to share and learn from others about what works.

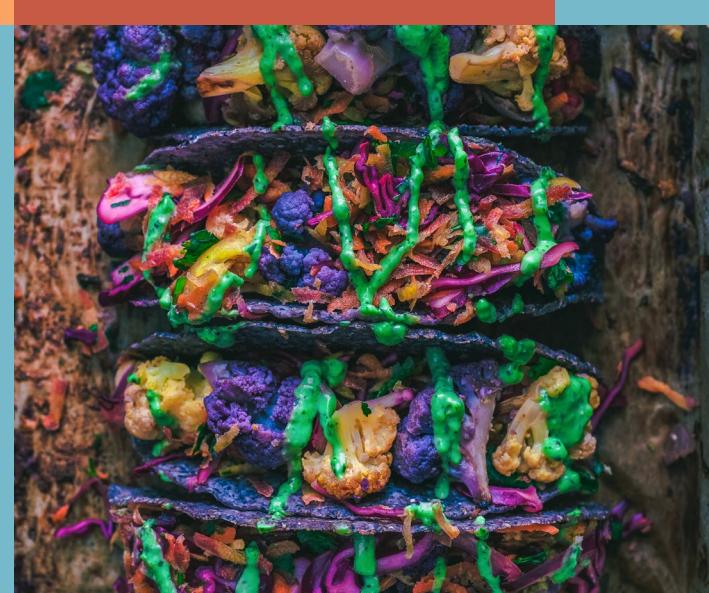
PROMOTE

The Cool Food Pledge team will provide inspiring messaging that signatories can use to support their existing sustainability campaigns. A high-profile media and social media campaign will promote signatories' progress and achievements. Signatories' collective performance against the GHG target will be published annually, and individual achievements will be celebrated at an annual event.

BENEFITS OF MAKING THE COOL FOOD PLEDGE

Pledge signatories benefit in a host of ways:

- It is a compelling way to engage employees, students, visitors, and other customers in sustainability efforts;
- It is a visible commitment to meeting employees' and customers' evolving dietary preferences and needs;
- Improved reputation as a leader in a growing movement aiming to have a major impact on the sustainability of food supply chains;
- A reduction in supply chain ("Scope 3") GHG emissions.



A GROWING PARTNERSHIP

The Cool Food Pledge is an initiative of World Resources Institute, UN Environment, Carbon Neutral Cities Alliance, Health Care Without Harm, Practice Greenhealth, and Climate Focus. World Resources Institute serves as secretariat.

Learn how to get involved at wri.org/cool-food-pledge.