



HOW TO HOST A SUSTAINABLE SUPPER FOR GREAT BIG GREEN WEEK

Show your restaurant's sustainability commitment this June! With [Great Big Green Week](#) and [Grow Urban Festival](#) running from 8th to 16th June, and [London Climate Week](#) from 22nd to 30th, it's a prime time to showcase to diners your dedication to practices that are good for both the planet and its people.

We're encouraging UK restaurants to host sustainable suppers in June. Use our toolkit for essential tips: choose suppliers mindfully, make it a community-focused event, and ensure your menu has a minimal environmental impact.

WHAT IS GREAT BIG GREEN WEEK?

Great Big Green Week is the UK's biggest celebration of community action to tackle climate change and protect nature. Every year, people come together to unleash a wave of support for action to protect the planet. In 2024, the event will run from June 8th to 16th under the theme "Let's swap together for good." Whether it's neighbours exchanging skills at repair cafes or allotments, businesses trading fossil fuels for solar panels, or friends swapping fast fashion for second-hand finds, every swap contributes to a significant difference.



At the same time, **Grow Urban Festival** will host a week-long series of events throughout London promoting 'Greening and Growing'. It celebrates individuals and projects dedicated to transforming urban landscapes into vibrant, green spaces, fostering community resilience and promoting food security. Through workshops, demonstrations, site visits and networking, the festival aims to empower and educate individuals and encourage sustainable living and city greening.

WHY GET INVOLVED?

There are numerous ways your business can benefit from running a sustainable supper event. By participating, you can:

- ✓ Engage with your existing customer base and introduce your restaurant to a new audience.
- ✓ Showcase your own sustainability commitments and achievements.
- ✓ Test-run new menu or dish ideas with a lower impact and receive valuable feedback.
- ✓ Boost your social media following and engagement.
- ✓ Create an opportunity to engage with local press during a time when there will be an increased spotlight on sustainability in London (and nationwide).
- ✓ Benefit from collaborative promotional efforts with The SRA, Great Big Green Week and the GROW Urban Festival.
- ✓ Engage your staff in discussions about sustainability, boosting motivation when it comes to reducing your environmental impact going forward.
- ✓ Connect with your community.
- ✓ Enjoy the financial benefits of running a special, ticketed event – particularly if you choose to host it on an evening when your restaurant is typically quiet or even closed, like a Monday or Tuesday.

WHEN IS IT TAKING PLACE?

This June! With the Great Big Green Week and Grow Urban Festival running from 8th to 16th June and London Climate Week taking place from 22nd to 30th, this is a great time to get involved and showcase your restaurant's dedication to sustainable operations.

WHERE?

In partnership with the GROW Urban Festival, we're encouraging restaurants across the UK to sign up to Great Big Green Week and host a sustainable supper. For businesses in London, your event can also form part of the Grow Urban Festival.

WE'VE PULLED TOGETHER SOME TIPS TO HELP YOU PLAN YOUR SUSTAINABLE SUPPER...

SOURCING



Choose your suppliers with care and consideration

- ✓ Work with small-scale farmers, fishers, growers and/or producers to source your ingredients where possible.
- ✓ If using products from the global south, like coffee and chocolate, try to buy items that are third-party certified (e.g., Fairtrade, Rainforest Alliance, etc.)
- ✓ Highlight the importance of reducing food waste at every stage from field to fork, working closely with producers to make sure nothing is wasted.
- ✓ Celebrate provenance across your menu, including the names of your suppliers and what makes them special.
- ✓ Consider building a wholly plant-based menu, or one that features only a small amount of meat and/or fish.
- ✓ Prioritise sustainable production methods, such as those employed by organic, regenerative or agro-ecological farms – especially if you are including meat and dairy on your menu.
- ✓ Use the MCS Good Fish Guide to check whether the seafood you buy is sustainable.
- ✓ Get creative with your theme – could you build a menu featuring only plant-based foods, or using ingredients from within a particular radius? (As a general rule of thumb, The SRA defines 'local produce' as that sourced within a 100-mile (160km) radius if you're based in a major city, or within a 50-mile (80km) radius outside the city.)
- ✓ Encourage your kitchen team to think outside the box to add a 'wow' factor to your sustainable supper menu.



SOCIETY

Make your sustainable supper an event that benefits your community

- ✓ Ensure your venue is wheelchair accessible – at the very least, organise a ramp for the occasion.
- ✓ Make sure your menu is nutritious and nourishing as well as flavoursome.
- ✓ Use this as an opportunity to share knowledge and educate your community about wider issues in the food system. This could be through your overall theme, information on your menu or a guest speaker.
- ✓ Support other local businesses. Why not feature beer from a local brewery or honey from nearby beehives?
- ✓ Donate a percentage of proceedings to a local charity. Get your staff involved by encouraging them to vote on which charity to support!
- ✓ You could invite members of local community organisations to attend, or shine a spotlight on them through your communications. Perhaps you could partner with a local catering college or youth organisation to give young people a night of valuable work experience?
- ✓ Hire local artists as entertainment for the evening. This could be anything from live music to stand-up comedy.

ENVIRONMENT

Ensure your menu has a minimal impact on our planet

- ✓ Avoid single use items – favour reusable cutlery, plates, napkins, straws, etc. (Do bear in mind that you should keep some plastic straws or straws with flexibility to hand, as these are necessary for some disabled guests.)
- ✓ Ditch the food waste – selling tickets should give you an accurate read for planning and remove the risk of cancellations.
- ✓ Design a menu that includes a plan for every part of every ingredient, and make sure you have a plan for anything you do have left over. If you're struggling to find a use for something, consider creating a bespoke cocktail or amuse bouche for the evening. Alternatively, could you use it in a 'special' the following day?
- ✓ Showcase climate-friendly ingredients with low carbon, energy and water impacts, such as pulses and legumes, mussels and other bivalves, sea vegetables and/or mushrooms.
- ✓ Support biodiversity through your menu by including ancient grains, heritage breeds and/or invasive species.
- ✓ Consider hosting your event by candlelight to reduce energy consumption. This will give the added benefit of making your event feel special and atmospheric – highly Instagrammable! Candles made from 100% beeswax are the most environmentally friendly option.
- ✓ Make sure to only serve tap water or water filtered (and, if relevant, carbonised) on-site.
- ✓ Don't automatically bring water to the table, but instead ask guests if they would like some. Use any water left behind in jugs/carafes in the kitchen, for cleaning or to water plants.
- ✓ Ask customers to bring their own containers for any food they want to take home and encourage them to do so if there's anything left on their plates.



WHAT ARE THE NEXT STEPS?

Here's how you can get started on your sustainable supper plans!

- ✓ If you're considering planning a Sustainable Supper this June, let us know at hello@thesra.org! We will support your event on our [LinkedIn](#) and [Instagram](#). Incorporate 70% of our suggestions for a truly sustainable event.
- ✓ If you need help with your communications, we can provide branded assets, a statement about our involvement and insights into our mission. Or, host independently with our tips, and we'll assist in promoting.
- ✓ We'll also share your event with Grow Urban Festival. Find all the events organised on their [portal](#), which will also be shared on their [Instagram](#).
- ✓ For more support, sign up for [Great Big Green Week](#) and grab their marketing pack [HERE](#). Add your supper as an event on the GBGW website for extra visibility – thousands of people go to the website every year on the hunt for sustainable events to attend.
- ✓ Keep us in the loop by continuing your promotions. Tag us on social media posts [@foodmadegood](#), [@theclimatecoalition](#) and [@growurbanfestival_london](#), and let's spread the word together!

TALK ABOUT IT

- ✓ Make sure you promote your event (both before and after) through a variety of platforms: social media, customer newsletters, blog posts, etc.
- ✓ Give your team plenty of information beforehand – they are your best ambassadors. Hold meetings or provide training sessions that explain what makes your supper sustainable and why your business decided to get involved.
- ✓ Look for the learning opportunity. After your sustainable supper, make sure to take some time to reflect on how it went. Were there any elements that you could begin to incorporate into your everyday operations on a permanent basis? Using this as an opportunity to inspire greater sustainability efforts going forward will ensure the evening has a lasting impact.
- ✓ Be transparent about this in your communications, explaining how any new policies differ from your practices before the supper event and setting clear, measurable objectives for what changes you plan to make.

ANY QUESTIONS? DROP US A LINE AT
[HELLO@THESRA.ORG](mailto:hello@thesra.org) OR SEND US A DIRECT
MESSAGE ON [INSTAGRAM](#)!

THE
SUSTAINABLE
RESTAURANT
ASSOCIATION

