



ONE PLANET PLATE

A recipe for a better food future

Our food system is in disrepair. Every day the media is flush with news stories, from eroding soils and diminishing forests, to crises in diet-related diseases and scandals in factory-farmed meat, which show the impact our eating habits are having on both our health and the planet. Yet, food can also provide the solution.

One Planet Plate is a restaurant campaign to put sustainability on the menu. This will be a chance for chefs worldwide to show how they're contributing to a better food future, and to galvanise diners to think about and act upon their own food choices, too.

How will we do it?

The Sustainable Restaurant Association is calling on chefs around the world to submit a One Planet Plate recipe and feature it on their restaurant menus in time for Earth Hour on 24 March 2018. Each dish will showcase how chefs are addressing the problems in our food system, from sourcing locally to choosing high-welfare meat to repurposing and reducing food waste.

We will build a dynamic map of all participating restaurants and a digital collection of all of the recipes, and promote it together with partners like WWF, Harden's, the National Union of Students and other key media partners. Restaurants will receive a marketing pack of digital and hard-copy assets to help bring the campaign to life, and to encourage staff and diners to get on board.

What's in it for you?

Be part of a positive change

- To highlight what you're doing on Earth Hour and beyond to contribute to a better food future
- To build a dialogue with diners around the key sustainability issues that you care about
- To show diners that you value the earth's finite resources
- To galvanise diners – and home-cooks – to use the power of their food choices to create positive change

Stand out from the crowd

- You will feature on a new online restaurant map, promoted to millions of diners
- You will be a part of a major PR and social media campaign
- Your recipe will be featured alongside the best in the business, including Raymond Blanc and Prue Leith



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How can you get involved?

The dish

The One Planet Plate will be featured on your menu to celebrate Earth Hour on 24 March 2018. The dish can be an entirely new recipe or an existing crowd-pleaser. There is no set criteria for the dish, but you must consider at least one of the following when choosing your recipe.

- **CELEBRATE LOCAL:** Use locally sourced, seasonal and non-intensively-farmed produce
- **WASTE NO FOOD:** Rethink how food surplus or common by-products are used
- **MORE VEG:** Shift the proportion of animal protein towards plant-based ingredients
- **SOURCE FISH SUSTAINABLY:** Educate diners on where their fish comes from
- **BETTER MEAT:** Inspire diners to eat high-welfare meat in smaller portions
- **LOW CARBON FOOTPRINT:** Cut use of natural resources from farm to fork

The recipe

The chosen dish will be submitted as a recipe to feature on oneplanetplate.org – which will be live in time for Earth Hour – as part of a collection of dishes from chefs around the world. Recipes must be submitted to oneplanetplate@thesra.org by 10 March 2018.

Each recipe must:

- Be written concisely with directions that are clear to follow
- Include portion size, ingredients and a method
- List measurements in metric, teaspoons and tablespoons
- List temperatures in °C
- Include any specific guidance on how to source ingredients sustainably
- Not exceed 300 words

To submit the recipe, include:

- Chef name
- Chef photo
- Restaurant name, if applicable
- Website
- Social media handles, such as Twitter and/or Instagram
- Brief bio (max 50 words)
- Dish title
- Photo of the finished dish (please see image guide)
- Brief headnote explaining why you chose this One Planet Plate (max 100 words)

On Earth Hour & beyond

On request, you will receive a marketing pack of assets to help bring the campaign to life on the day, and to encourage staff and diners to get onboard. Included in the pack will be materials to educate and keep staff informed on what the campaign is about and how to communicate it to customers.

Engaging diners in the dialogue to make better food choices is key. As part of the campaign, we will be encouraging customers to take part in Earth Hour, the biggest movement to protect our planet, by eating out at participating restaurants, snapping a picture and sharing it on social media via the hashtag #OnePlanetPlate. They can be a part of the global conversation and make a promise to the planet using #EarthHourPromise.

Earth Hour is just the beginning. Be a part of the Sustainable Restaurant Association's ongoing campaign to engage restaurants and diners to support better, more sustainable food practices. To learn more about us visit thesra.org.

Want to find out more?

To get involved and submit your recipe email oneplanetplate@thesra.org.



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