

Dutch Business Sustainable Catering Pledge



Exploiting the low carbon potential of catering with true pricing meat & dairy

v. 2025.2

The Dutch business community is aware that decisive action is needed to achieve the internationally agreed goal of limiting climate change to a rise in average global temperature of no more than 2 degrees Celsius. Among other measures to reach this goal, business catering offers the opportunity to reduce the national CO2 emission level with approx. 0,5 million ton by 2030. This potential can be exploited by price differentiation in catering: true pricing of meat and dairy and reduced pricing of healthy food with low carbon footprints (vegetables, fruit, vegan options) in next or existing catering contracts. Avoiding beef and encouraging healthy food consumption will also help. This new catering standard can also increase guest satisfaction, improve employer health performance, improve margins for caterers or reduce costs for company catering.

Carbon Footprint

This pledge sets out the ambition of the frontrunners of the Dutch business community to explore the potential of a sustainable shift in business catering towards the solution to climate change. As a member of the community of Dutch businesses and institutes, I commit to take a leading role in the actions to prevent climate change, by reducing the company's carbon footprint and supporting sustainable catering with true pricing. The company/institute therefore commits to join a Community of Practice with quarterly meetings, considers to pay a yearly fee to support this movement and help remove collective barriers.

In order to achieve this, I pledge to:

1. investigate the possibilities to reduce the company's carbon footprint by shifting towards sustainable catering, with true pricing of meat/dairy. The goal is to reduce the carbon footprint on business catering per FTE by 50% in 2030 relative to 2024. Business catering contains lunch, drinks and event catering.
2. deliver an annual CO2 footprint with a baseline measurement in the first year;
3. actively communicate the initiatives undertaken by my company or institute and the coalition in order to raise awareness and acceptance of the role of sustainable catering as a part of climate and health solutions;
4. personally stimulate leaders of other companies/organisations to learn from us and join this initiative.

(ON BEHALF OF THE COMPANY) NAME, TITLE

PLACE, DATE

COMPANY NAME

SIGNATURE