



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 home menus. 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 at home.

How will we do it?

Food Made Good is calling on chefs around the world to submit a One Planet Plate recipe to share with diners at home and around the world. 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 across Greece and around the world.

What's in it for restaurants?

Be part of a positive change

- To highlight what restaurants are doing to contribute to a better food future
- To build a dialogue with diners around the key sustainability issues that they care about
- To show diners that they 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

- Participating restaurants will feature on an online restaurant map, promoted to millions of diners
- They will be a part of a social media campaign
- Their recipe will be featured alongside the best in the business



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How can restaurants get involved?

The dish

The One Planet Plate dish can be an entirely new recipe or an existing crowd-pleaser. There is no set criteria for the dish, but chefs must consider at least one of the following when choosing their 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 – as part of a collection of dishes from chefs around the world. You can submit your recipe to us at hello@foodmadegood.gr.

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)

Want to find out more?

See how you can make One Planet Plate work for your audiences. Get in touch with Food Made Good Greece's Sales Manager, Katerina Zacharioglou, via +30 2109942805 or katerina.z@foodmadegood.gr.

Be a part of the Food Made Good's ongoing campaign to engage restaurants and diners to support better, more sustainable food practices. To learn more about us visit foodmadegood.gr.



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