News Release

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UN Tourism

Tourism Leaders Convene on Zero Waste Day to Launch Global "Recipe of Change"

Madrid/Nairobi, 30 March 2026 - "Recipe of Change" is the groundbreaking initiative launched today by the **United Nations Environment Programme (UNEP) and UN Tourism** to tackle a major global sustainability challenge: food waste.

The initiative´s value is immediate and tangible, brought to life through its adoption by major **global players in the tourism sector. Combined, these businesses serve over 600 million guests annually and generate more than USD 56.5 billion in annual revenue,** mobilizing the sector at scale to prevent food waste, influence consumer behavior, and accelerate the transition to more sustainable food systems.

On the occasion of the International Day of Zero Waste, a Global Roundtable was convened, aimed at accelerating food waste reduction across the tourism sector. As well as recognizing the environmental challenges, the event also emphasized that food waste reduction can contribute to lower costs for the sector, build resilience against supply shocks, and contribute to broader food security.

Through Recipe of Change, stakeholders will measure food waste in their operations, and implement operational and behavioral solutions in support of Sustainable Development Goal 12.3 to halve food waste by 2030.

Remarking on the significance of this initiative, Shaikha Al Nuwais, Secretary-General of UN Tourism said: "2.3 billion people experience food insecurity every single day. With a third of the world´s population failing to receive this basic human right and food wastage contributing up to 10% of global greenhouse gases, we must take decisive action. Recipe of Change seeks to do just that - with the tourism sector directly supporting solutions that drive sustainable consumption."

The need to drive direct ground-level impact was reiterated by Sheila Aggarwal-Khan, Director of the Industry and Economy Division at UNEP, who said: "Tourism businesses are in a unique position to redesign menus, encourage lasting behavioral change and deliver measurable reductions in food waste. We are calling on more businesses across the tourism sector to become active partners of Recipe of Change and help accelerate progress towards halving global food waste."

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PLEASE RECYCLE

Leading businesses commit to action

The initiative has seen major players in the tourism sector join UNEP and UN Tourism to create ground level impact, including: **Accor, Constance Hotels & Resorts, Club Med, easyJet holidays, Grupo Posadas, Hilton, Iberostar Hotels & Resorts, Minor Hotels, Meliá Hotels International, Radisson Hotel Group, Six Senses, TUI Group, Lightblue Consulting and Winnow.**

The interest of these tourism leaders reflects the continued commitment of the private sector to sustainability. It builds on successes such as the “Green Ramadan” campaign led by Hilton in partnership with Winnow, which saw participating hotels reduce food waste by over 60% in early pilots (2023), with further reductions of 20-30% in subsequent editions, as the initiative scaled from 3 hotels to 64 hotels in 2026.

To further accelerate the sector’s transformation, UN Tourism and UNEP encourage businesses across the tourism sector to join the movement and help cut food waste in half.

Related Links

Recipe of Change: Mobilising Tourism to Halve Food Waste by 2030