



DINING | FOOD

Track your carbs: Future Green debuts experimental Carbon Labelling Programme for sustainable dining

By Gavin Yeung | Mar 21, 2023





COVER Photo courtesy of Gassan

In an attempt to 'nudge' consumer behaviour towards greener choices, the programme details the carbon footprint of individual dishes at participating restaurants

In a bold move towards promoting sustainable dining experiences, Future Green (formerly known as Food Made Good HK) has partnered with Henderson Land Group to launch the "Carbon Labelling Programme" this month. The initiative aims to foster a more eco-friendly food culture by providing diners at participating restaurants with carbon-labelled icons on their menus, which clearly display each dish's environmental impact and encourage responsible choices.

Participating restaurants in the first round include Chinesology and Gassan, as well as Tell Camellia, Treehouse, Wulao and JAJA.

The Carbon Labelling Programme tracks carbon footprints for various dishes, calculated by an international cohort of data specialists who aggregate a range of food impact factors. A low-impact meal emits 0.5 kg CO₂e or less, based on the World Wide Fund for Nature's (WWF) One Planet Plate initiative, designed to reach the UN's climate goals. The programme will collect data during a baseline control month and the following month to measure how diners' choices have been influenced by the labels and any corresponding reduction in emissions.

CEO of Future Green, Heidi Yu-Spurrell, emphasised that global food systems currently account for around a third of greenhouse gas emissions. With the world's population rapidly growing, demand for food is expected to double by 2050, leading to more intensive food production and dramatically higher emission levels without radical interventions in how we currently produce, consume, and dispose of food.

Diners can experience the carbon-labelled menus at the six participating establishments for the remainder of March.

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