



FUTURE GREEN
FORMERLY FOOD MADE GOOD HK



FOR IMMEDIATE RELEASE

ANNOUNCEMENT: Introducing Future Green – A Food Sustainability Consultancy

A rebrand of Food Made Good HK

New food systems consultancy brings unique expertise and credibility to the region's sustainability space. Core service will be to offer sustainability strategies to help businesses address food sustainability challenges.

(Hong Kong, 17 January 2023) APAC companies needing proven expertise to create effective food sustainability transformation programmes can now turn to Future Green, a dynamic new sustainability consultancy from Food Made Good HK founder Heidi Spurrell.

After three years of hard work building Hong Kong's most credible food sustainability company, Heidi is now taking her business and sustainability ambitions to a new level with Future Green.

An evolution of her brand that is necessary to meet the demands of a wider range of industries, the new consultancy offers a spectrum of services that extend beyond food service. From 2023, the company will now be known as Future Green.

As subject matter experts in sustainable food systems, Future Green can help businesses formulate credible sustainability strategies by drawing on their global experience and network to offer a variety of solutions tailored to a client's unique needs – for example, creating a guideline that integrates sustainability across all operations using methodologies that align with international standards or advising on the RFP stage of seeking a sustainable caterer. Supported by its global network of specialist partners and consultants, Future Green designs strategies that bring sustainability roadmaps to life.

Preparing businesses for rigorous sustainability audits is a key way that Future Green engages with new and existing clients. These measure a company's current social and environmental footprint, then identifies those areas where the greatest gains (and pains) can be made and thereby allow the creation of a strategic action plan. Companies receive end-to-end support in their sustainability journey – from knowing where to start, to implementing change, and how to communicate in a greenwash-free way. Strategy, facilitation, training and policy writing are Future Green's core service areas.

Heidi Yu Spurrell, CEO of Future Green, said, *"There is a perception that embracing sustainability has to be complicated and expensive-we can prove it doesn't. For sustainable food systems to be scaled and normalised, all companies must make their businesses greener, less polluting and more restorative. If a strategy is set out from the get-go and properly implemented, it will add value to your brand and boost*



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team morale. We marry Food Sustainability with Strategy Sprints as a core service which reduces the need for lengthy meetings and rallies teams around sustainability consensus building. By supporting businesses in identifying purpose, ambition, strategy and priorities we have a winning formula.

“Through Future Green, we can provide a range of services beyond F&B that our region badly needs, for example, helping schools and corporations with sustainable food procurement that aligns with their values. As we recently saw at COP 27, food sustainability is now at the top of many company’s agendas. Isn’t it time we partnered with you?”

Our company structure is not changing: we remain a purpose-led B Corp delivering food sustainability solutions. However, how we support industry sectors will. Starting with our audits, these will be enhanced by centralising them to the Sustainable Restaurant Association in the UK, while our focus will be on food sustainability education and strategy. We plan to also focus on two additional segments beyond foodservice: food retailers and food manufacturers and intend to continue approaching corporations on improving their procurement policies. Today’s announcement does not affect our overall mission to scale sustainable food systems, first by educating our community and then setting a food strategy and designing a roadmap to implement change.

Future Green’s initial clients are from the real estate and education sectors.

The future of food is here. The future of food is green.

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Future Green

Future Green, an evolution of Food Made Good HK, is the region’s food systems sustainability voice. Future Green draws on unrivalled credibility and experience that is relevant to any business, putting them on a greener path by helping them to navigate their sustainability journey in order to deliver positive impact, be less polluting and more restorative. Companies will be supported end to end in their sustainability journey from knowing where to start, implementing change, and communicating greenwash-free. Food sustainability sprints, training and policy writing will serve as the core service areas. Current Food Made Good HK Members will automatically enjoy membership of Future Green. In a further development, Food Made Good HK’s sustainability Star Rating – a rigorous evaluation standard that is internationally recognised – will now be managed through the SRA (Sustainable Restaurant Association) in the UK. For more information on this important new consultancy, please contact Heidi Yu Spurrell heidi@futuregreen.global.
www.Futuregreen.global

Images for press usage:

https://drive.google.com/drive/folders/1S8MKbLR_FU2wiQ-qZOiz2QYrwwqAbgzU?usp=sharing



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FAQS

1. What happened to Food Made Good HK? Does it still exist?

Food Made Good HK will rebrand as Future Green. We will continue supporting businesses to prepare them for the Food Made Good Star Rating. However, our scope of work has broadened to encompass industries beyond F&B.

2. What is the difference between Food Made Good HK and Future Green?

Future Green is an evolution of Food Made Good HK. Food Made Good HK has evolved into a more integrated offer across a wider target audience and service tools. We've rebranded to Future Green to more accurately represent the service vision of scaling sustainable food systems.

3. I am a Food Made Good HK Member. What happens to my membership?

Current Food Made Good HK Members will automatically enjoy membership of Future Green. In a further development, Food Made Good HK's sustainability Star Rating – a rigorous evaluation standard that's internationally recognised – will now be managed through the SRA (Sustainable Restaurant Association) in the UK. For more information on this important new consultancy, please contact heidi@futuregreen.global.

What does all this mean in practice?

1. Food Made Good HK audits will be centralised and administered by the SRA. Future Green will offer support to Members and bespoke guidance to help speed up the accreditation process.
2. The evolution of our services means we can reach a wider audience including schools, corporates and food & beverage brands. We will continue to leverage and promote our network to spotlight our sustainable restaurants, chefs and suppliers so they are leading by example, and connect them to the public and the wider community. However, our focus will now extend beyond F&B.
3. We will focus our services on food sustainability strategy, facilitation, and training teams, giving them the skills to confidently implement projects. We will support businesses by ensuring their food sustainability policies are robust and up to date so they can best meet the needs of their target audience.
4. What is a Strategy Sprint?

A (Food) Strategy Sprint is a step by step process for aligning on big food system problems and solving them in groups. It's perfect for finding clarity and focus in messy and complex problem spaces and to provide a framework to come up with new, innovative ideas and initiatives, fast.