



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



Strategic Framework Report

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INTRODUCTION

Mega events[1] can shift the mindset of a generation; they have the potential to reach thousands of people around the world and act as a catalyst for change. In the same way that a celebrity endorsement can drive thousands of people to register to vote, an intentional and dynamic transformation in event catering (and its promotion) has the power to create a positive movement. The act of sharing food, whatever the setting, has the power to bring people together and to connect them in a way that is truly unique.

Whether catering for high-level government delegations, elite athletes, international music artists or the workforce driving the event, catering is a vital events service, and the demands made by the various recipients makes it easy to let sustainability slip to a “nice to have” part of the catering strategy, rather than a key priority. Given 1/3 of all food produced globally is wasted, the targets to be achieved by 2030 for Sustainable Development Goal (SDG) 2 are off track to be met. Mass catering for mega events procures, produces, and serves a huge amount of food.

Fully sustainable catering needs to now be the norm and not the exception.

The SDG2 Advocacy Hub (The Hub) has many times experienced unsustainable catering at mega events, including conferences about climate change and food security. Their concern and subsequent action, stems from witnessing the lack of integrity shown, at these global climate change conferences, where the actual event itself did not follow sustainability principles. Their intention, in approaching the COP28 UAE organising committee, was to advise, strategise and assist in the execution of a catering strategy that enabled event organisers, catering partners, and local governments to make actionable shifts towards more sustainable, circular models of catering, no matter their starting point.



A Mega-Event is a term for large-scale cultural events that have usually at least a national profile and impact, and often an international one, and that are organized on a larger scale than routine fixtures in the sporting calendar. Source: www.oxfordreference.com

By working with the organising committees, we enabled them to deliver events catering that demonstrated their wider commitment to sustainability and turn the requirements of the event into action. With the COP28 Catering and Sustainability teams, The Hub worked to devise a strategy which aligned with the Paris Agreement; to enable all delegates the choice to be able to eat a 1.5°C aligned menu. The discussions which led to the development of the strategy were heavily focused on sustainable food systems, a clear understanding of what sustainable catering means, and how to achieve it. The aim of the strategy was to give the catering partners the information and guidelines to follow to achieve this. However, a strategy, no matter how robust, can only go so far, and our intention was to motivate and inspire the catering partners. From the meetings and workshops on the implementation of the strategy, we saw that COP28 would be the perfect opportunity to pilot the Climate Conscious Catering for People, Planet & Prosperity (CCC) workshop together with a wider CCC strategic framework for implementation, to build support, understanding, and enthusiasm around the movement, and give practical and tangible experiences for the catering partners.

Working with teams to deliver the CCC workshop required some of The Hub team to travel to the UAE to facilitate the workshop. However, The Hub is aware of the need to deliver these workshops as sustainably as possible, and this includes their own team. The Hub is keenly aware of its own footprint, using carbon offset credits, transportation that is hybrid/electric and uses sustainable fuel, as well as sourcing products from ethical and sustainable companies, especially those that recycle or ban single-use plastics.



Catering at a Mega Event

By its very nature, a mega event has a huge impact on the built environment. The large number of visitors (many coming from overseas), across multiple days, over numerous venues, cannot avoid but impact the sustainability of the region where it is based. While a significant focus is placed on the impact of the event, the The Hub is focused on the sustainability of the catering provided for the workforce and attendees.

One fundamental challenge in delivering sustainable catering at a mega event is nudging people's mindsets away from assumptions that sustainable catering would come at the cost of convenience, taste, and affordability/profitability. The challenge was, and continues to be, in educating catering partners to see that fast and efficient catering solutions can also be sustainable. The support needs to be there to educate and empower catering partners for them to be able to offer sustainable catering that is tasty and affordable; sustainable catering is pointless if no-one wants to eat it.

A significant number of mega events are looking at how to be more sustainable, as part of an overarching strategy, but very few, if any, focus on a dedicated strategy for sustainable catering. Instead, they use token changes such as removing single-use plastic or requiring using "sustainable" packaging as their focus. However, without taking considered, intentional steps to incorporate all elements of the catering journey, these actions, while a step in the right direction, are not far reaching and have a smaller impact.

Mega event organising committees must develop a *strategic framework* to deliver catering for the event that is environmentally sustainable, socially responsible, affordable, delicious, and nutritious. For this to work, a catering strategy needs to consider the full life cycle of each menu item, from production through to consumption and ultimately disposal (whether that be the food itself and/or its packaging). *A circular, strategic framework must be developed and implemented.*

A strong example of this is the Paris2024 "food vision" for the Olympic Games, which tackles many of the key concerns in terms of local sourcing, nutrition, sustainable supply chains and plant-based meal solutions. With France being known for their gastronomy, a dedicated strategy on how to deliver on this reputation in a sustainable manner is a huge credit to the forward thinking of their team.

Our desire, through the CCC framework, is to deliver a strategy, which provides the information, tools and training needed to enable catering partners to take that leap and be truly sustainable.



CLIMATE CONSCIOUS CATERING

The intention of the CCC framework is to delve deep into all elements of catering within the specific region the event is occurring in, to work together with the local partners, government entities, caterers, suppliers, and other service providers, to deliver an effective and efficient multi-platform solution. For catering partners to be able to deliver on a sustainable strategy, they must be educated and informed, in a way that helps them grow as a business, giving them the tools to be able to cater sustainably long after the event.

The CCC framework is made up of several components, which were developed over the course of a year. Through meetings with sustainability experts, chefs, farmers, nutritionists, and other consultants, The Hub established a framework firmly rooted in scientific evidence, based on engagement, education, excitement, delivery, and legacy. The plan was to take catering partners on a journey, to make them part of a movement for change, instilling in them the passion to deliver on the strategy for the event and beyond. The intention of the frameworks' legacy is to create ambassadors for CCC around the world: those who live and breathe sustainable catering far beyond the event that introduced them to it.

The mirroring on the logo design of the UN SDGs logo, ensures CCC maintains the interconnected link to the 17 Global Goals, with the position of the CCC yellow segment in the same location as SDG2 (Zero Hunger) on the original logo.

The intention is to ensure a direct association with this SDG as it is at the core of all we do. SDG2 is in short form: Zero Hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

While this may not immediately seem relevant to a mega event, the presence and discussion around the UN SDGs is becoming more prominent in mega event planning.



The Approach

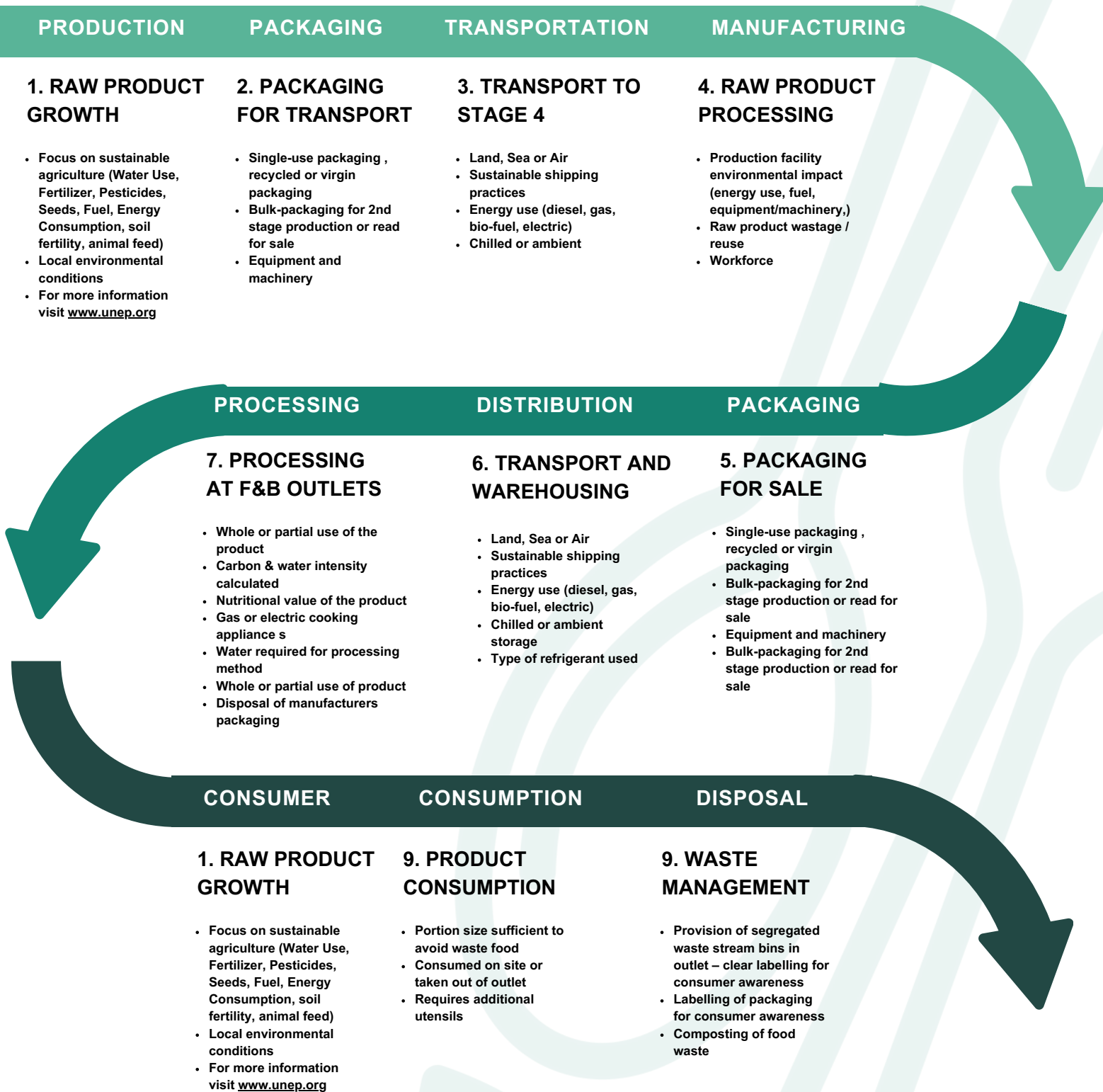
At the core of the CCC framework is collaboration. It's an essential requirement to ensure that a catering strategy can be viably delivered and be part of a legacy within that region. All those who form part of the catering journey, from supply chain and logistics, to chefs, and waste management partners, all have a role to play. It is vital to have everyone around the table, working together. Without this collaboration, a fully sustainable strategy won't be achievable.

The CCC framework is designed to enable caterers of all levels to gain a clear understanding of the impact their work has on the environment. Leading them through the scientific research, explaining the fundamentals to them in a way that is relevant to them and their region. The key to the approach is addressing all facets of menu creation, from initial concept, through to packaging, production, service, and food waste.

Practically, this means providing the information, tools, and practical learning experiences for the caterers. This also involves providing access to experts who can share research, knowledge, and experience of the region and offering in-person support for menu development through ingredient and recipe testing, including advice on ingredient adjustments to create truly sustainable menus.



Product Life - Cycle



The Workshop

As part of the CCC pilot framework, a 4-day interactive workshop was developed, bringing together food systems stakeholders and wider partners, with the 4-day programme balancing education and participation. Ahead of the workshop, participants received a detailed brief, including a full agenda and pre-reading requisites. This not only ensured prior knowledge of the workshop rationale and terminology, but also enabled everyone to play a full role in the collaborative training.

The curated program drew heavily on The Hub's global network across the food systems including the Chefs' Manifesto network, bringing a diverse range of stakeholders to inspire participants on sustainable food systems, government initiatives, local suppliers/producers, chefs, and nutrition experts. The structure was developed to ensure critical, sectoral specific information and knowledge sharing, balanced together with practical training, allowing for live menu development in a professional kitchen setting.

This enables catering partners the opportunity to work together with sustainability experts, the Chefs' Manifesto network team, and a host of local/regional experts to see what was possible, generate enthusiasm around climate conscious menu development, as well as real-time adjustments to switch ingredients, using the tools and trainings giving during the workshop.

The CCC workshop established clear goals for desired outcomes, to ensure successful delivery on the strategic framework:

Set Parameters

- Establish parameters on what it means for a menu to be sustainable.
- Explain how science-based targets are to be used to ensure the outcomes are measurable and tangible.

Collaborate & Build Momentum

- Work with local, regional, and global chefs to develop menus, build momentum, and engage with local (sustainable) producers.



Engage & Educate Caterers

- Engage with local/ regional partner organisations to engage caterers and educate them on best practice in sustainable food preparation.

Demonstrate Sustainable Food in Action

- Showcase how tasty, nutritious, and affordable food can be practically prepared in a climate-conscious way, creating public excitement to experiment with climate-friendly food.

Below is a brief outline of the piloted 4-day program. A sample of the COP28 UAE pilot program is in the Appendices.

- Day 1 focused on explaining what sustainable catering is/looks like, the science behind it, what was and wasn't practicably possible in the region, local governmental initiatives that could be shared, and presentations from the Organising Committee on the overall strategy for the event. This presentation included what a 1.5 aligned menu is, and why it's important.
- Day 1 provided a platform for the relevant COP28 teams together with strong government support through MOCCA, led by Her Excellency Mariam Almeihri, to firmly solidify their commitment to Climate Conscious Catering for COP28.

- Day 1 brought together diverse stakeholders who each play a role in food systems, grounding the concept in the local region and driving home the message that climate conscious catering is possible for everyone, no matter the size of their company.

- Day 1 was also an opportunity to demonstrate high-quality sustainable catering through a local catering partner who provided the coffee breaks and lunch, showcasing the principles of CCC through the menu selection, presentation, and service style.

- Days 2 and 3 were dedicated to peer-to-peer training in an industrial kitchen, guided by master chefs with existing working knowledge and implementation of sustainable menus, who were then tasked with training local catering chefs. The Chefs' Manifesto network chefs led masterclasses on sustainable menu development, with the catering partner chefs and International Centre for Culinary Arts (ICCA) students. Following the classes, they worked together to craft their own 1.5 aligned menus which they prepared on Day 3 for review by the tasting panel.

The hands-on approach was vital for the chefs to see the teaching in action, take part in live cooking workshops, as well as ask questions in the moment.

These sessions also gave the catering partners the chance to work directly with the Nutritics team (a partner of COP28 UAE) whose digital platform calculated the carbon, water and nutritional impact of each menu option.



Day 4 focused on visiting local suppliers and producers. This was especially valuable for the procurement teams and chefs who had the opportunity to view local produce first-hand, see the quality and what was growing, as well as directly discuss options for supply with the producers. This all added to the narrative that was later told during the COP28.

We visited farms and producers who presented on Day 1, to enable them to demonstrate their sustainable, largely regenerative, farming methods and showcase their work and make vital connections.



The Pilot

COP28 provided the perfect platform to trial the CCC framework, with The Hub team already working closely with several key stakeholders. The organising committee had dedicated Sustainability and Catering teams, who were working towards achieving a fully sustainable menu, in line with the Paris Agreement.

With over 70 vendors across an expansive site, the COP28 team were aware of the significant challenge they faced. Being keen to engage everyone, no matter what size the company or experience, the COP28 team were fully behind being the pilot for the CCC framework. The Hub initially engaged with the team on a weekly basis to work through the framework with them, developing their strategy and devising the best path forwards. It was agreed that the pilot workshop would be managed by The Hub's team, with the COP28 team as support and in collaboration with MOCCA. Within The Hub's network, there were several key local players, who were interested in being part of this ground-breaking event (the CCC workshop).

Never had a COP exhibited such a focus on the significance of food, both through programming (a day dedicated to Food, Agriculture and Water) and the on-site catering. The UN Framework Convention on Climate Change (UNFCCC) team were very excited by the CCC framework and fully supportive of the pilot happening for COP28. It was a truly unique event for a COP, the first of its kind, and the UNFCCC team attended to further their understanding of sustainable food systems and in a strong show of support for the overall initiative. The pilot also had the full support of MOCCA and the Minister herself, HE Mariam Almheiri, who met with the team several times, personally, to align on the way forward, and who also spoke at the workshop. Strong endorsement was also shown publicly from the MOCCA in the multiple publications flowing from their office, both nationally and internationally. Having support at this level was of great benefit to the workshop's success.



Training

At its essence, the CCC workshop was designed to educate and inspire catering partners, as well as ensure a successful delivery of ambitious targets. Many events request “sustainability” as part of their catering Requests for Proposal (RFP) but then don’t give a clear understanding of what is required or what sustainable catering really is and how its delivery is complex but achievable with the right guidance. The CCC workshop training unpacks this, laying it out clearly and working through the science and various elements to empower the catering partners to deliver truly sustainable catering at the event and onwards in their daily business operations. It is educational as well as motivational, ensuring catering partners are excited to play a part in such a momentous occasion. It takes food delivery to new heights, allowing teams to play a critical role in transforming food systems.

As part of the training, The Hub provides the below guidance materials, drawn from years of working in food systems transformation and the UN sector:

·What is a Sustainable Menu

- So many outlets claim to have a sustainable menu, without really understanding what this means and what they need to have to be able to fully achieve this.

Bridging the Gap Between Farm and Fork

- How to take practical actions to work within a sustainable food system.



Sustainable Ingredients

- What is available in your region, utilising data from the Future 50 Foods(1) report as well as current crop data from global research partners such as CGIAR.

Understanding the Lifecycle of your Food Waste, and How to Reduce its Impact

- How to minimise your carbon and water impact
- For the pilot, the vendors were fortunate that COP28 paid for registration with the Nutritics platform (other platforms are also available)
- The Hub provides guidance on how best to work to reduce these elements.



1. Future 50 Foods Report

Resources

Rather than provide resources ahead of the workshop, The Hub created bespoke resources during the event planning that are most useful for catering partners, following the events catering strategy. Different catering partners have different needs, depending on their level of experience and understanding of the events sustainability requirements, as well as any cultural and regionally specific considerations.

Examples of resources that can be shared during and post-event are:

- Sharable recipes from the workshop sessions that have been developed with the Chefs' Manifesto network chefs – these will later be made available on the CCC website.
- Local sustainable produce guide, sharing the information discussed in Day 1, alongside other local sustainable providers, with product and contact details.
- Videos and images from the workshop days to be used in social content and communications for the event to promote the new approach to sustainable catering.
- Sustainability statement, and completion certificate, for the catering partners, to display on their social media.

The Hub team also share content on social media throughout the workshop days, to enable the event team and the catering partners access to easily share the work they're doing to develop their sustainable catering practices. Following the workshop, a section is added to the website to share the images and recipes from the live sessions. The intention is that these recipes become accessible to all, for a wider sharing of knowledge.



Partners

To ensure the full success of the strategic framework, it was essential to have the right balance of partners, both local and international.

In addition to working closely with the local authorities, working with local partners specialising in sustainability and showcasing best-practice is essential. Not only do they offer a valuable local lens to sustainability, but they can also be partners who offer funding to support the workshop.

For the pilot at COP28, we worked with MOCCAE to secure funding from companies they had worked with previously, who had clear sustainability credentials and interest in sustainable consumption. These event partners were offered one of two packages, which had a monetary value, to participate in the workshop. The 2 packages used for the COP28 pilot can be found in the Appendices.

Venue partners play a vital role in the delivery of the workshop, demonstrating several of the sustainability practices that are the backbone of sustainable catering. For the COP28 pilot, the team worked with the SEE Institute, a unique venue in Dubai which is a hub for sustainability education, research, and business incubation, and is a net-zero emissions building. In full collaboration with the venue team, who already worked closely with the ministry team, The Hub were able to deliver a truly sustainable event to launch this pilot workshop.

The day 2 and day 3 venue partner for the COP28 pilot was the ICCA in Dubai. Their exceptional facilities enabled the Chefs' Manifesto team, and the catering partners, time and space to work together on catering menu development. Part of the partnership with this venue saw 40 of their students also participate in the workshop, supporting the chefs in the kitchen whilst receiving critical learnings on climate conscious cooking and catering.



SUCCESSFUL FUTURE IMPLEMENTATION

Key Learnings

While the pilot in the UAE was a much-celebrated success, there were several key learnings that can be taken forward for future iterations to improve the outputs, outcomes, workshop attendee experience, as well as deliver even greater success on the target catering strategy deliverables. This will ensure that the CCC framework is more effective in instilling and implementing the core values of the events strategy.

- Time is of the essence. A development of a CCC strategy as early as possible is essential for successful implementation.
- Catering partners need time to learn the science, ask questions, adapt their menus and plan for sustainable sourcing, procurement, implementation, packaging, and waste targets.
- The local government bodies responsible for climate change and environment should be involved at the earliest stage of the development of the strategy. They are essential to achieving longevity for the implementation and legacy. With their buy-in, the activities carried out have potential to create lasting change within that region.

- For the workshop to have maximum impact, catering partners should receive the events sustainable catering strategy prior to attending, to prepare their questions and ensure they receive the most out of the sessions. A clear understanding of the strategy would also enable everyone to approach the workshop with a clear direction as to what the event is aiming to achieve.
- The CCC framework can be of most use to the catering partners, if it's delivered well in advance of the event, as per the time point above. Catering partners for the pilot for COP28 were only brought into the project, by the Master Caterer, in late October, reducing their capacity to make significant changes to their approach.



- So much of the work in the workshop, and the information shared, is designed to enable catering partners the opportunity to review their business model and how they can make it more genuinely sustainable, as per the legacy.
- Not all decision makers in the kitchens are chefs or call themselves a chef. The two days of hands-on work in the kitchens were promoted as being for the chefs, but this should have been open to all decision-makers in the kitchens. By saying “chef” we were accidentally isolating several people as they didn’t identify their role as that of a chef.
- The selection of the right, and most appropriate venues are essential to the implementation of the workshop element of the strategic framework. For the first day, the focus needs to be on the operational elements including the delivery of the information, display stands, workshop materials and the F&B served. For days 2 & 3, the focus needs to be on the kitchen, a culinary school is best, giving space and flexibility, but a hotel or venue kitchen could also work (with a reduced programme).
- One partner that it is easy to overlook is the local event management company (EMC). This partner is an invaluable knowledge resource for all the local, on-the-ground items such as hotels, transportation, meals etc. as well as being the local point-of-contact for the venues. This is necessary as The Hub team are a globally based organisation and cannot be available on the ground throughout the full planning phase. As such a strong EMC is essential, as they will have the required contacts to ensure a smooth and successful delivery of the workshop.



IMPACT

Climate Conscious Catering should be an imbedded and expected element of all mega events, not just those that are focused on the climate. Through the CCC framework, we can embed a significant shift in ways of working for catering partners to carry through to their next event and beyond. The impact can be seen in the companies who take the learnings forward from the mega event into their daily operations.

The COP28 pilot had a far greater impact than originally anticipated, with over 70% of the catering partners delivering a 1.5 aligned menu. The dedication of the COP28 Sustainability Team, working closely with all the service teams, led to the COP28 being awarded the ISO 20121 certification. The Catering Team played a significant part in the audit process, working tirelessly to showcase the work on the CCC framework and how it was transitioned to the live event situation. Many partners were also involved in advocating for CCC, and their role should also be recognised in delivering a successful pilot.

While the ISO certification is a significant achievement, the main impact of the CCC framework can be seen in the feedback received from the catering partners themselves. Below are testimonials from two of the catering partners who participated in COP28.

“Leading up to COP, climate conscious food crafting has been brought to the forefront of menu design for many environmentally aware Food and Beverage (FB) concepts, like ourselves and strides have been made to spearhead small scale initiatives to impact the collective food choices consumers make. But when you get together many chefs from many different backgrounds, with their collective knowledge of indigenous cooking techniques and local ingredients, put them in a fully loaded kitchen, give them beautiful climate conscious produce, many of which are from the Future 50 Foods that some of us hadn't the chance to play with yet, the creative juices are gonna get cooking, and chefs are gonna learn those small tips and tricks that can be applied in our kitchens on a daily basis to further reduce our businesses' carbon footprint and collectively work towards a 1.5 aligned menu, be it in COP or in our brick and mortar shops.

Over the years Spill the Bean has been doing its part to safeguard the environment. We brew bird friendly, and shade grown beans that we source ethically and roast locally in our shop in the sustainable city. Our approach to food has always been farm to table, sustainably and locally sourced, waste conscious, plant forward. We compost, we have a great relationship with our local farmers.



Last June, we collaborated with local food producers, like Below farm, and the leading organic farm in the UAE, Emirates Bio Farm to cater for MOCCA a complete farm to table locally sourced and produced feast, in the desert in June. We do a lot. But the sustainable catering workshop was an eyeopener as to how much more we can do - especially when chefs get together and share the knowledge pool to drive actionable change in the market.

The workshop was an opportunity to get out of my kitchen (or my head) and to play with new ingredients in different ways to create foods that are delicious and nourishing yet accessible to customers in terms of price point and appeal, while also being climate conscious. I want to make sure I do a lot more of that. Collaborating with other chefs to experiment on new ideas is definitely a great way to get the creative juices going in order to drive change in what customers are choosing to eat for their own wellbeing and for the planet's wellbeing."

Ola Sinno – Owner/Managing Partner, Spill the Bean (Café)

“When the food supply was broken during the first week of the event it was easier to be creative with menu design and not get frustrated while having to make constant changes and adjustments knowing that the commitment to sustainable catering will be achieved even easier considering the environment we found ourselves in.

Overall, I enjoyed every day of the workshop and feel that I learned a great deal about the progress that UAE made and is constantly making towards creating a sustainable environment and educating the population about their food choices. As someone who spent 2015-2019 in the UAE, sometimes I had to stop and simply be impressed with the great deal of work that had been done in the Food Industry coming back in 2023. Lots of the work, no doubt, was fast tracked thanks to having the opportunity to host COP28 and the way the catering at the event was pitched in the worldwide media. I only wish that there were not such drastic security restrictions (preventing the smooth delivery of food goods) and the actual event went smoother from my point of view, so we could contribute even more and spend more time spreading the knowledge and teaching the new gen while communicating the message on the ground to the end customer.

Ivan Sabol – Executive Chef, Mons Hospitality (On-Demand Catering Partner)



MOVING FORWARD



At The Hub we are passionate advocates for change, with the focus of our work being on driving action to achieve SDG2 by 2030. Through our participation in a significant number of events, including mega events, we are determined to drive lasting change in the events catering sector. Not only is this vital for the events industry, to implement significant changes, but it's fundamentally important in shifting the mindset of the attendees and workforce.

Following the success of the COP28 pilot, The Hub team offer consultancy services to deliver the CCC framework for future mega events, wishing to develop and implement a sustainable catering strategy. This will enable organising committees to create a strategy which educates and inspires catering partners, as well as providing training to deliver a long-lasting legacy. The strategy must be rooted in scientific evidence, giving measurable targets for carbon/water and nutritional impact of the food and cover the full life cycle of the menu items. It needs to be an enforceable policy, with leadership support, which all catering partners agree and sign up to as part of the event.

The Hub team can provide support through consultancy in the development phase, through research and work with the local government teams, and education in the form of the CCC workshop. Our intention is to work closely with organising committees to inspire them to be as passionate about sustainable food practices as we are, as well as be part of driving food systems transformation to achieve good food for all.

It is our belief that only by working together, to share knowledge and experiences, can we truly effect long-lasting change. There are a vast number of mega events globally, and these can be a real catalyst for change, influencing the attendees, participants and catering partners to make truly sustainable food choices, paving the way for a greater understanding of each individual's impact on the global food systems. Education works best when those learning are fully engaged and enjoying the experience. What better way to educate the world than through the shared experience of enjoying food together, that is good for both people and planet.

APPENDICES

Acronyms

The below acronyms are used throughout the report.

ACRONYMS

ORIGINAL NAME

CCC	Climate Conscious Catering for People, Planet & Prosperity
COP	Conference of Parties
COP28 UAE	The 28th Conference of Parties in the UAE
The Hub	SDG2 Advocacy Hub
MOCCA	Ministry of Climate Change and Environment
UN	United Nations
UNFCCC	United Nations Framework Convention on Climate Change
SDGs	United Nations Sustainable Development Goals
ICCA	International Centre for Culinary Arts
CGIAR	Consultative Group on International Agricultural Research
PABRA	Pan-African Bean Research Alliance
ICBA	International Center for Biosaline Agriculture



COP28 UAE Pilot Program – Sample Agenda

Event dates 24th – 27th October 2023

Tuesday 24th - Location SEE INSTITUTE

TIME	CONTENT
08:30 - 08:35	Welcome Paul Newnham
08:35 - 08:45	Her Excellency Mariam bint Mohammed Saeed Hareb Almheiri Official Welcome Address
08:50 - 09:45	Food Initiatives Panel: COP28 - Driving the initiatives forward at COP28, defining purpose, how did it come into being, how do we create the legacy.
09:45 - 10:30	Coffee Break
10:30 - 10:50	Chef Panel: Cooking Sustainably - Chefs from the Chefs' Manifesto network share their global experiences
10: 50 - 11:20	Breaking it down: The Catering Targets - The COP28 Sustainable Catering Strategy - What are we trying to achieve and why? The Chefs' Manifesto Approach - What the Chefs' Manifesto network are working to achieve globally and how they are supporting the SDGs.
11: 20 - 12:30	Breaking it down: The Science - What does science say about our climate? How does this impact health, nutrition, food, agriculture? How does this connect to our plates?
14:00 - 15:00	Sourcing and Ingredients: Farmers Round Table - Sourcing products and ingredients in the UAE. Showcase select ingredients that are Sustainable - a table of solutions
15:00 - 16:00	Tools to success: Working with Nutritics Break - 15 minutes
16:15 - 17:15	Food Waste Management - What is food waste and what it is not? Importance of food segregation from other waste.
17:15 - 17:30	Wrap Day 1- Introduction to Day 2 – What to expect at the ICCA

Wednesday 25th October - Location ICCA

TIME	CONTENT
09: 00 - 09:20	Welcome - Targets in Action - Let's Get to Work! Chefs split into 4 even groups, to watch the Masterclasses. Chefs' Manifesto teams split across 4 stations
09:30 - 10:15	Chefs' Manifesto Master Training Chef demonstrating standard event food item vs. alternative sustainable option. Focus - Ingredient swaps to reduce carbon & water.
10:15 - 10:45	Change over & Coffee Break
10:45 - 11:30	Chefs' Manifesto Master Training Chef demonstrating standard event food item vs. alternative sustainable option. Focus - Ingredient swaps to reduce carbon & water.
11:30 - 12:00	Change over & Coffee Break
12:00 12:45	Chefs' Manifesto Master Training Chef demonstrating standard event food item vs. alternative sustainable option. Focus - Ingredient swaps to reduce carbon & water.
13:00 - 14:00	Lunch Break
14:00 - 16:00	Begin Menu Curation. Working within groups and ideating together for the afternoon, ahead of test cooking the next day. Curating menu options that are 1.5 aligned and inputting them into the Nutritics platform. 4 stations with minimum 1 Master Trainer Chef per station.



Friday 13th - Farm visits

TIME	CONTENT
09: 00 - 09:40	Bus Depart - Travel to ICBA (International Center for Biosaline Agriculture) Tour of ICBA - Dr Augusto Becerra Lopez-Lavalle
09:40 - 11:00	Travel to Emirates Bio Farm
11:00 - 12:00	Introduction to Emirates Bio Farm
12:30 - 13:00	Travel to farm via tractors; farm chat in the fields
13:00 - 14:00	Lunch At Emirates Bio Farm (the farm in action on the plate)
14:00 15:00	Travel to Bustanica
15:00 - 16:30	Tour of the Bustanica facility & sample produce
16:30 - 17:30	Travel back to collection point



COP28 UAE Pilot Program – Partner Packages

Gold Package - brand benefits included the following:

- Logo Placement: Large company logo displayed on all event materials.
- Acknowledgment during the event's opening and closing remarks as a Gold Sponsor by MC and HE Mariam Almheiri.
- Logo inclusion (larger) on event video, looped on large screens at ICCA at least 3 times a day.
- Exhibition Space: A booth or table at the event to showcase products or services.
- Inclusion in social post thanking sponsors for their support, and brand placement in photos from the event used in social media.
- Access to large selection of imagery / video to use in own promotional messaging.
- 10 places at the speaker/ presentation day, and 3 at the practical days.
- Opportunity to play 3min video / give short message at the beginning of the event.
- Opportunity for organisation to be represented in one of the panel discussions.
- Exclusive branding opportunities, at the event venue.
- Access to networking dinner with event speakers and organisers (2 pax).
- Optional opportunity to host workshop attendees as part of the 'tour day'.

Bronze Package - brand benefits including the following:

- Logo Placement: Small company logo displayed on event materials.
- Acknowledgment during the event's opening and closing remarks as a Bronze Sponsor.
- Logo inclusion (small) on event video, looped on large screens at ICCA at least 3 times a day.
- Inclusion in social post thanking sponsors for their support, and brand placement in photos from the event used in social media.
- Access to small selection of imagery from event to use in own promotional messaging.
- 5 places at the speaker/ presentation day, and 3 at the practical.



This report was developed by the SDG2 Advocacy Hub.

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