



# Tourism Food for Good

**Co-Creating Sustainable  
Food Systems in the Tourism Sector**

*A joint initiative by UN Tourism,  
the Centre for Resilience and Sustainable  
Development (CRSD) of the University of Cambridge  
and TUI Care Foundation*





# What is Tourism Food for Good?

Food for Good is a global initiative that brings together policymakers, academics, practitioners, civil society and local communities to redesign the way food is produced, sourced, served, consumed, redistributed and reused in tourism. It responds to the urgent need for innovation and collaboration at the intersection of tourism and food systems, given the sector's significant influence, with the aim to contribute to both development imperatives and food security solutions.

The initiative seeks to co-create the 2040 Impact Roadmap for Sustainable Food Systems in Tourism, a globally applicable framework to identify and operationalize pathways to transform the tourism food system. Based on action-research and a robust systems approach, the Roadmap will identify leverage points to accelerate circularity, build collective approaches for cutting food waste, and strengthening local food economies in tourism destinations. The first pilot will take place in Cabo Verde.

The initiative builds on UN Tourism's Global Roadmap for Food Waste Reduction in Tourism, which was developed in collaboration with UNEP, is powered by CRSD Cambridge's Impact Roadmapping and Policy Boot Camp methodologies, and supported by the philanthropic and practical engagement of the TUI Care Foundation.

## Key Outputs



- **2040 Impact Roadmap for Sustainable Food Systems in Tourism**

A blueprint for sustainable food systems in tourism with practical recommendations.



- **Vision and Pathways for Sustainable Food Systems in Cabo Verde**

A country-specific prototype of to lever on global findings for action on the ground.



- **Impact Spotlights Series**

Case studies showcasing inspiring tourism initiatives addressing sustainable food systems.



## Deliverables

|      |                                             |                                                  |                                         |
|------|---------------------------------------------|--------------------------------------------------|-----------------------------------------|
| 2025 |                                             | Launch of initiative and setup of Advisory Group |                                         |
| 2026 | Cambridge Impact Roadmapping Workshop       | 2040 Impact Roadmap published                    | Cambridge Policy Bootcamp in Cabo Verde |
| 2027 | Vision and Pathways for Cabo Verde released | Outreach for scaling                             |                                         |
|      | Q1                                          | Q2                                               | Q3                                      |

## Towards the Tourism Food for Good Alliance

The Food for Good initiative lays the foundation for the Tourism Food for Good Alliance, a UN Tourism led collaborative platform to transform food systems in tourism. The Alliance will bring together public and private actors to co-create solutions that promote circular food systems, reduce food waste, and support sustainable agriculture.

It encourages aligned interventions, shared learning, and collective impact, contributing to key SDGs such as zero hunger, climate action, and responsible consumption and production.

### Spotlight: TUI Field to Fork

The TUI Field to Fork programme promotes sustainable food supply chains by supporting local agriculture, reducing food waste, and improving food quality and traceability in tourism destinations. It builds bridges between farmers, hotels, and tourists, enhancing community livelihoods and environmental sustainability.

TUI Field to Fork provides a hands-on platform to pilot and scale many of the solutions co-created in the Food for Good initiative.

### Spotlight: Action research

Centre for Resilience and Sustainable Development (CRSD) of the University of Cambridge's action research for systems transformation brings together leaders from government, business, civil society, and academia to co-create solutions to complex global challenges. It combines systems-based research with participatory processes, ensuring that experiential knowledge is valued alongside academic expertise.

In Food for Good, action research is applied to transform the tourism food value chain, creating solutions that are both sustainable and scalable, while rooted in the lived experience of those most affected.





in support of



**One planet**  
travel with care

### **Join Tourism Food for Good**

Governments, private sector and civil society are invited to join the initiative to collectively discover pathways to transition to sustainable food systems in tourism and implement pilots at destination or business level.

For further information, please contact:

Institutional Relations, Partnerships and Advocacy Department

**UN Tourism**

[irp@untourism.int](mailto:irp@untourism.int)

[www.untourism.int/circular-economy/food-for-good-initiative](http://www.untourism.int/circular-economy/food-for-good-initiative)