

# A greener approach to meeting catering contributes to ...



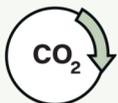
## Improved health

Plant-based dishes support a healthier lifestyle, increase energy levels, and align with official dietary guidelines that recommend higher consumption of fruit, vegetables, whole grains, and legumes.



## More space for nature

Choosing plant-based meals reduces the demand for land used for animal production. This creates increased space for nature and organic farming, where biodiversity is strengthened through wild plants, insects, and animals.



## Reduced climate impact and a cleaner environment

Serving more plant-based food and less meat reduces the overall climate footprint. Plant cultivation is significantly less resource-intensive than meat production, which requires substantial amounts of feed and water and can contribute to nutrient pollution in aquatic environments. Green catering is therefore a climate-friendly choice.



## Enhanced sustainability

Plant-based meals support many organisations' CSR strategies and strengthen efforts to achieve concrete ESG and climate objectives.

Thank you for taking responsibility





# How to get started with greener meeting catering



## Education and engagement

Ensure that all staff are involved in the transition towards greener catering. Build a shared understanding through workshops, tastings, and dialogue on why a more plant-based approach is being adopted. Knowledge, motivation, and a sense of ownership are essential for successful implementation. When staff are able to communicate the green experience with confidence and enthusiasm, it positively influences guests and enhances the overall experience.



## Green by default

Make plant-based catering the default option, allowing guests to actively choose meat if they wish. Experience shows that most guests are open to new culinary experiences and are willing to consume more vegetables and legumes. It is significantly more likely that guests will maintain a plant-based choice when it is presented as the standard rather than an active opt-in.



## Positive communication

Focus on taste, freshness, and quality rather than on exclusions. Avoid terms such as “vegetarian” or “meat-free” and instead use descriptions that encourage curiosity and appetite. Share menus and stories in advance, and use visuals, table cards, or short narratives that invite guests to explore the green culinary offering.



## Collaboration and setting goals

Establish clear targets for the share of catering that should be organic and plant-based, and monitor progress on an ongoing basis. Greener meeting catering is most successful when kitchens, booking teams, and front-of-house staff work together towards shared objectives. Systematically collect guest feedback, while bearing in mind that a small number of sceptical voices often dominate, even though the majority of guests appreciate the green initiative.

Read more and find further inspiration at:

[meetdenmark.dk](http://meetdenmark.dk) og [plantebaseretvidenscenter.dk](http://plantebaseretvidenscenter.dk)