

City	
Country	Mexico
Population	1,040,916
Title of policy or practice	Resturantes Ambientalmente Responsables (Environmentally Responsible Restaurants)
Subtitle (optional)	Good Environmental Practices Certifications
URL video	https://youtu.be/uVZwwkW-So0
Category	Food Waste
SDGs	SDGs: 11,12,13 and 17.
Brief description	<p>Over time the Municipality of Merida (Yucatan) has grown in dimensions in different ways, from the population aspect, to urban development and services that the city offers to its inhabitants. Similarly, the Chamber of Commerce reported that the food and beverages sector included 8,000 businesses in 2008, and that at the end of 2011, this figure grew to 12,000 businesses. Globally it is estimated that 8% of greenhouse gas emissions are caused by the loss and waste of food. Currently, about 870 tons of waste are generated daily in the city of Merida, and it is estimated that about 25% of that is generated by food and beverage businesses.</p> <p>Our goal is to recognize good environmental practices in restaurants in the Municipality of Merida and award them for their responsible vision in relation to environmental issues and social innovation. We follow a cross-cutting and multidimensional approach, promoting green and inclusive entrepreneurship in order to promote food security, while contributing to local strategies that aim to mitigate the effects of climate change.</p> <p>The certification we intend to assign includes five main categories: Waste and Responsible Consumption, Water Care, Energy Efficiency, Forest Culture, Inclusion with actions such as: campaigns to eliminate or reduce common disposables, such as straws; energy saving strategies; tree planting activities; inclusive menus with alternatives for different needs and lifestyles.</p> <p>Jurisdictions involved: business Chambers (Chamber of Commerce, Services and Tourism of Merida, National Chamber of Restaurants Industry and Spicy Food in Yucatán and Mexican Association of Hotels in Yucatán), Federal and State Governments, civil society and an International Agency (ICLEI).</p>
Date of start and state (ongoing/completed)	02/2019 – 06/2019 Ongoing
Actors and stakeholders involvement	<ul style="list-style-type: none"> • 3 Municipal Departments: Civic Participation, Sustainable Development, Centro Emprendedores [Entrepreneurship Centre]; • 3 business Chambers (Chamber of Commerce, Services and Tourism of Merida, National Chamber of Restaurants Industry and Spicy Food in Yucatán and Mexican Association of Hotels in Yucatán); • 2 Federal Departments (SEMARNAT, PROFEPA); • 1 State Department (SEDUMA); • 1 Member of the civil society (Cero Basura Yucatán) [Yucatan Zero Waste]; • 1 International Agency: (ICLEI).
Approach	<ul style="list-style-type: none"> • Analyse restaurant practices and identify opportunities for sustainable improvement;

	<ul style="list-style-type: none"> • Connect business Chambers, civil society and Government; • Create evaluation categories, in coordination with the Chambers; • Create the Rating Committee; • Create and implement the Basura Cero [Zero Waste] seminar; • Call and summon to participate; • Do a self-evaluation and inspection; • Evaluate with the Rating Committee; • Assign certificates.
<p>Innovation</p>	<ul style="list-style-type: none"> • Reduce solid urban waste in the generation and its disposal in sanitary landfills; • Create value of waste through its correct separation and recycling, for a fair reuse; • Reduce the ecological footprint of restaurants (indicator of environmental impact related to the Earth's ecological capacity to regenerate its resources. It contemplates consumption of energy and water, means of transport and generation of waste); • The certificate is aligned with the Estrategias Municipales ante el Cambio Climático [Municipal Strategies for Climate Change] and the Milan Food Urban Policy Pact, in order to generate chain solutions from different social and productive sectors; • Improve food supply in the city, favouring local products; • Favour the consumption of food with short supply chains; • Raise awareness of food waste in the population; • Collaborate with the private sector and civil society organizations.
<p>Impact</p>	<p>This program seeks to promote sustainable diets and healthy nutrition within the city. The certification awards restaurants that include menus that show the nutritional value of their food and contemplate local, seasonal, organic, wholesome, vegetarian or vegan products. The certification also addresses restaurants that have strategies to reduce the use of packaging in their services (from the suppliers to the packaging given to customers).</p> <p>It also seeks to respond to the demands of minority groups in society, promoting accessible menus for people with diabetes, visual and motor disabilities.</p> <p>In regard to individuals, green mobility initiatives are promoted, such as bicycling and having an urban garden at home, rewarding employees with bonuses.</p> <p>Reducing food waste is encouraged. Therefore, the separation of waste and its recycling is promoted, as well as the reduction of food surpluses through more rational food management strategies and/or donations of food surpluses to employees or relevant organizations. The production of compost with restaurants' organic waste and the creation of urban orchards within the restaurants' facilities for the cultivation of the ingredients are encouraged. The aim is to raise environmental responsibility in restaurants by promoting actions of tree-planting and reforestation of spaces within the city, as well as creating green environments in their facilities.</p>
<p>Inclusion</p>	<p>Thematic Inclusion: This practice integrates sustainable diets, nutrition, waste management and responsible consumption, inclusion of minority groups.</p> <p>Governance: collaboration of various municipal agencies involved.</p> <p>Sustainable diets and nutrition: It promotes sustainable diets, joint actions with restaurateurs for an healthy lifestyles and an inclusive approach. It also promotes adequate treatment of wastewater.</p> <p>Food production: It promotes the support of short supply chains (favouring local consumption).</p>

Limit food waste: It promotes the prevention of food waste and raise public awareness of waste.

Territorial inclusion: The practice is developed by several local authorities: Sustainable Development, Centro Municipal de Emprendedores [Municipal Centre of Entrepreneurs], Dirección Turismo [Tourism Directorate].

Social: The practice is promoted by three business Chambers (Chamber of Commerce, Services and Tourism of Merida, National Chamber of Restaurants Industry and Spicy Food in Yucatán and Mexican Association of Hotels in Yucatán), two Federal Departments (SEMARNAT, PROFEPA), one State Department (SEDUMA), one Member of the civil society (Cero Basura Yucatán) [Yucatan Zero Waste].

These partners help us generate awareness of good practices on environment and food security. They also represent a promotional platform for all the awarded restaurants.

Adversity coefficient

Among the adversities, the most important was the fact that many businesses had little knowledge about the responsible management of their resources.

To solve this, training seminars have been held to provide entrepreneurs with the tools to improve on the matter. Some restaurants have promoted access to food by donating some, others established an area for a garden and/or compost. Water management actions were carried out, such as the installation of sewage treatment plants. They have implemented bonuses or incentives for employees who recycle their trash or commute by bicycle. They have contributed to reforestation, minimized their food waste, created campaigns to reduce packaging and disposables. They have raised environmental awareness among their staff and their customers.