

INTRODUCTION

The fact that we are currently facing urgent climate and biodiversity crises means that every choice contributing to a sustainable future is crucial. Food production is one of the aspects with the greatest impact on our planet, and the choices we make regarding food can shape our joint future. Municipalities play a key role here – they have a unique opportunity to lead the way towards a sustainable food system by serving as change agents at the local level. That is why this material – Recommendations on Sustainable Food Targets for Municipalities – is not only requested by many but is also absolutely necessary.

Through their public meals and purchasing policies, municipalities can lead the way when it comes to sustainable consumption. They are also able to inspire and exert influence by creating food environments that offer and facilitate a good setting for residents and businesses to make sustainable choices. With these recommendations, we hope to support, but also challenge, municipalities in their efforts to reduce their impact on the climate, preserve biodiversity, reduce food waste and create a greater understanding and momentum when it comes to sustainable food choices. These efforts contribute to realising the UN sustainable development goals and strengthen our collective responsibility to protect nature for future generations.

For WWF, these efforts are a matter of course. We believe in the power of combining science-based targets with local engagement to create a sustainable future. Let us join forces to ensure that our food choices become part of the solution for our planet.

GUSTAF LIND, SECRETARY GENERAL, WWF SWEDEN



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WWF SWEDEN'S VISION FOR SUSTAINABLE FOOD:

In a sustainable future, we eat good, healthy and safe food produced in a sustainable way which contributes to realising the UN's sustainable development goals. All actors, from farm and sea to table, take responsibility and commit themselves to ensuring that the entire food chain is sustainable.

WWF's goals regarding sustainable food choices

WE EAT SUSTAINABLE MEALS

MEALS WITHIN PLANETARY BOUNDARIES

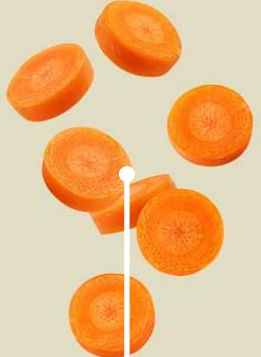


MORE AND BETTER VEGETARIAN FOOD



LESS BUT BETTER MEAT

SUSTAINABLE SEAFOOD



NO EDIBLE FOOD DISCARDED

The key role of municipalities as change agents

Show the way
through public meals.

Show the way by practicing
what you preach:
municipal events
and in the municipal arenas.

Show the way through
communication, education
and creating visibility and dialogue
on sustainable food.



Show the way through public meals

DIRECT MUNICIPAL POWER

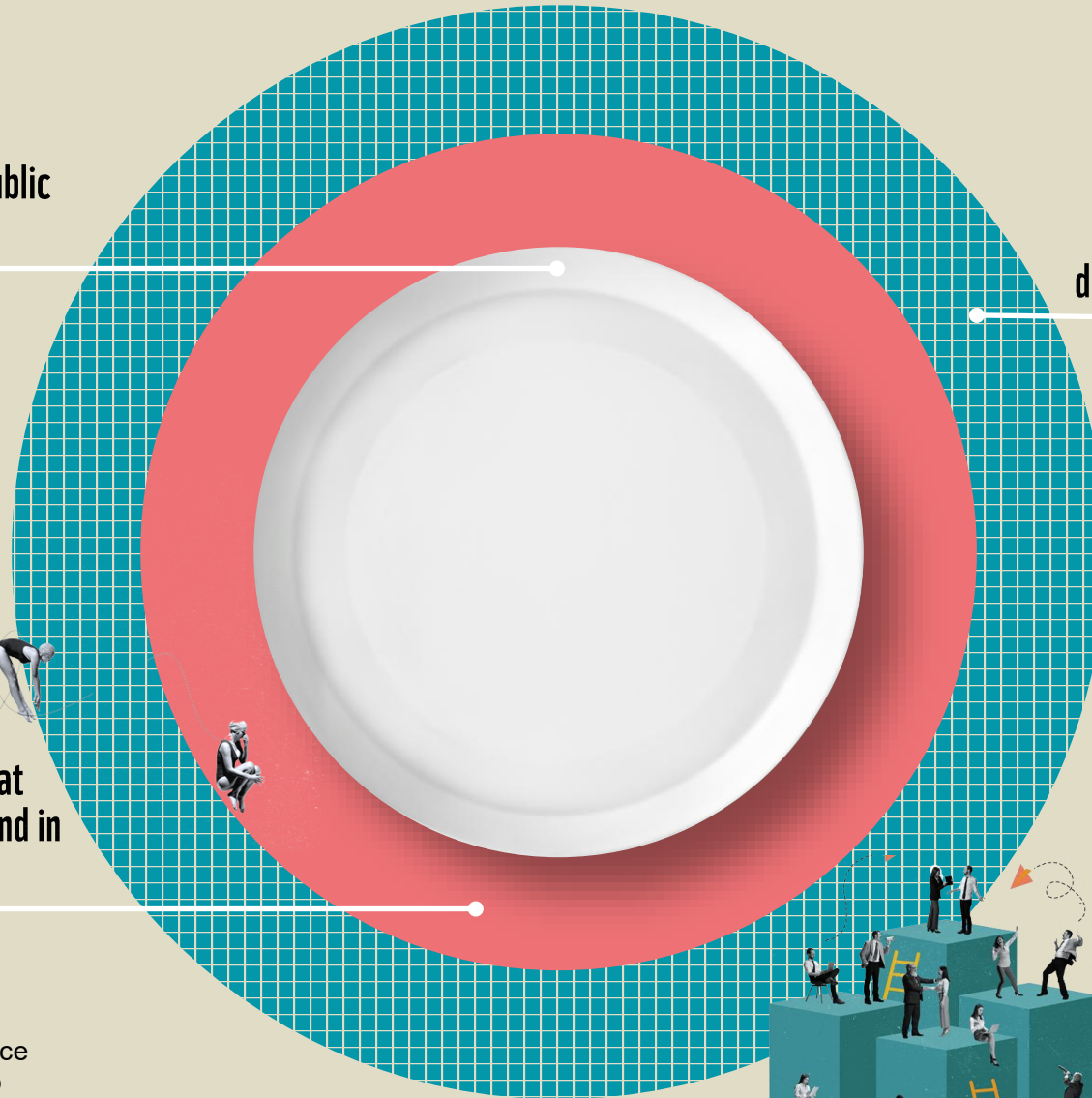
Reduce the environmental impact of food in municipal operations



Show the way by practicing what you preach: municipal events and in the municipal arenas.

INDIRECT MUNICIPAL POWER

Create the right conditions for residents and businesses to reduce their environmental impact due to food consumption



Show the way through communication, education and creating visibility and dialogue on sustainable food

MUNICIPAL POWER THROUGH INFLUENCE

Influence and inspire residents and other stakeholders to adopt a more sustainable food consumption

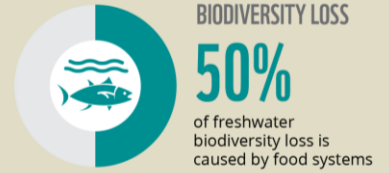
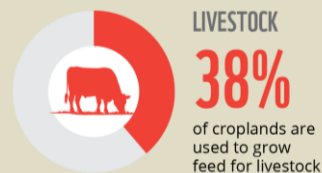
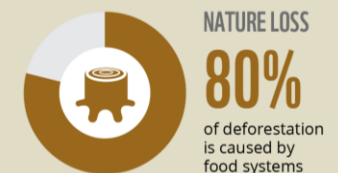
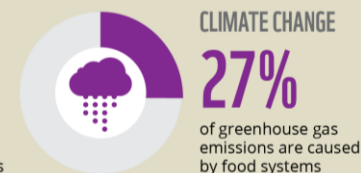
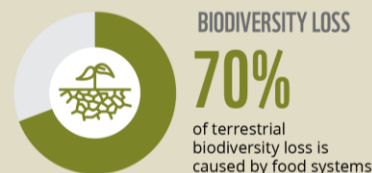
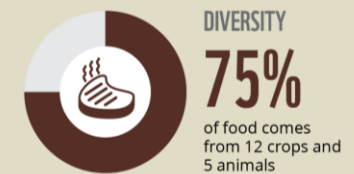
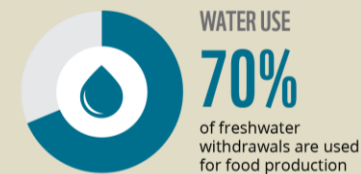
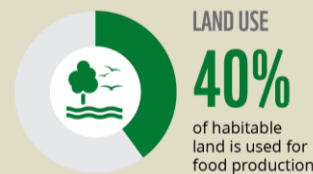


The impact of food on our planet

Food production is the main driver of global environmental changes and the main contributor to our rapidly deteriorating environment.*

However, the food system also offers opportunities. This is where we find many current and future solutions to the challenges facing the planet.

WWF Sweden primarily focuses on the impact of food on biodiversity and the climate, as these two environmental aspects currently present the most urgent risk for our planet. In addition, the solutions often come with positive effects on other environmental issues such as water use and eutrophication. Food waste is also a crucial issue as it affects all types of environmental impact linked to food.



Source: WWF (2024) Solving the Great Food Puzzle: Place-based solutions to help scale national action. Loken, B., Loring, P., et al. WWF, Gland, Switzerland. Page 8.

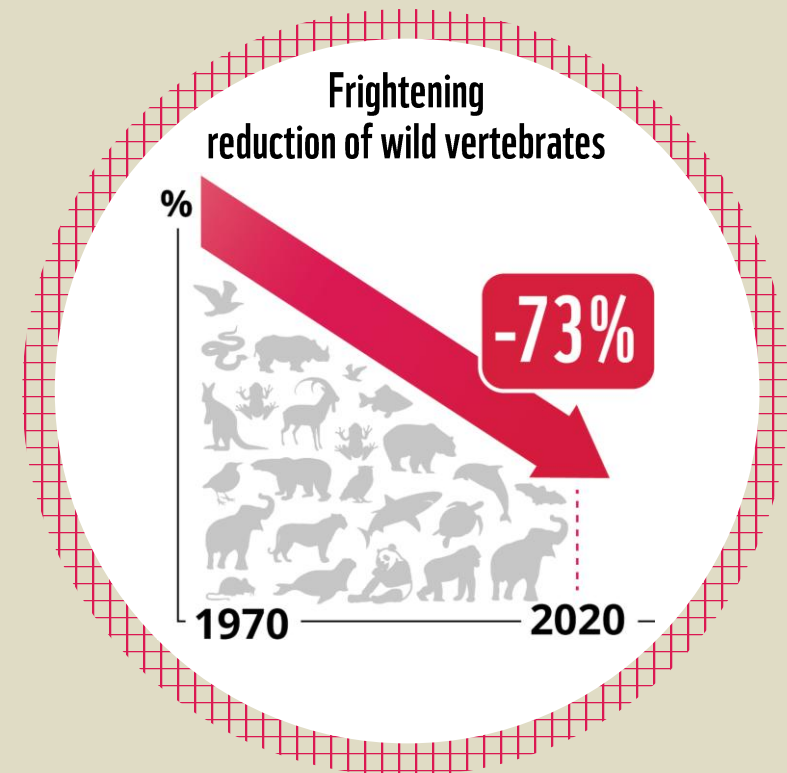
*Source: WWF (2024) Living Planet Report 2024 – A System in Peril. WWF, Gland, Switzerland. Page 62.

Biodiversity

Food production is the main driver of the destruction of habitats, which leads to biodiversity loss and greenhouse gas emissions.

More than 80% of all endangered birds and land mammals are threatened by a loss of habitats caused by agriculture. About 90% of global deforestation is the result of converting forested land to agricultural and grazing land, while almost 38% of marine fish stocks are overfished.*

*Source: WWF (2024) Living Planet Report 2024 – A System in Peril. WWF, Gland, Switzerland. Page 61–64.

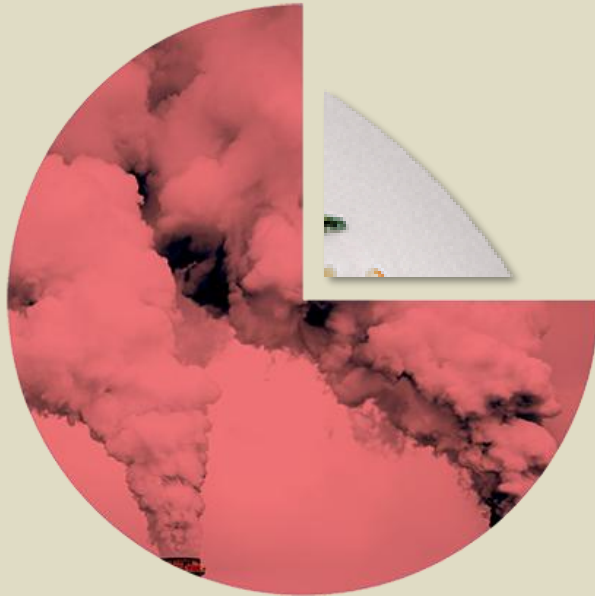


Average reduction in 34,836 surveyed populations of 5,495 wild vertebrate species between 1970 and 2020.

Source: WWF Living Planet Report 2024

Climate

Global food production accounts for about a quarter of all greenhouse gas emissions.



ROUGHLY 25% OF AN INDIVIDUAL'S CLIMATE IMPACT COMES FROM FOOD

Source: WWF (2024) Living Planet Report 2024 – A System in Peril. WWF, Gland, Switzerland. Page 62.

Food waste

Up to 40% of all food produced globally is wasted or lost along the food chain. This means that the environmental impact of producing this food has been completely unnecessary.



40% OF ALL FOOD PRODUCED DOES NOT REACH ANYONE'S STOMACH

Source: WWF-UK (2021) Driven to waste: The Global Impact of Food Loss and Waste on Farms. Woking. Page 6.

Sustainable food goals in Swedish municipalities

There are currently several international and national frameworks that guide Swedish municipalities' work on sustainable food. A central framework is **Agenda 2030**, with a goal of halving food waste by 2030. To support this, there is a national action plan against food waste, in which public meal operations are identified as important.

The **Swedish Food Strategy 2.0 (2025)** sets the direction for Sweden's food system. The strategy emphasizes a comprehensive perspective on sustainable food consumption and production, where environmental sustainability, public health, competitiveness and food preparedness are to be strengthened simultaneously. Unlike previous versions, the strategy no longer contains a quantitative target for the proportion of organic food in public consumption but instead highlights the need to contribute to a more sustainable food system in a broad sense.

In parallel, there are **national guidelines for public meals**, among them **national guidelines for school meals**, which are primarily indicative in nature and do not contain quantified targets.

Some municipalities have now started to set their own targets to reduce their consumption-based emissions, including emissions linked to food consumption - examples are [City of Stockholm](#) and [Umeå Municipality](#).

Against this background, WWF Sweden has designed these **Recommendations on Sustainable Food Targets for Municipalities**. The recommendations aim to support municipalities in setting goals that are relevant, possible to monitor and in line with national ambitions and local conditions.

Surveys show that 67% of Sweden's municipalities and regions set goals for organic*, and 41% set goals for climate**. The most common sustainability goals in municipalities are goals around food waste, followed by organic and climate***. Studies has also shown that there is great potential to achieve both improved food preparedness and a more resilient food system in the municipalities' work with crisis preparedness****.

However, all the goals above only concern public food. Since almost 97% of Sweden's food consumption takes place outside of public meals, WWF Sweden wants to encourage municipalities to also use their influence over this food in a more sustainable direction. Therefore, this guidance also introduces goals that are outside of the municipality's traditional direct control. Examples include developing sustainable food environments through urban planning, setting requirements and collaborating with external tenants in publicly funded environments - e.g. sports halls, museums, municipal workplaces, cultural events, festivals, etc. We believe that this is necessary to achieve both local and global sustainability goals.

* Source: Swedish Centre for Organic Food (2022) Hållbara måltider genom målsamverkan, Version 2, 20 February 2022. Fröman, Eva and Fidjeland, Linda.

** Source: Swedish Centre for Organic Food (2023) Ekologiskt i offentlig sektor 2022 – Marknadsrapport.

*** Source: WWF Sweden survey and interviews with approx 50 municipalities, autumn 2023.

**** Source: Mistra Food Futures (2024) Policy Brief #2: Förbättrad livsmedelsberedskap genom resiliens.

Global initiatives for food and cities



There are various initiatives around the world addressing cities' work with food. However, WWF Sweden's target recommendations are based on a Swedish context. This means that the proposed indicators, measures and targets are based on Swedish conditions, tools developed for the Swedish market and/or the current situation in Swedish municipalities.

Global examples to engage in:

[The Milan Urban Food Policy Pact](#) is an international agreement between cities and a framework proposing various measures and policies that cities may adopt to create sustainable urban food systems. The main purpose is to support cities wanting to develop more sustainable urban food systems by promoting collaborations between the cities involved.

[C40 Good Food Cities](#). C40 is a global network of cities seeking to combat the climate crisis. The cities having signed this specific food initiative work together with their residents to achieve a diet within the planetary boundaries by 2030. The cities develop and share an action plan and regularly report on how this progresses.

TARGET AREAS

WWF Sweden has identified six main target areas with defined indicators and quantified targets.

These targets are set as interim targets for 2026, 2030 and 2040. These years have been chosen based on the conclusion by the UN climate panel IPCC that the world needs to cut its greenhouse gas emissions by half by 2030 and achieve climate neutrality by 2050. WWF believes that the EU, as a rich region, has a responsibility to achieve climate neutrality at an earlier stage than the world at large, thus demanding that this is to be done by 2040.

Additional targets with a potential for development are defined in the document. These targets are not yet linked to any quantifiable indicators.



[TARGET AREA 1](#)

Promoting biodiversity



[TARGET AREA 2](#)

Reducing climate impact



[TARGET AREA 3](#)

Reducing food waste



[TARGET AREA 4](#)

Specifying requirements for food served at municipal events



[TARGET AREA 5](#)

Creating the right conditions for sustainable food throughout the municipality



[TARGET AREA 6](#)

Integrating food as an educational resource in schools

Areas to develop

- Creating citizen engagement and collaborations with stakeholders
- Enabling cultivation
- Facilitating the redistribution of food

The key role of municipalities as change agents



SEE TARGET AREAS:

- 1/ Promoting biodiversity
- 2/ Reducing climate impact
- 3/ Reducing food waste

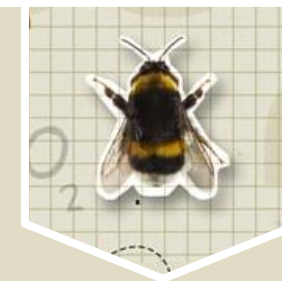
SEE TARGET AREAS:

- 4/ Specifying requirements for food served at municipal events
- 5/ Creating the right conditions for sustainable food throughout the municipality

SEE TARGET AREAS:

- 6/ Integrating food as an educational resource in schools
- Creating citizen engagement and collaborations with stakeholders
 - Enabling cultivation
 - Facilitating the redistribution of food

TARGET AREA 1



PROMOTING BIODIVERSITY

In terms of promoting biodiversity, there are important choices to be made when it comes to food. In organic farming, for example, there are significantly more species of plants, insects and other animals compared to conventional farming.

From a global perspective, animal food production constitutes one of the most serious threats to many plants and animals due to the large areas of agricultural land needed to produce animal feed, which then displaces natural vegetation. Hence, it is important to eat less animal products and to completely avoid food from animals having been fed soy from deforestation areas. Eating significantly less chicken and pork, which largely eat what we humans could have eaten directly – such as soybeans and grains – also reduces the impact on biodiversity. When it comes to wild seafood, it is crucial not to choose fish and shellfish coming from endangered populations.

On the other hand, choosing beef and lamb labelled Svenskt Sigill Naturbeteskött (which indicates that the animals have grazed on natural pastures) offers benefits for Swedish biodiversity. Swedish natural pastures represent the type of land with the most species, and several endangered species live here. These species are dependent on the soil not being sown, fertilised or processed while at the same time being kept open and not getting overgrown. This means that letting animals graze here represents a good way of keeping the land open and preserving its biodiversity.

So, when eating meat, it is important to primarily choose meat from animals that mainly eat grass (i.e., beef and lamb rather than chicken and pork) and especially animals having grazed in Swedish natural pastures.

*Sources:

Tuck, S.L. et al. (2014) "Land-use intensity and the effects of organic farming on biodiversity: a hierarchical meta-analysis", *Journal of Applied Ecology*.

Cozim-Melges, Felipe et al. (2024) "Farming practices to enhance biodiversity across biomes: a systematic review", *Nature npj Biodiversity*, vol. 3.

Gong, Shanxing et al. (2022) "Biodiversity and yield trade-offs for organic farming", *Ecology letters*, vol. 25, no. 7.



Biodiversity targets

WWF's proposed targets regarding biodiversity are: one general target concerning organic food, as well as specific targets concerning meat, seafood and cheese, as choosing or excluding certain items is particularly important for biodiversity. The targets concerning meat, seafood and cheese are based on WWF Sweden's [Meat Guide](#) and [Fish Guide](#).





ORGANIC

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Share of organic (KRAV and EU-organic)	% of purchased food in kg	>45	60	60

MEAT

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Share of green light in WWF Sweden's Meat Guide	% of purchased meat in kg that is: <ul style="list-style-type: none"> • KRAV • Svenskt Sigill Naturbeteskött • Swedish game not having been given additional feed • EU-organic pork and lamb from Sweden • Swedish laying hens (i.e., from egg production) 	50	75	100
Proportion of meat from Swedish animals that have been allowed to graze (i.e. beef or lamb) labeled with Svenskt Sigill Naturbeteskött, KRAV, Svenskt Sigill or other Swedish beef and lamb guaranteed to have grazed)	% of <i>all</i> meat purchased in kg (The total amount of meat purchased includes all different types of animals, i.e. poultry, pork, beef, lamb, etc.)	25	50	75
Share of red light in WWF Sweden's Meat Guide	% of purchased non-certified meat originating outside Sweden	0	0	0



SEAFOOD

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Share of green light* in WWF Sweden's Fish Guide	% of purchased seafood in kg	30	100	100
Share of yellow light in WWF Sweden's Fish Guide that is also certified according to KRAV, ASC or MSC	% of purchased seafood in kg	70	0	0
Share of red light in WWF Sweden's Fish Guide	% of purchased seafood in kg	0	0	0

* Note that MSC, ASC and KRAV are as of May 2022 no longer automatically given a green light in WWF Sweden's Fish Guide

CHEESE

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Share of green or yellow light in WWF Sweden's Meat Guide	% of purchased cheese in kg that is Swedish, KRAV or EU-organic	100	100	100

TIPS! Biodiversity



A greater proportion of plant-based food as well as reducing food waste offers greater financial opportunities to buy organic food and food produced with the environment in mind.

Each year, the Swedish Centre for Organic Food presents a ranking called Ekomatsligan where Swedish municipalities and regions are ranked based on their purchases of organic products. In 2024 (purchasing data from 2023), five Swedish municipalities exceeded the national target of 60% organic food: Örebro, Borlänge, Malmö, Orust and Lund. Let yourself be inspired by:

- Lund Municipality, which has a [programme for ecological sustainability – LundaEko](#).
- Borlänge municipality has a [grazing project with its own cows](#). The meat from the municipal-owned grazing animals goes directly to the municipality's food unit and constitutes a significant share of the public meals in Borlänge. Somewhere between 30% and 50% of all beef served comes from the municipality's own cows.
- Örebro Municipality, which in 2023 achieved 67% organic food, works according to the concept of "Smarter Food", which is based on the municipality's climate strategy. Learn more about "Smarter Food" and its cornerstones [here](#).
- Also let yourself be inspired by [Söderköping](#), which has focused on offering Swedish certified natural pasture meat (Svenskt Sigill Naturbeteskött) in its schools and nursing homes.

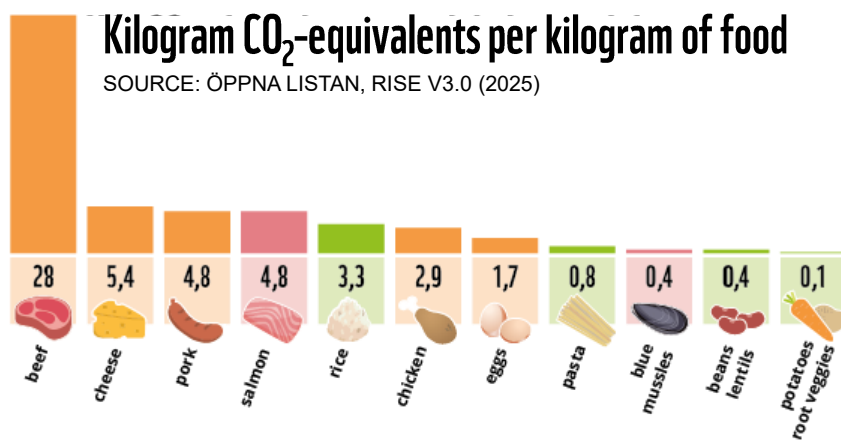


TARGET AREA 2

REDUCING CLIMATE IMPACT

When it comes to the impact of food on the climate, what we choose to eat makes a big difference.

Our consumption of meat and dairy products in Sweden accounts for about three-quarters of the total climate emissions related to food.*



*Source: Röö, Elin et al. (2024) "Mat, miljö och hållbarhet - hur påverkar den mat vi svenskar äter planeten?", p. 60, SLU Future Food Reports 14

Climate targets

WWF's recommendation concerning climate targets is based on [One Planet Plate](#) and its climate budget per meal or week. This climate budget is calculated based on the 1.5°C target in the Paris Agreement. The meal budget has also been converted into a purchase target per kg of food. This means that it is possible to choose either one of these targets as they both lead to the same goal.



CLIMATE TARGETS

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Impact on the climate from purchased food	kg CO2e/kg purchased food	1.6	1.25	1.24
or				
Impact on the climate from meals	kg CO2e/average meal	0.8	0.5	0.5

TIPS! Reducing climate impact



Follow up the share of CO₂e per kg of food purchased monthly for the entire meal operations and for each unit. Such follow-up is carried out using a suitable meal data system or a support system for procurement and purchasing.

Actively use recipes and menus to achieve these targets, for example by:

- Serving more vegetarian food! Choose a lot of legumes and fibre-rich vegetables. Let the basis of the meal be vegetarian while meat and other animal products should serve more as a seasoning.
- Using climate-smart carbohydrates, such as oat rice instead of regular rice.
- Placing the vegetarian/climate-smart meals first in the buffet and on the menu. Make sure that vegetarian dishes are described in the same way as other dishes on the menu (avoid names such as “vegetarian pasta” but describe what the dish actually contains and tastes like, such as lentil bolognese, spinach lasagna or grilled cheese stroganoff).
- One idea is to put the protein at the end of the description in the menu, see examples from the restaurant [Torsta gårdsrestaurang](#).
- Using a large proportion of plant-based food makes it easy to use leftovers in new dishes or when baking bread. Both climate and budget smart!

Use climate-labelled menus in secondary schools to grab the guests’ attention and offer them the opportunity to make their own choices. Get inspiration from how Uppsala Municipality has worked with [climate-guided menus](#).

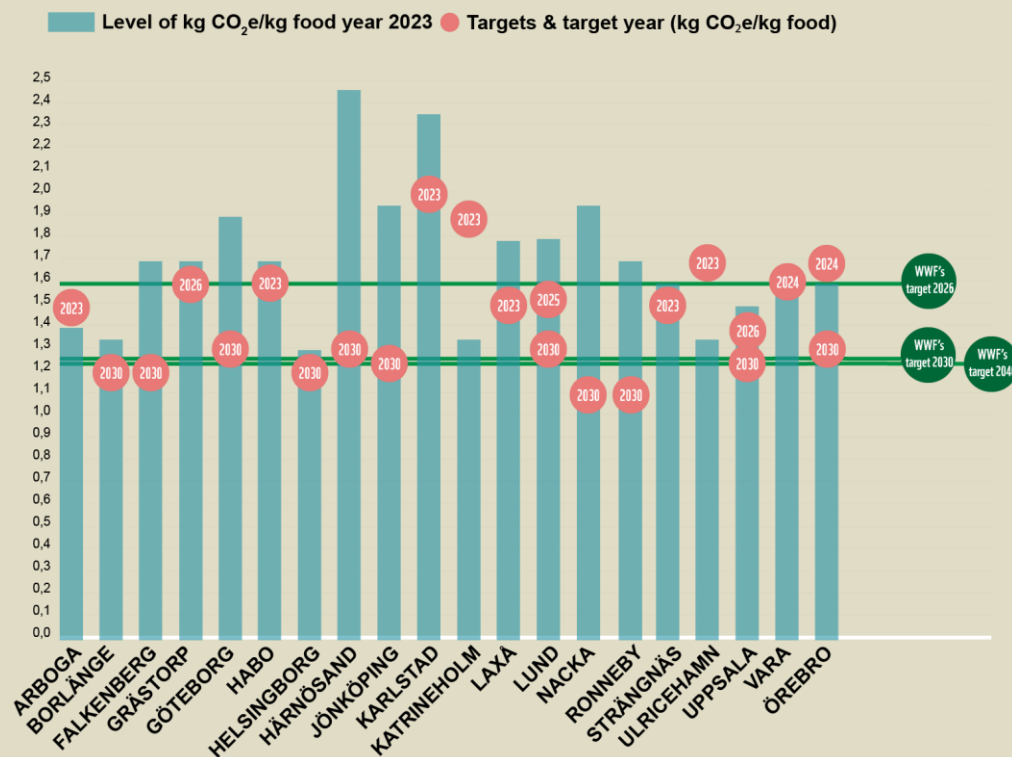
Be inspired by One Planet Plate’s [example menus](#) and the [WWF Recipe Bank](#).



Current climate targets



Climate targets and current impact on the climate among Swedish municipalities



“For us, getting down to 1.6 kg CO₂e per kg of purchased food was not all that difficult. After 1.5 kg CO₂e, things got much more difficult, and we now need a large amount of vegetables in the meals.”

MARIELLE LINDBLOM, OPERATIONS COORDINATOR MEAL SERVICES, UPPSALA MUNICIPALITY



Source: WWF Sweden's municipal survey of sustainable food, autumn 2023 (not published material)

REDUCING FOOD WASTE

Schools not only exhibit the lowest levels of food waste but also the most intense efforts in this regard. Nevertheless, a total of about 51 grams per Swedish pupil is discarded from the average school lunch. In one year, this amounts to some 10,600 tons of food that is not eaten but ends up in the garbage bin.

The level of food waste is higher in preschools than in regular schools at about 61 grams per child. However, there needs to be room for some so-called “educational food waste” for younger children, as they need to be able to try new flavours without having to finish their plate.*

In municipalities that report data for elderly care, food waste is significantly higher, as nearly 108 grams of food per resident is thrown away during lunches. This means that up to a third of the meal is discarded.**

Regularly following up on food waste in schools, preschools and nursing homes is a prerequisite for being able to decide on what to do to ensure that less food is thrown away and that more food ends up in the stomachs of the diners.

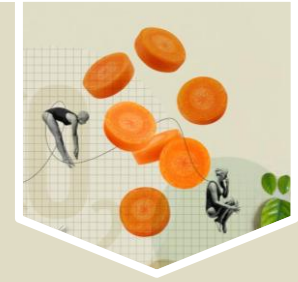
Sources:

* Swedish Food Agency (2025) L 2025 no. 07: Matsvinn i kommunala förskolor och skolor. Fritz, K och Jonsson, P. Uppsala

** Swedish Food Agency (2023) L 2023 no. 11: Matsvinn i kommunala äldreboenden. Eriksson, E., Fritz, K. and Jonsson, P. Uppsala.



Food waste targets



WWF's proposed targets with regard to food waste are based on data from the Swedish Food Agency's recurring food waste surveys (2019, * 2020**, 2022*** and 2024****), on studying results from municipalities actively addressing food waste and on dialogues with authorities and selected municipalities.

In 2019, the Swedish Food Agency carried out the first nation-wide food waste survey in municipal-run preschools, schools and nursing homes. Even though many municipal operations by that time had already worked hard and for a long time on reducing food waste, this must be considered a baseline to start from in order to achieve the goal of cutting food waste by half by 2030.

In 2025, the Swedish Food Agency carried out its fourth food waste survey using data from 2024.**** As this represents the most current available data, we have used them as a basis when deciding on an interim target for 2026.

Even more ambitious targets have been proposed for 2040. WWF's recommendation for these targets has been set to 5 g plate waste, 5 g serving waste and 5 g kitchen waste per serving. When adding up these waste categories, the 2040 target comes to 15 g of food waste per serving for the respective operations.

However, there are two exceptions to the proposed targets: plate waste in preschool and plate waste and serving waste in nursing homes. These exceptions have been made due to special conditions in these operations in terms of educational goals as well as challenges related to serving and logistics routines.



Sources:

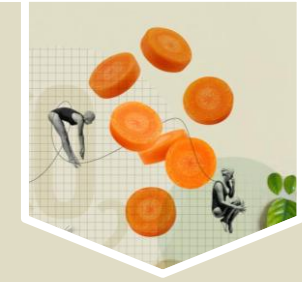
* Swedish Food Agency (2020) L 2020 no. 01: Kartläggning av matsvinn i kommunalt drivna förskolor, skolor och äldreboenden 2019. Fritz, K. Uppsala.

** Swedish Food Agency (2021) L 2021 no. 22: Matsvinn i kommunala förskolor, skolor och äldreboenden. Fritz, K. and Grausne, J. Uppsala.

*** Swedish Food Agency (2023) L 2023 no. 07: Matsvinn i kommunala förskolor och skolor. Fritz, K. and Jonsson, P. Uppsala.

**** Swedish Food Agency (2023) L 2023 no. 11: Matsvinn i kommunala äldreboenden. Eriksson, E., Fritz, K. and Jonsson, P. Uppsala.

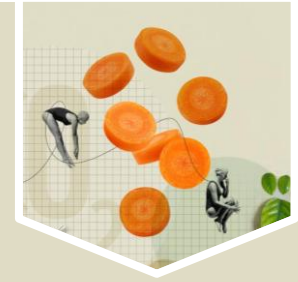
**** Swedish Food Agency (2025). L 2025 no. 07: Matsvinn i kommunala förskolor och skolor. Fritz, K och Jonsson, P. Uppsala



FOOD WASTE TARGETS

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Amount of food waste preschool	Plate waste gram/portion	20	12	10
	Serving waste gram/portion	30	17	5
	Kitchen waste gram/portion	8	5	5
Amount of food waste primary school	Plate waste gram/portion	18	10	5
	Serving waste gram/portion	18	14	5
	Kitchen waste gram/portion	8	5	5
Amount of food waste secondary school	Plate waste gram/portion	25	15	5
	Serving waste gram/portion	17	12	5
	Kitchen waste gram/portion	8	5	5
Amount of food waste nursing home	Plate waste gram/portion	25	15	10
	Serving waste gram/portion	55	38	15
	Kitchen waste gram/portion	8	5	5

TIPS! Food waste



In both public and private kitchens, a first step is to measure waste and try to understand where it occurs (for example, in the kitchen, when serving or from the plates of guests) in order to find the best solution going forward.

Train and inspire kitchen staff and employees regarding different approaches and routines that reduce waste, such as:

- Plan purchases based on the menu and planned food consumption.
- Create waste-smart menus by having a plan for all parts of the basic ingredients used.
- Cook the food continuously during lunch. Using freshly cooked food makes it easier to keep track of how much is consumed.
- Waste-optimize buffets – use smaller food containers and refill/change often.
- Make it easy for the guest to do the right thing by pre-slicing and making smaller portions.

Get teachers, kitchen staff and pupils involved and raise their awareness regarding food waste.

Work with information and communication concerning what food waste means for the economy and the environment. Support kitchens and the various operations with communication material.

Be careful when designing food waste competitions and challenges at school so as not to make pupils afraid of getting more food and trying new flavours.

SUPPORT MATERIAL FOOD WASTE:

- The Swedish Food Agency's guidelines for large-scale kitchens: [Handbook for reducing food waste – for health care, schools and care services](#).
- The organisation [Ätbart](#) (Edible) offers facts, tips and training related to food waste.
- [Generation Waste](#) offers both tools and training with a focus on food waste.
- [The Gothenburg Model](#) aimed at less food waste is a tool with actions, checklists and good examples on how to reduce food waste throughout the entire process from planning menus to managing leftovers. It is designed for the kitchens of the City of Gothenburg but is free to use for everyone.

INSPIRATION FROM HELSINGBORG

[SmartMat Hbg \(helsingborg.se\)](#)

TARGET AREA 4



SPECIFYING REQUIREMENTS FOR FOOD SERVED AT MUNICIPAL EVENTS

Municipalities are in a good position to specify sustainability requirements for their own meetings, conferences, activities, and events. In this way, they may serve as a role model for the residents and show that they practice what they preach.



INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
Share of meals/food with sustainability requirements served at the municipality's own meetings, conferences, activities and events.	<p>% served meals/food living up to climate and biodiversity requirements</p> <p><i>For example, this may be achieved by procuring actors complying with One Planet Plate's requirements or by using the specific requirements presented under target areas 1 and 2 (Biodiversity and Climate) in this document.</i></p>	25%	100%	100%

TIPS! Food at the municipality's own events



Follow in the footsteps of the City of Malmö and specify requirements regarding food and meals in connection with major events or festivals organised in the city.

Two concrete examples are:

- The Malmö Festival (food vendors and suppliers are encouraged to offer sustainable alternatives while there are requirements concerning certain ingredients such as MSC-labelled fish). Read more here: [Hållbarhet Malmöfestivalen | Malmöfestivalen 2024 | Malmöfestivalen \(malmofestivalen.se\)](https://hallybarhet.malmofestivalen.se/)
- Eurovision 2024 (requirement concerning 100% vegetarian meals and 50% organic and produced in a fair manner). Read more here: [Så hållbar blir folkfesten under Eurovision i Malmö - Malmö stad \(malmo.se\)](https://malmo.se/sa-hallbar-blir-folkfesten-under-eurovision-i-malmo)

“All entertainment and catering bought with public funds should also be vegetarian, organic and fair. We are not allowed to buy or serve bottled water but should rather choose tap water.”

LOUISE DAHL GOTTBERG, ENVIRONMENTAL OFFICE, CITY OF MALMÖ

TARGET AREA 5



CREATING THE RIGHT CONDITIONS FOR SUSTAINABLE FOOD THROUGHOUT THE MUNICIPALITY

Municipalities are in a good position to specify sustainability requirements on the food sold and served on their own land or in their own properties, such as sports centres, etc. The availability of sustainable food should also be taken into account in urban planning, new construction projects and when developing various parts of the physical environment to facilitate sustainable food environments.

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
<p>Proportion of contracts containing sustainability requirements, signed with actors that provide food services in municipally owned building/properties or on municipally owned land (for example, sports centres).</p>	<p>% contracts with climate and biodiversity requirements</p> <p><i>For example, this may be achieved by procuring actors complying with One Planet Plate's requirements or by using the specific requirements presented under target areas 1 and 2 (Biodiversity and Climate) in this document.</i></p>	<p>Pilot testing in some locations</p>	<p>50%</p>	<p>100%</p>



TIPS! Sustainable food throughout the municipality

Make sure that the municipality's dietary policy, food strategy or sustainability strategy also includes operations such as swimming pools and sports centres operated by external actors as well as leisure activities and school cafeterias.

Specify requirements for a sustainable and healthy range of products when procuring external actors for operating a kiosk or cafeteria. Alternatively, specify the product range in lease contracts, contracts for new businesses or the like.

[Checklist for better food at sports facilities](#), developed by WWF, the Swedish Olympic Committee, the Swedish Sports Confederation and Generation PEP.

[Handbook for Healthy Food Environments in Sports](#) developed by the Swedish Cancer Society, based on the WHO's action guide in the area.

[PEP kiosk](#) from Generation PEP focuses on health.

“The following policy applies to the Fittja public pool in Botkyrka Municipality: no sale of products containing sugar to children and youths during school hours (before 2 p.m.), no sale of nuts or chewing gum as well as to minimise the range of sweets.”

**BOTKYRKA MUNICIPALITY,
CULTURE AND SPORTS OFFICE**

TARGET AREA 6



INTEGRATING FOOD AS AN EDUCATIONAL RESOURCE IN SCHOOLS

Schools – from preschools to secondary schools – are in a good position to influence and develop children and youths into curious and capable citizens. Hence, schools may serve as strong drivers for a sustainable food system based on their role in terms of both serving and educating about sustainable food. This is a role that needs to be given greater focus. [Whole School Food Approach \(WSFA\)](#) is a method for developing a sustainable food culture in and around preschools and schools with the aim of integrating knowledge regarding sustainable food and eating habits in the educational program. Here, we also include the health-related aspects of food in the concept of sustainability. WSFA consists of four different aspects that complement one another: (A) policy and leadership, (B) food and sustainability, (C) education and learning and (D) collaborating with society at large.

INDICATOR	MEASURE	YEAR 2026	YEAR 2030	YEAR 2040
School restaurant and educational activities actively engage in collaboration regarding sustainable food	% of schools have an action plan for an increased integration of food in their activities.	Some pilot schools are testing this	Evaluate and disseminate this approach to 25% of schools	Norm

TIPS! Integrating food as an educational resource in schools



CREATE OPPORTUNITIES FOR SCHOOL MEAL STAFF AND SCHOOL STAFF to meet, learn and exchange experiences.

CREATE A WORKING GROUP ON INTEGRATED LEARNING CONCERNING FOOD AND SUSTAINABILITY/WSFA tasked with being a driving force to get the work going and create continuity.

PLAN, FOLLOW UP AND EVALUATE. The working group analyses the current situation and draws up an action plan, which is then continuously revised after follow-ups and evaluations.

COMMUNICATE. The success of cross-sectoral work largely depends on how it is communicated both within and outside the organisation and the visibility of the actions taken.

INVOLVE CHILDREN AND PUPILS. This promotes a sense of responsibility and ownership and makes these efforts more effective compared to if only teachers or school managers take action. Participation paves the way for a sustainable change when it comes to food habits.

LEARNING ABOUT FOOD is integrated into many subjects and across subjects. Offer opportunities for staff to engage in further training. Theoretical learning is complemented by practical learning through visits to food producers, collaborations with the school restaurant, local food companies, cultivation or cooking together.

COLLABORATE WITH CAREGIVERS AND SOCIETY AT LARGE for a greater impact.

USE A FRAMEWORK THAT YOU CAN RELATE TO, SUCH AS THE CRITERIA FOR WSFA, as a checklist and for follow-up.

SUGGESTED QUESTIONS:

- Which decisions and guidelines have been made in the municipality regarding school meals linked to sustainability?
- Does this affect the teaching? How?
- In which ways do you already now seek to integrate school meals with the school/preschool activities?
- What does the collaboration between the school meal services and the activities at your preschool/school look like today?
- What needs to change and develop? Which opportunities and difficulties do you see? How can you address the difficulties and perhaps turn them into opportunities?
- How can we strengthen the participation of young people?
- Which kinds of further training do we need to focus on?
- Which local actors can we join forces with?
- How can we develop our communication?
- Are there any criteria that you can check off already at this stage?

Support material & inspiration: Integrating food as an educational resource in schools



- The [Whole School Food Approach \(WSFA\)](#) framework offers guidance on how to systematically integrate learning concerning food and sustainability in preschools and schools.
- [Whole School Food Approach – from a management perspective](#): support for collaborations between school management and meal operations.
- [Resource library](#) with good examples, support and inspiration linked to Whole School Food Approach.
- Examples of teaching materials regarding integrating food, sustainability and knowledge of food into other subjects:
 - [Matologi](#). Matologi (Foodology) uses food as a tool to inspire and familiarise primary school pupils with questions regarding food culture, sustainability, environment, health and much more.
 - [Svinnrik](#) (Waste Rich). Educational material aimed at home economics teachers in secondary school. The aim of the initiative Svinnrik is to highlight the link between food waste, sustainability and personal finances.
 - [WWF's assignment bank](#) – educational exercises on various sustainability themes, including food.
- [Food for Life](#) – a method and concept in Östergötland creating added value.
- Let yourself be inspired by Klippan Municipality and their concept [Foodboost](#). Create a year wheel for meal staff and teachers to jointly plan their activities.
- Engage pupils in practical learning regarding food. Examples from schools in the City of Malmö schools that may inspire: [SchoolChef4Change](#)

The preschool Pomona in Ängelholm Municipality and the school Stora Hammar in Vellinge Municipality were worthy receivers of the 2023 WWF prize category [Läropriset](#) (Learning Award) in the competition White Guide Jr. This competition highlights preschools and schools that integrate food, education and knowledge dissemination in an exemplary manner.

Read more about the work of the preschool [Pomona](#) and the school [Stora Hammar](#).

We eat sustainable meals

MEALS WITHIN PLANETARY BOUNDARIES

- Eat within the climate budget
- Make good choices with regard to biodiversity



MORE AND BETTER VEGETARIAN FOOD

- The basis of the meal should be vegetarian
- Preferably choose organic
- Choose legumes and fibre-rich vegetables
- Careful choices regarding exotic crops



LESS BUT BETTER MEAT

- Look upon meat as seasoning – not as the basis of the meal
- If meat is served, choose meat with a green light meat in WWF Sweden's Meat Guide
- Preferably choose meat from animals grazing on natural pastures
- Primarily choose animals that eat grass (i.e., beef and lamb rather than chicken and pork)

SUSTAINABLE SEAFOOD

- Choose fish and shellfish with a green light in WWF Sweden's Fish Guide
- Dare trying new fish with a green light
- Certified seafood as second choice



NO EDIBLE FOOD DISCARDED

- Measure your food waste
- Plan purchases based on the menu and planned food consumption.
- Refine or redistribute food that is nevertheless left over

WWF seeks to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

[wwf.se/kommun/mat](https://www.wwf.se/kommun/mat)

Recommendations on Sustainable Food Targets for Municipalities, WWF Sweden, version 1.1: March 2026

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