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# A GREENER PLATE

## EcoCook Malta launches sustainability certification for restaurants.

The time has come for a more sustainable future in our local culinary and hospitality scene – EcoCook Malta has officially launched a pioneering certification programme designed exclusively for restaurants, hotels, and catering establishments on the Maltese Islands.

Brought to Malta by The Definitive(ly) Good Guide Co., a trusted name in the local hospitality scene for over 25 years, EcoCook Malta represents a first-of-its-kind opportunity for restaurants to integrate globally recognised sustainability standards into their everyday operations. This programme is supported by the Cross Re-Tour EU grant in partnership with the Malta Tourism Authority, the initiative empowers restaurateurs to take meaningful action in improving their environmental and social impacts—while enhancing their brand value and ultimately, their bottom line.

"This is an exciting milestone for the Maltese restaurant industry," says Lisa Grech, Managing Director of The Definitive(ly) Good Guide Co. "EcoCook is more than a badge of honour. It's a roadmap for how restaurants can reduce costs, elevate operations, and align with the values of today's eco-conscious diners."

At its core, the EcoCook certification programme delivers a scientific yet accessible framework tailored specifically for the HoReCa sector. EcoCook's powerful online assessment platform – available in five languages – gives restaurants a platform where they can evaluate their sustainability performance across key metrics, including waste reduction, energy efficiency, water management, ethical sourcing and social responsibility.

EcoCook's focus on continuous improvement gives chefs, general managers and culinary consultants key assets in the form of detailed visual reports guiding towards greener choices within their establishments. Certified venues are then showcased across EcoCook's international digital platforms, helping consumers make more conscious dining choices.

These are some of the major benefits expected in Malta and Gozo's HoReCa industry:

- **Reduced Operating Costs:** Optimise both energy and water usage to cut overheads.
- **Operational Efficiency:** Streamline processes and procedures to improve team engagement.
- **Competitive Advantage:** Stand out in a saturated market by embracing sustainability.
- **Increased Loyalty:** Attract and retain patrons who value environmentally responsible dining.
- **Global Recognition:** Join a prestigious network of certified restaurants across Europe.

EcoCook's model is aligned with the United Nations Sustainable Development Goals (SDGs), ensuring that Malta's hospitality sector is not only keeping pace with international trends, but actively contributing to a better HoReCa industry.

With sustainability fast becoming a business imperative rather than a niche concern, EcoCook Malta offers a timely and essential tool for restaurants ready to future-proof their operations. **H**

To learn more or begin your journey towards certification, visit <https://restaurantsmalta.com/ecocook-malta/>

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