# Social Responsibility on the Menu: How Hospitality Professionals Can Contribute to Marine Biodiversity



The hospitality sector does not often see itself as an environmental actor. Restaurants are in the business of pleasure — of good food, warm service, and memorable evenings. The bigger questions of ocean health, species loss, and climate adaptation tend to feel like someone else's territory. But this, we would suggest, is beginning to change — and the Forgotten Fish project is one small but significant part of why.

Every day, professional kitchens across Europe make hundreds of decisions that collectively shape the demand side of our food systems. Which species to put on the menu. Which suppliers to buy from. What to do with the species that arrive unexpectedly in a local catch. These decisions, taken in aggregate across thousands of restaurants and catering operations, have real consequences for the marine ecosystems that supply them.

At the Nordic Wellbeing Academy, we work with a concept we call the health-literate organisation — an institution that takes its impact on the wellbeing of its community seriously, not as an external obligation, but as a core part of its identity and purpose. We believe the same logic applies to the hospitality sector and its relationship with the sea. A restaurant that actively sources forgotten fish from local artisanal fishers is not just making a procurement decision. It is performing an act of social responsibility — supporting a

livelihood, reducing bycatch waste, diversifying consumer exposure to the marine ecosystem, and demonstrating that sustainable choices can be beautiful, delicious ones.

The Forgotten Fish project offers catering professionals the knowledge, the skills, and the connections to make these choices in a grounded, practical way. Through training that covers everything from fish biology and artisanal fishing practices to creative recipe development and supplier relationships, participants come away not with a vague sense of good intention, but with real tools for change.

Marine biodiversity is not an abstract concern. It is the foundation of the food cultures that make European coastal life distinctive and worthwhile. Protecting it is a shared responsibility — and the kitchen, it turns out, is one of the most powerful places from which to start.

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