



## **Discovering Sustainable Beyond the Food Festivals: A Case Study on The Keuken Food Festival in Bandung**

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### **Abstract**

Food festival waste has been a big challenge nowadays. Food festivals that support the culinary tourism industry should give special attention to sustainability and also the awareness of environmental impacts such as the number of foods consumed at the event. Ideally, effective food festival waste management should significantly prevent and reduce that and ensure as much as possible is prevented, reduced, and reused based on Sustainable Development Goals (SDGs). Keuken is one of the most popular food festivals in Bandung, West Java, Indonesia annually held the culinary festival 13 times from the year of 2011 until the 13th event in 2024. The novelty of this study is to discover the contribution and implementation of sustainability beyond the festivals. This study used a descriptive analysis method with a qualitative approach. The findings indicate and also provide valuable best practices and methods to implement Sustainable Development Goals (SDGs) on the food festivals, especially on the 12th goal "Ensure sustainable consumption and production patterns".

**Keywords:** Food festival; sustainable; sustainable development goals

### **1. INTRODUCTION**

The tourism industry, as one of the world's largest economic sectors, has a significant environmental impact, including its contribution to food waste (Delgado et al., 2023; Koliotasi et al., 2023; Nurhasan et al., 2021). According to a report from the United Nations Environment Programme, an estimated 1.3 billion tons of food is wasted globally every year, with the tourism industry accounting for about 12-14% of total global food waste. Most of this waste is generated by the hospitality and food service sectors, which strive to meet consumer expectations through the provision of large and diverse food portions, often resulting in unconsumed food (*Global Roadmap for Food Waste Reduction in the Tourism Sector*, 2023).

The impact of food waste generated by the tourism industry is not limited to economic losses, but also poses serious environmental problems (Camilleri, 2021; Wang et al., 2021). Food waste ending up in landfills becomes a source of methane emissions, one of the greenhouse gases that contribute to climate change (Pérez et al., 2023; Zakarya et al., 2021). In addition, the waste of natural resources such as water, energy, and land used in food production also puts additional pressure on the environment. Therefore, strategic and innovative measures are needed to reduce food waste in the tourism industry, including through more efficient waste management, education on sustainable consumption, and the use of technology to more accurately estimate consumption needs (Dewilda et al., 2023; Tomo et al., 2023; Woon et al., 2021).

This also applies to the Meeting, Incentive, Convention, and Exhibition industry in tourism, which also significantly contributes to food waste, with increasingly alarming impacts (Pirani & Arafat, 2016; Zhang et al., 2021). According to a report from the United Nations Environment Programme, around 25-30% of the food prepared at large events such as conferences, exhibitions,



and business meetings is ultimately wasted (United Nations Environment Programme, 2024). This data shows that MICE events often generate much higher amounts of food waste compared to other hospitality sectors, due to the scale and intensity of events that often involve thousands of participants (Haque et al., 2020; Trisnayoni et al., 2022).

Food waste issues in the MICE industry can be seen in large conferences such as the UN Climate Change Conference held in Glasgow, Scotland, in November 2021. Research and reports from this event show that more than 100 kilograms of food were wasted daily, particularly from buffet services and formal receptions (UNFCCC, 2021). One of the main causes of this high waste is the uncertainty of the number of participants attending, with over 25,000 delegates from various countries, making food planning and preparation extremely complex. Additionally, the diverse food preferences among international participants led to some food not being consumed. The packed event schedule also exacerbated the situation, where food was often prepared in advance and in large quantities, but not fully consumed as participants shifted to other event sessions or left the venue before meals. Food waste has become an increasingly pressing issue, not only from an ethical and economic standpoint, but also due to its impact on the environment, such as contributing to greenhouse gas emissions and the wasteful use of resources in the food supply chain (Curtis & Slocum, 2016; *Global Roadmap for Food Waste Reduction in the Tourism Sector*, 2023).

Therefore, the principles of the Sustainable Development Goals play a crucial role in the framework for food waste management, particularly in relation to the goal of responsible consumption and production (Aji & Kartono, 2022; *Goal 12 – Responsible Consumption & Production*, 2023). The SDGs set ambitious targets to halve per capita global food waste at the retail and consumer levels by 2030. Additionally, the SDGs emphasize the importance of ensuring global food security, which can be threatened by inefficient food waste (*The State of Food Security and Nutrition in the World 2023*, 2023). Consequently, the integration of sustainability principles in food waste management is essential to achieve a balance between meeting food needs and environmental preservation.

To achieve effective food waste management, the collaborative involvement of various stakeholders in the tourism sector, both from the government, private sector, and civil society, is essential (Jacob-John et al., 2021; Wibawa & Nur'aini, 2020). The government plays a key role in designing and implementing policies that encourage sustainable waste management practices, while the private sector, especially the food and hospitality industries, is responsible for managing waste within their supply chains (Hashim et al., 2021; Saliem et al., 2021). Civil society, including non-governmental organizations and consumers, also play a crucial role in driving behavior change and increasing public awareness about the importance of reducing food waste (Novriady & Juairiyah, 2018; Wulansari et al., 2019). This holistic approach emphasizes the importance of cross-sectoral collaboration in achieving sustainable development goals, particularly in the context of addressing the complex challenges related to food waste.

The Keuken Food Festival is one of the oldest and largest food festivals in the city of Bandung. The festival has been held since 2010, attracting thousands of visitors every year. Initially, the Keuken Festival was organized on a small scale, inviting only a few local culinary tenants. However, over the years, public enthusiasm has grown, causing the festival to continue to expand. Now, the Keuken Festival has become one of the most anticipated annual events in Bandung. The festival not only serves a variety of delicious cuisines, but also offers a complete entertainment experience, ranging from music performances, cooking demonstrations, to children's play areas. The Keuken Festival has become a culinary icon of the City of Bandung, attracting visitors from various regions to enjoy the richness of flavors and unique atmosphere.

In 2024, the Keuken Food Festival will take on the "Farm to Table" theme with a new spirit in culinary culture. The festival promotes collaboration between food and beverage businesses and local farmers. This collaboration not only improves the quality of culinary products, but also creates a new movement that can have an economic, social, and environmental impact (*Keuken, n.d.*). The Keuken Sunday Funday 2024 highlight event showcases the results of this collaboration through a two-day culinary festival. Many talents in the food and beverage sector who have passed the selection process

will participate in Keuken Sunday Funday 2024. In addition, the festival will also feature professional chefs, music and DJ performances, as well as art installations. Like in previous years, Keuken Sunday Funday 2024 will also highlight the "good festival" spirit. The committee encourages visitors to use public transportation, reduce plastic use, and bring their own eating utensils.

Therefore, the purpose of this research is to investigate how the Keuken Food Festival, as one of the largest food festivals in Bandung, manages the issue of food waste by applying the principles of sustainable development. This case study will analyze the specific steps taken by the festival organizers to reduce food waste, ranging from more efficient menu planning, collaboration with local suppliers, to recycling and donating leftover food initiatives. This research is expected to provide valuable insights into effective food waste management strategies in the tourism sector, particularly at large events such as culinary festivals. The results of this study can be used as a guide for organizers of similar events to meet the 12th SDG target on sustainable consumption and production.

## 2. RESEARCH METHODOLOGY

### 2.1 Descriptive Qualitative Methode

The main purpose of descriptive qualitative research is to obtain a condensed version of any particular phenomenon or experience. In other words, the approach principally centers on the profound description and meaning setting of the investigated subject instead of quantifying data or testing hypotheses. It becomes most useful in issues that are new and complex, where only a little prior knowledge exists. Based on Sugiyono (2010) who states that qualitative research is descriptive. It means that collected data was in the form of words rather than number.

### 2.2 Sampling

Sampling in qualitative descriptive research is purposeful, flexible, and context-sensitive. It focuses on selecting participants who are well-positioned to provide detailed, nuanced descriptions of the phenomenon being studied. Probability sampling relies on probability theory and involves the use of any strategy in which samples are selected in a way that every element in the population has a known and non-zero and equal chance of being selected.

### 2.3 Data Collection

The technique of collecting data in qualitative descriptive research has some varieties of technique including interviews, observation, questioner, action research, focus meetings, analysis of diaries and other personal text. The technique which use in this research to find the data through observasion and interviews. It is mean that the researcher gathering data through some participant's when their study english then did interviews.

### 2.4 Data Analysis

Content analysis refers to a technique commonly used in qualitative research to analyze words orphrases in text documents. Hsieh and Shannon (2005) present three types of content analysis, any of which could be used in a qualitative descriptive study. Conventional content analysis used in studies that aim to describe a phenomenon where exiting research and theory are limited. Data are collected from open-endedquestions, read word for word, and then coded. Notes are made and codes are categorized. Directed content analysis is used in studies where existing theory or research exists, it can be used to further describe phenomena that are incompleteor would benefit from further description. Initial codes are created from theory or research and applied to data and unlabeled portions of text are given new codes. Summative content analysis isused to quantify and interpret words in context, exploring their usage. Data sources are typically seminal texts or electronic word searches.

## 3. FINDINGS AND DISCUSSION

This study should be seen as a test of the concept of and method for identifying research needs which related to two targets based on SDG 12 especially on consumption and production also food waste and loss. The review of this study focused on target of SDGs 12 and those covered in this study (bold).

Table 1. SDGs 12

<b>SDG 12: Ensure sustainable consumption and production patterns</b>	
12.1	Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries
12.2	By 2030, achieve the sustainable management and efficient use of natural resources
12.3	By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
12.4	By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
<b>12.5</b>	<b>By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse</b>
12.6	Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
12.7	Promote public procurement practices that are sustainable, in accordance with national policies and priorities
<b>12.8</b>	<b>By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature</b>
12.a	Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production
12.b	Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
12.c	Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities

Source: United Nations, 2024

Those covered in this study regarding The Keuken Food Festival as the one of the largest food festivals in Bandung divided by their substantially reduce waste also ensure that people have the relevant information and awareness for sustainable development. SDG 12 focused on responsible consumption and production (SCP) which essentially improving the management of waste. The common implementation of SCP in food festivals to achieve SDG 12 are efficient use of natural resources, cutting food and other waste, and adopting more sustainable practices. Keuken 2024 is designed to promote sustainable practices in the culinary sector, aligning closely with Sustainable Development Goal 12 (SDG 12). This goal emphasizes responsible consumption and production, aiming to ensure sustainable food systems, reduce waste, sustainable development and lifestyle.

### 3.1 Waste management

As mentioned on SDG target point 12.5 which sated “By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse”. Keuken 2024 has implemented effective waste management innovation strategies. One of the waste reduction applied on Keukeun 2024, implementation of comprehensive waste management systems, including composting and food recovery programs. The Keuken Food Festival manages the issue of food waste by applying the principles of sustainable development through :

- Taking into account the diversity of stakeholders and an integrated whole-supply-chain approach
- Research into resistant crop varieties, pest control, better packing and transport, and low-cost storage technologies

- Strategies for tackling consumption waste

The waste hierarchy is a framework that prioritizes waste management strategies based on their environmental impact. The concept of sustainability and explore the waste hierarchy as a solution to discover the revolutionized sustainable approach to consumption to preserve our planet for future generations regarding guide to managing and prioritizing the most sustainable action possible from prevent, reduce, reuse, recycle, recover, and dispose food festival waste. Keuken 2024 adopts this hierarchy to minimize waste and promote sustainability in the culinary sector, aligns with each level of the hierarchy as mention below:



**Figure 1.** Waste Hierarchy  
Source: Water Mission, 2024

### 3.1.1 Prevention

Keuken 2024 implementing curated 50 selected food tenants carefully by 4 curators which in line to their sustainability concern which applied menu planning through careful design of menus to utilize seasonal and local ingredients, reducing overproduction and food waste. Aside that, the portion control also another point to cognized strategies to serve appropriate portion sizes, thereby minimizing leftovers. Regarding minimizing leftover and donate surplus food to those in need, the Keukeun 2024 organizer has collaboration with local organizations as sustainability partner Food Bank Bandung.

### 3.1.2 Reduce and Reuse

As a form of attention to environmental sustainability, the organizer implementing campaign for reduce and encourage attendees to reduce their usage of plastic, and bring their own food utensils. For container reuse, the organizer encouraging attendees to bring their own containers for take away, reducing single-use packaging, and bring reusable bags. The tenants also providing sustainable packaging solutions such as exploring eco-friendly packaging options for takeaway and delivery services to reduce plastic waste as alternative eco-friendly food packaging which biodegradable, compostable, and microwave & freezer safe.



**Figure 2.** Eco-friendly packaging and utensils  
Source: Authors, 2024



**Figure 3.** Eco-friendly packaging  
Source: Authors, 2024



**Figure 4.** Eco-friendly packaging  
Source: Authors, 2024



**Figure 4.** Eco-friendly packaging  
Source: Authors, 2024

### 3.1.3 Recycle

The organizer of Keuken 2024 has official mineral water partner which concerned the environment sustainability. They provide material recycling that separating recyclable materials to ensure they are processed correctly, collecting PET (bottle and cap separated) station, upcycle station,



**Figure 5.** Recyclable PET materials  
Source: Authors, 2024



**Figure 6.** Recyclable PET bottle  
Source: Authors, 2024



**Figure 7.** Upcycle Station  
Source: Authors, 2024



**Figure 8.** Recyclable PET bottle can  
Source: Authors, 2024

### 3.1.4 Recovery

Keukeun 2024 has food donation programs partnering with local charities Food Bank Bandung to donate surplus food, providing meals for those in need. Related to energy recovery, Keuken 2024

with their partner collaborator noovoleum exploring options for converting waste into energy by collecting used cooking oil (UCO) with the aim of turning it into useful and environmentally friendly goods by recycling waste management through technology and automation, and promoting a sustainable future.

### 3.1.5 Disposal

Landfill as last resort, Keuken 2024 minimizing the amount of waste sent to landfills by continuously improving practices in the upper tiers of the hierarchy. By applied the responsible disposal, their ensuring that any waste that cannot be reused or recycled is disposed of responsibly, following environmental regulations. Through waste management partner Bank Sampah Bersinar, Keuken 2024 synergize in efforts to manage waste responsibly through community-based waste management program, that's why we formed units in neighborhood association, agencies/schools.

The adoption of innovative waste management and energy-efficient technologies demonstrates that the culinary sector can lead in sustainability. These practices can serve as models for other industries seeking to reduce their environmental impact.

## 3.2 Ensure the relevant information and awareness for sustainable development and lifestyles

SDG point 12.8 mentioned that By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature. The step took by Keuken 2024 are :

### 3.2.1 Consumer Engagement

Public workshops and educational campaigns have increased awareness about sustainable food practices. The success of consumer engagement strategies highlights the importance of education in promoting sustainable practices. Changing consumer behavior is critical for achieving long-term sustainability goals. Consumer behavior change that making reduction of food waste appealing. While progress has been made, challenges remain. Ensuring the scalability of these initiatives and maintaining consumer interest in sustainability will require ongoing effort and adaptation.

Consumer education and engagement on Keuken 2024:

- Hosting workshops and events to educate the public about sustainable practices  
Educating consumers about sustainable food practices, offering hands-on sessions that teach participants about seasonal ingredients, meal planning, and waste reduction techniques. Also providing information and content that outline the importance of responsible consumption and how to implement it in daily life.
- Utilizing social media and campaigns to promote awareness of food waste and the importance of making informed choices  
Utilizing platforms to share tips on sustainable eating, recipes that utilize leftovers, and the benefits of local sourcing.

### 3.2.2 Product Lifecycle Awareness

The initiative has focused on educating consumers about the lifecycle of food products, emphasizing the importance of choosing sustainable options and understanding packaging impacts. Align with local and sustainable sourcing, Keuken 2024 has collaboration with Kebun Belakang as permaculture farm collaborator which approach to harmonious integration land management and settlement design that adopts arrangements needs in flourishing natural ecosystems in a sustainable ways. The organizer of Keuken 2024 prioritizing partnerships with local farmers and suppliers to reduce transportation emissions and support regional economies, also encouraging the use of seasonal ingredients to minimize environmental impact.

## 3.3 Impact on Sustainable Development

With the presence of Keukeun, without realizing it, this Food Festivals has a tremendous impact on environmental sustainability as mention below :

- **Environmental Benefits**



By reducing waste and sourcing locally, Keuken 2024 helps to lower the carbon footprint associated with food production and distribution.

- **Economic Growth**

Supporting local agriculture strengthens community resilience and fosters economic development in the region.

- **Social Responsibility**

Educating consumers fosters a culture of sustainability and encourages responsible consumption habits, ultimately benefiting society as a whole.

The findings indicate that Keuken 2024 is making significant strides towards achieving the goals outlined in SDG 12. By prioritizing sustainable consumption and production, the initiative exemplifies how culinary practices can align with broader environmental objectives.

#### 4. CONCLUSION

Keuken 2024 exemplifies a strong commitment to SDG 12 by integrating sustainable practices into the culinary landscape. Through waste reduction, consumer education, and energy efficiency, it sets a standard for how the food industry can contribute to a more sustainable future. By fostering collaboration and innovation, Keuken 2024 not only addresses environmental challenges but also promotes a healthier, more sustainable community. From Keuken 2024 shown that the organizer, tenants, and visitor shifted to a sustainable pattern in production processes, greater choice of green products increased, expanded, and accessible. The Keuken 2024 initiative aligns closely with Sustainable Development Goal 12 (SDG 12), which focuses on responsible consumption and production. By promoting sustainable practices within the food industry, Keuken 2024 aims to reduce waste, encourage local sourcing, and enhance food security. Key strategies include:

- a. **Waste Reduction:** Implementing practices to minimize food waste, such as composting and upcycling unused ingredients.
- b. **Consumer Education:** Raising awareness about sustainable eating habits and the importance of supporting local economies.
- c. **Innovative Practices:** Adopting technologies and practices that promote energy efficiency and reduce the environmental impact of food production and preparation.

By embodying these principles, Keuken 2024 not only supports SDG 12 but also sets a benchmark for future initiatives in the culinary sector, demonstrating that responsible practices can lead to both environmental sustainability and economic viability. This comprehensive approach ultimately fosters a healthier environment and community.

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