

# GREEN TUESDAY INITIATIVE

## Campaign Impact Report

Fighting Climate  
Change with Diet  
Change



2018-2022

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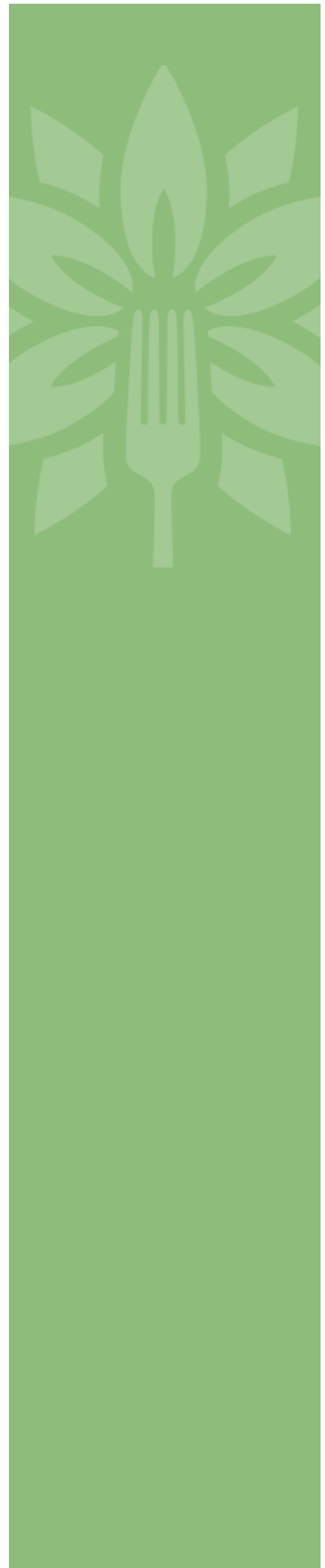
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# PREFACE

Green Tuesday Initiative is a campaign by Vegan Outreach to help institutions reduce their environmental footprint by replacing meat and dairy products with plant-based food options in their cafeterias at least once a week. So far, we've collaborated with 33 institutions in India.

Meat and dairy is one of the most significant reasons for greenhouse gas emissions and is very resource-intensive when it comes to land and water usage. With India being one of the top 5 most vulnerable countries to climate change, it is important for the institutions in India to reduce food-related emissions.

We developed our strategy for Green Tuesday back in 2019. We engaged with our staff, CSR, and sustainability teams of corporates, environmentalists, and students – our largest stakeholder group – to understand what was important and how to efficiently reduce the food-related carbon footprint with the least operational changes.

The Green Tuesday Initiative aligns with 7 United Nations Sustainable Development Goals.



## WELCOME TO THE GREEN TUESDAY INITIATIVE IMPACT REPORT

This report is for the period July 2018 to June 2022. It has been quite an eventful journey for us with the Green Tuesday Initiative. Our campaign strategy evolved over time, especially with the onset of Covid-19. Preparing and upgrading our processes, events, and campaign activities became our priority.

We hope we've provided a good understanding and representation of the Green Tuesday Initiative in the following pages. If you are working on food sustainability projects and think that we can improve our campaign impact in any way, please get in touch with us.





## MESSAGE FROM OUR DIRECTOR OF PROGRAMS

2021 was a challenging and uncertain year. Despite that we made great progress with tangible results. It's incredible that so many institutions joined the Green Tuesday Initiative and pledged to implement sustainable food policies. These commitments are essential especially for a climate-change vulnerable country like India.

Climate action is the urgent need of the hour and animal agriculture is one of the leading causes of greenhouse gas emissions. It's inspiring to see that institutes in India are adopting sustainable food policies to reduce their food-related carbon footprint. Through our campaign we help institutions to reduce their animal product consumption by providing resources and necessary support. I am glad to share that more than 33 institutions so far have joined the Green Tuesday Initiative.

This report gives a great insight into our successes and progress in the last four years. I'm humbled by my team's commitment and grateful for our supporters.



Richa Mehta  
Directors of Programs  
Vegan Outreach India



# OUR WORK

## *Why Green Tuesday Initiative?*

### REDUCING FOOD RELATED GHG EMISSIONS

Animal agriculture is one of the most significant contributors to human-made greenhouse gas emissions, deforestation, water pollution, and air pollution. The science is clear—what we eat has a massive impact on the planet.

- Animal agriculture produces 60% of agriculture's greenhouse gases despite providing only 37% of our protein.
- Ruminant animals like cows and sheep burp methane, which is 28 times more potent than CO<sub>2</sub>. Indian livestock emits over 15.3 million tons of methane every year.
- The feces from the billions of animals releases nitrous oxide, a greenhouse gas 256 times more potent than CO<sub>2</sub>.
- Animal agriculture is also one of the significant reasons for deforestation, decreasing the number of trees and reducing the CO<sub>2</sub> absorption from the atmosphere.

**\*\*WITH THE GREEN TUESDAY INITIATIVE, COMPANIES REDUCE  
106 KG OF GREENHOUSE GAS EMISSIONS PER EMPLOYEE PER YEAR**



# OUR WORK

## *Why Green Tuesday Initiative?*

### REDUCING WORLD HUNGER

When we think of farmers growing crops, we imagine food for people. But 83% of all agricultural land around the world is used for livestock production. For every 100 grams of protein we put into feeding animals raised for food, we get back only 40 grams of protein from chicken, 10 grams of protein from pork, and just 5 grams of protein from beef.

This is a colossal waste of resources. In fact, if we cut global meat consumption in half and used all of that farmland to grow fruits and veggies for people to eat directly—rather than growing corn and soy to feed to animals on factory farms—we could feed every single person on earth today, plus an extra 2 billion people!

### REDUCING DEFORESTATION

Animal agriculture is the leading cause of deforestation and is linked to 60% of global biodiversity loss. Forests are cut to create more space for animal grazing, growing animal feed, and raising them. Currently, animal agriculture uses over one-third of the planet's landmass.

Deforestation is linked to biodiversity loss, forest fires, and mass wildlife extinction.

**WITH GREEN TUESDAY INITIATIVE, COMPANIES ARE HELPING REDUCE LAND USAGE AND DEFORESTATION, THERE BY LEAVING MORE LAND FOR GROWING FOOD FOR HUMANS AND HELPING BIODIVERSITY.**



# OUR WORK

## *Why Green Tuesday Initiative?*

### REDUCING WATER FOOTPRINT

Animal agriculture uses 33% of the available drinking water, while 63 million Indians do not have access to clean drinking water.

According to NASA's earth observatory, 65% of the country's reservoirs were running dry in 2019, and 21 cities are at risk of running out of groundwater.

The animal agriculture industry is responsible for inefficient waste management, high groundwater, and river contamination levels.

**SUSTAINABLE FOOD POLICIES ARE NOT ONLY GOOD FOR THE PLANET BUT ALSO FOR EMPLOYEES' PERSONAL WELLNESS.**

### PROMOTING EMPLOYEE WELLNESS

Plant-based eating has a big advantage due to being high in fiber, lower in saturated fat, and potentially lower calories. Research has shown that people on plant-based diets have:

- 3/4–1/2 lower rates of high blood pressure
- 2/3 lower risk of type-2 diabetes
- 15–20% lower risk of cancer
- Significantly lower cholesterol levels

**BY REDUCING SERVING CHICKEN ONCE/TWICE A WEEK, COMPANIES ARE HELPING SAVE 7,134 LITERS\*\* OF WATER PER EMPLOYEE**



# HISTORICAL MILESTONES

Fighting climate change with diet change has been our motto. To achieve this over the past years, we formulated multiple strategies, learned from our mistakes, and tried to turn challenges into opportunities. It has been an exciting roller coaster ride.

**From an institution's point of view, unlike the other corporate social responsibility and sustainability initiatives, our campaign comes at no cost, with the least operational changes and a huge impact.**

## 2018

Before the Green Tuesday Initiative framework was created, we used to work with the restaurants and cafes to introduce plant-based options. We were ambitious to create a larger impact and hence shifted our institutional outreach campaign towards companies and colleges.

## 2019

**We created a strategy to achieve maximum impact with minimal operational changes. We reached out to 500+ educational institutes and companies.**

**Challenges:** Food sustainability was relatively new and was not yet in the institution's key result areas. Companies wanted to remain apolitical when it came to food choices.

We did not have a fair idea of the different cafeteria and kitchen formats.

**Success:** Signed the Green Tuesday Initiative pledge with 11 educational institutes and companies.

**Biggest Success:** 91 SpringBoard, a leading co-working space lending company, signed the Green Tuesday Initiative pledge.

## 2020

**Conducted an extensive survey on the type of companies, employees' strengths, cafeteria format, and operations. Created collateral backed up with research and facts to help companies and educational institutes understand the link between the food they serve and climate change.**





# HISTORICAL MILESTONES

## 2020

**Challenges:** Pandemic year. Companies moved to work from home and focused on coping with COVID-19. Our old campaign strategy was obsolete. Shifted our focus on health and worked with essential companies that were still operating.

**Success:** Partnered with 7 institutions: 1 manufacturing company and 6 educational institutions.

**Biggest success:** Hetero Drugs Limited, a leading pharmaceutical company, implemented the Green Tuesday Initiative. They now serve 2.5 million meat-free meals every year.

## 2021

**Created a large pipeline to work. Expanded our team and devised strategies as companies started going back to work. Companies had also gained better insights around how food is interlinked with climate change.**

**Challenges:** The second wave of COVID-19. All our conversations with companies went warm by the time the situation was stable again. Lost a lot of time and effort during this time.

**Success:** Most successful year. Partnered with 10 institutions and organized webinars in 3 companies for 500+ employees.

**Biggest Success:** Tech Mahindra, a global IT giant, implemented the Green Tuesday Initiative in 14 campuses across Hyderabad, Noida, Gurgaon, Kolkata, and Chandigarh offices.

## 2022

**2022 so far has been outstanding. We have already partnered with 6 institutions and are excited about what is ahead.**



# GREEN TUESDAY INITIATIVE PARTNERS

33 companies and educational institutes that partnered with the Green Tuesday Initiative. Some companies serve completely meat-free meals, and some reduce serving meat and dairy once a week.

## COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



*Reduced serving meat once a week to all the employees*

Reduction of  
46,090 kg/1,01,611 lbs of GHG emissions  
69,23,490 liters of water

91  
SPRINGBOARD



*Reduced serving paneer once a week to all the employees*

Reduction of  
83,285 kg/1,83,612 lbs of GHG emissions  
1,96,79,599 liters of water

ANAND COLLEGE

Annora

*Reduced serving meat once a week to all the employees*

Reduction of  
84,800 kg/1,86,952 lbs of GHG emissions  
57,07,200 liters of water

ANNORA PHARMA



*Reduced serving paneer once a week to all the employees*

Reduction of  
9,613 kg/21,193 lbs of GHG emissions  
22,72,053 liters of water

AASHLAR BUSINESS  
SCHOOL



*Reduced serving meat once a week to all the students*

Reduction of  
3,00,865 kg/6,63,294 lbs of GHG emissions  
2,52,70,673 liters of water

BITS GOA



*Reduced serving milk beverages on selected days*

Reduction of  
27,480 kg/60,583 lbs of GHG emission  
54,87,960 litres of water

CHIEF RELATIONS  
OFFICE OF TELANGANA



*Reduced serving meat once a week to all the students*

Reduction of  
2,47,071 kg/5,44,698 lbs of GHG emissions  
1,76,03,819 liters of water

DY PATIL INSTITUTE OF  
HOTEL MANAGEMENT AND  
TOURISM STUDIES



*Serving meat-free meals everyday to students and reduced dairy on select days*

Reduction of  
91,423 kg/2,01,553 lbs of GHG emission  
1,82,84,539 litres of water

G. H. RAISONI COLLEGE OF  
ENGINEERING AND  
MANAGEMENT



# GREEN TUESDAY INITIATIVE PARTNERS

## COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



*Serving meat-free meals everyday to students and reduced dairy on select days*

Reduction of  
3,46,154 kg/7,63,139 lbs of GHG emissions  
8,17,93,846 liters of water

**GAUTAM BUDDHA  
UNIVERSITY**



**HETERO**

*Serving meat-free meals to all the employees*

Reduction of  
43,46,000 kg/95,81,290 lbs of GHG emissions  
29,24,94,000 liters of water

**HETERO  
LIMITED**



**HETERO**

*Serving meat-free meals to all the employees*

Reduction of  
1,46,280 kg/3,22,492 lbs of GHG emission  
98,44,920 liters of water

**HETERO  
VACCINE LABS**



*Serving plant-based meals during all their treks and tours*

Reduction of  
1,63,533 kg/3,60,529 lbs of GHG emission;  
1,88,08,115 liters of water

**HYDERABAD  
TREKKING  
CLUB**



**LOVELY  
PROFESSIONAL  
UNIVERSITY**

*Reduced serving dairy 2 days a week*

Reduction of  
4,52,160 kg/9,96,842 lbs of GHG emissions  
9,04,61,760 liters of water

**LOVELY PROFESSIONAL  
UNIVERSITY**



*Serving meat-free meals to all the employees*

Reduction of  
1.43.100 kg/3,15,481 lbs of GHG emission  
96,36,900 litres of water

**CARL ZEISS**



**MLR INSTITUTE OF  
TECHNOLOGY**  
(AUTONOMOUS)

(Affiliated to JNTU, Hyderabad and Approved by AICTE - New Delhi)

*Reduced serving meat once a week to all the students*

Reduction of  
38,527 kg/84,937 lbs of GHG emissions  
25,92,935 liters of water

**MLR INSTITUTE OF  
TECHNOLOGY**



*Reduced serving meat twice a week to all the students*

Reduction of  
1,54,108 kg/3,39,750 lbs of GHG emissions  
1,03,71,739 liters of water

**NIT, CALICUT**



# GREEN TUESDAY INITIATIVE PARTNERS

## COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



**Parul<sup>®</sup>  
University**

*Serving meat-free meals to all the students and reduced dairy on select days*

Reduction of  
85,615 kg/1,88,749 lbs of GHG emissions  
57,62,077 liters of water

**PARUL  
UNIVERSITY**



**REVA  
UNIVERSITY**

Bengaluru, India  
Established as per the section 2(f) of the UGC Act, 1956,  
Approved by AICTE, New Delhi

*Reduced serving meat once a week to all the students*

Reduction of  
12,67,108 kg/27,93,495 lbs of GHG emission  
8,52,78,739 liters of water

**REVA  
UNIVERSITY**



*Reduced serving eggs once a week to all the students*

Reduction of  
19,846 kg/43,753 lbs of GHG emissions  
24,83,538 liters of water

**S.S. COLLEGE**



*Reduced serving meat once a week to all the employees*

Reduction of  
68,900 kg/1,51,899 lbs of GHG emission  
46,37,100 liters of water

**TA DIGITAL**



*Serving meat-free meals on every Tuesday*

Reduction of  
15,90,000 kg/35,05,350 lbs of GHG emission  
10,70,10,000 liters of water

**TECH MAHINDRA  
HYDERABAD**



*Serving meat-free meals on every Tuesday*

Reduction of  
6,14,800 kg/13,55,402 lbs of GHG emission  
4,13,77,200 liters of water

**TECH MAHINDRA  
NOIDA CIRCLE**



*Reduced serving meat & eggs once a week to all the employees*

Reduction of  
4,24,000 kg/9,34,760 lbs of GHG emissions  
2,85,36,000 liters of water

**TECH MAHINDRA  
PUNE**



**TRANSCEND ADVENTURES**  
GO BEYOND THE LIMITS

*Increased plant-based options during all their treks and tours*

Reduction of  
1,23,992 kg/2,73,356 lbs of GHG emission  
82,97,889 liters of water

**TRANSCEND  
ADVENTURES**



*Reduced serving meat once a week to all the employees*

Reduction of  
48,750 kg/1,07,475 lbs of GHG emissions  
1,15,19,300 liters of water

**UNEECORPS**



# GREEN TUESDAY INITIATIVE PARTNERS

## COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



**VARDHAMAN**  
College of Engineering  
Accredited by NAAC with 'A' Grade.  
(Autonomous)

*Reduced serving meat once a week to  
all the students*

Reduction of  
2,42,262 kg/5,34,096 lbs of GHG emissions  
3,32,68,800 liters of water

**COLLEGE OF  
ENGINEERING**



**VDart**

*Serving meat free meals and reduced  
serving milk & eggs once a week to all  
the employees*

Reduction of  
41,400 kg/91,271 lbs of GHG emission;  
68,31,450 liters of water

**VDART**



*Reduced paneer and milk once a week*

Reduction of  
46,246 kg/1,01,955 lbs of GHG emissions  
91,11,600 liters of water

**VIJAY INTERNATIONAL  
SCHOOL**

## INSTITUTIONS AND BRANDS THAT INCREASED PLANT-BASED OPTIONS



**IT, Electronics &  
Communications Department**

*Increased plant-based options for  
select official events*

**GOVT OF TELANGANA  
ITE&C DEPARTMENT**



**Kaa's Kitchen**

*Introduced vegan options in their menu  
and made 90% of all their meals  
plant-based*

**KAA'S KITCHEN**



**SPARKS**

*Made 80% of the meals they serve  
plant-based*

**SPARKS  
EVENTS**



*Introduced 100% plant-based meat  
alternatives*

**VEGGIE CHAMP**



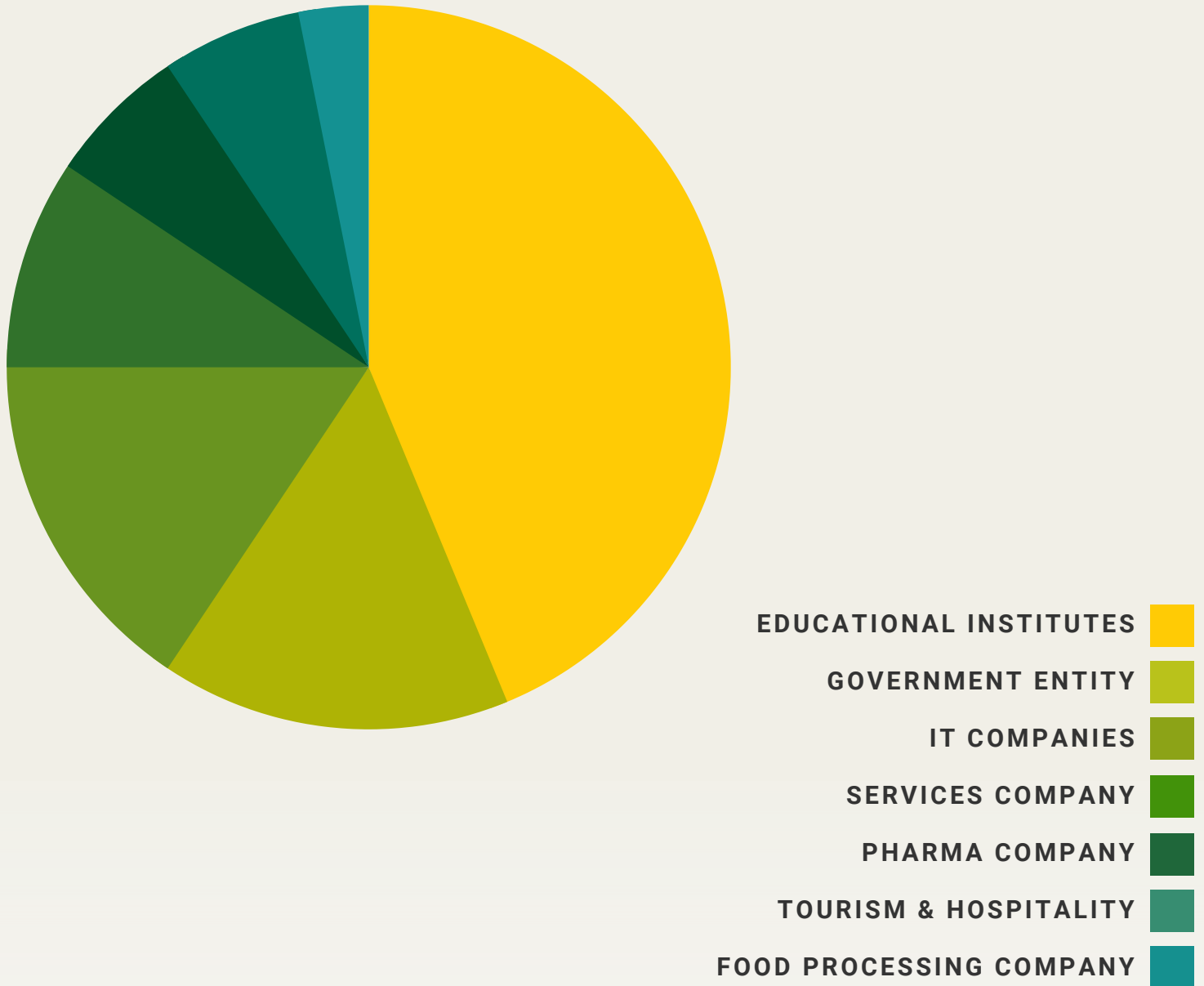
*Introduced and added plant-based  
options at all of their locations*

**ZOSTEL**



# GREEN TUESDAY INITIATIVE PARTNERS

## TYPE OF GREEN TUESDAY INITIATIVE PARTNERS



# UN SUSTAINABILITY GOALS 2030

A 2018 United Nations report warned that we have 12 years left to limit a global climate change catastrophe. By serving plant-based food once a week, you can reduce your organization's carbon footprint by up to 30%.

**Green Tuesday Initiative aligns with 7 Sustainable Development Goals by the United Nations**



## Join the Green Tuesday Initiative



## OUR PARTNERS SPEAK



*By implementing vegetarian Tuesdays, we are taking one step forward in reducing our food-related carbon footprint and creating awareness about the food choices of employees. In the next year, we will be working with Vegan Outreach to implement this initiative on more campuses in other cities. Our team is also working to create a soulful, delicious alternative menu on Tuesdays.*

**-C V N Varma, Tech Mahindra**

*A journey of a thousand miles begins with a single step. Our first step to reducing food-related carbon footprint is partnering with Vegan Outreach's Green Tuesday Initiative. We hope our new partnership will help fight climate change and promote employee wellness.*

**-Vignesh S, TA Digital**



*Veganism will indeed become a way of life in the future. Thanks to Vegan Outreach for helping us envision the same. We understood the negative impact of food, and we are also talking to our clients about it and raising awareness. Glad to be part of the Green Tuesday Initiative.*

**-Kalyani P, Sparks Lifestyle and Kitchen**

*At Hetero, we do everything in our ability to create a positive impact. We are glad to be part of the Green Tuesday Initiative and grateful for the awareness Vegan Outreach is creating amongst employees regarding environmental impact and health benefits of a plant-based diet.*

**- C Mohan Reddy, Hetero Limited**





# OUR EXPERTS

We want to thank our expert partners - Physicians Committee for Responsible Medicine, our nutrition expert Vinita contractor, and our expert chef Sushmita Susmitha Veganosaurus - for supporting the Green Tuesday Initiative partners and us with their unparalleled knowledge.

## LOOKING AHEAD



## MESSAGE FROM OUR TEAM



*With the world fighting to combat climate change and its associated consequences, Green Tuesday Initiative aligns with sustainability goals in reducing carbon emissions, global acidification, and land and water use. Choosing to serve climate-friendly food would be the first step in raising awareness about the impact of food on the planet and people's health.*

**- Sowndarya Ganesan, Campaigns Specialist**

*I thank all our GT partners and donors for enabling important work. Green Tuesday Initiative is one such campaign where institutions can reduce their carbon footprint with the least operational changes and at no cost. Campaigns like these should be part of mainstream sustainability initiatives and policies, and I'm glad and proud to work towards it.*

**- Bhavya Vatrpu, Senior Campaigns Manager**



## TAKE ACTION

A 2018 United Nations report warned that we have 12 years left to limit a global climate change catastrophe. India is already taking a heavy toll when it comes to climate change events. We spend thousands of crores of money as relief from climate change events like floods and droughts every year.

As more climate change events occur, India's socio-economic situations will be disrupted, making our country unstable and vulnerable. By serving plant-based food once a week, institutions can reduce their food-related carbon footprint by up to 30%. Contact us to implement the Green Tuesday Initiative at your institution.

Visit: <https://greentuesday.org/>  
Email: [bhavyav@veganoutreach.org](mailto:bhavyav@veganoutreach.org)  
[sowndaryag@veganoutreach.org](mailto:sowndaryag@veganoutreach.org)  
Linkedin: Green Tuesday Initiative





# Gallery

From left to right. Accreditation events of:

1. Gautham Buddha University
2. REVA University
3. 91 Springboard
4. Carl Zeiss
5. Tech Mahindra
6. Hetero Limited





# REFERENCES

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Reduce 106 kgs of green house gas emissions per employee (By reducing serving chicken once/twice a week)	<a href="https://www.bbc.com/news/science-environment-46459714">https://www.bbc.com/news/science-environment-46459714</a>
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65% of India's reservoirs are running out of water	<a href="https://earthobservatory.nasa.gov/images/145242/water-shortages-in-india">https://earthobservatory.nasa.gov/images/145242/water-shortages-in-india</a>

