



GREEN TUESDAY

— INITIATIVE —

Fighting Climate Change with Diet Change

Campaign Impact Report 2023



INDEX

| | |
|------------------------------------------|----|
| Preface | 1 |
| Message from Our Director | 2 |
| Our Work | 3 |
| 2023 Milestone | 5 |
| Green Tuesday Initiative Partners | 6 |
| Achieving Global Sustainability Goals | 8 |
| Journey Ahead | 8 |
| Spotlight Stories: Engagement Activities | 9 |
| Our Partners & Testimonials | 10 |
| Media Cover | 11 |
| Take Action | 11 |
| Gallery | 12 |



PREFACE

Green Tuesday Initiative is a prolific campaign by Vegan Outreach (501c3 nonprofit in the USA) to help corporations and educational institutions reduce their environmental footprint by making small changes in the food they serve. So far, we've collaborated with 49 institutions in India.

As we face an escalating climate crisis, the production of meat and dairy remains a leading contributor to greenhouse gas emissions and exerts considerable pressure on vital resources such as land and water. With India identified as one of the most climate-vulnerable countries, it is imperative for institutions to proactively address their food-related environmental impact.

In 2023, our strategy for the Green Tuesday Initiative has evolved, reflecting our commitment to innovation and collaboration. We have engaged with a diverse array of stakeholders, including academic administrators, sustainability advocates, corporate social responsibility (CSR) departments, nutritional experts, hospitality leaders, and students. This collaborative effort has allowed us to refine our approach, ensuring that we provide effective solutions to reduce carbon emissions while facilitating minimal operational disruption.

Proudly aligned with 7 of the United Nations Sustainable Development Goals, the Green Tuesday Initiative exemplifies our dedication to remain steadfast on the mission to inspire institutions to embrace plant-based alternatives and contribute to a more sustainable world.



MESSAGE FROM OUR DIRECTOR

2023 has been a pivotal year for the Green Tuesday Initiative as we continue tackling the pressing challenges of climate change and unsustainable food choices. Our mission—encouraging institutions to reduce meat and dairy consumption and adopt more plant-based meals—has made significant strides in reducing carbon emissions, conserving water, and promoting healthier, more sustainable eating habits.

We expanded our reach, forming partnerships with diverse organizations and inspiring thousands to embrace plant-based meals, starting just one day a week. Our efforts have focused on raising awareness of the environmental impact of food production, particularly the outsized role of animal agriculture in greenhouse gas emissions, deforestation, and water depletion.

Through our partnerships with 16 institutions, including universities, corporate offices, restaurants and hospitality institutions, we've fostered a culture of conscious eating. As we move into the future, we aim to build on this year's successes, deepening our partnerships, refining our strategies, and continuing to inspire positive, sustainable change.

As we reflect on the progress of 2023, we present this annual report for the Green Tuesday Initiative with a deep sense of purpose and gratitude.

The work ahead is immense, but together—with your support—we can contribute to a healthier planet, one meal at a time.



A handwritten signature in black ink that reads "Richa Mehta".

Richa Mehta
Directors of Programs, India
Vegan Outreach



OUR WORK

The Green Tuesday Initiative is dedicated to promoting a sustainable food system by encouraging institutions to adopt plant-based menus on Tuesdays. Our mission is to inspire a cultural shift toward more sustainable eating habits, significantly reducing the environmental impact of food production and consumption. The key objectives of the initiative include:

REDUCING FOOD-RELATED GHG EMISSIONS



Animal agriculture is a major contributor to anthropogenic greenhouse gas emissions, deforestation, water pollution, and air pollution. The evidence is clear: our dietary choices significantly affect the planet. Despite accounting for only 37% of global protein, animal agriculture generates 60% of agriculture's greenhouse gas emissions.

Ruminant animals, such as cows and sheep, release methane—a greenhouse gas 28 times more potent than CO₂—through belching. In India alone, livestock emit over 12 million tons of methane annually. Additionally, manure from billions of animals releases nitrous oxide, a greenhouse gas 256 times more powerful than CO₂.

Animal agriculture is a primary driver of deforestation, reducing tree cover and impairing the earth's ability to absorb CO₂.

***With the Green Tuesday Initiative, companies can reduce greenhouse gas emissions by an average of 106 kg per employee each year.**



REDUCING LAND & WATER USE

A staggering **83% of agricultural land worldwide is devoted to livestock production.** If we were to halve global meat consumption and repurpose that farmland to cultivate fruits and vegetables for direct human consumption, we could nourish every person on the planet today and still provide for an additional 2 billion individuals.



Furthermore, animal agriculture stands as the leading cause of deforestation, accounting for 60% of global biodiversity loss. This sector occupies over one-third of the planet's landmass, resulting in significant harm to ecosystems and the extinction of countless wildlife species.

Through the Green Tuesday Initiative, institutions can play a pivotal role in reducing land usage and deforestation, thereby creating more space for vital food crops and promoting biodiversity.



Animal agriculture consumes 33% of the world's available drinking water, while 63 million people in India lack access to clean drinking water.

By simply reducing chicken servings to once or twice a week, institutions can save an impressive average of 7,134 liters of water per employee, thereby making a substantial impact on their overall water footprint.

PROMOTING EMPLOYEE WELLNESS

Sustainable food policies enhance employee wellness. Plant-based diets lead to:

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



2023 MILESTONES

In 2023, we partnered with 16 institutions, including multinational companies, prestigious universities, international events and restaurants. Each of these organizations successfully integrated the Green Tuesday Initiative into their food practices, reducing their meat and dairy product consumption and adding more plant-based food alternatives to their menu.

1.2 Mn

1.2 Mn pounds of animal products reduced from getting served

70%

Renewed 70% of the Green Tuesday Initiative partners year-on-year

16

16 Institutions implemented the Green Tuesday Initiative

38,000

~ 38,000 people participated in the Green Tuesday Initiative

3

3 Hospitality Institutions introduced Plant-based cooking modules in their curriculum.

Vietnam

Launched Green Tuesday Initiative in Vietnam

2023 GREEN TUESDAY INITIATIVE PARTNERS



- Educational Institutions
- Tourism & Hospitality Institutes
- IT Companies
- Restaurants
- Automotive Companies
- International Motorsport event



GREEN TUESDAY INITIATIVE PARTNERS

16 companies and educational institutes partnered with the Green Tuesday Initiative. Some institutions reduce serving meat and dairy once a week and some introduce plant-based options.

COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



Reduced serving meat and dairy once a week on campus and hostels

Reduction of
3,45,288 kg/7,61,231 lbs of CO2 emissions
12,32,86,154 liters of water

**PONDICHERRY
UNIVERSITY**



Cut down on paneer and reduced serving milk beverages once a week

Reduction of
4,95,000 kg/10,91,288 lbs of CO2 emissions
16,71,84,000 liters of water

ZF

**TECH
mahindra**

Reduced serving paneer once a week and cut down on milk beverages

Reduction of
3,57,000 kg/7,87,050 lbs of CO2 emissions
16,88,40,000 liters of water

**TECH MAHINDRA PUNE
SHARDHA CAMPUS**



Reduced serving dairy once a week to all the students

Reduction of
1,55,077 kg/3,41,886 lbs of CO2 emissions
8,33,69,354 liters of water

**BHARATH INSTITUTE OF
HIGHER EDUCATION AND
RESEARCH**



Reduced serving meat, eggs and milk beverages once a week

Reduction of
92,885 kg/2,04,776 lbs of CO2 emissions
3,58,71,635 liters of water

**AZIM PREMJI
UNIVERSITY**



Reduced serving meat, eggs and milk beverages once a week

Reduction of
14,118 kg/31,126 lbs of CO2 emission
62,96,277 litres of water

**VELS INSTITUTE OF SCIENCE,
TECHNOLOGY & ADVACED STUDIES**

zapcom.

Reduced serving meat and eggs once a week to all the employees

Reduction of
93,000 kg/2,05,030 lbs of CO2 emissions
2,91,03,000 liters of water

ZAPCOM



Reduced serving panner once a week to all students

Reduction of
76,327 kg/1,68,272 lbs of CO2 emission
2,23,89,231 litres of water

**GLS (GUJARAT LAW
SOCIETY) UNIVERSITY**



Reduced serving dairy once a week to all students

Reduction of
54,519 kg/1,20,194 lbs of CO2 emission;
2,93,09,538 liters of water

**INSTITUTE OF ADVANCED
RESEARCH (IAR)**



GREEN TUESDAY INITIATIVE PARTNERS

COMPANIES AND INSTITUTES THAT ADDED PLANT-BASED OPTION:



Introduced plant-based options in the event menu

EV WEEK HYDERABAD



Introduce plant-based culinary training at the practice kitchens

**EMPEE INSTITUTE OF HOTEL
MANAGEMENT AND CATERING
TECHNOLOGY**



Added more plant-based options to their menu

RED RHINO



Serving meat-free meals to all students

**DR. U. C. PATEL ARTS AND
COMMERCE COLLEGE**



Serving meat-free meals to all students

**S. V. VANIJYA
MAHAVIDYALAYA**



Serving meat-free meals to all students

**SADAR VALLABHBHAI
COMMERCE COLLEGE**



Serving meat-free meals to all students

**SARDAR VALLABHBHAI
ARTS COLLEGE**



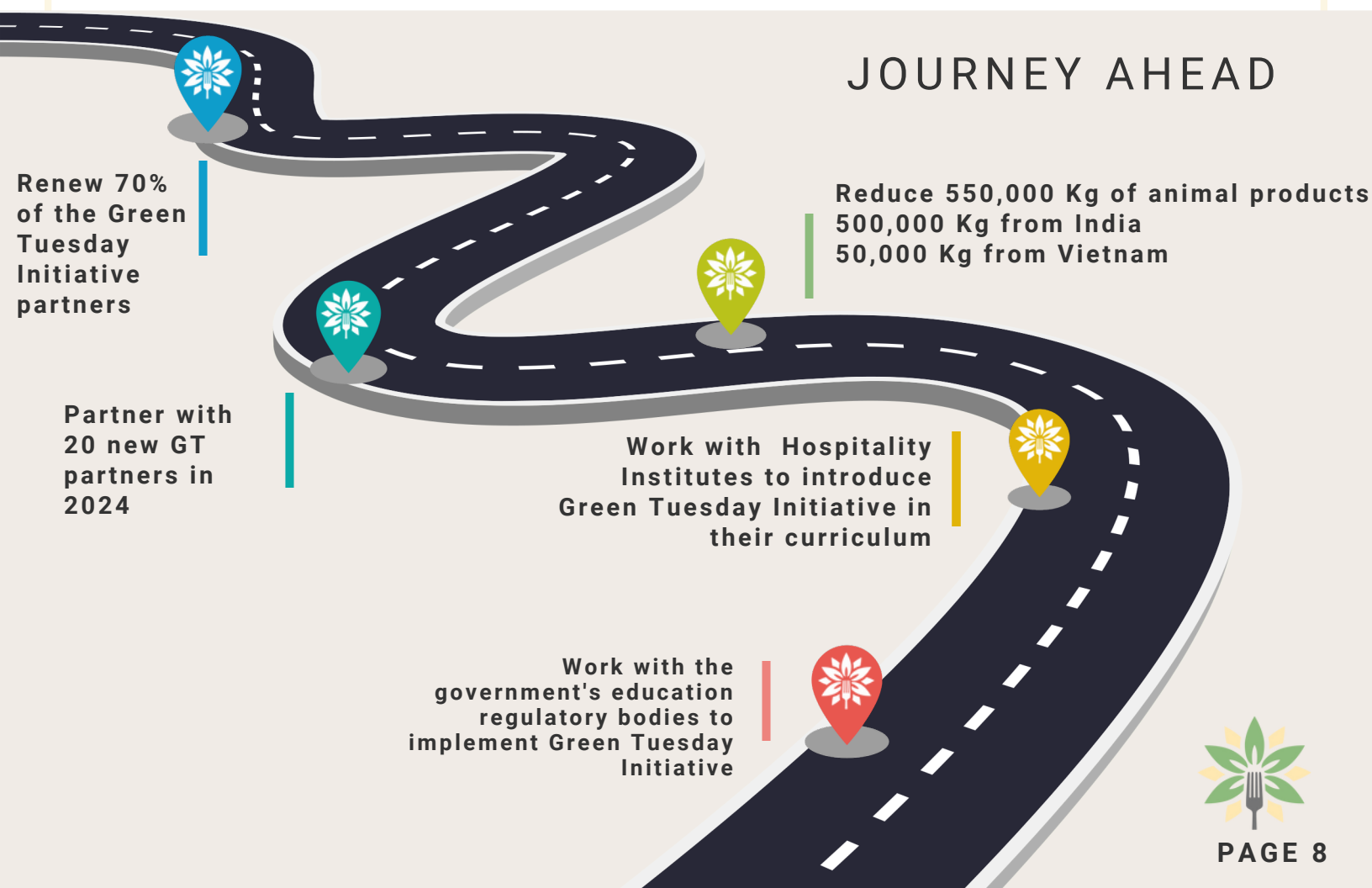
ACHIEVING GLOBAL SUSTAINABILITY GOALS

In 2023, our partners made significant strides towards these goals by adopting more sustainable food practices. Each of these organizations successfully integrated plant-based options into their food service, reducing their carbon and environmental footprints.

Green Tuesday Initiative aligns with 7 Sustainable Development Goals (SDGs) by the United Nations.



JOURNEY AHEAD



SPOTLIGHT STORIES: ENGAGEMENT ACTIVITIES



Organized plant-based nutrition session and tasting table event for Incture Technologies to promote environmentally friendly and health-conscious food choices among its workforce.

Organized a seminar for Tech Mahindra employees in Hyderabad, highlighting the health advantages of a plant-based diet. Participants enjoyed a variety of vegan food and beverages while learning about plant-based nutrition on health and well-being.



Hosted a plant-based cooking workshop at D.Y. Patil School of Hospitality. Students gained practical skills in plant-based cooking techniques to expand career opportunities in the growing plant-based culinary industry.



OUR PARTNERS & TESTIMONIALS



We now serve coffee and tea with plant-based milk on our campus. What began as Meat-Free Tuesdays in 2020 has evolved into a mainstream awareness initiative. Our employees' enthusiastic adoption of plant-based food encourages us to engage in more initiatives in partnership with the Green Tuesday Initiative.

-Vishvesh Shaligram, Corporate Services Head, Tech Mahindra - Pune

Our students represent the future of the culinary industry. By adopting plant-based menus, we are equipping them not only with exceptional culinary skills but also with an understanding of their role in building a greener and more compassionate industry. We appreciate our partnership with the Green Tuesday Initiative for helping us shape chefs ready for the future!

-Mrs Pallavi Chowdary, Director, D Y Patil University School of Hospitality & Tourism Studies



MEDIA COVERAGE



Vegan First

[Pondicherry University Joins Sustainability Initiative To Serve Plant-based Food on Tuesdays](#)



The Logical Indian

[Save Planet! Know How This Initiative Helps Institutions Reduce Their Food-Related Environmental Footprint](#)



Eco Ideas

[Vegan Outreach's Green Tuesday Initiative is now a Global Movement](#)



Green Queens

[Can the Green Tuesday Cafeteria Campaign Help Vietnam Lower Its Meat Emissions?](#)



FnB News

[Green Tuesday Initiative organised a plant-based food workshop for future chefs](#)



Substack & Medium

[8 Gujarat Universities & Colleges Joined The Green Tuesday Initiative To Fight Climate Change With Diet Change](#)

TAKE ACTION

According to the UN's Intergovernmental Panel on Climate Change (2022), one answer to the climate crisis is on our plates, emphasising a shift towards plant-based diets as a significant opportunity to limit greenhouse gas emissions. By reducing the consumption of animal products and increasing reliance on plant-based foods, we can significantly lower our environmental footprints.

This dietary shift not only addresses environmental concerns but also promotes a sustainable and healthier future for both people and the planet. Globally and in India, institutions are reducing their use of animal products and choosing plant-based foods to fight climate change. By serving plant-based food once a week, institutions can reduce their food-related carbon footprint by up to 30%.

Join us in this important effort—contact us to implement the Green Tuesday Initiative at your institution and take a step towards a more sustainable future.



<https://greentuesday.org/>



Email us:

bhavyav@greentuesday.org



[Green Tuesday Initiative](#)

sowndarya@greentuesday.org





Gallery

From left to right. Accreditation events of:

1. Pondicherry University
2. Vels Institute of Science, Technology & Advanced studies
3. Bharath Institute of Higher Education and Research
4. ZF, Hyderabad



REFERENCES

Green Tuesday Initiative Website <https://greentuesday.org/>

Reduce 106 kgs of green house gas emissions per employee (By reducing serving chicken once/twice a week) <https://www.bbc.com/news/science-environment-46459714>

Save 7134 liters of water per employee (By reducing serving chicken once/twice a week) <https://www.bbc.com/news/science-environment-46459714>

FAO Key facts and findings <https://www.fao.org/news/story/en/item/197623/icode/>

Harvard Foodprint Calculator <https://harvard-foodprint-calculator.github.io/>

Aerosol and Air Quality Research <https://aaqr.org/articles/aaqr-23-08-bc-0204#:~:text=Methane%20emission%20from%20Indian%20livestock%20is,be%2012.74%20Tg%20yr%E2%80%9331.>

