



Fighting Climate Change with Diet Change

Campaign Impact Report

2024



INDEX

Preface	1
Message from the Director of Programs	2
Green Tuesday: Driving Change, One Meal at a Time	4
Key Highlights of 2024	7
Institutional Footprint	8
Our Institutional & Corporate Collaborations	8
Success Stories & Testimonials	11
UN Sustainability Goals Alignment	13
Future Roadmap – 2025 & Beyond	14
Gallery	15
Acknowledgments & Credits	16
How to Get Involved	16



PREFACE

Welcome to Our 2024 Annual Impact Review!

We are proud to present the 2024 impact report of the Green Tuesday Initiative. This year has been transformative as we expanded our reach to a new country, helping more institutions implement sustainable food policies that reduce greenhouse gas emissions, conserve water, and contribute to a more climate-friendly future.

"What we eat is the easiest way we can have a real impact on climate change today—every meal is an opportunity."

– Food and Climate Change Without the Hot Air by Sarah Bridle

Climate change remains one of the most urgent challenges of our time. While there are numerous solutions, one of the most immediate and effective actions lies in **our food choices**. Embracing sustainable food choices isn't just a personal commitment—it's a collective step to a global solution.

The Green Tuesday Initiative helps organizations – corporations and educational institutions – to offer healthy, plant-based, and climate-friendly meals, reducing their environmental impact. By working with organizations, we aim to transform their food policies to support a plant-based diet prioritizing sustainability, health, and compassion.

The year 2024 marks a significant milestone in our journey since 2019. Over the years, we have laid a strong foundation through dedicated effort and strategic growth, allowing us to set even more ambitious goals. This year, we took bolder steps toward our vision by working with high-impact partners, building a solid feedback system to ensure effective implementation, and securing successful partnerships in a new location.

Looking ahead, we are committed to scaling our impact, forging new partnerships, and striving to double our reach by 2025—ensuring that more organizations can lead the way in reducing GHG emissions, protecting biodiversity, and building a climate-resilient future.



MESSAGE FROM THE DIRECTOR OF PROGRAMS

Reflecting on 2024, I am incredibly proud and grateful for the progress we've made. This year marked a significant milestone as we expanded beyond India, launching our initiative in Vietnam. This expansion has further strengthened our commitment to transforming organizational food policies by embracing plant-based diet that prioritizes sustainability and health.

By collaborating with **11 new corporate and institutional partners**, we extended our impact to **over 83,958 employees and students**, making plant-based options more accessible in workplace and campus cafeterias. Through these partnerships, we facilitated a **20% average reduction in animal product consumption** across participating institutions, helping reduce greenhouse gas emissions, water usage, and land degradation associated with food production.

In 2024, the Food and Agriculture Organization (FAO) emphasized that the transformation in the food system is crucial to achieving climate goals, placing sustainable diets at the center of international climate discussions. Addressing the environmental impact of animal agriculture and unsustainable food choices is at the heart of our mission. We are proud to align with a growing global movement toward sustainable food systems.

As highlighted by the **Plant-Based Treaty at COP28**, "Dietary change has transformative potential to reduce food's impact on climate change, land use, biodiversity, freshwater use, ocean acidification, and as a future carbon sink, to strengthen biosphere resilience."

Looking ahead, in 2025, we aim to expand and deepen our impact, working closely with corporates, institutions and a diverse range of organizations to achieve 200% of our reduction capacity in animal-based food consumption, aligning with 7 of the United Nations' Sustainable Development Goals.

I want to extend my heartfelt gratitude to our incredible partner institutions, the students and employees who embraced this change, our dedicated team



members, and everyone who has supported our mission. Your commitment makes a tangible difference. Together, we're not just introducing plant-based meals—we're shaping a future where sustainable eating is the norm.

With gratitude and optimism,



Richa Mehta

Directors of Programs (Asia Pacific)

Vegan Outreach



GREEN TUESDAY INITIATIVE : DRIVING CHANGE, ONE MEAL AT A TIME

WHY GREEN TUESDAY INITIATIVE?

Imagine a future where sustainable eating isn't just a choice, it's the norm. Where every meal served in schools, colleges, offices, and other larger institutions contributes to a healthier planet. That's the vision behind the Green Tuesday Initiative – an effort to help institutions adopt plant-based food choices that aren't just healthier but also inclusive and sustainable.



HOW DO FOOD CHOICES SHAPE OUR PLANET?



Every meal we consume has a hidden environmental footprint. From the water used to grow crops for animals to the deforestation caused by large-scale factory farming, our dietary choices have far-reaching consequences. Studies show that adopting plant-based meals, even a few times a week, can significantly reduce GHG emissions, water footprint and biodiversity loss.

THE SCIENCE BEHIND THE CHANGE

REDUCING GHG EMISSIONS

Our food system is one of the biggest contributors to environmental degradation. The livestock industry alone accounts for 14.5% of global anthropogenic greenhouse gas emissions, more than all global transportation combined.



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 every year. Additionally, manure from these animals' wastes releases nitrous oxide, a greenhouse gas 256 times more powerful than CO₂.



Research from Oxford University suggests that shifting to a plant-based diet can cut food-related emissions by 49% to 73%, making it one of the most effective solutions to combat climate change.

REDUCING GHG EMISSIONS



Animal Agriculture is a resource-intensive process, which consumes nearly 1/3rd of the world's freshwater supply, much of which is used to grow feed crops for animals. Producing one kilogram of beef requires over 15,000 liters of water, whereas the same amount of lentils requires only 1,250 liters. By incorporating more plant-based meals, ins-

titutions can drastically cut down their water footprint and ensure more sustainable water use for future generations.

PROTECTING BIODIVERSITY

According to the WWF Living Planet Report, 60% of global biodiversity loss is directly linked to meat production. A staggering 83% of agricultural land worldwide is devoted to livestock production. If we were to halve the global meat production and repurpose that farmland to cultivate fruits and vegetables for direct human consumption, we could n-



ourish every person on the planet today and still provide for an additional 2 billion individuals.

CONTRIBUTING TO HEALTH & WELLNESS



A shift towards plant-based eating doesn't just benefit the environment—it also improves overall health. Studies have shown that plant-based diets are linked 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



PROMOTING DIVERSITY AND INCLUSION

Many global cuisines, especially Indian, have long celebrated plant-based dishes as a core part of their heritage. Encouraging plant-based eating also provides greater food choices for individuals with dietary restrictions, such as vegetarians, vegans, and those with food allergies.



Institutions that prioritize diverse meal options help create a welcoming atmosphere that respects different backgrounds and values, ensuring that sustainable eating is a shared movement for all.

By adopting inclusive food policies, institutions support both social and environmental responsibility, reinforcing the importance of plant-based eating as a means to promote sustainability while ensuring that all individuals have access to nutritious, preferentially appropriate meals.

HOW INSTITUTIONS ARE MAKING A DIFFERENCE



From universities to corporations, Green Tuesday Initiative partners are leading the way in sustainable food policies. By reducing the consumption of animal-based food products, these institutions are making measurable environmental impacts and responsible progress.

IMPACT OF ONE SIMPLE CHANGE: PLANT-BASED TUESDAYS

Considering an institution with 1,000 students/employees strength adopts the Green Tuesday Initiative (Plant-based Tuesdays) for a year, it could:



Save 47,43,254 liters of water, which is equivalent to taking **72,942 showers**.



Reduce 70,805 kg of CO₂ emissions, which is equivalent to driving **2,91,201 km in a petrol car**.

*The above calculation is for reducing the consumption of chicken once every week and is subject to vary based on the product and frequency of change.



KEY HIGHLIGHTS OF 2024

2024 was an incredible year for the Green Tuesday Initiative in terms of growth and impact. We deepened our partnership with the majority of our existing partners and collaborated with many high-impact organizations, making a great difference. One of the most exciting milestones was our successful expansion into Vietnam, bringing our mission to a new country.

We also organized engaging workshops that ignited conversations among thousands of people. With such strategic collaborations and dedicated efforts, we continued to drive positive transformation, making this year one of the most impactful yet.

INDIA



8

New Partner Institutions



5,87,159 KG

kg High-Carbon-Footprint Foods Reduced



68,610

Employees and Students Engaged



70%

Green Tuesday Initiative Partner Renewal Rate



2,33,08,976

kg CO₂e GHG Emission Reduction



2,64,11,20,802

litres Water Footprint Reduction

VIETNAM



3

New Partner Institutions



45,759

kg High-Carbon-Footprint Foods Reduced



15,348

Employees and Students Engaged



1,15,195 KG

CO₂e GHG Emission Reduction

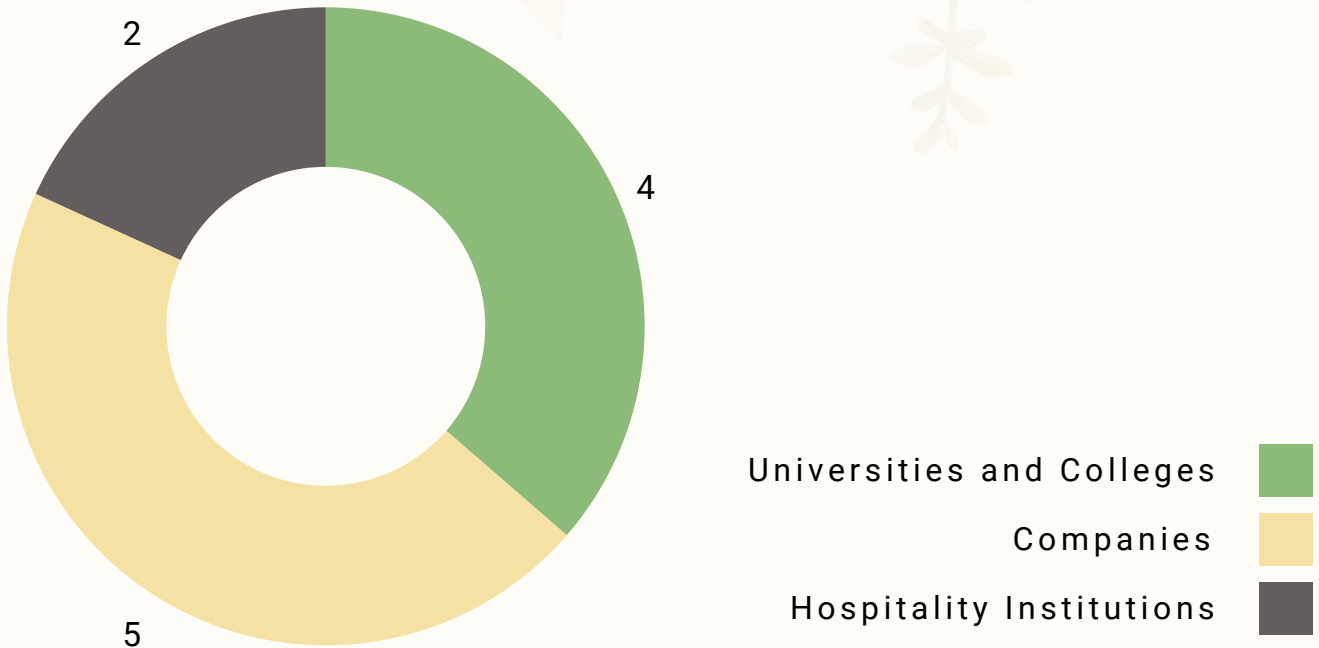


1,45,946

litres Water Footprint Reduction



INSTITUTIONAL FOOTPRINT



OUR INSTITUTIONAL PARTNERS & THEIR CONTRIBUTIONS

INSTITUTIONS THAT TOOK THE PLEDGE IN 2024

INDIA



Switched plant-based beverages on selected days

Reduction of:
 4,980 kg CO2 emissions
 9,94,599 liters of water
Students impacted: 450

BHIKHABHAI JIVABHAI VANIJYA MAHAVIDYALAYA (BJVM)



Switched plant-based beverages on selected days

Reduction of:
 5,534 kg CO2 emissions
 11,05,110 liters of water
Students impacted: 450

ZF



Reduced serving chicken, eggs and paneer once every week. Introduced dairy alternatives for tea and coffee every day.

Reduction of:
 25,45,436 kg CO2 emissions
 34,17,49,557 liters of water
Employees impacted: 17,000

TECH MAHINDRA PUNE HINGEWADI CAMPUS





Reduced serving chicken, eggs, paneer and milk once every week by introducing alternatives.

Reduction of:
850,828 kg CO2 emissions
13,11,32,941 liters of water
Students impacted: 4,900

SRM INSTITUTE OF HOTEL MANAGEMENT



Reduced serving chicken, eggs, paneer and milk for a month.

Reduction of:
6,615 kg CO2 emissions
10,19,498 liters of water
Employees impacted: 400

TATA POWER



Reduced serving chicken, eggs, paneer and milk once every week by introducing alternatives.

Reduction of:
62,510 kg CO2 emissions
10,19,498 liters of water
Students impacted: 360

ICE INSTITUTE OF HOTEL MANAGEMENT



Reduced serving chicken once a month.
Reduced serving eggs and milk once every week.

Reduction of:
4,51,212 kg CO2 emissions
7,18,59,986 liters of water
Students impacted: 5,000

LINGAYA'S VIDYAPEETH



Reduced serving milk once every week.

Reduction of:
10,54,027 kg CO2 emissions
21,04,97,095 liters of water
Students impacted: 40,000

VISHWAKARMA UNIVERSITY

VIETNAM



Reduced serving beef once every week.

Reduction of:
1,13,016 kg CO2 emissions
Employees impacted: 14,628

FPT SOFTWARE



Promoted the benefits of plant-based food.

Employees impacted: 240

SONTA FOUNDATION



Reduced serving chicken on selected days.

Reduction of:
2,179 kg CO2 emissions
1,45,946 liters of water
Students impacted: 480

SOURCEBYNET PTE LTD



INSTITUTIONS THAT RENEWED THE PLEDGE IN 2024



SUCCESS STORIES & TESTIMONIALS

FEATURE STORIES

GROWING IMPACT

Tech Mahindra, a key partner actively working to reduce animal product consumption and promote plant-based alternatives since 2021 has made continuous progress, reinforcing its commitment to sustainability. In 2024, Tech Mahindra expanded the initiative in Pune, benefiting an additional 17,000 employees. This collaboration highlights the power of institutional change in creating a more sustainable and compassionate future.



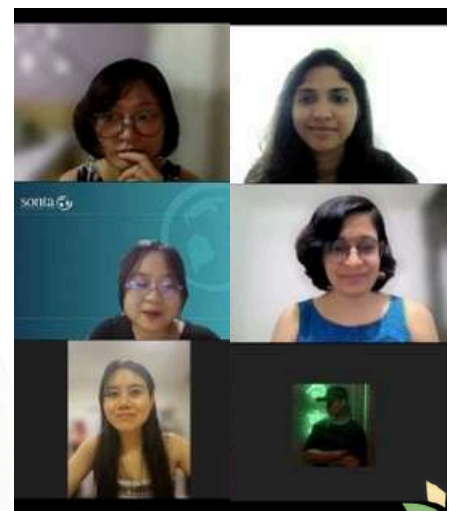
COMMITMENT TO SUSTAINABILITY

TATA Power took a major step towards sustainability by integrating plant-based food choices into its environmental initiatives. In collaboration with the Green Tuesday Initiative, the company introduced “Plant-Based Tuesdays” at its Dharavi office, successfully implementing it for a month. With the support of customized plant-based menus, recipes, and nutrition guides, this initiative reinforced TATA Power’s dedication to sustainable practices.



AWARENESS AND EMPLOYEE ENGAGEMENT

In collaboration with the Green Tuesday Initiative, the Sonta Foundation organized an online awareness session to encourage its employees to adopt more climate-friendly, plant-based foods as part of their regular diets. The awareness session brought up several questions from the employees that highlighted common myths and concerns about plant-based diets such as protein intake, affordability, and individual impact.



TESTIMONIALS



The Green Tuesday Initiative is an essential milestone in upgrading our curriculum and training resources. We aim to equip our students with advanced culinary techniques and the ability to innovate and adapt in the dynamic food industry. By prioritizing plant-based cooking skills, we address the growing demand for sustainable and health-conscious dining, stay ahead of industry trends, and prepare future chefs to cater to diverse dietary preferences. This not only boosts their credibility but also fosters environmental responsibility among the students.

-Dr. D. Antony Ashok Kumar, Director of SRM IHM

Lingaya's Vidyapeeth is proud to sign the MoU with the Green Tuesday Initiative to promote sustainability and plant-based living on campus. We believe this initiative aligns with the UN's climate recommendations and focuses on reducing our carbon footprint. I am confident this initiative will inspire our students to embrace positive change, and I look forward to witnessing its impact on our campus and beyond.

-Dr. Chinnaiyan Ramaswamy, Pro-Vice Chancellor, Lingaya's Vidyapeeth

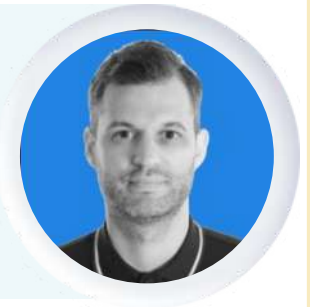


Sustainability is now taking centre stage in the global concern and of our customers. As we foster green and sustainable development to create long-lasting values for our employees, clients, and the community, FPT Software always strives to become a forerunner in the sustainable movement, bolstered by cutting-edge technologies and innovations. The implementation of 'Green Tuesday' is another step to help us achieve this goal.

-Nguyen Khai Hoan, FPT Software

Our employees truly enjoyed the sessions, especially our Chinese team, who appreciated the opportunity to interact with Chef Q and learn about the health benefits of plant-based eating. The potlucks were a fantastic experience, and it was surprising to discover how many of our traditional local dishes are naturally plant-based.

-Benjamin Peadon, Product Sustainability Manager, Sourcebynet



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. Next year, we will work 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, Vice President - Corporate Services at Tech Mahindra



UN SUSTAINABILITY GOALS ALIGNMENT

The Green Tuesday Initiative supports the United Nations' Sustainable Development Goals (SDGs) by integrating plant-based options into food services and reducing environmental footprints while fostering an inclusive and healthier institutional culture. Here's how it aligns with key SDGs:



SDG 2: Zero Hunger - Contributes to a more sustainable and efficient food system, ensuring better resource distribution and reducing the pressure on food insecurity.

SDG 3: Good Health and Well-Being - Improved health outcomes, lowering the risk of chronic diseases and promoting overall well-being.



SDG 6: Clean Water & Sanitation - Conserves freshwater resources and minimizes water pollution caused by animal agriculture.

SDG 12: Responsible Consumption & Production - Support more sustainable consumption patterns, reducing waste and environmental impact.



SDG 13: Climate Action - Reduces greenhouse gas emissions by shifting away from high-impact animal agriculture.

SDG 14: Life Below Water - Reduces overfishing, marine pollution, and habitat destruction, protects aquatic ecosystems.



SDG 15: Life On Land - Conserve biodiversity by reducing deforestation, land degradation, and habitat loss caused by animal agriculture.

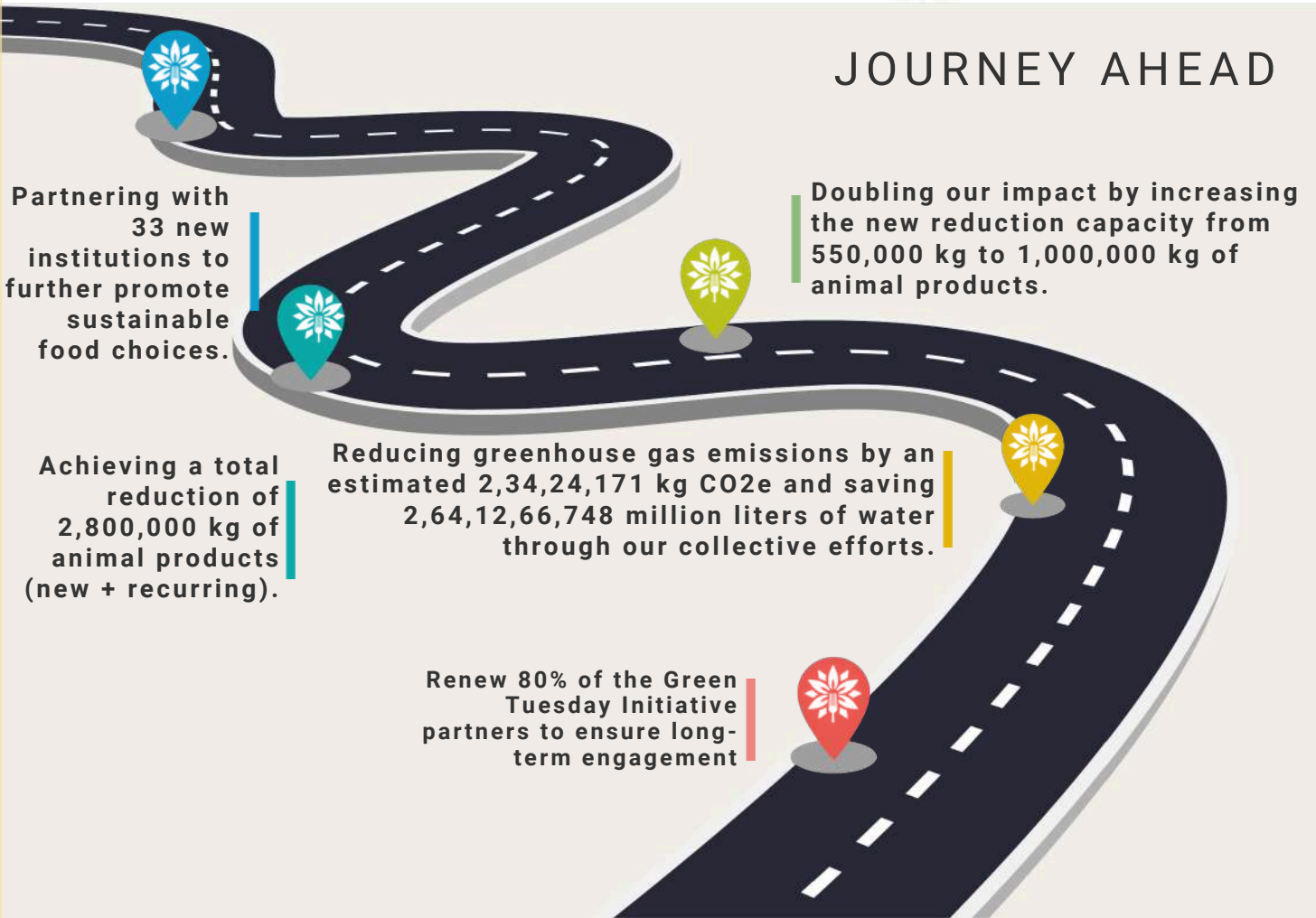


FUTURE ROADMAP – 2025 & BEYOND

For 2025, the Green Tuesday Initiative is committed to amplifying its impact, expanding its reach, and driving systemic change in institutional food choices.

Our key goals for the year include:

JOURNEY AHEAD



WHAT'S NEXT?

- **Expand partnerships** to diverse sectors and industries, encouraging broader adoption of plant-based food choices.
- **Increase the effectiveness** of the implementation process through surveys/feedback.
- **Collaborate with leading research institutions** to conduct studies that quantify the environmental and social impact of reducing animal product consumption, providing scientific evidence to support sustainable food choices.



- **Work alongside industry associations, commerce chambers, and large institutions to drive systemic change.**
- **Scale up to other Asian countries, extending the Green Tuesday Initiative's footprint beyond India and Vietnam.**
- **Build a Green Tuesday leadership network, connecting plant-based ambassadors across organizations.**

GALLERY

1



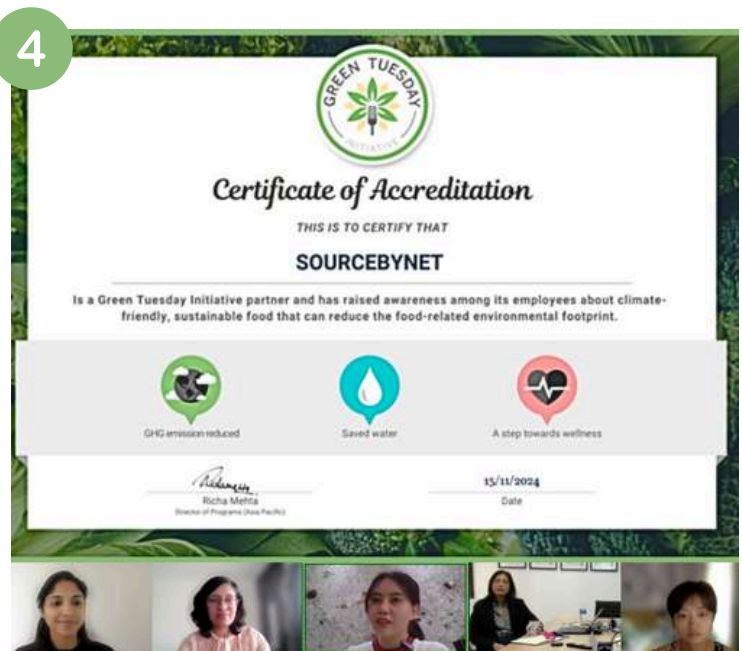
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3



4



5



EVENTS:

1. FPT Accreditation Event
2. SRM IHM Accreditation Event
3. Lingayas' Vidyapeeth Accreditation Event
4. SourcebyNet Virtual Awareness & Accreditation Session
5. Sonta Foundation Virtual Awareness Session



ACKNOWLEDGMENTS & CREDITS

Green Tuesday Initiative: Redefining Corporate Responsibility in the Fight Against Climate Change

17/05/2024 10:45 AM



Climate change remains one of the most pressing concerns facing humanity today. Its impacts are far-reaching. Addressing climate change requires urgent and coordinated action at local, national, and global levels to reduce greenhouse gas emissions, adapt to its impacts, and build resilience in communities and ecosystems. Transitioning to renewable energy, promoting sustainable land use and agriculture, responsible consumption and production, enhancing resilience to climate-related disasters, and fostering international cooperation are critical steps in mitigating climate change and safeguarding the planet for future generations.

CSR BOX

FPT Software Adopts Green Tuesday Initiative to Accelerate Sustainable Movement

FPT Software officially became a partner of the Green Tuesday Initiative, aiming to cut down food-related footprint on the organizational scale. As the first Vietnamese enterprise to join the program, this move further highlights the IT firm's steadfast progress and commitment to green transformation and sustainable development.

04/11/2024



As part of the initiative, FPT Software targets to cut down on serving food production in its campus, encourage remote working with more eco-friendly and zero-waste practices, and a plan to reduce the green. The Green Tuesday program will support participating organizations with training on how to reduce food-related footprint, as well as working with partners to create impact reports. Additionally, both sides will continue to collaborate to drive innovation for FPT Software's employees through various green initiatives.

FPT SOFTWARE

Lingaya's Vidyapeeth, Faridabad, joins the Green Tuesday initiative, paving the way for sustainable dining

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Category: Bridging the World
Published: 27 November 2024



JK MONITOR



PONDICHERRY UNIVERSITY



VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Green Tuesday Initiative's Role in World Environment Day 2024

Green Tuesday Initiative
9 min read | Jun 23, 2024



What role does animal agriculture play in environmental sustainability and how much does our diet matter in the grand scheme of life on our planet? In observance of World Environment Day 2024, Vegae Outreach spotlights plant-based diets as a vital solution for environmental sustainability. This article uncovers its impact.

Envision an expansive forest abundant in life and rich in species. Imagine that same woodland cleared and turned into enormous fields with

SUBSTACK & MEDIUM

HOW TO GET INVOLVED



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Green Tuesday Initiative

