

Make Change Happen Make Green Common



**Enhancing Plant-based Diet
Adoption In China**

Presented to:



1. Introduction

Green Monday Foundation Limited

Green Monday Foundation Limited was incorporated in 2012 with the aim to take on climate change, global food insecurity, health issues and animal welfare. It is a simple, viral and actionable platform for the public to adopt a plant-based diet at least once a week. Green Monday is about “Baby Steps to Go Green,” not attempting to convert people to become full-time vegetarians, nor does it require a dramatic lifestyle change commitment.

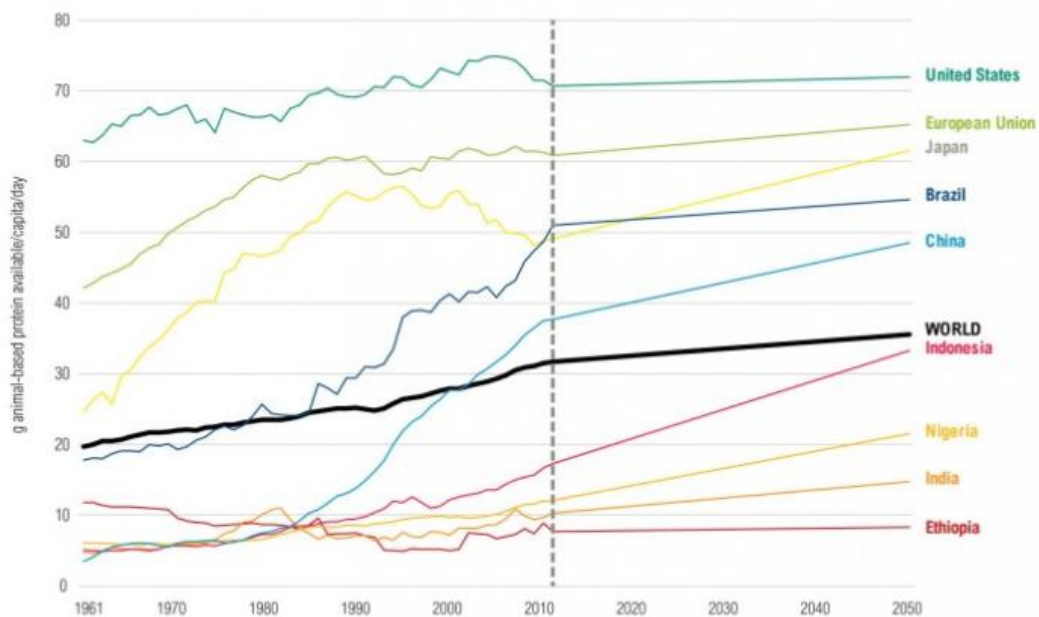
Green Monday Foundation Limited is a non-profit making organization registered under Section 88 of the Inland Revenue Department, HKSAR. (Registration No.: 91/12665)

2. The Problems

Global Food Crisis in the Next 30 Years

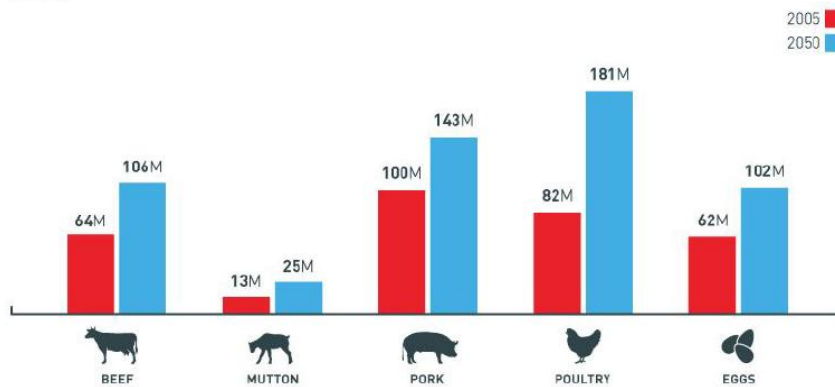
Global population is expected to rise to over nine billion in the next 30 years. In the meantime, global meat consumption has doubled in the past two decades and is forecasted to further double by 2050. Unfortunately, livestock is an extremely inefficient way to produce food as it exhausts farmlands and water resources, and produces more greenhouse emissions (14.5% versus 13% of all man-made greenhouse gases). We are facing an imminent global food crisis.

People Are Consuming More Animal-Based Protein



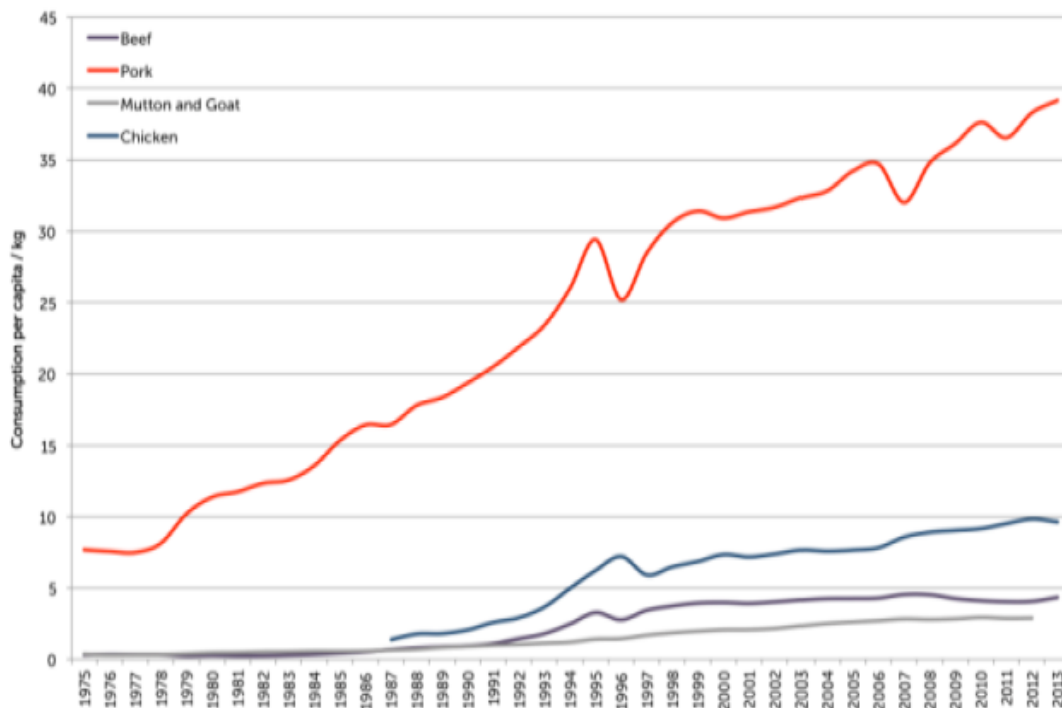
GLOBAL DEMAND FOR MEAT

2005 vs. 2050
(in tonnes)



Meat Consumption in China

According to statistics from the Earth Policy Institute, with China's burgeoning middle class, the country's annual meat consumption has gone from being one third of the U.S. in 1978 to more than double the American's today. Global Footprint Network even estimates that with this trend, we will soon need 4.1 planet earths.

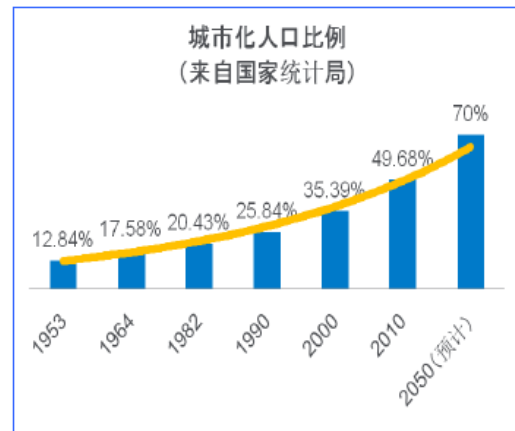


China's per capita Pork Consumption

Within China, only pig demand alone is expected to reach 125 million by 2025. The growing meat consumption in China is also followed by new highs in levels of obesity and other health related risks such as heart disease, diabetes and cancer. China now ranks second in the world in number of obese residents, a growing proportion of which are children.

Urbanization Makes Food Demand a Bigger Issue

Rapid urbanization, increasing wealth, growing meat consumption and environmental issues on farmland are making China increasingly difficult to meet food demand in the coming decades. Already there are signs that Chinese food supplies have been compromised. Imports of wheat, corn, and rice have doubled over the past few years, as Chinese grain self-sufficiency has drastically decreased. Wealthy Chinese also turn to quality imported grocery as safe food alternative, making imported food the biggest category on Taobao, China's no.1 online marketplace. All these put heavy pressure on the global food markets.



Urbanization is increasing

3. Challenges Vs. Opportunities

China today is struggling with unprecedented environmental and food challenges:

- Serious air and water pollution
- Rapid urbanization and food security
- Desertification and land degradation
- Increasing reliance on imported feed
- Food safety and factory farming issues
- Increasing meat consumption and processed food
- Lack of awareness of relationship between meat consumption and carbon footprint and sustainability

More and more people feel the urge in adopting a healthier and greener lifestyle. According to Public Radio International's report in 2014, 4-5% of the Chinese population was vegetarian, which equivalent to around 50 million people — already a larger number of herbivores than in the US. It is also stated in the report of McKinsey 2016 China Consumer Report, food safety is of rising concern to Chinese consumers. 72% of consumers now worry that the food they eat is harmful to their health, up from 60% in 2012. 38% of consumers mentioning "Organic/green food" attribute among their top 3 criteria.

New Chinese Dietary Guidelines To Cut Meat Consumption By One-Third

Recently, the Chinese government took a major step to fight against obesity among its citizens by issuing a new set of dietary guidelines with potential to cut meat consumption nationally by more than one-third. As a byproduct of the guidelines, emissions from meat

consumption in China could drop dramatically - by an amount equal to 1.5 percent of global emissions - according to a forthcoming report from WildAid.

China's per capita meat and egg consumption amounts to around 300 grams per day, according to the U.N. Food and Agriculture Organization. The Chinese Ministry of Health is now urging citizens to limit meat and egg intake to 200 grams daily, and advising individuals to eat more vegetables (recommend for every meal) and less meat and processed meat.



中国居民平衡膳食宝塔 (2016)



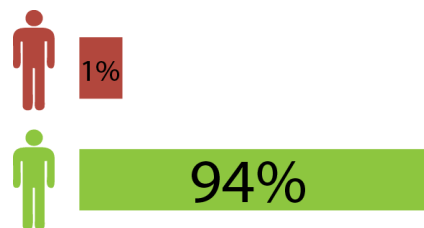
The new guidelines are created by the Chinese Nutrition Society (中國營養學會) and published in May 2016

Low Awareness Vs. Strong Motivation

Green Monday has worked with the student union of Sun Yat-sen University, Guangzhou, to conduct a survey on global warming issues and vegetarian diet involving more than 400 students.

The key findings are listed as below:

1. 100% of students are aware of global warming.
2. Only 1.12% of students understand that livestock industry is the main source of GHG emissions which contributes to global warming.
3. 93.6% of students are willing to go Green Monday.
4. 93.9% of students support the university to increase vegetarian dishes each Monday and launch Green Monday campaign.



From the survey results, it is noted that only 1% university students are aware of the correlation between meat consumption and carbon emission. However, once they realized this, over 90% of students are motivated to practice Green Monday.

4. The Solution

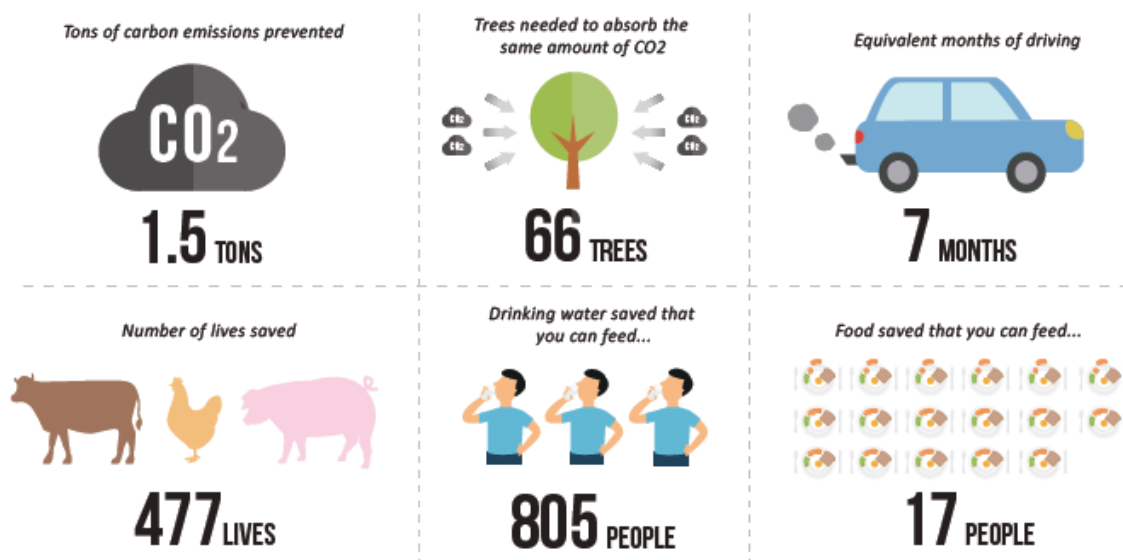
The Global Impact of Meat Reduction

A recent research paper published by a group at Oxford University in the Proceedings of the National Academy of Sciences suggested that by eating less meat and more vegetables, the world could avoid 5.1-8.1 million deaths per year by 2050, cut planet-warming emissions by 29-70%, and save more than a trillion US dollars in health costs and more than US\$500 billion in benefits associated with decreased greenhouse gas emissions.

Green Monday Movement

Green Monday's strength lies in combining awareness with action. Using plant-based diet as an entry point, we have created a simple, viral and actionable movement in Hong Kong that enables individuals, schools and businesses to switch to a healthier and more sustainable diet, creating a paradigm shift and inspiring behavior change in just a few years' time. Most importantly, we quantify the green impact for our school and corporate partners.

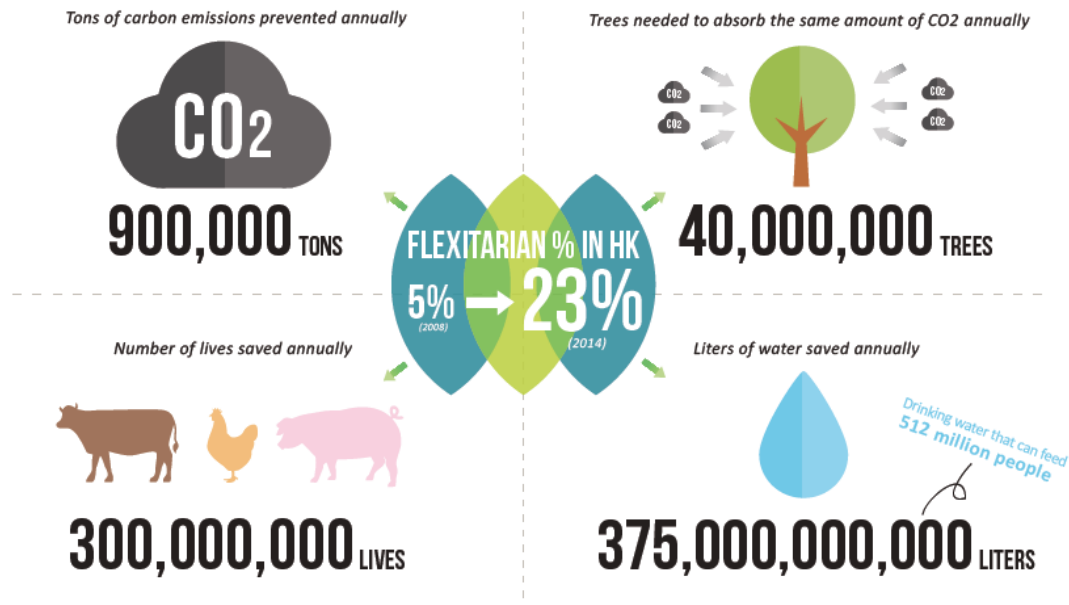
If one person goes **Plant-based** everyday for a year...



"If you can only do one thing, eat **vegetarian** once a week."

With our continuous efforts, Hong Kong's flexitarian population (defined as people who eat vegetarian at least one day a week) soared from 0.35 million in 2008 to 1.6 million in 2014, i.e. from 5% to 23% of the city's population. Using the formula from the University of Chicago, this has reduced 900,000 tons of carbon emissions, equivalent to the carbon absorption capacity of 40 million trees, and saved 300 million animal lives annually.

1 in 4 HK people goes Green Monday



Green Monday has established a strong restaurant network in Hong Kong with over 1,000 restaurant outlets offering green menus or plant-based options. At the same time, partnering with caterers, our school program has penetrated over 800 local schools, reaching over 600,000 students. Major corporations and public organizations have also launched Green Monday on their premises.

Internationally, Green Monday movement has expanded to over 14 countries and regions (full list included in appendix). Over 250 schools and universities worldwide have launched Green Monday, directly influencing more than 1.3 million students (excluding Hong Kong) across the globe.



Green Monday has received multiple awards and recognitions at home and abroad. In China, Green Monday is named by Fast Company as **China's 50 Most Innovative Companies** in 2014; its co-founder Mr. David Yeung is also named as **China's 100 Most Creative People in Business** in 2015.

5. China Program by Green Monday

As China's economic and political power continues to grow, it also bears increasing responsibility for the planet's eco-system. Whenever the topic of carbon is raised in China, people always turn to the petroleum and transportation industries. The livestock industry's long shadow on global warming is generally unknown among the Chinese. This is why our task to promulgate the Green Monday movement in China is so urgent.

Prior Experience and Potential Channels in China

Green Monday has established good relationship with the students' unions of major universities in China, non-profit making organizations and key corporations in actively launching green talks, vegetarian festivals, exhibitions, and events and competitions through online platform to stimulate green awareness and action among general public.

Students' Unions	Tsinghua University (清華大學), Peking University (北京大學), Beijing University of Chinese Medicine (北京中醫藥大學), China University of Political Science and Law (中國政法大學), Capital Normal University (首都師範大學), Fudan University (復旦大學), Sun Yan-sen University (中山大學), Jinan University (暨南大學), South China Normal University (華南師範大學)
NGOs / Organizations	Green & Low-Carbon Development Foundation (綠色低碳發展基金會), PETA (善待動物組織), Animal Protection Camp (動保營), JUCCE (聚思), Veggie Dom (素社), Vegestreet (素食街)
Corporations	Google (Beijing), Wheelock Square (Shanghai), Hona Organic (Shanghai), Varitronix (HeYuan, Guangdong), New World Development (Tianjing & Shenyang), Glorious Sun Group (Huizhou, Guangdong)

Existing Restaurant Partners in China

Beijing:



Shanghai:



Chengdu:



Nanjing:



Huangshan:



Social Media Strategy

Green Monday Weibo has over 4,800 followers and owns two “topics” – #Green Monday# and #無綠不歡星期一#, currently reaching over 4 million readers. Green Monday WeChat also actively maintains over 50% reading rate. We will make use of the online platform and approach popular bloggers to continuously share the key deliverables of the research paper, as well as latest green trends, international news, stories, recipes and organize online events to drive green momentum and build up an engaging Green Monday community.

#Green Monday#

Reach: 4,542,000

Joined Discussion: 2110



Online Campaign Reference



今天是国际素食日，你Green了吗？一起来参加高校“素食快闪”行动吧！向大家说出你的环保宣言，还有礼品等着你呢！Let's Green Monday！#GreenMonday##无绿不欢星期一

—# 报名地址： [网页链接](#)



Blog & Recipe Sharing



6. Project Management

We will establish and manage social media channels, such as WeChat, Weibo, Miaopai, etc and invite bloggers to share the research paper insights and green trends. We will also approach student unions of major universities, restaurants and corporations to conduct green talks & events to continuously build momentum to green the mind of the young generations who will be the future ambassadors of Green Monday movement in China. Ideas for green events include visit to organic farm, chef exchange and green menu development, green talk on food impact and international trend, etc.

7. Conclusion

Green Monday's ultimate goal is to **Make Change Happen, Make Green Common**. Our team is taking the lead in promoting green living and vegetarianism in a trendy and friendly way,

saving animals' lives & encouraging sustainable behavior change in people to make ourselves and our planet greener and healthier.

In addition to the environmental benefits, a vegetarian diet could also benefit our health. Dietary habit change can help reduce the obese population in China and solve food wastage issues in the country in long term.

Appendix A – Global School List

The school list below is ranked by level of engagement:

Tier 1 – Full launch of Green Monday Menu at school canteen

Tier 2 – Active engagements with speaking events and exhibitions

Tier 3 – Occasional speaking events and exhibitions

Asia

Mainland China:

Tier 3 -

1. Tsing Hua University
2. Peking University
3. Beijing University of Chinese Medicine
4. China University of Political science and Law
5. Capital Normal University
6. South China Normal University
7. Fudan University
8. Jinan University
9. Sun Yat-sen University

Hong Kong:

Tier 1 -

1. King's College
2. The Mission Covenant Church Holm Glad No. 2 Primary School
3. Po Leung Kuk Mrs Tam Wah Ching Kindergarten
4. Tung Wah Group of Hospitals Chen Zao Men College
5. S.K.H Yan Laap Memorial Primary School
6. Fukien Secondary School Affiliated School
7. Korean International School
8. Sha Tin College
9. Discovery Bay International School
10. Diocesan Boys' School
11. Discovery College
12. Island School
13. Lam Tai Fai College
14. South Island School
15. West Island School

16. Victoria Shanghai Academy
17. Australian International School
18. Chinese International School
19. German Swiss International School
20. Hong Kong Academy
21. International College Hong Kong
22. Renaissance College
23. Caritas Chong Yuet Ming Secondary School
24. Precious Blood Primary School (Wah Fu Estate)
25. Yuen Long Po Kok Primary School
26. T.w.g.hs. Ko Ho Ning Memorial Primary School
27. HHCKLA Buddhist Chan Shi Wan Primary School
28. Tin Shui Wai Methodist Primary School
29. Ta Kwu Ling Ling Ying Public School
30. S.K.H. Wei Lun Primary School
31. T.W.G.Hs Lo Kon Ting Memorial College
32. CCC Chuen Yuen Second Primary School
33. S.k.h. Wing Chun Primary School
34. Ho Yu College and Primary School
35. Twghs Ko Teck Kin Memorial Kindergarten
36. Twghs Lee Wong Hing Cheung Memorial Kindergarten
37. T.W.G.Hs Chow Yin Sum Primary School
38. S.K.H. Tsing Yi Chu Yan Primary School
39. Lok Sin Tong Leung Chik Wai Memorial School
40. Baptist (Sha Tin Wai) Lui Ming Choi Primary School
41. S.k.h. Saint Thomas' Primary School
42. Ling To Catholic Primary School
43. Shek Lei Catholic Secondary School
44. Father Cucchiara Memorial School
45. North Point Government Primary School
46. Fortress Hill Methodist Secondary School
47. Catholic Mission School
48. Ling Liang Church M.h. Lau Secondary School
49. Y C H Law Chan Chor Si Primary School
50. St. Francis of Assisi's English Primary School
51. St. Mary's Canossian College
52. Tak Nga Primary School
53. St. Joseph's Anglo-Chinese Primary School

54. Bishop Walsh Primary School
55. The Church of Christ in China Kei Tsz Primary School
56. Sam Shui Natives Association Huen King Wing School
57. Tsz Wan Shan Catholic Primary School
58. Yaumati Catholic Primary School (Hoi Wang Road)
59. Yaumati Catholic Primary School (Tung Kun St.)
60. Tin Shui Wai Catholic Primary School
61. Salesian Yip Hon Millennium Primary School
62. Taoist Ching Chung Primary School
63. Yan Oi Tong Tin Ka Ping Primary School
64. Laichikok Catholic Primary School
65. Ma On Shan Ling Liang Primary School
66. Ling Liang Church Sau Tak Primary School
67. Saint Andrew's Catholic Primary School
68. Tsz Wan Shan Saint Bonaventure Catholic Primary School
69. Kowloon Bay Saint John the Baptist Catholic Primary School
70. Jordan Valley St. Joseph's Catholic Primary School
71. Saint Patrick's Catholic Primary School (Po Kong Village Road)
72. Aberdeen Saint Peter's Catholic Primary School
73. Wong Tai Sin Catholic Primary School
74. S.K.H. Chi Fu Chi Nam Primary School
75. Marymount Primary School
76. Meng Tak Catholic School
77. The Hong Kong Chinese Women's Club Hioe Tjo Yoeng Primary School
78. Chinese Methodist School - Tanner Hill
79. Raimondi College Primary Section
80. Precious Blood Primary School South Horizon
81. St. Peter's Secondary School
82. HKCKLA Buddhist Wisdom Primary School
83. Shun Tak Fraternal Association Lee Kam Primary School
84. Dr Catherine F Woo Memorial School
85. Po Leung Kuk Castar Primary School
86. S.k.h. Kei Fook Primary School
87. S.k.h. Tsing Yi Estate Ho Chak Wan Primary School
88. S K H Mung Yan Primary School
89. Si Yuan School Of The Precious Blood
90. S.k.h. Chu Yan Primary School
91. S.K.H. Chi Fu Chi Nam Primary School

92. Po Kok Primary School
93. HKUGA Primary School
94. La Salle Primary School
95. Shatin Government Primary School
96. Lee Yat Ngok Memorial School
97. Sacred Heart Canossian School
98. Pui Kiu Primary School
99. Hon Wah College
100. Christian Alliance H. C. Chan Primary School
101. Fresh Fish Traders' School
102. Hong Kong Sze Yap Commercial and Industrial Association San Wui
103. Commercial Society School
104. P.I.k. Chan Yat Primary School
105. Salesian Yip Hon Primary School
106. E.I.c.h.k. Kwai Shing Lutheran Primary School
107. CCC Wan Chai Church Kei To Primary School
108. Sham Shui Po Government Primary School
109. S.K.H. Chu Oi Primary School (Lei Muk Shue)
110. Mary of Providence Primary School
111. Tsuen Wan Chiu Chow Public School
112. S.k.h. Saint Andrew's Primary School
113. Tseung Kwan O Methodist Primary School
114. CCC Kei Faat Primary School (Yau Tong)
115. Po Leung Kuk Ho Sau Nan Primary School
116. The Salvation Army Shek Wu School
117. C.c.c. Kei Shun Special School Cum Resource Centre
118. Buddhist Lam Bing Yim Memorial School
119. Fung Kai Innovative School
120. Kowloon Rhenish School (kindergarten Section)
121. Technical School
122. Jockey Club Government Secondary School
123. Cheung Chuk Shan College
124. Clementi Secondary School
125. Sha Tin Government Secondary School
126. New Asia Middle School
127. Saint Antonius Girls' College
128. HKCKLA Buddhist Ching Kok Lin Association School
129. S.K.H. Kei Lok Primary School

130. Hong Kong Teachers' Association Lee Heng Kwei Secondary School
131. S.K.H. Fung Kei Primary School
132. Kwun Tong Government Primary School
133. CNEC Ta Tung School
134. Kowloon Tong School (Primary Section)
135. CNEC Lui Ming Choi Primary School
136. Chi Lin Buddhist Primary School
137. Pui Ling School of the Precious Blood
138. Tai Kok Tsui Catholic Primary School (Hoi Fan Road)
139. The Church of Christ in China Heep Woh Primary School
140. Chan Sui Ki (La Salle) Primary School
141. Ng Wah Catholic Primary School
142. Sau Mau Ping Catholic Primary School
143. Saint Francis of Assisi's Caritas School
144. Po Leung Kuk Dr. Jimmy Wong Chi-Ho (Tin Sum Valley) Primary School
145. Immaculate Heart Of Mary School
146. CCC Kei Wai Primary School (Ma Wan)
147. The Salvation Army Centaline Charity Fund School
148. Saint Stephen's Girls' Primary School and Kindergarten
149. Ping Shek Estate Catholic Primary School
150. Ma Tau Chung Government Primary School (Hung Hom Bay)
151. Conservation Baptist Lui Ming Choi Primary School
152. Hong Kong and Macau Lutheran Church Ming Tao Primary School
153. Our Lady's College, Hong Kong
154. P L K H K T A Yuen Yuen Primary School
155. Chinese Methodist School North Point
156. Kowloon Rhenish School (kindergarten Section)
157. Kowloon Tong Government Primary School
158. Hop Yat Church School
159. Po Leung Kuk Camões Tan Siu Lin Primary School
160. Elchk Faith Love Lutheran School
161. Shaukiwan Tsung Tsin School
162. Shamshuipo Kaifong Welfare Association Primary School
163. Price Memorial Catholic Primary School
164. Alliance Primary School Tai Hang Tung
165. St. Paul's Co-educational (Macdonnell Road) Primary School
166. Shak Chung Shan Memorial Catholic Primary School
167. Saint Joseph's Primary School

168. Bishop Ford Memorial School
169. Shau Kei Wan Government Primary School
170. The Hong Kong Institute of Education Jockey Club Primary School
171. Tsz Wan Shan Saint Bonaventure Catholic Primary School
172. SKH Kei Tak Primary School
173. Choi Wan Saint Joseph's Primary School
174. St. Edward's Catholic Primary School
175. Lam Tsuen Public Wong Fook Luen Memorial School
176. W F Joseph Lee Primary School
177. S.k.h. Saint John's Primary School
178. Emmanuel Primary School - Kowloon
179. Diocesan Preparatory School
180. Lok Sin Tong Primary School
181. Tai Kok Tsui Catholic Primary School
182. Shun Tak Fraternal Association Yung Yau College
183. Fukien Secondary School (Siu Sai Wan)
184. Munsang College (Hong Kong Island)
185. Ng Clan's Association Tai Pak Memorial School
186. T.W.G.Hs. Ma Kam Chan Memorial Primary School
187. Hong Kong Southern District Government Primary School
188. Lam Tin Methodist Primary School
189. Saint Antonius Primary School
190. Chun Tok School
191. C.C.C. Kei Wa Primary School ...Kowloon Tong
192. St. Clare's Girls School
193. Caritas Wu Cheng-chung Secondary School
194. Hong Kong True Light College
195. Yu Chun Keung Memorial College
196. Lok Sin Tong Yu Kan Hing Secondary School
197. Tsang Mui Millennium School
198. Caritas Chai Wan Marden Foundation Secondary School
199. Salvation Army William Booth Secondary School
200. Lok Wah Catholic Primary School
201. Po Leung Kuk Lee Shing Pik College
202. HKECA Wu Si Chong Memorial School
203. Rhenish Church Grace School
204. Ju Ching Chu Secondary School (Kwai Chung)
205. Li Po Chun United World College

206. Independent Schools Foundation
207. Hong Kong International School
208. Shap Pat Heung Rural Committee Kung Yik She Primary School
209. Chinese University of Hong Kong
210. Hong Kong Baptist University
211. HKUST
212. Hong Kong Polytechnic University
213. Hong Kong University
214. The Education University of Hong Kong
215. Hong Kong Po Leung Kuk Community College
216. IVE VTC Group

Macau:

Tier 1 -

1. Macau Polytechnic Institute

Singapore:

Tier 1 -

1. Nanyang Technological University
2. National University of Singapore
3. Duke-NUS Graduate of Medical School
4. Singapore Management University
5. Singapore Polytechnic University

Japan:

Tier 1 -

1. University of Tokyo
2. Keio University
3. Hokkaido University
4. Osaka University

North America

United States:

Tier 1 -

1. Washington University in St. Louis
2. Columbia University
3. St. Mary's University

4. Holy Names University
5. Eastern Tennessee State University
6. University of Washington Medical Center
7. Maryville University
8. San Francisco State University
9. Lewis and Clark College
10. Portland State University
11. San Jose State University
12. Laney College
13. Choate Rosemary Hall
14. The Nueva School
Tier 2 –
15. UC Santa Barbara
16. UCLA
17. University of Pennsylvania
18. Portland Community College
19. University of San Francisco
20. University of North Carolina
21. Dartmouth University
22. Pacific Lutheran University
23. Florida Gulf Coast University
24. Reed College
25. University of Portland
Tier 3 –
26. De Anza College
27. UC Berkeley
28. Florida Atlantic University
29. College of San Mateo
30. Western Washington University
31. College of Alameda
32. University of Richmond
33. UC Riverside
34. Merritt College
35. Purdue University
36. Kennesaw State University
37. St. Olaf College
38. Occidental College
39. Stanford University

40. Cal Poly
41. CSU Chico
42. Bishop O'Dowd
43. San Lorenzo High
44. Salesian College Prep

Mexico:

Tier 1 -

1. Tecnológico de Monterrey ITESM (31 campuses)

Europe

Albania:

Tier 1 -

1. Agricultural University of Tirana
2. Albanian School of Magistrates
3. Polytechnic University of Tirana
4. Skanderbeg Military University
5. Sports University of Tirana
6. University of Arts
7. University of Medicine, Tirana
8. University of Tirana
9. Aleksandër Xhuvani University
10. University of Vlora
11. Private universities
12. Albanian University, Tirana, Fier, Berat
13. Aldent, Tirana
14. Beder University
15. Canadian Institute of Technology
16. Catholic University "Our Lady of Good Counsel"
17. Epoka University
18. European University of Tirana
19. Ivoclar Vivadent & Partners College, Tirana
20. Logos University, Tirana
21. Luarasi University, Tirana
22. Marin Barleti University, Tirana
23. Marubi film school, Tirana
24. Mediterranean University of Albania, Tirana
25. Metropolitan University of Tirana

26. Nehemia Gateway University, Pogradec
27. New Generation University, Tirana
28. Polis University
29. Sevasti & Parashqevi Qiriazi, Tirana
30. Tirana Business University
31. Universiteti Pavarësia Vlorë
32. Universiteti Reald, Vlora
33. University of New York Tirana
34. Wisdom University
35. Shkolla e Lartë Europiane për Turizmin
36. V.I. Lenin Higher Party School
37. Academy of Sciences of Albania

France:

1. Paris Diderot University (Tier 1)

Finland:

1. University of Lapland (Tier 1)

Germany:

1. Deggendorf Institute of Technology (Tier 1)

Switzerland:

1. University of Zurich (Tier 1)

United Kingdom:

1. Anglia Ruskin University (Tier 1)

Australia

1. University of Newcastle (Tier 1)

Total numbers of schools:

Tier 1 - 314

Tier 2 - 11

Tier 3 – 28

Appendix B – Promotion Material Samples

- Green Monday T-shirts & Caps



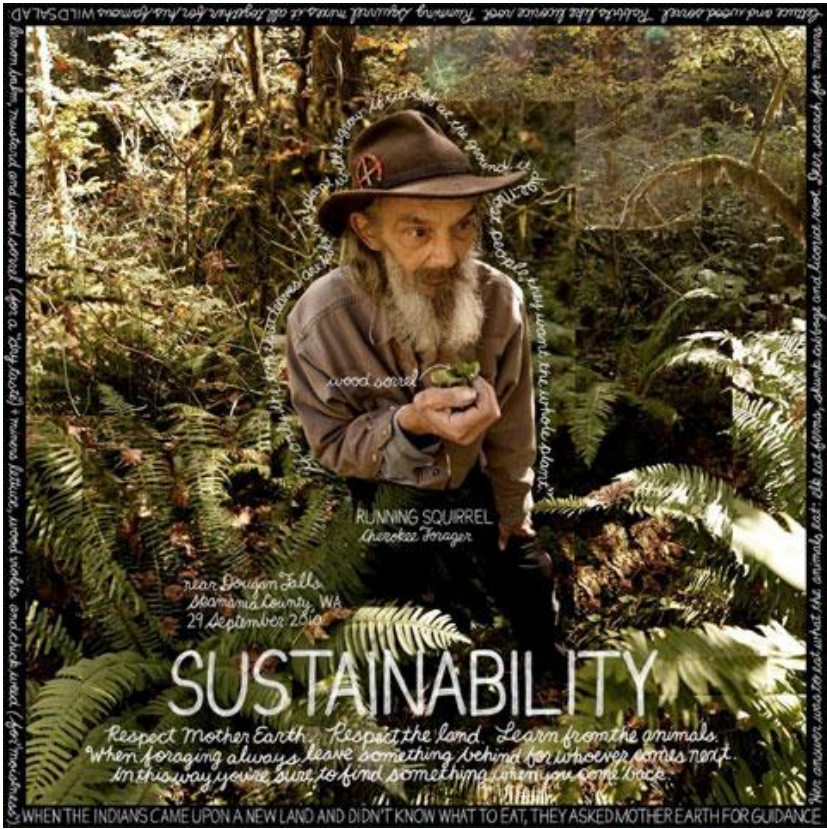
- Green Monday Pledge Cards



- Stickers



Appendix C – Lexicon of Sustainability



Notes: Final products will be in Chinese.