

GREEN TUESDAY INITIATIVE

Campaign Impact Report

Helping
Animals with
Diet Change



2018-2022

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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.

Demand for meat and dairy is one of the most significant reasons for animal exploitation and greenhouse gas emissions. India is also one of the world's fastest-growing poultry and dairy markets, and inhumane, unregulated animal agriculture practices extract a heavy toll on animals, humans, and the planet.

Green Tuesday Initiative emphasizes why institutions should switch to a plant-based diet for environmental and climate change reasons. Institutions have goals to reduce their environmental footprint, and the narrative of the Green Tuesday Initiative is more accepted and fits well with their goals. Our end goal is to save animals.



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 with time, and especially during the Covid-19 onset, preparing and upgrading our process, events, and campaign activities became the order of the day.

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 in helping millions of farm animals' lives.

It's inspiring to see that institutes in India are adopting sustainable food policies. 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 joined the Green Tuesday Initiative, and last year some of the biggest companies partnered with us.

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?

FASTEST GROWING MARKETS FOR MEAT AND DAIRY



no. 1

for cattle
(193 mn cattle)



no. 1

for buffalo
(109 mn buffaloes —
57% of the global
population)



no. 5

5 for chicken
(852 mn chicken)

India is one of the largest exporters of beef and leather. Animal agriculture is done at a huge, inhumane, and unregulated scale. It 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 CO₂. 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 CO₂.
- Animal agriculture is also one of the significant reasons for deforestation, decreasing the number of trees and reducing the CO₂ absorption from the atmosphere.



**WITH THE GREEN TUESDAY INITIATIVE, WE REDUCED
1 MILLION KG OF ANIMAL PRODUCTS FROM GETTING SERVED**



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 INSTITUTES ARE HELPING REDUCE LAND USAGE AND DEFORESTATION 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 GOOD FOR ANIMALS, THE PLANET, AND EMPLOYEE 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 SERVING PLANT-BASED FOOD ONCE A WEEK, INSTITUTIONS ARE:



Saving animals



Reducing greenhouse gas emissions



Saving water



Taking a step towards wellness



GREEN TUESDAY INITIATIVE MILESTONES

1 Mn

1 Million Kgs of animal products reduced from getting served

33

33 Institutions implemented Green Tuesday Initiative

70%

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

150,000

~ 150,000 people participated in the Green Tuesday Initiative



HISTORICAL MILESTONES

Helping animals 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.

By engaging directly with institutions in India, we are able to reduce the demand for a large quantity of animal products at a time at a relatively low cost.

2018

During the early years 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 institutions 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:




91 SPRINGBOARD
cowork . network . grow

Reduced serving meat once a week to all the employees

**676 kg chicken
13,000 no. of eggs
312 kg paneer
1,560 liters of milk**

**91
SPRINGBOARD**



ANAND
ENGINEERING COLLEGE
Keetham, Agra

Reduced serving paneer once a week to all the employees

11,549 kg paneer

ANAND COLLEGE



Annora

Reduced serving meat once a week to all the employees

4160 kg chicken

ANNORA PHARMA



AASHLAR BUSINESS SCHOOL

Reduced serving paneer once a week to all the employees

200 kg paneer

AASHLAR BUSINESS SCHOOL




BITS Pilani
K K Birla Goa Campus

Reduced serving meat once a week to all the students

**10,082 kg chicken
5,250 no. of eggs**


BITS GOA



CHIEF RELATIONS OFFICE OF TELANGANA

Reduced serving milk beverages on selected days

5,616 liters of milk




D Y PATIL
DEEMED TO BE
UNIVERSITY
SCHOOL OF
HOSPITALITY &
TOURISM STUDIES
NAVI MUMBAI

Reduced serving meat once a week to all the students

**23,520 kg chicken
1,560 liters of milk**

DY PATIL INSTITUTE OF HOTEL MANAGEMENT AND TOURISM STUDIES



G. H. RAISONI COLLEGE OF ENGINEERING AND MANAGEMENT
PUNE

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

14,553 liters of milk



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

96,000 kg paneer

**GAUTAM BUDDHA
UNIVERSITY**



HETERO

Serving meat-free meals to all the employees

2,13,200 kg chicken

**HETERO
LIMITED**



HETERO

Serving meat-free meals to all the employees

7,176 kg chicken

**HETERO
VACCINE LABS**



Serving plant-based meals during all their treks and tours

**4,320 kg chicken
960 kg paneer**

**HYDERABAD
TREKKING
CLUB**



LOVELY
PROFESSIONAL
UNIVERSITY

Reduced serving dairy 2 days a week

96,000 liters of milk

**LOVELY PROFESSIONAL
UNIVERSITY**



Reduced serving meat once a week to all the employees

11,700 kg chicken

MASS MUTUAL



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

Reduced serving meat once a week to all the students

1,890 kg chicken

**MLR INSTITUTE OF
TECHNOLOGY**



नमसो मा ज्योतिर्गमय

Reduced serving meat twice a week to all the students

30,240 kg chicken

NIT, CALICUT



GREEN TUESDAY INITIATIVE PARTNERS

COMPANIES AND EDUCATIONAL INSTITUTES THAT REDUCED MEAT AND DAIRY:



**Parul[®]
University**

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

4,200 kg chicken

**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

62,160 kg chicken

**REVA
UNIVERSITY**



Reduced serving eggs once a week to all the students

4,800 no. of eggs

S.S. COLLEGE

TA DIGITAL

Reduced serving meat once a week to all the employees

3,380 kg chicken

TA DIGITAL

**Tech
Mahindra**

Serving meat-free meals on every Tuesday

2,34,000 kg chicken

**TECH MAHINDRA
HYDERABAD**

**Tech
Mahindra**

Serving meat-free meals on every Tuesday

**30,160 kg chicken
15,080 no. of eggs**

**TECH MAHINDRA
NOIDA CIRCLE**

**Tech
Mahindra**

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

**20,800 kg chicken
10,400 no. of eggs**

**TECH MAHINDRA
PUNE**



TRANSCEND ADVENTURES
GO BEYOND THE LIMITS

Increased plant-based options during all their treks and tours

9072 kg Chicken

**TRANSCEND
ADVENTURES**



Reduced serving meat once a week to all the employees

2,535 kg paneer

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

**6,960 kg chicken
6,960 kg paneer**

**VARDHAMAN
COLLEGE**



VDart

Reduced serving milk & eggs once a week to all the employees

**585 no. of eggs
3,510 liters of milk**

VDART



Reduced paneer and milk once a week

**2,880 kg paneer
2,160 liters of milk**

**VIJAY INTERNATIONAL
SCHOOL**

COMPANIES 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

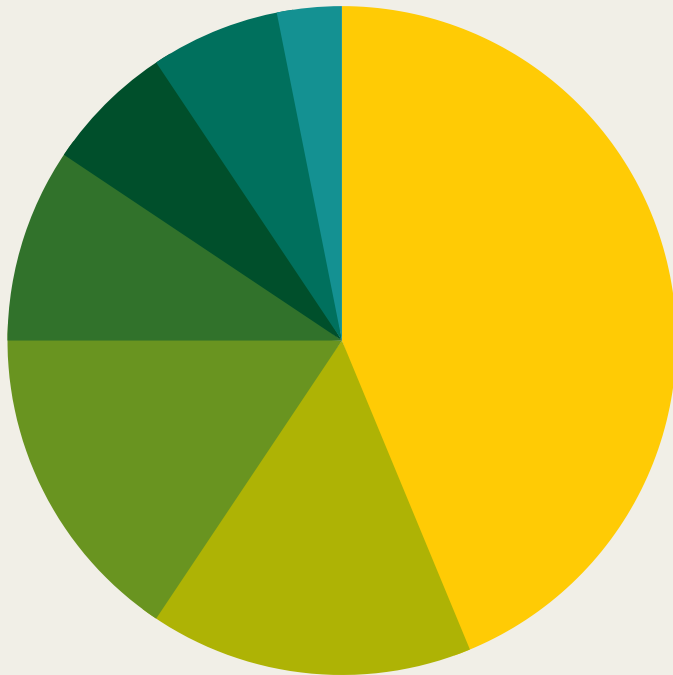
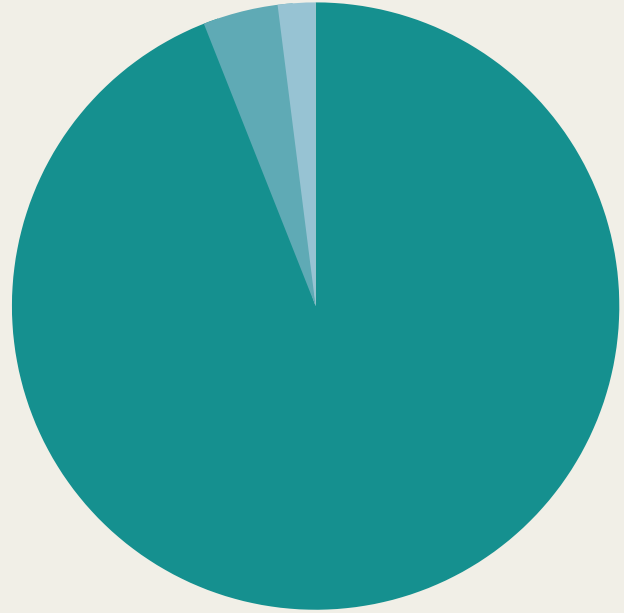
ZOSTEL



GREEN TUESDAY INITIATIVE PARTNERS

TYPE OF ANIMAL PRODUCTS REDUCED

- CHICKEN
- MILK
- EGGS



TYPE OF GREEN TUESDAY INITIATIVE PARTNERS

- EDUCATIONAL INSTITUTES
- GOVERNMENT ENTITY
- IT COMPANIES
- SERVICES COMPANY
- PHARMA COMPANY
- TOURISM & HOSPITALITY
- FOOD PROCESSING COMPANY



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



LOOKING AHEAD



MESSAGE FROM OUR TEAM



With the Green Tuesday Initiative, the impact happens on Day 1. We are not only reducing the serving of animal products in the cafeterias but also raising awareness amongst employees and students about the impact of food on the planet and animals.
- **Sowdarya Ganesan, Campaigns Specialist**

I thank all our GT partners and donors for enabling important work. Green Tuesday Initiative is one campaign where institutions can reduce their carbon footprint by replacing animal products with plant-based alternatives. Campaigns like these should be part of mainstream sustainability initiatives and policies, and I'm glad and proud to work towards it.
- **Bhavya Vatrapu, Senior Campaigns Manager**



A NOTE TO OUR DONORS

India is also one of the world's fastest-growing poultry and dairy markets. According to one survey, almost 70% of Indians occasionally consume meat, and chicken and fish have the highest consumption rate per capita. Inhumane, unregulated animal agriculture practices in India extract a heavy toll on animals, humans, and the planet.

By engaging directly with institutions in India, we are able to reduce the demand for a large quantity of animal products at a time at a relatively low cost. We are grateful to be able to do such impactful work for the animals and the planet with your support. We couldn't have done any of this work without you. Thank you so much for enabling this important work by donating to Vegan Outreach.

Visit: <https://greentuesday.org/>
Email: bhavyav@veganoutreach.org
sowdaryag@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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- Plant-based foods, present major opportunities limiting climate change https://www.ipcc.ch/2019/08/08/land-is-a-critical-resource_srccl/
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- Livestock contribution to global GHG emission is 51%. <https://awellfedworld.org/livestock-climate-advanced/>
- India is 5th most vulnerable country towards climate change <https://indianexpress.com/article/india/india-5th-most-vulnerable-country-to-climate-change-global-climate-risk-index-cop25-madrid-6151322/>
- 65% of India's reservoirs are running out of water <https://earthobservatory.nasa.gov/images/145242/water-shortages-in-india>

