# MENU FOR THE PLANET



Diet has an enormous impact on greenhouse gas emissions and therefore on climate change. Scientists have estimated that 1/3 of global emissions come from food production and of this, the majority comes from animal production. We are the last generation that can act to stop the climate crisis and the first that will suffer its worst consequences if we do nothing to change it.



#### WHERE?

In all the cafeterias of the Pompeu Fabra University situated in Barcelona

1. Ciutadella Campus 2. Poblenou Campus



### WHAT & HOW?

To offer a healthy, sustainable and inclusive diet to the university community, UPF is committed to incorporating a vegetarian menu in the daily menus of its cafeterias.



## WHERETO?

WHO?



1. All the university students 2. UPF 3. Menu por el Planeta students













Is wanted to be a common meeting point for all universities to join forces in the fight against the climate emergency. The main goal is for UPF to be the first university of many because there is no planet B.

# SDGS THAT ARE REACHED:

nr.2: Zero Hunger

nr.3: Good Health and Well-Being

nr. 12: Responsible Consumption

nr. 13: Climate Action

nr. 14 & 15: Life Below Water / On Land

## WAYS BEYOND?

The incorporation of more vegetarian meals in daily university life might impact personal choices of the students' consumption. It could also influence the menus of the cafeterias of other universities or other state institutions to begin with this animal-free initiative.

To persuade consumers it is compulsory a good use of social media to let people know what it is offered, give out flyers as advertisements at the university gates, develop recipes using products of the food industry revolutionaries (Heura Foods & Beyond Meat) and finally, create awareness through conferences taken by professionals of climate change.

# BUT?

Every day that passes without universities joining the Menu for the Planet is a day lost. Promoting a 100% vegetable menu is not incompatible with the defense of sustainable transport or the promotion of renewable energies.

Some students / university employees might not accept the fact that they are not "free to choose" their meal, if some meat options are replaced by vegetarian ones.

It has a lot of organizational consequences: financial planning, invention of new meals, spreading information, population awareness. There is a conception that vegetarian food does not respond to a diet that provides the necessary proteins, but in this case a balanced and healthy menu is guaranteed.



# WHAT'S MORE?

The most interesting aspect of this initiative is that the university will guarantee that the price of the Menu For The Planet will be the same as the current menu so as not to put economic obstacles to those who want to follow a systainable diet. The menu will be changed daily and will be nutritionally adequate with plant-based proteins.