

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.

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WHERE?

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

1. Ciutadella Campus
2. Poblenou Campus



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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.

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WHERE TO?

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.

WHO?

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



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

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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.



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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 sustainable diet. The menu will be changed daily and will be nutritionally adequate with plant-based proteins.