



Sustainable consumption

action: Instagram account

The negative impact of eating meat (both on the planet and individual health) has been in the news repeatedly in the past months. Yet, many students and staff are reluctant to let go of their daily meat consumption. How can they be convinced that to move towards a plant-rich diet is a good for both their own health and the global environment? And is a plant-rich diet necessarily also good for health and the planet?

Local Action:

The cafeteria has started offering weekly vegetarian days, but there is quite a bit of resistance on the part of the community. It is your challenge to find ways in which to convince the student population at La Chat that plant-rich diets are not just not good for the planet, but also for their own health.

GLOBAL CHALLENGE

The Problem?

It is important to not consume too much and tire out our world's resources. One growing problem is our meat consumption. Farming livestock, especially in intensive agriculture, takes enormous amounts of energy and water. On top of that, the amount of meat an average person eats is even unhealthy.

The Solution ?

One good way to help our world is to eat less meat. Being vegetarian or vegan is a big commitment and is not for everyone. That is why reducing the amount we eat is effective; it's easy to do and truly makes an immense difference.

Sourcing our food is also of great importance. Making that small effort to buy local produce saves the planet. By buying local products, we support local economies and limit the amount of transports used for the food.

LOCAL ACTION

Because of the Covid crisis we had to change our action. We all agreed that using the media would be the best course of action.

So we created an instagram account and a website. We use these to share recipes, tips and surveys to help people eat a sustainable diet. We also use these media platforms to share new technology and studies related to sustainable consumption.

EXPERT CONSULTED



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Sustainable Consumption is a very broad topic and we discussed everything from farm bashing to changing people's mindsets. We decided to focus on how people could change their diets to eat more sustainably.

THE TEAM



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