



INSPIRE PLANT-BASED  
EATING IN YOUR CITY  
WITH MEATLESS MONDAY







## How cities can use Meatless Monday to effect change in their cities and communities:



**Provide a simple action for community-wide initiatives to promote healthy, sustainable eating.**



**Set an example for citizens by introducing healthy, sustainable eating programs in municipal institutions.**



**Drive tourism and generate public interest for a city's unique plant-based offerings and culinary traditions.**

Cities around the globe are challenged with finding innovative solutions to some of the world's greatest threats, such as climate change, preserving precious natural resources, and reducing the incidence of preventable diseases.

At the core of many of these challenges is food. What people eat, how it's produced, and how much is wasted can have a major impact on a city's health and sustainability goals. Food also plays an important role in economic development. Throughout the world, a vibrant food scene can attract visitors and generate visibility for farmers, local restaurants, and food companies.

More and more cities recognize that embracing plant-based eating can have a positive impact throughout the community, from creating healthy school lunch programs, to stimulating culinary innovation from chefs and restaurants, to meeting climate goals.

One simple strategy that cities can leverage to promote plant-based eating, is Meatless Monday, which was started in 2003 by The Monday Campaigns and The Johns Hopkins Center for a Livable Future. In 2009, Paul McCartney launched Meat Free Monday in the United Kingdom, and since then Meatless Monday initiatives have sprouted up in over 40 countries and have been translated into over 20 different languages.

Many cities embrace Meatless Monday because it's a small, simple change that everyone can get behind. And when enough people make small changes, the ripple effect can lead to large-scale outcomes.

The following are inspirational examples of how communities around the world have used Meatless Monday to promote healthy, sustainable plant-based eating.



## Provide a simple action for community-wide initiatives to promote healthy, sustainable eating.

When communities rally around a cause, the impact can be monumental. Meatless Monday is an easy program that can be adopted by various sectors of the community such as schools, restaurants, hospitals, and corporations. City leaders, educators, doctors and even local celebrities and athletes can all take a part in promoting the benefits of plant-based eating to get citizens on board.

### Bedford, New York

In Bedford, New York, a town just outside of New York City, a group of volunteers working with the Bedford 2020 organization promoted Meatless Monday as part of their larger environmental sustainability initiative. The group encouraged restaurants, businesses, hospitals, places of worship, and school cafeterias to offer meatless options on Monday. After the 12-week campaign, 57% of respondents surveyed reported eating less meat as a result of the Meatless Monday promotion. The community also reduced their collective carbon footprint by 22,894.08 kg (the equivalent of driving 56,113 fewer miles) and the commitment to reducing meat remains strong long after the campaign. [Read the recently published study.](#)

### Los Angeles, California

The Los Angeles City Council unanimously approved a resolution declaring all future Mondays to be “Meatless Mondays.” The resolution sought to bring awareness to the environmental and health impacts of meat production and show how a reduction in consumption of animal products can shrink the city’s carbon footprint. Schools and restaurants throughout the city also jumped on board, showing united support.



### Ghent, Belgium

Often called the “vegetarian capital of Belgium” and even the “veggie capital of Europe”, Ghent is a mecca for meatless options. Facilitated by the Ethical Vegetarian Alternative, Ghent’s Donderdag Veggiedag (Thursday Veggie Day) promotes going meatless one day a week, and is featured in over 100 restaurants and 20 hotels throughout the city. Ghent now has one of the highest concentrations (per capita) of vegetarian restaurants in the world. In addition, the city invests in plant-based chefs, cooking classes, and educates teachers and students alike to ensure everyone can easily cut back on their meat consumption.

@MeatlessMonday  
#MeatlessMonday



## Set an example for citizens by introducing healthy, sustainable eating programs in public institutions.

Many public institutions are setting positive examples by offering delicious plant-based options in their cafeterias and promoting the benefits of cutting back on meat. Eating less meat can provide a number of health benefits, such as lower blood pressure, healthy weight, and a reduced risk of developing chronic diseases, while also curbing greenhouse gas emissions. And because institutional dining serves a large amount of people, institutions have a big impact on achieving goals.



### Schools and Hospitals, New York City

After a successful pilot program in 2018 that proved cost-neutral, the NYC Department of Education decided to officially bring Meatless Monday to all NYC schools—the largest school system in the country. The school food program provides 1.1 million students with breakfast and lunch every day, including vegetarian options each Monday. This led to the city passing a Meatless Monday resolution and the adoption of Meatless Monday in the hospital and prison systems. In addition, Meatless Monday is included in the city's first-ever 10-Year Food Policy Plan, "Food Forward NYC", a comprehensive framework for a more racially and economically equitable, sustainable, and healthy food system.

### Universities, France

France's 75 universities—which serve over 60 million meals each year—participate in "Lundi Vert" (Green Monday), a campaign that encourages consumers to change their eating habits by avoiding meat and fish every Monday. The kick-off petition garnered over 500 signatures from public figures, politicians, artists, researchers and NGOs. A peer-reviewed study published in the journal *Nutrients* showed that within a month of the campaign's launch, half of France knew about Lundi Vert, and 10% were actively taking part—that's 6.5 million people.

### City & State Institutions, Brazil

Brazil's largest city, São Paulo, is home to Segunda Sem Carne (Monday without Meat), an initiative dedicated to educating people on eating in a way that is beneficial for the planet. Here, meatless meals are offered to 3 million students in more than 8,000 schools. The success of this school initiative prompted additional institutions to participate in Segunda Sem Carne. "Adding up the capital and state of São Paulo, a total of 67 million meat free meals were served in 2018 – an astonishing positive impact for the environment and for people's health," said Mônica Buava, national coordinator of Segunda Sem Carne.

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## Drive tourism and generate public interest for a city's unique plant-based offerings and culinary traditions.

Communities around the world are promoting plant-based foods as a way to celebrate local ingredients, dishes, and culinary traditions. Leveraging Meatless Monday shines a spotlight on the local characteristics of their culture and cuisine, and can help drive tourism and increase commerce.

### Tel Aviv, Israel

Meatless Monday Israel, founded by beloved news anchor Miki Haimovich, revolutionized the way Israelis incorporate plant-based eating into their lives. Many public institutions, such as the Knesset and Tel Aviv University, as well as foodservice establishments and government municipalities, adopted Meatless Monday. The movement heightened the awareness of plant-based eating, which in turn helped make Tel Aviv the “vegan capital of the world”. The Tourism Ministry now promotes Israel as a “vegan nation”, and Tel Aviv is at the heart of the movement, making it a popular destination for plant-based enthusiasts.

### Hong Kong, China

Green Monday in Hong Kong was founded by David Yeung to help Hong Kong citizens, who consume more meat per person than anywhere else in the world, to embrace a plant-based diet. The concept became so popular that, in 2015, Yeung opened Green Common, the world's very first fully plant-based retail store and launched OmniFoods, a line of pork alternatives and prepared frozen meals. In addition, the number of vegetarian restaurants in the city has increased dramatically over the years, making it a plant-based destination.



### Local Cities, Italy

Slow Food International and Meatless Monday launched the “Let It Bean” campaign to spotlight local beans produced in cities throughout Italy. The campaign highlights the health and environmental benefits of traditional dishes and recipes that have been prepared for generations. Slow Food challenged mayors from Lucca to Bari to tell the story of their local bean in short videos featuring local chefs and farmers. Each mayor then calls upon another town to take the challenge. The videos premiered at Slow Food's Terra Madre festival and will be used to generate publicity, and encourage people to visit and try the local beans.

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## Looking for a way to help your city reach its health and environmental goals? Start with Meatless Monday!

Access our [marketing and creative materials](#) to help promote Meatless Monday in your area.

[Join the Meatless Monday global platform](#) to connect with leaders around the world who are working to reduce meat consumption.

Email us at [info@meatlessmonday.com](mailto:info@meatlessmonday.com) to connect with our team to get further guidance.



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