

GREENEATING

PHASE 1

PURPOSE & BACKGROUND

SDGs

We live as if we had 1,7 planets at our disposal, and the greenhouse gas emissions from our consumption of food is as bad as from the emissions from our means of transportation. This is where we started out five months ago. We wanted to solve this problem by inspiring people to discover a plant-based diet.

Many people want to eat more green and healthy. We want to provide the means for them to do so, and thereby live in accordance with their values.

43%

Eats vegetarian food
≥ once a week

26%

Chooses vegetarian
for health reasons

Källa: Food&Friends
matrapport 2018

3 GOOD HEALTH
AND WELL-BEING



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



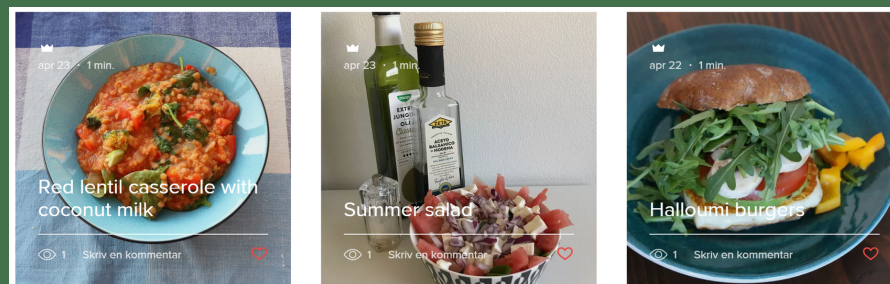
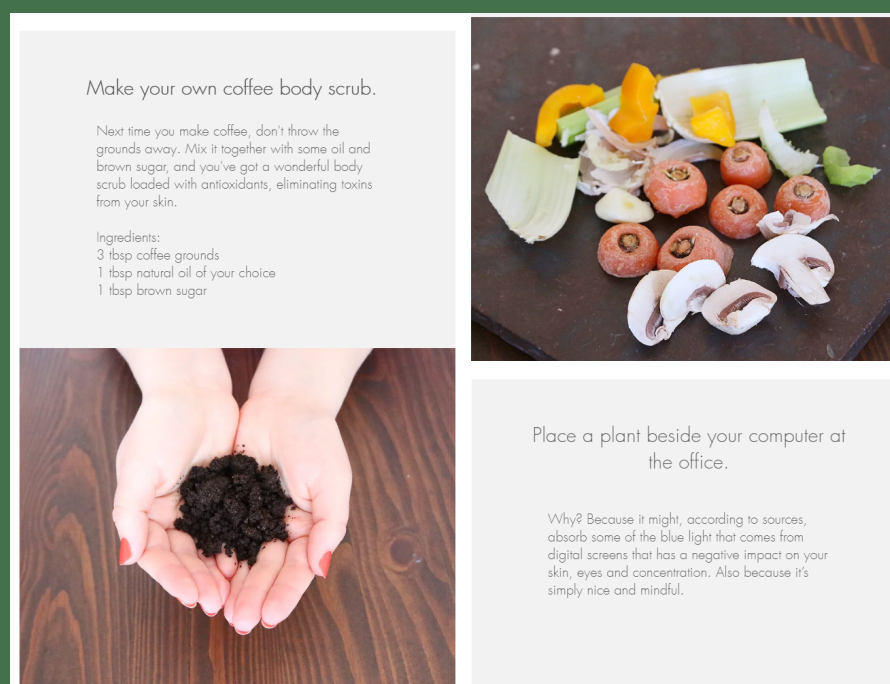
13 CLIMATE
ACTION



PHASE 2

RECIPES

By sharing delicious, healthy and green recipes, we inspire people to mitigate their individual negative impact on the climate through food choices.



GOLDEN INGREDIENTS

By sharing golden ingredients, we inform about natural ingredients that have several benefits for the human body and mind.

SUSTAINABLE HACKS

On our website, you find sustainable hacks which not only are good for your body and mind, but also for your wallet and the planet.

PHASE 3

RESULTS & IMPACT

Thus far, we have produced 15 recipes and 7 sustainable hacks. Since May, over 200 people have viewed our website, but it's hard to measure the impact our project has had on them. However, if 100 people followed these recipes, their collective greenhouse gas emissions would lower on an average of 3,500 kg of carbon dioxide per week.

212

People reached
since May 6th

67

Views on our recipes
two days after launch

DIFFICULTIES

The biggest challenge of this spring was to decide how we would communicate our ideas and visions, and then to create our website. Moreover, the subject of a green diet, and what that means, is highly debated and available information is often biased, which has complicated our research. In addition, measuring the impact of a website is hard as we cannot know what happens after a visitor clicks on a recipe.

LEARNING OUTCOMES

We have added new group members twice during the semester. This has both given us new perspectives on our project, and has helped us to better understand how to work with group dynamics. We have learned the importance of USPs, to attract new followers. We also had some difficulties in agreeing on which SDG - environment or health - to primarily focus on. However, we found a way to compromise and integrate both SDGs into our project.