**THE 30 DAY VEGAN CHALLENGE**

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| Sustainable development goal: | Main focus:  2: Zero Hunger  13: Climate Action  Affected:  3: Good Health and Well-Being  6. Clear Water and Sanitation  12: Responsible Consumption and Production  14. Life Below Water  15. Life On Land |
| Projekt beskrivning: | The world consists of a limited amount of resources and it’s become clear that the way we use our resources is threatening our very survival. The animal agriculture industry is responsible for 1/4-1/3 of the greenhouse gas emission caused by humanity and is thereby one of the frontrunners in causing harm to the environment. According to PNAS we could drop these emissions by 70% by 2050, only by going vegan.  Our product is a 30 Day Challenge in which you every day are presented with a new way to try out a plantbased diet. We want to show that you can aid both the environment and animal by just doing these small steps.  The challenge has been tested on a family who followed it and they felt both mentally and physically better.  In the future the challenge could be introduced at companies as a fun competition and the results could be measured by e.g. how much water or Co2 emissions you save. The winner is the one who managed to have the biggest positive impact on nature. |
| Projektets medlemmar: | Ida Hanhirova  Isabel Thelin  Johanna Edin  Marianne Österlund |