



# Put Your Best Food Forward

Students, faculty, and staff want delicious, healthy, sustainable food, and your university wants to achieve its carbon reduction goals. **Greener by Default addresses both of these needs simultaneously.**

Greener by Default is a research-backed strategy that helps diners make healthier choices without requiring extra time or willpower, and without taking options off the menu. The core concept is simple: **make plant-based food the default, while giving diners the choice to opt into meat or dairy.**

Our goal is to encourage "flexitarianism"—making it easier, more appealing, and more acceptable for omnivores to choose plant-based foods—while offering options to meet everyone's needs.

## Greener by Default benefits your bottom line by...



Reducing your carbon and water footprint



Improving campus health and inclusivity



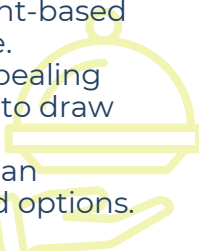
Attracting and retaining talent

...all while **reducing or keeping costs neutral** and preserving **freedom of choice.**

## Menu of Options

**Greener by Default** works in any foodservice setting, from catered meetings to retail cafes to dining halls, by:

- **Making it Easy:** Make plant-based entrees the default choice.
- **Making it Visible:** Use appealing language and placement to draw attention.
- **Making it Plentiful:** Offer an abundance of plant-based options.



## What We Offer

We will work with you to provide the following deliverables **tailored to your institution's needs:**

- Menu audit
- Pilot plan
- Staff training
- Sourcing and recipe assistance
- Marketing materials
- Impact calculations





## Benefits



### Recruitment

**Gen Z and Millennials want to eat more plant-based foods** and are more likely to attend and work for universities with strong sustainability plans.



### Health

Four of the most expensive health conditions are diet-related, including diabetes and heart disease. Plant-forward meals can **cut healthcare costs and improve campus well-being.**



### Inclusivity

Greener by Default **increases inclusivity** for people with allergies and cultural or religious food restrictions.



### Bottom Line

Unlike other sustainability interventions that require expensive up-front investments, Greener by Default is cost-neutral, and can even **save money by cutting food costs**, administrative overhead, and food waste.



### Sustainability

Position your institution as an **industry leader.**

## Defaulting to plant-based foods:



Increases their uptake by:

**60%**



Decreases food's carbon footprint by:

**40%**



Decreases food's water footprint by:

**24%**

## Join these leading institutions:



**Sustainability**  
Washington University in St. Louis



**UC Berkeley Haas**

**HARVARD**  
Office for Sustainability

**Northwestern**  
PRITZKER SCHOOL OF LAW

**PRESIDIO**  
GRADUATE SCHOOL



**Uehiro Oxford**  
Institute