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## Media Fact Sheet

### *Cool Food Pledge*

#### OVERVIEW

Every day millions of people purchase food from cafeterias and dining centers at universities, hospitals, companies, and other public facilities. What if more dishes on offer were appealing and healthy, while helping fight climate change? The **Cool Food Pledge** is a new platform to help facilities offer diners more of what they want while slashing food-related greenhouse gas emissions by 25 percent by 2030. At the Global Climate Action Summit, a group of dining providers serving more than **60 million meals annually** are announcing their commitment to the Cool Food Pledge.

Food production accounts for a quarter of all greenhouse gas emissions, and helping people increase the share of plant-based foods in their diet is a critical step in reducing agriculture's pressure on the climate. That's where dining facilities come in: diners increasingly expect menu items that taste great while reflecting their evolving dietary preferences, and food providers want to lower their emissions while engaging employees and customers in their sustainability efforts.

A group of high-profile sustainability organizations have come together to launch the Cool Food Pledge, helping signatories track the climate impact of the food they serve, develop plans to sell delicious dishes with smaller climate footprints, and promote their achievements as leaders in a growing movement.

#### QUICK FACTS

##### **Food Production Is a Significant Contributor to Climate Change**

- Food (agriculture and related land-use change) accounts for nearly [25 percent](#) of all global greenhouse gas emissions.
- Globally, producing animal-based foods accounts for [two-thirds of agricultural GHG emissions](#) and more than three-quarters of agricultural land use, while plant-based foods generally have lower environmental impacts.
- Per gram of protein, beef uses [20 times more land and generates 20 times more greenhouse gas emissions](#) than beans, for example.
- The average American could cut their diet-related environmental impacts by [nearly half](#) just by eating less animal-based foods and more plants.

##### **Consumers Want More Nutritious and Plant-Based Food Options**

- In the United States, [39 percent of Americans](#) say they want to eat more plant-based foods, and [58 percent of millennials](#) are consuming plant-based meat alternatives.
- By another study, [three quarters of Americans](#) think it's important that the food they buy is sustainable, and more than 90 percent say they care about health and nutrition when buying food.
- In Britain, [close to half of those they surveyed across the food industry in 2013](#) said their customers want more sustainable food options.

## HOW THE PLEDGE WORKS

- **Pledge:** Signatories commit to a collective target of reducing GHG emissions associated with the food they provide by 25 percent by 2030 relative to 2015—a level of ambition in line with keeping global warming below 2°C. The Cool Food Pledge team will advise signatories on how to gather the necessary data and conduct periodic monitoring of the associated metrics.
- **Plan:** The Cool Food Pledge team will provide guidance to signatories to help them develop a plan for serving more climate-friendly food while meeting other dining-related targets (e.g., number of diners, financial performance, nutrition). The Cool Food Pledge will also connect signatories with organizations producing innovative products, solutions, and training to achieve more sustainable diets. Pledge signatories will be able to share and learn from others about what works.
- **Promote:** The Cool Food Pledge team will provide inspiring employee- and consumer-focused messaging that can be used to support signatories' existing sustainability campaigns. Signatories' collective performance against the GHG target will be published annually, and individual achievements will be celebrated at an annual event.

## MEMBERS

The founding cohort of Pledge signatories collectively serves more than 60 million meals annually and includes the following organizations:

- California Academy of Sciences
- Genentech
- Max Burgers
- Monde Nissin
- Morgan Stanley
- UC Davis Medical Center
- UCLA Health
- UC San Diego Health
- UCSF Health
- WeWork

The Pledge is pleased to have Sodexo as a supporter, helping promote the Pledge's activities with the dining facilities it serves.

## PARTNERS BEHIND THE COOL FOOD PLEDGE

The Cool Food Pledge is an initiative of World Resources Institute, UN Environment, Carbon Neutral Cities Alliance, Health Care Without Harm, Practice Greenhealth, and Climate Focus. World Resources Institute serves as secretariat.