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Throughout a lot of this challenge, we've been examining small, immediate changes, often in our own little circles of people around us or on our little campuses. Ripple is the idea that these little changes are bigger than we thought. It can be hard to imagine the impact something that we did this month could have over time, or to imagine it growing in any way, but it definitely will. For today's project, I'll revisit something we did to see how it could have a bigger impact: Meatless Monday.

Weirdly enough, Meatless Monday has come up in one of my classes and my job since we did the challenge. Now that I know more, I'm able to contribute my knowledge to discussions about this event.

For this challenge, let's focus on the discussion from my job. We were discussing ways to cut down on the environmental impact of the food we consume on campus and someone suggested campus-wide Meatless Monday- enforced by the dining hall not serving any meat at all on Mondays. Of course there would be pushback from some students, but my boss had another idea: one random Monday, we convince the dining hall to not serve any meat but not advertise that that's what they're doing. Afterward, we would have a survey to see if students noticed any difference and how they think it affected their day, if at all.

I really liked this idea and I haven't stopped thinking about how cool it would be. A social experiment. As a psychology minor, I get a thrill out of stuff like this. Would people notice? Would anyone be negatively affected? Exactly how much of our water footprint would be cut down by this? If the feedback is positive (or simply not negative) could this become a permanent thing?

Of course, for a project like this, I wouldn't want to put out any materials until after the experiment has been conducted. It could skew the results. I would put out informational infographics so people could learn more. They would contain information about the impact of meat consumption and I would try to get data about how much the Meatless Monday they experienced cut down on meat consumption on campus.

Let's learn about

Meatless Monday



Background

Did you know that eating meat is a huge strain on the environment? Here are some comparisons:

- *At one burger a week, it would be the equivalent of taking your car off the road for 300 miles.*
- *Two meat and cheese one day a week with your family, it would be the equivalent of taking your car off the road for five weeks – or reducing everyone's daily showers by 3 minutes.*
- *One steak once a week with your family, it would be the equivalent of taking your car off the road for nearly three months.*
- *And if the entire U.S. did not eat meat or cheese for just one day a week, it would be the equivalent of not driving a billion miles – or taking 10 million cars off the road.*

What you can do:

Start small, cut out meat once a week. We call that Meatless Monday. By reducing your meat consumption one day at a time, you're making a big change.

Already doing that? Try cutting out meat two or three days a week. Or cut out 2/3 of your consumption by only eating meat for dinner!

You don't have to go full vegetarian or vegan to make a difference, you just need to cut back a little!




The world will thank you!

If I catapulted into the future, I hope I would see every Monday on campus being a Meatless Monday. It's not a hard lifestyle choice to make and the only thing stopping people is themselves. I know this is a choice I've easily adapted into my own lifestyle and I fully believe other could, too.

Let's learn about

Meatless Monday



Background

Did you know that eating meat is a huge strain on the environment? Here are some comparisons:


- *Go one less burger a week. It would be the equivalent of taking your car off the road for 200 miles.*
- *Go meat and cheese free one day a week with your family. It would be the equivalent of taking your car off the road for four weeks - or reducing everyone's daily showers by 2 minutes.*
- *Go meat once a week with your family. It would be the equivalent of taking your car off the road for nearly three months.*
- *And if you skip beef and eat pork or chicken for just one day a week, it would be the equivalent of not driving an idling truck - or taking 10 million cars off the road.*

What you can do:

Start small, cut out meat once a week. We call that Meatless Monday. By reducing your meat consumption one day at a time, you're making a big change.

Already doing that? Try cutting out meat two or three days a week. Or cut out 2/3 of your consumption by only eating meat for dinner!

You don't have to go full vegetarian or vegan to make a difference, you just need to cut back a little!







The world will thank you!



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ecoreps What if every Monday was Meatless Monday? It's an easy lifestyle change to make- try it out this Monday! #pgc2018 @turninggreenorg @kleankanteen @plasticpollutes

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