



Thursday Veggie Day in Ghent – detailed information

Period

April 2011

Contents

Following items will be dealt with in this document:

Nr.	Item
1.	What is Thursday Veggie Day?
2.	Impact of Thursday Veggie Day
3.	Decision of the City of Ghent
4.	Reactions on the initiative
5.	Co-operation with npo EVA
6.	Approach of the City of Ghent
7.	Municipal services which are involved
8.	Thursday Veggie Day for citizens
9.	Thursday Veggie Day for the municipal personnel
10.	Thursday Veggie Day for the horeca
11.	Thursday Veggie Day in schools and day-care-centres
12.	Thursday Veggie Day as a means of municipal promotion
13.	Communication material
14.	Websites
15.	Contact data of the City of Ghent
16.	Contact data of the npo EVA

Thursday Veggie Day is a campaign of EVA (Ethical Vegetarian Alternative, Belgium's biggest vegetarian organisation), wanting to stimulate the large public to eat a least one day a week no meat nor fish and this to the benefit of our heath and the health of the planet. Npo EVA won with the Thursday Veggie Day campaign the Big Prize for Future Generations 2009 as well as the Food & Health Award for the Best Project 2008.

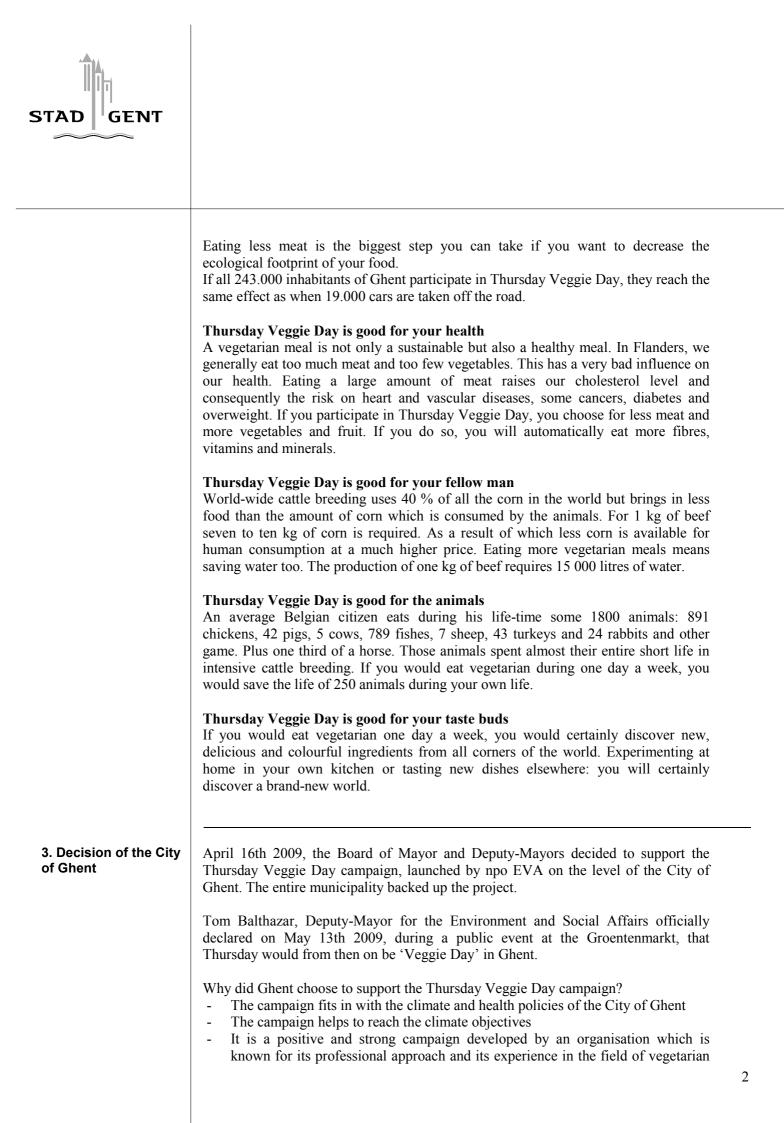
2. Impact of Thursday Veggie Day

1. What is Thursday

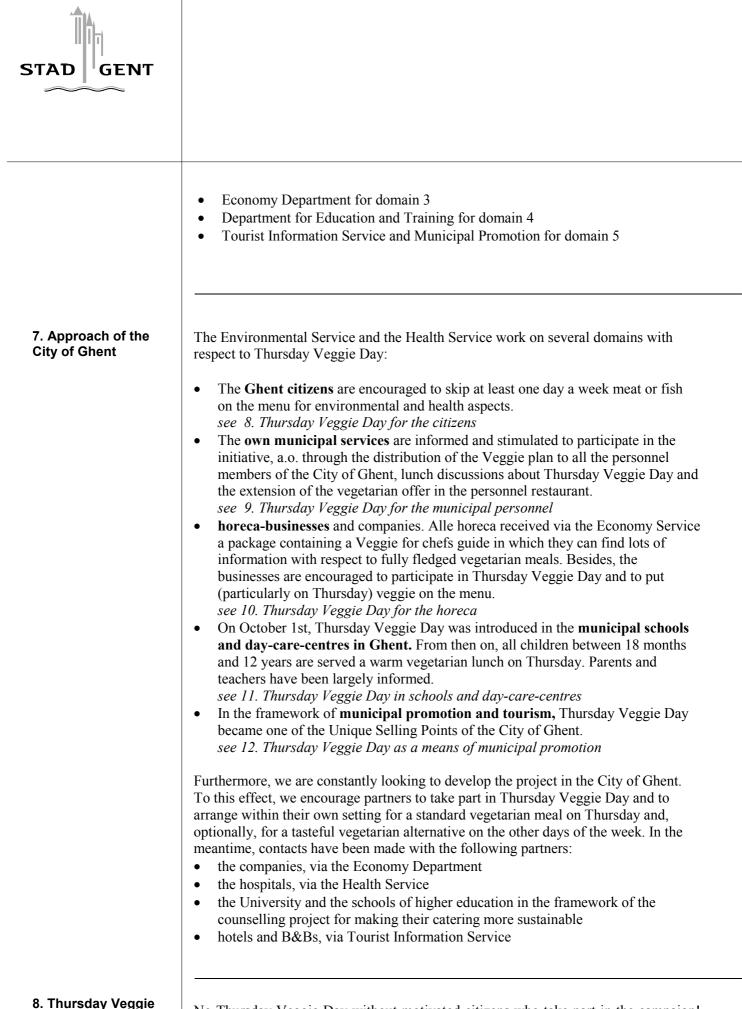
Veggie Day?

Thursday Veggie Day is good for the environment

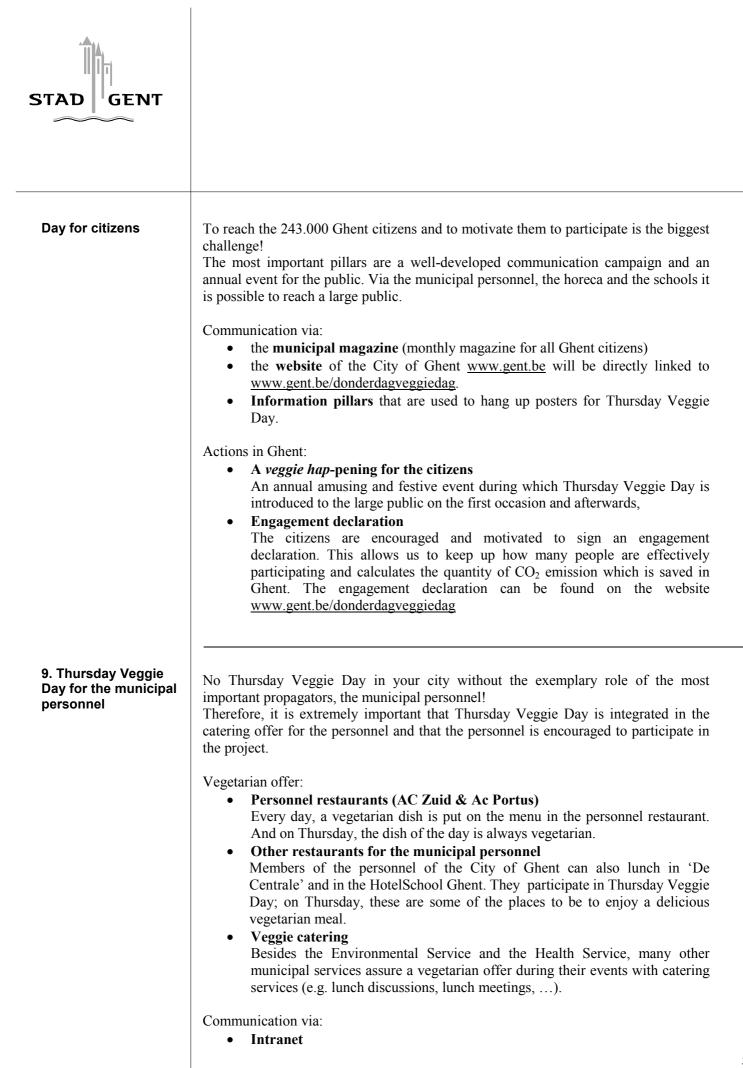
The impact of cattle breeding and meat consumption on the environment is pretty large. The Food and Agriculture Organisation of the United Nations (FAO) stated in 2006 that cattle breeding ranks in the top 3 of the causes of each important environmental problem such as the warming up of the earth, deforestation, over-fertilisation, water problems and the lost of biodiversity. Throughout the world, cattle breeding is responsible for 18% of the emission of greenhouse gasses. That is more than the entire transport sector. Furthermore, 70% of the world-wide farmland is used to pasture cattle or to cultivate fodder plants. World-wide, about 3 millions of hectares of forest are chopped for the benefit of meat consumption. The production of meat also requires an enormous amount of water which has become relatively scarce.

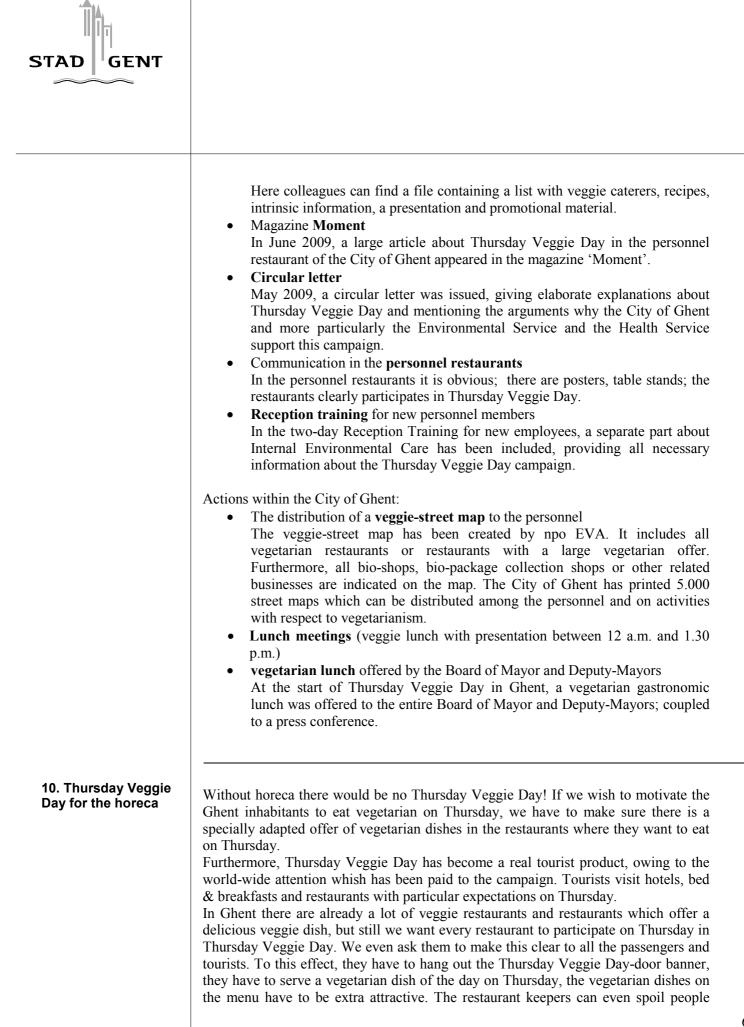


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	 food and the impact of it on the environment and the health. Thursday Veggie Day fits in with the policy of the City of Ghent: The Health Service supports Thursday Veggie Day because a lower meat consumption, coupled to a larger vegetable consumption helps to create a more healthy style of living for all Ghent citizens. Research regarding the actual consumption of the Flemish citizen reveals that too much meat is consumed in comparison with the norm, see the Flemish food triangle. The Environmental Service supports this initiative because the decrease of the meat consumption is the most efficient measure to reduce the ecological footprint of food. After all, the impact of cattle breeding on the environment is tremendously big. Because the emission of greenhouse gasses (CO₂, methane and nitrous oxide), cattle breeding is one of the most important causes of the climate change. The decrease of the meat consumption will certainly help Ghent on its way to a climate-neutral city, an ambitious target to be reached by 2050.
4. Reactions on the initiative	 After the initial start in May 2009, the City of Ghent became world-famous because of the initiative, and even now, new interview applications are arriving. The campaign as well as the City of Ghent were a hot item in the media from Canada to Japan and from Australia to Sweden. In Belgium, the cities of Hasselt, Mechelen, Eupen and Brussels followed the example. On international level, numerous cities and organisations considered how they could copy the initiative. Sao Paulo (Brazil), Bremen (Germany), Washington, San-Fancisco (USA) and Cape-Town (South-Africa) all started similar campaigns. Ghent was playing a real pioneering role! On local level, we mainly received positive reactions on the campaign. The awareness that eating too much meat damages our health and our planet has increased
5. Co-operation with npo EVA	considerably during the last years. For the announcement and implementation of Thursday Veggie Day on Ghent level, the city closely co-operates with npo EVA, Ethical Vegetarian Alternative, Belgium's biggest vegetarian organisation, is a unique information centre for vegetarian food and the impact of it on the environment, our health and the health of the animals. A service assignment has been given to npo EVA.
6. Municipal services which are involved	Leaders: The Environmental Service and the Health Service Co-operation with: • Local Employment Office (personnel restaurant) for domain 2

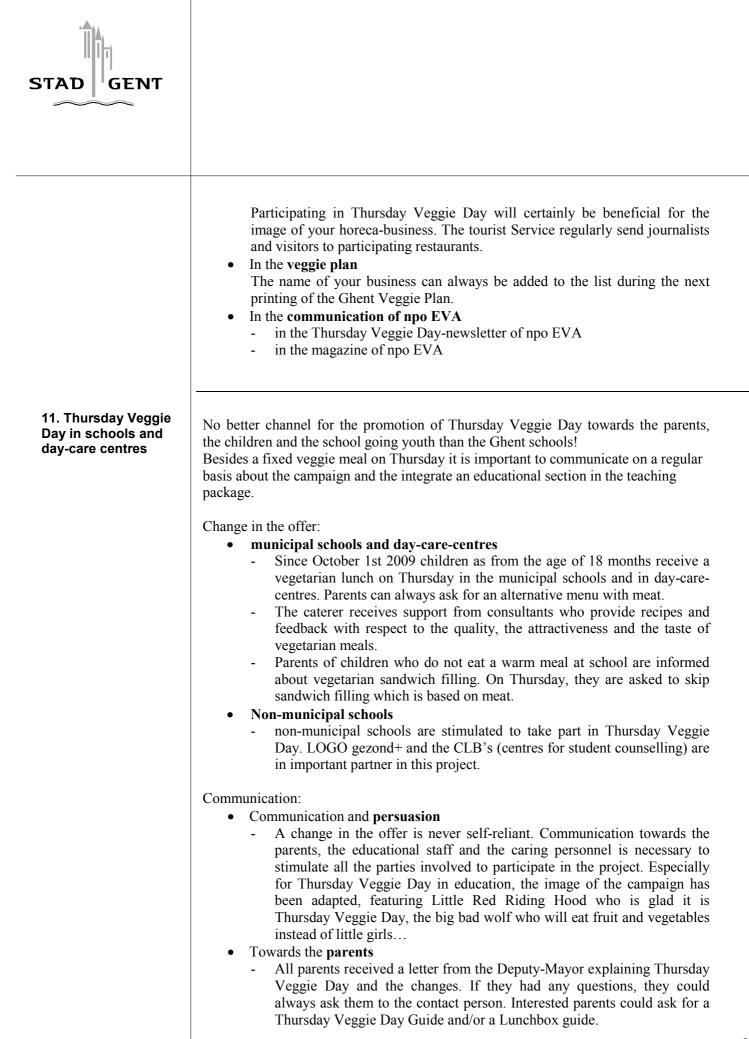


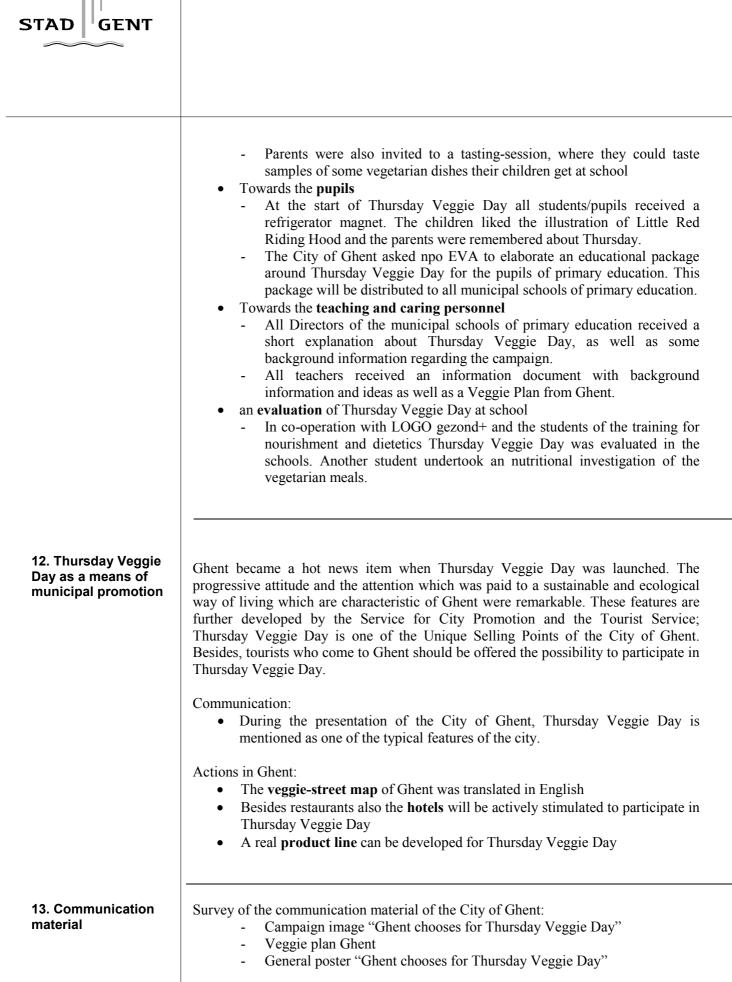
No Thursday Veggie Day without motivated citizens who take part in the campaign!





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	 who eat vegetarian on Thursday by means of a free cup of coffee or an extra discount. The City of Ghent and the npo EVA have started a <u>communication</u> towards the horeca businesses in order to motivate them to take part in the campaign: a starters parcel for the horeca A starters package has been made, which was sent to all horeca businesses, asking them to participate. Via the police department, the starters package will be distributed to all newly-starting horeca businesses. Communication channels of the horeca an article with respect to Thursday Veggie Day appeared in horeca-zine and the horeca brochure. contest "Best veggie-sandwich of Ghent" In March 2010, all sandwich bars in Ghent received a letter, asking them to have their best vegetarian sandwich tasted by a jury. All businesses which offer a tasty vegetarian sandwich will receive free communication material to display their offer to the public. The business with the best veggie-sandwich in Ghent will receive extra attention during 1 year.
	 npo EVA via: communication material Thursday Veggie Day-door banners, posters and stickers the Thursday Veggie Day-poster free consultancy In the free Veggie for Chefs guide of npo EVA, the vegetarian information centre, you can find all necessary information, tips and recipes with respect to vegetarian dishes. You can retrieve the same information at <u>http://www.veggievoorchefs.be/index.php</u>. Npo EVA regularly organises workshops vegetarian cooking for chefs. These workshops are also announced on above-mentioned website. Above all this, the City of Ghent and npo EVA offer free consulting sessions for professional cooks. Together with an expert in vegetarian food you can examine in which way you can use more vegetarian elements in your kitchen and restaurant.
	 The <u>participating businesses</u> are highlighted in different ways: On the website <u>http://www.gent.be/donderdagveggiedag</u>: there, you can find a list with all participating businesses as well as their respective offer on Thursday. <u>http://www.gentverwent.be</u>: on the site, the businesses which are associated with 'Gent Verwent' are directly linked to the list of the Thursday Veggie Day restaurants. <u>http://www.donderdagveggiedag.be/veggiestad_gent</u>: also a site where you can find the list of all participating businesses and their respective offer on Thursday. In the press





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	 poster "Veggie hap-pening 2009" poster little red riding hood (education) banner horeca businesses banner "wij doen mee" (we participate) (developed for schools and others) refrigerator magnets little red riding hood (education) mini-expo with 4 information banners recipes educational parcels for schools information document for teachers letter for the horeca businesses letter for the parents Supporting communication material npo EVA: Veggie plan Ghent Thursday Veggie Day guide Veggie for Chefs guide Vegetarian food triangle poster
14. Websites	www.gent.be/donderdagveggiedag www.donderdagveggiedag.be www.donderdagveggiedag.be/gent www.gentsklimaatverbond.be
15. Contact data of the City of Ghent	Tom Balthazar, Deputy-Mayor for the Environment and Social Affairs, via Alain Tack, member of the cabinet – 09 268 50 33 – <u>alain.tack@gent.be</u> Pascal Goethals – Environmental Service – 09 268 23 38 – <u>maaike.breugelmans@gent.be</u> Leen Van Zele – Health Service – 09 235 22 54 – <u>leen.vanzele@gent.be</u>
17. Contact data of the npo EVA	Tobias Leenaert – co-ordinator Melanie Jacques – member of the project 'Thursday Veggie Day campaign' Sint Pietersnieuwstraat 130 9000 Ghent 09/329.68.51 info@donderdagveggiedag.be