



036 – ‘Meatless Mondays’ Initiative

Overview	
Intervention Type:	Behavioural/ Management
Target:	Individual/ organisation
Intervention Frequency:	Weekly
Intervention Duration:	Continuous

Cost	Effort	Reward
Low	Low	Medium
ENERGE Rating		School Rating (School to complete)
★ ★ ★ ★ ★		☆ ☆ ☆ ☆ ☆

Description of Intervention
<p>Students and staff will reduce their carbon footprint and improve their health by eating no meat products for one day a week.</p> <p>The canteen could potentially not supply any food products which contain meat or have the food which is meatless at a discounted price every Monday.</p>

Impact Measurement
<p>After the ‘Meatless Monday’ initiative is implemented, A quantitative survey will be released to all students and staff regarding the success of the initiative and whether participants have become more environmentally and health conscious since the initiative was introduced.</p>

Facilitators	Barriers
<p>Student/staff can partake in short surveys to identify their opinion on the initiative. The survey will acknowledge whether participants are aware of the motivation behind the initiative and if they are subjectively interested in the motivators. (ENERGE platform or ad-hoc enquiries can be used to complete the survey).</p> <p>Posters for Meatless Mondays can be provided by the ENERGE Platform.</p>	<p>Self-efficacy issues and apathy</p>



Intervention Process
<ol style="list-style-type: none"> 1. A survey will be released before Meatless Mondays is initiated to detect whether the school community is aware of the rationale behind the initiative and identify who is subjectively interested. 2. Make staff and students aware by ensuring there are many announcements and posters. 3. After first term, ENERGE will release a second survey to find whether the school community have found the initiative a success. 4. If feedback implies that it has been a success, the school are recommended to sustain the initiative.

School Comments/Notes