

# Green Monday

Simple, viral and actionable

Green Monday is a social startup group that aims to tackle climate change and global food insecurity by making green and sustainable living simple, viral and actionable.



## Social Impact (as of September 2015)



800+

Schools



1,000+

F&B  
outlets



100+

Corporate  
Partners

## Quick Facts

- Year Established: 2012
- Entrepreneurs: Mr. David Yeung and Mr. Francis Ngai
- SVhk roles:
  - Idea inception
  - Investor
  - Incubator

[www.greenmonday.org](http://www.greenmonday.org)

## Business Model

### Green Monday Solutions

“Green as a Strategy”

Implanting Green Strategy and Solutions for mainstream businesses

### Green Monday Foundation

“Green as a Mindfulness”

Advocacy, promotion and enabling of green diet and lifestyle through media and campaign for general public

### Green Monday Ventures

“Green as an Economy”

Innovating the society with new green ventures

## ? Social Issue

- Livestock industry contributes to 14.5% greenhouse gases, more than all transportation combined

## ! Social Innovation

- Making green and sustainable living simple, viral and actionable
- Establishing a holistic collaborative platform to enable corporations, restaurants, schools and the general public to join efforts

## Activities



### School Program

Joined by over 800 schools in Hong Kong, Mainland China and the US



### Restaurant Program

Joined by over 1,000 restaurants, hotels and caterers to provide green alternatives to customers



### Green Common

Asia's first plant-based grocer to empower the community with sustainable, innovative, wholesome and responsible food choices



### Corporate Solutions

Consultancy, marketing and PR services on strategy and implementation of green CSR initiatives.

Selected Corporate Partners:

