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.

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

**Social Impact (as of September 2016)**
- **2k+** Schools / Outlets
- **7.7+** Banquet leftovers saved (tonnes)
- **10+** Countries
- **100+** Partners
- **20+** Campaigns

**Business Model**

**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 and Restaurant Program**
Joined by over 2,000 partner schools and restaurants in over 10 countries globally to provide plant-based diet alternatives

**Green Monday Ventures**
Incubator and investor of mission-driven companies that create new solutions for plant-based diets and green consumer lifestyles

**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 Awards**
- 2014 China’s 50 Most Innovative Companies
- 2014 100 Asia Pioneers