

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 2016)

2k+

Schools / Outlets

7.7+

Banquet leftovers saved
(tonnes)

10+

Countries

100+

Partners

20+

Campaigns

Quick Facts

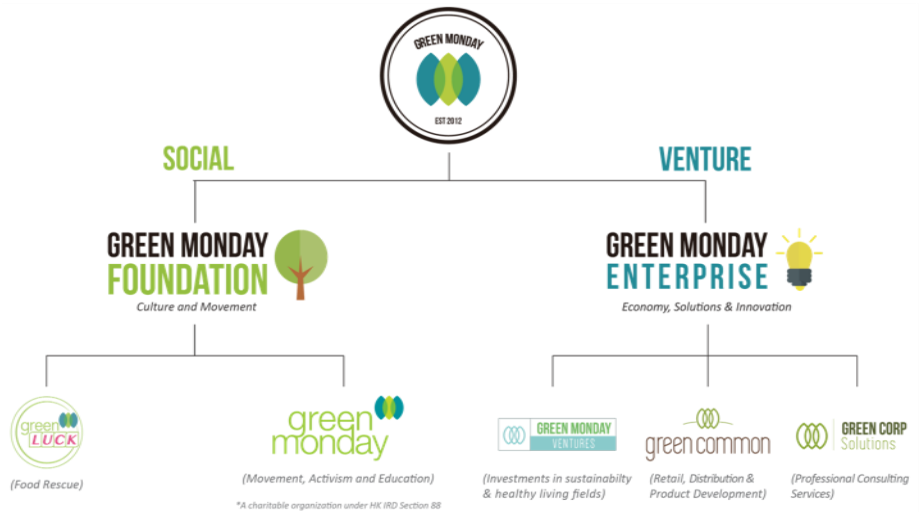
- Year Established: 2012
- Entrepreneurs: Mr. David Yeung and Mr. Francis Ngai
- SVhk roles:
 - Idea inception
 - Investor
 - Incubator



www.greenmonday.org

Green Monday

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

🏆 Selected Awards



2014 China's 50 Most Innovative Companies



2014 100 Asia Pioneers

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.