



Impact measurement

Our mission and actions



Assiettes Végétales

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If we win the campaign

Our end-game

Plant-based eating is now **widespread** and **normalized** in French collective catering. (See our [theory of change](#))

Our quantifiable objective

40 to 50% of the menus offered in collective catering are meat-free or plant-based and are widely chosen by diners.

Area of focus for this estimate

Due to their significant volume of meals and cultural impact, Assiettes Végétales currently focuses the majority of its efforts on menus in **school and university catering**. Therefore, we only consider these menus in this estimate to closely align with the reality of our impact.

Direct impact for animals

If 50% of the main dish offerings in French school and university canteens were meat-free, **between 32.7 million and 14.9 million farm animals** would be spared each year.

Direct impact for the environment

If 50% of the main dish offerings in French school and university catering were meat-free, **France would save 509,000 tons of CO2** equivalent emissions each year.

(1) We have calculated that there are between 0.18 and 0.04 animal lives on average in a meat or fish-based plate in collective catering, according to the figures from [FranceAgriMer](#). The detailed calculations can be viewed by following [this link](#).

(2) The average carbon footprint of a typical meal in collective catering is 2 kg of CO2 equivalent, compared to 0.51 kg of CO2 for a meat-free main dish according to [data](#) from ADEME, which is 4 times less. **Other essential environmental impacts** have not been taken into account here: water, soil, forest, biodiversity savings, etc.

Methodology

In order to estimate our actual impact on the conversion of meals to meat-free meals, we calculated (1) the **number of meat-free meals replacing their meat equivalents** and weighted the result after estimating Assiettes Végétales' **degree of responsibility** for each success.

Dishes converted

Using this calculation method (1) for each successful transition to meat-free menus in which our association played a variable role, we determined that **Assiettes Végétales has effectively changed over 1.4 million meals annually since 2018.**

Dishes influenced

If we also consider the **commitments formalized in 2023** by Cnous (daily meat-free option representing 50% of the offering by 2030) and the Departmental Council of Seine-Saint-Denis (daily meat-free option by 2025 chosen by 60%), **Assiettes Végétales enables the greening of over 6.4 million meals annually.**



+ 6,4 million meat-free meals / year

(1) Calculation method for each entity of the accompanied collective catering:

Number of meals served per day x number of days of operation per year x (percentage of meat-free meals after AV intervention - percentage of meat-free meals before AV intervention) x estimated percentage of Assiettes Végétales' responsibility level in increasing the proportion of meat-free meals = number of annual meals transformed after weighting.

Illustration with Victor Hugo High School in Lunel:

$800 \times 144 \times (33\% - 10\%) \times 30\% = 7,776$ meals transformed annually by Assiettes Végétales after weighting at Victor Hugo High School in Lunel.

3

Impact of your donations



You save animal lives

Between **1.7** and **0.8 animals** are spared each year per € spent on our actions.



Your donation of €100 to Assiettes Végétales **saves between 171 and 80 animal lives** (1), taking into account the commitments made by the collective catering entities accompanied by the association.

You fight climate change

6.1 kilograms of CO2 equivalent emissions (low estimate) are saved each year per € spent on our actions.



Your donation of €100 **saves the emission of approximately 610 kilograms of CO2 equivalent**, which is 20% of the annual emissions of a French individual.

(1) Management of uncertainty:

Uncertainty arises from the lack of precise data, making it difficult to estimate the number of small aquatic animals (shrimp, squid, small fish) in the plates of collective catering. We have therefore made a **low estimate and a high estimate** of the number of animal lives involved in the main dishes of French collective catering.

The difference between these two estimates comes from the **focus on "larger" animals**, namely fish over 500g, chickens, turkeys, pigs, beef, veal, and lambs for the low estimate.

4

Focus on cultural change

Direct vs indirect impact

Earlier, we detailed the direct impact of Assiettes Végétales' mission and actions on animals raised for their flesh and the environment. However, the greening of collective catering menus not only reduces meat consumption in the cafeteria.

Assiettes Végétales focuses on a more indirect and structural impact: cultural change. (1)

Let's state the facts

Individuals growing up and living in a society that defaults to perceiving meat and all animal-derived products as central to diet struggle to break free from this **pattern**.

Acting in the right area

Assiettes Végétales concentrates the majority of its efforts on a strategic area in the lives of young French people: schools and universities, where **their identity is formed**. (2)

These places allow for the experimentation of alternative diets - if offered - and **help break down cultural barriers** transmitted by society and within the family, related to the consumption of P-B proteins. (3)

Hypothesis

Young people growing up with a tasty and balanced alternative to a purely meat-based diet in schools and universities will be **more likely to adopt a more plant-based diet in the long term**, generating more benefits for animals and the environment.

(1) Cultural change is considerably more challenging to measure than direct impact.

(2) Jabs, Devine, et Sobal, « Model of the Process of Adopting Vegetarian Diets »

(3) Havermans, Rutten, et Bartelet, « Adolescent's Willingness to Adopt a More Plant-Based Diet »