

green  
monday



green common

OMN!PORK  
新豬肉!

A product of right{treat}

MAKE CHANGE HAPPEN MAKE GREEN COMMON

# VISION

TO BE A GLOBAL CHANGE MAKER FOR SUSTAINABLE COMMON GOOD.

TO TAKE ON CLIMATE CHANGE, FOOD INSECURITY, HEALTH ISSUES AND ANIMAL WELFARE WITH AN INNOVATIVE AND DIVERSE SOCIAL VENTURE PLATFORM THAT SHIFTS INDIVIDUALS, COMMUNITIES, AND CORPORATIONS TOWARDS SUSTAINABLE, HEALTHY, AND MINDFUL LIVING.

# MISSION

# FINAL CALL FROM 'CLIMATE CATASTROPHE'

**The Guardian**

**We have 12 years to limit climate change catastrophe, warns UN**

Urgent changes needed to cut risk of extreme heat, drought, floods and poverty, says IPCC

Overwhelmed by climate change? Here's what you can do

**CNN**

**Planet has only until 2030 to stem catastrophic climate change, experts warn**

By Brandon Miller and Jay Crim, CNN  
Updated 22:54 GMT (06:54 HKT) October 8, 2018

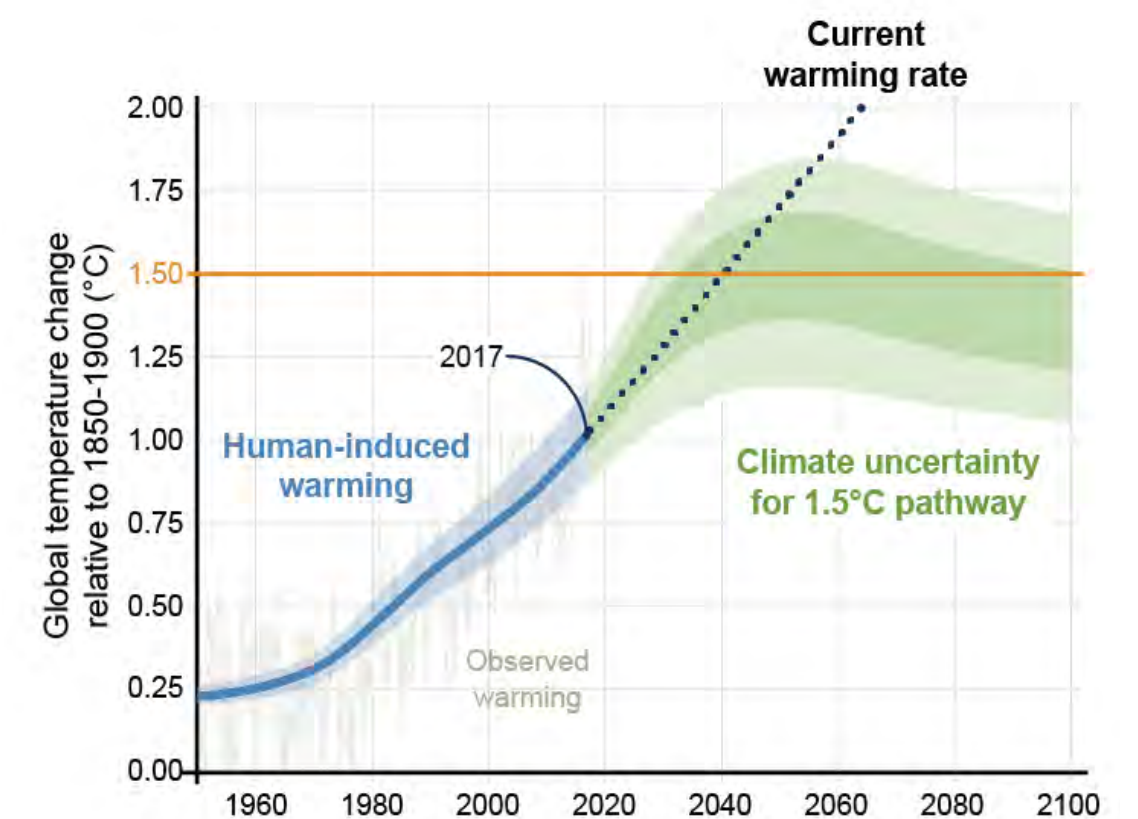
**TIME**

WORLD • CLIMATE CHANGE  
**Scientists Just Laid Out Paths to Solve Climate Change. We Aren't on Track to Do Any of Them**

**BBC**

**Final call to save the world from 'climate catastrophe'**

By Matt McGrath  
Environment correspondent, Incheon, South Korea



Rising Sea Level



Extinction of Species



Flooding



Famine & Drought

# FOOD SECURITY CRISIS

Our need for food poses one of the biggest dangers to the planet

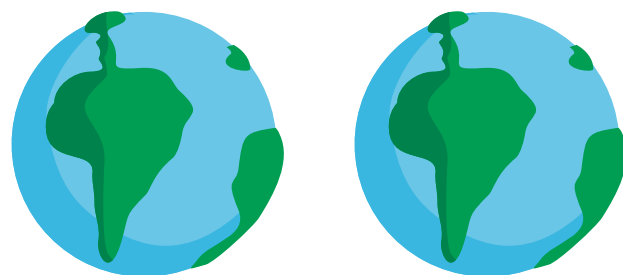


## POPULATION EXPLOSION (2050)

POPULATION GROWTH (BILLION)

**7.6<sub>BIL</sub>** → **9<sub>BIL</sub>**  
(2018) (2050)

NUMBER OF EARTHS NEEDED TO  
SUSTAIN HUMAN ACTIVITY



*(If we continue consuming natural resources at present level)*

## WATER INSECURITY

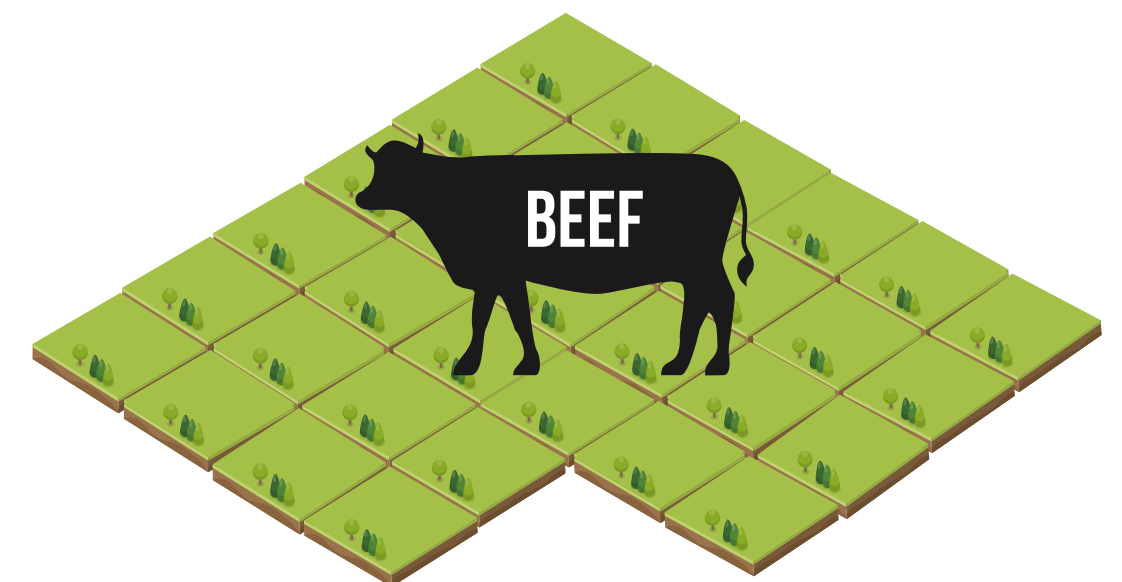
*Water footprint (300g of steak):*



“The world could suffer a 40%  
shortfall in water in 2030.”  
United Nations

## LAND USE INEFFICIENCY

*Land required to produce 1kg of protein:*



**377<sub>M</sub><sup>2</sup> / 32x**

2/3 of the world's agricultural land  
are used for raising animals

# TACKLING THE WORLD'S MOST URGENT PROBLEM: MEAT

# CARBON FOOTPRINT OF BEEF CATTLE

Cows produce more CO<sub>2</sub> than Australia, Brazil, Canada, Germany, Italy, Japan, South Korea, Spain & U.K. **COMBINED**



## LIVESTOCK INDUSTRY ACCOUNTS FOR 14.5% GHG EMISSIONS

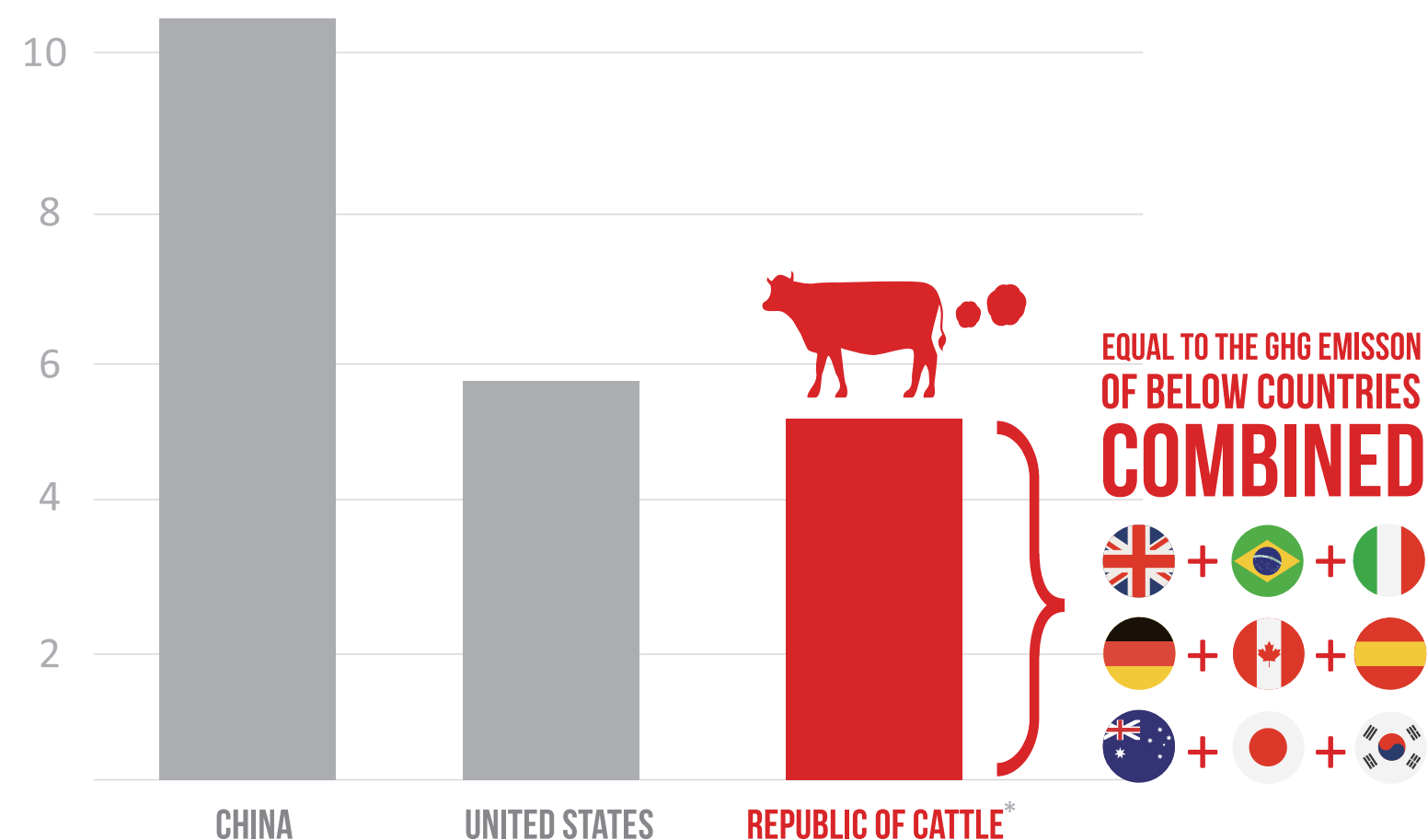
It emits more greenhouse gas than all our cars, trucks, trains, and planes combined!



**“IF CATTLE WERE A COUNTRY, THEY WOULD BE THE THIRD LARGEST EMITTER OF GREENHOUSE GAS!!”**

*Bill Gates*

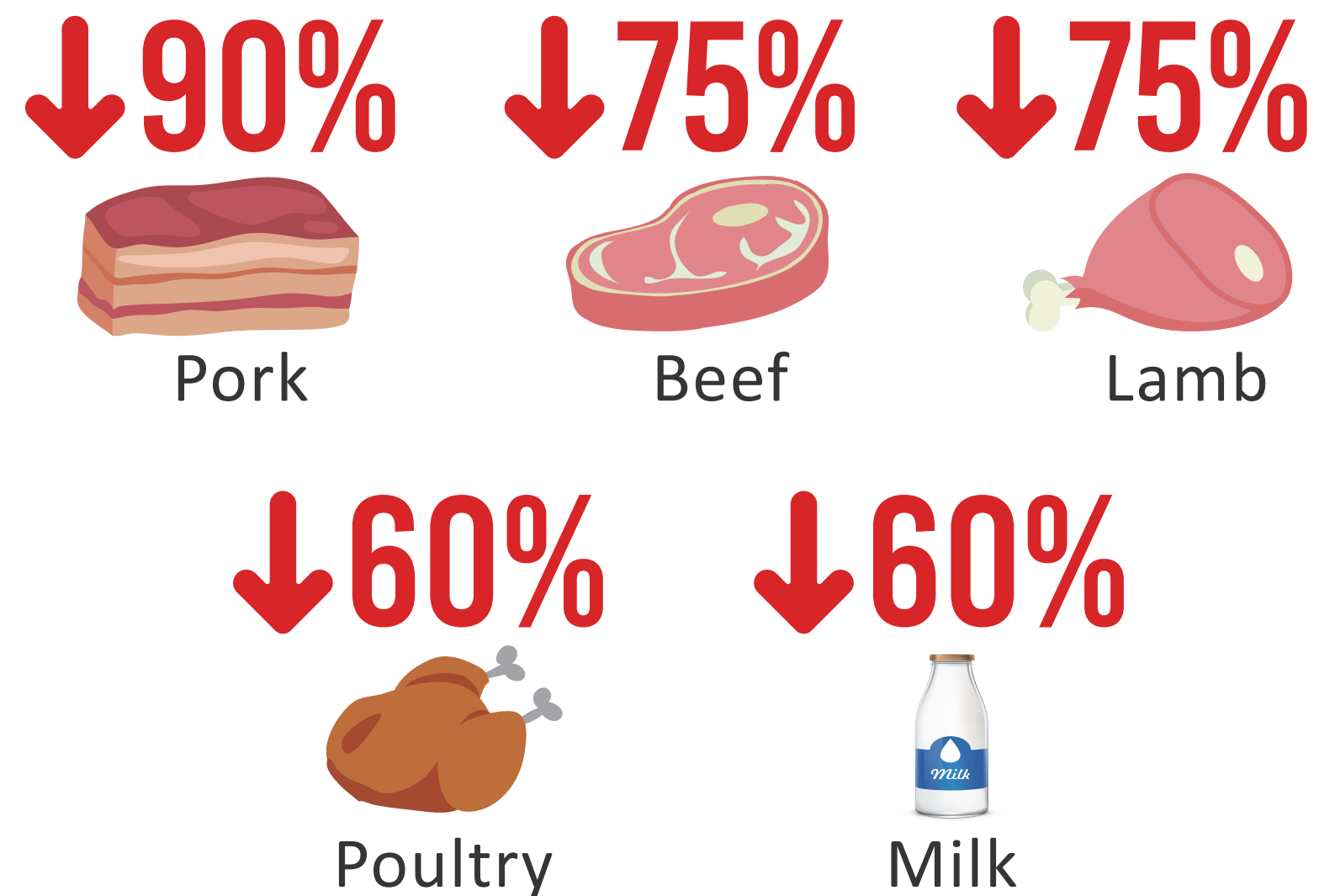
Gigatons of CO<sub>2</sub> emissions per year



Source: UNFCCC, European Commission, UNFAO \*Cattle figure represents CO<sub>2</sub> equivalent

**“HUGE REDUCTION IN MEAT-EATING ‘ESSENTIAL’ TO AVOID CLIMATE BREAKDOWN”**

*nature*



Source:

<https://www.epa.gov/ghgemissions/understanding-global-warming-potentials> / <http://www.globalcarbonatlas.org/en/CO2-emissions>

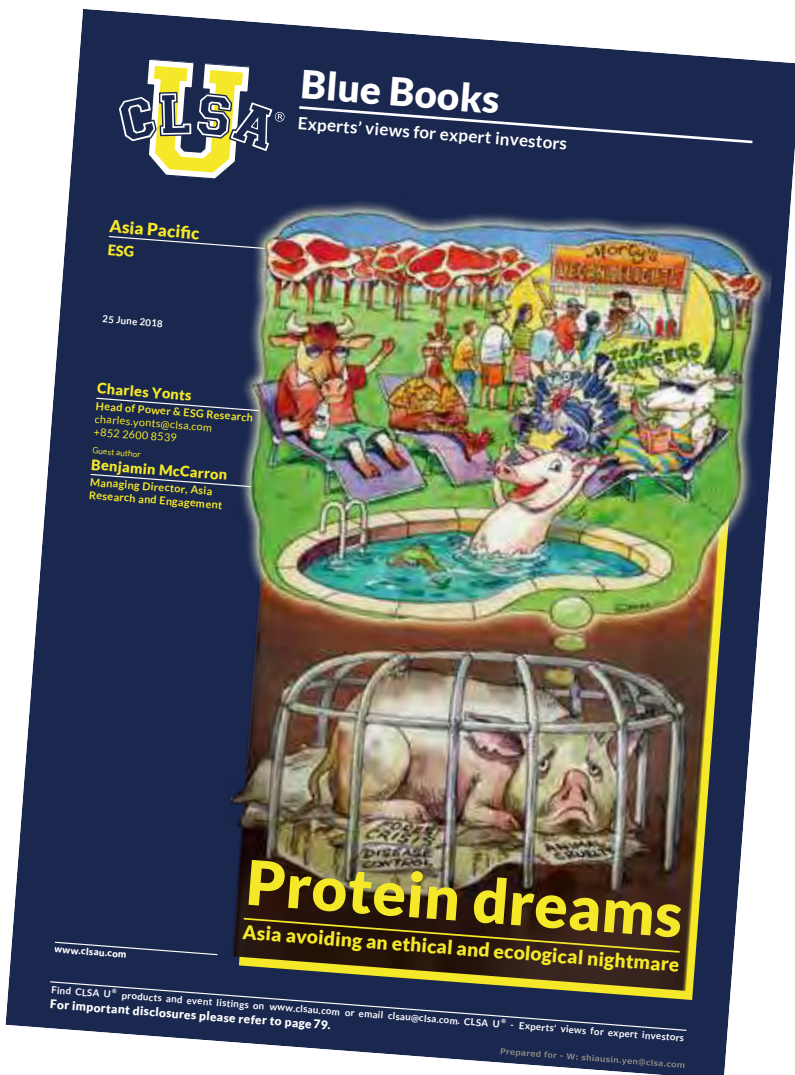
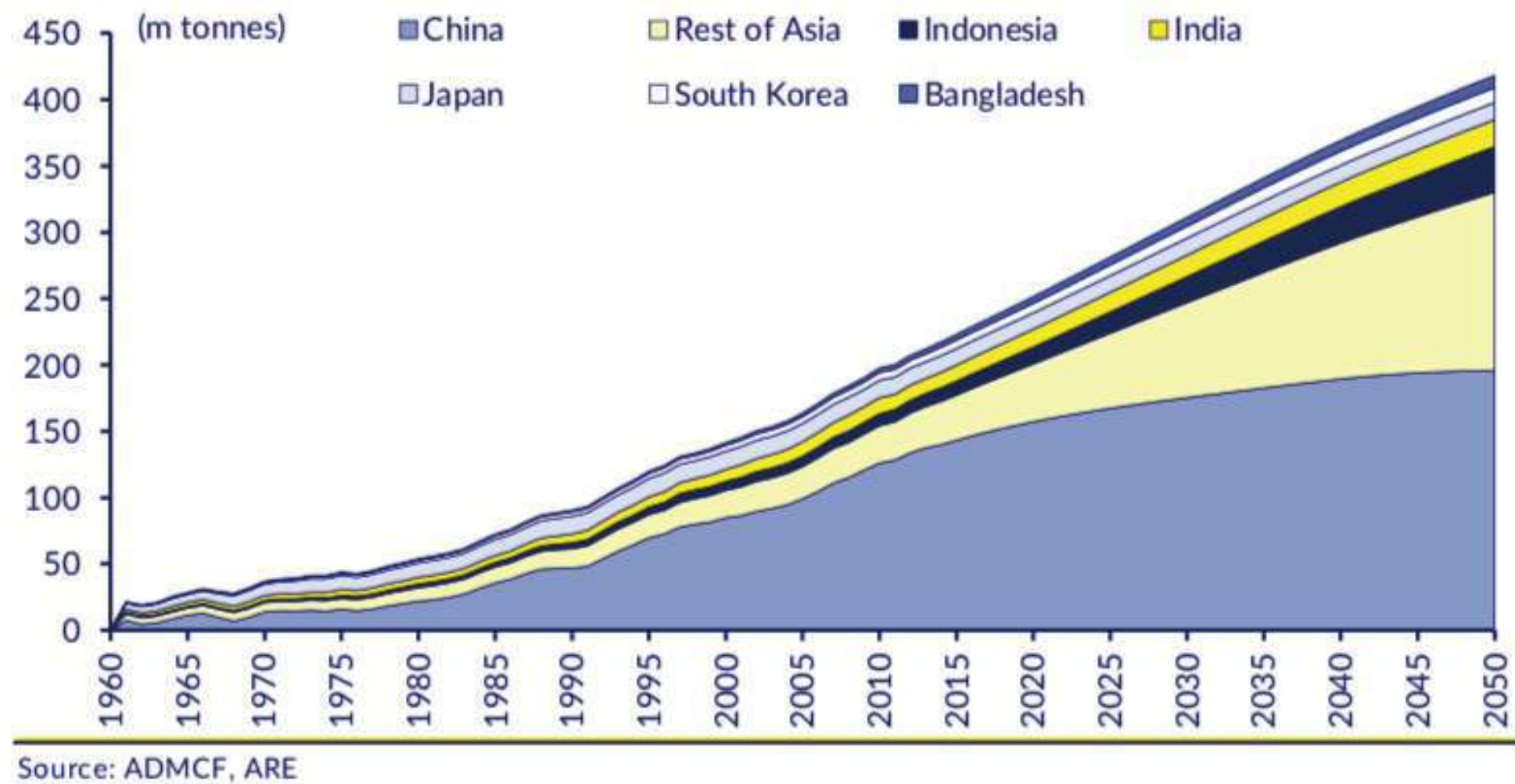
[http://suprememastertv.com/climate-change-public-service-announcements/?wr\\_id=181](http://suprememastertv.com/climate-change-public-service-announcements/?wr_id=181)

<https://www.gatesnotes.com/Energy/My-plan-for-fighting-climate-change>

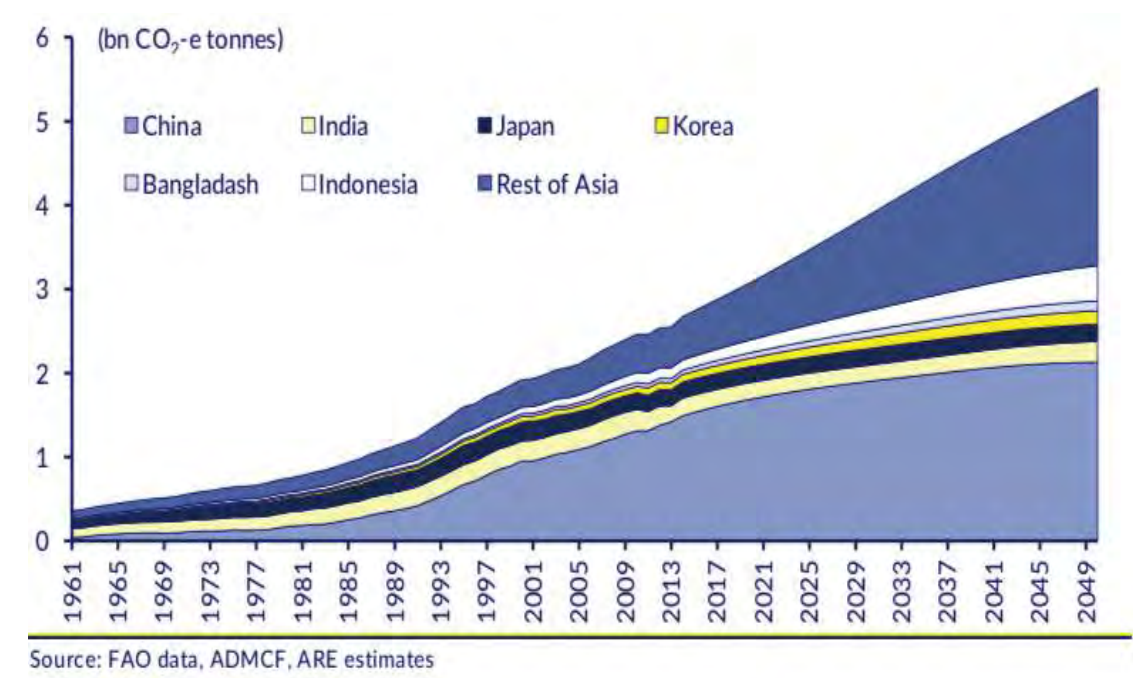
# SUSTAINABILITY CRISIS IN ASIA

Alarming crisis in Asia food system 

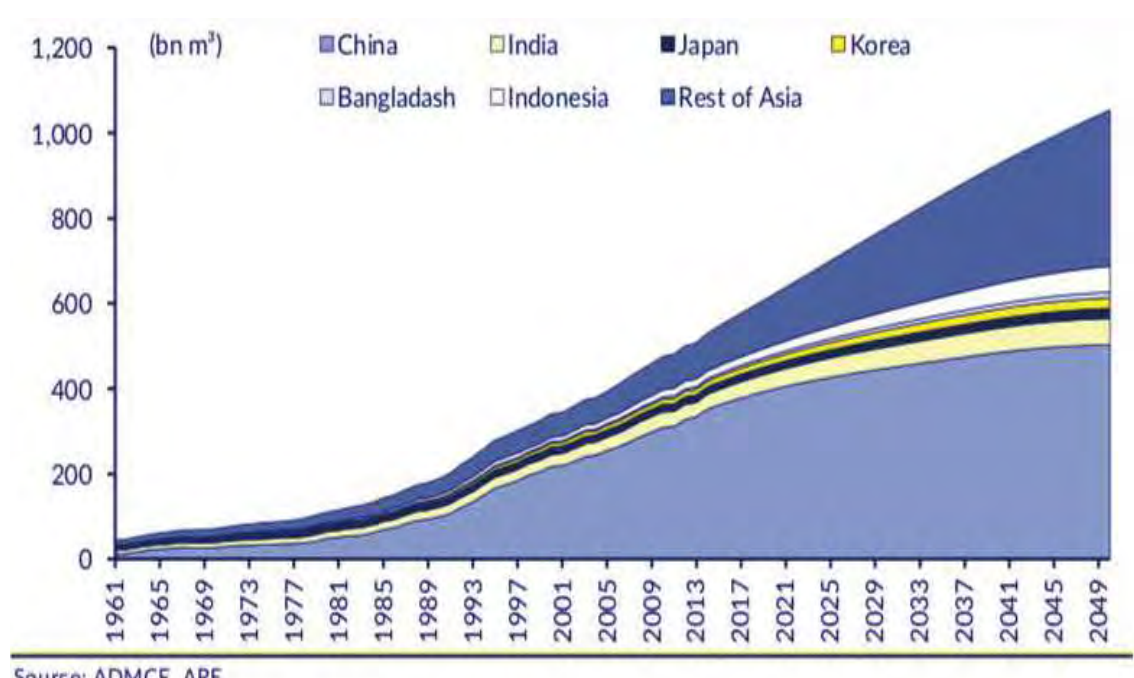
## AGGREGATE ASIAN ANIMAL PROTEIN CONSUMPTION



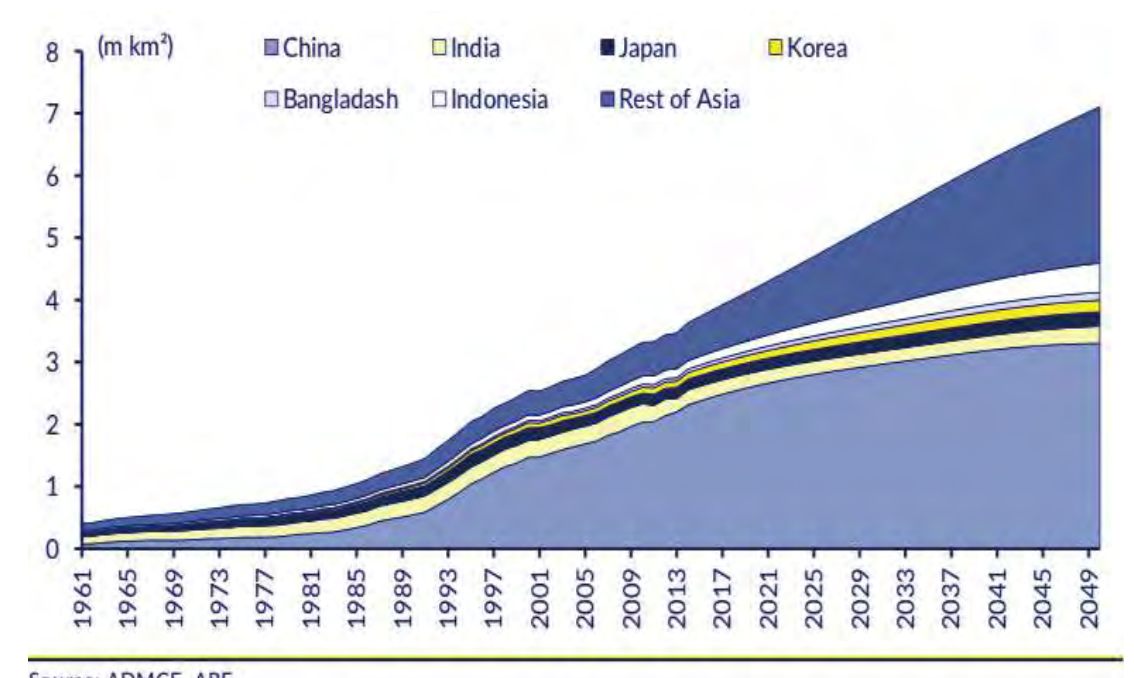
## GHG EMISSIONS



## WATER FOOTPRINT



## LAND DEMAND



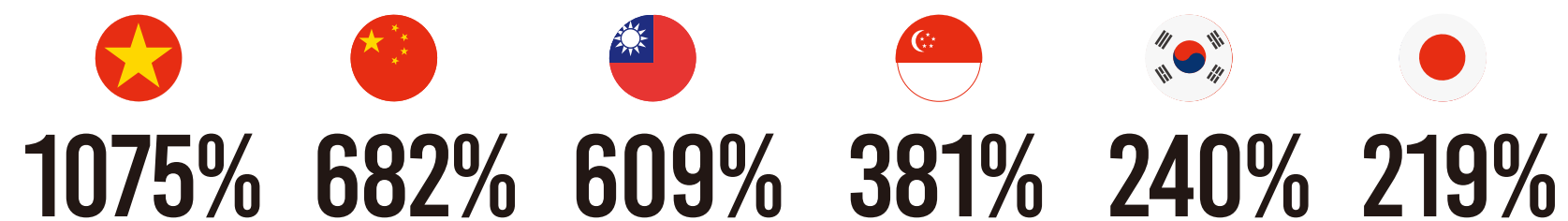
# HOG INDUSTRY HEALTH & ENVIRONMENTAL DAMAGE

## PORK IS THE MOST CONSUMED MEAT IN THE WORLD PARTICULARLY IN ASIA



Per Capita Beef and Pork Consumption in 2016 (lbs)

## PORK-BEEF RATIO



## AFRICAN SWINE FEVER



## ENVIRONMENTAL INJUSTICE IN HOG INDUSTRY

“Industrial meat production is killing our seas.”

Callum Roberts  
Professor of Marine Conservation, University of York, UK



Pork Giant Smithfield Fined 'Historic' \$50 Million For Nuisance Offences

The company is now appealing the fine

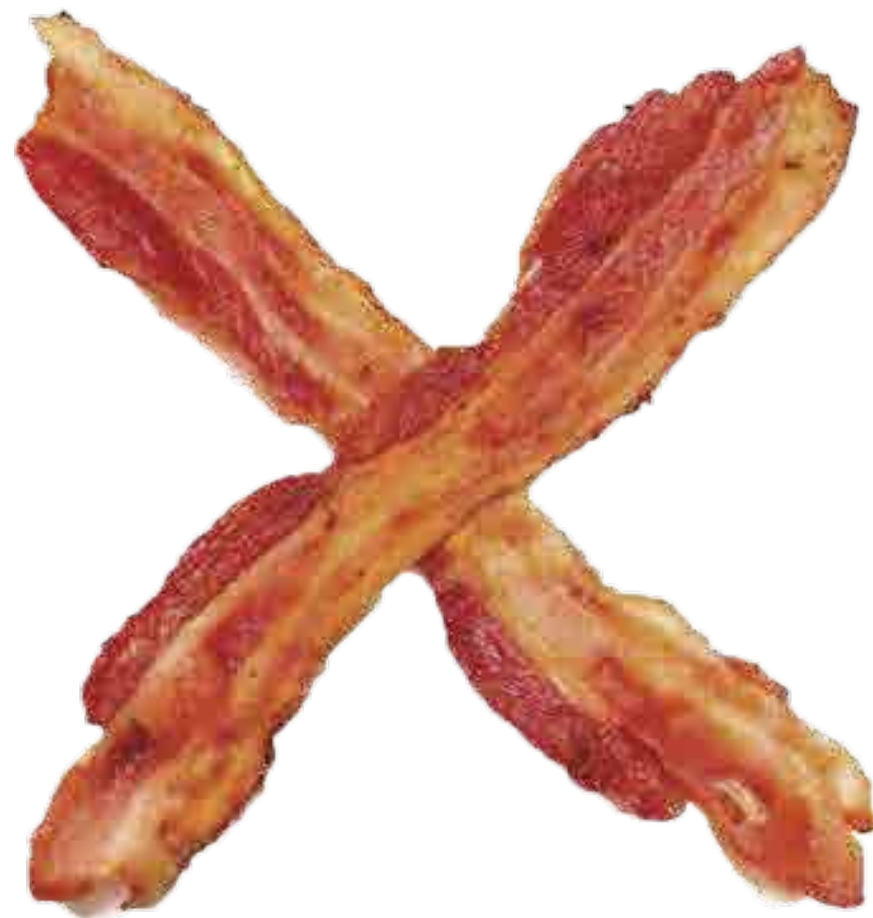
Maria Chiorando



The neighbors complained about smells and noises from the farm

# PUBLIC HEALTH CRISIS

Eating 50g of processed meat a day increased the chance of developing colorectal cancer by 18%



## MEAT IS THE NEW TOBACCO



STROKE  
KIDNEY CANCER  
LUNG CANCER  
CORONARY ARTERY DISEASE  
DECREASED BONE HEALTH  
INFERTILITY

OBESITY  
OVERWEIGHT





## AFRICAN SWINE FEVER



## IMPACT OF PLANT-BASED NUTRITION IN CHRONIC DISEASE PREVENTION

"Green Monday is making great strides in the US" - Academy of Nutrition

	VEGETARIAN	VEGAN
PREVENTABLE DEATH PER YEAR GLOBALLY 	7.3 MILLION	8.1 MILLION
HEALTH-RELATED COST SAVINGS 	\$973 BILLION	\$1,067 BILLION

# GREEN MONDAY GROUP

Award-winning innovative social venture model



*(Movement, Activism & Education)*

*Promoting a green, healthy & sustainable lifestyle*

*\*A charitable organization under HK IRD Section 88*



*(Investments in Sustainability & Healthy Living)*

*Enabling a green economy through impact investments and business innovation*



green common

*(Retail, Distribution & Product Development)*

*Empowering the world with wholesome and sustainable plant-based choices*

right {treat}

*(Food Innovation)*

*Innovating food ingredients & products that treat planet, animals & ourselves right*

# YOUR IMPACT FROM GOING GREEN

If you go **plant-based** every day for a year...

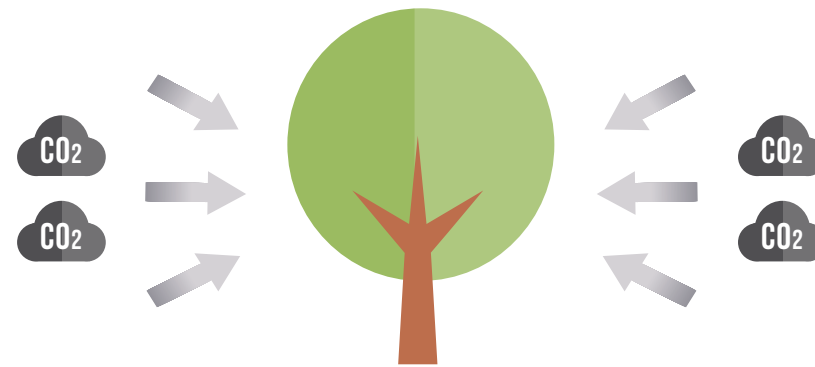


*Tons of carbon emissions prevented*



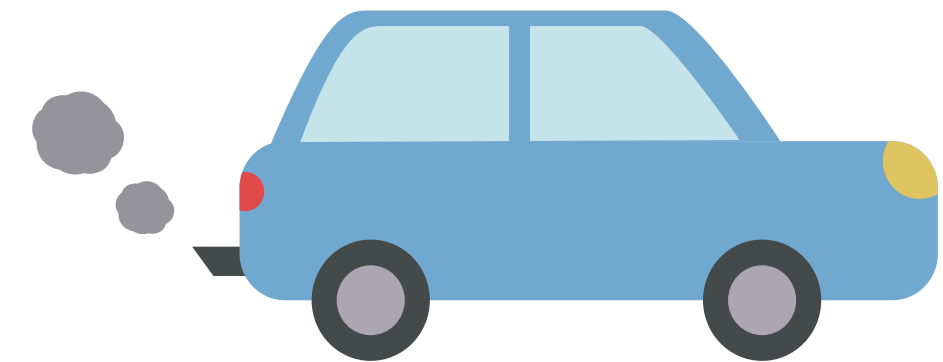
**1.5** TONS

*Trees needed to absorb the same amount of CO2*



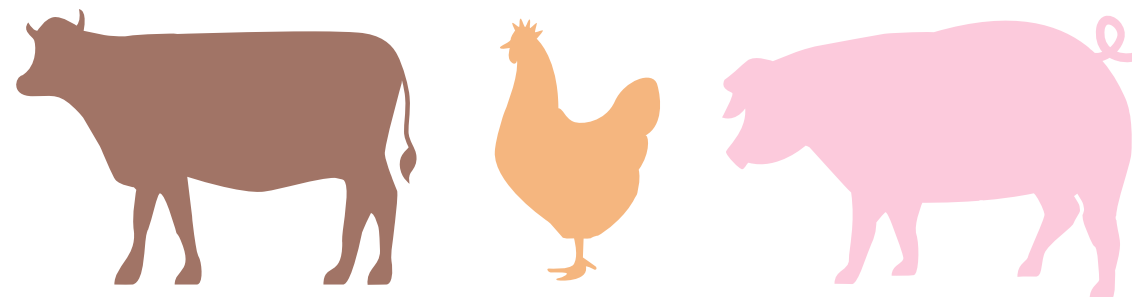
**66** TREES

*Equivalent months of driving*



**7** MONTHS

*Number of lives saved*



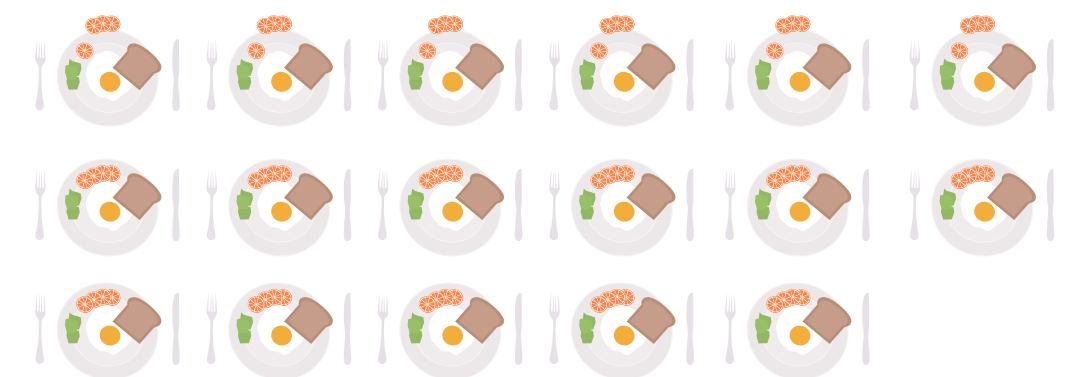
**477** LIVES

*Drinking water saved that you can feed...*



**805** PEOPLE

*Food saved that you can feed...*

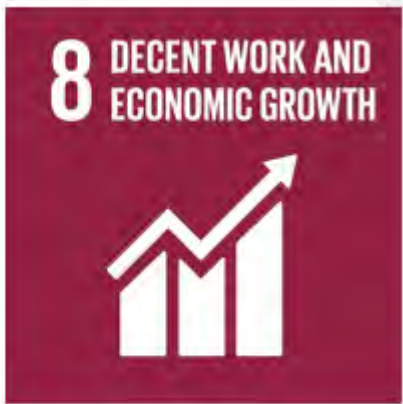


**17** PEOPLE



*"If you can only do one thing, eat **vegetarian** once a week."*

# GREEN MONDAY ALIGNMENT WITH U.N. SUSTAINABLE DEVELOPMENT GOALS



**GREEN MONDAY CONTRIBUTES ON 11 SDGs!**

# PUBLIC SECTOR



HK GOVERNMENT



衛生署  
Department of Health



Launch a recipe book to  
educate the public



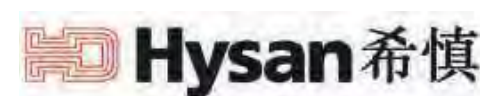
THE CONSULATE GENERAL OF THE UNITED STATES, HK AND MACAU



THE CANADIAN CHAMBER OF COMMERCE IN HK



# CORPORATE



GoGreenCWB



11,000 employees go Green Monday



# SCHOOL PROGRAM



## INTERNATIONAL

"A global sustainability initiative that was designed to promote green lifestyle choices" - Columbia University



Columbia University



Columbia has taken the pledge that over half of the foods served **EVERYDAY** is vegan or vegetarian at John Jay Dining Hall

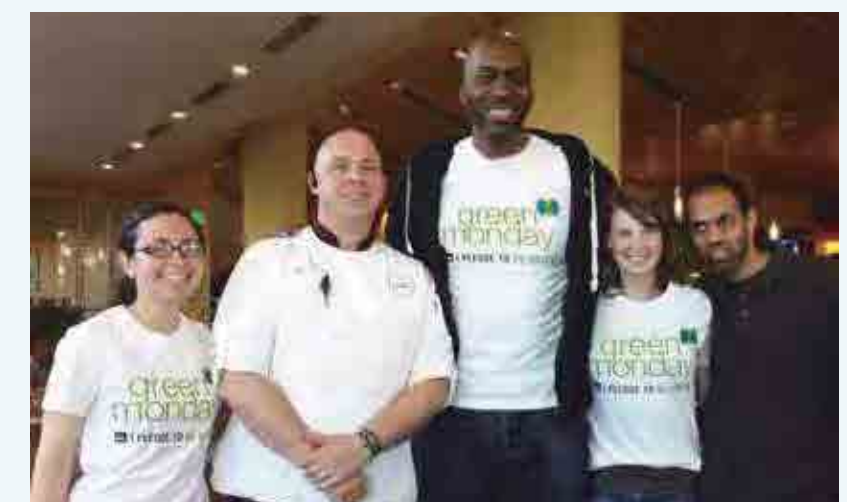


REDUCE WUSTL CARBON FOOTPRINT

↓ 1050 CARS



Equivalent the carbon emissions of removing 1050 cars



## HONG KONG

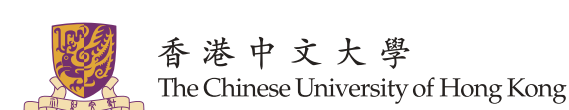
20  
Caterers

X

800+  
Schools

X

600,000+  
Students



# MAKE CHANGE HAPPEN

24% HK people become flexitarian by practising Green Monday\*



## HK FLEXITARIAN POPULATION

5% <sup>vs</sup> 24%

(2008) (2018)

## GREEN MONDAY BRAND AWARENESS

32%

## WILLING TO TRY GREEN MONDAY

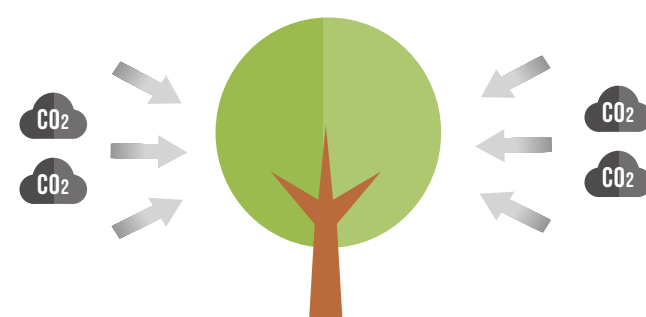
70%

## IMPACT OF GREEN MONDAY



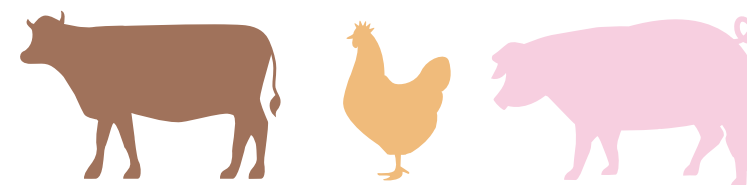
900,000 TONS

Total of carbon emissions prevented annually



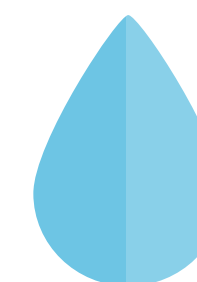
40,000,000 TREES

Trees needed to absorb the same amount of CO2 annually



300,000,000 LIVES

Number of lives saved annually



375,000,000,000 LITERS

Liters of water saved annually

Drinking water that can feed 512 million people

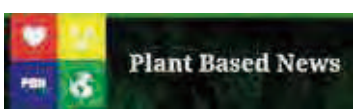
MAKE CHANGE HAPPEN    MAKE GREEN COMMON

\*2018 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,002 adults with 95% confidence interval.  
\*\*2016 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,001 adults with 95% confidence interval.  
\*\*\*2014 data source: survey conducted by IPSOS Hong Kong. Methodology: Telephone Omnibus (CATI) covering a statistically representative sample size of 1,006 adults with 95% confidence interval.

# GREEN MONDAY MOVEMENT IN 30+ COUNTRIES



Berkeley City Council Declares  
'Green Monday' To Promote Plant-  
Based Living



Green "meat free" Monday campaign  
kicks off in France



# REVOLUTIONARY GREEN DINNING & SHOPPING EXPERIENCE

Trendy, tasty, convenient, nutritious, affordable



**@ NAN FUNG PLACE - CENTRAL**



**@ HARBOUR CITY - TST**



**@THE PARKVILLE - TUEN MUN**



**@ LANDMARK - CENTRAL**



**@ THE FOREST- MONG KOK**



**@ PARK CENTRAL - TSEUNG KWAN O**



**@QRE - WAN CHAI**

**TO MAKE GREEN COMMON BY EMPOWERING THE WORLD WITH WHOLESOME AND SUSTAINABLE PLANT-BASED CHOICES**



HK STYLE OAT MILK TEA  
港式絲麥奶茶



OMNIPORK TAN TAN NOODLE



# Taste the Future

*The future of food is plant-based*



BEYOND SAUSAGE



JUST SCRAMBLE TERIYAKI BOWL  
植物蛋照燒碗



SICHUAN SPICY  
BEYOND CHICKEN

# OMN!PORK 新豬肉!

多用途·純植物·零毫克膽固醇·高蛋白質  
ALL-PURPOSE | PLANT-BASED



- R&D in Canada
- Proprietary blend of plant-based protein from pea, non-GMO soy, shiitake mushroom and rice
- 12.2 grams of protein per serving



*"We did a blind test of Omnipork soup dumplings alongside regular ones... Everyone agreed that the Omnipork one were tasty."*



*the driving factors in the world's biggest pork market, China, will be twofold: aspirational lifestyles and concern for food safety.*



*"Right Treat's Omnipork delivers the flavor, consistency, and functionality of traditional ground pork but without the environmental impact."*



*"China remains an uncontested market for plant-based and alternative proteins. Omnipork specifically designed for applications in Asian cuisine."*

# NUTRITION FACTS



Cruelty Free  
零殘忍



No Added Hormones  
無添加激素



No Added Antibiotics  
無添加抗生素



Non-GMO  
非基因改造



Vegan  
純素



Buddhist Friendly  
無蔥蒜

Kay Tse  
Green Monday  
Chief Kindness Officer



Through a proprietary blend of plant protein, Omnipork offers high-quality complete nutrition that fulfill our body needs.

**OMN!PORK** VS Ground pork

<b>70%</b> Less Saturated Fat	<b>65%</b> Less Calories	<b>0 vs 68</b> Cholesterol (mg)*
<b>333%</b> More Calcium	<b>53%</b> More Iron	<b>4.4 vs 0</b> Fiber (g)*

## CELEBRITY / INFLUENCER ENDORSEMENT



Elva Ni



Skye Chan



Mak Ling Ling



Dr Ko Wing-man



Oscar Siu



Hilda Leung

A Product of **right{treat}**



# RESTAURANT PARTNERS



# BEYOND BURGER & BEYOND SAUSAGE

Green Common & Hong Kong is the 1st region outside of the U.S. to sell the game-changing Beyond Burger & Beyond Sausage

Influencers and companies that backed Beyond Meat:



Leonardo DiCaprio



Bill Gates



Kyrie Irving



Shaquille O'Neal



## THE BEYOND BURGER 未來漢堡



### THE BEYOND BURGER

**BEEF**  
*(Raw Unseasoned 80/20 beef)*

20	PROTEIN (G)	19
30%	IRON (DV)	12%
5	SATURATED FAT (G)	9
0	CHOLESTEROL (MG)	80
20	TOTAL FAT (G)	23

## BEYOND SAUSAGE™



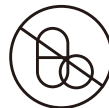
### BEYOND SAUSAGE™

**PORK SAUSAGE**

16	PROTEIN (G)	14
190	CALORIES	260
5	SATURATED FAT (G)	8
0	CHOLESTEROL (MG)	60
12	TOTAL FAT (G)	21



ANTIBIOTIC FREE



HORMONE FREE



HIGH PROTEIN



NO SOY, GLUTEN FREE



NO GMOS



0% CHOLESTEROL

\*1/4 lb patty

# BEYOND BURGER & BEYOND SAUSAGE



## CELEBRITY ENDORSEMENT



*I tell you I haven't eaten beef in 50 years.  
It's like being Reborn Again!!*  
Allan Zeman



*Beyond Burger is the Tesla of burger.*  
Moses Chan



Karena Lam



Kay Tse



Anita Yuen



Moses Chan



Allan Zeman



Real Ting



Stephanie Au



Coco Chiang



***"Green Monday and Green Common set the stage for Beyond Meat to shine."***

- Ethan Brown, CEO, Beyond Meat



CHAMPIONS  
OF THE EARTH



CHAMPIONS  
OF THE EARTH

powered by



# LAUNCH OF JUST SCRAMBLE

"This was better than just about any egg I had ever tasted, and it was made from a 4,000-year-old bean. My mind was blown." - **Forbes**

VEGAN | ANTIBIOTIC-FREE | HORMONE-FREE | CRUELTY-FREE



BEYOND ALL-DAY  
(JUST SCRAMBLE X BEYOND SAUSAGE)



JUST KINDNESS BOWL  
植物叉燒蛋飯



JUST SCRAMBLE TERIYAKI BOWL  
植物蛋照燒碗



JUST UNEVIL FRENCH TOAST  
改邪歸正西多士



JUST SCRAMBLE  
植物蛋

VS



EGG\*  
雞蛋

(Per 100g serving 以每份100克計)

11	Protein(g) 蛋白質	13
✓ 0	Cholesterol(mg) 膽固醇	372
✓ 124	Calories 卡路里	143
✓ 0.9	Saturated Fat(g) 飽和脂肪	3.1
✓ 8.8	Total Fat(g) 總脂肪	9.5

# SINGAPORE LAUNCH

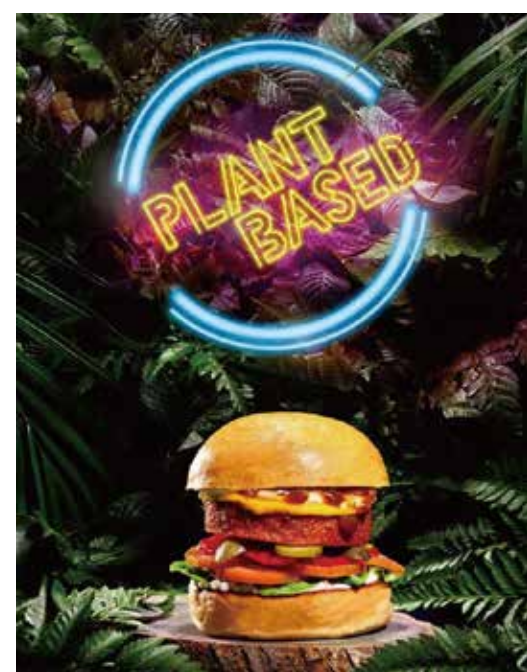
With 100+ hotels and restaurant locations launching innovative sustainable plant-based menu



Launch Ceremony



Pizza Express VERDE



Restaurant partners (partial)



# SINGAPORE LAUNCH

Beyond Burger and non-dairy products are now available in Singapore



Retail partners (partial)

**FairPrice finest**  
Bringing the fine life closer to you

**eat ORGANIC**  
your organic grocer

**MARKET PLACE**  
A Whole New Supermarket Experience

MADE ON EARTH  
**little farms**  
WE FARM • YOU EAT

SINGAPORE  
**FOUR SEASONS**  
ORGANIC & SPECIALTY

**redmart**<sup>TM</sup>

**habitat**  
by honestbee

**VEGETARIAN**<sup>TM</sup>  
ONLINE

**Ryan's**  
GROCERY



# TAIWAN LAUNCH



Golden Horse Award for Best Leading Actress Karena Lam joins as Greater China Ambassador and Chief Eco Curator



Restaurant partners (partial)



# SANDS X GREEN MONDAY



Sands Resorts Macao launches Green Cuisine campaign across its signature restaurants

澳門金沙度假區  
**Sands**  
RESORTS MACAO

Participating restaurants





# 金沙新豬扒包

## SANDS OMNIPORK PORK CHOP BUN



The launch event at The Venetian featured live cooking demonstrations to showcase the vegan version of Macao's famous Pork Chop Bun

## COVERAGE



# SMART-TECH PERSONALIZED SHOPPING

From Grocery to Farmacy



The eShop aims to provide one-stop service by first selecting food products that are "Right For You" and delivering them to your doorstep.

WITH SIMPLE ICONS, NUTRITION VALUES OF FOOD PRODUCTS, WE ASSIST YOU TO ACHIEVE HEALTH GOALS

Omnipork

**Omnipork (Free Recipe Booklet)**

**\$43.0**

Net weight: 230.00g  
In Stock

1

ADD TO CART



Values this product shares:



Vegan



Gluten-free



Egg-free



Dairy-free



Treenuts-free



Peanuts-free



Buddhist-friendly



Low fat



Low sugar



High Protein



Source of fiber



Source of calcium



Source of iron

## GREEN STARS' FOOD RECOMMENDATIONS

Home | Green Star Picks | Celebrities | Kay Tse



**KAY TSE**

Apart from being a pop singer, Kay also spends a good amount of time taking care of her family. Her new role is Green Monday Chief Kindness Officer, who believes a diet that is kind to all kinds is the best.

Food Preferences



See more

Newest in



All-Purpose Plant Fork

Omnipork

Omnipork (Free Recipe Booklet)

230.00g

**\$43.0**

Compare



Nutty Buddy

Sea Salt Almond Butter

205.00g

**\$140.0**

Compare



Oatly

Organic Matcha Latte

235.00ml

**\$28.9**

Compare

# EAT GENE-IUSLY

Marrying health technology to food and diet



DNA influences your body's response to diet, nutrition, and fitness.



gem0816 • 追蹤中

gem0816 因為我的家族有癌症病史，而乳癌又是中港兩地最多婦女罹患的頭號癌症，所以最近我接受了一個癌症基因測試來了解自己患上遺傳性癌症疾病的風險。很幸運地，我的測試結果呈陰性，意味著我並沒有因為基因遺傳而有特別高的患癌風險，這讓我如釋重負。但讓我更安心的是現在的科技能讓我們獲得如此寶貴的資訊，因為就算我的報告結果呈陽性，我也寧願及早知道並採取預防措施，改善生活方式，防範於未然。Because of my family history of cancer, and after learning that breast cancer has become the most common type affecting women in China, I recently took a cancer screening DNA test to find out if I am at risk. And while I felt a huge weight being lifted when the results came back negative, what was even more of a relief was being given the gift of knowledge. Even if I carried a cancer-causing gene, I would

179,714 個讚

10月29日

chanjanis

35 likes

chanjanis 應承自己，要好好照顧自己。因為只有自己最了解自己。

#了解自己DNA #好好管理好自己 #HSBCLife #滙豐保險 #BecauseAPromiseIsAPromise #承諾之後才是承諾開始 #ONEdna+

為自己身體負責係好重要的，今次同大家分享一個方便快捷的ONEdna+ 檢測，測試準確度仲高達99.8%，可以好準確咁了解自己的身體，從而提高自己預防相關危疾的意識。

今次我就揀咗「癌症風險」來做檢測。可以咁度企坐定定做晒俾樣本，聽報告同電話諮詢三個步驟，真係非常方便！一個月內就會知道結果喇，等待中👉

補充：只要買滙豐保險指定產品就包埋呢個ONEdna+檢測架喇

#HSBCLife #滙豐保險特約 #ONEdna+ #享受生活保障健康

rabeeayeung • Follow

177 likes

rabeeayeung 檢測自己DNA睇美國其實好流行。我終於參與左ONEdna+基因檢測，仲係左癌症風險檢測。過程好方便，我係屋企就可以完成俾樣本，聽報告同電話諮詢三個步驟，咁唔我哋啲又要照顧小朋友又要工作嘅人！

#HSBCLife

# PRODUCT & CATEGORY INNOVATION



## COLD-PRESSED JUICE & FOOD PRODUCTS



## CHINESE SOUP SERIES



Lotus Root, Walnut  
& Chestnut



Porcini, Maitake,  
Mushroom & Lily Bulb



Hami Melon,  
Fresh Yam & Lotus Seed

## CNY CAKE



## MOONCAKE



## RICE DUMPLING



# BRAND DISTRIBUTORSHIP PORTFOLIO



## FOOD PRODUCTS



## NON-DAIRY



## BEVERAGE



## SNACKS



# B2B WHOLESALE & DISTRIBUTION

Building the “Last Mile” of Market Penetration



## FOOD SERVICE PROVIDERS



## THEME PARKS



## HOTEL GROUPS



## RESTAURANT GROUPS



## SUPERMARKETS / ONLINE PLATFORM



## INTERNATIONAL



## FRANCHISE (In discussion)

# DISTRIBUTION NETWORK

Brand market entry through joint events and consumer engagement



**TASTE**  
MORE THAN FOOD



**SOGO**  
HONG KONG



**food le parc**



**c!ty'super**



**YATA**



**TRADE SHOW**

**HKTDCC**  
**Food Expo**  
美食博覽

**VEGETARIAN**  
food ASIA



# THREE THEMES OF GMV'S INVESTMENTS

Mission-driven companies that create innovative solutions to global problems in a scalable way



## ECO-FOOTPRINT REDUCTION

Reimagine lifestyle through value enhancement while reducing our environmental footprint.



## HEALTH & WELLNESS

Products and services that improve human health, wellness, and performance in the areas of nutrition, fitness, and lifestyle.



## PEOPLE EMPOWERMENT

Technologies and network to empower individuals and businesses to go green.



Perfect Day

LAVA



right {treat}

# GREEN MONDAY TEAM



## CO-FOUNDERS



David Yeung



Francis Ngai

## EXECUTIVE DIRECTOR



Jenny Ng

## CELEBRITY INVESTORS / AMBASSADORS



Kay Tse

Chief Kindness Officer



Karena Lam

Chief Eco Curator &  
Greater China Ambassador



Janis Chan



Michelle Saram

## GLOBAL INVESTORS & ADVISORS



James Cameron



Ms. Susan Rockefeller



Mary McCartney



Prince Khaled Alwaleed



Tao Dong



Poman Lo



Tina Ju



Sun Chang



John Ng

# GLOBAL MEDIA COVERAGE

Green Monday - first movers see success with plant-based protein in HK.



Move Over Vegans, Flexitarianism Will Be All The Rage



Food  
It's the Year of the Pig. Is it also the year fake pork takes off in China?

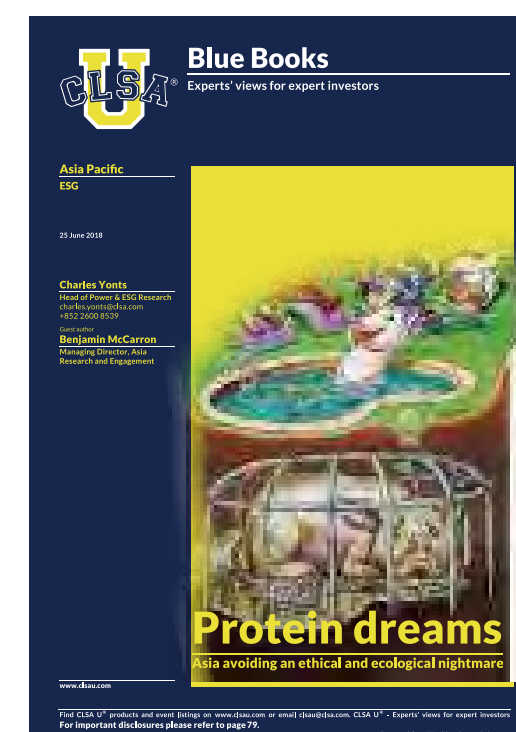


“STAR TREK” FOUNDATION  
AWARDS STARTUP \$250K FOR  
CONVERTING 1.6 MILLION TO  
VEGAN DIET

Meatless campaign Green Monday receives the Roddenberry Prize—funded by the estate of Star Trek creator Gene Roddenberry—for raising awareness about the environmental benefits of eschewing animal products.

by ANNA STAROSTINETSKEYA

DECEMBER 5, 2018





# 2018 SOCIAL ENTREPRENEUR OF THE YEAR



*Ms. Susan Rockefeller*

*"The Green Monday movement has spread to over 30 countries around the world. Green Common provides consumers with sustainable, innovative and wholesome food choices. Together they are a powerful combination of empowerment and food options that can have a significant influence on climate issues globally."*

# CONTACT US



🌐 [greenmonday.org](http://greenmonday.org)  
f [GreenMondayHK](https://www.facebook.com/GreenMondayHK)  
📷 [greenmonday\\_official](https://www.instagram.com/greenmonday_official)  
✉ [enquiry@greenmonday.org](mailto:enquiry@greenmonday.org)  
☎ +852 2263 3196



🌐 [greencommon.com](http://greencommon.com)  
f [Green Common](https://www.facebook.com/GreenCommon)  
📷 [Green\\_Common](https://www.instagram.com/Green_Common)  
✉ [info@greencommon.com](mailto:info@greencommon.com)  
☎ +852 2263 3153

## OMN!PORK 新豬肉

🌐 [omnipork.co](http://omnipork.co)  
f [omnipork](https://www.facebook.com/omnipork)  
📷 [omnipork](https://www.instagram.com/omnipork)

