RSVP Yes for Sustainability

How to make your event GREENER BY DEFAULT and cut carbon, save money, and attract attendees.
Flip the RSVP Default!

Instead of assuming people want meat unless they specially opt into veg options, make plant-based the default and give people the choice to opt into meat.
Here's some sample language for your RSVP form:

**Example 1: Mission-Aligned Messaging**

[Organization] is committed to hosting events that align our food choices with our commitment to sustainability. In order to reduce our carbon footprint, attendees will be served plant-based meals by default. If you prefer a different choice, please indicate your dietary preferences below:

- I would like to stick with the plant-based meal
- I would like to switch to a meal with meat instead

*Please let us know below if you have any other dietary restrictions or food allergies.*
Here’s some sample language for your RSVP form:

**Example 2: Food-Focused Messaging**

Our chef has created a delicious plant-based menu inspired by the flavors and cuisines from [region]. All attendees will be served the plant-based menu by default. If you prefer something different, please indicate your dietary preferences below.

- I would like to stick with the plant-based meal
- I would like to switch to a meal with meat instead

Please let us know below if you have any other dietary restrictions or food allergies.
Our chef has created a delicious plant-based menu inspired by the flavors and cuisines from [region]. All attendees will be served the plant-based menu by default. If you prefer something different, please indicate your dietary preferences below.

- I would like to stick with the plant-based meal
- I would like to switch to a meal with meat instead

Please let us know below if you have any other dietary restrictions or food allergies.

Pro Tip: Make this a required question on the form!
Make it Delicious!

Work with your caterer to ensure the plant-based options are familiar, flavorful, and filling. Here are some tips on how to do that.
Tip #1: Give ‘Em Protein

If the plant-based option only contains grains and vegetables, request the addition of beans, tofu, or plant-based meat to add protein.
Tip #2: Switch It Up

If multiple meals are being served, make sure they feature different proteins so that diners aren’t eating tofu three times a day.
Tip #3: Go Global

Opt for international cuisines that are naturally plant-forward, such as Mexican, Indian, Thai, Vietnamese, Ethiopian, or Mediterranean.
Tip #4: Trust Your Gut

If the option your caterer suggests doesn’t sound familiar & appetizing to you, request changes to make a dish you would be excited to eat.

Example: One venue offered to create a new plant-based dish called "Baba Ghanoush Lasagna." Instead, the client requested that they swap out beef with tofu in their existing Kung Pao Stir Fry.
Tip #5: Avoid FOMO

Make the meat and veg meals as similar as possible to ensure everyone is happy, regardless of their protein choice.

Example 1 (Replacement): The plant-based dish is a pita with falafel, tabbouleh, and hummus. People who opted into meat get a pita with chicken, tabbouleh, and hummus.
Tip #5: Avoid FOMO

Make the meat and veg meals as similar as possible to ensure everyone is happy, regardless of their protein choice.

Example 2 (Addition): The plant-based dish is Southwestern Black Bean Chili, and people who opted into meat have ground turkey added on top.
Share Your Success!

In your post-event comms, mention the delicious & sustainable meals you provided and include highlight photos and positive feedback from diners.

_Pro Tip:_ Greener by Default can calculate your carbon and water savings to report back to attendees!
Need more help?

We offer one-on-one consultation for events serving more than 1,000 meals!

- Visit our website: www.greenerbydefault.org
- Contact Us: info@greenerbydefault.org

If you use these strategies, we’d love to share your event on our social media! Send us your success stories or lessons learned.